

Assessing the Effectiveness of Nano and Micro-Influencer Marketing for Capsule Detergents

Authors : Gaeun Lee, Erine Kim, Donghwa Jeong

Abstract : This study aims to investigate the effectiveness of nano and micro-influencers in the promotion of laundry detergent products. With social media becoming a crucial marketing channel, companies are further utilizing social media influencers (SMIs) for leverage to enhance their advertisement outcomes. While significant attention has been given to macro and mega-influencers, the impact of nano and micro-influencers, who have smaller follower counts, remains underexplored. This research explores the impact of influencer characteristics, such as follower count, personalization, and consumer interaction, on marketing effectiveness. By utilizing data from Instagram influencers, this study specifically examines the case of laundry detergent products and consumers in their 20s. This analysis examines how influencers' follower counts impact ad clicks and post likes, the impact of alignment between influencer demographics and target market characteristics on ad performance, and the overall consumer behavior in response to influencer marketing. Findings suggest that while follower counts positively affect post likes, it does not significantly influence ad clicks. Additionally, influencers whose characteristics align with the target market (e.g., age) show a higher impact on ad clicks, particularly among 20s-aged influencers. These insights offer practical implications for companies that look forward to optimizing their social media marketing strategies, particularly in selecting appropriate influencers based on campaign objectives and budget constraints.

Keywords : influencer marketing, micro influencer, nano influencer, performance evaluation

Conference Title : ICPMMS 2025 : International Conference on Product Marketing and Marketing Strategies

Conference Location : Tokyo, Japan

Conference Dates : June 05-06, 2025