

Developing effective influencer strategies for the modern digital era



Chanatda Chantanasewi, Sumaman Parnkam *

College of Digital Innovation Technology, Rangsit University, Lak Hok, Thailand

ARTICLE INFO

Article history:

Received 3 July 2024

Received in revised form

26 October 2024

Accepted 15 November 2024

Keywords:

Influencer marketing

Social media

Brand identity

Marketing strategy

Online media

ABSTRACT

Influencers have become a central part of modern marketing, with brands increasingly using them to build awareness and boost sales on social media. This study aims to develop effective strategies for creating influencers within Thailand's online media environment. Using a mixed-methods approach, the research identifies four main components for influencer creation: audience, endorser, social media manager, and influencer marketing. Data analysis included 36 indicators and key elements of influencer roles. Results showed that influencer marketing had the highest importance, with a component weight of 0.99, followed by social media management. The endorser and audience had component weights of 0.97 and 0.84, respectively. These results indicate that these factors can support the creation of successful marketing strategies and a strong brand identity.

© 2024 The Authors. Published by IASE. This is an open access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>).

1. Introduction

The exponential growth of social media usage has prompted changes to align with the national strategy and the 8th 20-year master plan. Technological progress has led to alterations in consumer behaviors. The marketing environment has shifted away from conventional marketing methods to succeed in the present landscape. Implementing digital marketing strategies, creating compelling content, and leveraging influencer marketing are crucial (Chung et al., 2023; Kalogiannidis et al., 2023).

The digital platform has been modified to accommodate online retailers, facilitating convenient access to products and services. This will lead to alterations in entrepreneurs (Gawer, 2021). Business models are undergoing global transformations. Business organizations influence customers, compelling them to procure goods and services from Internet enterprises. Online enterprises engage in promotional campaigns using social media networks. Sellers are always endeavoring to enhance the online purchasing experience for clients (Ebert and Duarte, 2018; Bitakou et al., 2023). The rising popularity of social media influencers, many of whom have accumulated

significant wealth, has transformed influencing into a growing trend and a viable career option. This is evident from their large follower bases on social media platforms, their engagement in activities such as promoting advertisements, reviewing products, recommending brand services, creating content, and building online communities. Influencers engage in diverse activities, including blogging, video production, and photography, ensuring their content remains high-quality and relevant to their target audience. The primary goal is to build trust with their audience, for which influencers are compensated. The outcomes of their efforts depend on factors such as the type of content, the campaign's duration, and the size of their audience (Rosário, 2024; Rosário et al., 2023). The expenditure on influencer marketing through social media platforms is witnessing a significant surge. Social influencers are increasingly in demand as valuable assets for business marketing and audience engagement (Kostygina et al., 2020).

There is a classification of influencers (Gurrieri et al., 2023). Mega influencers are renowned individuals who reside in the public spotlight. The number of followers reaches 1 million. They possess expertise in content creation, and most are renowned celebrities on digital platforms and in cinemas. Macro influencers have achieved significant accomplishments but have not gained widespread fame, having a following of anywhere between 100,000 to 1 million individuals. A micro-influencer is an individual who starts to achieve success. They can pursue a professional vocation. However, it will be of lesser magnitude compared to the collective.

* Corresponding Author.

Email Address: sumaman.p@rsu.ac.th (S. Parnkam)

<https://doi.org/10.21833/ijaas.2024.12.002>

Corresponding author's ORCID profile:

<https://orcid.org/0009-0002-6821-7049>

2313-626X/© 2024 The Authors. Published by IASE.

This is an open access article under the CC BY-NC-ND license

(<http://creativecommons.org/licenses/by-nc-nd/4.0/>)

Macro-influencers typically have a follower count between 10,000 and 100,000, while nano-influencers usually have up to 10,000 followers. Nano-influencers belong to the category of influencers with the smallest following. However, it is worth noting that having a smaller follower count can still generate a plurality of engagements in the digital world (Campbell and Farrell, 2020).

Influencer marketing is a technique that businesses and brands use. Collaborate with selected influencers on social media. To create and promote branded content, it targets both the influencer's followers and the brand's target audience (Lou and Yuan, 2019). Influencers have the power to influence purchasing decisions. In addition, one must have knowledge and principles and have a relationship with the audience (Masuda et al., 2022). Influencer marketing on social media has recently gained much attention. We can build relationships with attractive marketing potential for organizations and brands through unprecedented interaction (Yuan and Lou, 2020). Not only is it a marketing opportunity, but it is also a valuable social connection that can collaborate harmoniously. This can result in enduring partnerships founded on marketing and sales ideas. There is a growing trend of influencers and brands collaborating on marketing campaigns (Ibáñez-Sánchez et al., 2022).

As a result, researchers are interested in developing methods to guide influencers to sustainably improve and stabilize their personalities. It may also benefit government or private agencies that focus on building their online presence.

2. Literature review

This research has focused on studying the elements related to the success of influencers in Thailand. The elements are audience, endorser, social media manager, and influencer marketing, as shown in Fig. 1.

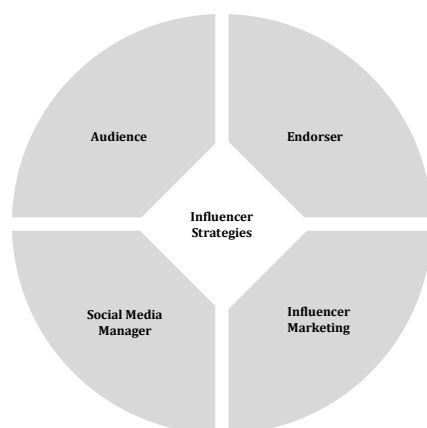


Fig. 1: Study's model

The audience is the most essential element of an online influencer. It consists of a group of followers who choose to view the online media content of online influencers. Access to information is granted to groups of people who receive or consume content

through various mediums, such as readers, viewers, or listeners (Gulyas and Hess, 2024). The content is not limited to just storytelling but can be expanded to videos, images, and text on different platforms (Srisaracam, 2018). Viral content that is unique and presented in a direct and open format can increase participation and create good access (Bodrunova and Gladkova, 2024; Quesenberry and Coolson, 2019). To grab the audience's attention, the post must be exceptional and encourage people to share it, enhancing its reach and quality (Doğan Keskin et al., 2023). This sharing behavior not only exposes the post to a wider audience but also generates future likes, comments, and shares from friends (Kwon et al., 2022).

To effectively tailor information to suit the interests of a particular audience, one must first accurately determine their demographic attributes. These attributes include gender, age, relationships, interests, and level of involvement (Çetinkaya et al., 2024; Mühlhoff and Willem, 2023). Selecting the target demographic based on significant life events and using this audience to establish a meaningful connection and enhance predictive capabilities is essential. Providing additional data and utilizing statistical correlations between audience behavior and forecasting future behavior can further improve targeting (Mühlhoff, 2021). Due to social media offering many platforms, each with a unique target audience, it is crucial to strategize accordingly. The presentation should have clear goals and boundaries (Srisaracam, 2018; Nilplengsang and Pankham, 2023; Zhou et al., 2024).

Tell stories in an exciting context. People are curious about social and digital trends on a large scale (Gulyas and Hess, 2024; Ren et al., 2024). Create content that surprises your audience. Share a story about an experience your audience can relate to, as it's the emotion your content creates in them that makes it go viral (Dafonte-Gómez et al., 2020) to rely on sharing on social media to create much word of mouth (Quesenberry and Coolson, 2019).

The primary function of an influencer is to endorse a particular product or service. A reference group can impact the information or ideas displayed to represent the overall effect accurately (Campbell and Farrell, 2020).

Celebrities turn into influencers to generate attention. Using social media platforms allows for quick connections to be made. It will enable self-promotion and dissemination of personal experiences in the physical realm. Increases intimacy with the audience (Dafonte-Gómez et al., 2020; Jorge et al., 2022). Promotes a positive relationship between the celebrity and the audience (Porfirio and Jorge, 2022). Experts who influence specific certifications must have expertise and knowledge in a particular field (Jorge, 2020; Christensen, 2023). Knowledge of a specific area of content increases credibility with the target audience (Quesenberry and Coolson, 2019). Clarifying information is especially useful for brands looking to promote positive results to create value for brands and

products (Pittman and Abell, 2021). Therefore, the influencer's expertise reduces the audience's perception. Consequently, it is crucial to receive certification from brands and products. The level of specialization directly correlates with the audience's perceived strength of the subject matter.

Commentators possess the ability to influence the attention of their viewers. By blending entertainment with rhetoric, they encourage viewers to engage with the audience's responses. To expand the reach of adding comments from viewers, it may focus on streamers attracting viewers with similar behavior in answering questions. They can provide witty analysis, such as transforming the anxiety found in current events into a novel source of amusement (Hanaysha, 2017). Social media managers can engage their audience by creating fun and engaging content such as customized videos, vlogs, meet and greets, live broadcasts, and Q&A sessions (Park and Namkung, 2022).

When planning a communication strategy and studying social media rules, it is essential to remember some tips (Dafonte-Gómez et al., 2020; Kim and Lee, 2019). Sharing aesthetically exciting or eye-catching ideas can help spark interest and engagement. Additionally, exchanging funny anecdotes is a great way to foster conversation. Creating a genuine personality and expressing it correctly is essential, whether through an inspirational story or amusing anecdotes that impart wisdom. Lastly, engaging the audience by demonstrating comprehension is crucial, as behavior and participation can be detected as emotional responses to stimuli. It is essential to establish a clear purpose for the content you create. You can use a narrative structure conveyed through different stories on different platforms to engage your audience (Srisaracam, 2018). Be creative and develop new ideas to build relationships and spark curiosity. Using hashtags, memes, jokes, song lyrics, or images that reflect popular culture can significantly increase visibility (Kostygina et al., 2020). To make your content more engaging, use photographs, videos, memories, and other current life facts. Applying tone effects, filter effects, or music can also add liveliness to the content, and emotional content creates a deeper connection between viewers and influencers than serious content, preventing it from becoming boring (Dafonte-Gómez et al., 2020). It is essential to consider the inclinations and dispositions of your audience when creating content. Audiences often react positively or negatively to social media posts (Kostygina et al., 2020). To overcome any communication issues, it's essential to maintain a good relationship with the audience (Dafonte-Gómez et al., 2020). Engaging in conversations, sharing perspectives, getting to know the audience, and building a connection can show empathy toward them. This is crucial to understanding and improving unfamiliar subjects (Gulyas and Hess, 2024).

Influencer marketing is a collaborative effort between big brands and online influencers to reach a

wider audience. By creating distributed content through these influencer channels, brands can effectively engage their audience, build credibility, and grow their customer base. Working with influencers helps reduce customer uncertainty, which can lead to more conversions. However, brands need to exercise caution and avoid oversaturation. By creating a positive customer experience, brands can build lasting relationships and drive sales. Influencer marketing is essential for brands looking to expand their reach and create a positive image.

An effective way to establish trust with an audience is through word-of-mouth promotion. When people see that a brand has many followers, it can increase its credibility and make the content more likely to be shared with others. However, it is essential to remember that having many followers does not necessarily guarantee success. It is essential to produce captivating content that connects with the audience and motivates them to endorse and engage with the company. To create such content, one must deeply understand the audience. Building relationships with the audience is also essential as it increases the likelihood of shared content. These points have been emphasized (Quesenberry and Coolsen, 2019)

Collaboration through social media is an effective way to promote engagement. This can be a collaboration between influencers and brands or multiple influencers working together to increase their effectiveness (Ren et al., 2024). By leveraging social media for professional collaboration, businesses can maximize their potential and create successful commercial strategies. This can also help increase our awareness of other individuals. To increase visibility and attract a larger audience, it is essential to identify a target demographic with shared interests (Ren et al., 2024).

Follower retention fosters an ongoing relationship with the audience to increase engagement and satisfaction (Çetinkaya et al., 2024). Understand behavior to maintain audience relationships. Create familiarity and positive perception by delivering valuable content consistently. Make an enduring impact to preserve loyalty and elicit a desire for more content to keep viewers engaged.

3. Research methods

This research focuses on developing enduring influencer strategies for the modern digital era. The researcher employs mixed methodology to collect data or analyze qualitative and quantitative research. This study has been reviewed and approved by the Ethics Review Board of Rangsit University in Thailand. The COA number is RSU-ERB2023-122. The objective is to 1) build successful influencers with strategy in the digital era and 2) analyze the confirmatory elements of developing enduring influencer strategies for the modern digital era. The researcher has the following research method:

The questionnaire used is according to the study objectives consisting of 4 aspects, 12 components, and 36 indicators as follows:

1. Social Media Influencer Marketing has three components: 1) New Followers, 2) Influencer Collaborations, and 3) Follower Retention, with a total of 9 indicators.
2. Endorsers have three components: 1) strategists, 2) content producers, and 3) community managers, with a total of 9 indicators.
3. Social Media Manager has three components: 1) Celebrities, 2) Experts, and 3) Commentators, with a total of 9 indicators.
4. Audiences have three components: 1) Reach, 2) Targeting, and 3) Attention, with a total of 9 indicators.

A total of 21 experts participated in this qualitative investigation. The population was categorized into three distinct groups: a cohort of five university lecturers specializing in online media, each possessing a minimum of two years of teaching experience; a group of eight marketing and online media experts, also with a minimum of two years of teaching experience and a cohort of eight online influencers, each having a follower count exceeding 1 million. The researcher used a qualitative study method and collected data from a review of literature, publications, websites, and research journals, both Thai and foreign. The opinions of the 21 experts were surveyed using in-depth interviews and an online questionnaire. The data gathering methods included a 7-point Likert scale. The researcher would inquire about issues relevant to developing enduring influencer strategies for the modern digital era. The data was collected twice.

In the qualitative study, this research has a total of 21 individuals which divided into three groups, as follows:

Group 1, University Lecturers. 5 university lecturers who teach marketing and online media with the selection criteria that the lecturers must be in marketing and online media at least 2 years of teaching experience at the university level.

Group 2, Marketing and Online Media Experts. 8 experts in marketing and online media with the selection criteria that the individuals must have knowledge and experience in marketing strategies and online media for at least 2 years.

Group 3, Influencers in Online Media. 8 individuals who are influential in online media with the selection criteria that the influencers must have 1,000,000 or more followers on online media and at least 2 years of experience in online media.

The researchers also selected a group of 800 online media influencers in Thailand using convenience sampling. The selection criteria for this group were:

1. Influencers with more than 10,000 followers.
2. The selected online media influencers must have at least one online channel, such as Facebook, Instagram, TikTok, YouTube, or Twitter.

The data was collected twice using the e-Delphi technique. The first collection involved an in-depth interview with 21 experts to explore their opinions. The second collection was conducted through a 7-point Likert scale online questionnaire that surveyed the views of the same 21 experts. The data was collected for a period of two months, specifically from August to September 2023.

The researcher analyzed qualitative data using fuzzy set theory to select factors and indicators based on 21 expert opinions. This technique resolves conflicts in score evaluation among the group of experts by allowing each expert to express their opinions independently. This also improves the efficiency in examining the consensus of the experts, making it more accurate. All relevant factors and indicators were classified and converted onto a 7-point Likert scale. In this study, the researcher set criteria of 0.75, with acceptable questions having values over 0.75, while questions failing to reach such a value will be rejected (Kim and Lee, 2019).

The research conducted focused on influencers who use online media in Thailand. The target audience consisted of influencers who have a minimum of 10,000 followers on various online media platforms. A sample size of 800 influencers was selected using the convenience sampling method.

The researcher surveyed by distributing online questionnaires on a 7-point Likert scale to gather opinions from 800 online influencers in Thailand. The data collection period spanned two months, from October to November 2023. The complete set of questionnaires from all 800 users will be selected to validate the collected data and used in the statistical analysis in the next step.

Construct validity and reliability. To ensure the accuracy of our research, we assessed the reliability of the construct by examining the outer model using composite reliability and Cronbach alpha values. Both the composite reliability value and Cronbach alpha were evaluated to determine the reliability of the scale used in our research. A score greater than 0.6 indicates that the scale used is reliable. Please refer to [Table 1](#) for composite reliability and Cronbach's alpha.

Table 1: Cronbach's alpha and composite reliability of influencer strategies

Variable	Cronbach's alpha	Composite reliability	Annotation
Influencer strategies	0.962	0.968	Reliable

According to the results of the construct reliability test presented in [Table 1](#), the bullying

variable measurement form meets unidimensional criteria, as the reliable job satisfaction scale shows.

The composite reliability value of 0.968 and Cronbach's alpha of 0.962 indicate that the job satisfaction items are valid and reliable. The validity and construct reliability tests confirm this as well. The outer model test results of the research data analysis show that the measurement model is acceptable. This is because the dimensions of job satisfaction accurately reflect job satisfaction variables. The data was analyzed using a pre-existing program's third-order confirmatory factor analysis. The parameters were estimated using maximum likelihood estimation (MLE). The analysis considered several statistical measures of the level of conformity, including the goodness of fit index (GFI), the comparative fit index (CFI), the Chi-square statistic, the relative chi-square (CMIN/df), the adjustment of the goodness of fit index (AGFI), the root means square error of approximation (RMSEA) and the standardized root means square residual (SRMR). These measures were used to determine whether the confirmation element for developing a framework for influencer strategies based on a structured equation model for developing enduring influencer strategies for the modern digital era was viable. The analysis also considered whether the empirical data suited the model (Park and Namkung, 2022).

4. Results

Third-order confirmatory factor analysis of developing enduring influencer strategies for the modern digital era based on empirical data.

The third-order confirmatory factor was analyzed to find out influencer strategies for the digital era. Analyzing the consistency between the model created and the empirical data obtained revealed several goodness-of-fit values. The df value was 503.089, and the index value of CMIN/df = 1.07, less than the standard value of 0.5. The GFI = 0.97, the AGFI = 0.95, the Tucker-Lewis Index (TLI) = 0.99,

and the CFI = 0.99, all of which are greater than the benchmark of 0.90. On the other hand, the RMSEA value is 0.01, and the SRMR = 0.01, both of which are less than 0.08. Additionally, Hoelter's = 943, which is greater than the benchmark of 200. All goodness of fit values meet the required criteria, proving model compatibility with data (as shown in Table 2)

Fig. 2 is the third-order measurement model for developing enduring influencer strategies for the modern digital era. Table 3 shows the results of the convergent validity analysis for measuring the development of enduring influencer strategies in the modern digital era. Additionally, CR and AVE values were calculated to assess factor reliability, with thresholds of composite reliability greater than 0.7 and average variance extracted greater than 0.5. Table 4 shows the confirmatory factor analysis results for these strategies.

Expanding regional insights, identifying key components, developing a clear framework, addressing knowledge gaps, and offering practical applications make significant and various contributions to the Body of Knowledge. However, not only advances academic understanding but also gives valuable guidance for practitioners in the rapidly evolving digital economy era in Thailand and similar regions. The study ensures actionable knowledge that can be used by marketers, businesses, and other stakeholders in the digital economy. A detailed examination of influencer marketing strategies within Thailand and its digital landscape helps create a structured framework that identifies key components such as audience, endorser, social media manager, and influencer marketing, which fills a gap in regional studies and advances theoretical understanding. In addition, the findings have practical implications for marketers and businesses, bridging the gap between academic research and real-world application and increasing both regional and global knowledge.

Table 2: The analysis obtained from the model fits well

Index	Criteria	Value	Result
CMIN/df	< 2.00	1.07	Passed
CFI	≥ 0.90	0.99	Passed
GFI	≥ 0.90	0.97	Passed
AGFI	≥ 0.90	0.95	Passed
TLI	≥ 0.90	0.99	Passed
RMSEA	< 0.08	0.01	Passed
SRMR	< 0.08	0.01	Passed
Hoelter	> 200	943	Passed

CMIN/df: Chi-square minimum discrepancy per degree of freedom; CFI: comparative fit index; GFI: Goodness-of-fit index; AGFI: Adjusted GFI; TLI: Tucker-Lewis index; RMSEA: Root mean square error of approximation; SRMR: Standardized root mean square residual

5. Discussion

Exploratory factor analysis of developing enduring influencer strategies for the modern digital era. The results of this research hold significant importance in the field of literature and theory. They improve comprehension and skills in an individual's effective formation of identity on social media through the following components. Audience consists of three elements: reach, targeting, and attention. Reach is the most important factor for

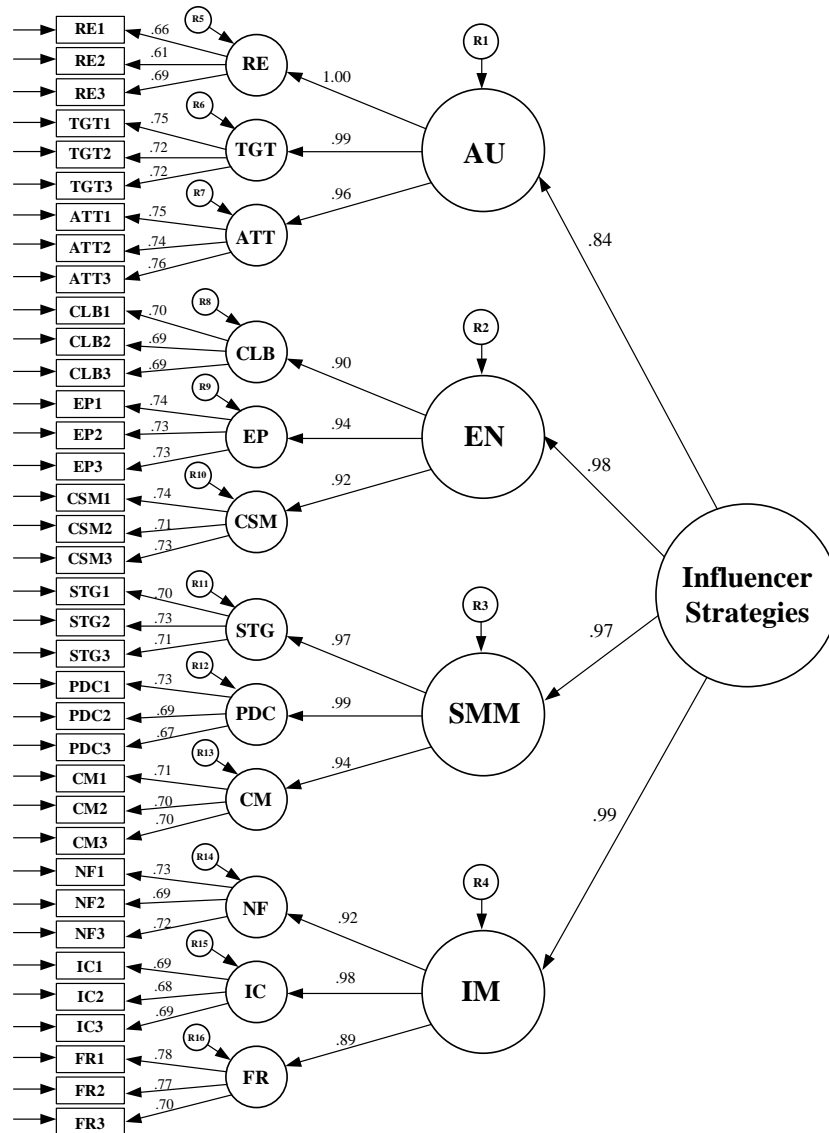
influencers as it boosts audience engagement. This factor enables influencers to plan their content before publishing. This aligns with a research study by Kim and Lee (2019). Engagement in the entertainment industry refers to consumers' positive responses to the content they consume. Media products, being intangible, are a medium for connecting with the audience's minds. The stronger the connection, the closer the audience identifies with the media product. Engagement is the experience of enjoying the media product, allowing

users to actively participate in events and experiences beyond mere content consumption. This participation could include the acquisition of by-products or the opportunity to communicate with Like-minded people.

Endorsers consist of three components: celebrities, experts, and commentators. However, experts and commentators have a greater influence, as they play a vital role in persuading and clarifying the scope of credibility. They are widely recognized as knowledgeable in their respective fields, which influences the audience's decision to consume the content. Endorsers are individuals who recommend advertised products. The primary aim of advertising is to persuade consumers to become aware of a brand through attractive and reliable advertising. According to the theories of source credibility and source attractiveness, trustworthiness, expertise, and attractiveness are crucial to effective communication sources. Endorsers are well-known individuals who help to enhance the message of an advertisement or promotion and make it more

memorable and attention-grabbing. The credibility of the endorser plays a crucial role in persuading consumers to buy the brand.

Social media managers consist of three roles: strategists, producers, and community managers. The strategist role holds the highest value in management plans to effectively build brand identity awareness. The role of social network management platforms in community management is crucial. They offer significant perspectives on the significance of social interaction within online communities, which is essential for providing support and dynamism. To effectively manage communities on social networking sites, it's essential to understand the cognitive, psychological, and social mechanisms that influence user engagement. Additionally, having social networking skills and emotional intelligence can have significant implications. It's also worth noting that there are specific opportunities in the form of social network management platforms.



Chi-square (df) = 503.089; CMIN/df = 1.070; AGFI = .958; GFI = .970; CFI = .998; IFI = .998; TLI = .997; RMSEA = .009; RMR = .008

Fig. 2: Influencer strategies

Table 3: Convergent validity analysis for measuring the development of enduring influencer strategies for the modern digital era

3 rd order	Standard Loading	2 nd order	Standard loading	1 st order	Standard Loading	CR	AVE
AU	0.84***	RE	1.00***	RE1	0.64***	1	0.99
				RE2	0.59***		
				RE3	0.67***		
		TGT	0.99***	TGT1	0.72***		
				TGT2	0.70***		
				TGT3	0.71***		
		ATT	0.96***	ATT1	0.73***		
				ATT2	0.73***		
				ATT3	0.76***		
		CLB	0.90***	CLB1	0.68***		
CLB2	0.67***						
CLB3	0.65***						
EN	0.98***	EP	0.94***	EP1	0.73***	0.96	0.96
				EP2	0.69***		
				EP3	0.72***		
		CSM	0.92***	CSM1	0.72***		
				CSM2	0.70***		
				CSM3	0.72***		
		STG	0.97***	STG1	0.68***		
				STG2	0.67***		
				STG3	0.65***		
				PDC1	0.71***		
SMM	0.97***	PDC	0.99***	PDC2	0.68***	0.98	0.94
				PDC3	0.63***		
				CM1	0.70***		
		CM	0.94***	CM2	0.67***		
				CM3	0.68***		
				NF1	0.71***		
		NF	0.92***	NF2	0.67***		
				NF3	0.70***		
				IC1	0.66***		
		IM	1.00***	IC	0.98***		
IC3	0.68***						
FR1	0.76***						
FR2	0.76***						
FR3	0.70***						

***: P-value < .001; AU: Audience understanding; EN: Engagement; SMM: Social media management; IM: Influencer management; RE: Relevance; TGT: Targeting; ATT: Attention; CLB: Collaboration; EP: Emotional presence; CSM: Content strategy management; STG: Strategy; PDC: Product development and communication; CM: Community management; NF: Networking factors; IC: Influencer credibility; FR: Follower retention; CR: Composite reliability; AVE: Average variance extracted

Influencer Marketing encompasses three key elements: gaining new followers, collaborating with influencers for maximum value, and retaining followers. The most valuable of these is influencer collaborations, which not only help to nurture new target audiences and experiences but also expand the audience base. From this relational standpoint, influencers strive to establish strong psychological connections with their followers to foster long-lasting relationships. Influencers require assistance in attracting and retaining followers to build a thriving community, which is the foundation of their influence. Commercial collaborations are particularly important because they usually have short-term goals that should not negatively impact the followers' perception of the influencer or the brand.

6. Conclusion

This research concludes that online influencer marketing has become crucial to many brands' marketing strategies. By selecting influencers with a significant social media following, brands can engage with potential customers and promote their products more effectively than traditional marketing

methods. This concept involves identifying the right target audience and managing content, and it has been proven more effective than traditional marketing (Rosário, 2024). Therefore, it is vital to understand what makes an influencer marketing campaign effective to maximize its potential and achieve growth through this strategy.

6.1. Suggestions for further research

1. Conduct a comparative study across different regions and cultures to understand how influencer marketing strategies vary and their effectiveness. Perform a longitudinal study to assess the long-term impact of influencer marketing on brand loyalty, consumer behavior, and brand identity in various industries.
2. Study for further insight into the psychological mechanisms that help audience engagement with influencers, focusing on trust, authenticity, and perceived relatability. This includes exploring the ethical implications of influencer marketing and the role of new technologies like AI in optimizing strategies and adapting to evolving social media platforms.

Table 4: The confirmatory factor analysis results of developing enduring influencer strategies for the modern digital era

Item	Variable	Statistical values			P-value	R ²
		B	SE	T-value		
Audience						
	AU	0.84	-	-	-	0.73
Content can be accessed more easily through influencers	RE1	0.67	0.07	16.5	.000***	0.45
Influencers can encourage their viewers to access more content	RE2	0.63	0.07	15.8	.000***	0.4
Make content accessible with simple language	RE3	0.61	-	-	-	0.37
Create online marketing activities that reach your target audience	TGT1	0.65	0.05	18.3	.000***	0.42
Generate content that caters to the specific requirements of your intended audience	TGT2	0.7	0.05	19.9	.000***	0.5
Create content that captures the attention of the target audience	TGT3	0.71	-	-	-	0.5
Create content that grabs the audience's attention in 3 seconds	ATT1	0.64	0.06	16.7	.000***	0.41
Engages audiences with fascinating personalities	ATT2	0.71	0.06	19.1	.000***	0.5
Identify audience issues and create engaging content	ATT3	0.66	-	-	-	0.43
Endorser						
	EN	0.97	0.07	14.3	.000***	0.94
A celebrity appearance can be a great way to promote engaging content	CLB1	0.66	0.07	16.7	.000***	0.43
Celebrities' personalities help make the content interesting	CLB2	0.67	0.06	17.1	.000***	0.45
The credibility of celebrities can be leveraged to promote interesting content	CLB3	0.67	-	-	-	0.45
Expert certification makes the content reliable	EP1	0.66	0.06	18.4	.000***	0.44
The reputation of experts enhances the reliability of their content	EP2	0.68	0.05	19.9	.000***	0.46
Experts possess specialized knowledge that enhances the reliability of the content	EP3	0.69	-	-	-	0.47
Commentators' reviews can help to stimulate viewers' interest in the content	CSM1	0.69	0.06	18.6	.000***	0.47
Commentator's reviews create an opportunity for viewers to follow the content continuously	CSM2	0.71	0.05	19.1	.000***	0.51
Reviews by commentators can enhance the credibility of the content	CSM3	0.7	-	-	-	0.49
Social media manager						
	SMM	0.97	0.07	15	.000***	0.93
Marketing communications strategists can influence the audience to continuously subscribe to the content	STG1	0.59	0.06	16	.000***	0.35
A marketing communications strategist helps encourage viewers to participate in the content	STG2	0.68	0.06	18	.000***	0.46
Marketing communications strategists can increase the opportunity to reach more audiences	STG3	0.69	-	-	-	0.48
Content creation should be on trend	PDC1	0.64	0.05	17.6	.000***	0.41
Creating content that captivates the audience's attention is crucial	PDC2	0.64	0.05	17	.000***	0.41
Content creation should have a variety of formats	PDC3	0.7	-	-	-	0.49
Community managers should know the terms and conditions of using the platform	CM1	0.64	0.06	17.2	.000***	0.41
Community managers need to plan how to address social media issues	CM2	0.71	0.06	18.7	.000***	0.5
Community managers must devise a strategy to respond to social media feedback promptly	CM3	0.66	-	-	-	0.44
Influencer marketing						
	IM	1	0.07	14.4	.000***	1
Increased viewership can result from following popular trends	NF1	0.67	0.07	16.9	.000***	0.45
The expertise of the expert helps to increase the number of viewers who follow the content	NF2	0.72	0.07	17.6	.000***	0.51
The identity of the influencer plays a vital role in attracting more viewers to follow their content	NF3	0.64	-	-	-	0.41
Collaboration between product brands and influencers tends to increase viewer followings	IC1	0.64	0.06	17.1	.000***	0.4
Collaboration between influencers and product brands can increase the number of viewers who follow content	IC2	0.73	0.05	19.5	.000***	0.53
Collaborating with other influencers can create a unique and exciting experience.	IC3	0.71	-	-	-	0.5
To keep a steady stream of viewers, it is essential to provide them with a satisfying experience	FR1	0.65	0.06	17.3	.000***	0.42
Providing helpful information to maintain the number of viewers following the content	FR2	0.72	0.06	19	.000***	0.51
Engage your audience to keep the number of viewers following your content	FR3	0.68	-	-	-	0.46

***: P-value < .001; B: Regression coefficient; SE: Standard error

Compliance with ethical standards

Ethical considerations

This study was approved by the Ethics Review Board of Rangsit University, Thailand (COA number: RSU-ERB2023-122). Informed consent was obtained from all participants, and their confidentiality was ensured.

Conflict of interest

The author(s) declared no potential conflicts of interest with respect to the research, authorship, and/or publication of this article.

References

Bitakou E, Karetzos S, Ntalianis F, Ntaliani M, and Costopoulou C (2023). Evaluating social media marketing in the Greek winery industry. *Sustainability*, 16(1): 192. <https://doi.org/10.3390/su16010192>

Bodrunova SS and Gladkova AA (2024). From media systems to digital journalism: An introduction to the special issue. *Digital Journalism*, 12(3): 282-293. <https://doi.org/10.1080/21670811.2023.2246051>

Campbell C and Farrell JR (2020). More than meets the eye: The functional components underlying influencer marketing. *Business Horizons*, 63(4): 469-479. <https://doi.org/10.1016/j.bushor.2020.03.003>

Çetinkaya YM, Kūlah E, Toroslū İH, and Davulcu H (2024). Targeted marketing on social media: utilizing text analysis to create personalized landing pages. *Social Network Analysis and Mining*, 14: 77. <https://doi.org/10.1007/s13278-024-01213-0>

Christensen J (2023). Studying expert influence: A methodological agenda. *West European Politics*, 46(3): 600-613. <https://doi.org/10.1080/01402382.2022.2086387>

Chung YJ, Lee SS, and Kim E (2023). The effects of influencer types and sponsorship disclosure in Instagram sponsored posts. *Journal of Current Issues and Research in Advertising*, 44(2): 193-211. <https://doi.org/10.1080/10641734.2022.2155891>

Dafonte-Gómez A, Míguez-González MI, and Corbacho-Valencia JM (2020). Viral dissemination of content in advertising: Emotional factors to reach consumers. *Communication and Society*, 33(1): 107-120. <https://doi.org/10.15581/003.33.1.107-120>

Doğan Keskin A, Kaytez N, Damar M, Elibol F, and Aral N (2023). Sharenting syndrome: An appropriate use of social media? *Healthcare*, 11(10): 1359. <https://doi.org/10.3390/healthcare11101359> PMID:37239645 PMCID:PMC10218097

- Ebert C and Duarte CHC (2018). Digital transformation. *IEEE Software*, 35(4): 16-21. <https://doi.org/10.1109/MS.2018.2801537>
- Gawer A (2021). Digital platforms' boundaries: The interplay of firm scope, platform sides, and digital interfaces. *Long Range Planning*, 54(5): 102045. <https://doi.org/10.1016/j.lrp.2020.102045>
- Gulyas A and Hess K (2024). The three "Cs" of digital local journalism: Community, commitment and continuity. *Digital Journalism*, 12(1): 6-12. <https://doi.org/10.1080/21670811.2023.2211639>
- Gurrieri L, Drenten J, and Abidin C (2023). Symbiosis or parasitism? A framework for advancing interdisciplinary and socio-cultural perspectives in influencer marketing. *Journal of Marketing Management*, 39(11-12): 911-932. <https://doi.org/10.1080/0267257X.2023.2255053>
- Hanaysha JR (2017). An examination of marketing mix elements and customer retention in Malaysian retail market. *American Journal of Marketing Research*, 3(1): 1-7.
- Ibáñez-Sánchez S, Flavián M, Casaló LV, and Belanche D (2022). Influencers and brands successful collaborations: A mutual reinforcement to promote products and services on social media. *Journal of Marketing Communications*, 28(5): 469-486. <https://doi.org/10.1080/13527266.2021.1929410>
- Jorge A (2020). Celebrity bloggers and vloggers. In: Ross K, Bachmann I, Cardo V, Moorti S, and Scarcelli CM (Eds.), *The international encyclopedia of gender, media, and communication*. John Wiley and Sons, Hoboken, USA.
- Jorge A, Marôpo L, and Neto F (2022). 'When you realise your dad is Cristiano Ronaldo': Celebrity sharenting and children's digital identities. *Information, Communication and Society*, 25(4): 516-535. <https://doi.org/10.1080/1369118X.2022.2026996>
- Kalogiannidis S, Kalfas D, Loizou E, Papaevangelou O, and Chatzitheodoridis F (2023). Smart sustainable marketing and emerging technologies: Evidence from the Greek business market. *Sustainability*, 16(1): 312. <https://doi.org/10.3390/su16010312>
- Kim J and Lee KH (2019). Influence of integration on interactivity in social media luxury brand communities. *Journal of Business Research*, 99: 422-429. <https://doi.org/10.1016/j.jbusres.2017.10.001>
- Kostygina G, Tran H, Binns S, Szczypka G, Emery S, Vallone D, and Hair E (2020). Boosting health campaign reach and engagement through use of social media influencers and memes. *Social Media + Society*, 6(2). <https://doi.org/10.1177/2056305120912475>
- Kwon JE, Kim SH, and Cha KC (2022). How electronic word-of-mouth forms and affects the market performance of art exhibitions. *International Journal of Arts Management*, 25(1): 21-36.
- Lou C and Yuan S (2019). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. *Journal of Interactive Advertising*, 19(1): 58-73. <https://doi.org/10.1080/15252019.2018.1533501>
- Masuda H, Han SH, and Lee J (2022). Impacts of influencer attributes on purchase intentions in social media influencer marketing: Mediating roles of characterizations. *Technological Forecasting and Social Change*, 174: 121246. <https://doi.org/10.1016/j.techfore.2021.121246>
- Mühlhoff R (2021). Predictive privacy: Towards an applied ethics of data analytics. *Ethics and Information Technology*, 23(4): 675-690. <https://doi.org/10.1007/s10676-021-09606-x>
- Mühlhoff R and Willem T (2023). Social media advertising for clinical studies: Ethical and data protection implications of online targeting. *Big Data and Society*, 10(1). <https://doi.org/10.1177/20539517231156127>
- Nilplengsang Y and Pankham S (2023). STP plus C strategy superior marketing strategies for online service businesses. *Kurdish Studies*, 11(2): 5272-5285.
- Park CI and Namkung Y (2022). The effects of Instagram marketing activities on customer-based brand equity in the coffee industry. *Sustainability*, 14(3): 1657. <https://doi.org/10.3390/su14031657>
- Pittman M and Abell A (2021). More trust in fewer followers: Diverging effects of popularity metrics and green orientation social media influencers. *Journal of Interactive Marketing*, 56(1): 70-82. <https://doi.org/10.1016/j.intmar.2021.05.002>
- Porfírio F and Jorge A (2022). Sharenting of Portuguese male and female celebrities on Instagram. *Journalism and Media*, 3(3): 521-537. <https://doi.org/10.3390/journalmedia3030036>
- Quesenberry KA and Coolsen MK (2019). What makes Facebook brand posts engaging? A content analysis of Facebook brand post text that increases shares, likes, and comments to influence organic viral reach. *Journal of Current Issues and Research in Advertising*, 40(3): 229-244. <https://doi.org/10.1080/10641734.2018.1503113>
- Ren J, Dong H, Popovic A, Sabnis G, and Nickerson J (2024). Digital platforms in the news industry: How social media platforms impact traditional media news viewership. *European Journal of Information Systems*, 33(1): 1-18. <https://doi.org/10.1080/0960085X.2022.2103046>
- Rosário AT (2024). How influencers can leverage performance in business. In: Teixeira S, Teixeira S, Oliveira Z, and Souza E (Eds.), *Using influencer marketing as a digital business strategy*: 58-88. IGI Global, Pennsylvania, USA. <https://doi.org/10.4018/979-8-3693-0551-5.ch003>
- Rosário AT, Lopes PR, and Rosário FS (2023). Influencer marketing in the digital ecosystem. In: Bansal R, Qalati SA, and Chakir A (Eds.), *Influencer marketing applications within the metaverse*: 132-166. IGI Global, Pennsylvania, USA. <https://doi.org/10.4018/978-1-6684-8898-0.ch009>
- Srisaracam S (2018). Crafting news narratives on social media: A study of cross-media newsrooms in Thailand. *Journalism Practice*, 12(8): 1081-1090. <https://doi.org/10.1080/17512786.2018.1507683>
- Yuan S and Lou C (2020). How social media influencers foster relationships with followers: The roles of source credibility and fairness in parasocial relationship and product interest. *Journal of Interactive Advertising*, 20(2): 133-147. <https://doi.org/10.1080/15252019.2020.1769514>
- Zhou L, Alam GM, and Rasdi RM (2024). Marketing strategies for internationalization in China's higher education: An ally or barrier for sustainable development? *Sustainability*, 16(1): 395. <https://doi.org/10.3390/su16010395>