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Role of Influencer Marketing through Instagram

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ABSTRACT

Influencers in social media are people who have built a reputation for their knowledge and expertise on a specific topic. They make regular posts about that topic on their preferred social media channels and generate large followings of enthusiastic, engaged people who pay close attention to their views.

INTRODUCTION

Instagram was originally distinguished by only allowing content to be framed in a square (1:1) aspect ratio with 640 pixels to match the display width of the iPhone at the time. In 2015, these restrictions were eased with an increase to 1080 pixels. The service also added messaging features, the ability to include multiple images or videos in a single post, and a 'stories' feature—similar to its main opposition Snapchat—which allows users to post photos and videos to a sequential feed, with each post accessible by others for 24 hours each. As of January 2019, the Stories feature is used by 500 million users daily.

Originally launched for iOS in October 2010, Instagram rapidly gained popularity, with one million registered users in two months, 10 million in a year, and 1 billion as of June 2018. The Android version was released in April 2012, followed by a feature-limited desktop interface in November 2012, a Fire OS app in June 2014, and an app for Windows 10 in October 2016. As of October 2015, over 40 billion photos had been uploaded. Although praised for its influence, Instagram has been the subject of criticism, most notably for its negative impact on teens' mental health, policy and interface changes, allegations of censorship, and illegal or improper content uploaded by users.

In this situation, it is obvious that there is a continuous and extremely dynamic increase in expenditure on online promotional activities, manifested, among others, by a steady increase in expenditure on digital advertising, with decreasing expenditure on traditional media. In 2019, digital advertising expenditure is expected to account for more than fifty percent of global advertising expenditure, with the highest growth rates recorded in mobile advertising. At the same time, in countries such as the United Kingdom, China, Norway, and Canada, digital has already become the dominant ad medium. Another important factor is that users become aware of the hidden costs resulting from online ads, such as increased loading time and bandwidth consumption. As a result, the development of ad-blocking leads to the collapse of one of the key online business models according to which advertisers pay publishers a certain amount of money for each display of their advertisement to a visitor on their Website.

Objectives of the study:

- ➢ To understand the level of trust consumers, have on influencers.
- ➢ To understand the consumer's trust in reviews.
- ➢ To understand their purchase behavior based on influencers.

An influencer is someone who has:

The power to affect the purchasing decisions of others because of his or her authority, knowledge, position, or relationship with his or her audience.

a following in a distinct niche, with whom he or she actively engages. The size of the following depends on the size of his/her topic of the niche.

It is important to note that these individuals are not merely marketing tools, but rather social relationship assets with which brands can collaborate to achieve their marketing objectives.

What Are Social Media Influencers?

Over the last decade, we have seen social media grow rapidly in importance. More than 3.4 billion people actively use social media - that's 45% of the world's population.

Inevitably these people look up to influencers in social media to guide them with their decision making.

Influencers in social media are people who have built a reputation for their knowledge and expertise on a specific topic. They make regular posts about that topic on their preferred social media channels and generate large followings of enthusiastic, engaged people who pay close attention to their views. Brands love social media influencers because they can create trends and encourage their followers to buy products they promote.

> ➤ **Types of Influencers**

You can separate different types of influencers in multiple ways. Some of the most common methods are by follower numbers, by types of content, and by the level of influence. You can also group influencers by the niche in which they operate. This means that influencers who may appear in a low category by one measure may seem more influential when looked at in another way. For example, many mega-influencers are also celebrities. Yet both these groups often have less real influence on their audience because they lack expertise in a dedicated narrow niche. Some micro and even nano-influencers can have a tremendous impact on followers in their specialist niche. They may be of significant benefit to a firm selling a product targeting that sector.

Research Methodology

The present research focused on the topic "A study of Role of influencer marketing Through Instagram". The descriptive research design was used to achieve the objectives of the study. Find out the correlation between identified variables and different aspect of demography of respondent . To achieve these objectives the I had adopted a suitable procedure and used the following methodology for the study.

Area of the Study

The study was on Perception of People from Uttar Pradesh, Delhi, and Bihar. We Collect the 254 Respondents

Sampling Design

A Random Sampling method was adopted to select the Respondents. The research was collected from Peoples belongs to different state (U.P, Bihar, Delhi).

Data Collection

This research was based on various type of information and it includes both primary and secondary data for analysis. Primary data was collecte by questionnaires. The secondary data was also collected by books, journals, research publications, magazines etc

Data Processing

After data collection data was processed for further study. Editing, coding, and tabulation of data were done at this stage. In editing the filled questionnaire was checked for incompleteness and inconsistencies it was rectified at this stage.

Data Analysis

After data collection and processing the researcher had analyze them in order to arrive the conclusions, which confirmed or invalidate the hypothesis which was formulated in the beginning of the research.. Statistical tool used in this study are percentages. Percentage analysis was firstly done with the aim to describe the data in terms of perceptual variability of employees. Statistical analyses were then utilized to test the research hypotheses. Details of the specific statistical analyses are discussed below:

Percentage Analysis

Percentage analysis was done to find out the percentage satisfaction with all the variables in all organization and was used to find out the satisfaction level at different age groups, education, income, department and designation.

RECOMMENDATION

This may initiate a more detailed study in the future in the field of influencers types which in turn will help to develop new theories on how to use influencer marketing most efficiently. In addition, in further research it would be useful to analyze the opinion of influencers and to create another sample group for research design that would consist of influencers and bloggers. In this particular research the focus was on the most popular social media platform for advertising fashion products – Instagram. This choice narrowed down the scope of the study and led to the exploration of the entire topic of influencer marketing only on Instagram. If a bigger sample is collected for further research, it can be determined that some consumers may behave differently on other social media platforms, where they might feel more connected with the influencers and consequently with a brand

Conclusion

1. When We Search About How Many People Follow Instagram Influencer ,So We Found That 89.2%   Pepole Out of 254 Respondens Follow Instagram And 10.8 People Are Not Follow Instagram.

2. We Found That 40.5% People Use Instagram For Collect Information And 18.9% People Use Instagram for Discovering New Product In Market And Rest of Use Instagram For Other Use.

3. We Found 33.3% People Strongly Agree That They Influenced By Instagram Influencer.

4. We Found 33.3% People Strongly Agree That They Influenced By Instagram Influencer And   1.1% People Only   Disagree By This Statement.

5. 40.5% People Agree That When They Are Seeing Instagram Influencer Wear/Use A Product They Become Aware About The Product.

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