

## The Rise of Micro-Influencers: Redefining Opinion Leadership in the Digital Age

**Pawel Korzynski**

Kozminski University, Poland

### Abstract:

In the past, opinion leadership was largely dominated by TV stars, journalists, and other high-profile figures who shaped public discourse and consumer behavior. However, with the rise of social media platforms like Instagram, a new trend has emerged, where micro-influencers play a pivotal role in shaping consumer decisions and influencing market trends. This study examines several variables, including authenticity, originality, visual appeal, physical attractiveness, and expertise, to understand their contribution to the development of opinion leadership among micro-influencers. The research also explores how this opinion leadership influences various marketing outcomes, such as the intention to consume content, recommend influencers, and adopt their advice.

By analyzing these dynamics, the study sheds light on how micro-influencers are redefining traditional marketing strategies, offering brands a personalized and relatable way to engage with niche audiences. As the influence of micro-influencers continues to grow, understanding these factors becomes crucial for both marketers and influencers striving to connect effectively with their target audiences. Expanding the scope of this research to diverse contexts and industries could provide deeper insights into the mechanisms driving the success of micro-influencers in today's digital marketplace.