

ROLE OF SOCIAL MEDIA INFLUENCER IN PRODUCT MARKETING: A CASE STUDY OF HANDMADE SME'S VENDOR PRODUCTS IN IRAQ

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Received: 27 Apr 2022

Accepted: 28 Apr 2022

Published: 30 Apr 2022

ABSTRACT

The technological advancement is growing rapidly in the contemporary era of digitalization or industrialization. It has brought multiple revolutionary changes which has significant implications for mankind. Social media marketing is one of the most significant inventions of digitalization. It is achieving the attention of researchers in multiple perspectives. So, the present study aims to assess the role of the social media influencer in product advertising and accounting. In the current practical investigation, case research of Iraq is presented. In order to determine the factors affecting the social media influencer and product advertising, quantitative approach has been utilized. The results of the investigation reveal that the social media influencers have been emerged as a role model for the social media users which provides them guidance for online marketing. The findings also demonstrate that social media influencers provide the brand with valuable customers for the long time. The limitation of the study provides the future researchers to extend the scope of research by investigating these factors in Iraq.

KEYWORDS: *Social Media, Prices, Product Marketing, Social Media Influencer*

INTRODUCTION

The progressive area of information technology is the social media, and its effect is rising day with the passage of time. Now the critical role is playing by social media for product advertising through accomplishing the targeted audience. Though, the idea of effects is a fairly innovative phenomenon. The advancement and publicity of the product marketing are participated by the social media influencers [1]. Their capabilities and strong grip on the product of distinction position in society can be effected the costumers by the influencer. Though, the attention attained by persons through social media platforms is known as influencers [2-3]. Digitalization is at its top in the modern era, so the digital effect in product advertising is dynamically escalating [4-5]. Additionally, estimates that organizations capitalize a higher quantity in influencers since influencers can meaningfully improve the maintainable improvement of organizations or brands. As social media is getting widely held in the youth, it has been moved into method from a particular idea. Though, it has additional numerous theoretical extents [6]. Social media advertising which includes value-adding, interaction or self-promotion. In self-promotion, a targeted audience of brand directly achieves is gained by merely marketing the products. Though, the theory adopts that brands use inventive products and endorse them by influencers or celebrities to escalate customer preservation [7].

The present circumstances of the brand or organization is indicated by self-promotion strategy indicates. Brands may reach the desired position in a competitive market by investing continuously, promoting through influencers, and

adding value. Human behavior exhibits three key dimensions: normative beliefs, controlled belief or behavioral belief. Humans act in accordance with their beliefs [8]. The mindset of customer is controlled by social media influencers through manipulating them by their authority and knowledge on social media platforms. It suggests that social media influencers are important factors in successful advertising and increasing client retention [9-10]. Influencers on social media have a role in influencing buyer decisions. According to the author, more buyers are becoming interested in internet purchasing after hearing from any influencers throughout time. Consequently, numerous enterprises engaged deals with celebrities and intended numerous systems to achieve customers for utilizing their services and products [11-12]. Determines the impact of influencer marketing on a customer's purchase intent. The author demonstrates that the relationship of influencer and buyer is influenced by numerous phases of shopping, and influencer and buyer behavior varies from stage to stage— influencer personality and customer excitements effect each phase [13-15].

With the fast use of information technology, social media influencers have arisen as role models and transformative leaders. People like them, especially teenagers and students, as this group of age is more adaptable to change and influences others. Therefore, a bridge of association between brand and consumers services is formed by social media influencers build. Credibility is seen as a vital aspect in an individual's personality, making him trustworthy among his peers. Similarly, when noticed in the personality of social media influencers, the function of credibility multiplies [16-17]. Consumer retention and purchase behavior are influenced by all social media personalities. Many followers have been found to have used bogus accounts. There are numerous investigations which have revealed that the critical in product marketing is played by role of social media influencer, but there is some degree of literature on Iraq. As a result, the present academic study will give a case study of Iraq in order to identify social media influencers and their various characteristics for successful product marketing. It has a detrimental impact on a celebrity's effect on their fans [18-20]. In this modern era of digitization, firms and organizations are focusing on increasing purchase retention. For this, brands employ an indirect approach of customers' informal or nontraditional interactions with brands. The main goal of a social media influencer is to communicate a brand's message to its customers in such an appealing way that it captures their attention right away. Correspondingly, the present academic study examines the link between product marketing trust and credibility. The work also intentions to assess the part of the depend ability effect on product advertising in Iraq. Mainly, the current work will have important inferences from numerous standpoints. Because the research emphasizes the rising relevance of social media stages in advertising, it will give valuable counsel for social media utilizers through emphasizing evidence or significance related to product advertising. The work will also emphasize the effect of the age aspect and its link with personality. Thus, numerous groups of age will be the objective of the current investigation for studying the evidences. Furthermore, it will assist upcoming investigators in identifying gaps in the literature from earlier studies as well as enabling them to use the scientific research method.

METHODOLOGY

The research onion model was used in this study to determine the effective outcomes of the research questions. Suanders introduced the research anion model (2007), which classified the investigation technique into many layers. A best understanding to the researcher is provided these layers and respondents concerning the investigation. As a result, in the framework of current academic study, the current chapter will emphasize all of those stages. There are numerous groups of investigation philosophies, including interpretivism, positivism or realism. Though, positivism philosophy is applied in current work. Baskarada and Koronios (2018) reported that social science barriers and challenges are explored by positivist

philosophy. The assessable evidence is extremely essential for positivism. Quantitative research is deemed more trustworthy than qualitative research since it employs a scientific methodology. For every research activity, quantitative data is a reliable source of knowledge. Consequently, such information is being utilized to make scientific assumptions and theories. The deductive method was utilized in this study because it is additional trustworthy, nearby in data analysis, and supports the construction of social philosophy. In deductive investigation, the formulation of suppositions is mostly dependent on quantitative or statistical data. Consequently, positivism is often assumed as the investigation viewpoint in deductive method or plan. Data in deductive investigation progresses from broad to specific. A broad hypothesis is built based on the collected data in a logical way, which is then tested against the research topic's technical expertise. The exact methodology use is required by the quantitative design of this research study. The present research is based on internet polls. The questions for the survey are tailored to the study's data collecting and analytic goals. The online surveys can be used by researchers forgetting data from different sources in the small period. Ascertain people are apprehensive to participate in investigations that allow them to disclose their capabilities connected to their organizations or works, the people' identities are kept anonymous while the online survey is being conducted. Respondents can easily engage in research-based surveys easily to the privacy of data (Whelan, 2007). In current work, a quantifiable method is utilized mean while it emphasizes on given that precise conclusions to the investigator on a assumed study or topic.

Current academic investigation use the data collection method is "Snow Balling." Moreover, this investigation used modest random sampling in a snow balling specimen. As the current investigation purposes to examine the role of social media influencers in advertising of products, thus, modest random test group is appropriate for current investigation as it is obvious that when the investigator arbitrarily expresses the people's group for sampling, it delivers equivalent opportunity and chance to each distinct to contribute in the study. It eventually decreases the probabilities of prejudices in investigation (alvi, 2016).The present academic study has a sample size of 150 people from Hyderabad, India, who are of all genders and ages. The current scholarly study relied on a Google-based online poll of Indian inhabitants. A survey relevant to the study goals is created using Google Docs to collect data. Rendering to Mukhtar et al (2020), collecting and using data from Google documents is simple and clear. To method contributors author has assumed snowballing and opportunities sampling approach.

RESULTS AND DISCUSSIONS

The purpose of this research is to examine the argument over the survey data in order to examine the effects of social media influencers in product marketing, notably in Iraq. In Iraq, the present academic study used the survey approach to collect data from 150 respondents. The LIKERT 5 scale has been used by the current study. Voluntary basis is the dependence of contribution of respondents. Additionally, in the current investigation study, the response of the contributors on the subject of numerous objects of the work will be indicated by graph. Thus, the chapter will deliver the discussion on the graphs and responses of participants.

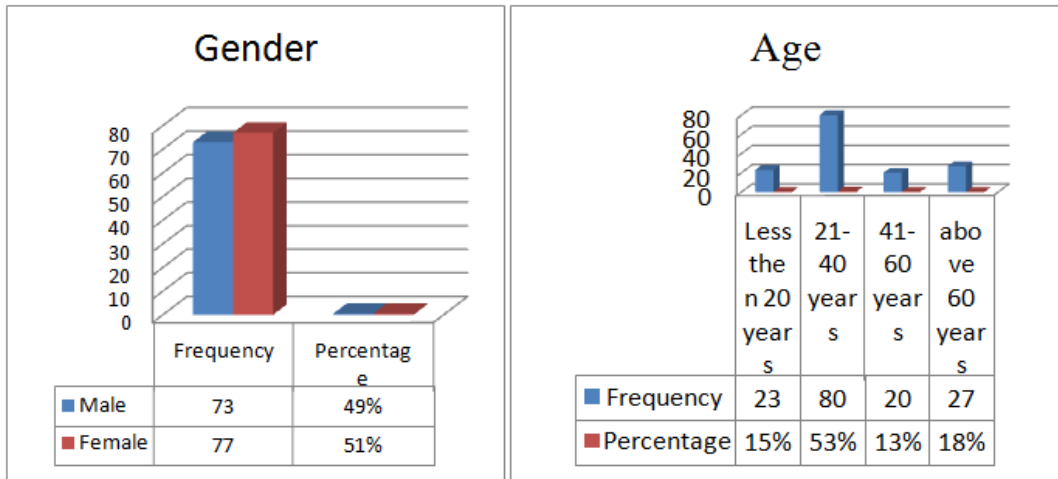
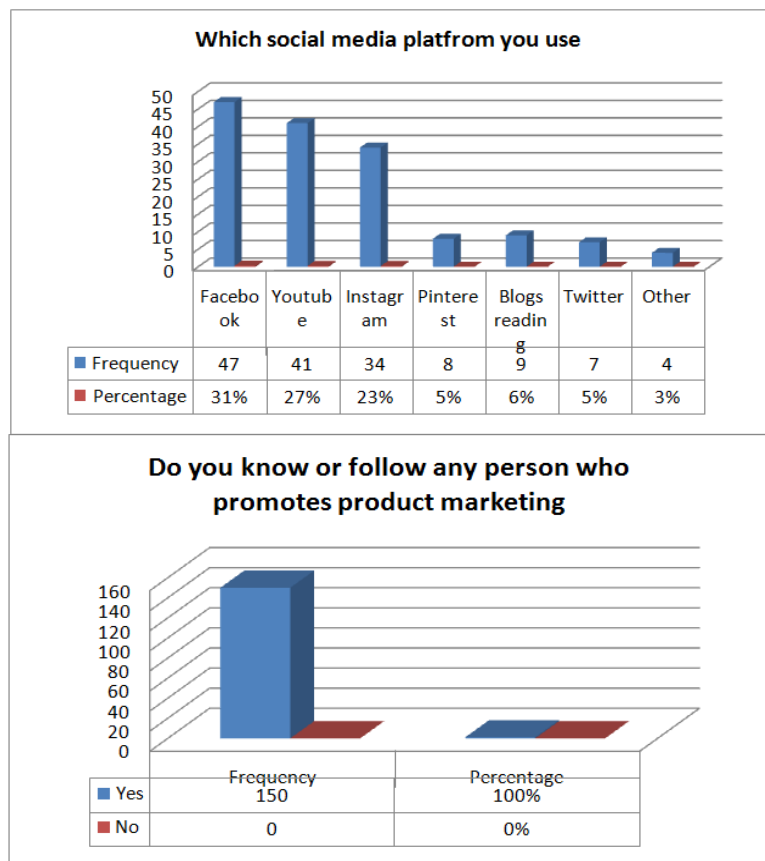


Figure 1

The graph above depicts the gender breakdown of respondents in the current academic study. In this poll, nearly equivalent numbers of female and gender contributors were detected. However, the above graph revealed the participant’s percentages that are male 49% and female are 51%.

The contribution of many age groups is represented in above graph. The current academic investigation has utilized fifteen percent of participants from below twenty years age group. Fifty three of contributors were between twenty from twenty four years. In the same way, thirteen of contributors were between forty one to sixty years age group. In the conclusion, eighteen of the members in the current study are more than sixty years.



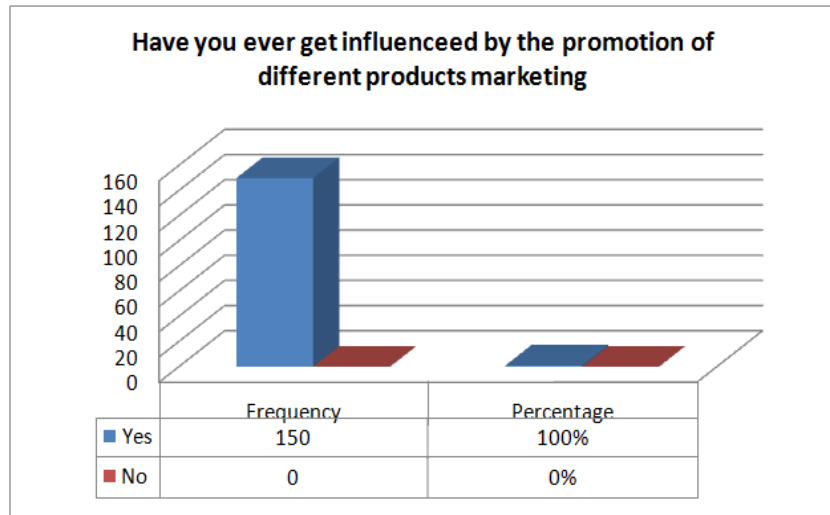


Figure 2

The respondents used the percentages of numerous social media boards on indicated by the above graph. The total number of people that took part in this survey was 150. Facebook is used by 31% of people on a regular basis. The percentages of Instagram and YouTube users were 23% and 27%. Six percent of people responded to the blog reads. Twitter has a lower percentage of users than Blog readers, with only about 5% of people using it. Other social media networks, on the other hand, have the lowest rate of 3 percent replies. The graph above depicts the percentage of people who use social media. All of the respondents utilize social media, as seen in the graph.

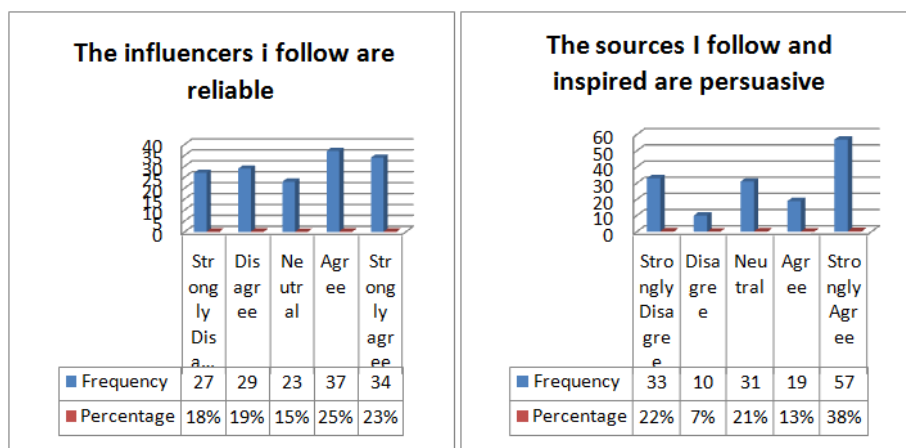


Figure 3

The graph above shows whether respondents will continue to follow the influencers that they already follow. As a result, 43% of people powerfully disagree that they will no longer follow their influencers in the upcoming time. The causes are numerous, including the fact that influencers are untrustworthy and unable to deliver useful information. Similarly, 18 percent just disagree with the statement that they will no longer follow their social media influencers. However, 13% of people are undecided about their future actions in relation to social media influencers, thus they remain neutral on this statement. The proportion of people who agree to follow their effectors in the upcoming time is the same as the percentage of neutral people, which is 13%. However, fourteen percent of those polled strongly agreed that they would follow their influencers in the upcoming time. As a result of the proportion of different possibilities, the majority of respondents do not want to follow their social media influencers for a variety of causes.

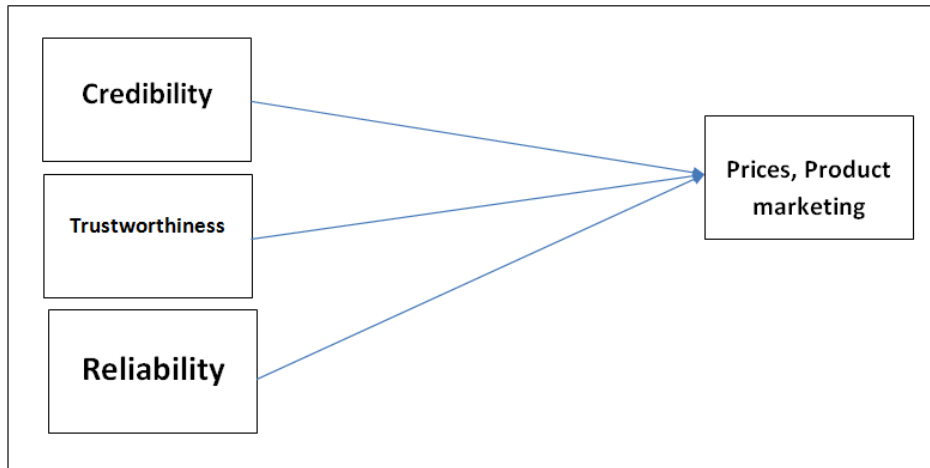


Figure 4

CONCLUSIONS

Globalization and internationalization are bringing a slew of new problems and changes to people all around the world. Because of the advent of industrialization and widespread use of information technology, globalization has seen a major transformation in a variety of industries. Digitalization and information technology have ushered in the modern era. The usage of information technology is at an all-time high, and the focus is turning to social media. The function of influencer in product marketing has emerged as one of the main features in the realm of social media. Customers now prefer to purchase online owing to their hectic schedules. They can't overlook the importance of influencers in brand promotion during their online purchasing trip. Therefore, the current work has been carried out to estimate the performance of social media influencer for increasing the item advertising. Furthermore, the current practical investigation has delivered the case analysis of Iraq. Numerous extents of social media influencers in perspective of item advertising have been emphasized in the current practical investigation. The investigation onion model, which is an in effect investigation paradigm for foregrounding the operative outcomes and discoveries, was used in this study to investigate these aspects. For data collection, survey methodologies were used, and data was gathered from 150 inhabitants of Hyderabad, India. Furthermore, various ethical factors were decided in this study, such as the respondents' data being kept safe and no one having access to the data. The first purpose of the present academic investigation was to calculate the role of reliability of social media influencer in product advertising. Participants in the survey were asked questions in order to investigate this subject. The discoveries of the review propose that the reliability of social media influencer is the dangerous cause for shaping the acquisition choice of client and to create appreciated clients for a lengthy time. The outcomes of this study also show that influencers must maintain their credibility for a variety of causes. One of the most important aspects of credibility is the ability to build strong bonds of connection with their followers. So it eventually escalates the level of reliability and trust between influencer and their follower. According to the survey's findings, the majority of respondents trust their social media influencers. Because of the influencer's credibility, their advice and voice are successful for their followers. As a factor of the promotion of a brand's reputation among customers, social media influencers are examined. For the sake of their followers, they must be trustworthy. If followers believe their social media influencers are trustworthy, they will buy the firms' items that will be promoted by their most probable social media influencers. As a result of the research, it has been established that the trustworthiness of social media influencers is a critical factor in attaining customer retention and brand reputation. The results of the poll show that for social media influencers,

dependability is just as crucial as other qualities like trustworthiness and credibility. Furthermore, the findings also demonstrate that there is close inter-relation among these factors. Furthermore, the data show that these variables are closely linked. As a result, the influencer's credibility is determined by the information they supply to their followers. The data also reveal that the majority of respondents rely on the information provided by their influencers. As a result, influencers must treat this as a top priority in order to improve the brand's reputation or consumer potential rate. Based on the foregoing facts, it is clear that influencers play a significant role in today's digitalized world. Also, influencer's deliver a important link between the customers and purchasing brand. Therefore numerous features including credibility, trustworthiness or reliability should be the key aim of social media influencer to gain.

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