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# THE IMPACT OF E-WOM ON E-REPUTATION AND CONSEQUENCES ON PURCHASE INTENTION IN THE CONTEXT OF INFLUENCE MARKETING

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## Abstract

The concept of influence marketing consequently grew within the past 5 years and needs to be constantly analyzed to draw the new trends and how brands should adapt their strategy. Our study revealed that there has been a change in the relation with trust and homophily in the context of influence marketing as these dimensions do not significantly impact e-reputation as it was previously analyzed, while source credibility and message quality do impact brands' online reputation. The link between e-reputation and purchase intention was validated as a positive and significant influence. Lastly, the mediating role of influencer's sincerity in the relationship between e-wom and e-reputation was however rejected, and emphasis should be put on influencer's credibility for future research. No predictions can be drawn for future research as influence marketing is a field constantly evolving but further research should be realized about the switch of importance of trust in the relationship between e-wom and e-reputation.

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