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Role of social media influencer in product marketing: A case study of handmade SME'S vendor products in Iraq

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Abstract

The modern period of digitalization or industrialization is characterized by fast technical progress. A number of revolutionary developments have resulted from it, and these changes will have far-reaching effects on humanity. Among the greatest innovations brought about by the rise of the internet, social media marketing stands out. From several angles, it is capturing the interest of academics. Therefore, the purpose of this research is to evaluate the impact of social media influencers on products' accounting and advertising. Case studies of Iraq are offered in this practical examination. We used a quantitative technique to find out what aspects impact product promotion and social media influencers. The study's findings show that social media influencers have become an example for other social media users to follow when running an online marketing campaign. Additionally, the results show that social media influencers bring in lifetime value for the company's clientele. Researchers in the future may use the study's limitations to broaden their research by looking at these issues in Iraq.

Keywords: Media influencer, handmade SME'S, product marketing, Iraq social media

1. Introduction

When it comes to IT, social media is at the forefront of innovation, and its impact is only growing. Nowadays, social media plays a pivotal role in promoting products by reaching the intended consumers. However, impacts as a concept is a very new occurrence. Influencing on public media have a role in promoting and advancing product marketing ^[1]. Customers' perceptions of the influencer's competence and societal standing might be shaped by their firm grasp of the product. However, those that get a lot of followers on social media are called influencers ^[2-3]. With the current state of digitization, the digital impact on product advertising is rapidly growing ^[4-5]. Furthermore, estimations show that businesses invest more in influencers because of the positive impact they may have on the long-term success of brands and companies. Social networking has evolved from a concept into a methodology as it gains traction among young people. However, there are a plethora of further theoretical applications ^[6]. Ads on social media platforms that either connect with users or promote themselves but also give value to their experience. Promoting one's own goods and services to a certain demographic is an example of self-promotion. However, the hypothesis proposes that firms may increase customer retention via the usage of innovative items that are endorsed by celebrities or influencers ^[7].

A company's or brand's self-promotional strategy reveals its current state. Consistent investment, promotion via influencers, and value addition may help brands achieve their market goals. Normative beliefs, regulated beliefs, and behavioral beliefs are the three main components of human conduct. People do what they think is right for them ^[8]. Social media influencers manipulate customers' mindsets by using their expertise and authority on social media platforms. Results show that social media influencers have a significant role in effective advertising and in retaining more customers ^[9-10]. Social media influencers have a part in shaping consumer choices. After hearing from any number of influential people over the years, more and more consumers are showing an interest in making purchases online, claims the author. As a result, several businesses struck relationships with famous people and devised elaborate strategies to get consumers to buy their wares ^[11, 12].

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Finds out how influencer marketing affects the likelihood that a consumer will make a purchase. Several stages of the purchasing process impact the connection between the influencer and the buyer, and the author shows that the conduct of both parties changes at each level, depending on the influencer's personality and the customer's enthusiasm [13–15].

Social media influencers have emerged as influential figures and potential agents of change due to the rapid development of information technology. Teenagers and students in particular are well-liked because of the positive impact they may have on others and the ease with which they adjust to new situations. As a result, social media influencers construct a link between brands and the services that customers use. A person's credibility is a key component of his character that establishes his reliability in the eyes of his contemporaries. Equally important is the fact that social media influencers' personalities serve to amplify the function of credibility [16]. Every social media celebrity has an impact on customer loyalty and spending habits. It was discovered that a large number of followers had utilized fake accounts. While there is some writing on Iraq, the vast majority of studies have shown that social media influencers play a crucial role in product promotion. Therefore, this academic research will use Iraq as a case study to determine which social media influencers are most effective at promoting products online and what traits they possess. It lessens the influence that a celebrity has on their admirers. Increasing buyer retention is a primary aim for enterprises and organizations in today's digital age. To achieve this goal, firms often rely on consumers' informal or atypical interactions as a kind of indirect marketing. The main duty of social media impact is to convey the brand's message to followers in an engaging manner that prompts immediate engagement. In a similar vein, the current scholarly investigation investigates the connection between credibility and trust in product marketing. Part of the reliability influence on Iraqi product advertising is also something this study hopes to evaluate. Important implications from several perspectives will mostly characterize the present effort. This study will be helpful for social media users as it will provide proof or importance linked to product promotion, and since social media stages are becoming more important in advertising. Additionally, the investigation will highlight the impact of age and how it relates to personality. Therefore, the present project will aim to investigate data from a wide range of age groups. On top of that, it will teach future researchers how to utilize the scientific process and help them find gaps in the literature from previous studies.

2. Materials and Methods

In order to find the effective responses to the research questions, this study employed the investigation onion model. In 2007, Saunders presented the research onion model, a multi-tiered classification system for investigational techniques. The researcher gets the finest insight of the inquiry from these levels and respondents. Consequently, this chapter will focus on all of those phases within the context of contemporary academic research. Among the many schools of thought that make up the philosophy of inquiry are realists, positivists, and interpretivists. However, modern research makes use of positivism as a philosophical framework. According to Baskarada and Koronios (2018), positivism investigates

difficulties and roadblocks in the social sciences. For positivism, the observable facts are crucial. Due to its scientific approach, quantitative research is believed to be further dependable than qualitative research. A trustworthy cradle of ground for any research effort is quantitative data. As a result, scientific assumptions and hypotheses are being developed using such data. Because it is more reliable, close to data analysis, and helps build social philosophy, the deductive technique was used in this research. Presumptions in deductive reasoning are often based on numerical or statistical evidence. As a result, positivism is typically taken for granted as the scientific stance in deductive reasoning and planning. Information gathered via deductive reasoning is narrowed down from general to particular. The obtained data is used to build a broad hypothesis, which is then checked against the subject matter expert's knowledge. The quantitative design of this investigation necessitates the precise approach. The current study relies on surveys conducted online. The survey questions are designed to align with the study's objectives for data collection and analysis. Researchers may collect data from several sources in a short amount of time using online questionnaires. Because some individuals are uncomfortable sharing information about themselves in research projects, we ensure that participants' identities are hidden when they fill out our online survey. With little to no risk to their personal information, participants in research surveys may readily participate. The present study makes use of a quantitative approach while placing an emphasis on providing the researcher with exact findings on an imagined study or subject.

One technique that is now being used in academic research for data collecting is "Snow Balling." Also, a snowball specimen was employed in this study with minor random sampling. The aforementioned is clear that when the researcher capriciously chooses the people's group for specimen, it delivers equal opportunity and chance to each distinct to contribute in the study, so a modest random test group is appropriate for the present study, which aims to scrutinize the role of social media influencers in product advertising. As a result, bias in investigations is less likely to occur. The current scholarly investigation draws from a pool of 150 individuals hailing from Hyderabad, India, spanning generations and sexes. A Google-based online survey of Indian residents was the basis of the present academic investigation. We use Google Docs to design a survey that will help us achieve our research objectives. Data collection and analysis using Google Docs is straightforward and easy, according to. The author has presumptively used a snowball and opportunity sampling strategy, according to the method's contributors.

3. Results and Discussions

This study aims to analyze the debate around survey results in order to determine the impact of social media influencers on product promotion, with a focus on Iraq. This scholarly investigation in Iraq surveyed 150 people for its data. This research made use of the LIKERT 5 scale. The contribution of responses is dependent on the voluntary basis. Also, the present research study will use graphs to show how the contributors felt about various aspects of the job. As a result, the chapter will provide the analysis based on the participants' answers and graphs.

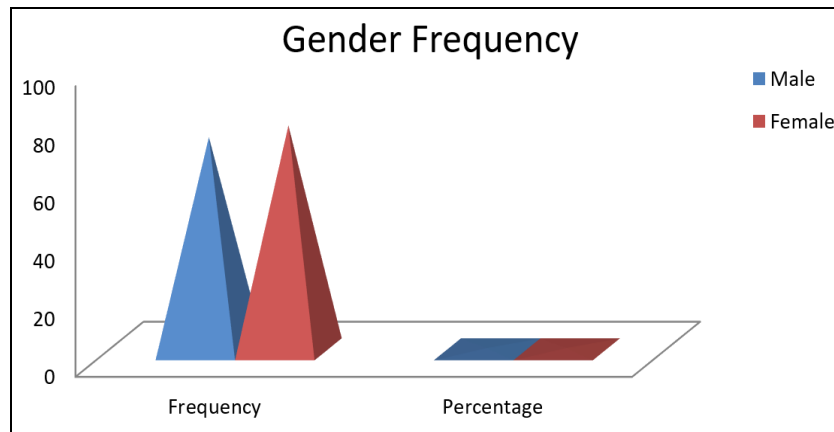


Fig 1: Gender frequency

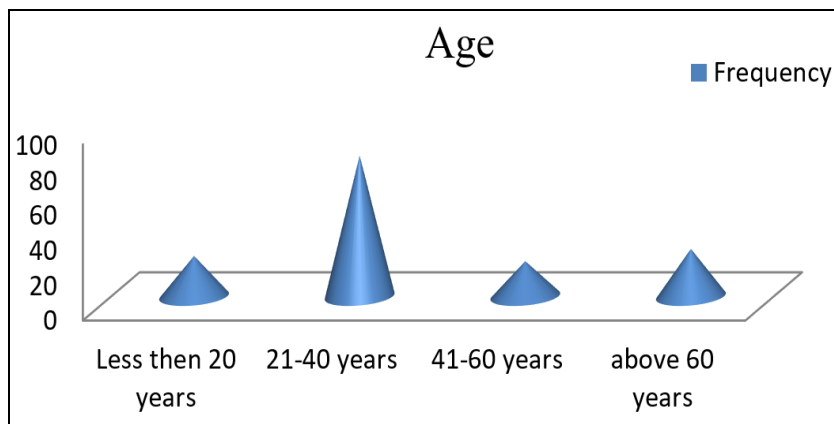


Fig 2: Age

The gender split of the respondents in the present academic research is shown in the graph above. There were almost as many female respondents as male ones in this survey. Nevertheless, as can be seen from the graph above, 49% of the participants are male and 51% are female. The graph above shows the contribution of people of different ages. Fifteen percent of the subjects in this

scholarly study were under the age of twenty. There were 53 contributions ranging in age from twenty-one to twenty-four. Equally, thirteen of the contributions belonged to the age bracket of forty-one to sixty. Eighteen people in the present research are beyond the age of sixty, according to the findings. The debate in this chapter will be based on the participants' comments and visuals.

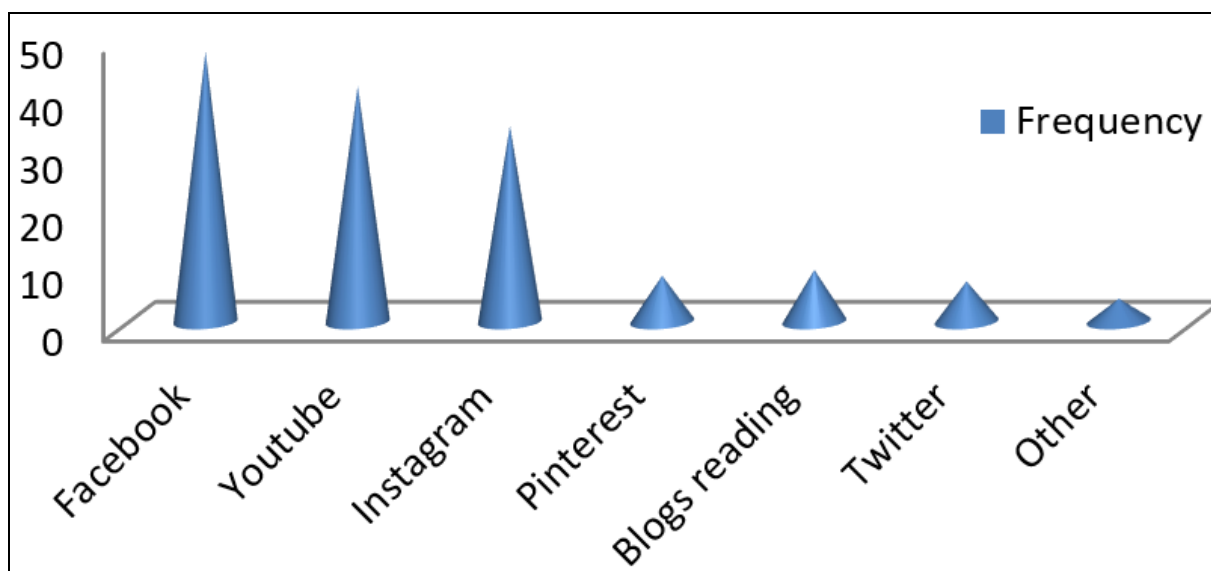


Fig 3: Which social media platform you use

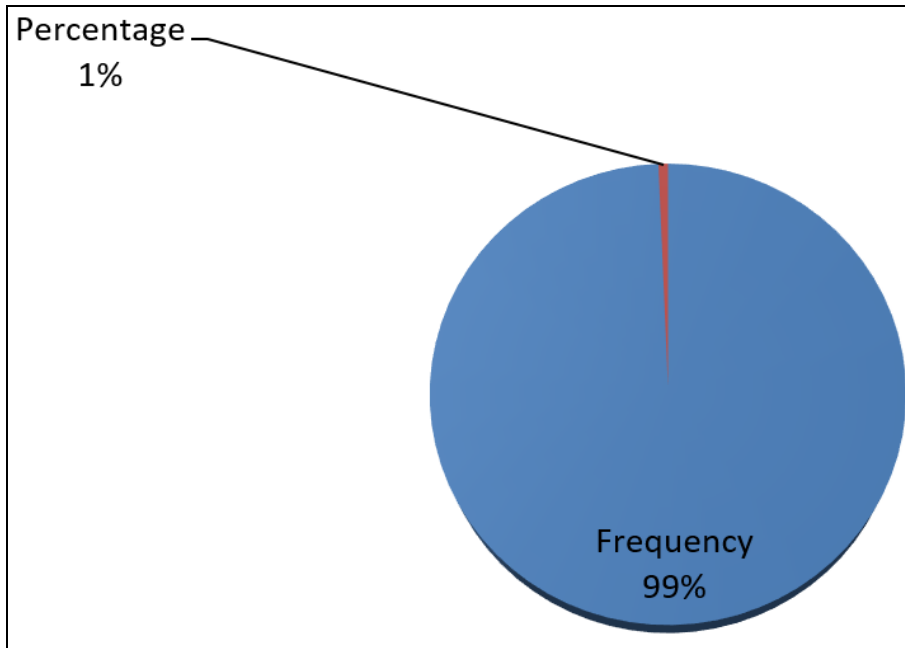


Fig 4: Do you know or follow any person who promotes product marketing

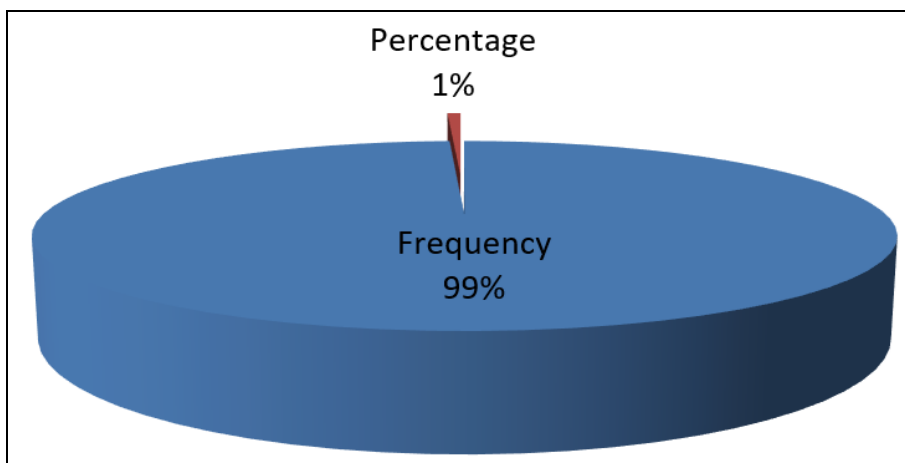


Fig 5: Have you ever get influenced by the promotion of different products marketing

As shown in the graph above, the respondents used percentages from a variety of social media platforms. There were a total of 150 participants in this study. A third of the population uses Facebook often. Instagram has 23% of users while YouTube had 27%. Only 6% of readers took the time to react to the blog post. With just over 5% of the population

utilizing it, Twitter has a smaller user base than blog readers. With a response rate of just 3%, other social media platforms rank last. The proportion of the population that uses social media is shown in the graph above. The graph clearly shows that every single responder uses some kind of social media.

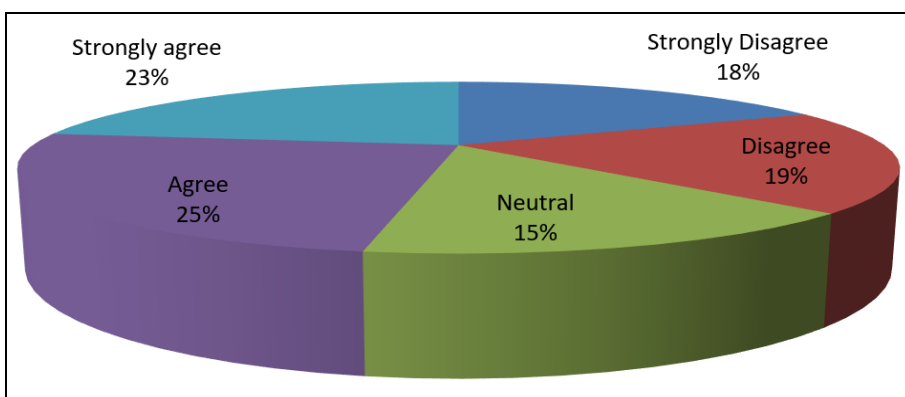


Fig 6: The influencers I follow are reliable

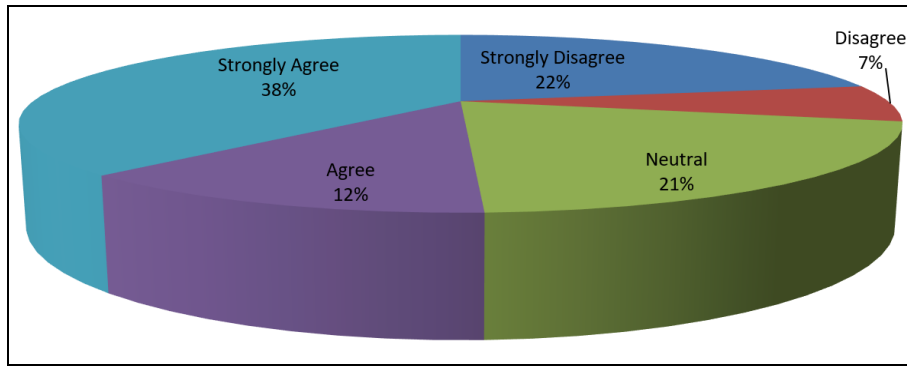
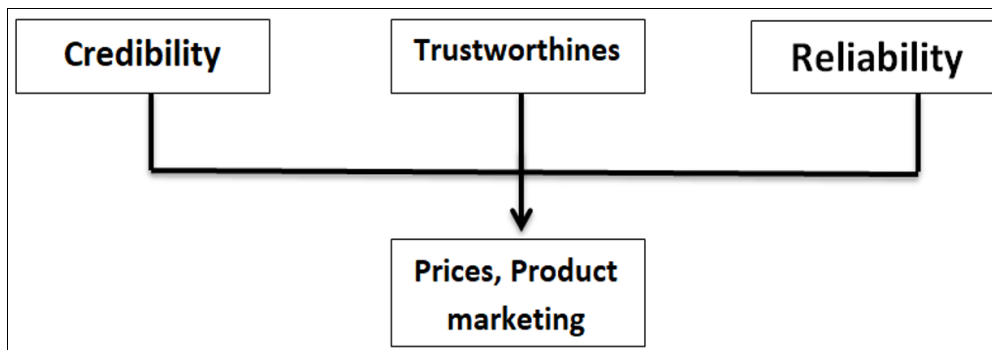


Fig 7: The sources I follow and inspired are persuasive

Whether or not respondents want to maintain their current level of influence is shown in the graph above. It follows that 43% of the population strongly disagrees that they will stop following their influencers soon. Among the many reasons for this is the widespread belief that influencers cannot be trusted to provide accurate and helpful information. Also, 18% just don't agree that they will stop following their favorite influencers on social media. But 13% are still on the fence about what they'll do in the future

regarding social media influencers, so they're not taking a side. There are thirteen percent of those who are agnostic and thirteen percent who are willing to follow their effectors in the near future. Only 14% of those who took the survey were quite certain that they will be following their influencers in the near future. There are a lot of reasons why most people don't want to follow their social media influencers, and one of them is the high number of possible outcomes.



Conclusions

Many new challenges and opportunities are emerging for individuals all across the globe as a result of globalization and internationalization. Many sectors have been profoundly affected by globalization, which is mostly attributable to the proliferation of information technology and the rise of industry. We are now in the contemporary age, made possible by digitization and IT. There has never been a more tech-savvy generation, and now everyone is talking about social media. In the world of social media, the role of the influencer in promoting products has become more prominent. Due to their busy schedules, many often prefer to shop online. While making an online purchase, they must not forget the role of influencers in promoting the company. Consequently, this study set out to quantify the efficacy of social media influencers in boosting product promotion. In addition, the case study of Iraq has been supplied by the present practical investigation. This empirical study highlights the many facets of social media influencers from the viewpoint of product advertising. In order to delve into these areas, this research used the investigation onion model, a paradigm for effective inquiry that highlights the operational results and findings. Data was collected from 150 residents in Hyderabad, India, using survey approaches. As an added bonus, the research took a number of ethical considerations into account, including the fact that no one would be able to access the respondents' data. Calculating the function of social media influencer dependability in

product promotion was the primary objective of the current academic work. The purpose of the survey was to gather information on this topic by asking participants a series of questions. The review's findings suggest that social media influencers' credibility poses a threat to businesses' capacity to influence their clients' acquisition choices and cultivate loyal, long-term customers. Influencers, according to the study's results, need to maintain their reputation for several reasons. In order to be credible, one must be able to establish deep connections with their followers. So, in the long run, it increases the trust and dependability between the influencer and their followers. Most people put their faith in social media influencers, the poll found. The credibility of the influencer ensures that their followers are receptive to their advice and opinions. We take a look at social media influencers as a component in boosting a company's reputation among consumers. They need to be reliable if they want their fans to follow them. When fans have faith in their favorite influencers on social media, they are more likely to purchase the products pushed by those influencers. According to the study's findings, social media influencers' credibility is an important component in achieving consumer loyalty and positive brand perception. The survey found that among social media influencers, dependability is among the most important attributes, right up there with credibility and trustworthiness. In addition, the results show that these parameters are closely related to one another. In addition, there is a strong correlation between these factors,

as shown by the data. Therefore, the information that the influencer provides to their followers is what determines their trustworthiness. Additionally, the results show that most people trust the advice of their influencers. If influencers want to boost the brand's image or customer conversion rate, they need to make this a first priority. The preceding evidence makes the importance of influencers in today's digitalized society quite evident. Additionally, influencers play a crucial role in connecting consumers with the brands they buy from. Consequently, social media influencers should primarily strive to acquire a number of attributes, such as reputation, trustworthiness, and dependability.

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