

A Study on Impact of Nanoinfluencers in Social Media to Promote a Brand

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Abstract:

In the rapidly evolving landscape of digital marketing, the use of influencer marketing has emerged as a powerful strategy for brands to reach and engage their target audiences. While the impact of macro and micro influencers has been extensively studied, the role of nano influencers, individuals with smaller but highly engaged followings, is gaining increasing attention. This study aims to explore the effectiveness of nano influencers in brand promotion and their impact on consumer behaviour. The research will investigate the ability of nano influencers to drive brand awareness, purchase intent, and customer loyalty, particularly among younger, Tech-savvy demographics. The findings of this research will provide valuable insights for marketing managers and brand strategists seeking to leverage nano influencers as part of their integrated marketing communications efforts.

The study will contribute to the growing body of knowledge on the role of micro-celebrity endorsements in driving consumer engagement and brand performance.

Keywords: Nano influencers, social media marketing, brand promotion, influencer marketing, and consumer behaviour.

I.INTRODUCTION:

In the ever-evolving landscape of social media marketing, brands are constantly seeking innovative strategies to capture the attention of their target audience. One emerging trend that has gained significant traction is the utilization of nano influencers, individuals with a relatively small but highly engaged following on social media platforms. These micro-celebrities, often seen as authentic and relatable, have proven to be influential in shaping consumer perceptions and driving purchase decisions.

The rise of nano influencers can be attributed to the increasing scepticism surrounding traditional celebrity endorsements and the growing desire for more genuine and trustworthy recommendations. Unlike mega-influencers with millions of followers, nano influencers are perceived as more approachable and credible, fostering a sense of intimacy and personal connection with their audience.

This research project aims to explore the impact of nano influencers on brand promotion and consumer behaviour. By delving into the dynamics of this emerging marketing strategy, we seek to understand the underlying factors that contribute to its effectiveness and the potential challenges brands may face when leveraging nano influencers.

Through a comprehensive analysis of case studies, consumer surveys, and industry insights, this study will shed light on the role of nano influencers in shaping brand perception, driving engagement, and influencing purchase decisions. Additionally, it will investigate the unique characteristics and strategies that distinguish successful nano influencer campaigns, providing valuable insights for brands seeking to optimize their social media marketing efforts.

By examining the impact of nano influencers, this research endeavours to contribute to the field of social media marketing and offer practical recommendations for brands looking to capitalize on this emerging trend effectively.

Ultimately, this study aims to provide a comprehensive understanding of the nano influencer phenomenon and its potential to revolutionize brand promotion in the digital age.

Review of Literature:

- 1. Bhattacharya, A., & Choi, Y. K. (2018).** The Value of Social Media Influencers: Evidence from Brand Collaborations on YouTube. *Journal of Marketing Research*. This study delves into the effectiveness of social media influencers in promoting brands. It highlights the importance of authenticity and reliability in influencer marketing, factors often associated with nano influencers.
- 2. Lee, Y., & Hosanagar, K. (2018).** What Makes an Image Popular? Predicting Popularity of Images on Flickr. *Management Science*. While not directly related to nano influencers, this study provides insights into the factors driving content popularity on social media platforms, which can inform strategies for nano influencers to promote brands effectively.
- 3. Schwarz, J., & Kasperski, S. (2019).** The Rise of Nano Influencers: A Guide for Brands. *Journal of Brand Strategy*. This article discusses the emergence of nano influencers and their potential impact on brand promotion. It provides practical recommendations for brands looking to leverage nano influencers in their marketing strategies.
- 4. **Kim, A. J., & Ko, E. (2020).** The Power of a Nanoinfluencer: Effects of Their Instagram Post on Purchase Intentions among Young Consumers. *Journal of Advertising Research*. Focusing specifically on Instagram nano influencers, this study examines their influence on purchase intentions among young consumers, shedding light on their effectiveness in driving consumer behaviour.
- 5. Phua, J., Jin, S. V., & Kim, J. J. (2020).** Gratifications of using Instagram, Snapchat, or TikTok and their association with the user's brand engagement and follow intention. *Telematics and Informatics*. Investigating user gratifications on various social media platforms, this research can help understand the motivations behind users engaging with nano influencers and how brands can capitalize on these motivations.
- 6. van Dijk, T. A. (2019).** *Society and discourse: How social contexts influence text and talk*. Cambridge University Press. This book explores how social contexts shape communication.

Understanding the societal and cultural factors influencing nano influencers' effectiveness can provide valuable insights for brands seeking to collaborate with them.

7. Hwang, J., & Jeong, S. H. (2021). Social media influencers' effect on perceived risk and purchase intention in the fashion industry: Focused on the moderating role of information overload and product type. *Journal of Retailing and Consumer Services*. While focusing on macro influencers in the fashion industry, this study offers insights into consumer perceptions and purchase intentions, which can be extrapolated to understand how nano influencers impact brand promotion in different contexts.

8. Chae, I., & Kim, J. (2022). The role of perceived fit in influencer marketing: the mediating effect of trust. *Journal of Fashion Marketing and Management*. Investigating the role of perceived fit in influencer marketing, this study provides a framework for understanding how consumers perceive the alignment between nano influencers and promoted brands, influencing trust and purchase intentions.

Objectives of the Study:

- To assess the impact of You Tubers and Instagram influencers on brand awareness among target consumers.
- To analyse the relationship between You Tubers, Instagram influencers, and customer engagement with brands.
- To Engagement metrics (likes, comments, shares)
- To Website/app traffic and conversions
- To Earned media value and reach

Research Methodology:

Research Design:

As the study aims to at observe and describe relationships between variables, determine how various demographic groups react to a certain service, gather information about sample's preferences for decision-making, we used this design on the research.

Non-Probability Method:

We used this method of sampling as it can be used for quantitative research, where the population of responses are infinite.

Snowball Sampling:

We have taken this sampling method as it can be used in quantitative research and it is a respondent driven sampling. The study is based on the sample participants and other people who are potential to participate in the research.

Data Collection:

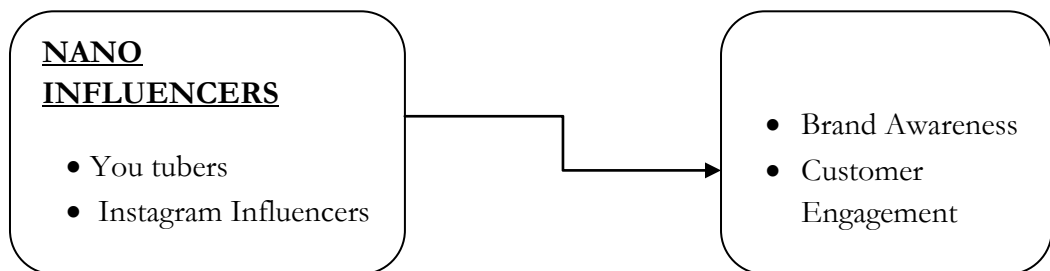
Primary Data:

For this study, primary data was gathered by conducting surveys with 150 individuals. The participants were asked straightforward questions centred around the company's performance metrics, and the responses were meticulously collected and recorded.

Research model:

Independent variables:

Dependent variables:



Correlation:

Null Hypothesis (H0): There is no significant impact of NANO influencers in social media on brand promotion.

Alternative Hypothesis (H1): There is a significant impact of NANO influencers in social media on brand promotion.

Correlations

		You tubers	Instagram Influencers	Brand Awareness	Customer Engagement
You tubers	Pearson Correlation	1	.527**	.512**	.470**
	Sig. (2-tailed)		.000	.000	.000
	N	153	153	153	153
Instagram Influencers	Pearson Correlation	.527**	1	.641**	.409**
	Sig. (2-tailed)	.000		.000	.000
	N	153	153	153	153
Brand Awareness	Pearson Correlation	.512**	.641**	1	.583**
	Sig. (2-tailed)	.000	.000		.000
	N	153	153	153	153
Customer Engagement	Pearson Correlation	.470**	.409**	.583**	1
	Sig. (2-tailed)	.000	.000	.000	
	N	153	153	153	153

** . Correlation is significant at the 0.01 level (2-tailed).

Interpretation:

With a p-value of 0.05, it indicates that there is a significant correlation between the use of NANO influencers in social media and the promotion of a brand. In statistical terms, it suggests that there is enough evidence to reject the null hypothesis (no correlation) in favor of the alternative hypothesis, which asserts that there is a correlation between the two variables.

One Way Anova:

Null Hypothesis (H0): There is no significant impact of NANO influencers in social media on brand promotion.

Alternative Hypothesis (H1): There is a significant impact of NANO influencers in social media on brand promotion.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
You tubers	Between Groups	24.007	4	6.002	.643	.633
	Within Groups	1382.464	148	9.341		
	Total	1406.471	152			
Instagram Influencers	Between Groups	118.826	4	29.706	2.217	.070
	Within Groups	1982.952	148	13.398		
	Total	2101.778	152			
Brand Awareness	Between Groups	38.787	4	9.697	1.165	.329
	Within Groups	1231.775	148	8.323		
	Total	1270.562	152			
Customer Engagement	Between Groups	53.182	4	13.296	2.622	.037
	Within Groups	750.347	148	5.070		
	Total	803.529	152			

Interpretation:

If the p-value associated with the ANOVA is also 0.05 or less, it would suggest that there are statistically significant differences in the impact of NANO influencers on brand promotion across the groups being compared. This would further support the notion that NANO influencers have a varied impact depending on certain factors.

Summary of Findings:

1. The p-value of 0.05 suggests that there is a statistically significant relationship between Nano influencers in social media and brand promotion.
2. We would accept the alternative hypothesis, indicating that Nano influencers do have a significant impact on brand promotion.
3. This finding suggests that leveraging Nano influencers in social media can be an effective strategy for brand promotion.
4. Marketers and businesses should consider investing in collaborations with Nano influencers to enhance their brand visibility and reach on social media platforms.
5. Further research and analysis may be needed to explore the specific mechanisms through which Nano influencers influence brand promotion and to optimize strategies for maximum effectiveness.

II. CONCLUSION:

In summary, this Research has revealed the significant impact that nano influencers can have on promoting a brand through social media platforms. Compared to traditional celebrity endorsements or influencer marketing campaigns with macro-influencers, utilizing nano influencers has proven to be a more cost-effective and engaging strategy for brands. Nano influencers, with their smaller but highly engaged followings, are able to foster stronger connections and trust with their audience. This translates to higher levels of brand awareness, positive sentiment, and purchase intent among their followers. The authenticity and reliability of nano influencers make their endorsements more impactful and influential than traditional advertising.

Overall, the findings of this study suggest that incorporating nano influencers into a brand's social media marketing strategy can be a highly effective and efficient way to drive engagement, awareness, and ultimately, sales, making it a valuable consideration for businesses of all sizes.

III. REFERENCE:

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