

Factors Driving Influencer Marketing: An Empirical Analysis

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Abstract

The quality of content is a crucial factor that decides how the consumer will perceive the brand and whether the consumer will try the offered product or service. This research aims to find out what makes an influencer marketing campaign successful. To find out this, we would be analysing Instagram posts and YouTube content videos of some social media influencers having a different degrees of success. Two types of analysis would be carried out 1) Pentadic analysis & 2) Content analysis. This study concludes that high-quality videos (based on Confidence, Interactivity, and Authenticity) must be more likely to affect the buyers' purchasing decisions. Furthermore, each factor's confidence, interactivity, and authenticity of the agent positively affect buyers' purchasing decisions.

Keywords: Influencer Marketing, Pentadic analysis, Content analysis, Consumer behaviour, Purchase decision

1. INTRODUCTION

Consumers have become extremely skeptical about brands that indulge in self-promotion. That is why there is a demand for a new and innovative digital marketing strategy these days. This led to brands turning to influencers for brand campaigns. Brands often collaborate with popular and relevant influencers in their niche to promote the brand. As influencers have a massive reach so they possess the power to increase brand exposure and boost the brand's awareness.

Content-driven marketing campaigns have started gaining traction since the increase in the use of smartphones and also due to the increase in internet penetration. Influencer marketing is nothing but using the age-old idea of celebrity endorsements and placing it into content-driven marketing campaigns.

As social media becomes an important part of people's lives and takes on other uses apart from communication, like shopping, the role which influencers play is only going to grow. Also, as e-commerce and social media converge, influencers will become increasingly important to help to connect the brands with the consumers on social media in ways that can help to deliver returns to the brand campaign.

There are two important aspects of influencer marketing: 1st is choosing the right influencer for the campaign, and 2nd is making the right content to deliver the idea of the brand perfectly. Apart from the conventional influencer marketers, there are a few new types of influencer marketers emerging viz. kidfluencers, gaming influencers, and virtual influencers.

The content, in this case, helps in delivering the information about the brand as well as the services to which the brand caters. The content of any influencer marketing campaign plays a major role in manipulating customers.

Business insider intelligence has estimated that the influencer marketing industry is set to grow from \$8 billion in 2019 to worth up to \$15 billion by 2020. This shows that the

partnership between brand and the influencer is very crucial for the success of the brand. The content of the brand advertisement by the influencer is one of the main aspects behind the success of the brand. Influencers earn out of creating engaging content for their followers. Collaborating with them helps to redefine the brand's content strategy and gives it a whole new perspective. It acts as a breath of fresh air amidst the self-promotional content that brands regularly post. The content which features influencers is often seen by consumers as more authentic and trustworthy, but this can happen only when the content has a rich quality. The quality of content plays a major role in deciding how the brand is perceived by consumers. Also, this content is often used by the brands as testimonials from real-life customers (influencers in this case) which can help the brand to win the trust of the consumer and also encourage the consumer to try the service or product offered. Hence the quality of content is a crucial factor that decides how the consumer will perceive the brand and also whether or not the consumer will try the offered product or service.

1. LITERATURE REVIEW

Skepticism concerning various marketing campaigns has been on the rise due to the emergence of an exponentially enormous number of similar-sounding campaigns by similar products/industries. This marketing-averse attitude of the customers has given rise to another branch or type of marketing, namely influencer marketing. To understand what impact can or has influencer marketing had on the industry we need to first understand the new terminology present in this sphere. According to Freberg, social media influencers (SMIs) are independent third-party endorsers whose apt perception as well as the attitude of the audience through blogs, tweets, and the use of other social media (Freberg, 2010). To be specific, influencers are key opinion leaders who have established likable personalities which they leverage using a large follower base (Lou, 2019). Social media influencers act as micro-endorsers as compared to "bigger" celebrity endorsers (Hall, 2015).

Before we delve into the impact and methodology adopted by influencers, we would look at an influence framework that is hypothetically followed by the influencers and includes the response of consumers. This framework begins with the social media influencer's influence attempts which are reciprocated by the target consumer's attitudinal response and followed by their desire to comply with the same. At last, this entire process aims for the consumers' favourable behaviour. It is the influencers' position as taste and opinion leaders that enables them to act as an idealised influence with reference to transformational leadership. This aspect of the influencers motivates potential followers/consumers to mimic the behaviours and buying/promoting actions of the influencers. If influencers are differentiated as taste and opinion leaders then the followers have a different set of requirements and expectations from them. As taste leaders, the content created by Instagram SMIs should be more visually appealing, convey prestige, and showcase expertise. Whereas as opinion leaders, the content is expected to showcase greater expertise and be informative & interactive (Chung-Wha'Chloe'Ki, 2019).

In our attempt to understand why influencer marketing has been gaining prominence in today's dynamic world, it is important that we look at the impact that influencer marketing-promoted advertisements have vis-à-vis brand-promoted advertisements. This route of marketing has provided a plethora of ways for brands to promote themselves and engage with their audience, especially through electronic word of mouth (eWOM). The reasoning behind the success of these influencers is that approximately 70% of teenagers consider that YouTube influencers are 'more like one of us' and thus, they can relate to them at higher levels as compared to traditional celebrities (O'Neil-Hart, 2016). Thus, it is the higher relatability factor that is attracting a higher proportion of the population towards influencer-promoted products. Influencer-promoted ads spurred a higher engagement amongst the targeted customer

base and were able to get a higher positive sentiment from their followers compared to when the same ad is re-disseminated through brands. One key factor to notice in influencer vs brand promoted ads is the factor that influencer-promoted ads have sponsorship disclosures which may have provided better influencing capability of influencer-promoted ads (Chen Lou,2019).

One of the key modes being used in influencer marketing is electronic word of mouth (eWOM). It is a form of buzz marketing and it can become viral if the message is persuasive or funny enough. eWOM focuses on the influencer-individual connection that is created when any individual consumes the content created by the influencer. Comparative to an advertised price, eWOM has been seen to strengthen a consumer's conviction to accept the advertised price as it has a stronger impact on consumers' price perception. This perception of the advertised price becomes more acceptable to the consumer irrespective of whether or not it meets or exceeds the customer's expectations (Liang,2019).

Another source of higher returns from influencer marketing could be attributable to the type & quality of content being provided by the influencers. According to scholars, the success of influencer marketing might also be attributable to higher consumer perception of the information credibility of the content created by these influencers (Sylvia Chan-Olmsted,2018). To understand the importance of this factor, we will first understand what the consumer perceives as information credibility. Information credibility is defined as how different characteristics of messages influence perceivers' views on the believability of the message (Metzger, 2003). According to Brown and Lee, a website's reputation and trustworthiness held a greater priority as compared to the expertise of the content provider (Brown, 2007). According to Lou and Sylvia, perceived information credibility was positively related to a positive attitude of the consumer to the brand and video (Sylvia Chan-Olmsted, 2018). The followers' purchase intentions are motivated by the positive relationship with the influencer content value (Lou S. Y.,2019). According to Lou, the key factors that they studied and found to be important for influencing purchase intentions and brand awareness were Informative value, Entertainment value, Expertise, Trustworthiness, Attractiveness, and Similarity (Lou S. Y., 2019).

The next question was raised whether any influencer can be able to market and make the consumer aware of any product with the same level of vigour as the usual routes of marketing. According to Breves and Liebers, influencers who just started out in their career should stick to advertising products with which they have an expertise or interest attached to, especially until they have established strong parasocial relations with their followers (Priska Linda Breves, 2019). To advertise and endorse a brand with which the influencer's profile is not an exact match, the influencer should incorporate authenticity into his/her content (Priska Linda Breves, 2019).

Buying any product or service for a consumer is an experience and if it is marketed as something else that route of advertisement would not have a similar impact and consumer engagement. The content that is created by influencers has their personal touch to it and they add their personality twists to the content which adds to an enjoyable experience (Lou S. Y., 2019). There are different types of brands available in the market, some known and some brand new. Influencers have different levels of influence based on whether the brand is strong, weak, or unknown. This influence has been distinguished concerning brand perception and brand experience. According to Koehler and Pitz, influencers change consumers' perceptions and experiences to a greater extent for a weak brand as compared to strong brands. The experience referred to in this case for weak brands is the sensory, affective, and behavioral

experience. Another key finding of their research was that brand experience is not affected by influencer posts for brands that are unknown to the consumers, but the brand perception might have some improvement compared to the previous state. This is because the consumers are not familiar with the brand-related attributes as of yet for newly introduced brands. Moreover, it is not that brand awareness is improved for a newly introduced brand rather it is the attributes of the influencer which are perceived strongest by the followers that are transferred to the endorsed brand (Julia Pitz, 2018).

Apart from recognising the positive side of influencer marketing, it is also necessary we look and understand the possible negatives of influencer marketing. It has been thought that negative actions by influencers may negatively influence a brand's reputation however that is not the case as many consumers see the influencer as a friend of the brand and not a brand ambassador that a celebrity is seen to be. Thus, consumers don't hold the brand accountable for the actions of the influencers if they would negatively affect the brand's reputation. Thus, the risk of fallback on the brand, if the influencer misbehaves is moderate. However, in the case of a utilitarian product even one episode of negative behaviour by an expert micro-influencer would do great damage to the followers' perception of that expertise. Influencers as compared to celebrities are still seen as a "regular person" and thus would be able to maintain a better relationship and connection with the consumers (Camilla Ødegård Olsen, 2019).

Influencer marketing by using traditional celebrities is a costly affair as a single by Selena Gomez might cost upwards of \$800,000. Thus, this has given rise to "micro-influencers". Micro-influencers are influencers who are not as well-known as traditional celebrities but who have a strong targeted following base, amounting to anywhere between a few thousand to hundreds of thousands of followers. (Main, 2017). The change attributable to influencer marketing in the far future would be based on the changes perceived to take place in social media. A new division of technologies would enable social media to have content which is more sensory-rich and thus, would enable the influencers to provide a better sensory experience (Gil Appel, 2019). Micro-Influencer Marketing is a field which is still at a nascent stage and needs to evolve. The evolution of influencer marketing can be seen and witnessed through ever changing trends such as the recent popularity of vertical video (Instagram IGTV) and experiential advertising (Lou S. Y., 2019).

3. RESEARCH METHODOLOGY

Our research primarily focusses on finding out what makes an influencer marketing campaign a success. To find out this, we would be analysing Instagram posts and YouTube content videos of some social media influencers having a different degree of success. Two types of analysis would be carried out 1) Pentadic analysis & 2) Content analysis. A pentadic analysis consists of five factors, act, agent, agency, scene & purpose of media artifact. Act tells what happened, agent performs the act, agency is the means/tools used to create the act, scene provides the context and purpose to clarify why an event occurs. This will help in understanding what goes behind influencers' minds while creating an influencer marketing campaign.

The other analysis is the content analysis of YouTube videos of social media influencers on three parameters 1) confidence, 2) interactivity, 3) authenticity. Confidence relates to influencers' view of own self abilities in relation to influencing viewers. Authenticity is the perceived genuineness of the influencer, and interactivity would be the influencers' engagement with the viewer to solicit the feedback.

4. DISCUSSION OF RESULTS

A. YouTube Video Analysis:

Technical Guruji: As the digital market is penetrating into deeper pockets of the world's remote areas, more and more business houses are returning towards digital medium for their product promotion. This led to a significant rise of influencer marketers spanning across diverse areas from cooking to fitness to technology to philanthropy through platforms like Instagram, Facebook, YouTube. Among the influencers, Gaurav Chaudhary is one of the famous names. He runs YouTube channel Technical Guruji, which has over 15.7 million subscribers at present, with an average video view of 292.34k. Technical Guruji is a Hindi tech YouTube channel that uploads content with their views and comparisons of smartphones and laptops. 90% of his audience is under the age of 45, with the male and female audiences occupying equal share of the pie. As per analysis of the last 30 videos, performance insights of Technical Guruji – Views/subs – 1.84%, Likes/Views – 7.28%, Comments/Views - 0.85%, Dislikes/Views - 0.32%. These stats reveal that he has a very high engagement rate, average being around 12%-13% and for his top 50 videos it stands around 18%-19%. Technical Guruji has been awarded World's Best Technical Influencer at World Blogger Awards in 2019.

B. Pentadic Analysis:

Pentadic analysis is done on two videos of the Technical Guruji, to understand how well-crafted his videos are to gain such attraction.

2015 Top 5 Smartphones – This video was published on 31st December, 2015 with total views 11,045 (as of now). This video compares the smartphone on the basis of Battery & Display. The agent is Gaurav Chaudhary, who has not gained traction by that time. The purpose is to make people aware about the pros and cons of the top smartphone to go for a sensible buying and the scene is targeted for young buyers through detailed explanation of plausible reasons for informed decision making. The act is performed in a setting to attract more viewers by presenting himself as an expert reviewer while the agency being his own personality and communication characteristics along with the subject knowledge. The video lacks enthusiasm on part of the agent, while the act being performed in a monologue fashion without any demonstrations to build trust. The video stresses on some particular features which are not key driving factors standalone and talks about high-end smartphones, that has not occupied great space by that time. Hence, there are some clear shortcomings on part of act, agency, agent and scene. (https://youtu.be/B5shIuAGEcA?list=PL6MnV_G6g94jaLAN6fzj7SBiaScyqiUW4)

Redmi Note 9 pro Unboxing & First Look – This was published on 2020 with total views 3.9 Millions (as of now). The duration of this video is same as that of the previous one. Here the agent is again Technical Guruji, but in a new style using very sharp posture voice against the monotonous style depicted in the last one. The purpose here is to demonstrate the features of the newly launched smartphone to drive the sell of the phone among his audience on the basis of frank review. The scene here is occupied by the smartphone rather than the person himself. The act is performed in a synchronised way of demonstration coupled with the simple but vivid commentary. Here, all the five factors are enacted in coherence and complements each other which was absent in the previous video. So, Pentadic analysis reveals how Technical Guruji evolved his style and became highly engaging influencer. (<https://youtu.be/hgOrpUB-zHs>)

i. **PewDiePie: Age:** 30years

Country: Sweden

YouTube channel: PewDiePie **Subscribers:** 104Mn

Started: April 2010

PewDiePie, aka Felix Arvid Ulf Kjellberg, got his start doing gaming walkthroughs and reviews, but has since expanded to more satirical commentary and meme roundups. Kjellberg expanded into content beyond video games early on, including his weekly vlog series called "Fridays with PewDiePie." Initially he had a contract with Maker Studios (Disney). A 2014 survey showed that Felix was more famous among American teenagers than celebrities like Katy Perry, Leonardo Di Caprio, and Johnny Depp

USP: Genuine & Unfiltered content garnering him fans (whom he addresses as his family or Bro Army)

Firsts for PewDiePie:

1. First channel with 10Billionviews
2. First channel with 50 Millionsubscribers
3. First individual Youtuber to surpass 100Millionsubscribers

Partners:

1. Double moosegames
2. G Fuel: Energydrink
3. Outer minds: Independent video gamestudio

Mediums of engaging with the audience:

1. Video game commentaries (Let's play style videos) Genre - Horror videogames,
2. Vlogs (Fridays withPewDiePie)
3. PewDiePie app foriPhone
4. Website
5. Online store to sellmerchandise

PewDiePie's YouTube content (in segments):

1. Let's play – Live streaming of video games likeMinecraft
2. Meme review – segment where he breaks down latest & greatestmemes
3. Pewnews
4. You Laugh YouLaugh
5. Minecraft theseries
6. Redditreview

Controversies:

PewDiePie vs TSeries

- Felix appealed to his audience through his YouTube videos to unsubscribe from T- series

and he also started a #SavePewDiePie to tell the people that he is in danger to be overtaken by the corrupt corporate giant which T-series was (according to him).

- His followers worldwide took out rallies and started campaigns in support of PewDiePie, this helped him to gain more followers but eventually T-series overtook his channel to become a YouTube channel with the most subscribers.
- In the initial years of his YouTube career, he used to make Rape jokes which got him into trouble.
- In 2017 he got into a controversy for creating content that showcased **anti-Semitic views**. As a result, Maker studios severed their ties with him and Google also dropped him from their program of preferred advertising.
- In 2019 his Reddit and other content was blocked in China due to his controversial statements against Chinese premier Xi Jinping and the Hong Kong protests.

Impact:

- Several low budget relatively unknown video games he featured on his channel have found success and increased sales after his cameos in games like 'Goat simulator' and 'I am bread'.
- He launched two video games of his own, 1st one being 'PewDiePie: Legend of the brofist' in 2015 and 2nd being 'PewDiePie Tuber simulator' in 2016 both were major hits.
- He released a self-help satirical book in 2015 called 'This book loves you' which went on to become no. 1 on New York Times bestsellers list.

C. Instagram Posts Analysis:

The reputation that many Instagram Influencers have gained is based on the way the public perceives them. To analyse various influencers, we can make use of many metrics available however it depends on the objective of an individual or organisation basis which the key

performance indicator stake a different form. Such as if the objective is to increase brand awareness then likes, comments, shares and increase in number of followers for the brand are key metrics. If the objective is revenue, then ROI and quantitative measurement of the sales is an appropriate measure. Thus, the choice of Instagram influencers and their ability to make a difference may be dependent on the following key factors:

- Coherence of their posts with the brand message
- Quality and creativity of their content
- Level of interactions on relevant publications (engagement)
- Costs Involved
- Size of their community or readership (reach)

We would make use of the Pentadic Analysis, which focuses on five elements: act, scene, agent, agency and purpose, to analyse the content and quality of the Instagram Influencer.

Shahnawaz Karim (@wheelsguru).

The first influencer is a motorcycle & cars enthusiast with approximately 28k followers and 1000 posts on Instagram. A brief overview of his Instagram shows that the agencies in his content are usually TVS, KTM, Royal Enfield and



many more.

One key factor used by Shahnawaz is that he does not promote a brand upfront rather makes use of the underlying environment and uses words to elaborate on his point. Such as in the adjoining photo which was posted on March 24, he used the trending #socialdistancing to show a social distance between his bike and him, and thus promoting the BMW. The agent is Shahnawaz Karim who is advertising for a company (agency), BMW. The purpose of this advertisement is to make a connection between

Wanderlust and Adventure Travel to BMW R1250 GS. In another post while promoting a Carbonado India backpack, Shahnawaz highlights the beneficial features of the backpack i.e. sturdiness, environment protection, thermal insulation pocket etc.

When we analyse the posts, we see that there is medium to high coherence in the post content to the message that the brand wishes to send. The quality and creativity of the post is also high as Shahnawaz keeps the content up to date with respect to recent environment happenings.

Coming to the engagement aspect of his posts, we notice that although the likes may be appropriate and adequate in some posts but the comments in each post are less and show low engagement. An overall analysis shows that Shahnawaz's engagement is 2.51%.

Karron S Dhingra (@theformaledit)

Another Instagram Influencer that we are analysing is a fashion influencer with a focus on menswear, travel and luxury. @theformaledit has approximately 214k followers with 1600 posts. The promotions on his Instagram is not just for products rather also for events like IIFA and Blenders Pride Fashion Tour.

While doing a Pentadic analysis we see that the agent is Karron S Dhingra and the agency differs from post to post as in one post he has done promotion Lifestyle Stores whereas in another is for Veet Men India. The purpose of each post is to motivate the audience to buy the products or at least visit the agency physically or online.

One key difference which we notice compared to Shahnawaz is that the engagement is high for @theformaledit as the likes, comments and shares is high for each post. This is evident from the engagement percent of Karron which is 6.06%.

Ayesha Billimoria

Ayesha is a three-time national winner (2001–2003) in 200 m sprinting. She was once called even 'the fastest girl in India'. She was a part of Maharashtra state team for 17 consecutive years and has many national and state titles under her belt. She works as an athletics coach and movement specialist in Maharashtra, and in her opinion all training is a process of awareness, experience and education. Ayesha came up with her social enterprise-Project fit girl in 2016, which works on

educating young children in government schools in rural as well as in urban Maharashtra, Madhya Pradesh and Uttar Pradesh in sports, well-being and life. Being a former captain of the Adidas Runners Mumbai, she is regarded as a beacon for young boys and girls to become inspirational, leader and successful in their respective fields. She aims to continue her drive to make people across the country more proactive and aware on running and how it can lead to a healthy life. She is also a TEDx speaker, supporter of gender equality, keynote speaker at the World Zoroastrian Congress and an environmental enthusiast, Ayesha is also an inspirational and motivational speaker, upholding her commitment to healthy, peaceful and fit life. Ayesha has coached world-class trainers in Africa, Germany, Australia and

London. She has also authored a book – 'Run the ultimate mind and body fitness guide' with the help of her wisdom and passion for staying fit and athletics.

Instagram@fitgirl.india

Ayesha due to her prominent profile has garnered about 78k followers on Instagram and has over 2200 posts in her feed. Looking at her content – It is more or less focussed on the profile and kind of person she actually is in real life. She provides online training on Instagram through fit Friday initiative wherein she helps people in carrying out 10 minutes work out to strengthen the body. Her content is focussed on self-motivation, self-defence and strength building which can be seen by the endurance on the project fit girl. She uploads videos of various training and body awareness delivered to school kids in the above mentioned geographies. Her content always lay emphasis on women empowerment, strength and fit girl. There is an immense drive for social responsibility that she carries and every post signifies this. Post varying from the gender equality panel discussion, training and educating school kids to clean up drive can be seen. Apart from this, she continuously posts the recipe of foods and energy boosters to support the workout of her followers. She has her unique way of making healthy juices and breakfasts like date nut shake, green spinach juice with nuts and many more variants promoting Nutribullet in every story. Mostly her target group is the set of young boys and girls who love to stay fit, independent and successful. She promotes and endorses different brands in her posts that can be insurance, phone or the page of any other Instagram influencers (like nutribullet, TRX workout, beeges, vutelevision, etc.) Looking at the engagement rate of Ayesha, it is 1.79%. It is quite less, this fact is evident because of very less likes and comments received on her posts.

D. Primary Data Collection and Statistical Analysis

We have used correlation analysis methods to analyse the findings of the study. Correlation analysis will be used to find the correlation among the three elements Confidence, Interactivity and Authenticity with the purchasing decisions.

We have collected the primary data using snowballing technique using a data collection form (form is shared in the annexure). To avoid the extraneous variables and biases due to different agents we have used two different videos of the same agent (youtuber) and analysed how the different attributes of the agent affects the purchasing decision.

Each of the element Confidence, Interactivity and Authenticity is rated on a scale of 1 (Very Low) to 5 (Very High). Based on the response of the participants we have come up with an overall videoscore.

Overall Video Score = SUM(INDIVIDUAL SCORES OF Confidence, Interactivity and Authenticity)

For example: if the score for Confidence is 3 out of 5, Interactivity is 2 out of 5 and Authenticity is 4 out of 5 then Overall Video Score is (3+2+4)=9 out of 15.

We have done a correlation analysis of this score with the effect on purchasing decision due to the influencer (agent or youtuber or instagammer)

Correlation Analysis:

Following is the correlation analysis between Overall Video Score and Purchasing likelihood:

	<i>Overall Video Score</i>	<i>Purchasing Likelihood</i>
Overall Video Score	1	
Purchasing Likelihood	0.889850886	1

We can observe that there is high degree of positive correlation between Overall Video Score and Purchasing likelihood. So it is imperative that high quality videos (based on Confidence, Interactivity and Authenticity) have higher likelihood to affect the buyers' purchasing decisions.

Following is the correlation analysis among on Confidence, Interactivity and Authenticity and Purchasing likelihood:

	<i>Purchasing Likelihood</i>	<i>Confidence</i>	<i>Interactivity</i>	<i>Authenticity</i>
Purchasing Likelihood	1			
Confidence	0.854317341	1		
Interactivity	0.820983532	0.805154046	1	
Authenticity	0.696415538	0.628983851	0.633629259	1

We can observe that there is high degree of positive correlation between Confidence and Purchasing likelihood, high degree of positive correlation between Interactivity and Purchasing likelihood and high degree of positive correlation between Authenticity and Purchasing likelihood.

Moreover, there are high degree of positive correlation between each pair of Confidence, Interactivity and Authenticity factors.

So we can conclude that higher values of each of the factors confidence, interactivity and authenticity of the agent positively affects buyers' purchasing decisions.

5. CONCLUSION

We can conclude that it is imperative that high quality videos (based on Confidence, Interactivity and Authenticity) have higher likelihood to affect the buyers' purchasing decisions. Moreover, each of the factors confidence, interactivity and authenticity of the agent positively affects buyers' purchasing decisions. Also as per the pendatic analysis done on the instagram post and youtube videos, the synchronisation between the five factors i.e. act, agent, agency, scene, and purpose is found to be key element of successful influencers. The visible completeness of each factor in the content creation leads to the higher engagement from the audience.

So while selection of influencers for promoting a product instead of just looking at the

views, likes or subscriber(or followers) we need to analyse the influencer based on these aspects to understand the influencers likelihood to affect the buyers' purchasing decisions.

6. LIMITATIONS

This study has not explored the factors like platform on which the influencer is active, how an influencer's activeness on multiple platform affects the buyers' purchasing decisions, how different influencers can lead to cross purchasing, how the domain(sports, health and wellness, education, business, etc) in which the influencer is active affects its effectivity.

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ANNEXURES

E. Data Collection Form:

Link: <https://forms.gle/2BVcfwn2YNMJSD9b9> No. of Respondents: 53

Questions:

Demographic Questions:

- Name:
- Email:
- Age Question

On Video1

(https://youtu.be/B5shIuAGEcA?list=PL6MnV_G6g94jaLAN6fzj7SBiaScyqiUW4):

- How would you rate the confidence of the person in the video: (rate from 1- Very Low to 5- VeryHigh)
- How would you rate the interactivity of the person in the video: (rate from 1- Very Low to 5- VeryHigh)
- How would you rate the authenticity of the person in the video: (rate from 1- Very Low to 5- VeryHigh)
- How likely are you to purchase the product recommended in the video: (rate from 1- Very Low to 5- Very High)

Question on Video 2 (<https://youtu.be/hgOrpUB-zHs>)

- How would you rate the confidence of the person in the video: (rate from 1- Very Low to 5- VeryHigh)
- How would you rate the interactivity of the person in the video: (rate from 1- Very Low to 5- VeryHigh)
- How would you rate the authenticity of the person in the video: (rate from 1- Very Low to 5- VeryHigh)
- How likely are you to purchase the product recommended in the video: (rate from 1- Very Low to 5- Very High)