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FACTORS SHAPING INFLUENCER-FOLLOWER ENGAGEMENT ON INSTAGRAM

Abstract.

This research investigates how actions of “Instagram” influencers impact relationships with customers. In the current times, “Instagram” is saturated with the influencers aiming to engage and attract followers. However, not all influencers assume that it is insufficient producing influencing content alone, as there are other factors that are of equal importance. The article scrutinizes factors influencing customer choices in following specific influencers and building trust. A survey involving 157 participants revealed that out of the 9 traits presented, certain off-putting behaviors in influencer actions stood out, with hypocrisy (60.5%) being the most common. Negative criticism and offensive comments towards others (56%) were also notably prevalent. Conversely, followers are drawn to positive qualities like sincerity (56%), a good sense of humor (55%), and authenticity (50%). Additionally, interaction with followers and providing feedback are crucial in building and maintaining a loyal following, as those ignored by influencers feel disappointed, potentially losing trust and loyalty.

Key words: *Instagram influencers, customer relationships, follower engagement, influencer behavior, customer choices, trust-building factors, interaction, feedback.*

POSTERS

FACTORS SHAPING INFLUENCER-FOLLOWER ENGAGEMENT ON INSTAGRAM

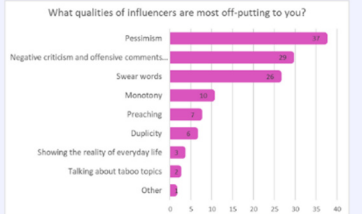
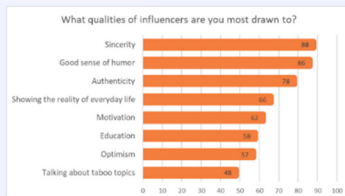
OBJECTIVE

The research aims to analyze the behavior of Instagram influencers and the issues related to the content they create, using customer evaluations.

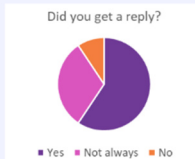
INTRO

Instagram is saturated with influencers aiming to engage and attract followers. However, not all influencers grasp that producing influencing content alone is insufficient, there are other factors that hold equal importance. This research scrutinizes factors influencing customer choices in following specific influencers and building trust.

SURVEY RESULTS



32 of all respondents have written privately to an influencer, but not all of them got a reply.



Those, who did not get a reply felt sad, not heard, uncomfortable and disappointed.

Ones, who got the reply felt happy, gracious, surprised, appreciated.

ANALYSIS

A survey involving 157 participants revealed that out of the 9 traits presented, certain off-putting behaviors in influencer actions stood out, with hypocrisy (60.5%) being the most common. Negative criticism and offensive comments towards others (56%) were also notably prevalent. Conversely, followers are drawn to positive qualities like sincerity (56%), a good sense of humor (55%), and authenticity (50%).

The mood and emotional state of respondents at the time of receiving or not receiving a response from an influencer are indicative. Thus, it is of paramount importance for respondents to feel acknowledged and listened to by influencers.

CONCLUSION

The emotional state of respondents in relation to influencer interactions highlights the need for influencers to be attentive and responsive. Acknowledging followers and making them feel heard can significantly impact their perception of influencers. Therefore, beyond content creation, the way influencers engage with their audience plays a crucial role in building a loyal and positive community.

Influencers should be mindful of their behavior, avoiding hypocrisy and negative interactions, while actively cultivating positive qualities like sincerity and authenticity. Recognizing the emotional impact of their actions on followers and responding with empathy and attentiveness is essential for influencers to foster a meaningful and lasting connection with their audience.



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