

1. What drives the success of Influencer made products?
 - a. The Shack and what's his deal with every other product
 - b. Logan Paul failures
 - c. Mr.Beast, Ryan Tryan
 - d. Consumer sediment of products based

Written Paragraph identifying gap in research:

What drives the success of influencer made products remains an open question as most existing influencer marketing research focuses on paid endorsements rather than influencers acting as product creators and owners. Building on prior work on influencer authenticity, congruence between influencer and product, engagement quality, and follower trust, this research would examine how influencer attributes such as authenticity, audience fit, and follower engagement interact with product level characteristics including category choice, product visibility in content, and launch transparency to determine sales performance. Unlike earlier studies that evaluate campaign effectiveness or influencer selection, this project shifts the unit of analysis to influencer owned products, allowing engagement and trust to translate directly into market outcomes. By linking influencer content, engagement measures, and sales data, the study extends past research by showing when influencer social capital converts into sustainable product success rather than short term attention or hype.

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