26. Social Media Marketing and Influencer Collaboration

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ABSTRACT

This review focused on two main areas, —Social Media market and Influencers collaboration.

This article aims to use the social media market and Influencers collaboration video. The review was collected by questionnaire from primary data and secondary data from reports, surveys, and empirical research.

KEYWORDS

Brand , Influencer Collaboration, Social media Marketing,.

Introduction:

Social media marketing and influencer collaboration typically include increasing brand awareness, reaching target audiences, driving website traffic, boosting engagement, and ultimately, generating leads or sales. Social media marketing aims to build and maintain a brand's presence on platforms like Face book, Instagram,

Twitter, etc., while influencer collaboration leverages the credibility and reach of influencers to promote products or services to their followers.

Together, they can amplify a brand's message and foster meaningful connections with consumers.

Statement of the Problem:

In today's modern world people buying product after watching social media marketing influencer has become common to all. This purpose of this study to examine the benefits of buying product through social media marketing influencer collaboration video. The study attempts to identify the challenges in buying product through social media marketing influencer collaboration videos.

Objectives of the Study:

- To find the frequently used social media marketing by watching influencer collaboration video.
- To discover the benefits of buying product through social media marketing influencer collaboration video.
- To identify the challenges in buying products through social media marketing influencer collaboration video.

1.4. Limitations of the Study:

- The study is limited to Chennai city.
- The study was carried out in short time frame.
- The data collected from the respondents are approximate and not accurate.

Review of Literature:

Chu (2011) This research paper should explain why users who are Facebook group members maintain a positive attitude towards social media and advertising. Those users who have more positive attitudes towards advertising are more likely to join a brand's Facebook group to receive promo messages. Based on this result. Facebook encourages a buyer-to-buyer approach, used by consumers to share experiences and create common knowledge on products and services. On the other hand, it provides managers a direct channel for communicating with clients through a business-to-consumer approach" (Di Pietro and Pantano 2012, 20). Vendors can improve their Facebook page appeal by adding games, contests, and interactive applications, which can attract more users (Di Pietro and Pantano 2012).

Research Methodology:

There are two types of data methods available. This research project requires the data collection. Data can be divided into two following ways:

- Primary Data
- Secondary Data **Primary Data:**

Primary data means collected data for the first time. The date is gathered through by a questionnaire.

Secondary Data:

Secondary data is collected through by books, Magazines, Journals and Internet.

- Books
- Magazines
- Journals 4. Internet

Research Design:

This research design used this study is Random Sampling method.

Tools used for data collection: In this research questionnaire are used for collecting data from the people.

Tools used for analysis: In this research we used some analysis tools.

- Weighted average method
- Percentage Analysis
- Chi – Square Test

Data Analysis and Intrepretation:

This chapter deals with the analysis of responses received from 120 sample units.

Demographic Factor:

The following table shows the distribution factors of sample respondents.

Demographic Factor	Categories	No of Respondent
Gender	Male	45
	Female	75
Age	Below 15	15
	15 to 20	26
	20 to 25	65
	more than 25	14
Marital Status	Married	42
	Unmarried	78
Education Qualification	Below 12th	16
	UG	54
	PG	36
	Professional	10
	others	4

Demographic Factor	Categories	No of Respondent
Income Level	Less than 1L	27
	1L-5L	50
	5L-10L	23
	more than 10L	20

The above table reveals that most of the respondents are female and unmarried. And also, it is noted that most of the respondents belongs to the age group of 20-25 and pursuing UG and majority are from the income level 1L-5L.

Social Media Market User by Watching Influencer Collaboration:

Table 4.1.1: Social media market user by watching Influencer collaboration

Usage of Social Media	No Of Respondents	Percentage
YES	100	83%
NO	20	17%

The above table reveals that most of the respondents use social media by watching Influencer collaboration.

Frequently Used Social Media Market by Watching Influencer Collaboration:

Table 4.2.1: Frequently used social media market by watching Influencer collaboration

Sr. No.	Social Media	YES		NO	
		Frequency	%	Frequency	%
1	Youtube	95	95%	5	5%
2	Facebook	62	62%	38	38%
3	Instragram	88	88%	12	12%
4	Whatsapp	84	84%	16	16%
5	Snap chat	73	73%	27	27%
6	Telegram	78	78%	22	22%
7	Others	10	10%	90	90%

The above table reveals that most of the respondents use YouTube and Instagram social media to buy products using Influencer collaboration.

Advantages And Challenges in sUsing Social Media Market To Buy Products After Watching Influencer Collaboration:

Table 4.3.1: Advantages of using social media market to buy products after watching Influencer collaboration

Sr. No.	Particulars	Mean Rank	Rank	Chi-Square	df	sig
1	Offers	2.06	1	567.567	5	0
2	Updates	2.66	2			
3	Repairs	2.92	3			
4	Comparison Of Different Products	3.92	4			
5	Knowledge	4.33	5			
6	Existence	5.11	6			

From the above table it is inferred that there is a significant difference between the social media market to buy products after watching Influencer collaboration i.e. it is noted that most of the respondents watch Influencer collaboration in social media to know the offers and the updates of the products.

Table 4.3.2: Challenges in using social media market to buy products after watching Influencer collaboration

Sr. No.	Disadvantages	W.A	RANK
1	Quality Problem	3.96	1
2	Offer problem	3.92	2
3	Delay in product	3.85	3
4	Return problem	3.73	4
5	Mismatch of the product	3.65	5

From the above table it is found that most of the respondents have faced quality and offer problems to buy products after watching Influencer collaboration videos.

Disadvantages of Using Social Media Market to Buy Products After Watching Influencer Collaboration:

Table 4.4.1: Disadvantages in using social media market to buy products after watching Influencer collaboration.

Sr. No.	Disadvantages	W.A	RANK
1	Trust	3.93	1
2	Worst past experience	3.91	2
3	Physical check	3.83	3
4	Price bargaining	3.81	4
5	Lack of awareness in social media	3.72	5

From the above table it is inferred that the respondents don't watch collaboration videos to buy products because they have problems in trust issue and worst past experience

Findings, Suggestions and Conclusion:

Findings:

- It is found that most of the respondents use social media Influencer collaboration video to buy products.
- It is inferred that most of the respondents watch Influencer collaboration video in social media to know the offers and the updates of the products
- It is found that most of the respondents face quality and offer problems in buying products after watching Influencer collaboration videos.
- It is inferred that some of the respondents don't watch social media market Influencer collaboration videos because they have trust issues and worst past experience.

Suggestions:

- In this study it is found that the respondents face quality and offer problem in buying products so the collaborators while doing videos should be more sincere in their words and activity because most of the customers buy products from the trust they have on them
- In this study it is inferred that some of the respondents don't use social media Influencer collaboration videos because they trust issues and past work experience, so the Influencer collaborators should make such videos how to overcome the problem if any faced by the respondents.

Conclusion:

From the study it is found that the social media Influencer collaboration video plays a major role in respondents buying their products. So, the Influencer collaborators should be more sincere in making their videos because most of the people trust their words and buy the products.

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