Strategies for Influencers to Enhance Consumer Loyalty in Virtual Marketplaces

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Abstract

The following research aims at examining the ways of engaging influencers in the context of consumer loyalty in virtual marketplaces. Thus, being the quantitative study, the research investigates the impact of content quality, the post frequency, the time spent for the interaction with the followers, and the cooperation with brands for consumer loyalty. Through the analysis of the research information, it is clear that content quality and level of engagement with followers, are negatively related with CL. Their quality creates trust while engaging with followers strengthens a personal bond. These two, however, have a positive correlation with the client's loyalty, but this correlation is controlled by the other variables. The research adds to the existing body of literature by offering quantitative analysis of the comparative magnitude of these strategies and stressing on the cross sectional relevance of their effects. The findings hereby presented provide practical suggestions that would help the influencers & marketers to enhance & sustain the consumer relationships in the context of the dynamic social media environment.

Introduction

Virtual markets or e markets have thus become important platforms for business in the flow of the digital economy, disrupting customer behavior and marketing models. Social media and digital platforms have especially changed the manner in which organizations interact with customers, and what was once a passing novelty the use of influencers has become standard (Harrigan et al., 2018; Kaplan & Haenlein, 2010). The significant number of followers and the perception of genuineness make influencers capable of influencing consumers' attitudes positively and ensuring their loyalty through their content (Kapitan & Silvera, 2016; De Veirman et al., 2017). The process by which influencers increase consumers' loyalty in virtual marketplaces should be comprehended if brands want to succeed in today's highly competitive digital environment (Tafesse & Wood, 2021).

In general, an important gap in the extant literature remains regarding the knowledge of the particular approaches that influencers adopt in committing consumer loyalty in virtual marketing environments. While prior research in the domain has likely been more concerned

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with investigating the effects of influencer marketing in general on consumer behavior (Lou & Yuan, 2019; Alalwan et al., 2017), little is known about the specific tactics that can help to establish long term customer loyalty (Harrigan et al., 2018). In the highly competitive realm of virtual marketplaces, where consumer loyalty can be elusive, this study seeks to bridge this gap by providing a nuanced analysis of the strategies influencers use to cultivate and maintain loyal consumer bases (Dwivedi et al., 2021; Lim et al., 2020).

This study aims to achieve three primary objectives. (1) to identify and analyze the strategies that influencers use to enhance consumer loyalty, (2) to evaluate the effectiveness of these strategies within virtual marketplaces, and (3) to provide actionable insights for influencers and brands looking to optimize their digital marketing efforts. By focusing on these objectives, the research will contribute to a more comprehensive understanding of influencer marketing dynamics and offer practical recommendations for enhancing consumer loyalty (Berger & Milkman, 2012).

Relevant Studies

Consumer loyalty has been developed as a tri dimensional construct that includes behavior, cognition, and affect (Oliver, 1999). Traditionally, loyalty was a veritable aspect in business, but in today's virtual market environment, where customers are flooded with choices and information, the concept is vital to the survival of organisations (Chaudhuri & Holbrook, 2001). Consumers that are not only loyal but also willing to influence the choice of others Reward. Consumer loyalty means not only repurchase behavior but also advocacy of brand support (Dick & Basu, 1994). In this regard, influencers have a central function in developing consumers' loyalty since they act as friends to the people who follow them and have a great influence on their purchasing decisions and brand choices (McQuarrie et al., 2013; Kozinets et al., 2010). This kind of relationship that is normally based on trust and being real is one of the strongest strategies of influencer marketing.

The new concept is called influencers; these are the individuals who act as reference for others due to the authority, knowledge, positions, or relationships they share with their audience (Freberg et al., 2011; Lou & Yuan, 2019). Consumers relate with influencers' content due to its originality and similarity with real life, hence the popularity over the usual advertisement (De Veirman, Cauberghe, & Hudders, 2017; Sokolova & Kefi, 2020). This shift is prominent in the growing funding by the brands to this area, and indeed, the influencer marketing industry is expected to grow constantly (Statista, 2023; Arora et al., 2019). The followers or the subscribers of the influencers thus identify with their influencers and hence the gains of consumer loyalty are achieved (Boerman, 2020).

The approaches used by influencers to increase customer devotion are many and therefore diversified. Originality and relevance of the content play critically important roles in keeping the audience engaged and continuing to follow the brand (Schouten et al., 2020; Ki et al., 2020). Bloggers produce information for their readers and assuage their needs, which are likely to be emotional and informational; they work with their audiences by posting narratives and suggestions that establish reliability. Replies to comments, live broadcasts and stories, and developing posts as polls, questionnaires, etc., enrich the sense of followers' community and contribute to the development of individual relationships (Hudson et al., 2016; Xiao et al., 2018). These interactions not only enhance the follower's experience but also foster a loyal community that feels valued and heard.

The associations of brands can be beneficial for an influencer's credibility and help followers obtain recommendations from the influencer, thus increasing the following's loyalty (Abidin, 2016; Audrezet et al., 2018). These partnership opportunities are ideal and strategically

developed on the personality of the influencer and on the dreams of the followers. But indeed, these strategies cannot always be effective and depend on the subject of the influencer, the audience, and the platform. For instance, those in the beauty and fashion niche may sell mainly on appearance and partnership, whereas those in the technology niche may sell mainly on helpfulness or reviews (Jin & Muqaddam, 2019; Enke & Borchers, 2019).

Methods

This paper employed a quantitative approach to propose and analyze the factors that the influencers apply to improve consumer loyalty in the virtual markets. Quantitative approach was chosen on the basis of its potential to provide numerical data, which assists in understanding various patterns, correlations and effects of the chosen strategies of influencers and their impact on consumers' loyalty. In this case, this research sought to commodify such insights by using statistical techniques and produce sharp and precise insights of how such tactics impact consumer behaviour and loyalty to serve as an imperative guide for influencers and brands.

The method that was used to increase the generality of the study included the use of a stratified random sampling technique to increase the representativeness of the results to the various and complex category of social media influencers and audiences. The target population comprised of active social media influencers who have large number of followers, those with followers over 10000 and consumers who often engage with the influencers. When sampling, the participants were segmented based on their specialty area which included fashion, technology, and beauty area influences to take account of the differences in the strategies the influencers might be using in their respective fields. This way of the sample selection helped to have the broad range of the types of the influencers and the tactics they use to engage the audience, which gives a more profound view of the factors that may affect the consumers loyalty.

Data Collection

Data for the study were collected through two primary methods. surveys and content analysis, each contributing unique insights into influencer strategies and their impact on consumer loyalty. An organised survey was developed and administered to the influencers for a better understanding of the strategies adopted by them and the techniques they use in converting the consumers. Content creation practices, engagement strategies, collaborations with brands, and the perceived success of these approaches are general areas of concerns of the survey. To this end, survey was designed to cover these areas about which authors wanted to know how exactly influencers operated and, according to them, what effects did the observed actions have on consumer loyalty. Another semi constructed survey was given to consumers to assess their perception of the influencer's authenticity, engagement and influencing the consumers' loyalty to the influencer and the endorsed brands. The consumer survey adopted Likert scale to capture the constructs like trust, engagement and actual loyalty behaviours. It allowed understanding how the perception of an influencer by a consumer resulted in the desired loyalty and recommendation.

Content Analysis

In content analysis there is an assessment of the content shared by influencers in different social media platforms. The data for this analysis involved going through posts, stories, live sessions and comments and tallying the observed levels and types of engagement strategies by influencers. Through the categorisation and coding of the content, the study sought to establish common trends and issues in engagement by influencers. This method supported the data

obtained in survey by offering an insight of the real influencer behavior and their correspondence to consumers.

The instruments for the survey were developed before the actual data was collected, which was very helpful in increasing the validity and reliability of information gathered. The first step was to conduct literature review on the available literature on influencer marketing, consumer loyalty and media engagement. This review also helped in identifying constructs that are related to this study area and gives the validation of the measurement scales that are used herein. The aim was to develop the survey instruments with reference to the available literature in order to ensure that the instruments would measure the intended constructs. The survey instruments were pre tested with a small sample of influencers and consumers to evaluate their clarity, relevance, and reliability. Feedback from the pretest was used to refine the questions, ensuring that they were well understood and accurately addressed the research objectives. Revision. Based on the feedback received during the pre-testing phase, the survey instruments were revised to enhance their effectiveness. This included adjusting question wording, formatting, and response options to ensure that the instruments were both comprehensive and precise in capturing the desired data.

Data Analysis

To respond to the formulated research hypotheses and questions of this research, the data analysis, discussions, and findings were debuted to several statistical procedures. Initially, the analysis used descriptive statistics in order to indicate the general information regarding the student sample as well as the distribution of the answers. Descriptive statistics including but not limited to mean, median, mode, standard deviation and frequency distribution were used to present a broad insight of the influencer marketing strategies and their effect on customer loyalty. Pearson correlation analysis was then used to determine the extent of bonding between the various strategies employed by the influencers and consumers loyalty. This analysis was useful to identify which strategies directly relate to an increase in the level of customer loyalty. This study employed multiple regression analysis in order to determine the significant influencer strategies of consumer loyalty with reference to the moderating and the controlling variables. Levene's test was used to determine the homogeneity or heteroscedasticity of variance in the mean effects of each influencer strategy across specified niches. This aided in finding out whether there are highly significant differences in the levels of loyalty outcome influenced by the type of influencer strategy or niche. Partially fixed model was used in this case through the application of analysis of covariance (ANCOVA) in a bid to minimize confounding influences on the data thereby identifying the most appropriate strategies concerning consumer loyalty. ANCOVA was used as it provided other means of explaining variation which gave greater insight about the effects of the strategies.

Results and Discussion

The standard deviation of 0.80 reflects some variability in trust levels across consumers. Engagement Level had a mean score of 4.05, suggesting that consumers generally felt highly engaged with the influencers. The standard deviation of 0.75 indicates relatively consistent consumer engagement levels. Brand Loyalty had a mean score of 3.95, showing that consumers exhibited a moderate to high level of loyalty to the brands promoted by influencers. The standard deviation of 0.85 indicates some variability in brand loyalty among consumers. Advocacy Behavior had a mean score of 4.10, indicating that consumers were likely to advocate for the brands and influencers they follow. The standard deviation of 0.78 suggests a moderate level of variability in advocacy behaviors.

Table 1. Descriptive Statistics for Influencer Engagement Strategies

Engagement Strategy	Mean	Median	Standard Deviation	Minimum	Maximum
Content Quality	4.35	4.50	0.78	2.50	5.00
Frequency of Posts	3.92	4.00	0.85	2.00	5.00
Interaction with Followers	4.25	4.00	0.72	3.00	5.00
Collaboration with Brands	3.80	4.00	0.90	2.00	5.00

As the result Content Quality was rated with the mean score of 4. 35 showing that, on average the influencers were satisfied with the quality of their content, it has a standard deviation of 0. 78 indicates that there is average fluctuation in content quality perception from one influencer to the other. Mean scores ranged between 2 and 5 where the highest mean score was recorded in Frequency of Posts mean score of 3. 24, its standard error is equal to 0. 85 which presumable means that the frequency of posting by influencers has moderate variation. This means that while most of the influencers are active posting frequently, there are variations to it. Out of all Forms of engagement, the mean score for Interaction with followers was the highest and it was 4. 25 meaning that, influencers highly value the interaction with the fan base. The lower standard deviation of 0. Influencers have similarly moderate perception about this strategy, hence the score of 72. Mean scores to Collaboration with Brands were 3. 80 % revealing that despite the fact that influencers get into collaborations with brands, it is not emphasized as much as other strategies. The standard deviation of 0 is another that speaks about the fact that this means is very stably distributed. 90 suggests that there were higher volatilities on the level of interaction of the influencers with the brands.

Table 2. Descriptive Statistics for Consumer Loyalty

Loyalty Dimension	Mean	Median	Standard Deviation	Minimum	Maximum
Trust in Influencer	4.15	4.00	0.80	2.00	5.00
Engagement Level	4.05	4.00	0.75	3.00	5.00
Brand Loyalty	3.95	4.00	0.85	2.00	5.00
Advocacy Behavior	4.10	4.00	0.78	3.00	5.00

Content Quality also tested positive and significant correlation with all the dimensions of consumer loyalty, that is trust in the influencer = 0. 62, engagement level = 0. 58, brand loyalty = 0. 55, advocacy behavior = 0. 61. Thus, all these outcomes imply that improved content quality fosters increased consumer trust, attention, commitment, and word of mouth promotion. Frequency of Posts demonstrated positive significance to international respondents' loyalty with the values being (r = 0.45) for trust dimension, (r =0. 40) for engagement level, (r = 0. 37) for brand loyalty, and (r = 0. 43) for advocacy behaviour. This implies that there is an elevation of the posting frequency to be combined with better customer involvement and retention; however, the correlation is not as strong as that of content quality. Talking to Followers was most positively correlated to trust, Z = 0. 70, engagement level, Z = 0. 67, brand loyalty Z = 0. 65, and advocacy behavior Z = 0. 68. These findings simply support the strong necessity to communicate and engage with the followers within the purpose to improve multiple dimensions of the consumer loyalty.

Table 3. Correlation Analysis Between Influencer Strategies and Consumer Loyalty

Engagement Strategy	Trust in Influencer (r)	Engagement Level (r)	Brand Loyalty (r)	Advocacy Behavior (r)
Content Quality	0.62**	0.58**	0.55**	0.61**

Frequency of Posts	0.45*	0.40*	0.37*	0.43*
Interaction with Followers	0.70**	0.67**	0.65**	0.68**
Collaboration with Brands	0.52**	0.49*	0.50*	0.54**

Content Quality also turned out to have positive and significant relationship with all the dimensions of consumer loyalty, namely trust in the influencer = 0. 62, engagement level = 0. 58, brand loyalty = 0.0 59, public advocacy = 56 and advocacy behaviour = 0. 61. All these outcomes serve to suggest that, with better content, consumers are more trusting, attentive, committed and likely to engage in word of mouth communication. In the case of Hypothesis 3 as shown in appendix 4, the results indicated that frequency of posts had positive relationship with loyalty among the international respondents with the values being (r = 0. 45) for trust dimension, (r =0.40) for engagement level, (r = 0.37) for brand loyalty, and (r = 0. 43) for advocacy behaviour. This means that there is an increase in the rate of posting frequency to be used alongside the enhanced customer engagement and loyalty; but unlike the content quality, the relationship is not as potent. Among all the variables, the correlation coefficient between Talking to Followers and trust was the highest and it was positive, Z = 0. 70 & Engagement level & Z & 0 Table 4. Results Gender Brand awareness F = 67 t test Brand loyalty t = 0 Z = 0. Mean age M = 65, and advocacy behavior Z = 0. 68. These are findings merely provide the essential reinforcement of the great need to communicate and interact with the consumers or the followers within the scope of the purpose to enhance various aspects of the consumer loyalty. There were moderate to strong positive correlations between the Collaboration with Brands with perceived trust, the engagement level, brand loyalty, and advocacy behavior, with all these coefficients being significant at p<0.05 with a coefficient r = 0. 52, 0. 49, 0.50, and 0.54 respectively. This proves that follower engagement has a positive influence on brand collaborations to consumer loyalty but not stronger than the interaction with followers and the compatibility of the content the brands post with the consumers.

Table 4. Multiple Regression Analysis for Predicting Consumer Loyalty

Predictor Variable	Unstandardized Coefficients (B)	Standardized Coefficients (β)	t value	p value
Content Quality	0.45	0.35	5.12	0.000**
Frequency of Posts	0.25	0.15	3.14	0.002*
Interaction with Followers	0.55	0.42	6.29	0.000**
Collaboration with Brands	0.30	0.22	4.01	0.000**
Adjusted R²				0.65

Based on the unstandardized coefficients, Content Quality was a significant predictor of the consumer loyalty with an unstandardized coefficient of 0. 45 (t = 2. 94, df = 46, p < 0. 001; β = 0. 35). This means that there is a very good relationship between quality of content and consumers' loyalty. A total of 0.207 was obtained for unstandardized coefficient of the predictor variable called Frequency of Posts on consumer loyalty. 25 (β = 0. 15, p = 0. 002). Although the effect is less pronounced than content quality, more frequent posting contributes to higher consumer loyalty. Interaction with Followers demonstrated the strongest positive effect on consumer loyalty with an unstandardized coefficient of 0.55 (β = 0.42, p < 0.001). This emphasizes the critical role of engaging directly with followers in fostering consumer loyalty. Collaboration with Brands had a significant positive effect on consumer loyalty with an unstandardized coefficient of 0.30 (β = 0.22, p < 0.001). Brand collaborations contribute to

consumer loyalty, although their effect is less substantial compared to interaction with followers. The Adjusted R^2 value of 0.65 indicates that the model explains 65% of the variance in consumer loyalty, suggesting a strong overall explanatory power of the predictor variables.

Table 5. ANOVA for Comparing Influencer Strategies Across Niches

Influencer Strategy	Sum of Squares (SS)	df	Mean Square (MS)	F value	p value
Content Quality	14.67	3	4.89	8.75	0.0001**
Frequency of Posts	9.53	3	3.18	6.21	0.000**
Interaction with Followers	18.34	3	6.11	11.62	0.0001**
Collaboration with Brands	8.21	3	2.73	5.90	0.0001**

Quality of content depicted the variation in the mean values of influencing niches with an F value of 8, where Sun signs differed significantly at 0.038 while at the same time Fashion and Food domains recorded insignificance at > 0.05. Mean = 75 (p < 0. 001). This implies that the degree of selection concerning the content value differs highly with the type of specialty. The F value regarding the Frequency of Posts was also significantly different across niches, with an ,367. 21 (p < 0. 001). The number of posts differs from one niche to the other suggesting that niches have different posting rates. According to the obtained F value it was found out that Interaction with Followers had the highest F value of 11. 62 (p < 0. 001) The results indicate a high level of variation in the extent and manner, specialized niches utilize their followers. With an F value of 5 the Brands. Collaboration had significant differences with Brands. 90 (p < 0. 001). This affirms the fact that there is some inconsistency in the degree of interaction between influencers and brands depending on the niche of operation.

Table 6. ANCOVA for Content Quality Impact on Consumer Loyalty

Source of Variation	Sum of Squares (SS)	df	Mean Square (MS)	F value	p value
Content Quality	24.57	1	24.57	32.74	0.000**
Age	3.65	2	1.82	2.43	0.090
Gender	1.47	1	1.47	1.95	0.162
Error	112.89	150	0.75		
Total	**142.58**	**154**			

Content Quality. The ANCOVA results show a significant effect of content quality on consumer loyalty with an F value of 32.74 (p < 0.001). This indicates that variations in content quality significantly impact consumer loyalty, even when controlling for other factors age. The effect of age on consumer loyalty is not significant with an F value of 2.43 (p = 0.090). This suggests that age does not have a substantial impact on the relationship between content quality and consumer loyalty. Gender. Gender also does not significantly influence consumer loyalty with an F value of 1.95 (p = 0.162). This indicates that the effect of content quality on consumer loyalty is consistent across genders.

Table 7. ANCOVA for Interaction with Followers Impact on Consumer Loyalty

Source of Variation	Sum of Squares	df	Mean Square	F value	p value
Interaction with Followers	28.76	1	28.76	37.90	0.0025**

Age	4.20	2	2.10	2.77	0.065
Gender	2.05	1	2.05	2.73	0.100
Error	112.55	150	0.75		
Total	**147.56**	**154**			

Interaction with Followers in detail, the analysis of variance by the use of ANCOVA bring out the magnitude of influence of the interaction variable 'contacting followers' on 'consumer loyalty' with F value of 37, which is statistically significant at 0.000 level. 12 ($p < 0.001$). This goes a long way to support the notion that interaction with followers goes a long way to increase consumer loyalty, all else being equal age. When it comes to the influence of age on consumer loyalty, there is no significant result registered on the F value which is 2.77 ($p = 0.065$) and thus the research hypothesis was supported. Age might therefore play a relatively minor role when it comes to the link between the density of interactions with followers and consumer loyalty.

Table 8. ANCOVA for Frequency of Posts Impact on Consumer Loyalty

Source of Variation	Sum of Squares (SS)	df	Mean Square (MS)	F value	p value
Frequency of Posts	20.34	1	20.34	25.70	0.000**
Age	3.50	2	1.75	2.21	0.115
Gender	1.82	1	1.82	2.30	0.133
Error	113.23	150	0.75		
Total	**139.89**	**154**			

Interaction with followers in detail, the sort out of the analysis of variance using the ANCOVA reveals the extent of the effect of the interaction variable 'contacting followers' on 'consumer loyalty' with F value of 37 [] which is statistically significant at 0.000 level. 12, for any value of $p < 0.001$ we could consider the differences statistically significant. This goes a long way to support the notion that interaction with followers goes a long way to increase consumer loyalty, all else being equal age. Again, with regard to the impact of age on consumer loyalty there is no effect size recorded on the F value which is 2. Mean score of teacher empowerment was 77 ($t = 1.68$, $p = 0.065$) and hence the research hypothesis was accepted. Age might thus take a relatively small part of the interaction of density of interaction with followers and consumer loyalty gender. Also, it was found that the F value of 2 does not show gender to have an interaction with the frequency of posts and the consumer loyalty. 30 ($p = 0,133$). This means that the relationship between posting frequency and consumer loyalty is invariant of gender.

The present research aimed at assessing the effects of engagement activities on the consumers' loyalty in online markets. This research has been useful in establishing the impact that content quality, the frequency of posts, interacting with followers as well as partnering with brands has on influencer marketing and its impact on consumers. This discussion situates the study within the existing literature to explicate the studies' contributions in filling the gaps and expanding the knowledge on influencer performance.

Regarding the hypotheses, it was also discovered that content quality was another decisive factor; and it had 'close relationship' with consumer loyalty, x¼0. 62, ANCOVA effect x¼F2, 121. 74 <0. 001. This conclusion has a similarity with the current literature emphasising on the fact that the content quality is one of the most significant factors to capture the consumers.

This paper builds on Miller et al.'s (2023) argument that content quality is the defining factor that helps to foster appropriate relational closeness between influencers and their followers. They discovered that where content is seen as authentic and priceless, it creates an extremely beneficial effect with regards to consumer loyalty created by confidence and emotional

connection (Schivinski & Dabrowski, 2016). Vasalou et al. (2023) also showed that consumers are willing to patronize influencers and continue buying the products that they recommend if the influencers provide good and relevant content. They learned that the extent of the content and its realness was important in keeping the same audience engaged and returning (Casaló et al., 2020). This study goes further by supporting previous discoveries that content quality affects trust, engagement, and finding further that it has a positive effect on brand loyalty and advocacy (Godey et al., 2016). This serves as a reminder that the quality of content should be integral to any tactics in influencer marketing campaigns (Hollebeek et al., 2014).

Out of the four factors mentioned above, the degree of interaction with followers was considered to be the strongest predictor of intended consumer loyalty, with a correlation coefficient of r = 0.70 and an ANCOVA effect (F value = 37.90, p < 0.001), compared to other strategies (Islam & Rahman, 2017). This result aligns with recent works focusing on direct engagement in creating and sustaining consumer relationships. When the leader interacts with followers on their social media accounts, this, according to Lee & Lee (2023), increases consumer allegiance because of a sense of belonging and interaction (de Vries et al., 2017). Ki et al. (2022) also pointed out that frequent and engaging interaction establishes a connection between influencers and followers that results in brand loyalty. The findings of this study reinforce these conclusions by demonstrating that effective interaction strategies are crucial for enhancing consumer loyalty (Dwivedi et al., 2020). Active engagement, such as responding to comments and participating in discussions, creates a more personalized and interactive experience for followers, thereby strengthening their loyalty to the influencer. This suggests that influencers who prioritize meaningful interactions are more likely to achieve higher levels of consumer loyalty (Dessart et al., 2015).

The level of post frequency was determined to have a moderate positive relationship with consumer loyalty (r = 0.45), and despite having a very significant F value of 25.70 and p < 0.001, it was found to be less influential than the two previous measures of content quality and post interaction (Phua et al., 2017). Recent work underlines that activity sustains attention, but it also highlights that the quality of contributions is far more determinative of loyalty than the quantity of posts (Zhu & Chen, 2015). Although posting frequently keeps followers immersed, it is the topicality and quality of the posts that fuel deeper engagement (Kannan, 2017). These findings align with this view; the study concluded that while posting frequency is important, it is less crucial than delivering quality and engaging posts. The more often you post, the more often your audience is updated and engaged, but without quality content and strong audience interaction, the effect on brand customer loyalty is negligible (Erdogmus & Cicek, 2012). This study posited the argument that while frequency is vital in consumer loyalty, it must be done together with quality and level of engagement for the best results (Malthouse et al., 2016).

Branded cooperation influenced the level of consumers' loyalty in a positive way, though to a moderate degree (r = 0.52). However, this degree was not as influential as the previous strategies (ANCOVA F value = 5.90; p < 0.001). This is in accordance with previous studies identifying brand collaborations as useful strategies for improving overall credibility and reach, though the application to the loyalty aspect is largely dependent on the truthfulness and perceived value (Audrezet et al., 2018; Childers et al., 2019). Johnson & Nguyen (2023) noted that people appreciate collaborations that look real and are consistent with the influencer's identity, which increases credibility and audience loyalty (Campbell & Farrell, 2020). This study builds on these insights by revealing that, although brand collaborations enhance consumer loyalty, they are conditioned by other factors like content quality and interaction (Schouten et al., 2020).

By having a quantitative underpinning to the research, this paper responded to several gaps in the current body of knowledge relating to the effect of various strategies of using influencer marketing techniques on consumption demand loyalty. Previous research often focused on individual aspects of influencer marketing or used qualitative methods, limiting the scope of insights (Godey et al., 2016; Tafesse & Wood, 2021). With the help of correlation, regression, and ANCOVA, the present research provides a comprehensive analysis of the extent and ways of the multiple strategies' impact on consumer loyalty (Kannan & Li, 2017). However, while content quality and level of interaction have been separately investigated in prior research, this work combines them with posting frequency, brand partnerships, and other aspects, which renders the evaluation of an influencer's efficiency more comprehensive (Hollebeek et al., 2014). In addition to the demographic controls of age and gender used in the ANCOVA analyses, the results show that the effect of influencer strategies on consumer loyalty does not differ between the different demographic groups (Dwivedi et al., 2020). This approach gives a holistic view of influencer marketing and can be useful for professionals looking to improve their interaction with influencers (Malthouse et al., 2016).

Conclusion

Therefore, this research aims at providing an understanding of the influence of different engagement activities of the fashion influencers which include content creation, post frequency, communicator activity, and collaboration with brands in creating consumer loyalty in virtual marketplaces. Thus, the results emphasize that refinements of the content and the real communication with followers remain the most critical factors that increase the consumer loyalty. Producing quality content that generates trust increases the level of emotional appeal while engagement with the fans, friends and faithful's increases the degree of fellowship hence the bond. While both the aspects of posting often and brand collaborations do have positive effects on consumer loyalty, they are mitigated by other factors such as the quality of the post and the level of the interaction. The study's results address critical gaps in the literature by providing quantitative evidence on the relative effectiveness of these strategies, offering a nuanced understanding that integrates multiple dimensions of influencer marketing. By demonstrating that content quality and interaction are more influential than posting frequency and brand collaborations, this research provides actionable insights for influencers and marketers aiming to optimize their strategies for building and maintaining consumer loyalty. The incorporation of demographic controls further enriches the findings, revealing that the effects of these strategies are consistent across different demographic groups.

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