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# Insights



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## RECTOR'S MESSAGE



Congratulations Faculty of Business and Management of Universiti Teknologi MARA Cawangan Kedah, Kampus Sungai Petani on the publication of the 6<sup>th</sup> Volume of FBM Insights!

I am very pleased to know that there are more than 40 authors and more emerging issues are being presented in this latest volume of FBM Insights. This portrays that UiTM Kedah Branch is actively involved in disseminating business related information and knowledge to the public.

I hope this bulletin can provide an opportunity for the Faculty of Business and Management staff to produce more academic materials and develop their skills in academic and creative writing. Furthermore, more initiatives should be launched to support this life-long process.

Again, well done to the Faculty of Business and Management and those who were involved directly and indirectly with the publishing of FBM Insights Vol.6. I wish FBM Insights all the best and continue to grow and move rapidly forward in the future.

**Prof. Dr. Roshima Haji Said**  
Rector  
Universiti Teknologi MARA (UiTM)  
Cawangan Kedah



السلام عليكم ورحمة الله وبركاته

Assalamualaikum warahmatullahi wabarakatuh

Welcome to the 6<sup>th</sup> Edition of FBM Insights 2022. This edition boasts 40 articles by the academics of Faculty of Business and Management UiTM Kedah Campus. The topics involved a broad range of business and management knowledge. Congratulations to all authors for your endless support and valuable contribution to the newsletter.

FBM Insights was mooted in 2020 and it came about with the intention to encourage and improve research writing activities among the lecturers of UiTM Kedah's Business and Management Faculty. As the editions progressed, the support from the academics has not faltered. I hope the support continues in editions to come.

I would like to congratulate the editors and the committee for the hard work and perseverance in managing the newsletter. All the best to everyone and thank you again.

**Dr. Yanti Aspha Ameira Mustapha**  
FBM Insights Advisor

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# **THE ROLES OF SOCIAL MEDIA INFLUENCERS IN DIGITAL MARKETING**

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## **INTRODUCTION**

Building authority and trust are crucial in the business world of today. Celebrities have long been the primary influences on customer behaviour in traditional advertising, long before the social media craze (Masuda et al., 2022). Even though conventional celebrity endorsement is still a dependable method, influencers may be more efficient at reaching customers who prefer to interact with brands on social media by focusing on customers with varying levels of appearance-related self-discrepancy. Social media has given consumers access to characters who have amassed millions of fans without being a part of the professional entertainment industry, fashion houses, or record labels. This phenomenon influences how people interact on social media and causes them to think about the prospect of becoming self-made celebrities. In an effort to increase their chances of becoming popular and influential, this trend would encourage more appearance-related social media posts.

Nowadays, instead of hiring traditional celebrities like actors, supermodels, and athletes to advertise their brands, many companies are turning to social media influencers (SMIs), also known as micro-celebrities, such as Instafamous, YouTubers and TikTokers. As opposed to conventional celebrities who have gained public recognition by their professional talent in singing, acting, performing arts, sports, and other areas, social media influencers have built a name by successfully establishing themselves as experts on social media platforms (Schouten et al., 2020). The well-known social media influencers provide businesses with the opportunity to employ their services, including paid review services, to market their products and, of course, the most crucial thing, to raise brand awareness among new potential customers with a reasonable budget. Marketers use social media influencers to spread the word and influence consumer views in a manner that is quite similar to that of traditional celebrity endorsers. Practically, all industries have seen an increase in the use of social media influencers for marketing and communication initiatives (Gupta et al., 2020). Therefore, social media influencers play important roles for businesses in promoting their brand of products or services in the age of digital marketing.

## **THE ROLES OF SOCIAL MEDIA INFLUENCER**

Influencers' popularity is represented by the number of followers they have, and the more followers an influencer has, the greater the audience they may reach with advertisements and promotional content, which is a crucial factor for brands to take into account (Kemec & Yuksel, 2021). The presence of social media influencers benefits businesses and marketers greatly, especially by increasing consumers' awareness of and trust in any brand, which increases customer loyalty. In other words, the existence of social media influencers today contributes to the

improvement of brand awareness among customers. Additionally, social media influencers play a significant role in ensuring that customers, particularly their followers, will pay attention to the brands of the organisations. Through their efforts to create viral content that is helpful to the audience regardless of the type of content, social media influencers with a large number of followers demonstrate their importance in the industry by bringing brand awareness close to potential customers.

Besides, influencers on social media are part of the user-generated content that has received extensive media coverage as a powerful trend in marketing and advertising. The majority of social media users are familiar with the term "influencers," which describes the individuals who have gained notoriety through their social media accounts due to their original content in many categories including food, fitness, and beauty. Because of this, businesses must define good content in terms of client expectations and preferences before selecting the ideal social media influencer. In order to entice readers to learn more about the product and begin making purchases, the content of a paid review must be interesting and useful to them. Users of social media will be more likely to buy products that are comprehensive, simple to comprehend, and relevant if they are promoted by influencers (Jin et al., 2019). The right approach to attract the appropriate target market is by using clear communication through quality content to the audience.

Furthermore, influencers on social media are bridging the gap between buyers and sellers by introducing the goods or services and the purchase behaviour that takes place, in addition to promoting brands to consumers. Because they are crucial at every stage of the customer's purchasing process, marketers can see the effects of social media influencers. Before making a purchase, consumers use social media to study the goods they want to buy and look to influencers for inspiration. The presence of social media influencers today promotes the improvement of brand perception as well as consumers' quick faith in the brand that influencers are endorsing, especially the one they respect. Using tweets, videos, and other forms of social media, social media influencers are a new breed of unaffiliated third-party endorsers who can impact audience sentiments. Influencers are able to interact with audiences and build their brands through various social media channels (Ghaphery, 2021).

Moreover, influencer marketing is a type of advertising that focuses on finding and interacting with influencers in order to benefit from their ability to persuade followers (Ingrassia et al., 2022). Influencers typically address their followers directly in their postings, creating an atmosphere of closeness and giving followers the impression that they are friends with them. The chance to interact with influencers and make comments on their articles may strengthen the notion that they are similar to themselves. As a result, influencers present themselves as approachable, everyday people, leading people to identify with them more strongly. Even though their interaction with the consumer may be fleeting, they greatly impact consumers' thoughts. This enables the use of influencers' personalities in marketing goods for various organisations and corporations so that the fans can be readily persuaded and reachable.

## **CONCLUSION**

In conclusion, social media platforms are currently the most powerful online networks, since information is shared and transmitted by millions of individuals every second. These developments are being benefited by a lot of people nowadays. Since society started to view social media as an opportunity for a profession and a career, the time for a positive transformation has come. When the influencers groups first appeared, they were just sharing daily experiences and starting to gain followers. It is because their admirers are astounded by life, beauty, money, wisdom, and their alluring demeanour. The industry then saw this transformation as an opportunity and appointed those with large followings as ambassadors. This is because they are aware that if someone is interested in the lives of others, their actions will be imitated. Since then, social media influencers have started to take centre stage in digital marketing communication.



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