Identify the Effective Factors and Consequences of Influencers' Behavior in Social Media Marketing

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Abstract

Purpose: The aim of this study was to identify the effective factors and consequences of influencers' behavior in social media marketing.

Methodology: The present study was applied in terms of purpose and in terms of data collection was a mixed research (qualitative-quantitative). The statistical community included academic experts and social media marketing experts in the qualitative section and all Instagram users in the quantitative section. The sample size was estimated in the qualitative part with theoretical saturation (20 people) and in the quantitative part based on Cochran's formula 384 people. Purposeful sampling was used to select the sample in the qualitative part and stratified random sampling was used in the quantitative part. Data collection tools were qualitative, interview and quantitative, researcher-made questionnaire based on a 5-item scale. The validity of the questionnaire was confirmed in terms of form and content by several experts, the validity was confirmed by the calculation of the slope and the validity was confirmed by the calculation of the square root of the AVE. The reliability of the questionnaire through Cronbach's alpha for the whole questionnaire was 0.86. Structural equation tests Using LISREL and SPSS software was used to analyze the data.

Findings: The results identified 10 components and 63 indicators that 4 components influencing the behavior of influencers in social media marketing including influencer attitude, influencer identity, personal branding and important social events and 6 components of the consequences of influencer behavior in marketing Social media included influencer loyalty, follower persuasion, lifestyle, advertising effectiveness, follower awareness, and entrepreneurship.

Conclusion: The results showed that 7 components were considered as factors in the behavior of influencers on Instagram, including attractiveness, reliability, content, reputation, expertise, credibility and nationality of the influencer.

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1. Introduction

In recent years, the way information and interaction with customers in the marketing process has changed significantly. Social networks, as part of technology, have provided a good space for communication, creation and sharing of online content (Izadi, et al, 2019). Instagram is considered as the most effective mass communication space in the world today. In a way, there are fewer families who have not experienced social media presence. Brand owners can use these networks for advertising (via viral marketing), product development by engaging customers in the design process, and better understanding the market by viewing and analyzing the content created by users of these networks (Bolat & Gilani, 2018).

Influential marketing is a way to promote a business, service or product using people who are popular on social media. One of the most obvious ways to find an influencer is to use social media. The power of social media and its impact on increasing sales and audience is not hidden from anyone (Delisle & Parmentier, 2016). Using the influence of marketing can be very effective when the goal of developing the brand as quickly and efficiently as possible is the presence and visibility of the brand in the mass media. The unique thing about influencers is that their audience is specific and interested in the content produced by the influencer and trusts what it says. By choosing to work with an influential person, brands can benefit from the help of a suitable and appropriate person and their appropriate and appropriate audience (Socialbakers, 2016). Collaborating with influencers not only increases the brand reputation of the product, but also exposes its content to a wider audience that is interested in product brand issues. It is because of this efficiency and power in influential marketing that this type of marketing has quickly become one of the most effective ways to grow, promote and market brands (Belanche, et al, 2017).

Effective marketing uses someone who has generated a lot of followers on social media platforms like Instagram; In addition, this person is seen as a trusted person and brands use this person to spread awareness about their product (De Veirman, et al, 2017). (In this article, this definition will be used for the research process and the achievement of goals). Influential people play a key role in accepting a new product and using different relevant information (Wang, Ting & Wu, 2017). So this is an essential element in marketing communications (Tsang & Zhou, 2016). On the other hand, one of the newest and most interesting marketing phenomena these days is the promotion and promotion of products and brands through Instagram. In addition to the fact that you can do this through your personal or business account on Instagram, it is also possible for you to benefit from the help of people who have a larger audience and are considered influential or so-called "influencers".

On the one hand, paying attention to the goals of resistance economy and endogenous development due to the prosperity of businesses and increasing sales and introducing Iranian products and products with high quality and quantity on the one hand, and a pessimistic view of social networks and mass media Instagram is considered as one of the strongest social media (in terms of ease of access) due to the Iranian Islamic culture and lack of trust and pessimistic view that will lead to a kind of negativity that its potential and actual harm It comes to mind that using this tool to promote businesses and introduce Iranian products faces great obstacles. In the meantime, the behavior of influential people as thought leaders who have gained the trust of the community and are followed as a role model can be a fundamental step in building trust in this social media and promoting businesses in this field.

In times of crisis, the influence of influential people and social networks should be used to educate people on how to deal with it and to involve everyone appropriately. Social media was very active at the time of Covid 19 outbreak. In such a situation, educating people and engaging them purposefully is so sensitive that everything becomes decisive or may become risky. Given the importance of influential marketing as a business development strategy and the sale of products in a competitive market, it requires measures to improve the behavior of influential people on social media as an effective marketer. An overview of influential marketers on social media showed that no specific and clear model for improving the behavior of influential people on social media has been presented so far. Therefore, according to the

existing research gap, the main issue or the researcher's concern that is sought in the research can be expressed as the following question. Therefore, considering the various factors that influential marketers are involved in, it is necessary to provide special mechanisms to predict the behavior of influential people on social media. Accordingly, first, the indicators, components related to influential people in social media should be known and the current status of the components should be examined, and finally, a comprehensive model for predicting the behavior of influencers based on the Instagram social network should be presented and this basic question answered. What comprehensive model can be provided to influence consumer behavior in digital marketing by influencers based on the Instagram social network?

Social media marketing is the process of promoting a website, product or service through online social channels and connecting with a very large community of people that is not possible through traditional advertising channels. Social media marketing is marketing that focuses on people, not products (Datta, et al, 2020). Social media marketing is about gaining website traffic or gaining attention to a topic through social media. Social media marketing programs usually focus on creating content that can engage audiences on that platform and encourage readers to share it on social media. Social media marketing is a wide range of advertising costs, including social media advertising, the virtual world, user-generated product reviews, blog support, RSS feeds and social media news, podcasts, games, and customer-generated ads. Also social media marketing as a form of online advertising program that deals with cultural contexts related to this social context including social networking sites (YouTube, MySpace, Facebook, Virtual World (SecondLife), social news sites (Dig) and sites Sharing social feedback is defined as using it to achieve branding and communication goals (Van Looy, 2016) Social media marketing allows companies to build and connect with new customers, rather than posting One-way messages to people are social media based on a natural and credible conversation between people about a reciprocal issue (Tiram, 2018).

An Instagram influencer is someone who has chosen the social network Instagram for their content activity. Currently, most influencers in the world, even if they are active in other social networks, try to have an active Instagram page because Instagram is one of the most important platforms for them and brings them high income. It is true that these days we know more about influencers through Instagram, but this is not the only platform in which people can be influential. YouTube is another very popular platform in the world for influencers, and if a YouTube user succeeds, it will bring him a lot of income. Facebook is another platform in which influencers are present, but their impact is less than that of Instagram and YouTube due to the limitations of Facebook's algorithm and the technical differences of this social network. LinkedIn also hosts influencers in various professional fields who have been able to gain more influence over their field activists in a variety of occupations. In this social network, some influencers do not emphasize a specific profession and are active in the field of career success and people from different spectrums and professions follow them. On Twitter, profiling people have been able to collaborate with various brands and organizations and earn money. Twitter influencers are often successful in the field of news and trends, and the way they produce content is completely different from Instagram influencers. Pinterest and other social networks such as Tikotak and SnapChat and some others that are not very popular in Iran also have a share of this space (Mohammadi, 2019). Although influencers have been able to influence other users on various social networks, Instagram has been a popular brand platform for influencer marketing all over the world (Pashaei, 2020).

Abbasi, Jafari (2020), in a study entitled The Impact of Celebrity Instagram Actions on the Lifestyle of Iranian Users, found that celebrity actions affect the lifestyle of Iranian users (consumption pattern, type of clothing, leisure, body management, and interpersonal relationships). A total of 25% of the variance related to lifestyle changes of Iranian Instagram users is explained through the actions of celebrities. Salamian (2019), in a study entitled Investigating the Impact of Instagram Influencer Marketing Video Advertising on Customer Brand Loyalty: The View of Emotional Responses as a Loyalty Criteria found that according to

data obtained from the research tool, the most emotional facial reactions recorded when Watching the influencer marketing ad has been a happy expression. Pearson correlation test showed that the intensity of happy face expression has a positive and significant effect on brand loyalty. The findings of the open questionnaire also indicate that the audience of influencer marketing advertisements in the discussion of intention to buy themes such as trust, attractiveness and fit of the influencer with the product, in the discussion of repetition of the product itself, price and satisfaction with the initial purchase, Ismailpour et al. (2017) consider the need for a link between influencer and the products it promotes as important components in entertaining the audience, avoiding excessive advertising, and in discussing the relationship between influencer and the brand, in a study entitled The Effect of Using Famous Verifiers in Advertising They found that the dimensions and characteristics of well-known endorsers, such as attractiveness, reliability, and expertise, have a positive and significant effect on consumers' attitudes toward advertising; However, the positive and significant effect of the fit feature between the famous person and the advertised product on the consumer's attitude towards advertising is not confirmed.

Cuevas et al. (2020), in a study entitled Influencer Marketing: Social media influencers connect with followers as human brands and achieve positive marketing outcomes by meeting needs; They found that consumer responses to how social media affected people (ie, inspiration, enjoyment, and similarity) and content (ie, information) abilities influenced followers to influence social media to influence human brands, To meet their needs for ideality, relevance and competence. All of this has led to a strong attachment to the influence of social media. These positive emotions were formed with influence on social media and were transmitted to influential endorsers on social media and positively influenced the followers to get the products / brands that influence influential social media. Peltola (2019) in a study entitled Creating a link between social media influencers on Instagram and consumers who follow them, found that consumers are influenced by social media influencers, and that influence is how consumers now feel, and knows in the future. Influential social media can affect all consumers impartially, positively and negatively. As we have seen in research, so far no research has examined the influential factors and consequences of influencers' behavior on social media, and this is also the first time that this research has been conducted on Instagram social media. Therefore, the objectives of the research are: 1. Identify the factors affecting the behavior of influencers in social media marketing; 2. Identify the consequences of predicting the behavior of influencers in social media marketing;

2. Methodology

Given that the present study identified the effective factors and consequences of influencers' behavior in social media marketing, the research method is retrospective in terms of the time of occurrence of the phenomenon; According to the result, decision-oriented; Purposeful, practical; In terms of performance logic, deductive and inductive; According to the time of research, cross-sectional; Depending on the data type, mixed (qualitative-quantitative); Depending on the research environment, library; In terms of data collection method or the nature and method of research, it was descriptive-correlational and in terms of focus on the phenomenon was expansive.

The statistical population of the present study in the qualitative section included social media and marketing experts. To test the community model, the study included 20 experts who participated in the interview process. Valuable opinions of experts and specialists who were experts in this field were used to ensure the validity of the qualitative part of the research. In the present study, content analysis method was used to analyze qualitative data. In order to assess the validity of the present study, in addition to the comprehensive, organizing and main themes were selected by studying the theoretical foundations, research background, research objectives and the source under study, as mentioned, the themes are obvious and descriptive It has not been tampered with and therefore has a high accuracy (validity). In addition, in the first stage, the topics were extracted from the articles by the researcher himself, and in the

second stage, by referring to the experts, the topics related to the research questions were re-identified and extracted under their supervision. By comparing these two steps and based on the agreement between the two coding steps, the reliability coefficient was calculated. For this purpose, the Holstey method has been used, the formula of which is as follows:

PAO = 2M / (n1 + n2)

PAO = 2 * 2158 / (2661 + 2132) = 0/90.

If the WiFi coefficient is above 80%, it can be said that the obtained dimensions and components have the necessary reliability (Kvale, 1996). In this study, two independent transition codes were used and the reliability coefficient obtained according to the above formula was 93%. The statistical population of the study was a small part of all Instagram users. The number of them is unlimited. Using stratified random sampling method using Cochran's formula and Morgan table, 384 people were selected as the sample size.

In this study, a researcher-made questionnaire was used to collect data. The questionnaire included closed-ended questions with a five-point Likert scale to identify the dimensions of influencers' behavior in social media marketing, which was completed with a survey of Instagram users. Lisrel software was used to analyze the research data. It is noteworthy that both questionnaires were closed-ended and were measured with a 5-point Likert scale.

In this study, content and structural validity were used to calculate validity. Findings showed that all the questions of the questionnaire are in good condition in terms of simplicity, clarity and relevance. Also, considering that the CVR value for all questions was above 0.62, no questions needed to be deleted and 90 questions related to the questionnaire were distributed among the statistical sample. To evaluate the construct validity, after data collection, structural equation modeling software with lisrl approach was used in two parts: convergent and divergent validity. In this study, in order to calculate the reliability, Cronbach's alpha coefficient and combined reliability were used. Validity and reliability results can be seen in Table 1.

**Table1.** Calculation of instrument psychometric properties

Component	Combined reliability	Mean variance extracted	Cronbach's alpha	k-s	Skewness	kurtosis
Personal branding	0.755	0.55	0.759	0.169	0.05	-0.08
Influencer identity	0.800	0.70	0.811	0.432	0.88	-1.05
Community social events	0.711	0.58	0.780	0.256	1.20	0.86
Influencer Attitude	0.903	0.61	0.915	0.584	0.02	0.23
Loyalty to the influencer	0.780	0.67	0.763	0.641	0.01	0.26
Encourage followers	0920	0.54	0.836	0.342	-0.14	0.40
Advertising effectiveness	0.796	0.71	0.816	0.569	-0.15	0.31
Entrepreneurship	0.833	0.73	0.750	0.432	0.03	0.29
life style	0.803	0.77	0.792	0.447	0.18	0.10
Awareness of followers	0.788	0.69	0.800	0.473	-0.07	0.25

Data analysis was performed using SPSS and lisrel software in both descriptive and inferential domains (structural equation modeling).

3. Findings

Valid Kolmogorov-Smirnov test was used to check the normality of the data. The results showed that the significance level of Kolmogorov-Smirnov test was greater than 0.5 for all research variables, so parametric statistical tests were used. Findings of the research in the descriptive statistics section (characteristics of participants) which can be seen in the above table, showed that the highest percentage of subjects were male (57.8%); Most age group 40-31 years (59.40%); the highest degree was related to bachelor (37.85%). Mean and standard deviation of all components were given; the results also showed that according to the elongation statistics, all components were normal.

Regarding the question "What are the indicators and components (causal conditions) affecting the prediction of influencers' behavior in Instagram social media marketing?" It can be said that using content analysis of the factors influencing the behavior of influencers in Instagram social media marketing were personal branding, influencer identity, social events of the community and the influence of the influencer as factors influencing the behavior of influencers in social media marketing. Instagram were named. Regarding the question "What are the consequences of predicting the behavior of influencers in Instagram social media marketing?" It can be said that using contextual analysis of influential factors (consequences) of predicting the behavior of influencers in Instagram social media marketing was loyalty to the influencer, persuasion of followers, effectiveness of advertising, entrepreneurship, lifestyle and awareness of followers as influential factors. Predicting the behavior of influencers in Instagram social media marketing was named. Using the components obtained from this study, structural equation modeling was tested using lisrel software to confirm the relationships. Figure 1 shows the conceptual model of the research in the case of estimating the standard coefficients of structures.
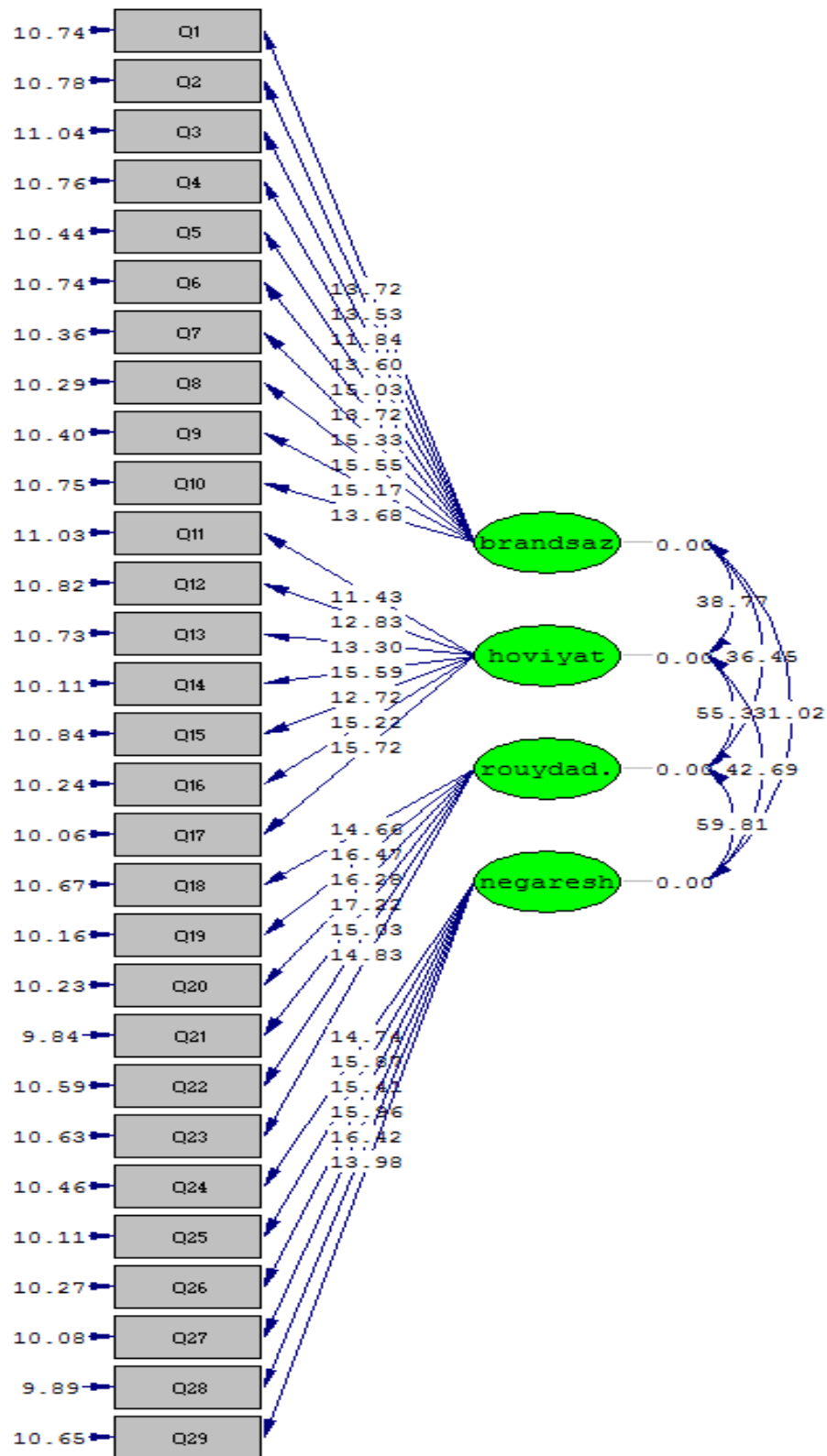
Chi-Square=1234.53, df=371, P-value=0.00000, RMSEA=0.093

Figure1. Model of factors influencing influencer behavior in social media marketing in standard coefficient estimation mode
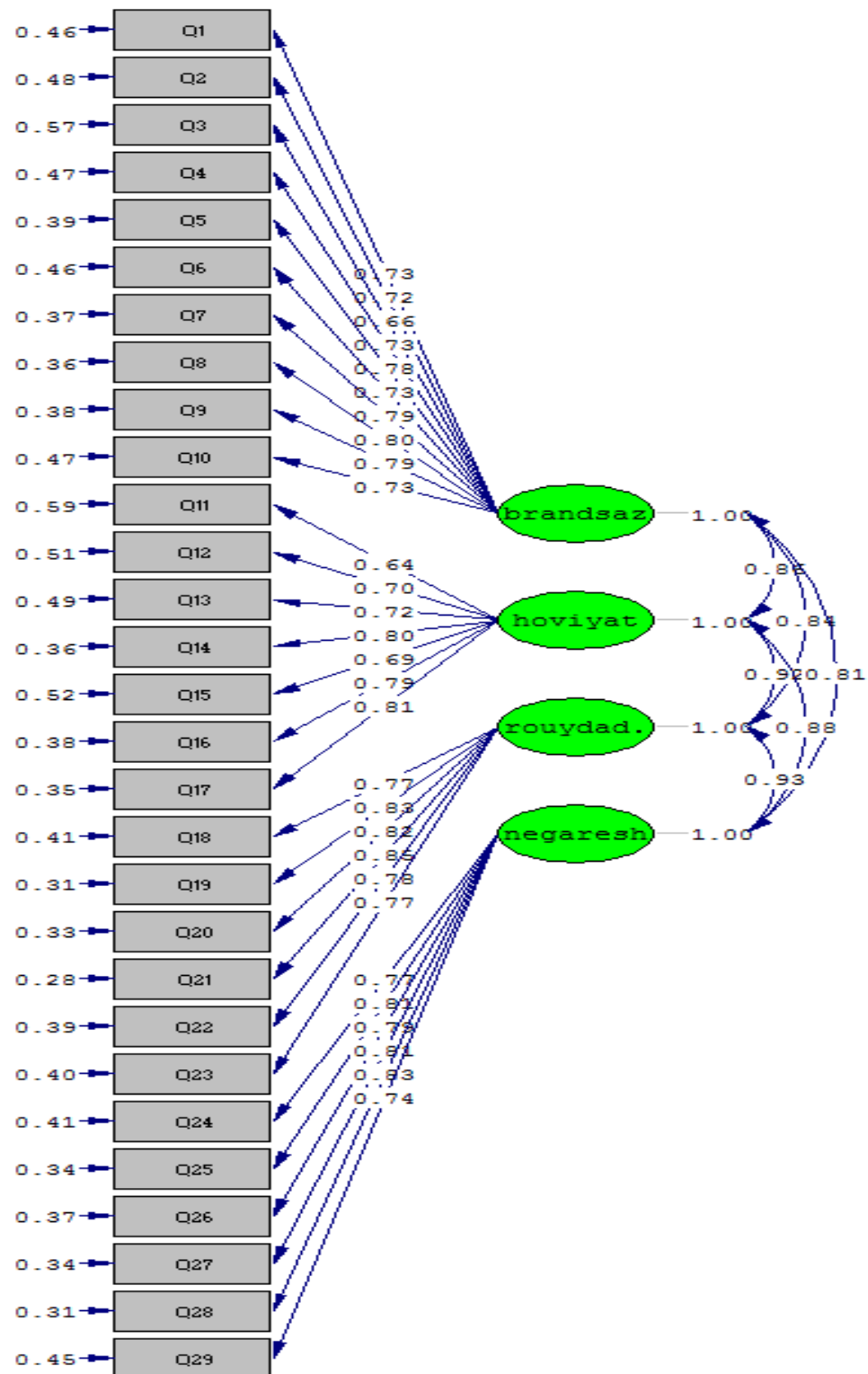
Chi-Square=1234.53, df=371, P-value=0.00000, RMSEA=0.093

Figure2. Model of factors affecting influencer behavior in social media marketing in significant way coefficients
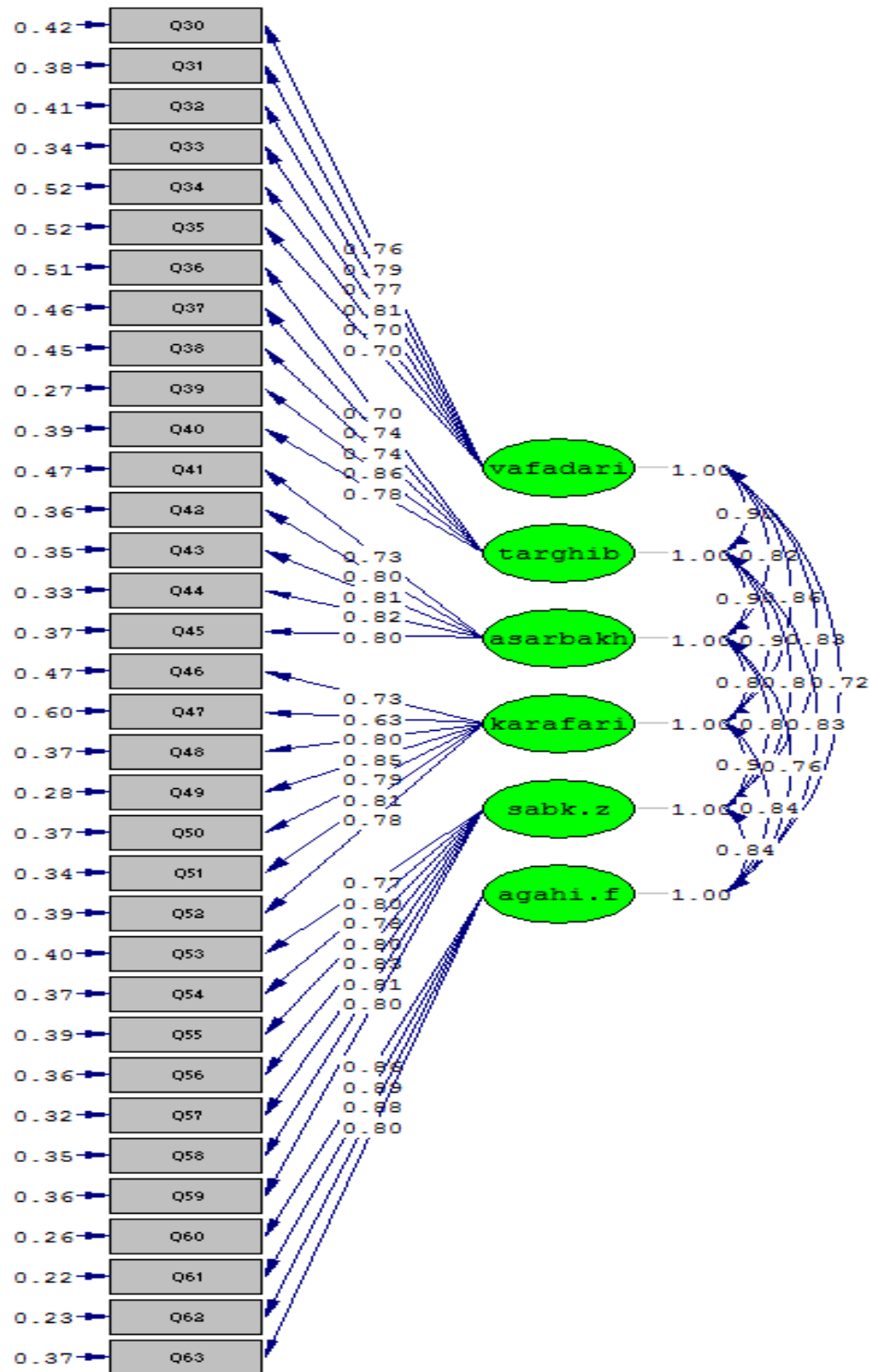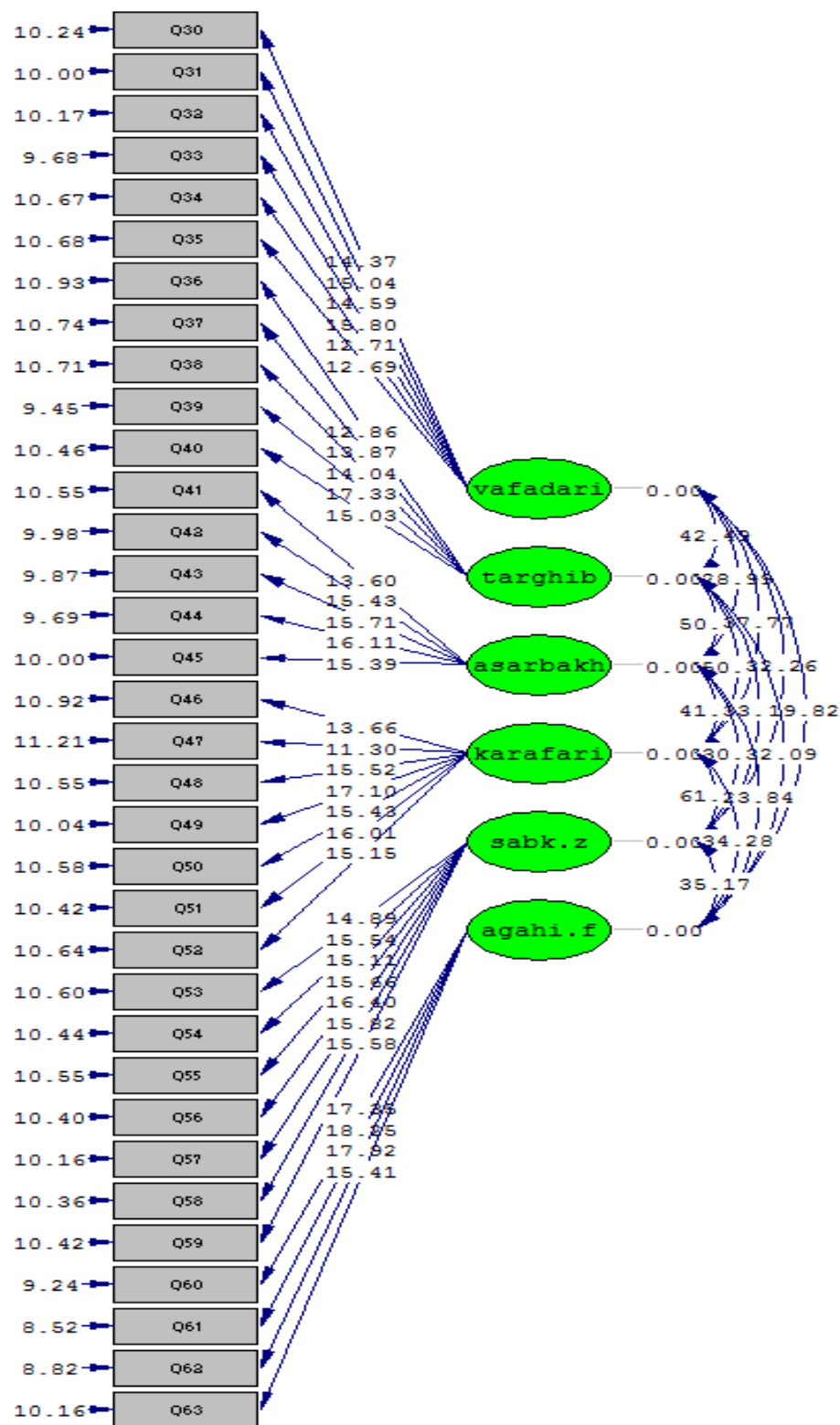
Chi-Square=1809.59, df=512, P-value=0.00000, RMSEA=0.097

Figure3. Model of influencing factors of influencer behavior in social media marketing in standard coefficient estimation mode

Figure4. Model of influencing factors of influencer behavior in social media marketing in significant way coefficients

The following table lists the most important and common fit indicators. As can be seen in the table, almost all indicators are statistically sufficient. Therefore, it can be concluded with great confidence that the researcher has achieved a complete fit about these indicators.

Table2. A selection of important fitting indicators of the drawing model

Indicator	Index name	Abbreviation	quantity	Acceptable fit
Absolute fit characteristics	Covered surface (Chi-square)	-	1234.53	
	Fit Goodness Index	GFI	0.97	Greater than 0.9
Comparative fit indices	Modified fit goodness index	AGFI	0.92	Greater than 0.9
	Adaptive Fit Index	CFI	0.99	Greater than 0.9
Economic fitting characteristics	The root of the mean squares of the estimation error	RMSEA	0.093	Less than 0.1

4. Discussion

With the spread of social media and their popularity among the people, a new phenomenon called influencers has been added to the virtual world. In fact, social media provides an opportunity for users to share their current life moments and different experiences with other users. This makes the public more sensitive to buying the product or service offered by companies and spends more time gathering information and experiences of others to experience a better purchase. In the present study, according to previous research and the need to study the behavior of influencers in social media marketing, the factors affecting the behavior of influencers as well as its economic and non-economic consequences were identified. Based on the conceptual model of the research, the research hypotheses were formulated and tested using various statistical techniques.

Unlike businesses, organizations, celebrities and influencers, brands do not have to be famous. In fact, whether you like it or not, you are a brand that even if you are not famous! For this reason, you need to take responsibility for your personal branding. If you do not brand yourself, you will allow others to take over your branding. An influencer acts like a speaker that conveys the message of a particular brand to potential customers. Typically, these people have special authority in certain societies and in certain subjects. Confirmation by an influencer means that potential prospective customers are also more likely to accept the brand's message. Influencer marketing is a very complex landscape to cross. In fact, with the increase in the number of influencers, the production of useful and attractive content has become more important than before, and this issue has become a requirement for being an influencer. They inform and inform their audiences about certain issues, and some of them even share their views with their audiences at the same time as social events and political events to influence their thoughts on these issues.

In order to achieve the goal of business customers, influencers must indirectly make a change in the attitude of the brand or product audience. A change in the viewer's attitude is caused by content that has produced an impact. Change itself is actually a psychological process in humans. Influencers need to turn first-time customers into loyal customers of the product. A basic element that is often overlooked for unbiased loyalty in a product is consumer loyalty to them. Brands are looking for people who naturally fit their personality and show their happiness through it. In this way, customer loyalty is built through the interaction created by influencers. Therefore, in general, increasing the number of Instagram account followers is one of the most effective and important factors in your activities. Gaining more followers on Instagram can help you reach a larger audience and thus increase sales on this platform. While increasing followers is not always easy, Instagram is constantly offering new and fun ways that you can use to reach a wider audience.

Some followers in the virtual world, such as blindfolded followers of strange cults and ingenious sects, imitate the behaviors of their beloved faces and accept the advice of their loved one unnecessarily. Fascinated and stunned, they fall in love with the colorful world of their favorite characters, and if they cannot imitate their lifestyle with the person they love, they will be content with daydreaming. The virtual world is now a unique arena for hackers or influencers who, willingly or unwillingly, dictate their lifestyle to their fans. Usually, each of the influencer marketing campaigns is designed for a target community, and this is to increase its effectiveness. Of course, more success is to be able to introduce other people in the community to these campaigns and spontaneously include them in this Review the product or service advertising cycle. It shows the number of visits to the campaign, the amount of results and effectiveness, the amount of likes, the number of clicks, the increase of sponsors and finally the amount of sales, popularity and effectiveness of a campaign.

In the age of media, advertising and awareness has created a new way for many people, one of the most common of which is writing or so-called blogging. For years, experts on popular blogs or websites or in the form of print magazines criticized various topics. Of course, this process progressed and business owners provided their facilities to these people to give a real opinion about their product or service to the blogger's loyal audience, which had different effects in different situations. Influencer marketing must be honest and reliable. The influencer talks about the product, not because he gets paid to promote it, but because he likes the product and finds it useful. So influencer marketing takes time and must be transparent and honest.

Based on the results, suggestions are made, which include: Get help from experienced people or consultants to choose an influencer. Use influencers who are not alien to their true feelings, interests, and beliefs. It is suggested that they also pay attention to the economic conditions of the society in their advertisements. An examination of the celebrities of any society to examine the mass culture and the main gaps of that society in a certain period found that the culture of fame is beyond the interest of celebrities, reflecting collective values and showing the complex relationship between society expectations and social and economic realities. Influencers use many evaluation criteria to support an initiative. Future researchers suggest that variables such as human resource training and the economic and financial system be studied as control or moderating variables. Also, do similar research on other social networks and compare the present results.

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