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Good and Bad Influencer Content and Its Impact on Consumer Engagement across Food and Fashion Sectors

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ABSTRACT: The rapid growth of influencer marketing has significantly transformed the way consumers interact with brands on social media platforms. While influencer-generated content has become a powerful tool for shaping consumer perceptions and engagement, not all content produces positive outcomes. This study explores the characteristics of good and bad influencer content across the food and fashion sectors and examines how these characteristics influence consumer engagement. Adopting a qualitative research approach, the study employs thematic content analysis of influencer posts and consumer responses collected from major social media platforms. The analysis focuses on key dimensions including authenticity, credibility, transparency, visual presentation, storytelling, relevance, and promotional intensity.

The findings reveal that consumers perceive good influencer content as authentic, relatable, informative, and aligned with the influencer's personal brand, whereas bad influencer content is often viewed as overly promotional, misleading, repetitive, or lacking transparency. The study further identifies sector-specific differences in content expectations. In the fashion sector, visual aesthetics, personal style, and aspirational storytelling emerge as dominant engagement drivers, while in the food sector, product experience, taste representation, and informational value play a more significant role. These findings highlight the importance of understanding industry-specific content characteristics when designing influencer marketing strategies.

This study contributes to the growing body of literature on influencer marketing by providing a nuanced understanding of how consumers interpret and engage with effective and ineffective influencer content across different sectors. The insights offer practical implications for marketers, influencers, and brand managers seeking to create more meaningful and engaging social media content.

KEYWORDS: Influencer Marketing, Consumer Engagement, Social Media Content, Food Industry, Fashion Industry, Content Characteristics.

I. INTRODUCTION

The emergence of social media has transformed the marketing landscape, enabling brands to connect with consumers through more personalized and interactive communication channels. Among the various digital marketing strategies, influencer marketing has gained significant prominence due to its ability to shape consumer perceptions, attitudes, and purchasing decisions. Influencers serve as opinion leaders who create and share content that resonates with their followers, thereby influencing brand awareness, engagement, and consumption behavior.

As the influencer marketing industry continues to expand, brands across diverse sectors increasingly collaborate with influencers to promote products and services. However, the effectiveness of influencer marketing is not solely dependent on the influencer's popularity or reach. The quality and characteristics of the content shared by influencers play a crucial role in determining consumer responses. While certain content generates trust, engagement, and positive

brand perceptions, other content may be perceived as inauthentic, overly promotional, or misleading, resulting in negative consumer reactions.

The concepts of "good" and "bad" influencer content have become increasingly relevant in contemporary marketing discussions. Good influencer content is often characterized by authenticity, credibility, transparency, relevance, and meaningful storytelling. Such content fosters stronger relationships between influencers and their audiences, encouraging higher levels of engagement and trust. In contrast, bad influencer content is frequently associated with excessive commercialization, lack of originality, poor disclosure practices, and misalignment between the influencer and the promoted brand. These characteristics may reduce consumer trust and diminish the effectiveness of marketing campaigns.

Consumer expectations regarding influencer content may also vary across industry sectors. In the fashion sector, consumers often seek visually appealing content, style inspiration, and aspirational experiences. Conversely, in the food sector, audiences may place greater emphasis on product experience, authenticity, taste representation, and informational value. These sector-specific expectations suggest that the characteristics of effective and ineffective influencer content may differ according to the nature of the products being promoted.

Despite the growing body of research on influencer marketing, limited attention has been given to understanding how good and bad influencer content differs across sectors and how these differences influence consumer engagement. Most existing studies focus on influencer credibility, purchase intentions, or general content effectiveness without examining sector-specific content characteristics. Addressing this gap can provide valuable insights into the elements that contribute to successful influencer marketing strategies within different industries.

Therefore, this study aims to explore the characteristics of good and bad influencer content across the food and fashion sectors and to understand how these characteristics shape consumer engagement. By adopting a qualitative perspective, the study seeks to provide a deeper understanding of consumer interpretations of influencer content and to identify the content attributes that contribute to positive and negative engagement outcomes. The findings are expected to contribute to both academic literature and marketing practice by offering sector-specific insights into effective influencer content creation.

Influencer Marketing

Influencer marketing refers to the practice of collaborating with individuals who possess the ability to influence the opinions, attitudes, and behaviors of their followers through social media platforms. Influencers create content that communicates brand messages in a manner that is perceived as more authentic and engaging than conventional advertisements. Their influence stems from the trust, expertise, and relationships they develop with their audiences. The effectiveness of influencer marketing is largely dependent on the quality of interactions between influencers and their followers. Consumers often perceive influencers as credible sources of information, particularly when the content reflects genuine experiences and personal opinions. As a result, influencer-generated content has become an important tool for enhancing brand visibility, consumer engagement, and purchase intentions.

Consumer Engagement

Consumer engagement refers to the psychological, emotional, and behavioral connections that consumers develop with brands, products, or content. In the context of social media, engagement is commonly reflected through actions such as liking, commenting, sharing, saving content, and participating in discussions. However, engagement extends beyond observable behaviors and includes emotional attachment, interest, and involvement with the content being consumed. Influencer content plays a significant role in stimulating consumer engagement by encouraging interaction and fostering meaningful relationships. Content that resonates with consumer needs, preferences, and values is more likely to generate positive engagement outcomes. Therefore, understanding the characteristics of influencer content that facilitate engagement is essential for developing effective marketing strategies.

Characteristics of Good Influencer Content

Good influencer content is generally characterized by authenticity, credibility, relevance, transparency, and creativity. Authentic content reflects the influencer's genuine experiences and opinions, allowing audiences to perceive the communication as trustworthy and believable. Consumers are more likely to engage with content when they feel that influencers sincerely support the products or services they promote.

Credibility also contributes significantly to content effectiveness. Influencers who possess expertise, knowledge, or experience related to the promoted product category are often viewed as more persuasive. Transparency regarding sponsorships and brand collaborations further strengthens trust and enhances audience acceptance of promotional content.

Additionally, good influencer content often incorporates storytelling, emotional appeal, and meaningful interactions. These characteristics help create deeper connections with audiences and increase the likelihood of consumer engagement.

Characteristics of Bad Influencer Content

Bad influencer content is commonly associated with excessive promotional messages, lack of authenticity, misleading information, and poor alignment between the influencer and the brand. When consumers perceive content as overly commercialized, they may question the sincerity of the influencer's recommendations and become less receptive to the marketing message.

A lack of transparency regarding sponsored content can also negatively affect consumer trust. Similarly, repetitive promotional content and endorsements that appear inconsistent with an influencer's usual content style may create skepticism among followers. Such perceptions can reduce engagement levels and negatively impact brand attitudes. The effectiveness of influencer marketing may therefore be diminished when content fails to meet consumer expectations regarding honesty, relevance, and authenticity.

Influencer Content in the Food and Fashion Sectors

The food and fashion sectors represent two of the most active industries utilizing influencer marketing. Although both sectors rely heavily on visual content and consumer engagement, the characteristics that contribute to content effectiveness may differ significantly.

In the fashion sector, influencer content often emphasizes aesthetics, personal style, trends, and lifestyle representation. Consumers frequently seek inspiration, fashion advice, and aspirational experiences through influencer-generated content. As a result, visual presentation and creativity become particularly important factors in determining engagement.

In contrast, influencer content within the food sector often focuses on product experience, taste, quality, preparation processes, and authenticity. Consumers may value detailed descriptions, reviews, demonstrations, and personal experiences that provide useful information about food products and services. Consequently, informational value and experiential authenticity may play a more significant role in driving engagement within this sector.

Managerial Implications

The study provides valuable insights for brands, marketers, and influencers seeking to enhance consumer engagement through influencer marketing. Understanding the characteristics that differentiate good influencer content from bad influencer content can assist practitioners in developing more effective content strategies. Brands operating in the food sector should focus on authenticity, product experience, and informative content, whereas fashion brands should emphasize visual appeal, creativity, and lifestyle-oriented storytelling. By aligning influencer content with sector-specific consumer expectations, organizations can improve engagement outcomes and strengthen brand-consumer relationships.

Theoretical Contributions

This study contributes to influencer marketing literature by offering a sector-specific perspective on content effectiveness. While previous research has predominantly focused on influencer credibility and purchase intentions, this study highlights the importance of content characteristics in shaping consumer engagement. The comparison between food and fashion sectors enriches the understanding of how consumers interpret influencer-generated content across different contexts and provides a foundation for future academic investigations.

Future Research Directions

Future studies may extend the examination of influencer content characteristics to other sectors such as beauty, travel, technology, and healthcare. Researchers may also investigate platform-specific differences in influencer content

effectiveness across Instagram, YouTube, TikTok, and emerging social media platforms. Additionally, quantitative and mixed-method approaches may be employed to validate and expand upon the findings of the present study.

II. CONCLUSION

The increasing reliance on influencer marketing has made content quality a critical factor in determining consumer engagement. This study explores the characteristics of good and bad influencer content and their influence on consumer engagement within the food and fashion sectors. The discussion highlights that consumers are more likely to engage with content that is authentic, credible, transparent, and relevant to their interests. Conversely, content perceived as excessively promotional, misleading, or inauthentic tends to generate lower levels of trust and engagement.

The study further emphasizes that content effectiveness is not uniform across industries. Consumer expectations regarding influencer content vary between food and fashion sectors, leading to differences in the characteristics that drive engagement. While aesthetic presentation and lifestyle association are particularly significant in fashion-related content, authenticity, product experience, and informational value are more prominent in food-related content.

Overall, the study underscores the importance of developing sector-specific influencer marketing strategies that prioritize meaningful and consumer-oriented content. By understanding the characteristics that distinguish effective from ineffective influencer content, brands and influencers can foster stronger consumer relationships, enhance engagement, and improve the overall effectiveness of influencer marketing campaigns.

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