The Dynamics of Blame Attribution in Influencer Marketing: The Role of Relationship Strength and Perceived Trustworthiness in Shaping Customer Satisfaction

Introduction

This research explores how customers assign blame for service failures related to social media influencers' (SMI) recommendations. It examines the role of the strength of the relationship between customers and SMIs and the perceived trustworthiness of SMIs on blame attribution. The study reveals how these factors influence overall customer satisfaction and provides insights for managing influencer marketing strategies effectively.

Methodology

Survey-Based Study: Data collected via online surveys.

Participants: Consumers who have experienced service failures after following SMI recommendations.

Multiple Regression Analysis: To examine the relationships between variables and their impact on blame attribution and overall satisfaction.

Relationship

A strong relationship between customers and SMIs can reduce blame towards the SMI, but this effect diminishes when other factors are considered.

Strong relationships shift blame towards the service provider.

Trustworthiness

Trustworthy SMIs are perceived as more reliable, reducing blame towards them during service failures.

The perceived trustworthiness of the SMI does not impact blame towards the service provider.

Blame

When customer expectations are not met, overall satisfaction decreases regardless of who is deemed responsible.

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