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Key Characteristics of Successful Influencers and Use of Influencers as A Promotional Tool for Brands

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Abstract

This paper investigated what were the categories of influencers that existed as well as what were the connections of certain characteristics with the number of followers and different types of content posted. Finally, the paper recommended types of influencers that were appealing for brands to work with.

This paper found out that number of followers was not crucial when it comes to reliability and influence levels of influencers. On the other hand, things that were measured like integrity and different types of content, were connected to reliability and influence levels.

Moreover, this paper investigated the spread of influencers online, especially on Instagram.

Keywords: Instagram, influencers, influence, reliability, reach, integrity, brands.

Introduction

Influencers are people who have an impact on other people in terms of purchasing decisions and shaping opinions (Backaler, 2018). There are three categories of influencers which are: Celebrity Influencers, Category Influencers and Micro-Influencers (Backaler, 2018). Celebrity influencers are people who are usually actors, singers, athletes or just people who have reached celebrity status because of the great number of the followers. Category influencers are not as popular as the celebrity ones, but have an expertise in a certain area and are reliable in the eyes of their followers. Micro-influencers have the smallest number of followers, usually just family members or friends, but are knowledgeable and passionate about a certain thing, which helps them influence small number of people. All these categories of influencers are making an impact on decisions and opinions of other people, doesn't matter whether it is a large number of people or not.

History of influencers

Although an influencer is quite a new term that is connected to the twenty-first century, there are some examples that are showing the presence of the influencers throughout history (Brooks, 2019). First example of an influencer in the history was in 1760 when Queen of England ordered a tea set, and since monarchy was the trendsetter and influencer at the time, a man named Wedgwood that made a tea set branded the work as Royal, which made the tea set popular and increased the revenue, making Wedgwood as the "father of modern marketing". The another example is Coco Chanel, the fashion icon, in 1920s, that has highly influenced the fashion and style for that age with her perfumes and little hand bags that are declared as "all-time classics". Next on is the first celebrity endorsement between basketball player, Michael Jordan and sport brand, Nike in 1984, which has led to over $70-million-dollar revenue for Nike out of

sneakers that have been promoted by Jordan. In 2004, first blogs have been formed where people could post their stories and build an audience. In 2010, Instagram is being created and bloggers are slowly switching from Blogs to Instagram, where they can share their everyday lives and people can comment below their posts. In 2013, Huda Kattan (makeup artist), following the success on YouTube and Blog, launches her makeup line on Instagram, which has turned out as quite a success. In 2015, a program named Vamp was created in order to connect brands with social media influencers. In 2019, word "Influencer" has become an official word and influencers are given the opportunity to sell things directly via shopping tags. As for 2020, it is estimated that influencer industry will be worth over $20 billion dollars.

Self- presentation technique

Influencers are human beings, and just like other human beings, influencers have been presenting themselves in a certain way, while communicating with other people via Social Media or in person. People tend to control how others see them and are treating other people like their audience; people are behaving in a way which will lead to a certain image they desire and shape the way the audience is perceiving them (Goffman, 1956). Self-presentation is an honest act where people have their social roles, that are based on accepted social scripts, which they are playing in a given situation; such behavior is needed for the maintenance of social order within the society (Goffman, 1956). The goal of self-presentation is to improve one's social status and/or increase self-esteem as well as to establish the perception of being a productive, intelligent and likeable member of the society (Stangor, Jhangiani, & Tarry, 2016).

Another way how to describe self-presentation is through the example of theater and actors; when individuals behave like actors and are showing to the audience what they want the audience to see, which often differs from „behind the scenes behavior" (Trammell &

Keshelashvili, 2005). As already mentioned, influencers are using self-presentation, just like other people to present themselves in a certain way in a given situation. Social Media Influencers (SMI) usually have large numbers of followers whom they attain by being authentic, at least in the eyes of their followers. Influencers are portraying themselves in a certain way to their audience and are creating certain images about themselves in the eyes of their followers. Influencers are using the image they created about themselves to shape opinions of their audience later on (Freberg, Graham, McGaughey, & Freberg, L., 2011).

Spread of online influencers & potential problems

Online influencers have become hot topic as of 2017 since their Google reach increased by 325% ("The Remarkable Rise of Influencer Marketing", 2017), where as in 2020, Google reach has increased for 1500% ("The State of Influencer Marketing 2020: Benchmark Report", 2020). Marketers recognized online influencers as a great marketing tool since they encourage online engagement in terms of brands ("The Remarkable Rise of Influencer Marketing", 2017). Although online influencers are doing great job, brands are focusing more on Micro-influencers with lower number of followers than on Celebrity ones with greater number of followers; the study shows that in 2016 the ratio has been 1:3 (Celebrity vs Micro influencers), while in 2020, the ratio is 1:10 (Celebrity vs Micro influencers) which shows that brands are trying to stay unique and truthful and are choosing influencers who are more reliable, since 2/3 of respondents have claimed that they have experienced influencer fraud ("The State of Influencer Marketing 2020: Benchmark Report", 2020). Micro influencers are the most respectable ones due to their uniqueness and perception of reliability in the eyes of the followers (Backaler, 2018).

The problem arises when brands want the help of the influencers to promote their brand or certain product (Audrezet, de Kerviler and Moulard, 2018). Influencer has to fulfill the

business duty to the brand, and the duty to its followers by staying authentic, which can be conflicting because in order to promote some things, influencer could lose its authenticity. One of the proposed solutions is that influencers stay transparent when it comes to their business deals with a brands. In that way, followers will be aware that the influencer has a job to promote a product. The other solution is that influencers reject brands and/ or products they don't feel comfortable promoting, because if they do not believe in what they are promoting, the whole thing would be noticed by the followers and would be perceived by lack of authenticity which would lead to negative results for both brand and influencer.

Based on the research done by The State of Influencer Marketing 2020: Benchmark Report (2020), following research questions have been proposed for the present study:

RQ1: Are influencers with higher reach less reliable?

RQ2: Are influencers with higher reach less influential?

RQ3: Are micro influencers (3rd category of influencers) the most reliable?

RQ4: Are micro influencers (3rd category of influencers) the most influential?

Instagram influencers

Instagram influencers are the most popular social media influencers since Instagram has the highest engagement rates (Barker, 2017). There is a 600% of increase in the number of users of Instagram in 2017 and 4.2 billion posts are being shared daily ("The Remarkable Rise of Influencer Marketing", 2017), which shows that people are being very present on Instagram and are following the trends that are shared on the platform. Number of influencers that are sponsored by brands is increasing exponentially and one of the crucial condition when choosing an influencer for brand promotion is the level of engagement on the profile. The percentages of

evaluation criteria are following: 41% for level of engagement, 27% for type of content, 25% for reach and 7% for other ("The State of Influencer Marketing 2020: Benchmark Report", 2020).

Measuring success of influencers

With a large number of followers, influencers seem like a good investment for businesses, but it is questionable whether number of followers is the most important criteria when it comes to evaluation of influencers. The fact is that A-list influencers have a lot of followers, but that's not a guarantee that all these followers will act upon the recommendation of an influencer (Backaler, 2018). Major problem nowadays is that it is difficult to measure Return on Investment (ROI) of the influencer. There are programs that can help calculate how much money a brand is earning out of influencers; for example, in 2017, per $1 spent on Influencer marketing, brand earned $7.65 dollars in average ("The Remarkable Rise of Influencer Marketing", 2017); in 2020, per $1 spent on Influencer marketing, brand earned $5.65 dollars in average ("The State of Influencer Marketing 2020: Benchmark Report", 2020).

According to the research, 71% of millennials in the United States only are using social media on daily basis, which shows that Social Media Influencers have a great potential (Mkandawire & Vinjeru, 2019). IT companies are making other, more user-friendly applications that could ease the problem of calculating ROI for influencers. Big data will be used to collect the data needed for the calculation of ROI for influencers. It is still in the future, but it is predicted that advanced applications are going to be able to provide the businesses with the more precise numbers.

Key elements for becoming a successful influencer

As previously mentioned, although influencers can be divided into categories, there are some elements that are common to those who are the most influential and that is the use of self-

presentation technique along with the impression management. Self-presentation is explained previously while impression management is conscious or subconscious influence of a person about something or somebody.

In the research that has been done to the bloggers, the more popular the blogger is, the more personal information has been shared on the blog (Wolfe, 2014). Similar is for Instagram as well, profiles with lots of followers are sharing their everyday lives and privacy (Smith, 2019). Along with the self-presentation, impression management is used as well. The most popular techniques of impression management that are being used are ingratiation and self-promotion; ingratiation is being used when there is a need to be generally accepted and liked by people, whereas self-promotion is used when one is trying to present itself as a competent person for a certain topic or situation (Trammell & Keshelashvili, 2005). Influencers are attaining a lot more followers once they establish credibility for a certain area, for example, Australian influencer Tammy Hembrow, who is a fitness guru and has her own brand now, started off as an amateur, providing people with simple workout routine and showing the process of her pregnancy. The more she was sharing with her followers, and the more she shared her knowledge about fitness, her popularity was rising. Moreover, reliability of influencers is decreasing with the increase of their popularity and increase in number of paid posts (Audrezet, de Kerviler and Moulard, 2018), therefore, the following research question has been proposed for the present study:

RQ5: Are influencers with more paid posts less reliable?

RQ6: Are influencers with more advertising posts less influential?

Use of influencers in business world

Influencers are the future of marketing, because of their "power "over their followers (Backaler, 2018). When it comes to businesses, use of influencers has to be beneficial to the

business in way sales maximization and greater brand awareness. There is a hardship when it comes to measuring the actual numbers which could help determine whether it is profitable for the business to use an influencer or not, but that is not the only problem. The biggest challenge is finding the „perfect match "for the business. The influencer has to be on the same page as the company in terms of goals and visions to have a win-win situation as a result. Sometimes the desired influencer is just not the right fit for a certain company and businesses need to realize that on time. Otherwise, they can end up with the opposite scenario- the influencer can damage the brand image as well so it is better to prevent those situations.

Brands are looking for the influencers that have positive influence over people and are perceived as reliable instead of looking just at the number of followers since large number of followers can affect reliability negatively, which affects brand uniqueness (Veirman, Cauberghe & Hudders, 2017). On the other hand, people like to follow the influencers with larger number of followers and comment on their posts, but are thinking that these influencers are not reliable and their reviews are not relevant because they are getting paid for expressing their opinions; they are also advertising a lot of different brands for the same thing such as tan sprays, swimsuits, etc., which is why they are considered as not being reliable or truthful. The best thing to look at when searching for an influencer to work with is the engagement of the followers, because it shows how many people have reacted to the content (Patel, 2016).

Method

There are 3 different categories of influencers that are going to be examined based on a research done by Backaler (2018). Categories were based on the status of the influencer and number of followers and are following: Celebrity, Category and Micro influencers. As stated previously, Celebrity influencers are people who have reached celebrity status because of the

great number of the followers. Category influencers have an expertise in a certain area and are reliable in the eyes of their followers. Micro-influencers are knowledgeable and passionate about a certain thing, which helps them influence small number of people.

Out of every category, 20 influencers would be chosen based on their belonging to one of the categories (no other criteria, because the only important thing here is for influencer to be in one of those 3 categories). For the first category, Celebrity influencers, there are 4 males (20%) and 16 females (80%) that are going to be observed. For the second category, Category influencers, there are 8 males (40%) and 12 females (60%). For the last category, Micro influencers, there are 4 males (20%) and 16 females (80%). Last 20 posts will be used for the analysis.

During the analysis, the following will be observed: self-awareness, relational transparency, number of followers (reach), reliability, content (paid posts, private life, contest, reviews, advertisement), gender, consistency and transparency based on a research done by Audrezet, de Kerviler and Moulard (2018). Self-awareness will be measured by observation of 20 last posts to see whether the influencer presented its character through posts; the research done by Audrezet, de Kerviler and Moulard (2018) suggests that if a person has a status of an influencer, it automatically means that a person possess self-awareness.

Relational transparency was measured by observation of last 20 posts to see whether there was a contradiction between products or services used in advertising posts and those in the private life posts. Reliability was measured based on last 20 comments with following criteria: good comments-high, half good/half bad- medium, majority bad- low. Reach was measured by number of followers. Content (paid posts, private life, contest, reviews, advertisement) was measured by counting each part under the content section for last 20 posts. Consistency was

measured by observation of last 20 posts to see whether there was a pattern of posting. Integrity was measured by observation of last 20 posts to see whether there was a post that advertised something other than it had been preached so far. Influence was measured by observation of last 20 comments and reaction of the people: reshaped opinion of followers-high, somehow changed-medium, criticized-low. There are 16 out of 60 influencers in total that are men, which makes 26%.

The following research question are tested with this analysis:

RQ1: Are influencers with higher reach less reliable?

RQ2: Are influencers with higher reach less influential?

RQ3: Are micro influencers (3rd category of influencers) the most reliable?

RQ4: Are micro influencers (3rd category of influencers) the most influential?

RQ5: Are influencers with more paid posts less reliable?

RQ6: Are influencers with more advertising posts less influential?

Results

Quantitative analysis was used in order to test all research questions. The test used for the analysis were Descriptive Statistics and "One-way ANOVA".

Categories of influence

Celebrity influencers

For the first category, Celebrity influencers, 20 influencers have been observed. Out of 20 influencers observed, 100% of them (20 out of 20) possess self-awareness and relational transparency (Tables 1 and 2). When it comes to reliability, 15%, have low reliability, 50%, have medium reliability, and 35% have high reliability (Table 3). As for consistency, 35%, do not possess it, while 65% do possess consistency (Table 4). When it comes to integrity, 25% do not

possess integrity, while 75% do possess (Table 5). In terms of influence, 15%, have low influence, 40% have medium influence, 45% have high influence (Table 6). Celebrity influencers have high reach (*M*=102155000, *SD*=69114348.23). Number of private posts is relatively high (*M*=10.40, *SD*=4.87). Number of advertising posts is relatively high (*M*=8.45, *SD*=4.33). Number of paid posts is low (*M*= .75, *SD*=2.31), (Table 7).

Category influencers

For the second category, Category influencers, the results are following. When it comes to self-awareness and relational transparency, 100% of observed influencers possess those traits (Tables 8 and 9). When it comes to reliability, 25% have medium reliability, and 75% have high reliability (Table 10). As for consistency, 45% do not possess it, while 55% do possess consistency (Table 11). As for integrity, 45% do not possess integrity while 55% do possess (Table 12). In terms of influence, 15% have low influence, 35% have medium influence and 50% have high influence (Table 13). Category influencers have relatively high reach (*M*=8726800, *SD*=9827330.66). Number of private posts is relatively high (*M*=8.80, *SD*=4.49). Number of advertising posts is relatively high (*M*=10.65, *SD*=4.56), (Table 14).

Micro influencers

For the last category, Micro influencers, the results are following. When it comes to self-awareness and relational transparency, 100% of observed influencers possess those traits (Tables 15 and 16). When it comes to reliability, 5%, has low reliability, 25% have medium reliability, 70% have high reliability (Table 17). As for consistency, 80% do not possess it, while 20% do possess consistency (Table 18). As for integrity, 20% do not possess integrity, while 80% do possess (Table 19). In terms of influence, 10% have low influence, 25% have medium influence, 65% have high influence (Table 20). Micro influencers have moderate reach (*M*=95425,

SD=78647.10). Number of private posts is high (*M*=13.30, *SD*=5.40). Number of advertising

posts is relatively high (*M*=6.10, *SD*=5.02), (Table 21).

Differences in categories

With "One-way ANOVA" test, categories of influencers have been compared to reach

and following can be concluded. There is a significant difference (*p*< .05) between categories of

influencers and reach, as reach is decreasing from first category to the last one (*M*=36992408.33,

SD=61164413.89), *F* (2,57) = 39.44, *p*= .00 (Tables 22 and 23).

Who are the most reliable influencers?

In this section, RQ1 (Are influencers with higher reach less reliable?), RQ3 (Are micro

influencers (3rd category of influencers) the most reliable?) and RQ5 (Are influencers with more

paid posts less reliable?) will be tested. The tests used are "One-way ANOVA", Descriptive

Statistics and Chi Square.

The Descriptive Statistics test shows that the second category of influencers (Category

influencers) has the greatest percentage of high level of reliability- 75%; third category (Micro

influencers) has 70%, and first category (Celebrity influencers) has 35% (Table 24). The One-

way ANOVA test shows that level of reliability does not increase significantly (*p*>.05) as

number of followers decreases. The Chi Square test has shown that no significant difference was

detected among.

From the results above, the following can be concluded in terms of RQ1: "Are

influencers with higher reach less reliable?", and RQ3: "Are micro influencers (3rd category of

influencers) the most reliable?". Influencers with higher reach are less reliable, as reliability

decreases with the increase in reach, but the difference is not statistically significant. That being

said, Micro influencers are not the most reliable ones, since Category Influencers have higher percentage of high reliability, but the difference is not statistically significant (Figure 2).

For the RQ5: "Are influencers with more paid posts less reliable?", the "One-way ANOVA" test was used to see the connection between reliability and number of paid posts in the content section. The test shows that level of reliability slightly increases with the increase of number of paid posts in the content section, but the increase is not statistically significant ($p > .05$). This result is surprising since according to the research done by Audrezet, de Kerviler and Moulard (2018) reliability should be decreased with the increased number of paid posts. Using the results above, the following can be concluded for RQ5: "Are influencers with more paid posts less reliable?". Influencers with more paid posts are less reliable, but the difference is not statistically significant.

Who are the most influential influencers?

In this section, RQ2 (Are influencers with higher reach less influential?), RQ4 (Are micro influencers (3rd category of influencers) the most influential?) and RQ6 (Are influencers with more advertising posts less influential?). The tests used are "One-way ANOVA", and Chi Square.

The One-way ANOVA test shows that level of influence slightly increases as number of followers decreases, but the increase is not statistically significant ($p > .05$). The Descriptive Statistics test shows that the third category of influencers (Micro influencers) has the greatest percentage of high level of influence- 65%, the second category (Category influencers) has 50% and first category (Celebrity influencers) has 45% (Table 25). The Chi Square test confirms that level of influence does not depend on the category of influencers ($p > .05$).

Using the results from the test above, the following can be concluded for, RQ2: "Are influencers with higher reach less influential? ", and RQ4: "Are micro influencers (3rd category of influencers) the most influential?". Influencers with higher reach have lower level of influence but the difference is not statistically significant. Micro influencers have the highest level of influence, but the difference is not statistically significant.

For the RQ6: "Are influencers with more advertising posts less influential?", the "One-way ANOVA" test was used to see the connection between the influence and number of advertised posts in the content section. The test shows that level of influence slightly increases as the number of advertised posts in the content section increases, but the increase is not statistically significant ($p>.05$). The answer to this research question is that influencers with more advertising posts are not less influential. Moreover, the level of influence rises with the increase in the number of advertised posts but the number of increase is not statistically significant.

Is reliability related to influence?

Test used in this section is Chi Square. Reliability is going to be compared to influence, consistency, integrity and gender.

The results show that reliability is related to integrity, 29 out of 60 influencers that have high level of reliability possess 69% of integrity, X^2 (2, N = 60) = 6.720, $p =$. 035 (Figure 5). Reliability is highly related to influence, since 27 out of 60 influencers that have high level of reliability also have 84% of high level of influence, X^2 (4, N = 60) = 27.629, $p = .000$ (Tables 26 and 27). Using the Chi Square test, it is shown that reliability does not differ by gender ($p>.05$). Based on the results, reliability does not depend on consistency.

Discussion

The purpose of this paper has been to research the key elements that make influencers successful and what kind of influencers a brand should consider to work with in terms of using influencers as promotional tool.

Key elements of successful influencers

According to the results of this research, it appears that the reach (number of followers) is not the most important for determining the success of influencers and level of reliability. Category influencers (second category) have the highest level of reliability based on results, although the research done by Audrezet, de Kerviler and Moulard (2018), has proposed that level of reliability decreases with the increase in the number of followers, which suggests that Micro influencers should have been the most reliable ones. On the other hand, results have shown that reliability actually slightly increases with the increase in the number of paid posts, although research done by Audrezet, de Kerviler and Moulard (2018), has proposed that the influencers with more paid posts tend to be less reliable. When it comes to the level of influence, the results have shown that level of influence decreases with higher reach, which suggests that Micro influencers have the highest level of influence. Received results have confirmed the research done by Audrezet, de Kerviler and Moulard (2018), that is proposing that level of influence is decreasing with increase in reach (number of followers). Moreover, the results have shown that level of influence is higher as number of advertising posts increases, although in the research by Audrezet, de Kerviler and Moulard (2018), it is proposed that influencers with more advertising posts have lower level of influence. Reliability is related to influence, which means that influencers cannot possess only reliability or influence, but both.

According to Trammel & Keshelashvili (2005), influencers are perceived as successful when they have followers who are engaging to the posted content and if those followers are

perceiving influencers as reliable. In other words, if influencers want to be successful, it would be suggested to position themselves in the second category- Category influencers, which has the highest level of reliability and second highest level of influence. Moreover, it would be suggested that influencers have integrity, as much advertising posts as they can since it helps increase the level of influence and as much paid posts as they can because it will help increase the level of reliability.

What kind of influencers a brand should consider to work with in terms of using influencers as promotional tool?

Based on the results that show that Category influencers are the most reliable, and Micro influencers are the most influential, it is recommended to the brands that they should work with these two categories the most. It is also very important that influencers stay transparent when it comes to their deals with brands because according to Audrezet, de Kerviler and Moulard (2018), if influencers are honest about their business deals, they will be perceived as more reliable and trustworthy. Backaler (2018) claims that influencers are the future of marketing and brands need them in order stay in business. On the other hand, according to Veirman, Cauberghe & Hudders (2017), although influencers are important for brands, it is crucial for brands to work with influencers that are perceived as reliable, influential and will not affect the brand negatively.

To conclude the last part of discussion, influencers are important for brands and businesses. It is not an easy job to elect the right influencer for a brand promotion since it can lead to negative consequences if influencer turns out to be not a good fit for a brand. Based on the research by Veirman, Cauberghe & Hudders (2017), which suggests that brand should work with reliable and influential influencers, it is recommended that brands should take into consideration

working with Micro and Category influencers. Of course, before signing any kind of contract, it is the best for a brand to observe the profile of desired influencer to see whether the influencer is what the brand needs.

Limitations

This research has been done in 15 weeks by observation of 60 influencers in total, 20 for each of the three categories (Celebrity, Category, Micro). Elements tested have been based on observation of 20 lasts posts and comments on the profile of chosen influencer. For the more in depth research, greater number of influencer should be observed to have more precise results. Some elements should be added and greater number of posts and comments should be observed as well to get the better understanding of influencers.

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Table 1

Presence of the authenticity- self awareness factor in first category of influencers (Celebrity influencers).

AUTHENTICITY-SELF AWARENESS[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	20	100,0	100,0	100,0

a. CATEGORY OF INFLUENCERS = 1

Table 2

Presence of the authenticity- relational transparency factor in first category of influencers (Celebrity influencers).

AUTHENTICITY-RELATIONAL TRANSPARENCY[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	20	100,0	100,0	100,0

a. CATEGORY OF INFLUENCERS = 1

Table 3

Presence of the reliability factor in first category of influencers (Celebrity influencers).

RELIABILITY[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LOW	3	15,0	15,0	15,0
	MEDIUM	10	50,0	50,0	65,0
	HIGH	7	35,0	35,0	100,0
	Total	20	100,0	100,0	

a. CATEGORY OF INFLUENCERS = 1

Table 4

Presence of the consistency factor in first category of influencers (Celebrity influencers).

CONSISTENCY[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NO	7	35,0	35,0	35,0
	YES	13	65,0	65,0	100,0
	Total	20	100,0	100,0	

a. CATEGORY OF INFLUENCERS = 1

Table 5

Presence of the integrity factor in first category of influencers (Celebrity influencers).

INTEGRITY[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NO	5	25,0	25,0	25,0
	YES	15	75,0	75,0	100,0
	Total	20	100,0	100,0	

a. CATEGORY OF INFLUENCERS = 1

Table 6

Presence of the influence factor in first category of influencers (Celebrity influencers).

INFLUENCE[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LOW	3	15,0	15,0	15,0
	MEDIUM	8	40,0	40,0	55,0
	HIGH	9	45,0	45,0	100,0
	Total	20	100,0	100,0	

a. CATEGORY OF INFLUENCERS = 1

Table 7

Differences in the first category of influencers in terms of reach and types of content, tested using Descriptive Statistics.

Descriptive Statistics[a]

	N	Minimum	Maximum	Mean	Std. Deviation
REACH	20	9300000	212000000	102155000,00	69114348,232
CONTENT- PRIVATE LIFE POSTS	20	3	19	10,40	4,871
CONTENT-ADVERTISING	20	1	16	8,45	4,334
CONTENT-PAID POSTS	20	0	10	,75	2,314
CONTENT-REVIEWS	20	0	4	,40	,995
CONTENT-CONTEST	20	0	0	,00	,000
Valid N (listwise)	20				

a. CATEGORY OF INFLUENCERS = 1

Table 8

Presence of the authenticity- self awareness factor in second category of influencers (Category influencers).

AUTHENTICITY-SELF AWARENESS[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	20	100,0	100,0	100,0

a. CATEGORY OF INFLUENCERS = 2

Table 9

Presence of the authenticity- relational transparency factor in second category of influencers (Category influencers).

AUTHENTICITY-RELATIONAL TRANSPARENCY[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	20	100,0	100,0	100,0

a. CATEGORY OF INFLUENCERS = 2

Table 10

Presence of the reliability factor in second category of influencers (Category influencers).

RELIABILITY[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MEDIUM	5	25,0	25,0	25,0
	HIGH	15	75,0	75,0	100,0
	Total	20	100,0	100,0	

a. CATEGORY OF INFLUENCERS = 2

Table 11

Presence of consistency factor in second category of influencers (Category influencers).

CONSISTENCY[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NO	9	45,0	45,0	45,0
	YES	11	55,0	55,0	100,0
	Total	20	100,0	100,0	

a. CATEGORY OF INFLUENCERS = 2

Table 12

Presence of the integrity factor in second category of influencers (Category influencers).

INTEGRITYᵃ

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NO	9	45,0	45,0	45,0
	YES	11	55,0	55,0	100,0
	Total	20	100,0	100,0	

a. CATEGORY OF INFLUENCERS = 2

Table 13

Presence of the influence factor in second category of influencers (Category influencers).

INFLUENCE[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LOW	3	15,0	15,0	15,0
	MEDIUM	7	35,0	35,0	50,0
	HIGH	10	50,0	50,0	100,0
	Total	20	100,0	100,0	

a. CATEGORY OF INFLUENCERS = 2

Table 14

Differences in the second category of influencers in terms of reach and types of content, tested using Descriptive Statistics.

Descriptive Statistics[a]

	N	Minimum	Maximum	Mean	Std. Deviation
REACH	20	336000	42700000	8726800,00	9827330,663
CONTENT-ADVERTISING	20	2	18	10,65	4,557
CONTENT- PRIVATE LIFE POSTS	20	2	18	8,80	4,491
CONTENT-REVIEWS	20	0	5	,35	1,182
CONTENT-CONTEST	20	0	4	,20	,894
CONTENT-PAID POSTS	20	0	0	,00	,000
Valid N (listwise)	20				

a. CATEGORY OF INFLUENCERS = 2

Table 15

Presence of the authenticity- self awareness factor in third category of influencers (Micro influencers).

AUTHENTICITY-SELF AWARENESS[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	20	100,0	100,0	100,0

a. CATEGORY OF INFLUENCERS = 3

Table 16

Presence of the authenticity- relational transparency factor in third category of influencers (Micro influencers).

AUTHENTICITY-RELATIONAL TRANSPARENCY[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	YES	20	100,0	100,0	100,0

a. CATEGORY OF INFLUENCERS = 3

Table 17

Presence of the reliability factor in third category of influencers (Micro influencers).

RELIABILITY[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LOW	1	5,0	5,0	5,0
	MEDIUM	5	25,0	25,0	30,0
	HIGH	14	70,0	70,0	100,0
	Total	20	100,0	100,0	

a. CATEGORY OF INFLUENCERS = 3

Table 18

Presence of the consistency factor in third category of influencers (Micro influencers).

CONSISTENCY[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NO	16	80,0	80,0	80,0
	YES	4	20,0	20,0	100,0
	Total	20	100,0	100,0	

a. CATEGORY OF INFLUENCERS = 3

Table 19

Presence of the integrity factor in third category of influencers (Micro influencers).

INTEGRITY[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	NO	4	20,0	20,0	20,0
	YES	16	80,0	80,0	100,0
	Total	20	100,0	100,0	

a. CATEGORY OF INFLUENCERS = 3

Key Characteristics of Successful Influencers

Table 20

Presence of the influence factor in third category of influencers (Micro influencers).

INFLUENCE[a]

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LOW	2	10,0	10,0	10,0
	MEDIUM	5	25,0	25,0	35,0
	HIGH	13	65,0	65,0	100,0
	Total	20	100,0	100,0	

a. CATEGORY OF INFLUENCERS = 3

Key Characteristics of Successful Influencers

Table 21

Differences in the third category of influencers in terms of reach and types of content, tested

using Descriptive Statistics.

	N	Minimum	Maximum	Mean	Std. Deviation
REACH	20	10900	370000	95425,00	78647,059
CONTENT- PRIVATE LIFE POSTS	20	3	20	13,30	5,401
CONTENT-ADVERTISING	20	0	15	6,10	5,015
CONTENT-CONTEST	20	0	2	,25	,550
CONTENT-PAID POSTS	20	0	2	,25	,639
CONTENT-REVIEWS	20	0	1	,05	,224
Valid N (listwise)	20				

Table 22

Differences among all three categories of influencers in terms of reach, tested using Descriptive Statistics.

REACH

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean	
					Lower Bound	Upper Bound
1	20	102155000,00	69114348,232	15454438,087	69808489,34	134501510,66
2	20	8726800,00	9827330,663	2197457,940	4127467,67	13326132,33
3	20	95425,00	78647,059	17586,017	58617,04	132232,96
Total	60	36992408,33	61164413,892	7896291,879	21191964,78	52792851,89

Table 23

Significant differences among all three categories of influencers in terms of reach, tested using

the "One-way ANOVA".

REACH

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	12812990692540 8336,000	2	64064953462704 168,000	39,438	,000
Within Groups	92594139153037 504,000	57	16244585816322 37,000		
Total	22072404607844 5824,000	59			

Table 24

Differences among all three categories of influencers in terms of reliability, tested using

Descriptive Statistics.

			RELIABILITY		
			LOW	MEDIUM	HIGH
CATEGORY OF INFLUENCERS	1	Count	3	10	7
		% within CATEGORY OF INFLUENCERS	15,0%	50,0%	35,0%
	2	Count	0	5	15
		% within CATEGORY OF INFLUENCERS	0,0%	25,0%	75,0%
	3	Count	1	5	14
		% within CATEGORY OF INFLUENCERS	5,0%	25,0%	70,0%
Total		Count	4	20	36
		% within CATEGORY OF INFLUENCERS	6,7%	33,3%	60,0%

Table 25

Differences among all three categories of influencers in terms of influence, tested using

Descriptive Statistics.

| | | | CATEGORY OF INFLUENCERS | | | |
			1	2	3	Total
INFLUENCE	LOW	Count	3	3	2	8
		% within INFLUENCE	37,5%	37,5%	25,0%	100,0%
	MEDIUM	Count	8	7	5	20
		% within INFLUENCE	40,0%	35,0%	25,0%	100,0%
	HIGH	Count	9	10	13	32
		% within INFLUENCE	28,1%	31,3%	40,6%	100,0%
Total		Count	20	20	20	60
		% within INFLUENCE	33,3%	33,3%	33,3%	100,0%

Table 26

Relation of reliability with influence, tested using Descriptive Statistics.

| | | | RELIABILITY | | | |
			LOW	MEDIUM	HIGH	Total
INFLUENCE	LOW	Count	3	4	1	8
		% within INFLUENCE	37,5%	50,0%	12,5%	100,0%
	MEDIUM	Count	1	11	8	20
		% within INFLUENCE	5,0%	55,0%	40,0%	100,0%
	HIGH	Count	0	5	27	32
		% within INFLUENCE	0,0%	15,6%	84,4%	100,0%
Total		Count	4	20	36	60
		% within INFLUENCE	6,7%	33,3%	60,0%	100,0%

Table 27

Significant level of interdependence of reliability and influence, tested using Chi Square.

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	27,629[a]	4	,000
Likelihood Ratio	25,257	4	,000
Linear-by-Linear Association	22,210	1	,000
N of Valid Cases	60		

a. 5 cells (55,6%) have expected count less than 5. The minimum expected count is ,53.

Figure 1

Display of how reach changes within categories of influencers.
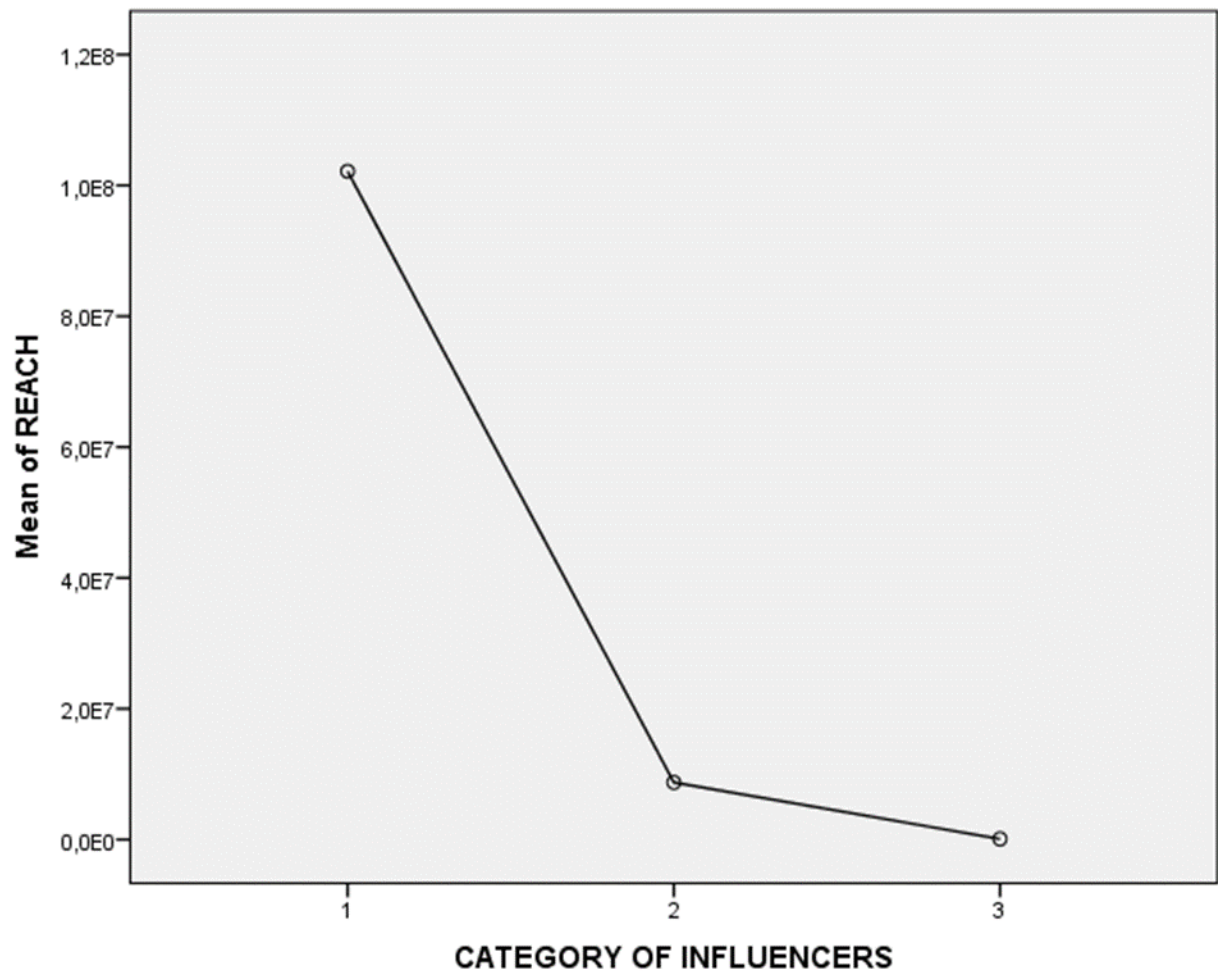
Figure 2

Display of reliability levels within different categories of influencers.
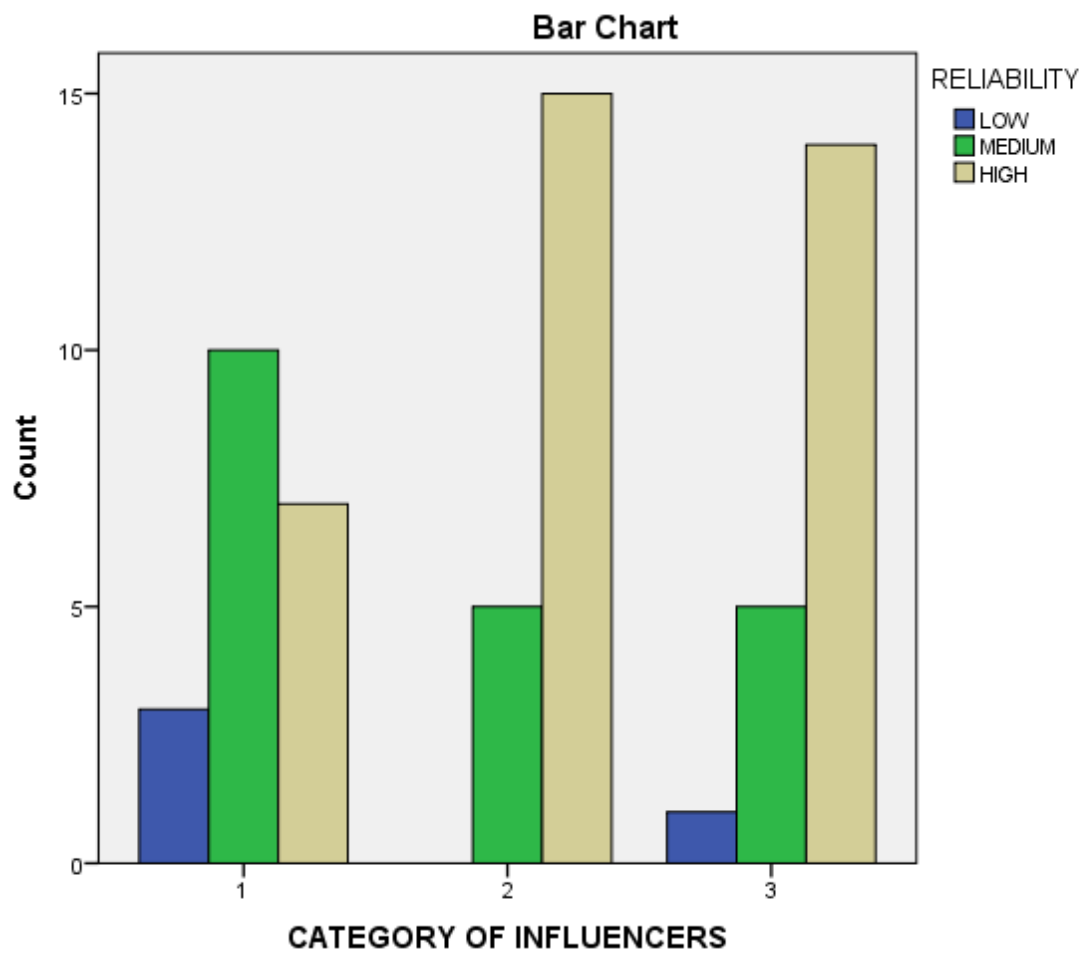
Figure 3

Display of how reliability levels change with reach.
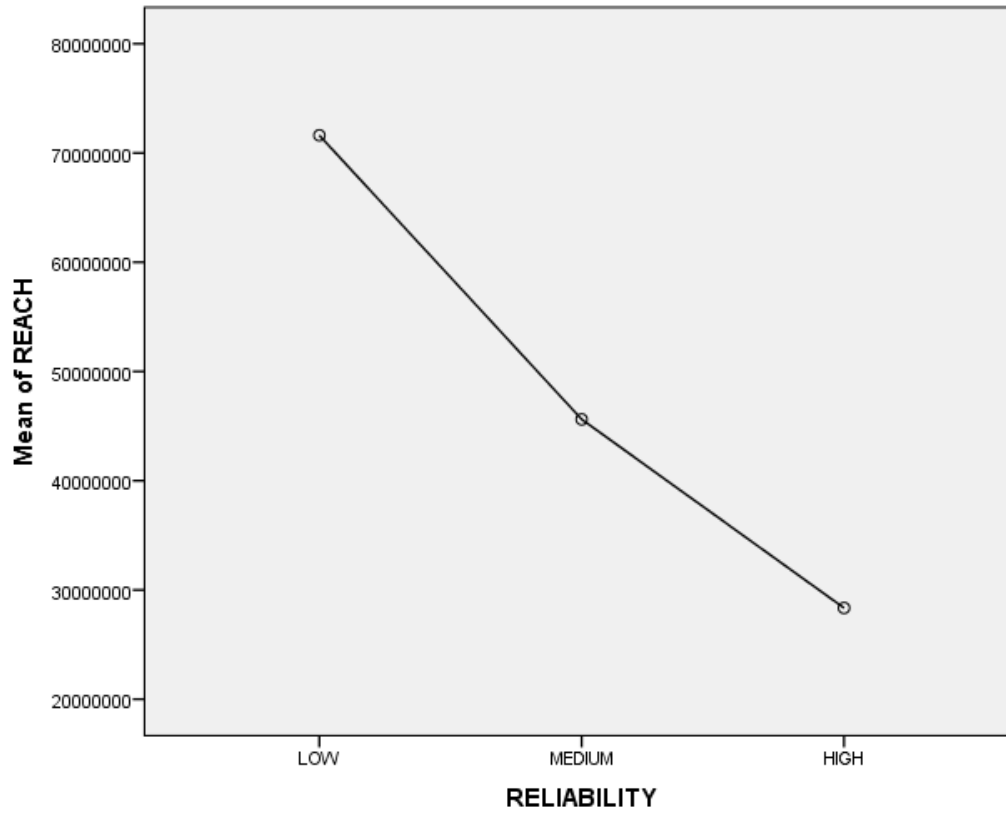
Figure 4

Display of relation between reliability and influence.
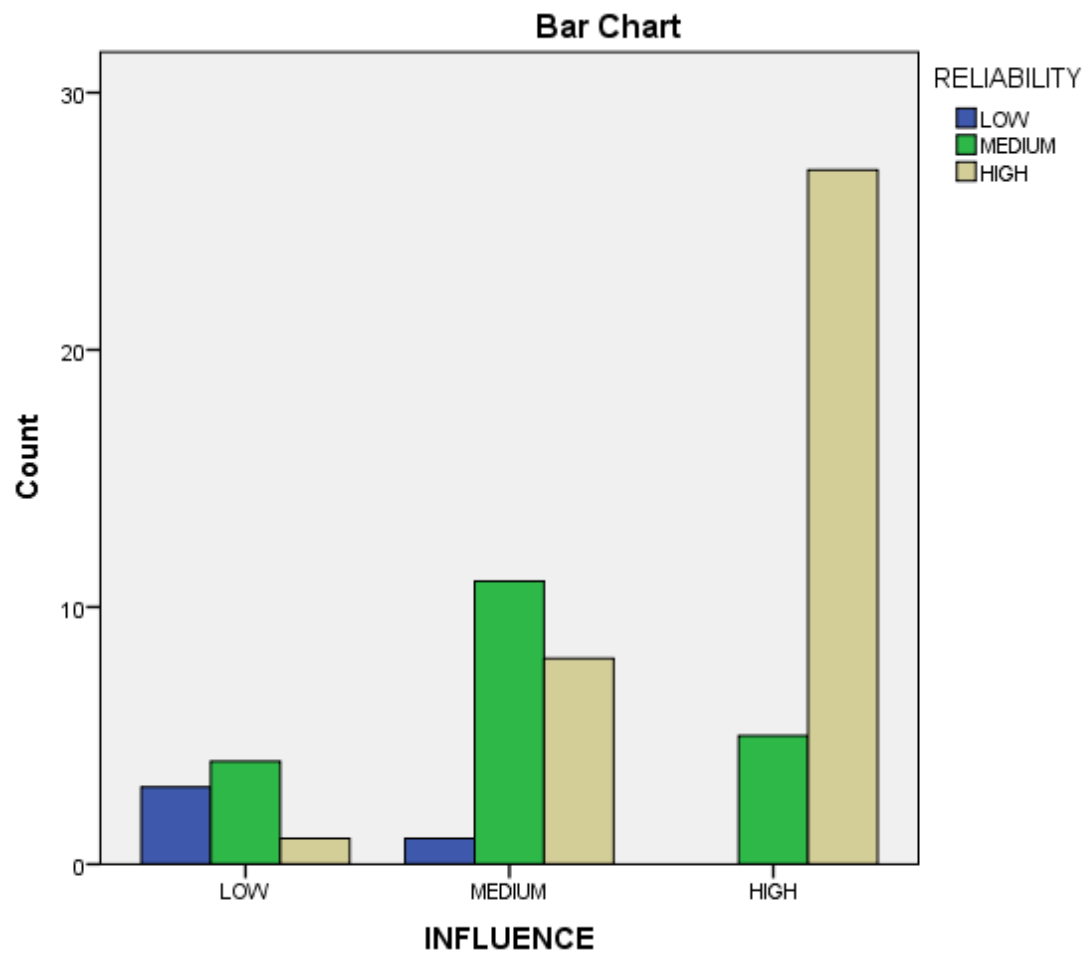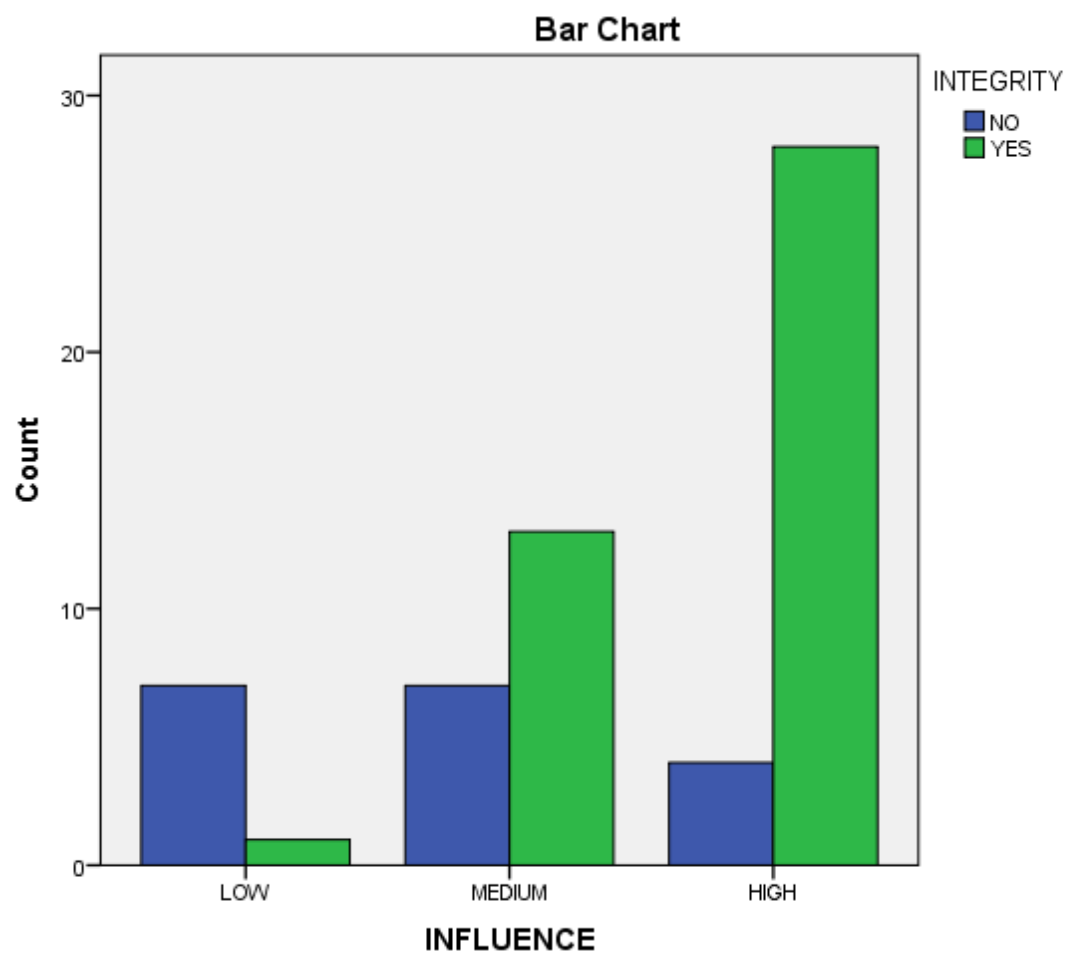
Figure 5

Display of relation between integrity and influence.

Appendix A

Categories used in Data Analysis

	FIRST CATEGORY	SECOND CATEGORY	THIRD CATEGORY
CATEGORIES OF INFLUENCERS	20 OF EACH CATEGORY		
AUTHENTICITY-SELF AWARENESS			
AUTHENTICITY-RELATIONAL TRANSPARENCY			
REACH			
RELIABILITY			
CONTENT-PAID POSTS			
CONTENT-ADVERTISING			
GENDER			
CONSISTENCY			
INTEGRITY			
INFLUENCE			