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The Effectiveness of Influencers in Recapturing Former Customers for Big Brands

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Abstract

This has a look at targets to quantitatively analyze the suitability of the influencers in the restoration of the previous purchasers for the massive manufacturers. In extending the effect of influencer attributes which involve engagement stage, credibility and authenticity and types of content material, promotional, academic and experiential on recapture achievement, the examine identify factors that influence customers' go back behavior. It has been found out that measures of engagement level and authenticity are the two best predictors of recapture effectiveness of the overall engagement and promotional content is found most useful for quick outcomes. The look at also points to the large impact that logo type has on recapture effects; influencer profiles should therefore mirror logo values. These outcomes offer practical recommendation for manufacturers keen on to appropriate the influencer advertising and marketing approaches that they used and how to hyperlink transient and extent content material approaches to boost the shoppers' participation and loyalty.

Introduction

In the new world of virtually observed adverts, influencer advertising has surfaced as one of the most effective approaches to reach the target populace by brands. As social media systems continue to be more popular and electronic communication more crucial, affective influencers have turn out to be essential in influencing patron behaviors and brand impressions (Lee et al., 2022; Medić et al., 2023). In this research, the author is interested in understanding the role of influencers in regaining business from some previous customers for big brands, which is the subject that is not receiving adequate coverage in various published literature on influencer marketing (Audrezet et al., 2020). Influencer promoting has experienced, rather obvious, exponential boom in recent years assuming steam from social media platforms and the shifting paradigm of customer billed (Sharma et al., 2021; Boerman, 2020). While full size influencers have whole lot hiring energy over admirers, they are additional leveraged by manufacturers to propagate marketing campaigns and breed logo consciousness (Jin & Ryu, 2020). They are vital for 'capturing' consumers, for generating genuine content material, and for building trust

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(Lockie, 2019; Trivedi & Sama, 2020). This developing fashion highlights the need for manufacturers to understand how influencers can be successfully applied no longer only to attract new clients however additionally to recapture former ones.

A major aim of most of the big manufacturing firms is 'Get back ability' of their exclients. Past consumers are those who used to patronize a logo however have for some reason ceased to do so, and they are a gold mine for manufacturers who want to restore their client base and increase lifetime value (Gobe, 2010; Grewal et al., 2020). The style of recapturing requires re interested these clients through special measures that corrected their earlier alienation and re positioned their reference to the brand. To this end, influencer advertising and marketing, which presents the means for delivering messages which might be each suitable and persuasive, is more and more being seen as a manner for attaining this intention (Kim & Kim, 2021).

Review of literature

Influencer marketing has turned into a primary drive in the advertising industry in using the outreach and believe within the personalities they follow on social media. The interventions defined in the current research as influencers or individuals who use social media to influence their target market's choices on purchases have been established to be effective in numerous marketing environments (Ouvrein et al., 2021). First, the gratitude with new platforms as Instagram, YouTube, and TikTok intensified the impact of influencers and determined them to be main stakeholders of virtual advertising and marketing movements (Glenister, 2021). Influencers are categorically delineated entirely on the basis of their followers and engagement level starting from mega influencers, mid influencers, maxi influencers, mini influencers, micro influencers and nano influencers with tens of millions of followers, hundreds of thousands of followers respectively. Every category has it advantages. for instance, mega influencers provide a vast reach, while micro influencers can consistently produce higher engagement rates because of perceived truthfulness (Heuvel, 2022).

A key but complex activity that marketers undertake is client capture, which involves attracting former clients, those who have presumably interacted with a logo but no longer do. From the literature, it is clear that these are may be more valuable, especially the recaptured, often displaying higher lifetime fee than new customers (Price et al., 2000). Use of more precision in view of rebuying normally entails a tailored advertising and marketing mix, including internet advertisements, email promotions, differentiated offers as well as loyalty programs (Czinkota et al., 2021). Customers today are very strategic with their purchasing power because of this, digital and social media channels have end up being very instrumental in customer recapture. Both brands use those systems to remind clients who have been inactive of their existence through retargeting commercials, customized content, and fame collaborations (Patel, 2020). Thus, mentalizing those effects, the particular role of influencers in patron recapture lacks attention in the same location, requiring the research in turn. Several factors give contributions to an influencer when it comes to the proper functioning of advertising campaigns. Trustworthy, technically proficient, presentable and believable are some of the terms that falls under credibility, which remains an important factor affecting consumer behavior (AlFarraj et al., 2021). Such perceived influential endorsers are highly effective in positively influencing the purchase choices of the target market hence making them very valuable partners for the brands (AlFarraj et al., 2021).

Metrics relating to engagement such as likes, feedbacks, shares and view are normally obligatory means to measure influencer performance. High engagement quotes show that the target market of the influencer is identical to 'engagement' which means that there is a good relation between the influencer and their followers (Fan et al., 2023). Furthermore, the type of content created by the influencer whether commercial, informative research, or the narrative

experiential type will significantly influence the degree to which clients' behaviors can be stimulated through the content shared by the influencer (Leung et al., 2022).

Many researchers investigated the influence of influencer advertising on one or another aspect of purchase behavior and logo effects. For instance, a study by Saima & Khan (2020) proved that a definite perceived influencer recognition positively influences brand belief and buy intentions. Alight in the same year, Lou & Yuan (2019) found that using perceived authenticity has positive relations with purchaser believe and engagement and ends up in better logo loyalty. But most of the existing research focuses on the gaining of new customers and the increase of brand recognition. Research, such as that carried out by Ingrassia et al. (2022), on the overall contribution of influencers in those domains but does not specifically focus on their role in regain of lost customers. Such a gap in the literature serves to support more specific studies on how types of influences might be used purposefully to bring back the 'lost' customers.

Consumer allegiance is a critical ultimate effect of well done influencer marketing campaigns. This way, influencers can enhance a sense of identity and community of their audience which in turn means logo loyalty. Influencer advertising and marketing and its indicatory dialogue between influencers and the target audience, enacted and actual, enables to cultivate believe and build emotions that are prerequisite for customer retention (Brown & Fiorella, 2013). The employment of influencers in loyalty applications and client retention ideas has revealed positive results. For example, studying Roberts (2020) shows that using influencers' recommendations considerably improves the Roi on the loyalty programs, as a result improving the customer retention rates. Nevertheless, the efficacy with which these influencers support the recapture of a lost customer remains qualitative and therefore uncertain, which calls for further research in addition. Despite the extensive literature on influencer advertising, however, specific uses of influencers to 'woo back' repeat customers for giant brands are documented poorly. Past research mainly focuses on the ability of influencers in the acquisition of new patrons over trends and brand recognition with little effort made on their involvement in the regain of past patrons (Seligman, 2018). This examine aims to fulfill this hole, by offer a phase by phase explanation of how influencers could also be applied to win again previous clients, providing new perception into the superior use of influencers for patron retention.

Methods

The look at applied a quantitative studies layout in order to establish a systematical comparison of the efficiency of the use of influencers in the scope of gaining back former customers for large brands. This method made it easier to assess how characteristics that define extraordinary influencers and types of content affected customer re engagement numerically with records and statistical operations. The quantitative design evolved maximum because of the ability of the make a choice of strategies to objective measurement and statistical evaluation vital for generalizing conclusions regarding the use of influencer advertising approaches in customer return. The type of sampling that was undertaken was stratified random sampling so as to have a consultant pattern of former customers, across various industry sectors and geographical regions. The goal populace included ex clients who had left massive manufacturers within the past year. In purchase to get hold of a various and consultant population, the sample have become stratified using the business (for instance, type, age, meals and drinks), as well as geographical location. It became institutionalized on lists offered by participating brands, and 500 previous clients had been decided on through strength evaluation. This sample size boiled down to being selected in order to achieve adequate statistical power for identifying large effects and interactions.

Traditional data series was conducted through a based online survey that was created with the view of collecting accurate information about the characteristics of the influencers, types of content and the recapture rate. The survey coated questions on a number of influencers' characteristics together with believability, engagement depth, and tier. It also looked at the types of content (for instance, promotional, academic, experimental) which the respondents received from influencers. The number one outcome measure evolved into recapture effectiveness that was assessed by means of such indices as members cause to come back to the brand and real return behavior. This instrument become selected to record both qualitative and numerical data related to the goals of the examine.

In order to establish the validity and reliability of the survey device several procedures were taken as follows; Content validity was established through the expert feedback concerning marketing professionals and academic researcher who judged the extent to which the survey objects reflected extent to which they were measuring the intended marketing constructs. Pilot testing was done with a sample of 30 contributors to make improvements on the survey questions, give clarity, and increase the dependability of the instrument. Cronbach's alpha was calculated to assess internal consistency, and the alpha coefficient was more than 0.80 suggesting sound reliability and internal consistency of the various survey objects. The data were collected by a web survey distributed through e mail invitations and social network sites, targeting former clients of partnering large manufacturers. The survey was so made available for a duration of four weeks in order to afford respondents enough time. To amplify the response fee, the reminder emails had been dispatched to the members who hadn't accomplished the survey but. This approach made it possible to provide a large and diverse statistics series which is necessary for analyzing the efficiency of the chosen influencer marketing techniques across certain customer segments.

The information analysis included various statistical methods to analyse the correlation between influencers' features, content categories, and recapture efficiency. Descriptive records had been first used to document the demographic characteristics of respondents and fundamental statistics referring to influencers' characteristics and types of content material. Multiple regression analysis was then used to assess the degree of recapture effectiveness based on the various influencer attributes and the types of content material posted which reveal which segment has been most important for leading the purchaser to engage in a recurrent go back. To analyze the energy and direction of relationships between all the variables related to influencer engagement, as well as to recapture the outcomes, Pearson correlation coefficients were used. ANOVA become used to compare recapture effectiveness throughout extraordinary sorts of influencer content material, to look at whether or not there were large discrepancies based absolutely on content material form. Propensity matching become used to control for potential confounding factors consisting of brand sort and buyers' profile even as evaluating the strength of influencer traits on recapture effectiveness.

Results and Discussion

The profile of the study's respondents is given in Table 1. As for gender, the male group and the female group were almost equal in number; 46. 0% males, and 54. 0% females.

Table 1. Demographic Characteristics of Respondents

Demographic Variable	Category	Frequency (n)	Percentage (%)
Gender	Male	230	46.0

	Female	270	54.0
Age Group	18 24	150	30.0
	25 34	180	36.0
	35 44	100	20.0
	45 54	50	10.0
	55 and above	20	4.0
Industry	Fashion	120	24.0
	Technology	130	26.0
	Food & Beverage	150	30.0
	Other	100	20.0

Regarding the age characteristics the main focus is the 25 34 age group; shares of higher age groups are lower. This kind of age distribution is relevant because it provides information about earlier clients. The distribution of industries indicates that organizations are in many sectors; among responders, Industries most represented are. Food & Beverage 30 % and Technology industries – 26 % of the responders. For this reason, the sample will definitely give a broad cross section of consumers' experiences in different sectors of the economy.

Table 2. Influencer Attributes

Influencer Attribute	Mean Score (1 5)	Standard Deviation
Credibility	4.2	0.8
Engagement Level	4.0	0.7
Reach	3.8	0.9
Authenticity	4.3	0.6
Content Quality	4.1	0.7

Table 2 presents the mean scores and standard deviations of the different traits of the influencers. With reference to the mean ratings, the respondents rated the influencers 4. 3 on authenticity and 4. 2 on trustworthiness, which suggests that the two elements are highly crucial for perceived efficiency. Engagement level (3. 8) was slightly lower than reach level (4. 0), yet content quality (4. 1) and reach (4. 1) were once again noted high by the respondents. The standard deviations of the qualities are from 0. 6 to 0. 9, suggesting that respondents' judgments of influencer efficacy are coherent. These insights show the attributes to which the respondents are inclined, and thereby the kinds of influencers needed and form the groundwork for further research on the impact of influencers on customer recovery.

Table 3. Types of Influencer Content Encountered

Content Type	Frequency (n)	Percentage (%)
Promotional	320	64.0
Educational	150	30.0
Experiential	30	6.0

Table 3 illustrates the kind of influencer content that the respondents came across and these are explained in more detail below. The largest amount of content (64. 0%) could be identified as promotional, while instructional content made up 30. 0% of the total and content that was defined as experiential was at 6. 0%. The type of content shared by influencer's largely limits the interaction with consumers through direct marketing initiatives. If the frequency of experiential content has dropped, this may point towards there is less focus on content about actualization or the direct first person experiences of the 'narrators. This distribution aids in identifying the most common content categories and could have an impact on how successful influencer marketing campaigns are.

Table 4. Recapture Effectiveness

Measure	Mean Score (1 5)	Standard Deviation
Intent to Return	3.9	0.8
Actual Return Behavior	3.5	0.9
Engagement with Brand Post Exposure	4.0	0.7

Efficiency of recapture is presented in measures in Table 4. The respondents' moderate to high level of interest is shown by the mean score which was 3 on the option of returning to the brand. 9 for intend to return. The somewhat lower actual return behavior (3. 5) may signal that there is gap between the desired and the observed behaviors. High average scores for communication with the brand after exposure (4. 0) suggest that material by the influencer contributed to an increased communication with the brand. A variation in the impact efficiency was observed despite the fact that majority of the respondents received a positive shift as figured by their standard deviations (0. 7 to 0. 9).

Table 5. Regression Analysis Results

Predictor	Coefficient (B)	Standard Error	t Value	p Value
Credibility	0.25	0.05	5.00	0.001
Engagement Level	0.30	0.06	5.00	0.001
Reach	0.15	0.07	2.14	0.03
Authenticity	0.28	0.05	5.60	0.001
Content Quality	0.22	0.06	3.67	0.001

The findings of the multiple regression analysis that were conducted in order to assess the impact of various influencer traits on the recapture were reported in table 1, below. From the coefficients, it is apparent that all the predictor factors had a positive impact on the success of recapture – authenticity, reach, credibility, engagement level, and the quality of content. Among the five predictors, engagement level showed the most significant correlation (B = 0. 30, t =, p < 0. 01) and these were further followed by credibility (B = 0. 25, t = 5. The aforementioned shows that there is an extremely high correlation by the R^2 value of 0. 65, which explain that the above-mentioned influencer traits contribute to the variance of recapture efficacy to the extent of 65 percent

Table 6. Correlation Analysis Results

Variable	Pearson Correlation Coefficient	p Value
Credibility and Intent to Return	0.45	0.001
Engagement Level and Actual Return Behavior	0.50	0.021
Reach and Engagement with Brand Post Exposure	0.30	0.01
Content Quality and Intent to Return	0.40	0.00

Table shows the Pearson correlation of different influencer traits with different measures of the ability to recapture students. As evidenced by the positive correlation coefficients, perceived credibility experienced a boost as results showed a correlation of 0. 45, p < 0. 01, while engagement level improved by 0. 50 and lastly content quality with 0. 40, p < 0. 01 to desire to return and actual return behavior. But as earlier noted, there is moderate relationship between reach and involvement with the brand after exposure (r =0.30, p < 0.05). These correlations indicate that all the characteristics are positively related to the recapture efficacy, however, the behavior of customers returning to the web site is more closely related to the level of engagement and believability than the other characteristics.

Table 7. ANOVA Results for Recapture Effectiveness Across Content Types

Content Type	Mean Recapture Effectiveness	Sum of Squares	df	Mean Square	F Value	p Value
Promotional	3.8	21.0	2	10.5	7.25	0.00
Educational	3.6					
Experiential	3.2					

Quantitative results of the ANOVA test used to test the efficiency of recapture based on categories of influencer material are presented in Table 3 below. Promotional content was perceived to have the highest mean recapture effectiveness of 3. 8, mean recapture effectiveness of educational content was 3. 6 and that of experience content was 3. 2. Significant differences in terms of recapture effectiveness are apparent on the various content categories where the F value is 7. C.I of 25 and p value of less than 0. 01. In the course of the study, it was therefore found out that promotional content received the highest effectiveness in the targeting of past customers, this indicated that direct promotional efforts hold more potential than informative and experiential promotions.

Table 8. ANCOVA Results Controlling for Brand Type

Source	Type III Sum of Squares	df	Mean Square	F Value	p Value
Influencer Attributes	8.5	5	1.70	5.00	0.00
Brand Type	3.2	3	1.07	3.00	0.05
Error	45.0	480	0.094		
Total	**65.0**				

Table also presents the ANCOVA coefficients for recapture efficacy for brand type control. By controlling for brand type as covariate, the analysis also showed the differential influence of influencer traits on the recapture efficacy at $p < 0.01$ as indicated by the F value of 5. This implies that, perhaps, the mentioned factors can still be causing differences in effectiveness. The influence of the influencer traits remained large, but the brand type variable again showed evidence of an effect (F =3. 00, p = 0. 05), which suggested that it was easier or harder for different brands to win back past clients.

The findings therefore hold a lot of information that can address whether influencer can help remind the large brands' clients to come again. Due to the evaluation of the impact of numerous influencer attributes and content types, the observe helps the growing human body of data on influencer advertising and its influence on clients. This dialogue will place the results within the current literature control to show how these results are similar to, or different from, prior endeavors. The regression analysis consequences outlined that total credibility, engagement degree, authenticity, and rewritten content material excellent had been substantive predictors of the recapture effectiveness signalling that engagement degree and authenticity were the highest predictors. These findings are consistent with prior research that points out the force of influencer credibility with reference to enhancing the consumer accept as true with and brand loyalty (Jun & Yi, 2020; Ozdemir et al, 2020; Jin et al., 2019). For example, Ki et al. (2023) found that consumers' perceived credibility of a particular influencer type was even more conducive to mobilizing consumer attention and buying desire. Likewise, for the examine's modern examine, a high score for authentication corresponds to Arora et al. (2021) whose study confirmed that perceived authentication pertains to drastic shoppers' attitudes to influencer material and subsequent habits.

To fortify the paradigmatic discovering of comparatively strong impact of engagement level on the recapture effectiveness, numerous research and connections have been used that established better engagement prices with boom in patron interplay and brand loyalty (Rhine

& Pension, 2022; Gross, 2014; Lim et al., 2022). In Rhine & Pension (2022) analysis, influencers who had better engagement stages reported higher success in building consumer trust and brand association, which might explain the findings of the current study where engagement stage had the highest coefficient. On the other hand, the decrease impact of attain that is, though statistically large means that having a large of audience does not necessarily lead to recapture effectivity. This contrasts with earlier studies like those by way of Bolstad et al. (2019), which emphasized the significance of reach in influencer marketing, however also highlights the nuanced function of engagement and credibility in powerful recapture strategies (Lou & Yuan, 2019).

Nevertheless, the focus on promotional content material differs from other analyses that emphasize the educational and experiential content of a logo's message as key factors in constructing lasting and profound buyer relationships. Instructional content material that delivers relevant information or experience, can substantially enrich the purchaser information and loyalty perspective (Hsu et al., 2021). They discovered that such content material will allow for construct a better informed and engaged target market, thus extended emblem loyalty. In the same way, the function of 'experiential content' in cultivating memorable brand interactions was discussed by Roggeveen et al. (2021), but it has a much longer term effect. They discovered that experience content them often offering impassioned and engaged investigations helps them foster significantly longer term commitment (Kim & Ko, 2020). This send shows that as much as promotional subject material can be even extra potent for quick rebound, making the most of separately academic and experiential components can enhance sustain engagement and make stronger patron relationships in the long haul.

The contemporary examines' s consciousness on the instant impact of promotional messages is tactical in its give consideration to making a try to quickly regain the misplaced purchasers. However, such observations also attest to the necessity of integrating instruction and experience into the content material mix beyond requiring that institutional content material is sustained beyond short term promotional campaigns (Wang & Li, 2021). Using a diffusion of content forms, brands can not only regain consideration, but additionally be setting down the basis for sturdy and sustainable client relationships across the lengthy time period. This view is in concordance with the general belief that a diverse content method is needed to meet a range of customer needs in advertising and to achieve the best result (Ho et al., 2020; Xiao et al., 2021). Therefore, while promoting content material itself can clearly constitute a highly efficient tool for quick results, inclusion of the instructional and the experiential elements can furthermore enhance the ubiquitous efficacy of the advertising messages and contribute towards the generation of longterm consumer connections.

Conclusion

This research provides valuable findings on the manner of influencer promotions in enticing back previous customers for enormous brands the significance of influencer and content sorts. The study highlights that 'engagement level' and 'authenticity' are two major standalone factors impacting on recapture satisfaction, emphasizing that both of them are key drivers of agree with and the pursuit of enormous relations with the audiences. Once again, promotional content material emerged as most effective for its ease of recall, however, this approach also got the need for a diverse content marketing strategy that has the educational and the experiential components in order to help consumers stay engaged in the longterm manner and loyal to the brand. Furthermore, the influence of emblem type on recapture effectiveness is well understood known that mounted manufacturers with excellent reputations have higher levels of consumers agree with, making the overall success of influencer campaigns even

better. Through synthesizing of those patterns, brands could also optimize their influencer advertising procedures in terms of short term promotional approaches and ongoing content material strategies, as well as coordinate their selected influencers with their brand values for the best effect.

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