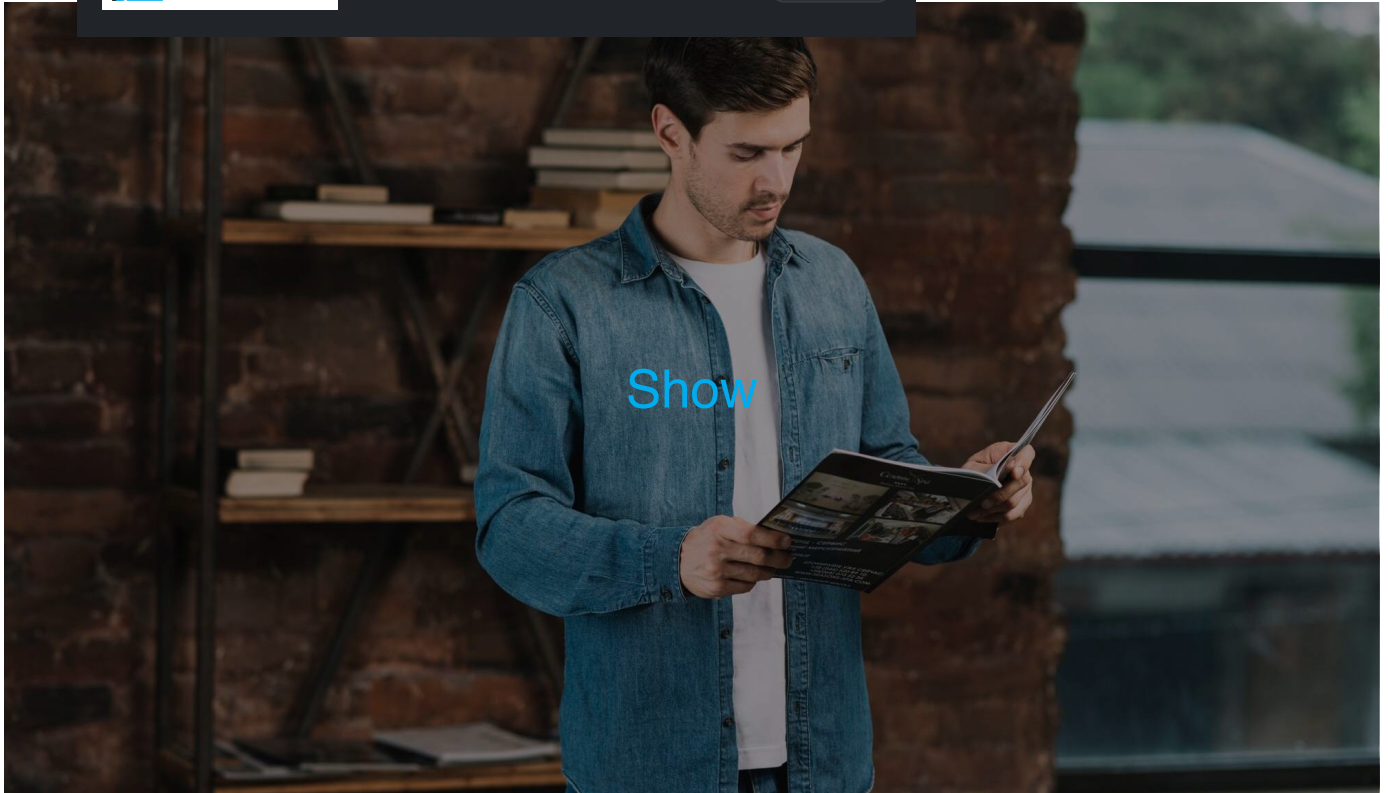




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Abstract : This study sort to investigate the impact of influencer marketing on consumer engagement while comparing the small and established businesses in Saudi Arabia where social media has widely been adopted a marketing tool. Since there are many influencers online doing the marketing role in both small and established businesses, the study sort to understand whether established brands were able to receive higher engagements in influencer campaigns, whether consumer trust is positively correlated with brand size and

familiarity and finally whether the strong influence audience relationships could offset the effects of limited brand recognition. A number of survey questions were adopted with a Likert Scale (1= strongly agree, 2=agree, 3=neutral, 4=disagree and 5=strongly disagree) to answer the research questions. More detailed questions were asked to answer both the research questions and the general objective. Data was recorded in a spread sheet and then analyzed using Excel Data Analysis Toolpak in Microsoft Office. Descriptive results were displayed in form of tables (mean, standard deviations and level of confidence) as well as pie charts for easier understanding. Mean differences were tested using two sample t-test and ANOVA two-way factorization and results used to test hypothesis. Results indicated no association between trust and consumer engagement ($p>0.05$) and also, the results indicated that established brands do not automatically receive higher engagement in influence campaigns. There are other factors that could be potentially leading to higher consumer engagement and they include authenticity, creative content (humanized and entertaining) and understanding of the audience. There is no clear results on whether strong influencer audience relationship could offset the effects of limited brand recognition but the results indicate that understanding the audience is one of the strategies to enhance influence marketing effectiveness. According to these results, it is recommended that further research be done to determine whether social media influencing using creative contents such as short videos could enhance influencer promotions in small or established businesses using new survey questions and even a more elaborate participant.

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