

The Perceptions of Social Media Users towards Social Influencer in Promoting Products on Instagram

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Abstract

In recent years, marketers are utilising numerous communication approaches to promote products, one of them is by using social media influencers. Even though most members of the younger generation favour turning to social influencers in acquiring information, past studies found that research on the perception of the society towards social media influencers in promoting products are still scarce. Thus, this study's objective is to assess the perceptions of digital consumers on social influencers and to identify the factors that drive the trust for product purchasing among these consumers. This study adopts the Elaboration Likelihood Model to explain on how attitudes can be shaped and changed in various ways through the simulation that an individual received, as well as how the stimuli are processed, used and generated in the minds, leading to a change of attitude. Qualitative methodology is utilised through the content analyses of comments made on each photo and video posted by social influencer, Vivy Yusof, on social media. The findings portrayed followers have positive views on Vivy Yusof, making it easy for the followers to be influenced by her endorsements. The messages conveyed in Vivy's posts had also reinforced trust amongst her followers in purchasing dUCK Cosmetics products that eventually change the behaviour of her followers.

Keywords: Social Influencer, Social Media, Elaboration Likelihood Model (ELM), Qualitative, Content Analysis