

AMA Journals Main Document Word Template: Title

Abstract

Social media has revolutionized the way brands connect with consumers. With the rise of social media influencers, many brands are using them as a marketing strategy to reach and engage with their target audiences. This study aims to investigate the role of social media influencers in enhancing brand loyalty among millennial consumers. A mixed-methods approach was used to collect data, including an online survey and in-depth interviews. The findings suggest that social media influencers play a significant role in enhancing brand loyalty among millennial consumers. The study provides insights into how brands can effectively use social media influencers as a marketing strategy to connect with their target audiences and enhance brand loyalty.

Keywords: social media, influencers, brand loyalty, millennial consumers, marketing strategy

Social media has become an essential part of our daily lives, and it has transformed the way we communicate and interact with others. Social media has also revolutionized the way brands connect with consumers. With the rise of social media influencers, many brands are using them as a marketing strategy to reach and engage with their target audiences. Social media influencers are individuals who have a large following on social media platforms and are viewed as experts in a particular niche. They are seen as trusted sources of information and can influence the purchase decisions of their followers.

Primary Heading: Centered, Headline-Style Capitalization, and Bold

Brand loyalty is an essential aspect of marketing, as it represents the degree to which customers are committed to purchasing a particular brand. Brand loyalty is important because it leads to repeat purchases and positive word-of-mouth, which can lead to increased sales and profitability for the brand. With the increasing competition in the market, brands are looking for innovative ways to enhance brand loyalty among their customers.¹

Secondary Heading: Flush Left, Headline-Style Capitalization, Bold, and Italic

This study aims to investigate the role of social media influencers in enhancing brand loyalty among millennial consumers. The study focuses on millennial consumers because they are the most active users of social media and are considered an important target audience for brands.

¹ Footnotes should be used sparingly (i.e., no more than 10 footnotes) and must be concise (i.e., not exceeding 40 words).

Table 1: Table Title.

	Column Heading	Column Heading	Column Heading	Column Heading
Sample variable 1	1,234 ^a			
Sample variable 2				

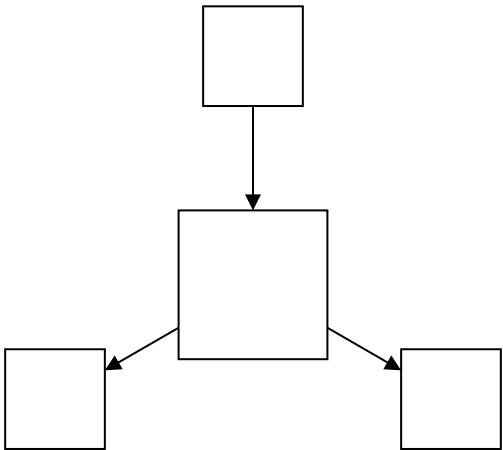
^aNote on a specific item in the table.

Notes: Table 1 general notes. Report actual *p*-values instead of adding asterisks to represent thresholds.

Tertiary heading: Left-justified, sentence-style capitalization, and italic

Social media influencers are individuals who have a large following on social media platforms and are viewed as experts in a particular niche. They can influence the purchase decisions of their followers by promoting products or services on their social media channels. Influencer marketing has become a popular marketing strategy among brands.

Figure 1: Figure Title.

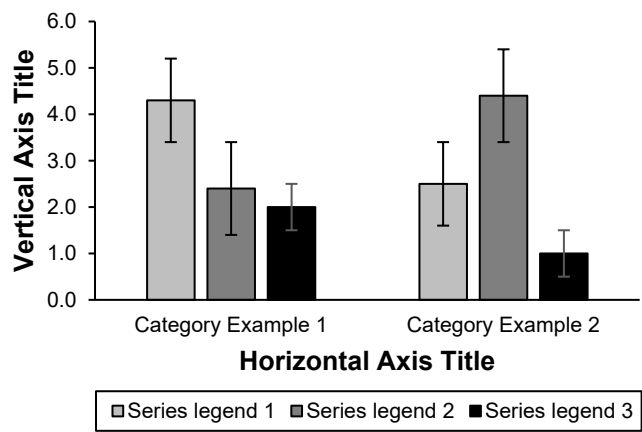


Notes: Figure 1 notes.

Tertiary heading: Left-justified, sentence-style capitalization, and italic

Several studies have investigated the role of social media influencers in enhancing brand loyalty among consumers. Researchers have found that social media influencers can enhance brand loyalty by providing valuable content and engaging with their followers (Khamis et al. 2017; Patel, Williams, and Chen 2015). Another study by Hwang and Kandampully (2019) found that social media influencers can enhance brand loyalty by providing social proof and creating a sense of community among their followers.

Figure 2: Figure Title.



Notes: These are sample Figure 2 notes. Include error bars in bar graphs where applicable, and specify in the figure notes what they represent (e.g., ± 1 SE).

Secondary Heading: Flush Left, Headline-Style Capitalization, Bold, and Italic

Millennial consumers are an important target audience for brands because they are the largest generation in the workforce and have significant buying power. They are also the most active users of social media, spending an average of 2.5 hours per day on social media platforms (Pew Research Center 2018). Several studies have investigated the role of social media influencers in enhancing brand loyalty among millennial consumers. A study by Lin and Lu (2019) found that social media influencers can enhance brand loyalty among millennial consumers by providing personalized and authentic content. Alalwan et al. (2019) found that

social media influencers can enhance brand loyalty among millennial consumers by creating a sense of trust and credibility.

Primary Heading: Centered, Headline-Style Capitalization, and Bold

Social media influencers are individuals who have a large following on social media platforms and are viewed as experts in a particular niche. They can influence the purchase decisions of their followers by promoting products or services on their social media channels. Influencer marketing has become a popular marketing strategy among brands because it is seen as an effective way to reach and engage with target audiences.

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