

Factors Affecting Influencer Marketing Vs Social Media - An Empirical Study

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Abstract

The proliferation of the use of social networks has resulted in shifts in the manner in which brands and companies communicate with their target audiences, which are the end users of their products. According to the business publication Forbes, the most prominent trend in marketing at the moment is called influencer marketing. The objective of this paper is to provide an explanation of the idea of influencer marketing in the context of a marketing concept by situating the idea within the context of the digital era and of a world connected by social media. In final result, this section of the paper categorises the factors that influencers have into different types to assist campaign designers in monitoring, examining, and selecting the influencers who are the best fit for a particular campaign and the popularity of a particular company.

Keywords: Influencer, Marketing, Social Media, Company, Factors

Introduction

When conducting influencer marketing, the purpose of utilising social media influencers is to disseminate a brand's message and establish a connection with a particular demographic of consumers. People who have amassed a significant number of followers on social media and who are regarded as trustworthy and influential within one or more specialised markets are referred to as influencers. Influencers can be found in a variety of markets (Sudha& Sheena: 2017). Influencer marketing has emerged as the natural progression of digital marketing widespread availability of people using social media platforms all over the world. These shifts are reflected in the manner in which customers go shopping and seek information regarding information regarding what products to purchase. As a direct result of this, an increasing number of people are coming to the conclusion that there is an immediate need to make adjustments to the way in which marketing is carried out. Not only will influencer marketing continue to exist, but it also has the potential to evolve into an alternative to traditional advertisements and even to traditional methods of advertising on social media or the internet that has the potential to become a very lucrative source of revenue. This is due to the fact that the internet is becoming more prevalent in everyday life. A powerful marketing tool that has been used to sway public opinion has always been the endorsement. Politicians use celebrities in the process of setting political agendas have a tendency to view celebrities as a result, they are more likely to believe what these figures say and support the agenda that they advocate for, has always been the driving force behind this. Endorsements, which are widely regarded as being both cost-effective and efficient, make it easier for companies to build and maintain positive reputations for their brands. Because of this, a new category of "celebrities" or influencers has emerged as a result of the widespread use of the internet, and in

order for marketers to be successful, they need to either seize this new opportunity or adjust their strategies to account for this new reality.

Influencer marketing

Social media is a term that refers to an online platform that encourages user interaction and provides users with the ability to create, share, and communicate with one another as well as other users of the platform. Examples of these topics include technology, fitness, groceries, and subculture. This stands in contrast to the conventional notion of public figures, which refers to celebrities and other well-known people in the public eye. They can connect with the audience by discussing and sharing issues that are important to them in their daily lives, fields of expertise, and sources of information on social media and in casual conversation. Brand managers employ "influencer marketing," a form of virtual business strategy, when they team up with notable influencers whose audiences are a good fit for the brand's positioning. This method of conducting business is sometimes referred to as "collaborative marketing." After amassing a sizable fanbase, influencers are able to make the leap into influential marketing agents. This can be accomplished by consistently publishing helpful content on social media platforms in exchange for endorsement of the brand, as well as by cultivating a large number of followers who are valuable from a marketing perspective.

Before making a purchase, customers frequently look to the information that has been published by influencers on social media. This is because the role of influencers is regarded as the source of information on social media. Academics are of the opinion that the high credibility is the primary factor behind the success of influencer marketing in social media (Veirman et al., 2017). Consumers are able to make decisions by utilising information obtained from sources that have a high level of credibility and trust (Xiao et al., 2018). Having these kinds of emotional connections between an influencer and their audience is necessary in order to win the audience's preference and earn their trust through influencer marketing. The interaction that takes place between audiences and influencers on social media channels increases the impression that audiences have of influencers' approachability and authenticity (L.R. et al., 2016). The audience's level of familiarity with influencers and their level of favourability toward influencers determines their attitude toward influencer endorsements and brands, which, in the end, increases the audience's trust in the brand and converts them into customers or potential customers. As a result, the success of influencer marketing is contingent on the on-going cultivation of relationships with the various follower groups.

Influencer marketing Vs Social Media

Businesses are adopting strategies known as influencer marketing to enable social media influencers to entice potential customers, encourage those customers to interact with brand names, and set up positive relationships with customers (Khamis et al., 2017). Influencer marketing helps brands by fostering genuine and long-lasting relationships with their target followers on social media and by utilizing audience's own content in promotional efforts. Influencer marketing, in contrast to traditional marketing, places a greater emphasis on emotional and recognitional guidance towards the company. An ongoing and meaningful emotional connection between a brand and its customers is referred to as brand engagement. (Storbacka et al., 2016) brand engagement is a pathway for co-creating activities. A customer who is fully engaged would be a co-creator as well as a promoter of the brand. As a result, brand engagement has developed into an essential indicator for assessing the effectiveness of influencer marketing (Childers et al., 2019).

The majority of the communication that occurs during social media influencer marketing (Lou et al., 2019) is due to the production of content from the audience's point of view. The endorsement of the brand by the influencer comes in the form of original and personal content creation, as well as the narrator's description of the experience consumers have had with the product. In general, their content is entertaining, knowledgeable, and cultural, and it is consistent with who they are as people. The audience will experience a wide range of emotions and be motivated to behave in a variety of ways depending on the content characteristics that are stimulated. Numerous studies have provided an explanation for the primary antecedents of influencer marketing in relation to audience guidance. These antecedents include brand positioning, disclosure of sponsorship, and the attributes of influencers (Sokolova et al., 2020) & (Ouvrein et al., 2021). However, engaging an audience in a narrative and inviting them to participate in the production of content is also important for social media influencers, particularly when it comes to rich media (such as video platforms) (Haenlein et al., 2020). More of an influencer's followers

will engage in conversation with them and investigate the products or services they recommend if they combine the sharing of authentic experiences and riveting narratives with content related to the promotion of their brand. In this manner, influencers can direct adherents to the product and the company while also creating content that is enjoyable to the audience, thereby reducing the audience's perception of the influencer's intention to persuade.

Review Literature

According to research conducted by “(Freberg et al.: 2010)”, social media based influencers represent a new kind of independent review celebrity endorsements who shape readership attitudes through the use of blog posts, twitter messages, and the utilisation of other social media. As was previously mentioned, influencer marketing is quickly becoming a viable alternative to more conventional methods of digital marketing in developing nations “(Booth & Matic: 2011 & Chan et al., 2013)”. According to research done by De Veirman et al. (2017), influencer marketing is an extremely efficient strategy for ensuring a positive eWOM. Studies conducted by (Sudha & Sheena: 2017) provided additional evidence for the efficacy of influencer marketing. They discovered that influencer marketing fosters a degree of trustworthiness that is typically difficult to achieve with traditional marketing communication. This provided further support for the inefficacy of influencer marketing. According to (Nithya, 2017) observed that programmes for marketing through social media typically centre on efforts to create content that is interesting to readers and encourages them to share the content with their own social networks.

According to the observations of a survey performed by (Putter, 2017) on the influence of social media on the purchasing intentions of consumers, social media, when used appropriately, can be an excellent tool for developing and maintaining a competitive advantage. The study was carried out to investigate the influence of social media on the purchasing intentions of consumers. According to what he found, companies that incorporate social media into their marketing strategies have a significant competitive advantage over competitors who do not employ such strategies. This advantage allows these companies to stand out in their respective markets. He gave the impression that there is a direct connection between growing purchasing intention and advertising on social media, which is a connection that this study intends to investigate. He gave the impression that there is a direct connection between growing purchasing intention and advertising on social media. It is believed that Rahman and Rashid were responsible for conducting one of the earliest studies on the connection between social media advertising and consumers' perceptions of a particular brand (Rahman and Rashid: 2018). They came up with the hypothesis that the primary reason for the rise in popularity of social media advertising is the proliferation of options that have been made available to the general public by the proliferation of internet and social media platforms. People now have a variety of choices available to them from which to select. Because of this, something as simple as picking an option has turned into a time-consuming and difficult task. In a manner that is analogous, (Khalid, 2016) contends that there is a significant positive correlation between advertisements on social media platforms and purchasing intention, brand equity, and customer loyalty. Unfortunately, the majority of studies that were conducted to investigate the connection between social media marketing and consumer perception lumped together the various types of social media marketing under a single umbrella category. This was one of the most disappointing aspects of these studies. (ABDOLLAHBEIGI et al. 2019) investigated whether or not customers' intentions to make a purchase will be influenced by their use of social media online. E-commerce websites will benefit from this information because it will shed light on the question of whether or not they should invest developments towards the social media sites in order to enhance the success of their businesses. (Srivastava et al., 2022) examined the marketing landscape evolves in step with the arrival of the digital age, the use of social media influencers as a marketing strategy is emerging as a viable alternative to more conventional methods of marketing.

Research Methodology

The research tends to take a descriptive approach. A total of fifty business owners, managers, team leaders, and senior executives have been contacted by a variety of companies based in Delhi, most of which conduct the majority of their operations via online marketing (NCR). The theoretical edge of the study has been satisfied through the use of primary data analysed with SPSS as well as secondary data. The secondary data comes from a variety of sources, including websites, published reports, articles, and websites run by the government. The purpose of this analysis was to apply reliability & descriptive statistics.

Objective of the Study

- To analyse factors affecting influencer marketing Vs social media which effects on companies' popularity
- To discuss theoretical background of influencer marketing & social media.

Hypothesis

H1 : Influencer marketing & social media marketing strategies positively effects on companies' popularity

H2 : Influencer marketing & social media marketing strategies positively not effects on companies' popularity

Table 1: Reliability Test

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	No. of Items	Mean	Std. Deviation
0.829	0.769	07	77.268	27.1379

Cronbach's alpha was calculated for this collection of questions using SPSS , and the value was found to be 0.829, which is excellent (a value of Cronbach's alpha above 0.7). For the number of items set of 07 factors, the mean score was 77.268, with a standard deviation of 27.1379.

Table 2: KMO and Bartlett's Test

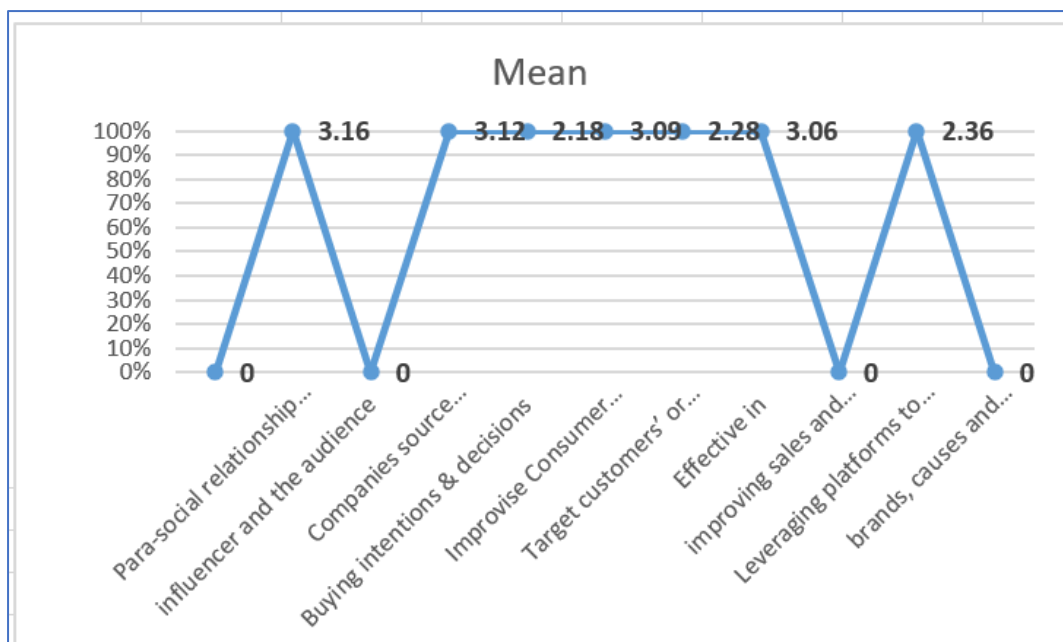
KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.896
Bartlett's Test of Sphericity	Approx. Chi-Square	2127.816
	Df	396
	Sig.	.000

There was a survey distributed to 50 people and the data was run through the Bartlett test of sphericity to determine the overall correlations between the variables and to verify the significance of the correlation matrix as a whole. The Kaiser-Mayer-Olkin (KMO) value was 0.896, which is a respectable result.

Table 3 : Descriptive Statistics : Factors affecting influencer marketing Vs social Media

S.no.	Statement	(H.Satisfied)	(Satisfied)	(Neutral)	(Dis-satisfied)	(H.Dis-satisfied)	Mean
1.	Para-social relationship between the influencer and the audience	17	12	09	07	05	3.16
2.	Companies source credibility & popularity	13	19	10	06	02	3.12
3.	Buying intentions & decisions	12	15	11	08	04	2.18

4.	Improvise Consumer buying behaviour through companies popularity	16	11	14	07	2	3.09
5.	Target customers' or audiences	13	10	15	11	1	2.28
6.	Effective in improving sales and creating awareness	17	13	12	06	2	3.06
7.	“Leveraging platforms to promote brands, causes and ideologies to the thousands of loyal and dedicated followers”	18	14	12	5	1	2.36



As per table 3, the highest mean value having the factor “Para-social relationship between the influencer and the audience” i.e. (3.16). Similarly, “Companies source credibility & popularity” also has high mean value with (3.12). The least mean values for the factors “Buying intentions & decisions” & “Target customers’ or audiences” i.e. (2.18 & 2.28) respectively. It indicates that influencer marketing & social media plays a major role in the effectiveness of companies’ popularity. Therefore alternate hypothesis “Influencer marketing & social media marketing strategies positively effects on companies’ popularity” accepted & null hypothesis rejected.

Conclusion

In conclusion, the rise of influencers is an innovation of the models used for marketing strategy, as well as a new way of reshaping the reception and consumption of social media users. As a result, it is essential to have a fresh

model in order to conduct an investigation into the psychological mechanism that underpins the audience's natural progression from influencer to brand. Based on the para-social relationship theory, the credibility theory, and the immersion theory, the purpose of this paper is to investigate how influencer marketing via social media influences consumer engagement. However, in order to obtain meaningful solutions for the brand, it is necessary to clarify the context of online platforms, influencers, and product promotion in a future quantitative analysis. Furthermore, it ought to be brought to your attention that this article does not incorporate a comprehensive theoretical foundation; consequently, there are still additional potential viewpoints and theories that can be used to explain the influence of influencer marketing and social media.

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