

The Impact of Trust on Social Media Influencers on Customer Travel Decision Making

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Abstract

In recent years, influencer marketing has become increasingly popular, and social media accounts have effectively reached out to the consumer. This study explores how social media influencers (SMIs) impact consumer decision-making on travel destinations and how their digital expertise influences consumer trust. To test this model, we conducted an online survey and implemented SPSS to analyze the data collected. The finding indicates the consumer's trust in SMIs affects their decision-making. By giving consumers a way to learn more about the product they wish to buy, marketers can increase and excite their purchasing desire. In addition to using SMIs to market products, their trustworthiness has a significant impact on consumers' decision.

Keywords

Social media influencers, Trust, eWOM, Customer decision making, influencer marketing.

Biographies

Vu Tuong Nguyen Le is a master student in the English Program of Global Business, at Chinese Culture University. Whose past career experiences include 4 years in the retail customer service department.

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