

THE RELATIONSHIP BETWEEN INUMBER OF INFLUENCERS AND THEIR FOLLOWERS

Savita

Research Scholar, IMSAR, MDU
(savita12gupta@gmail.com)

Dr. Ishwar Mittal

Assistant Professor, IMSAR, MDU
(ishwarmittal@gmail.com)

ABSTRACT

Every day, consumers have many choices about what to buy. This purchase choice is the culmination of extensive consideration of wants, needs, and other factors. In addition to these, friends, relatives and coworkers all play a role in shaping consumer preferences. In recent years, it has become clear that social media influencers can sway the purchasing decisions of their followers. The objective of this study is to discover number of influencer that followers know on the given social media platforms. Data was gathered from primary as well as secondary sources such as questionnaire, Google forms, journals, magazines, internet etc. 100 respondents from the Rohtak region were used in survey. Non probability sampling technique used to select sample. The findings demonstrated that on Youtube and Instagram maximum numbers of influencers are followed and on Twitter least number of influencers is followed.

Keywords: Social Media, Social Media Influencer, Consumer buying behavior.

INTRODUCTION

Today, marketing has evolved into an art form that involves sharing experiences with customers rather than just offering them products. It is no longer necessary to make individual efforts to promote your product; instead, one can now use the expertise of some well-known individuals (Influencers) to target mass consumers through the use of social media channels like TV, Facebook, Twitter, YouTube, and other sites where individual reach is not feasible. At present, the number of internet users is expanded when compared with past and now a noteworthy piece of the population is investing their energy on the social networking sites. So to thrive in the market, role of influencer marketing through social media have expanded. It is generally agreed upon that each person is responsible for the choices that influence his or her daily life. Everyone's access to news has shifted since the rise of social media platforms. Companies have found that social media is the most effective medium for reaching their target audience and spreading news about their products and services. Before the widespread availability of social media platforms, customers received information about the product from the company through more traditional channels, and they simply accepted the message without question. However, now that customers can actively participate in the conversation by sharing their opinions on a variety of products through review sites, it's more important than ever for brands to deliver high-quality goods and services. More than half the world's population is now active on at least one social media site, making it simple for businesses to spread the word about their

wares.

Influencer marketing is social media advertising that focuses on employing influencers to spread a brand's message to a larger audience. An influencer is a social media user who is less well-known and popular than the world's celebrities, but who nonetheless has impact. They are sort of opinion leaders, but they aren't exactly "regular people" or well-known figures. What makes certain persons more influential than others? Is it because of their rank or a duty related to their employment? How integrated into social or commercial systems are they? Their character? The insightful subject matter? Or was it simply a matter of timing and location? There isn't a set formula that must be followed, thus it might be a combination. These influencers collaborate with organizations and are compensated for their work by receiving cash payments, gifts, or other benefits in exchange for spreading the word. In essence, they are promoting the brand's goods or services on their platform(s), either overtly (by posting it as an advertisement) or covertly (by, for example, leaving a product on a table). Although influencers use a variety of social media sites, the most effective ones include blogs, Facebook, Youtube, Instagram, and Twitter. Brands have been interacting with the influencers of their interests for years, but more recently, new businesses have emerged as a result of changes in online life advertising practises and consumer demand for more services. These businesses create databases where they compile influential people from numerous industries. Companies can use this method to search databases and identify influencers who are appropriate for their brand, product, or service. Therefore, by taking use of these services, organizations may streamline their social media marketing by following the best relevant influencers while also saving time by skipping over the reasonable ones. Influencer marketing involves a third party who, though they may never be accountable for it, fundamentally impacts the customer's purchasing choice.

LITERATURE REVIEW

A number of descriptive studies on this topic have been conducted by researchers, various institutions and agencies. An attempt is made to review the available literature on the subject under study.

Ertemel and Ammoura (2016) researchers looked on how paid social media advertising affected consumers' purchasing decisions in the retail fashion sector. The study also identifies variations in brand names and consumer demographic characteristics. For this study, electronic questionnaires were created for consumers who reside in Istanbul, Turkey. The consumer buying behavior model with five phases was applied. These processes were Identification of Need, Information Search, Post-Purchase Evaluation, Buying Decision, and Alternative Evaluation. Results showed there are no relationship with information search and only a weak relationship between social media advertising and customer need recognition. Strong correlation with alternative evaluation was discovered. The survey also showed that there is no correlation between consumer education level and age.

Biaudet (2017) Customers are getting more competent at using media and more sensitive of company communications as a result of digitalization. Because it is so difficult for firms to stand out from the sea of other advertisements, many turn to influencer marketing. It represents a novel marketing strategy for those individuals at the forefront of the consumer buying process because it is virtually hard for a business to develop customer trust alone. This study aims to understand why

businesses should utilize influencer marketing as a tool for marketing and how to run an influencer marketing campaign on Instagram. . The study also collected qualitative data through a semi-structured interview with the Finnish social media influencer marketing firm Monochrome in addition to the literature review. One individual, the CEO and co-founder of Monochrome, was the subject of the interview. The interview began with background questions about the business and moved on to topics like influencer marketing in general and the steps involved in developing an influencer marketing campaign. With closing and follow-up questions, the interview was concluded. The findings suggest that Instagram influencer marketing is a methodical procedure. Influencer marketing incorporated a level of reader and influencer trust. A brand cannot develop a relationship with the consumer on its own, which is why a business should employ influencer marketing as a marketing tactic.

De Veirman, Cauberghe and Hudders (2017) studied the effect of brand attitude on the number of followers and product difference. The main aim of the study was to find out whether the number of followers has an impact on the relationship between followers and influencers' likeability. There were two sections to the investigation. In the first section, relationships between followers and influencers were discovered by making phone influencer Instagram accounts. The Likert scale has five points. M. Turk recruited 117 Instagram users who took part in the study. The study's second component looked at the quantity of followers and product divergence. From M. Turk, 118 female participants were selected. It was discovered that having more followers makes one more likeable. When a lot of people are interested in a product, the assumption spreads that it will not be unique.

Gashi (2017) with the power of information sharing shifting from businesses to consumers, social media is bringing people from all over the world together. Companies now find it incredibly challenging to reach customers. Customers' purchasing decisions are influenced by social media influencers, which help businesses, solve this issue and generate sales. Consumers' purchasing decisions are allegedly influenced by social media influencers, but little is actually known about the influence at each stage of the purchasing process. The purchase decision process is a set of processes that the buyer must go through before making a choice to buy anything. The main aim of the study was to find out how consumers view the influence of social media influencers at various points in the purchasing process. A qualitative study was carried out to examine members' opinions and experiences in order to collect consumer understanding of the influence of social media influencers. The results of this study demonstrate that social media influencers are important in every phase of the buying process for consumers due to their capacity to give content, attractiveness, knowledge, social identity, and trust. The study's original contribution was in recognizing how social media influencers have an impact at every stage of the purchasing decision-making process.

Nandagiri and Philip (2018) the goal of the study is to determine whether an influencer's work supporting or evaluating a product has a beneficial impact on their audience. For this sample size, 100 people who were between the ages of 18 and 21 were selected and given a survey. 111 people completed the online survey, which had 20 questions. The majority of respondents are female, and they follow prominent YouTube and Instagram influencers. They watched videos and photographs of

the influencers discussing and promoting the products, respectively. The findings demonstrated that the sample preferred product reviews to advertisements, making it more effective in its own right. It was found that the viewer was more likely to relate to and understand the product the way the influencer had.

RESEARCH METHODOLOGY

The purpose of this research is to discover number of influencer that followers know on the given social media platforms. In this research descriptive and exploratory methods used to fulfill the objectives of this research. The sample size for this study will be 100 customers who use social media for making their opinion for purchasing of various goods like mobile phones, apparels, consumer electronic items, cosmetic products etc. The researcher collected samples from Rohtak for the purpose of the current investigation. Primary data as well as secondary data was collected for this survey such as questionnaire, articles, journals, magazines etc. Researcher made personal contact with the students at their individual schools and locations in order to get the desired high response rate.

FINDINGS AND DISCUSSIONS

A total of 100 respondents completed the 7-question survey online. Most of the responders were women, and the bulk of them were in the 18 to 25 age range. The majority of respondents watch popular influencers' videos on YouTube and Instagram.

Age of respondents

Maximum number of respondent's lie in age group 18-25 and minimum lies in the group 30-35 i.e.10 respondents.

Table 1: Age of respondents

AGE	Respondents
18-25	62
25-30	38
30-35	10
Total	100

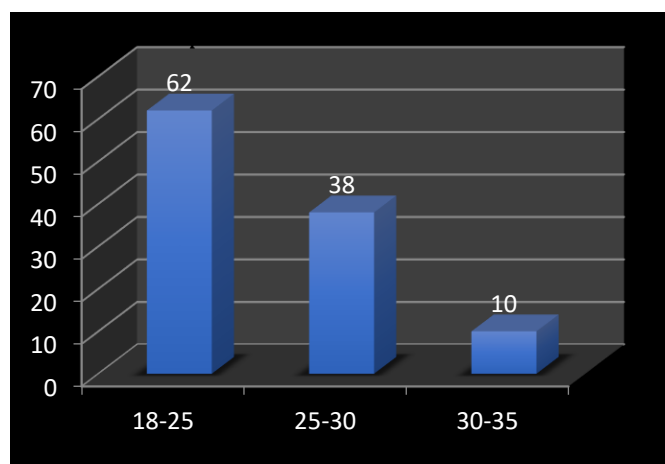


Figure 1: Age of respondents

Gender of Respondents

There are more female respondents i.e. 55 and remaining 45 respondents are male.

Table 2: Gender of Respondents

Gender	Frequency	Percent	Cumulative Percent
Male	45	45.0	45.0
Female	55	55.0	100.0
Total	100	100.0	

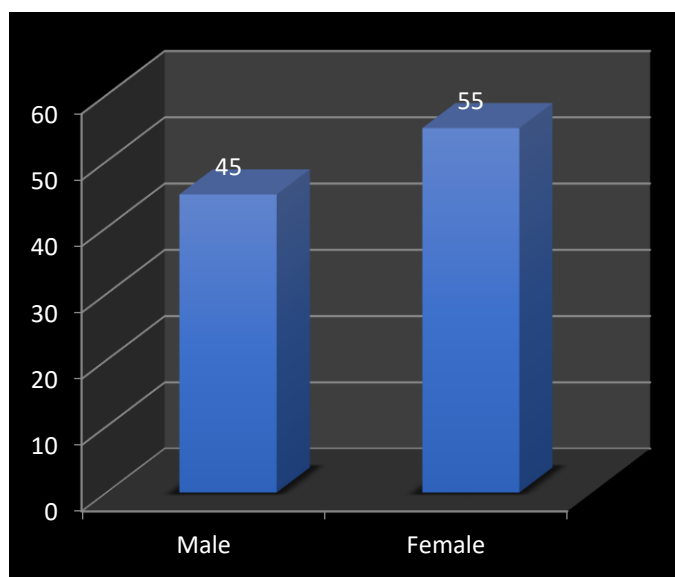


Figure 2: Gender of Respondents

Respondents were asked to fill the number of influencers they know and follow on different social media platforms.

Table 3: Facebook influencers you follow and are familiar with

Facebook	Frequency	Percent	Cumulative Percent
Less than 2	57	57.0	57.0
2 to 5	14	14.0	71.0
5 to 10	3	3.0	74.0
Not Applicable	26	26.0	100.0
Total	100	100.0	

From this table we can see that the maximum respondents who follow on Facebook are following less than 2 influencers i.e. 57 respondents, 14 respondents follow 2 to 5 influencers, 3 respondents follow 5 to 10 respondents and rest of them are non-applicable.

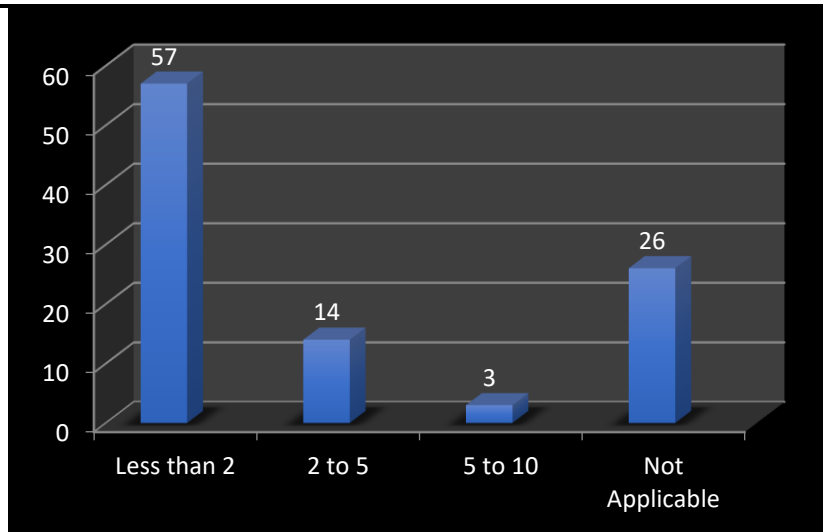


Figure 3: Facebook influencers you follow and are familiar with

Table 4: Youtube influencers you follow and are familiar with

YouTube	Frequency	Percent	Cumulative Percent
Less than 2	43	43.0	43.0
2 to 5	14	14.0	57.0
5 to 10	5	5.0	62.0
More than 10	20	20.0	82.0
Not Applicable	18	18.0	100.0
Total	100	100.0	

From this table we can see that the maximum respondents who follow on YouTube are following less than 2 influencers i.e. 43 respondents, 14 respondents follow 2 to 5 influencers, 5 respondents follow 5 to 10 in and rest of them are non-applicable. Below graph presents proportionate frequency of the above figures.

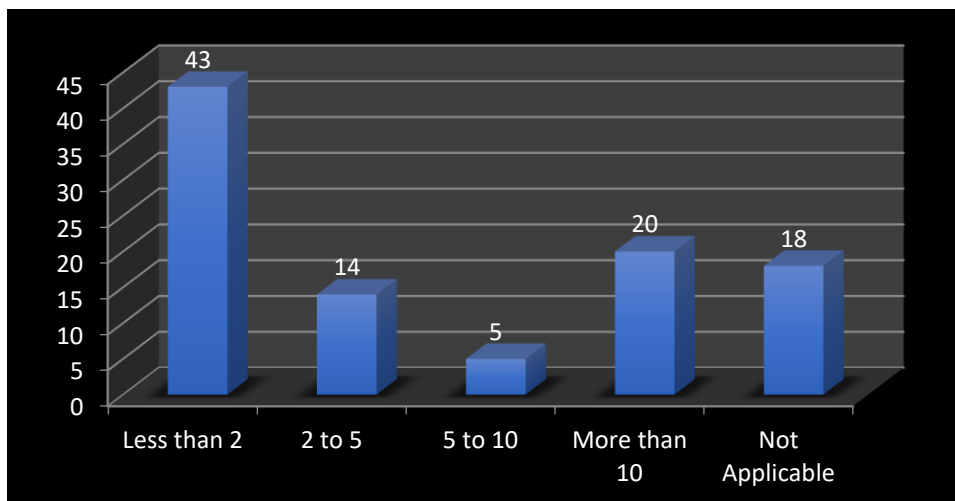


Figure 4: Youtube influencers you follow and are familiar with

Table 5: Instagram influencers you follow and are familiar with

Instagram	Frequency	Percent	Cumulative Percent
Less than 2	46	46.0	46.0
2 to 5	14	14.0	60.0
5 to 10	10	10.0	70.0
More than 10	11	11.0	81.0
Not Applicable	19	19.0	100.0
Total	100	100.0	

From this table we can see that the maximum respondents who follow on Instagram are following less than 2 influencers i.e. 46 respondents, 14 respondents follow 2 to 5 influencers, 10 respondents follow 5 to 10 influencers, 11 respondents follow more than 10 influencers and rest of them are non-applicable. Below graph presents proportionate frequency of the above figures.

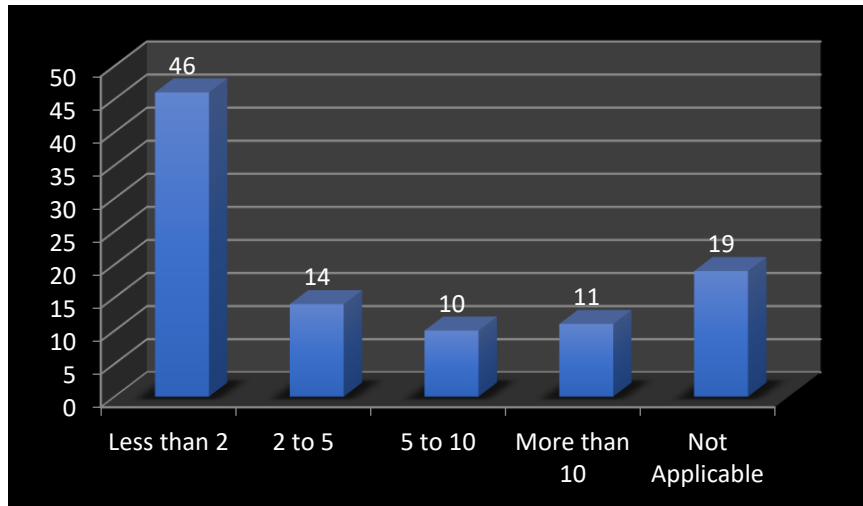


Figure 5: Instagram influencers you follow and are familiar with

Table 6: Twitter influencers you follow and are familiar with

Twitter	Frequency	Percent	Cumulative Percent
Less than 2	45	45.0	45.0
2 to 5	10	10.0	55.0
More than 10	4	4.0	59.0
Not Applicable	41	41.0	100.0
Total	100	100.0	

From this table we can see that the maximum respondents who follow on Twitter are following less than 2 influencers i.e. 45 respondents, 10 respondents follow 2 to 5 influencers, 4 respondents follow more than 10 influencers and rest of them are non-applicable. Below graph presents proportionate frequency of the above figures.

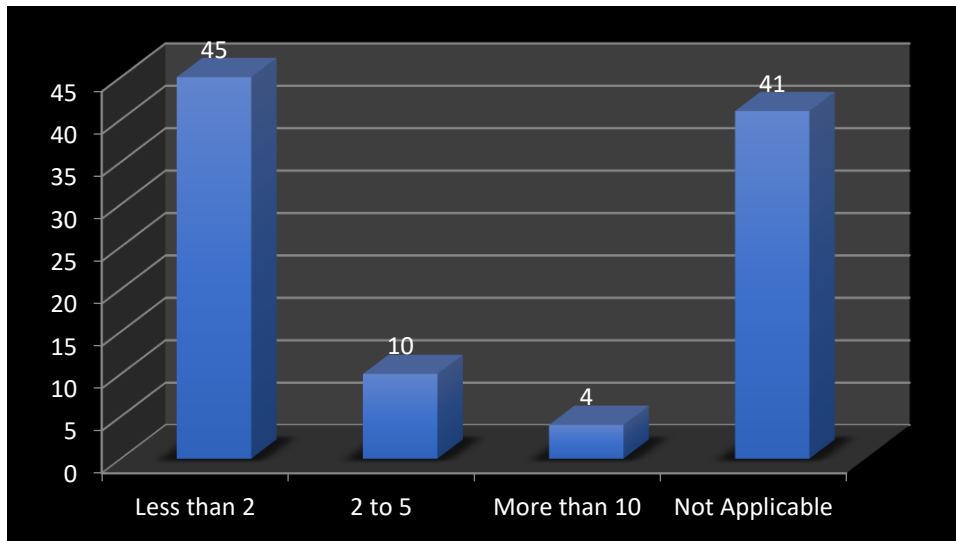


Figure 6: Twitter influencers you follow and are familiar with

Table 7: Snapchat influencers you follow and are familiar with

Snapchat	Frequency	Percent	Cumulative Percent
Less than 2	50	50.0	50.0
2 to 5	14	14.0	64.0
5 to 10	1	1.0	65.0
More than 10	3	3.0	68.0
Not Applicable	32	32.0	100.0
Total	100	100.0	

From this table we can see that the maximum respondents who follow on Snapchat are following less than 2 influencers i.e. 50 respondents, 14 respondents follow 2 to 5 influencers, 1 respondents follow 5 to 10 influencers, 3 respondents follow more than 10 influencers and rest of them are non-applicable. Below graph presents proportionate frequency of the above figures.

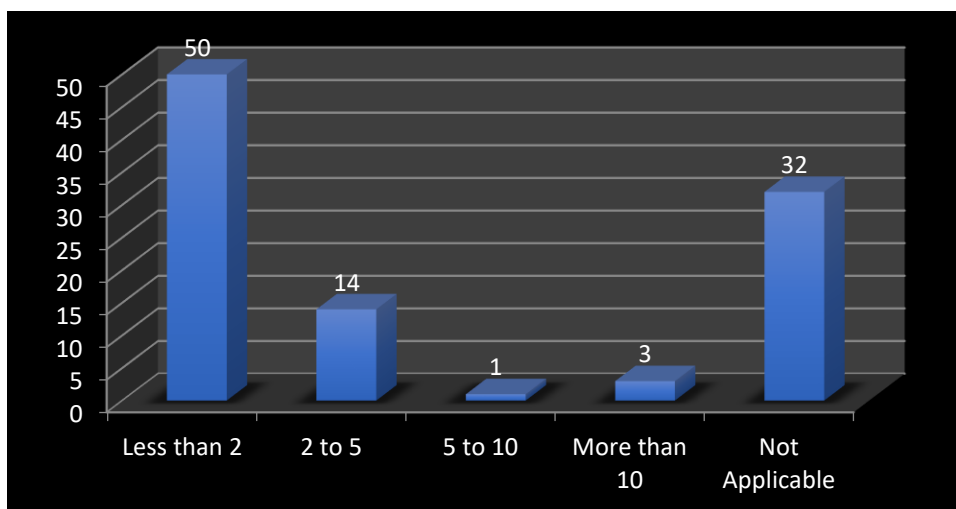


Figure 7: Snapchat influencers you follow and are familiar with

CONCLUSION

This conclusion can be drawn as a direct consequence of the findings presented above. Youtube and Instagram are the most followed platforms from the point of view of influencers. On Twitter least number of influencers is followed. Although the effect is thought to be relatively minor, there is evidence that it has a beneficial impact on shoppers' intentions to make a purchase. The result of running analysis shows that if the source is more known to the consumer, then it will have a considerable effect on the consumer's intention to make a purchase. Buyers are greatly impacted by online content and, now even more, through social relationships whenever it relates to purchasing. Further research is necessary to identify social impact metrics that accurately reflect users' direct control.

REFERENCES

1. Biaudet, S. (2017). Influencer marketing as a marketing tool: The process of creating an Influencer Marketing Campaign on Instagram.
2. De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram influencers: the impact of number of followers and product divergence on brand attitude. *International journal of advertising*, 36(5), 798-828.
3. Ertemel, A. V., & Ammoura, A. (2016). The role of social media advertising in consumer buying behavior. *International Journal of Commerce and Finance*, 2(1), 81-89.
4. Gashi, L. (2017). Social media influencers-why we cannot ignore them: An exploratory study about how consumers perceive the influence of social media influencers during the different stages of the purchase decision process.
5. Nandagiri, V., & Philip, L. (2018). Impact of influencers from Instagram and YouTube on their followers. *International Journal of Multidisciplinary Research and Modern Education*, 4(1), 61-65.