

POSTGRADUATE RESEARCH OPPORTUNITY

Project Title: “The Impact of Negative electronic word of mouth (eWOM) on Social Media Influencers Wellbeing: A study of the Irish Beauty Industry”.

Project Description:

The global influencer marketing market size has more than doubled since 2019, and today it worth an estimated €21.1 billion (Statistica, 2023). Over the last decade, influencer marketing has become one of the most important tools for companies and brands to increase awareness, sales, or image strength (Ooi et al., 2023). Finding powerful social media influencers is relevant for brands and businesses to ensure social media marketing success ([Sands et al., 2022](#)).

While social media influencers are often described as celebrities and public figures, some are regular social media users who became known online by creating interesting and relevant social media content ([Lou and Yuan, 2019](#)). In the Irish beauty industry 20% of its total revenue is generated through online sales and the market is expected to grow by 1.96% (Statistica, 2023). Social media influencer promotes beauty brands through influencer-generated electronic word-of-mouth (eWOM) providing influence and often incentives to its users. Content may seem more trustworthy given the consumers’ expectations for the influencers (Barnes & Jacobsen, 2014; Lopes et al., 2023).

eWOM created on social media influencers channels can take various forms ([Phillips et al., 2017](#)), and quite often influencers receive negative eWOM. There are many ways that influencers can mitigate against negative eWOM; censoring, non-engaging, informing, pacifying and bolstering (Dineva, et al., 2022).

This proposed project aims to investigate Irish social media influencers in the beauty industry and the impact of negative eWOM posted on their social media channels and whether this relates to a decrease in social media influencers wellbeing. This study will incorporate a mix method approach.

Duration of Project: 24/48 months [4 years PhD]

Funding Agency: TUS Presidents Doctoral Scholarship

Type of Degree Offered: MSc/PhD

Minimum Qualifications/Experience Necessary/Any Other Requirements: [list relevant undergraduate programmes]

Minimum classification of *2.1 honours or equivalent* in a relevant field of study, digital marketing, marketing, or business.

IELTS [International English Testing System] Applicants must have a minimum of 6.0 with no component score less than 6.0.

Desirable criteria

Experience working with social media influencers

Research Supervisors: Dr Aisling Keenan Gaylard, Dr Mary Loonam, and Dr Jason Palframan

For further information please contact:

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Download Application Form at

[Funded Postgraduate Research Opportunities - TUS](#)

Closing date for receipt of completed application forms is 5pm on 15th January 2024. Please submit your completed application form to pro@tus.ie Please reference Project Title in all correspondence.

Interviews: Interviews will be held in February 2024. Applicants that are called for interviews will be asked to give a short PowerPoint presentation. The title of the presentation will be provided to those who are shortlisted.