

The Driving Factor of Influencer Marketing on Value Co-Creation Through Patronage Intention

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Abstract

This study will examine the driving role of influencer marketing through value co-creation toward patronage intention, focusing on young consumers. The data collection will concern young consumers and utilize Partial Least Squares Structural Equation Modelling (PLS-SEM) to examine causal relationships among the variables. The conceptual framework in this study consists of influencer marketing, which will significantly impact value co-creation by the stronger brand community and customer-company identification (CCI) drives patronage intention. These findings will explain how young consumers interact with influencer marketing strategies. This study will provide a practical contribution to the service industry in enhancing customer engagement through influencer marketing and value co-creation. Future research can explore the model across other demographic groups and industries. The findings can guide marketing strategies on the importance of brand communities and CCI as mediators from influencer marketing to increased patronage intention. This research presents a novel integration of influencer marketing and value co-creation toward patronage intention, addressing gaps in understanding the mechanisms linking these constructs among young consumers in the service industry.

Keywords

Influencer marketing, Brand community, Customer-company identification, Value co-creation, Patronage intention.

