TOWARD AN INTEGRATED FRAMEWORK FOR FACEBOOK INFLUENCERS CHARACTERISTICS IMPACTING MILLENNIAL CONSUMERS ENGAGEMENT: A REVIEW

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ABSTRACT

Targeting millennial consumer's engagement organically by social media influencer marketing, has been practiced extensively by fashion, lifestyle and health-fitness marketers on Facebook. The existing paper formulates a systematic review of social media influencer marketing theories and models; proposing a conceptual framework to investigate, how millennial consumer's engagement can be amplified throughFacebook influencers quality mediated by perceived credibility. The first-stage in this study includes PRISMA model developed through systematic review approach and the second stage integrates a conceptual model focusing the chosen three industries Facebook influencer's attributes engaging millennial consumers. The practical and academic implications show how millennials likes, comments and shares as engagement measures impacted by influencers content visibility and credibility. Indeed; millennials want to be famous easily by promoting own lifestyle admiring a brand on social media and literature reveals that Facebook is one of the booming SNS earned millennials reliability regarding peer recommendation-reviews. Although, the existing studies' literature review may not be all-inclusive as influencers in niche areas are evolving and Facebook advertising strategy is always updating. The future research can extend the proposed framework in collaborating fashion, lifestyle and health-fitness local micro-influencers reach, informativeness, content fineness towards millennials perceived credibility affecting cognitive and affective engagement dimensions. This study explores popular three industries urgency in adopting influencers expertise on Facebook for millennials, reviewing several theories and models; first time. The researcher recommends the marketers who following trends should apply the proposed conceptual framework for nourishing millennial consumer's engagement in long-term perspective.

Keywords: Influencer Marketing, Facebook Influencers Characteristics, Literature Review, Millennial Consumers Engagement, Influencers Content Quality, Influencers Informativeness, Influencers Authenticity, Perceived Credibility.

INTRODUCTION

The communication divergence evolved impetuously through social media, become an effective online tool (Nam and Dân, 2018). Facebook' established in 2004 by Mark Zuckerberg and some of his contemporaries, currently the largest social media with 2.60 billion monthly active users having 65% users aged 25-34 (Mohsin, 2020; Noyes, 2020). The word 'influencer marketing' is searched frequently on Google and this rate grew by 1,500% for three years (https://99firms.com, 2019). Fashion and accessory are top two industries exploiting maximum use of influencer marketing as a marketing tool (Abreu, 2019). Indeed, achieving the success from 94% marketers, its budget is expected to grasp $5-$10 billion in 2020 (Dobrilova, 2020). Connected to this, social media influencers are the social media users who have large follower base and trusted by them also can shift their credibility on the product-placement (Trivedi and Sama, 2020; Wen, 2019). Additionally, Wahane (2019), Abreu (2019) and Sudha and Sheena (2017) claimed local influencers less than 1,00,000 followers on social media is known as micro-influencer perceived authentic comparing macro-influencers and celebrities.

Moreno et al. (2017) claimed millennials are the most striking market with technological expertise preferring to use Facebook. This 'digital mavens' shared opinions and influential decision making upon one another increase the academics and marketers desire for in-depth investigation. Understanding millennials' social media usage behavior directs marketers to be prepared for future consumption pattern (Duffet, 2017), the web-community of peer's drive millennials brand choice (Abreu, 2019). Also, Mohsin (2020) and Kabadayi and Price (2014) claimed Facebook as the key marketing channel for brand interaction observed by 86% marketers understanding consumers expression regarding ad campaign. Announcing social media influencers (SMIs) in gaining customer acquisition (Dobrilova, 2020), advancing their authentic representation, gesture and speaking style; marketers growing engagement by followers likes, comments attaching consumers psychological and logical dimensions. Consequently, consumers virtually unable to touch and feel the products, thus visual representation of first-hand experience with quality content from influencers impact significantly on consumers (Biaudet, 2017). Chu and Kim (2011) stated this trust directs to influence perceived credibility of the source. However, SMIs paid partnership with marketers based on sponsorship or organic (free) (https://www.influencerintelligence.com, 2020). Interestingly, the travel influencers paid for publishing sponsored contents earning $220, lifestyle influencers earning $204, health and fitness influencers making $193 and beauty influencers accumulate $160 for each

content (Dobrilova, 2020). The sponsored posts include hashtags such as; #ad #spon #partnership #sponsoredby #sponsoredpost or #promotion (https://www.influencerintelligence.com, 2020); however, too much sponsored posts reduce consumers engagement and impact perceived credibility on the brands (Al Maeed, 2018; André, 2015). Accordingly, DeGruttola (2019) accentuated organic influencers are crucial brand advocates voluntarily spread positive electronic word-of-mouth (eWOM) whereas, millennials often mistrust paid influencers visual contents.

Therefore, the above evidences direct the researcher to explore the Announcement of social media influencers (SMIs)' role regarding Facebook standpoint of explicit three specific industries driving millennial consumers engagement. Although enormous noteworthy research has been operationalized on Instagram influencers, YouTube influencers, website bloggers; nonetheless originated most influential 'millennial' consumers cognitive and affective engagement. The author specified two engagement dimensions, by adapting the findings of Dessart, Veloutsou and Morgan-Thomas (2016), Kabadayi and Price (2014), Brodie et al. (2013) and Hollebeek, Glynn and Brodie (2011). Moreover, influencers perceived credibility is firstly proposed as a mediating variable impacting millennial consumer engagement firstly, in existing paper. Besides engagement, this paper also reveals the best possible way of attracting millennial by clarifying influencers content quality, authenticity and required quality of informativeness.

Subsequently, this fundamental background on social media influencer marketing directs towards the next section contained about problem statement rationalizing the adopted methodology for Facebook influencer marketing of the chosen three sectors. Section 3 proposes a theoretical review of social media influencer marketing literature and SNS consumer engagement concepts, theories and models by presenting a conceptual framework of Facebook influencer's characteristics impacting millennial consumers engagement. Later, section 4 presents the implications of the proposed model practically and academically. As a final point, the paper concludes with limitations and future research of the discussed topics.

PROBLEM STATEMENT

Social media influencer marketing is blasted in an integrated approach (https://digitalmarketinginstitute.com, 2020), which is now reflected in all sorts of product partnership whether in Facebook, Instagram, YouTubeor blogs. Realizing the influencers relatability with content and engagement, the SNS researchers investigated social media influencer marketing (SMI) fashion and lifestyle products (Garanti, 2020; Irshad and Ahmed, 2019; Jayasingh, 2019; Lilja, 2019; Wen, 2019; Wahane, 2019; Al Maadeed, 2018; Tien and Rivas, 2018), health-fitness (Jayasingh, 2019; Mooney, 2018; Dodd, 2018; Danieli; 2016), sportswear (Dabbous

and Barakat, 2019) and electronics products (Trivedi and Sama, 2020). Despite a growing body of research examining on Instagram and YouTube, but none of the scholars investigated the Facebook influencers impact on millennial consumers engagement. Fashion influencers are the fashion personality who post opinions about clothing, beauty products, handbags, shoes, jewellry, watch by wearing or consuming them showing through educative-entertaining tutorials (Wahane, 2019; Al Maadeed, 2018; Burke, 2017).

Also, Rajapaksha and Dk (2019) revealed this industry achieved over US$3 trillion with 2 percent annual growth rate till 2017 in which Zara, Adidas, Nike are the global brands. Moreover, the lifestyle influencers sharing tailored contents by product placement on their personal lives recommending about food, cooking, motherhood, lifehacks, tips-tricks, interior décor, tourist spots and many more (https://influencermatchmaker, 2020). The recent statistics show that, currently 75% millennials avoid traditional ads on social media; alternatively, 65% of them driven by fellow user's recommendations-reviews (Donawerth, 2020). Moreover, Gaid (2019) explored Facebook algorithms unfailingly target audiences based on demographics. The author moreover stated, for flawless reviews it is the best reliable source as highest number of active users are interacting through live-videos, images, hashtags, story, messenger and content diversity cultivating multiple engagement (https://99firms.com, 2019).

The current 2.60 billion monthly active Facebook users (www.facebook.com, 2019) changed advertising strategy, marketers defend this situation with remarkable promotional tactics where 'co-creation' is encouraged (Claesson and Ljungberg, 2018). Surprisingly; 88% mobile device used to login by users, 65% millennials spend entirely 2.30 hours on social media and Facebook captures 58.5 minutes daily for liking, commenting, watching videos and communicating with peers (Metev, 2020; Mohsin, 2020). Indeed, 46% millennials are the social media content creators (Mohsin, 2020; https://hireinfluence.com/blog, 2020) thus they have the expertise to evaluate any social media contents before engaging cognitively and affectively. Alike fashion products, fitness and health industry is majorly depending on third-parties testimonial and consumers also make a trial purchase if they perceive them authentic. The product-placement is not mandatorily sponsored, can be self-relatable brands of influencers choice (Wahane, 2019).

Nevertheless, how social media influencers add value in their contents that grip consumers interest is not yet seriously identified (Mooney, 2018). Thus, it has become a necessity to recognize specific aspects of millennial cohorts' preference in promotional communication influencing millennials' awareness and knowledge (cognitive attitude) (Duffet, 2015). Nevertheless, having tremendous opportunity in terms of Facebook users; marketers have very weak sense of effective exploitation of Facebook as a marketing tool comparing other mass media communication tools. After recognizing the lifestyle and fitness influencers

credibility and influence in Facebook along with the absent of investigation in the specified context, the researchers felt the necessity to dive deeper into this area of research.

Hence, this research aims to narrow the gap between theory and practice regarding the consumer engagement components by addressing the following research questions (*RQ*):

RQ1: Why Facebook influencer marketing is getting popular?

RQ2: What influence do fashion accessories, clothing, beauty, lifestyle and health influencers have on millennials' cognitive and affective engagement on Facebook?

RQ3: What factors of Facebook influencers contents, authenticity, trust-information drive consumer engagement with perceived credibility?

To do this, the present research adopted two-staged approach. In the first stage the critical systematic review of latest literature is synthesized regarding social media influencer marketing, influencers characteristics and consumer engagement with PRISMA model. And, in the second stage, a conceptual framework is proposed reflecting the evidences in clarifying Facebook influencers essential qualities impacting millennials perceived credibility about influencers impacting consumer engagement. The model is proposed in terms of fashion, lifestyle accessories and health-fitness contexts. This research further illuminates on the new concept of Facebook influencers attributes reshaping traditional practices of opinion leadership, micro-celebrity and engagement by a conceptual model.

RESEARCH METHODOLOGY

Stage one – Identification of relevant literature

Social media marketing has become an indispensable marketing instrument to carry out the whole integrated marketing concept. It is to include that, since last 5 years majority of the marketing studies has been conducted on social network advertising (SNA) in which influence marketing is widely achieving popularity as a cost-effective advertising medium. Following the recommendations of Siddaway, Wood and Hedges (2019), Munn et al. (2018) and Peters et al. (2015), the present paper synthesizes its literature review by asking three specific meaningful research questions indicating attainable evidences.

Although the social media influencer marketing literature is promptly upgrading, but the existing author observed the millennial Facebook consumer's engagement towards favorable influencers is yet to be investigated. After extracting the recent explosion of global research agenda on the chosen topic, this resonates the

formulation of new and integrated conceptualization for further research in social media influencer marketing. Google Scholar utilized for identifying the Scopus indexed journals for this objective. The literature searched for this study is distinguished by 'sensitivity' (finding relevancy) and 'specificity' (ensuring relevancy) of the study key words and substitute of synonyms (Siddaway et al., 2019). Also, the present author follows the inclusion and exclusion criteria of database searching by referring above scholars for theory, models and methodological screening of the primary accessed studies, chapters of book, review articles, dissertations and blogs.

Afterward, accumulating a large insights of social media influencer marketing literature, the author follows subjective judgement for measuring study worthiness by titles, abstracts, conceptualization to include 180 published studies. Consequently, the 'grey literature' containing conference proceedings, government data and academic dissertations (Siddaway et al., 2019), also included in this study aiming to reduce publication unfairness. The existing study is based on qualitative research synthesis as the systematic literature review is still absent in the conceptualization of social media influencer marketing of urban millennial Facebook users.

In the existing paper the researcher integrated Facebook influencers content quality, authenticity and informativeness following the findings of Wen (2019), Nosita and Lestari (2019) and Lim et al. (2017),to perceived credibility of Facebook influencers as a mediating variable; in predicting millennial Facebook user's engagement as the consumer's engagement. These constructs determine the proposal of a conceptual model in explaining the stimulators of Facebook influencer engaging millennial consumers engagement by persuading their perceived credibility. The sectors chosen for this purpose are fashion accessories, lifestyle products, event management, photography and health-fitness industries on Facebook. By following Siddaway et al. (2019), a flow diagram known as 'PRISMA' (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) is presented at figure 1 for justifying the reasons for excluding studies. Afterwards; supporting Peters et al. (2015), table I represents the most relevant evidences constructs as a 'decision guide' to be followed for the conceptualization along with the critiques and future directions.

The literature synthesis shows, social media influencers characteristics, sponsorships, impact of product discloser is investigated reflecting many theories and models, but; the specified objectives and three key research questions are still to be explored focusing millennials as mostly this segment manipulated by social media influencers (Voorveld et al, 2018). Connected to this, the second stage of this study proposes a conceptual framework of the chosen sectors Facebook influencers to complete the research gap.
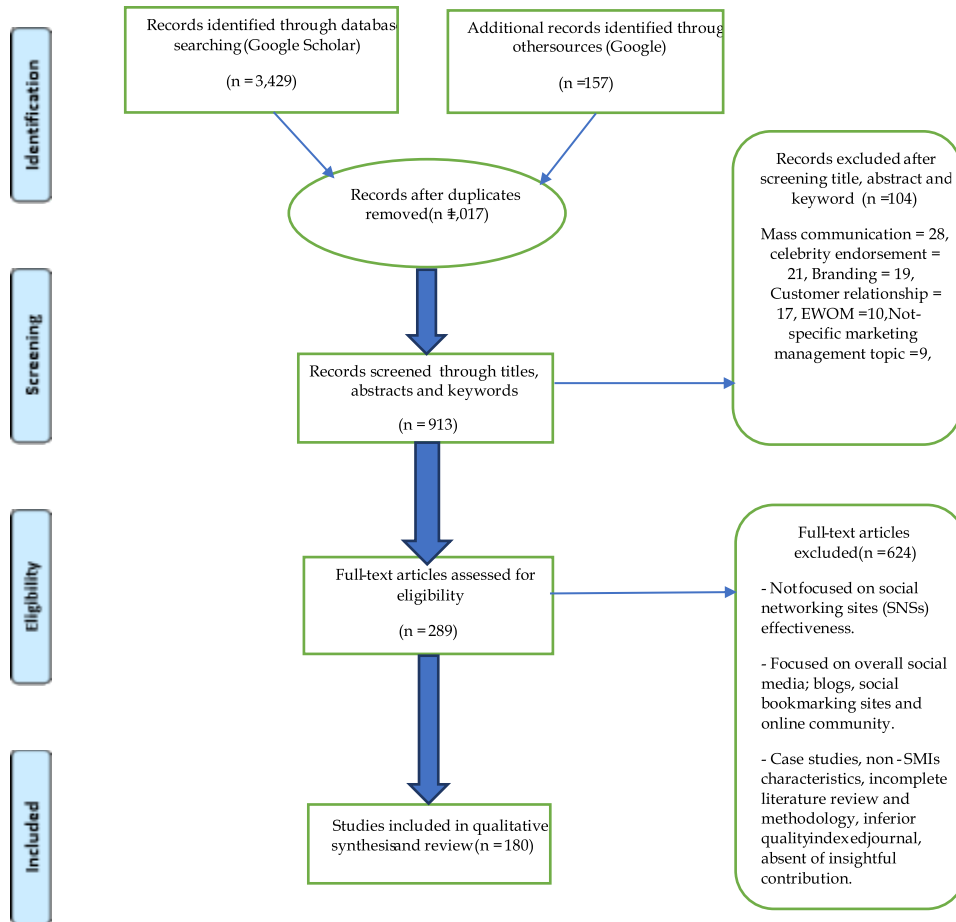
Figure 1: PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) Flow Diagram for Systematic Literature Review *(Source: Adapted from Mother et al. (2009).*

LITERATURE REVIEW

Social Media Influencer Marketing
The millennial social media users no longer favor TV alike ads in their home page (Al Maadeed, 2018; Dehghani, 2016; Gvili et al., 2016). In the social media marketing arena 'influencer marketing' is dominating as the mainstream marketing directing follower's involvement effectively (Wen, 2019), which is nonetheless true for Facebook also. The independent third-party endorsers stimulate brand popularity on social media through their content delivery in an informative and reliable way are social media influencers (SMI) (Wahane, 2019; Lisichkova and Othman, 2017; Brown and Hayes, 2007). Social media influencer marketing is identifying

effective social media users who have expertise and perceived credibility in certain topics; and who can impact a base of users relevant to those topics (Claesson and Ljungberg, 2018; Sudha and Sheena, 2017). Adding to these authors, Kalu (2017) argued SMIs can be celebrity, journalist, experts, public figures, blogger and social micro-celebrity. These opinion leaders provide opinions regarding brands towards negative or positive perspective, which is a form of electronic word-of-mouth (e-WOM) stated byWahane (2019), Nam and Dân (2018), Claesson and Ljungberg (2018), Burke (2017) and Gillin (2007). Accordingly; opinion leaders, are existing in all sorts of primary groups attract their followers by any of their appeal, expertise, experience and positive cues (Silvia, 2019; Linh, 2018). They become popular influencer when they followed or subscribed by large number of viewers or audiences in social media (Linh, 2018; Gummerus et al., 2012). Furthermore, this study academically extends the concept of Facebook influencers towards millennial consumer's engagement of fashion, lifestyle and health-fitness products, whereas; many studies investigated on celebrity endorsement and Instagram, YouTube influencers impact on consumers trust, attitude, purchase intention. This is directed towards the research of Pasricha, Jain and Singh (2020), Trivedi and Sama (2020), Kalu (2019), Ünal (2019), Dodd (2018), Davis (2017), De Veirman, Cauberghe and Hudders (2017), Lim et al. (2017),Khamis (2017), Marwick (2016), Sekhon et al. (2014)and Booth and Matic (2011).

These authors identified Facebook influencers grab millennials engagement through attractiveness, meaning-transfer, authenticity, skills and perceived credibility cost-effectively ensuring social media interaction and conformity. Biaudet (2017) argued influencers are 'pro-consumers' to shift the power of influence into purchase decision and product perception integrating prudence, sagacity, identical expression of personal story. Micro influencers specially who are local persuade their followers,reference group and peers to like the brand collaborative posts, opinions for achieving brand loyalty and social influence (Wiese, Martínez-Climentb and Botella-Carrubic, 2020; Wahane, 2019; Nosita and Lestari, 2019; Ünal, 2019; Jayasingh, 2019; Burke, 2017; Tafesse, 2016; Knoll, 2016; Azar et al., 2016; Bolton et al., 2013;Chu and Kim, 2011; Kaplan &Haenlein, 2010). Comparing to celebrity sponsorship (Davis, 2017), millennials prefer influencers product usage experience (Al Maadeed, 2018). Linh (2018) identified influencers as 'middle-man' in voicing recommendations Furthermore, it is also true that consumers are longer receive brand information passively (Azar et al., 2016; Kaplan and Haenlein, 2010). Dynamic marketers presently emphasizing influencers personality and skill to convince consumers engagement collaborating company message (Brown and Hayes, 2008). The fashion products, lifestyle accessories, health-fitness, food, service-based sectors evolving rapidly through influencers brand collaboration (Wen, 2019; Sokolova and Kefi, 2019; Lilja, 2019; Dodd, 2018; Sudha and Sheena, 2017).

Previously the researchers revealed that consumers trusting upon the content's truthfulness, integrity and authenticity along with peer comments determine advertising credibility (Wen, 2019; Hamouda, 2018; Dao et al., 2014; Logan et al.; 2012; Chu & Kim (2011). Moreover, social media influencers real-life experience and usage perceived as reliable source of recommendations during confusing product information (Trivedi and Sama, 2020; Nosita and Lestari, 2019; Glucksman, 2017; Godey et al. 2016). In practically, marketers contract influencers by evaluating their contents quality, posting pattern, number of followers, their views or shares or comments or likes (Wen, 2019). This author asserted that, to boost-up followers' engagement SMIs often distribute promo-codes, giveaways and follower generated contents relating specific brands.

Between two different types of influencers, namely earned and paid; earned influencers contents direct self-promotional boosting which is more organic of user-generated brand experience (Sudha and Sheena, 2017). In paid arrangement, which is more popular toward social media marketers; is the sponsored brand message representation with brand usage (Claesson and Ljungberg, 2018). The researchers previously suggested that, before employing influencers for brand perception the synchronization between influencers expertise, personality with brand contents drive audiences' unbiased evaluation (Claesson and Ljungberg, 2018; De Veirman, Cauberghe and Hudders, 2017). The popular influencers are contracted for 1-year long collaborations with brands (www.unboxsocial.com, 2019). Among the celebrity, macro, micro and nano-influencers; Lin et al. (2018), Chae (2018), Geiser, (2017), Djarfarova and Rushworth (2017) and Castellano &Dutot (2017) explored micro-influencers having 1,000-1,00,000 followers and nano-influencers have less than 1,000 followers mostly impact followers' perception in a committed way (https://influencermarketinghub.com., 2019). Furthermore, these authors accentuated macro-influencers have wider follower base but, impact weaker effect on followers to micro-influencers.

Digging deeper more into the above evidences, this paper academically covers the Facebook influencers impact upon millennial consumer's engagement by observing their popularity and acceptance regarding fashion accessory, lifestyle products and health-fitness rapidly. The literature in this section although investigated Instagram and YouTubeSMIs characteristics, but these authors failed to shed light on Facebook influencers perspective. Adding to this; the existing researcher observes in the chosen industry millennial follower's engagement driven by Facebook influencers contents. Moreover, these contents authenticity, informativeness, trustworthiness if satisfy millennials perceived credibility the engagement is resulted faster. Therefore, these foundations sufficiently support to examine social media influencer marketing on Facebook impacting millennial consumers online engagement.

Table I below provides an overview of the most current and relevant attitudinal

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research on social media influencers in terms of the research objectives and Table II shows the definition of key-terms.

Table I Overview: Conceptualization of Consumer Engagement in the Social Media Literature

Author and Journal	Independent Variable (IV), Mediating and Moderating variable Dependent Variable (DV)	Methodology	Sample size and Technique	Findings	Limitations
Abreu (2019)	Trust Perceived authenticity Millennials purchase intention	Quantitative	Convenience sampling, self-administered online questionnaire for 384 Facebook users	Influencers not associated with monetization of brands perceived more authentic, number of followers and likes irrelevant if influencers are untrusted	Few variables and focused only micro-influencers
Silvia (2019)	Social media and digital marketing Millennials behavior	Qualitative	Interview, observation and library research on Facebook, Instagram and YouTube brand pages	Social media marketing increases effectiveness of online brand campaign comparing traditional marketing	Inadequate literature review, absent of specific variables, poor methodology
Claesson (2018)	Instagram, Social influence, Influencer marketing Consumer engagement	Qualitative	Semi-structured interview among few unspecified samples	Consumers who follow influencers deeply involved with the brands, close-ties with influencers increase believability	No specifications of influencers' characteristics, limited sample
Jin and Ryu (2019)	Celebrity condition social presence (mediating) and self discrepancy (moderating) Trustworthiness, Brand attitude, Envy	Quantitative	A randomized two-group comparison between subjects experiment among 104 females	Instagram influencers are likely to be perceived strongly	Focused only luxury brands and Instagram
Staden and Niekerk (2018)	Decision comfort, self-brand connection and customer satisfaction Consumer engagement	Quantitative	Non-probability technique, semantic network analysis upon 323 social media users	Consumers adopt the brand messages sourced form influencers engagement if the association is uniquely identified	One automobile brands' consumer was investigated from one social media network

Wahane (2019)	Social media influencers Engagement, Relatability, Credibility and Trust Millennials purchasing behavior	Qualitative	6 participants of lifestyle influencer of social media followers through thematic interview	This review paper reveals social media engagement as a misunderstood concept related to different levels of customer relationships The social media content strategy, performance and the metrics failed to categorize metrics properly	The differentiated and updated social media metrics can be analyzed. Mixed methods could be implemented on different demographics and product involvement to identify purchase intention. The distinction between brand promoters and brand engagers must be analyzed considering purchase intention
Hollebeek, Glynn and Brodie (2014)	Cognitive processing affection, activation Consumer engagement	Mixed (both qualitative and quantitative)	SEM was applied for CFA). Qualitatively in depth and focus group interview were carried out; Three social media comprised 554 users were surveyed by convenience sampling	Consumer brand involvement affects strongly on consumer engagement; marketers focus on brand usage intent accelerating affection and activation of cognitive engagement	Specific social media applicability is absent, multiple brand interaction on social media should have emphasized rather offline brands
Voorveld et al (2018)	Social media engagement, social media advertising engagement, social media advertising evaluation Social media engagement	Quantitative	SPSS used for PCA and MANOVA. 1,346 Facebook, YouTube, LinkedIn, Twitter, and Google+ users aged 13-43 year aged were surveyed online through judgmental sampling applying 42 experience items of 11 dimensions	Each social media uniquely performs each role for engagement perspective. Advertising evaluation varies one to another where social media engagement is resulted by social media ads. However, Facebook examined as the best interactive platform with usefulness	Different context characteristics modality, self disclosure, media richness, privacy parameters, situational contexts, valence, usage and intentions could be assessed interacting engagement

| Dessart, Veloutsou and Morgan Thomas (2016) | Affective (enthusiasm and enjoyment), Behavioral (sharing, learning, endorsing) and cognitive (attention and absorption). Brand engagement and community engagement | Quantitative and qualitative | SEM applied for CFA, scale and cross-linguistic scale. 326 Facebook page administrators and 448 Facebook users aged 25 to 34 surveyed online by simple random sampling through 7-point Likert scale of 22 questions | Using qualitative data from consumers and experts and two pools of mirrored items (one for each engagement focus), the study develops and validates a dual focus 22-item scale of consumer engagement that can be used to operationalize engagement with various consumer engagement objects. | Broad ranges of brand categories can be examined in an OBC settings of Facebook advertisements and other social media ads. Different "foci" should be investigated with different engagement levels in another context |

Table II Overview: Definition of Key-terms

Author and Year	Definition	Focus
Brown & Hayes (2008)	"Influencer is a third party who significantly shapes the customer's purchasing decision".	Social media influencer
Hollebeek, Glynn & Brodie, (2014), p. 54	"Consumer engagement in social media is a positively valenced brand-related cognitive, emotional and behavioral activity during or related to focal consumer/brand interactions"	Social media consumer engagement
Brown (2016), p. 5	"A collection of online platforms and tools that people use to share content, profiles, opinions, insights, experiences, perspectives and media itself, facilitating conversations and interactions online between groups of people is termed as social media".	Social media marketing to millennial consumer
Wiegand (2017), p. 1	"Millennials, also referred to as Generation Y, who were born between the early 1980s and late 1990s".	Social media millennial consumers' engagement of fashion brands
	"Consumer engagement is consumers' behavioral manifestations that have a brand focus, beyond purchase, resulting from motivational drivers".	
	"Social media is a public forum that fosters strength in numbers and allows for like-minded individuals to band together and voice their opinions".	
Linh (2018), p. 4.	"Influencer Marketing as a whole contains a number of micro processes of identifying, researching, engaging and supporting the people who is responsible for generating influential conversation or nomination of the promoted brands, products, or service".	Social media influencers and consumer purchase behavior
Boyd and Ellison, (2007), P. 210	"Facebook is a social networking site that allows people to build public profiles and establish explicit connections with others in their social network"	Social networking sites
Fuchs, (2014), p.35.	"Social media termed as tools, that increase our ability to share, to co-operate with one another, and to take collective action, all outside the framework of traditional institutional institutions and organizations"	Social media
Staden and Niekerk (2018), p.5.	"Engagement is the enabler of commitment, trust, value, brand involvement and ultimately word of mouth".	Social media influencer marketing and consumers' engagement

Influencer Content Quality

In social media, the content consumption is classified as noticing comments, watching brand-related videos and images directing active engagement (Carlson et al. 2018; Azar et al. 2016; Muntinga et al, 2011). The engagers on social media willingly involve with content generation through the brands in live video of influencers (Carlson et al. 2018; Hollebeek et al., 2016). Idris et al. (2020) and Chapple and Cownie (2017) emphasized on user generated contents (UGC) on social media perceived positively rather direct promoted contents. The content quality carries such an importance which articulates organizations image-establishment from consumers perspective of how many like, followers, comments have been generated on Facebook (Oviedo-García et al., 2014). SMIs are the experts of producing UGC (Kalu, 2019). In line with this, Linh (2018) emphasized that influencers content is marked as quality content if it is focused on latest affaire, originated with self-creativity, enriched followers' feedback and commentary review. Moreover, Jin, Muqaddam and Ryu (2019) explained only depending on 'sponsored' posts, too much promotional messages as caption reduce effective persuasion. Influencers content is quality enhanced if the representation is genuine, mind-provoking, updated, cultivate interactive new video with new product release; revealed by the research (Linh, 2018). Staden and Niekerk (2018) also discovered that, female users tend to more receptive toward informative messages strongly resembles with their identity and confidence, whereas; males influenced more by influencers content usefulness.

Regarding the brand contents, Facebook encourage users to share self-generated unique contents meeting informational needs (Jambulingam et al., 2019; Duffet, 2015). Millennials tend to contribute willingly as a producer on the brand contents if they presume it could benefit their values, thus they termed as 'digital natives' (Bento, Martinez and Martinez, 2018). The selection of 'feeling' and 'activity' on Facebook posts, using hashtags, specifying demography; effectively nourish targeted advertising converted in to highest engagement level (Vale and Fernandes, 2018; Sanne and Wiese, 2018; Dolan et al, 2016; Hanna, Rohm and Crittenden, 2011; Curran et al. 2011). However, segmenting Facebook users regarding time spent and activities; Azar et al. (2016) stated 'brand companions' are the most active users who co-create brand contents spending over 2 hours, Sabate et al. (2014) recognized them as 'brand evangelists'; comparing to brand reliants', 'brand profiteers' and 'brand detached' **(**Azar et al., 2016). Additionally, Azar et al. (2016) posited content consumers as 'lurkers' as they passively support the brand only, not producing brand contents. The author however, warned solely focusing on them can put the companies into trouble of few engagement rate until they converted into active users.

Analyzing newsfeed contents metrics data, algorithm and reaction expressive sentiment buttons (love, haha, wow, sad), marketers investigate consumer

engagement (Dessart, Veloutsou and Morgan-Thomas, 2016). Furthermore, associating these clues with influencer marketing, Lilja (2019) indicates the 'likes' generated from each users' accounts the algorithm finds the profile type by 'hashtags' and details of user's information, family members and intimate friends on SNS (Nash, 2018). The authors so far agreed, these tactics highly influencing the different items of fashion accessory features targeting millennials. Lilja (2019) suggested that utilizing hashtags, 'story' contents by few words of inspiration and fun in the posts' convenience in searching, the millennial consumers attention level is excited. Hollebeek et al. (2014) and Voorveld et. al. (2018) developed scale measuring users positive or negative comments along with likes and follower's number. During, May 2020 Facebook introduced additional sentiment button 'care' That means, the consumer's engagement online has significant impact on managerial and theoretical arena to further understand social media user's behavioral pattern supported by Dessart, Veloutsou and Morgan-Thomas (2016), Brodie et al. (2013) and Van Doorn et al. (2010). However, Sabate et al. (2014) asserted links attached on brand posts reduce the enthusiasm to comment, videos on the other hand; generate more likes comparing images on Facebook. Likewise, Kabadayi and Price (2014) affirmed 'comment' is more explicit screening user's opinions than 'likes'. So that, commenting on brands page increase more visits from potential consumers and search results stated by this author. Sabate et al. (2014) moreover recommended the posts best publication time is on business hours for best convenience. Surprisingly, Voorveld et. al. (2018) found users of Facebook and Twitter's ad contents on user's news feed create disturbance; which causes a serious trade-off to activate some consumer's engagement while losing some consumers interest.

Moreover, it is worthy to mention that millennial followers engage with influencers to get the uniqueness in well-structured elements associated in real-life. Traditional write-up, text-based blogging sites have become weaker and replaced by 'vloggers' of Facebook, Instagram and YouTube influencers (Linh, 2018). Hughes, Swaminathan and Brooks (2019) found rather than influencers sponsored posts, quality features and contents increase engagement. Also, SMIs can be unfollowed if followers perceive them negatively and fake (Linh, 2018). However, Jin, Muqaddam and Ryu (2019) and Abreu (2019) ensured influencers posts shared, commented, reacted or followed by fellow users perceived as 'real' honest reviews and practical brand experience. To hold the millennial user's constant interest, SMIs post trendy issues which offer benefits and engagement associating the brand (either paid or organic), identified by Wen (2019). Therefore, their contents quality positively correlates to consumer's information adoption.

Influencer Authenticity

Abreu (2019) argued for effective influencer marketing, influencers authenticity is the most crucial driver to engage audience. Indeed, 60% increased engagement is

possible through micro-influencers campaign and most importantly they have 6.7x more exposure in each engagement through close recommendations and authentic voice (https://99firms.com, 2019). Claesson and Ljungberg (2018) revealed social media influencers paid-sponsorship of posted contents perceived authentic expression of influencers to the audience for not hiding to purchase. However, paid-partnership and too many showcasing of brands impact positive expression of authenticity (Abreu, 2019). Being truthful, straightforward personality, cultivating genuine bonding of trust among the users can simply exercise as influencers authenticity (Jiménez-Castillo & Sánchez-Fernández, (2019); Abreu, 2019). Also, Jin, Muqaddam and Ryu (2019) SMIs got acceptance due to their valued authentic media presence. Moreover, micro-celebrities skilled representation of own private-lives comprehended by followers as factual and original (Khamis, Ang and Welling, 2016). Sekhon et al. (2014, p. 411) stated 'Consumers depend on virtue of influencers evaluating anything; as authenticity'. Avoiding opportunistic behavior, emphasizing skilled prophecy and credibility of emotional association shifted among the brands signify influencers authenticity (Dodd, 2018, Khamis, 2017). Influencer's live video is an excellent tool to communicate uniquely without fabrication, therefore users can get the authentic information (Gaid, 2019). Showcasing first-hand experience of using any product including appearance, performance, capability to accomplish anything expose maximum genuineness of an influencer (Dodd, 2018; Sekhon et al, 2014). Parallelly, Glucksman (2017) explored users genuine involvement stimulated if influencers proficiency is matched with sponsored products. Likewise, Chu and Kim (2011) conceptualized truthfulness in social networking sites as pre-requisite to further involved with the unknown sources risk of perceived credibility.

Therefore, supporting above evidence of positive relationship between influencers authenticity and millennial Facebook users perceived credibility; it is to be assumed that consumer's engagement is affected.

Influencer Informativeness

Influencers informativeness composed of utilitarian values, features, ingredients about products by images, videos and posts (Dao et al., 2014), is a direct opportunity for interaction presumed by marketers (Zhung, 2017). Lilja (2019) affirmed, SMIs in fashion and lifestyle sectors post captivating images and videos with short-informative captions capture large pool of audiences towards the cognitive and affective engagement of brands (Lilja, 2019; André, 2015). Their opinions shifted in sponsored contents perceive credible among audience (Nam and Dân, 2018; Liengpradit et al., 2014). The review, brand collaboration of influencers affects consumers cognitive processing revealed as influencers informativeness (Ashley and Tuten, 2015).

Moreover; on Facebook, influencers can attain more accuracy by selecting

demographic information of the users to increase the highest engagement and reach (Sanne and Wiese, 2018; Curran et al. 2011). Glucksman (2017) differentiate the SMIs strong informative persuasion differentiate than traditional celebrity appearance. Tafesse, (2016) and Ashley and Tuten (2015) defined the cognitive processing of promotional cues must have workable features represented in a simplified but educative content. Influencers review, opinion collaboration process sensory perception solving personalized problem observed as influencer informativeness by Ashley and Tuten (2015). The mutual communication of comments, live-videos, queries, exchange of notifications represents whether the influencer is informative or not (Sudha and Sheena, 2017). Tien, Rivas and Liao (2018) empirically supported consumer-to-consumer recommendations in fan pages of Facebook drive desired consumer behavior rather company-sponsored contents.

Considering the above indications and supports, the present author posits the about the impact of fashion, lifestyle and health-fitness influencers informativeness on perceived credibility influence consumers engagement.

Perceived Credibility

Fan et al. (2013) stated the volume of reviews, ratings, content quality, relevance with promoted products and user number from same community reduce consumer's uncertainty to perceived credibility. A first-time visitor virtually engages because of attractive visuals, content consistency delivered by influencer's expertise (Dou et al., 2012; Cheung et al., 2009). The long time staying with influencer's contents ensured only if the audiences perceive them meaningful, affectionate, honest and reliable by the above authors. Cheng and Ho (2015) and Zhang et al. (2014) argued SMIs credibility in message representation is hard to evaluate as the absence of previous interactions, associated risks and fake identity. Hence, other users' involvement with influencer; increase the positive degree of authenticity, competency, usefulness and credibility (Tien, Rivas and Liao, 2018). Moreover, Nam and Dân (2018), Fan et al. (2013) and Dou et al. (2012) identified that source credibility is a key variable in consumer's evaluation level mitigating associated risk of product adoption. For instance; Wahane (2019), Wen (2019), Nam and Dân (2018), Al Maadeed (2018), Dehghani (2016) Liengpradit et al. (2014) posited consumers evaluate influencers credibility by their posted contents delivery of the congruency and trustworthiness where physical outlook is also indispensable for brand 'image-building'. The followers of these impressive persons absorb the video posts and comment replies as having personal narrative (Glucksman, 2017), consider the products risk-free. Yet, (Wen, 2019) and Biaudet (2017) warned only giving simple product reviews without personal association implied as fake and uninteresting toward the viewers. Connected to this, Al Maadeed (2018) and Burke (2017) warned influencers hiding their 'sponsored' contents if later revealed by consumers arise questionable credibility (Lisichkova

and Othman, 2017). Social media influencers credibility is clear to audience by showing the brand sponsorship by hashtags #sp or #ad, including brand page or name in the caption (Mooney, 2018). Therefore, the followers have no confusion that they are getting paid promotion of brands from influencers attaching personalized experience; so, engagement occurred positively. Zhang et al. (2014) and Booth and Matic (2011) stated influencers' credibility and expertise blend in products which generates mutual communication that marketers can control positively. Accordingly, Al Maadeed (2018) postulated the products quality, benefits, texture, usability showcased as the perceived usefulness towards the followers by entertaining-educative vlogs, tutorials, musicals supports consumers engagement; which further motivate purchase. Likewise, trustworthy information from a positively perceived source stimulate consumers to know more (André, 2015).

Considering credibility as the most related concept of engagement (Tien, Rivas and Liao, 2018), this research adapts perceived credibility as the mediating variable in support of positive relationship in consumers' engagement following influencers on Facebook.

Facebook influencers and millennial consumer's engagement

It is very hard to imagine that 'social media connection point' is absent abreast personal connection in this new age of engagement (McClure and Seock, 2019; Rajapaksha and Dk, 2019; Erdem, Durmuş and Özdemir, 2017; Dessart, Veloutsou and Morgan-Thomas, 2016; Brodie et al., 2011). More clearly; McClure and Seock (2019), Ünal (2019), Perreault and Mosconi (2018), Tsai and Men (2017), Dessart, Veloutsou and Morgan-Thomas (2016), Hollebeek et al (2016), Agostino and Arnaboldi (2016),Song and Yoo (2016), Han (2015) andZhang et al., 2014 defined consumers consumption-focused brand contact beyond purchase in support of cognitive, affective and behavioral evaluative act is consumer brand engagement (CBE),supportingHollebeek et al., (2014). The cognitive processing indicates, the amount of brand consciousness or knowledge acquisition to be more engaged with the brand (Halaszovich and Nel, 2017). This dimension show rationality behind positive-brand association (Hollebeek et al., 2014). On the other hand, this association if composed of emotional responses and content feelings it is affective engagement revealed by the above authors. Consequently, these two integrated processing directs the activation or behavioral action stage of engagement. Previously, these three dimensions of consumer engagement were also investigated by Brodie et al. (2011), Mollen and Wilson (2010), Hennig-Thurau et al. (2010) and Van Doorn et al. (2010). These authors accentuated engagement as a mental state is augmented by interaction, commitment and trust irrespective of time-space. Consumer engagement is the foundational point upon which brand relationship is established (Dabbous and Barakat, 2019; Carlson et al., 2018); Dessart, Veloutsou and Morgan-Thomas, 2016, Barger et al., 2016 and Brodie Ilic,

Juric and Hollebeek, 2013). Hence, it is accomplished by two-way partnership of total customary behavioral activities to the organization (Oviedo-García et al., 2014; Gummers et al., 2012); which is later exposed as positively-valenced (can be positive or negative) behavior (Dwivedi et al., 2016). Accordingly, Hollebeek (2011) affirmed after differentiating consumer engagement, customer engagement, behavior and brand engagement; the consumer engagement is extensive rather customer engagement (André, 2015).

Adding with above evidences, social media consumer engagement is initially researched by van Doorn et al. (2010) as "customer engagement behavior". Later it is revealed as "consumer engagement" (Vivek et al., 2012) and "community engagement" (Dessart et al., 2016). It is to include that, several SNS scholars accepted consumers online engagement is measured by likes, comments, shares, tags, mentions, hashtags, clicks and UGC of brand contents (Perreault and Mosconi 2018;Agostino and Arnaboldi, 2016; Dessart et al., 2016; Baldus, Voorhees and Calantone, 2015; Kabadayi and Price, 2014; Sabate et al., 2014; Hollebeek et al., 2014; Brodie, et al., 2013; Gummers et al, 2012; van Doorn et al., 2010). These above authors emphasized SMIs thought-provoking posts, live-videos, stories enriched with graphics, colors, images and short-videos excite millennials engagement. Comparing to only watching videos, reading comments and reviews; content contribution via UGC revealed as the highest engagement (Oviedo-García et al., 2014). Additionally, Jayasingh (2019) and Cvijikj and Michahelles (2013) explored follower's numbers and their reactions on the SMIs contents on Facebook's News Feed algorithm signals consumer engagement. Thus, adding with the above evidences it could be narrated; millennial followers of Facebook influencers persuaded in a community involvement to engage through sensory and affective belongingness.

In the arena of social networking advertising (SNA), several theories and models are applied by scholars regarding consumer engagement. For instance, COBRA (Consumer Online Brand-Related Activity) theory is revealed by Muntinga et al (2011), uses and gratification theory by Florenthal (2019), Tsai and Men (2017) and Azar et al. (2016), purchase intention by André (2015), personality traits by Oviedo-García et al. (2014) Kabadayi and Price (2014), differentiating public engagement of citizens by Agostino and Arnaboldi (2016),Stimulus Organism Response Theory (S-O-R) byCarlson et al. (2018) and TRA (Theory of Reasoned Action), TPB (Theory of Planned Behavior) in examining liking, commenting and sharing behavior McClure and Seock (2019), Sanne and Wiese (2018) and Perreault and Mosconi (2018). Adding to these evidences, further research required to clarify millennial Facebook consumer's engagement as its specific dimensions are yet to be explored mentioned in literature (Dessart et al., 2016; Azar et al., 2016; Baldus et al., 2015) and Facebook attributes are ever evolving.

In terms of SNSs worldwide and active user number, Facebook is the most effective

platform in exercising consumer engagement to serve the all in-one updates to consumers and 'friends' interaction (Carlson et al., 2018; Voorveld et. al., 2018; Dessart et al., 2016; Gummerus et al., 2012;van Doorn et al., 2010).Facebook data analytics activates users rich experience (www.facebook.com, 2019; Tafesse, 2016). Moreover, Perreault and Mosconi (2018) and Han (2015) revealed that the foremost motives of consumers engagement to social media are; informativeness, discounts, membership, interaction, brand recommendations and involving with brands contents creation. In serving these motives, Facebook brand page (FBP) formulates interactive online brand community (OBC) in authentic information exchange (Han, 2015; Coelho, Nobre and Becker, 2014; Gummers et al. 2012). In OBC like Facebook brand page, consumers become the co-producer by contributing brand contents (Jiménez-Castillo and Sánchez-Fernández, 2019; Carlson et al. 2018; Ferreira and Barbosa, 2017; Ruiz-Mafe, Marti-Parreno and Sanz-Blas, 2013; Jahn and Kunz, 2012). Here, 'likes', 'comments' and 'shares'are cruciallydetermined as brand engagement stimulators (Lilja, 2019; Voorveld et. al., 2018; Maiz et al., 2016; Kabadayi and Price, 2014; Sabate et al., 2014; Hollebeek et al., 2014; Peter et al., 2013; Azar et al. 2016; De Vries, Gensler and Leeflang, 2012). However, rather than 'liking' the Facebook posts; Kabadayi and Price (2014) affirmed that, 'commenting' behavior explicitly increase visitors and searching results. Likewise, Harwanto, Nuari and Christian (2020), Ünal (2019), Jayasingh (2019), Halaszovich and Nel (2017), André (2015), Ho (2014), Cvijikj and Michahelles (2013), Laroche, Habibi and Richard (2013) Gummerus et al. (2012) Brodie et al. (2011) and van Doorn et al. (2010) articulated that in reinforcing brand relationship by behavioral indexes Facebook online brand community (brand page) perform to establish belonging group of users. However, user's firstly process cognitive and affective feelings towards engagement (Ahmed and Khan, 2017; Lee and Hong, 2016).

Influencer marketing is getting popular in targeting millennial consumers on social media (Biaudet, 2017). Generation Y or millennials born within 1980 to 2000 accomplishing multiple communication tasks through the social media (Idris et al., 2020; Trivedi and Sama, 2020; Kim, 2019; Kalu, 2019; Dabbous and Barakat 2019; Helal, Ozuem and Lancaster, 2018; Sethi, Kaur and Wadera, 2018; Davis, 2017; Bounkhong, 2017; DeVaney, 2015; Tugney, 2015). This cohort is the expert of utilizing digital technologies thus they referred as 'digital natives' critically justify information sources genuineness (Brown, 2016;Duffet, 2015). Millennials believe their self-expression (Bolton et al., 2013) is carried out by personalized brand relationship of social networking rather traditional advertising (Brown, 2016). Voicing over satisfying brands some millennial social media user become brand advocates or opinion leaders (Lantos, 2014). This 'adventurous' cohort like to hear from their friends and peers, interact with favorite brand more impulsively, welcome 'co-creation' and stay loyal with the cues if they justify them as personally identified (Brown, 2016, Lantos 2014;Duffet, 2014). The community belongingness of peer involvement to any commercial cues, stimulate this cohort's interest in fashion, lifestyle products, sports equipment, entertainment, health and food on

Facebook comparing to other products (Moreno et al., 2017). Likewise, the authors found millennials identify the dependency of best deal towards socialization in web-based settings (Moreno, 2017), they spend over two hours on Facebook with the daily interaction with Facebook ads (Duffet, 2015).

Characterized as 'fickle', this tech-savvy generation; rapidly refresh their social media home page expecting to feel new in each scrolling. Moreno et al. (2017) and Brown (2016) explored, users originated self-expressive videos or posts relating to brand, stimulate genuine sensory connection. Consequently, Kalu (2019) and Lisichkova and Othman (2017) revealed millennials persuaded by discounts if the brand reviews perceived credible to them. Interactive-educative short videos focusing millennials lifestyle issues are getting popular whereas mass media advertisements are eroding. In line with this, the easy-access of mobile devices and dependency of online reviews-recommendations; influence millennials engagement to follow numerous social media influencers' credible reviews (Lilja, 2019). Influencers content quality, follower's number, community expertise, quick search, and number of shares, likes, comments and users review-recommendation along with brand personality evaluated by millennials critically (Silvia, 2019; Glucksman, 2017; Gillin, 2007). In Facebook, influencers persuading posts and way of experiencing the sponsored brands stimulate a simple follower's interest into impactful engagement that later; improvise business goodwill (Glucksman, 2017; Booth and Matic, 2011). As fashion, lifestyle and health-fitness products are highly expressive and require creative visualization (Loureiro et al., 2018); the marketers collaborate brands to leverage SMIs attribute in stimulating millennials liking and commenting behavior (Kabadayi and Price, 2014). Even, Mooney (2018) emphasized the features of Facebook supports to interact and stay updated with influencersfrom all perspective by pressing 'like or follow' button.

Mooney (2018) and Khamis, Ang and Welling (2016) found professional nutritionists and fitness experts claimed social media as the 'best practice' for distributing health related issues and quality content generation. 75% marketers set engagement in the means of likes, comments, views etc. as the assessment criteria for influencer identification (Dobrilova, 2020).Therefore; this paper synthesizes latest literature to analyze Facebook influencers authenticity, informativeness and content quality on millennial consumers engagement by mediating perceived usefulness. Recognizing the importance of above authors findings, the present researcher investigates influential millennial generations engagement as they have huge dominance on Facebook commerce. Adapted from Abreu (2019); Staden and Niekerk (2018); Linh (2018); Nam and Dân (2018); Tien, Rivas and Liao (2018) Biaudet (2017), Duffet (2017),Sabate et al. (2014) and Hollebeek, Glynn and Brodie (2014) this research emphasizes Facebook micro-influencers cognitive and emotional trust characteristics driving millennials' engagement by millennials 'like', 'comment; and 'share' as measures. The proposed conceptual framework incorporates these key characteristics in terms of altering rational antecedents to next affective bonds of millennial consumers.

Stage Two – Conceptual framework

After synthesizing the above-mentioned evidences, the researcher assumes that influencer marketing on Facebook is widely practiced by marketers aiming millennials engagement. In respect of the objectives and trend of social media influencer marketing; the included evidences direct majority of the researchers investigated SMIs trustworthiness, content quality, attractiveness, informativeness, credibility affecting millennials purchase intention, purchase and few investigated on engagement. Figure 2 represents the crucial predictors of Facebook influencers impacting millennial consumer's engagement, is underpinned by social media theories and models. Approving this model, the researcher claim F-commerce marketers can be benefitted focusing fashion, lifestyle and health-fitness influencers dominant attributes to affect millennials cognitive and affective engagement dimensions.
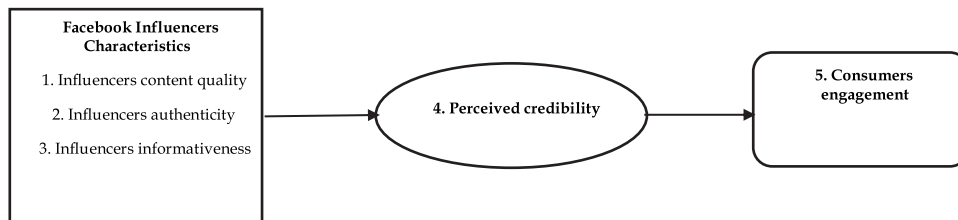

Figure 2 Proposed Conceptual Research Framework for Investigating the Impact of Facebook Influencers on Millennial Consumers Engagement (*Source: Author*)

IMPLICATIONS OF THE STUDY

The number of social media influencer marketing studies investigated Instagram and YouTube influencers effectiveness on several standpoints (Wahane, 2019; Lilja, 2019; Claesson, and Ljungberg, 2018; Tien and Rivas, 2018;Dodd, 2018; Nam & Dan, 2018; Biaudet, 2017; Khamis, Ang and Welling, 2017 and Gummerus et al., 2012). Hence, these studies unable to specifically address what specific factors of Facebook influencers impacting millennial consumer's engagement combining fashion, lifestyle and health-fitness products. Few studies have researched SMIs influence on millennials of credibility, content quality (Nam and Dân, 2018), lifestyle and fashion brands (Wahane, 2019; Wen, 2019; Lilja, 2019; Al Maadeed, 2018), health-fitness (Dodd, 2018; Mooney, 2018) and electronics products (Trivedi and Sama, 2020); but limited to conceptualize perceived credibility as the mediating factor towards millennial consumers engagement on Facebook.

This study carries theoretical and practical implications. The findings of this study valuable specifically for fashion companies, lifestyle marketers and health-fitness practitioners in fulfilling the previous gaps in social networking sites (SNS) arena from next five points. To comprehend how millennial user's engagement can be

increased in this saturated marketplace, this study posits that; the social media opinion leader's presence must be well-integrated with the product attributes, information accuracy, brand usefulness enhancing credibility. First, millennials sustainable engagement recruiting Facebook influencers could be best exercised by attractive and informative contents. This is directing further, marketers must have a clear idea about niche-area influencers expertise to distribute brand messages in an online community (Facebook brand page), as previously it is revealed that millennial Facebook users easily convinced by social influence and belongingness (Dessart et al., 2016; Azar et al., 2016; Kabadayi and Price, 2014; Sabate et al., 2014; Gummers et al., 2012). Second, the model proposed in this paper initiate marketers to focus on SMIs dominating attributes in maximizing content visibility of selected industries. Adding to this, while implementing this model the specified marketers on Facebook can mitigate the gaps in selecting and leveraging influencers capability.

Third, by identifying the highest liking, commenting and shares of consumers (proposed measures for consumer engagement in current paper) on influencers posts marketers can prioritize highly engaged millennial users to encourage more new visitors. Fourth, by implementing the proposed model in this study the authentic representation to inform brand messages, can benefit both the marketers and influencers for developing long-term relationship. Researchers warned that avoiding traditional ads millennials install ad blockers to disable Facebook home page ads (Andre, 2015). It is influencers who enhance the brand interaction by engaged user's voluntary 'co-creation' through entertaining posts (Nosita and Lestari, 2019; Lim et al., 2017). Fifth, the three qualities of influencers mediated with millennials perceived credibility proposed in the model tend to save marketers time, money and energy costs to find the most well-matched influencer. Moreover, this paper focuses only on micro-influencers and nano-influencers whose followers are not too huge in three chosen industries, but can create deep interaction. Thus, by analyzing the included attributes marketers can locate Facebook influencers to accomplish successful collaboration aiming engaged millennials. Lastly; in this age of innovation, influencers display brands by wearing fashion clothing, accessories, spending time on sponsored gymnasium and consuming healthy drinks drive millennial followers' engagement. These influencers have the mastery in publishing brand posts providing tips and tricks; ensuring highest shares, comments, likes by tags, check-in and hashtags.

Regarding theoretical implications, this paper contributes to the body of knowledge on consumer engagement by three specific measures (likes, comments and shares) on Facebook influencers contents in millennials viewpoint. The findings are academically effective from three standpoints. First, the conceptual framework proposed by the systematic literature review indicates there is no current literature review article integrated the proposed qualities in terms of social media influencer marketing to millennials engagement. Secondly, this study

introduces perceived credibility as the persuasive mediating variable stimulating millennial consumers cognitive and affective dimensions affected by influencers three attributes in fashion, lifestyle and health-fitness industry. Third, the presented conceptual framework spreads the knowledge contribution in fashion (clothing and beauty products), lifestyle (foods, travel spots, daily life hacks, motherhood, design and decor) and health-fitness (work-out experts, nutrition diet plans, fitness accessories and gym equipment) influencers consumer engagement in Facebook advertising platform. While literature highlighted only on Instagram (Lilja, 2019; Nam and Dân, 2018; Al Maeed, 2018; Biaudet, 2017) and YouTube (Wen, 2019) as the social media influencer marketing platform, this paper synthesizes influencers ability to millennials engagement regarding the most popular SNS; Facebook supported with the findings of André (2015).

CONCLUSION, LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

In conclusion, the main purpose of this paper is to identify the reasons of popularity of Facebook influencer marketing in fashion, lifestyle, heath-fitness sectors; engaging millennial consumers. The researchers' observation and trend analysis integrating the systematic literature review of intense standard researches, fulfil the research gap in social media marketing. The traditional marketing practices are eroding right now (Dodd, 2018; Duffet, 2015). Millennial generation perceived by previous researchers as brand conscious favor luxury brands by Ladhari, Gonthier and Lajante (2019), Bento, et. al (2018) and Sethi, et. al. (2018). Moreover, influencers are the experts of establishing the seed of a brand in consumers mind in a unique way, which drive the consumer to recall the brands during consumption. Therefore, despite the limitations, the proposed framework can add value in exhibiting how millennial consumers perceived credibility mediates engagement by fashion, lifestyle and health-fitness Facebook influencers three qualities.

Discussed in the practical and theoretical implications, the findings direct the necessity to apply influencer marketing for chosen sectors on Facebook although; the results may not be valid. The study limitations prescribe the future research agenda specifying six observations. Firstly, the study analyzesliking, commenting and sharing behaviors for measuring consumers cognitive and affective engagement. Future studies should extend the proposed conceptual model including reaction buttons of 'Love' 'HaHa' and newly introduced 'Care' button in measuring influencers capability in consumer engagement. Secondly, the future research may mitigate this studies generalizability by examining the model through primary research, interview of companies (Lim et al., 2017; Buaudet, 2017) and influencers focusing other features of Facebook ads with different behavioral variables (purchase intention, purchase, trust, loyalty, attitude). Also, the survey questionnaire can be utilized for applying latest quantitative techniques (SEM, PLS). Therefore, this can reduce the gap between theory and practice. Thirdly, generation "Z" is also an influential segment in social media while, the

study analyzed the Facebook influencers impact on millennials. Thus, agreeing with Voorveld (2019) and Kabadayi and Price (2014), the current author recommends future study should apply the model comparing different age groups influenced by celebrities, macro-influencersand other social media user. Fourthly, the study emphasized on fashion, lifestyle and health-fitness sectors engagement behaviors; but; specific product category integrating specific influencers on chosen sectors may propose more accuracy toward the marketers. Fifth, the model is not presented for any specific nationality or cultural background, thus future researchers may apply the model in a cross-cultural perspective. This is supported by Jin, Muqaddam and Ryu (2018). Sixth, the existing study focused on both influencers who promote organically and sponsored. However, future studies can extend these SMIs in identifying consumer perception regarding too many commercial contents and free.

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