



Efficacy of Instagram Influencer Marketing along the Customer Journey – An Analysis of Equestrian e-Commerce in Germany

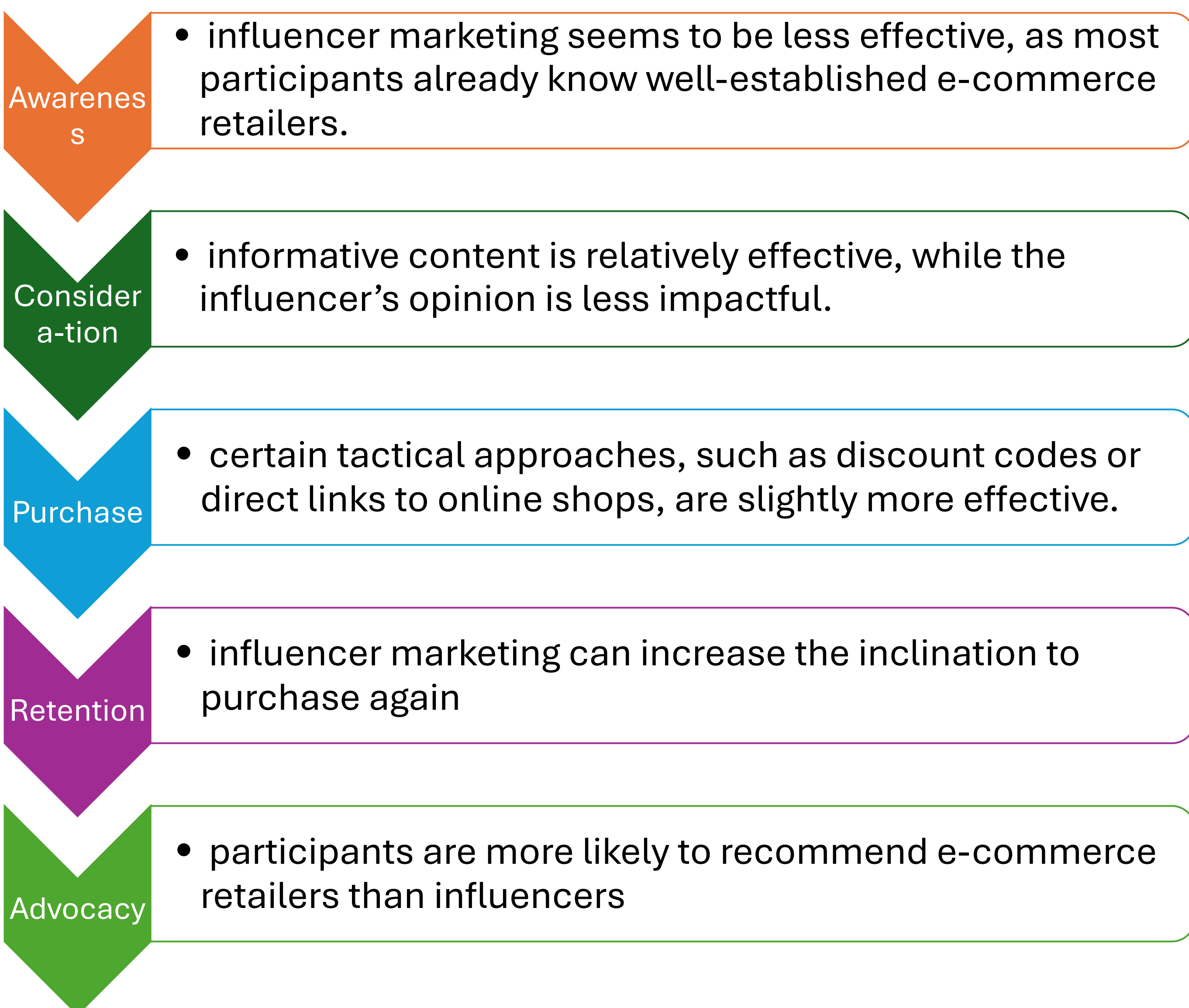
Prof. Dr. Carolin Egger & Isabeau Birnstiel, B.A.

Background & Purpose of the Study:

Social media has become a powerful marketing tool, especially in visually-driven industries like equestrian sports. Influencers play a crucial role in promoting products and building brand trust. Instagram is a key platform for influencer marketing, aiding in increasing awareness, attracting customers, and fostering loyalty. However, research on influencer marketing in the equestrian industry is limited. This study aims to analyze the effectiveness of Instagram influencers in equestrian e-commerce in Germany, focusing on their impact on customer (buying) behavior and loyalty.

Findings & Implications:

Overall, the study showed that Instagram influencer marketing is *less effective* than expected with equestrians in Germany.



Recommendations for improving influencer marketing effectiveness:

- Collaborating with respected personalities within the equestrian community for enhanced credibility.
- Providing influencers with training to deliver more informed recommendations tailored to the specificity of the industry.
- Incorporating authentic and informative content while ensuring transparency in sponsored content to foster trust.
- Encouraging user-generated content to strengthen customer relationships.

References:

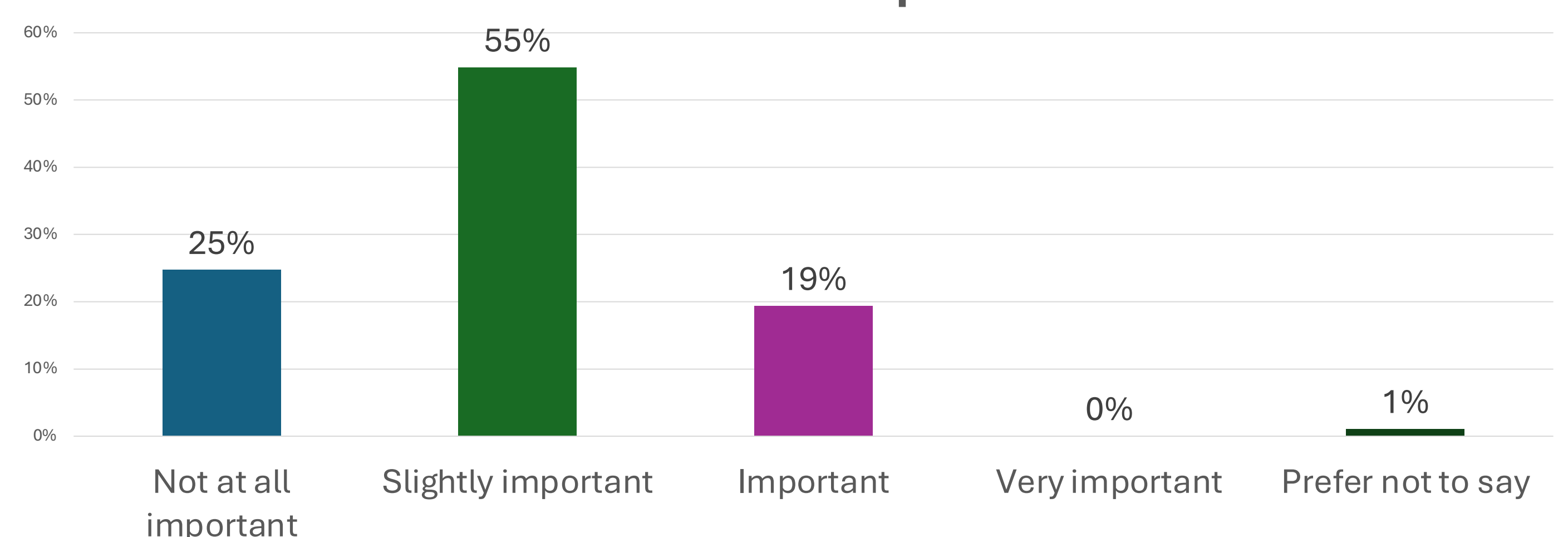
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Methodology & Approach:

The methodology comprised two main components:

- Firstly, an extensive review of pertinent literature concerning e-commerce, the customer journey, Instagram influencer marketing, and the consumer behavior of equestrians, particularly in Germany, was conducted.
- Secondly, a quantitative study was carried out through a self-completion questionnaire aimed at equestrians who actively follow influencers on Instagram. This survey utilized a convenience sampling method.
- Survey conducted from 30.08.2023 to 12.09.2023 in German and in Germany
- After filtering incomplete data, 108 fully completed questionnaires were included for analysis

Importance of Influencer's Opinion in Consideration phase



Limitations:

- Generalizability may be limited due to sample size and profile restrictions, as well as convenience sampling.
- Brief research window and limited budget might affect study depth and comprehensiveness.
- Results could be influenced by social desirability bias, self-report bias, memory distortion, and unwillingness to share personal information.
- Despite limitations, the research provides valuable insights into Instagram influencer marketing in equestrian e-commerce in Germany.

Originality / Value:

- Generalization of importance of product quality and safety
- Emphasizing influencer credibility
- Highlighting the role of authenticity and transparency in influencer collaborations

Transfer to Conference Topic:

- Germany's AND Portugal's strong historical connection to equestrian sports.
- Influence of visual arts on Instagram marketing, especially within the equestrian industry.
- Impact of cultural factors affecting the customer journey.
- Impact of artistic depictions of horses and equestrianism on the consumers' decision-making process in the equestrian e-commerce industry