

# **PROJECT REPORT**

**" AN OVERVIEW OF INFLUENCER MARKETING BY SOCIAL MEDIA "**

**Submitted to**

**G. S. College of Commerce & Economics, Nagpur**

**Affiliated to**

**Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur**

In partial fulfillment for the award of the degree of

**Bachelor of Business Administration**

**Submitted by**

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**Under the Guidance of**

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**Academic Year 2022 – 23**



**G. S. College of Commerce & Economics, Nagpur**

**Academic Year 2022 – 23**



## **CERTIFICATE**

This is to certify that “KAJAL YADAV” has submitted the project report titled “AN OVERVIEW OF INFLUENCER MARKETING BY SOCIAL MEDIA”, towards partial fulfillment of BACHELOR OF BUSINESS ADMINISTRATION degree examination. This has not been submitted for any other examination and does not form part of any other course undergone by the candidate.

It is further certified that he/she has ingeniously completed his/her project as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur.

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**DR. AFSAR SHEIKH**

**(Co-ORDINATOR)**

**PLACE**

**DATE**

**G.S. College Of Commerce & Economics, Nagpur**

**Academic Year 2022 – 23**



## **DECLARATION**

**I here-by declare that the project with title “ AN OVERVIEW OF INFLUENCER MARKETING BY SOCIAL MEDIA ” has been completed by me in partial fulfillment of BACHELOR OF BUSINESS ADMINISTRATION degree examination as prescribed by Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur and this has not been submitted for any other examination and does not form the part of any other course undertaken by me.**

**KAJAL YADAV**

**Place:**

**Date:**

**G.S. College of Commerce & Economics, Nagpur**

**Academic Year 2022 – 23**



## **ACKNOWLEDGEMENT**

With immense pride and sense of gratitude, I take this golden opportunity to express my sincere regards to **DR. SWATI KATHALEY**, Principal, G.S. College of Commerce & Economics, Nagpur.

I am extremely thankful to my Project Guide **DR. PRAGATI PANDEY** for his/her guideline throughout the project. I tender my sincere regards to Co-Ordinator, **PROF. AFSAR SHAIKH** for giving me outstanding guidance, enthusiastic suggestions and invaluable encouragement which helped me in the completion of the project.

I will fail in my duty if I do not thank the non-Teaching staff of the college for their Co-operation. I would like to thank all those who helped me in making this project complete and successful.

**KAJAL YADAV**

**Place:**

**Date:**

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# **INTRODUCTION**

# **CHAPTER 1**

## **INTRODUCTION**

### **WHAT IS MARKETING?**

Marketing refers to any actions a company takes to attract an audience to the company's product or services through high-quality messaging. Marketing aims to deliver standalone value for prospects and consumers through content, with the long-term goal of demonstrating product value, strengthening brand loyalty, and ultimately increasing sales.

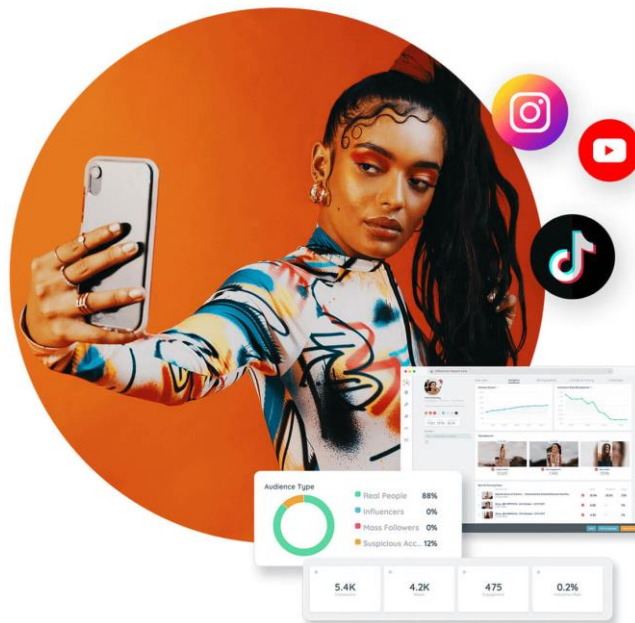
### **WHAT IS SOCIAL MEDIA?**

Social media facilitates the sharing of ideas and information through virtual networks. From Facebook and Instagram to Twitter and YouTube, social media covers a broad universe of apps and platforms that allow users to share content, interact online, and build communities. More than 4.7 billion people use social media, equal to roughly 60% of the world's population.

### **WHAT IS INFLUENCER MARKETING?**

Influencer marketing is a form of marketing that enables businesses to collaborate with individuals who have a following for increased brand exposure. Companies may ask a person with a large following to publish social media content that promotes their products or services. People often follow individuals they trust on social media, so if they see someone they follow advertising your business, there's an inherent trust factor you can lean on to boost your conversion rate.

## HOW MANY TYPES OF INFLUENCERS :



- **Mega-influencers with more than a million followers**
- **Macro-influencers with 500K to 1 million followers**
- **Mid-tier influencers with 50K to 500K followers**
- **Micro-influencers with 10K to 50K followers**
- **Nano-influencers with 1K to 10K followers**

## MEGA INFLUENCERS :-

With more than a million followers, mega-influencers are highly visible on social media due to their celebrity status. They're very active on social platforms where their audience spends time, and they generate a ton of engagement. This is what makes them attractive to brands that want to leverage influencer marketing—and what makes them incredibly expensive.



**MACRO INFLUENCERS :-**

With a slightly smaller audience size between 500,000 and 1 million followers, macro-influencers may be celebrities, TV personalities, athletes, or thought leaders. Since they can leverage their reputation to gain followers on social media, brands can expect a high price tag—though not as hefty as mega-influencers. Brands still get a large reach with this type of influencer but may not get the engagement rate they want. This is due to the follower to engagement ratio mentioned earlier.

**MID - TIER INFLUENCERS:-**

Mid-tier influencers may not be celebrity status, yet they remain a powerful group of content creators trusted by their followers. With audiences between 50K and 500K, this type of influencer offers brands a wide reach and slightly more engagement than macro- or mega-influencers. Content is polished but not out-of-touch, lending authenticity and familiarity to each post.

**MICRO INFLUENCERS:-**

While micro-influencers have a much smaller following in comparison with mega-influencers, brands generally consider this group to be much more effective in terms of engagement and trust. That's because micro-influencers have an intimate connection with their followers and tend to be more niche-focused. Eighty-two percent of consumers are more likely to buy a product recommended by a micro-influencer.

**NANO INFLUENCERS:-**

With the smallest follower count, nano-influencers offer brands a modest reach and probably a narrower one, too. However, what brands lose in reach they gain in engagement rates. Nano-influencers have the highest engagement rate of any influencer type, at 8.8 percent. Content is hyper-authentic and personalized for the audience, so brands working with this type of influencer can expect a different experience in this way.

## **IS, INFLUENCER MARKETING EFFECTIVE?**

So, is influencer marketing effective? While your campaign's outcome comes down to your strategy, there are a few significant benefits to using this type of marketing. For instance, businesses earn an average of \$5.78 for every dollar they spend on influencer marketing (via Influencer Marketing Hub).

## **ADVANTAGES OF INFLUENCER MARKETING :**

### **ESTABLISH CREDIBILITY AND TRUST**

One of the reasons many businesses have a hard time selling their products and services is that they can't establish credibility. Your business must appear credible if you want people to buy from you. By partnering with an influencer that followers trust, you can quickly boost your credibility.

### **COST EFFECTIVE**

Another major benefit of using influencer marketing is that it's cost-effective. If you decide to use this tactic, you may generate a significant return on your investment as long as you partner with the right people.

### **ATTRACTIVE QUALITY LEADS**

By using influencer campaigns, you can reach people who are likely interested in the products and services you offer. As a result, you may have an easier time increasing your conversion rate.

## **BOOST BRAND AWARENESS**

When you partner with influencers, you immediately get your products and services in front of hundreds of thousands of people. There are even some influencers who have millions of followers. Therefore, there are plenty of ways to use influencer marketing to boost brand awareness.



## **IS, INFLUENCER MARKETING RIGHT FOR YOUR BUSINESS?**

The Companies in the B2B and B2C spheres can benefit from influencer marketing. As long as you execute this marketing tactic effectively, you can grow your audience.

However, note that this type of marketing isn't common for B2B companies to implement. Therefore, if you're in the B2B industry, you need to think carefully about how to partner with an influencer who can adequately expand your brand awareness and target the right market.

On the other hand, if you're in the B2C industry, it can be a powerful marketing tactic that can increase your revenue.

## **HOW TO CREATE AN INFLUENCER MARKETING STRATEGY :**

- Partner with influencers that align with your brand's message. You don't want to work with someone who can reflect poorly on your business.
- Don't focus on the number of followers they have. You don't necessarily need to focus on the number of followers an influencer has. Instead, it's a good idea to pay attention to the relationship they have with their followers. This is because a campaign may not do well if an influencer has a million followers but a low engagement rate.
- Create an agreement. Creating a formal agreement in writing helps avoid confusion and ensures each party knows their responsibilities.
- Provide value. While you can pay influencers, you also want to provide them with more value than just money. For example, can you help them boost their exposure? Will this partnership be mutually beneficial?
- Research influencers before making contact. Looking for the right influencer is almost like searching for the right employee for your business. Take the time to review what they post and assess partnerships they've had in the past to ensure they're a good fit.

## **ENHANCE INFLUENCER MARKETING CAMPAIGN :**

Influencer marketing is a popular tactic for several reasons. Not only can it increase brand exposure quickly, but it's also a cost-effective way to get your business in front of consumers who are likely to be interested in your product. However, you must identify influencers who are a good fit for the campaign to succeed. Otherwise, you may hurt your company's reputation.

Once you've found the best influencer for your campaign, use our social media marketing tools to take your efforts to the next level. Plan posts ahead of time with our organic social posting platform or run ads on Facebook and Instagram to maximize your reach. No matter your industry, we can help you connect with your target audience.

## **CREATE A BUDGET**

Creating a budget allows you to determine how much you can afford to invest in influencer marketing. This may be useful if you're paying influencers directly for their work.

## **FIND THE BEST INFLUENCER**

It's best to take some time to find the right influencers. Who do you want to partner with? Who are their followers? Do you want to partner with a social media star? Or, do you want to partner with someone with a large following in a particular industry.

## **TRACK METRIC & OPTIMIZE STRATEGY**

Finally, you need to track your metrics. How successful is your influencer campaign? Do you need to make adjustments to improve it.

## **4 REASON WHY INFLUENCERS MARKETING WILL CONTINUE TO GROW :**

### **MORE PEOPLE ARE BECOME INFLUENCER**

While it might feel like there are too many influencers out there, that's actually not the case. As social media platforms continue to grow, there are more opportunities for new people to become influencers.

Some will certainly do this intentionally, while others will simply be sharing about their life and happen to strike up a brand deal with a company they love. Either way, there will be more people growing audiences in specific niches. This means you have a better chance of finding someone talking to your specific ideal audience that's perfect for your ecommerce store.

### **INFLUENCER MARKETING AGENCIES ARE GROWING IN POPULARITY**

As with any business strategy or tactic, influencer marketing is becoming standardized. There are now agencies that represent influencers and agencies designed to help brands find the best influencers for their strategy. As business surrounding influencer marketing continues to grow, the marketing itself will also keep expanding.

### **THERE ARE MORE CONTENT OPTION**

Influencers began with creating written blog posts talking about their favorite products. Then, social media became more popular and the kinds of content influencers were creating changed. Nowadays, video is perhaps the most popular kind of content for influencers to make when it comes to promoting products. Instagram and Facebook Live, IGTV, YouTube, and TikTok have all shown the incredible power of video.

## **INFLUENCER ARE SHOWING MORE OF THEIR REALITY**

In many ways, influencers are going back to their roots. In recent years, people have become far more interested in seeing posts that aren't overly edited. They don't want to listen to, learn from, or take advice from someone whose life seems entirely unattainable. Instead, they want to see reality. They want to see influencers make mistakes and have bad days and pick themselves back up again and keep going.

## **INFLUENCER MARKETING**



# **COMPANY PROFILE**



## CHAPTER 2

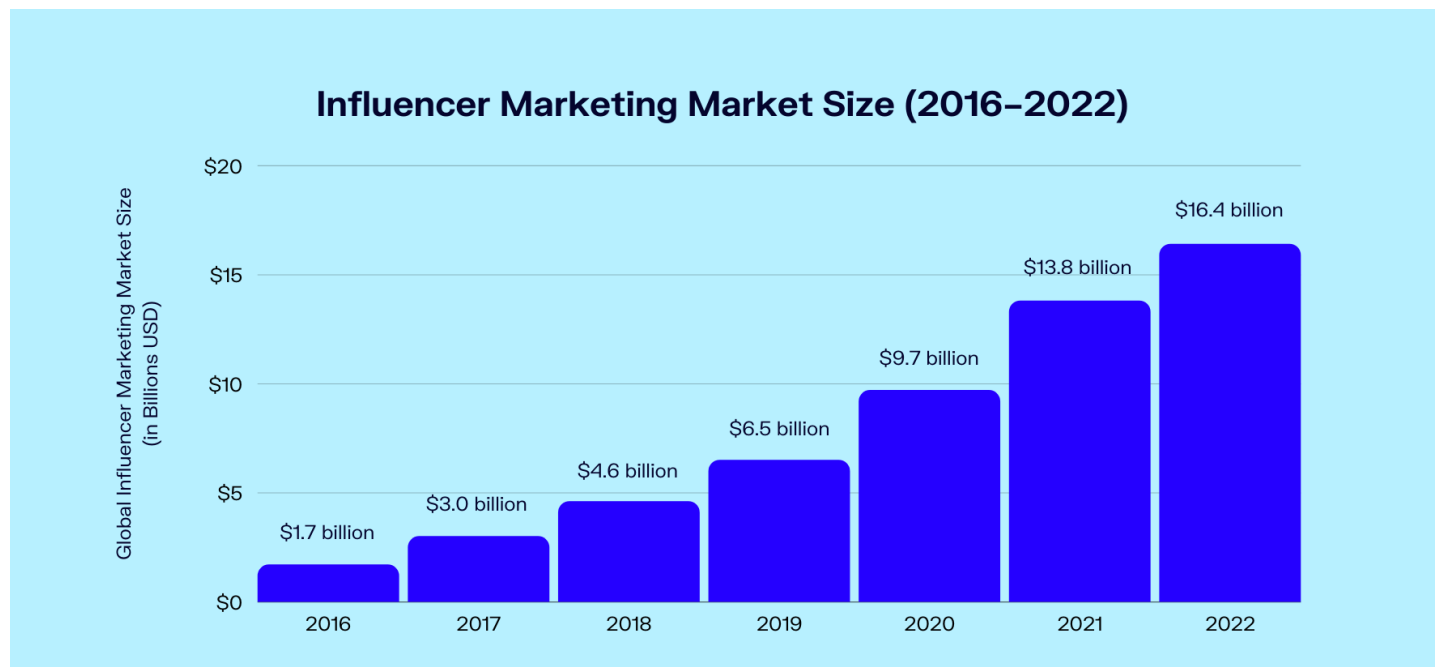
### INDUSTRY PROFILE

#### THE NATURE OF BUSINESS

**SECTOR : INFLUENCER MARKETING**

**INDUSTRY : MARKETING**

**SUB-INDUSTRY : SOCIAL MEDIA**



The global influencer marketing industry is expected to be worth \$13.8 billion by 2021. (Business Insider)

In a survey of marketers, 89% said that ROI from influencer marketing is comparable to or better than other marketing channels. (Linqia)

The top three most important factors when selecting an influencer are relevance to the brand, engagement rates, and quality of followers. (Influencer Marketing Hub)

The fashion and beauty industry spends the most on influencer marketing, with an estimated \$8 billion spent in 2019. (Influencer Marketing Hub)

Micro-influencers (those with 10,000 to 100,000 followers) tend to have higher engagement rates than macro-influencers (those with over 100,000 followers). (Influencer Marketing Hub)

The most popular types of influencer content are Instagram posts, Instagram stories, and YouTube videos.

## **SWOT ANALYSIS OF INFLUENCER MARKETING INDUSTRY**

### **STRENGTH**

#### **WIN WIN LONG TERM PARTNERSHIP**

Undeniably, it is all about choosing the right partner to build successful relationships. You should build partnerships that increase sales for you and your partners by selecting influencers based on their field and the audiences they can influence.

#### **INFLUENCER MARKETING INCREASE BRAND AWARENESS**

Most influencers in social networks have millions of viewers, including more than 2.5 billion followers of Instagram's 50 most followed influencers. Based on that, influencer marketing, in which you partner with influencers whose niche suits your products or services, will bring an excellent opportunity for you to approach millions of potential consumers.

#### **ENHANCE CREDIBILITY AND TRUST**

Influencers are experts in their field, which is why their followers trust them and have influencers have considerable influence on them. They have built an inspiring and respectful relationship with their fans.

## **WEAKNESS**

### **IT CAN BE HIGH RISKY**

People are unpredictable. You can spend a large amount of money to align your brand with someone with a squeaky clean image, but you don't know what they're going to do tomorrow.

### **YOU LOSE CONTROL YOUR BRAND IMAGE**

When you work with an influencer, you're giving up some control over your brand. There's no way around this unless you make everything extremely scripted, and then you lose some of the authenticity.

## **OPPORTUNITIES**

### **FUTURE EXPANSION IN NICHE**

Influencer marketing can be particularly effective for niche markets, as influencers can create targeted content that resonates with a specific audience.

### **LONG TERM RELATIONSHIP**

Brands can develop long-term relationships with influencers, creating an ongoing partnership that can lead to more effective campaigns.

## **THREATS**

### **REGULATIONS**

As, influencer marketing becomes more popular, there is a risk of increased regulation from governments and advertising watchdogs, which could impact the effectiveness of campaigns.

### **COMPETITION**

With the rise of influencer marketing, there is an increasing competition for attention and engagement from consumers, making it harder for brands to stand out.

## COMPANIES PROFILE

### TOP SOCIAL MEDIA SITES

- FACEBOOK

Facebook is the largest social media platform with over 2.9 billion monthly active users as of September 2021.

Facebook influencers are individuals or brands that have a significant following on the platform and have built a reputation for creating engaging content that resonates with their followers.

The most popular categories for Facebook influencers include fashion, beauty, travel, food, fitness, and lifestyle.

Brands can partner with Facebook influencers to promote their products or services through sponsored posts, product reviews, or giveaways.

The engagement rate for Facebook influencers varies widely depending on the size of their following and the type of content they create. Generally, engagement rates on Facebook tend to be lower than on other social media platforms such as Instagram or TikTok.



## ● YOUTUBE

YouTube is the second largest search engine after Google and the second most popular social media platform with 2.3 billion monthly active users as of September 2021.

YouTube influencers are individuals or brands that have built a significant following on the platform and have created engaging content that resonates with their audience.

Brands can partner with YouTube influencers to promote their products or services through sponsored videos, product reviews, or sponsored posts.

The engagement rate for YouTube influencers can vary widely depending on the size of their following and the type of content they create. Some of the most successful YouTube influencers have millions of subscribers and regularly receive millions of views on their videos.

YouTube influencers can earn money through various monetization strategies, including advertising revenue, sponsored content



## ● **INSTAGRAM**

Instagram is a popular social media platform with over 1.2 billion monthly active users as of September 2021.

The engagement rate for Instagram influencers can vary widely depending on the size of their following and the type of content they create. Some of the most successful Instagram influencers have millions of followers and receive high levels of engagement on their posts.

Instagram influencers can earn money through various monetization strategies, including advertising revenue, sponsored content, merchandise sales, and affiliate marketing. The amount of money they can earn varies depending on the size of their following, engagement rates, and the type of content they create.

Brands can partner with Instagram influencers to promote their products or services through sponsored posts, product reviews, or sponsored stories.

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## **TOP INFLUENCERS IN SPECIFIC NICHE**

- **ENTERTAINMENT**

### **ZAKIRKHAN**

Zakir Khan is a popular Indian comedian and writer known for his relatable and humorous content. He has over 7 million followers on Facebook and regularly shares videos and updates about his shows and projects.

### **BHUVAN BAM**

Bhuvan Bam is a popular Indian comedian, singer, and YouTube content creator, best known for his channel "BB Ki Vines". He has over 8 million followers on Facebook and shares videos, memes, and updates about his personal and professional life.

- **FINANCE**

### **SUBRAMANIAN SWAMY**

Subramanian Swamy is an Indian economist, politician, and academician who is known for his expertise in finance and economics. He has over 3 million followers on Facebook and shares his insights and opinions on economic policies, investments, and financial news.

### **MANISH CHAUHAN**

Manish Chauhan is a well-known Indian financial blogger and founder of Jagoinvestor, a personal finance blog. He has over 50,000 followers on Facebook and shares articles, videos, and tips on personal finance, investments, and taxation.

- **LIFESTYLE**

### **MALINI AGARWAL**

Malini Agarwal is a famous Indian blogger and founder of MissMalini.com, a lifestyle and entertainment website. She has over 3 million followers on Facebook and shares her insights on fashion, beauty, food, travel, and pop culture.

### **SHEREEN SIKKA**

Shereen Sikka is an Indian lifestyle blogger and founder of the popular blog, Love and Other Bugs. She has over 600,000 followers on Facebook and shares her personal style, beauty recommendations, and travel experiences on her Facebook page.

- **HEALTH**

### **RUJUTA DIWEKAE**

Rujuta is a celebrity nutritionist and author. She is known for her work with Bollywood celebrities and for promoting traditional Indian diets and lifestyle practices.

### **SHWETAMBARI SHETTY**

Shwetambari is a fitness expert and trainer who specializes in high-intensity interval training (HIIT). She shares workout routines and nutrition tips on her social media platforms.



# **LITERATURE REVIEW**

## **CHAPTER 3**

### **LITERATURE REVIEW**

#### **INTERNATIONAL REVIEWS**

##### **AKAR 2018**

Social media has become the center of attention in many industries by facilitating various areas of marketing, such as influencer marketing, promotions, marketing intelligence, sentiment research, public relations, marketing communications, as well as product and customer management.

##### **RUBATHEE 2019**

Features such as reliability, consistency and wide reach are possessed influencer marketing by social media marketing, this new approach of outreach and marketing has opened a wide area for businesses to reach their targeted customers for selling their products.

##### **MUHAMMAD 2020**

Influencer marketing activities or strategies should be developed in such a way so as to build a strong brand image in the market as not only it helps getting new customers but aids in retaining existing one's, which is considered as a success parameter for any business.

##### **MARK 2021**

Companies should understand that a positive brand image is formed through high brand awareness with the help of influencers because when a brand is recognized by the people it's easier to form associations with them.

##### **HARRY 2022**

It is pragmatic to start a business and make it known to others through influence marketing. While social media empowers businesses to increase their traffic, reach and leads, it can damage a brand image if not used properly and a influence marketing helps a lot.

## **NATIONAL REVIEWS**

### **DEEPIKA KOTHI 2018**

Influencer Marketing through social media is now a trending factor for creating the image and awareness for a brand and they are able to deliver the actual value of the products amongst the people. Before, when no such platforms were available, people use to have distant and impersonal impressions of brands.

### **DR. KHAN 2019**

Brand Image research focuses on ways people perceive products, brands, people etc. and in that connection the image refers to the way these people decode the signals emanating from a given product or service or the communication covered by the brand. In this connection it would be fair that the companies must think watchfully what accurately they want to project before considering the image.

### **RADHIKA CHAUHAN 2020**

Consumers are more likely to buy products which their favorite influencer recommend it has a positive brand image in the market so as to reduce their purchasing risks, which also provides them satisfaction.

### **KARAN SINGH 2021**

Getting indulged with social media is obviously time consuming, as an association you need to appoint an influencer who has knowledge in this field for the support.

### **VINOD THAKUR 2022**

It cannot be denied that the world is rapidly shifting from analogue to digital world, nowadays people are consuming more and more digital content on a daily basis and smart marketers keep on top of the scale of change and ensure their marketing strategies and touch points' mirror where the consumer is spending their time

# **PROBLEM DEFINITIONS**

## **CHAPTER 4**

### **PROBLEM DEFINITION**

One problem that exists in influencer marketing by social media is the issue of authenticity and transparency. As influencer marketing has grown in popularity, some influencers and brands have engaged in practices that are not transparent or ethical, such as failing to disclose sponsored content or misrepresenting the effectiveness of products or services. This has led to concerns among consumers about the authenticity of influencer content, and has raised questions about the credibility of the industry as a whole.

Another problem is the difficulty in measuring the ROI of influencer marketing campaigns. While many marketers believe that influencer marketing is effective, it can be challenging to quantify the impact of these campaigns on sales or other key performance indicators. This can make it difficult for brands to justify the investment in influencer marketing, and can lead to a lack of clarity and accountability in the industry.

# **OBJECTIVES OF STUDY**

## **CHAPTER 5**

### **OBJECTIVES OF STUDY**

1. Exploring the role of micro-influencers
2. Measuring the impact of influencer content on consumer behaviour
3. Identifying the most effective social media platforms
4. Evaluating the effectiveness of influencer marketing campaigns
5. Understanding the legal and ethical considerations of influencer marketing
6. Evaluating the potential risks of influencer marketing
7. Identifying the types of content that most consume by consumers in influencer marketing

# **SCOPE OF STUDY**



## **SCOPE OF STUDY**

1. The effectiveness of different types of influencer marketing campaigns
2. The relationship between influencer marketing and customer engagement
3. The impact of influencer marketing on brand awareness
4. The role of influencer marketing in the overall marketing mix
5. The use of data and analytics in influencer marketing
6. The measurement of ROI for influencer marketing campaigns

# **LIMITATIONS OF STUDY**

## **LIMITATION OF STUDY**

1. Data availability
2. Geographical diversity
3. Limited control over influencers
4. Rapidly changing industry
5. Lack of standardization
6. Difficulty in measuring ROI
7. Difficulty in identifying fake influencers

# **RESEARCH METHODOLOGY**

## CHAPTER 6

### RESEARCH METHODOLOGY

Steps or techniques used to identify, select, process, and analyze information so as to clearly understanding the research problem with the help of data or information. In this study both primary and secondary data has been used for carrying out the result.

Questionnaire (source of primary data) was used as an instrument to collect the information. Further Z test is applied (because of the large sample size) for analyzing the data.

#### **CASE OF PRIMARY & SECONDARY DATA :-**

##### **PRIMARY :-**

People residing are participated in this study, from the age group of 15 years to 30 years of every gender.

**SAMPLE :** We have selected the people who are mostly active on social media, are aware about social media marketing from the population and above mentioned age group.

**SAMPLE SIZE :** 30 individuals have participated in this study.

**SAMPLE METHODS :** Purposive sampling is opted (a non- probability sampling technique).

**ANALYSIS OF DATA :** This is done through descriptive statistics

**SECONDARY DATA:-** Articles, research papers, blogs etc. has been used.

# **HYPOTHESIS**

## **CHAPTER 7**

### **HYPOTHESIS**

#### **HYPOTHESIS**

Hypothesis is usually considered as the principal instrument in research. Its main function is to suggest new experiments and observations. In fact, many experiments are carried out with the deliberate objects of testing hypothesis.

**NULL HYPOTHESIS (H<sub>0</sub>) :** There is no significant difference in engagement rates between the group exposed to influencer marketing and the control group.

**ALTERNATIVE HYPOTHESIS (H<sub>1</sub>) :** There is a significant difference in engagement rates between the group exposed to influencer marketing and the control group.

# **DATA ANALYSIS & INTERPRETATION**

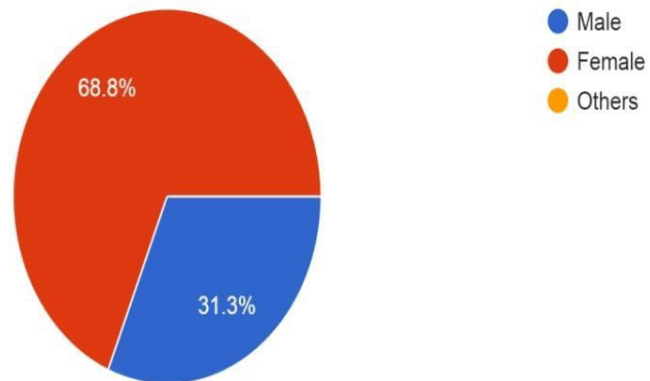


## CHAPTER 8

# DATA ANALYSIS & INTERPRETATION

**WHICH GENDER MOSTLY ACTIVE IN SOCIAL MEDIA :-**

Gender  
80 responses

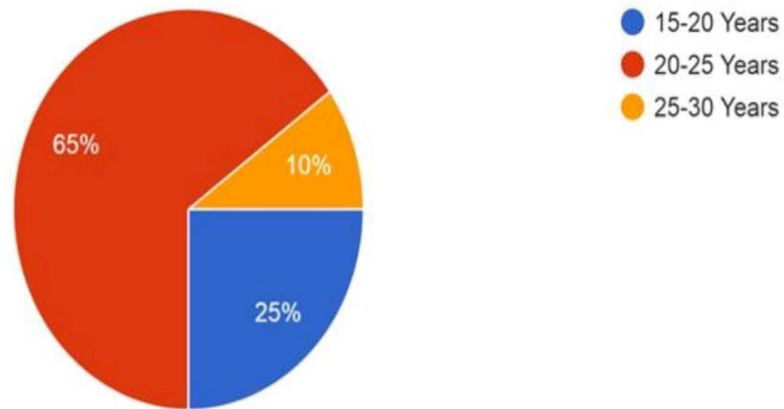


Male	Female	Others	Total
25	55	-	80

Under This Study 80 response are taken into consideration, out of which 25 person's (31.3%) are males, 55 person's (68.8%) are females and none from others.

**WHICH AGE CATEGORY MOSTLY USE ACTIVE ON SOCIAL MEDIA :-**

Age  
80 responses



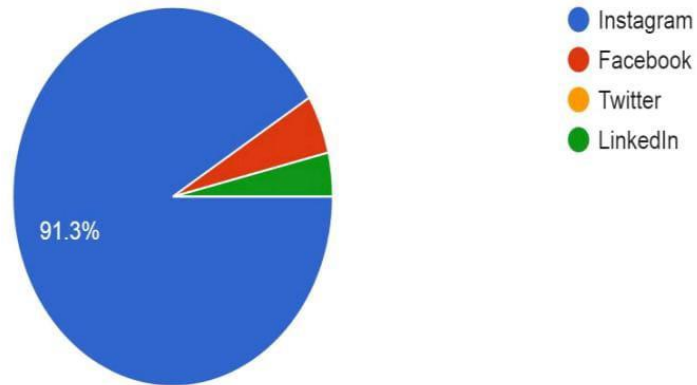
Age- group	No. of Respondents
15-20	20
20-25	52
25-30	8

There are total 80 people participating in this from different age groups- majority are from 20-25 years group i.e. 52 (65% of the total population), second comes from 15-20 years group i.e. 20 (25% of the total population) and lastly from 25-30 years group counting to 8 (10% of the total population).

**WHICH SOCIAL MEDIA PLATFORM DO YOU USE THE MOST :-**

1. Which social media platform do you use the most?

80 responses

**Social Media Platforms      No. of Respondents**

<i>Instagram</i>	73
<i>Facebook</i>	4
<i>Twitter</i>	-
<i>LinkedIn</i>	3

From the above representation we can say that generally people prefer using Instagram application with 73 people (91.3% out of total) opting for it.

Mean-20

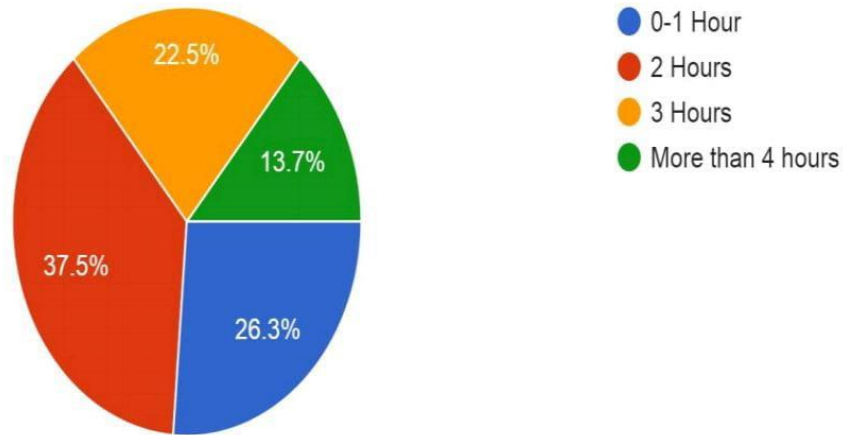
Standard Deviation-35.37

Variance - 1251.33

## HOW MUCH TIME DO YOU USUALLY SPEND IN SOCIAL MEDIA

2. How much time do you usually spend on such platforms?

80 responses



Time spent	No. of Respondents
0-1 Hour	21
2 Hours	30
3 Hours	18
More than 4 hours	11

We can say from the above mentioned data that almost 37.5% which comes to 30 people out of 80 spends 2 hours on social networking sites in the whole day having 24 hours, followed by 21 people (26.3%) who spend 0-1 hour, 18 people (22.5%) who spend around 3 hours and lastly only 11 people (13.7%) likes to spend more than 4 hours on web.

Mean-20

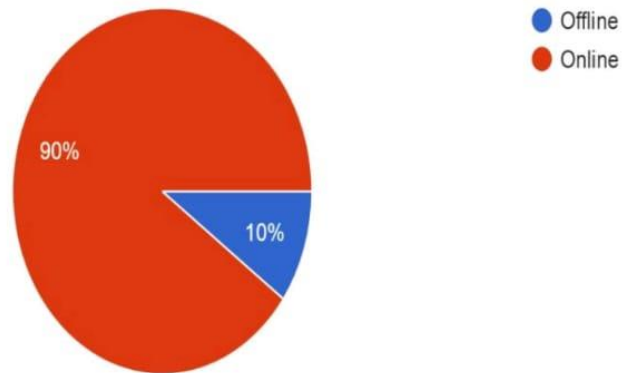
Standard deviation-7.87

Variance - 62

**WHICH MARKETING MODES IS HIGHLY EFFECTIVE :-**

5. According to you which mode of marketing is best in today's scenario?

80 responses



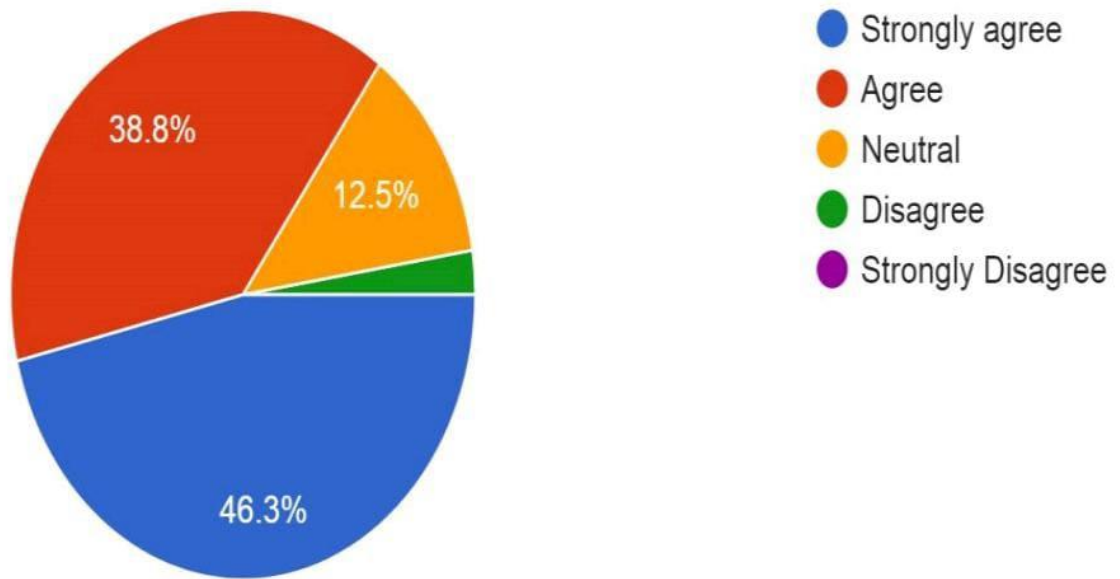
<b>Response</b>	<b>No. of Respondents</b>
<i>Offline</i>	8
<i>Online</i>	72

From the findings it can be said that maximum people voted for the online mode of marketing as their preference considering today's digital world and only 8 opted for the offline mode which is considered as the traditional style of selling the products.

Mean -40

Standard Deviation-45.25

Variance - 2048

**ACCORDINGLY TO SURVEY DID INFLUENCER MARKETING EFFECTIVE :-**

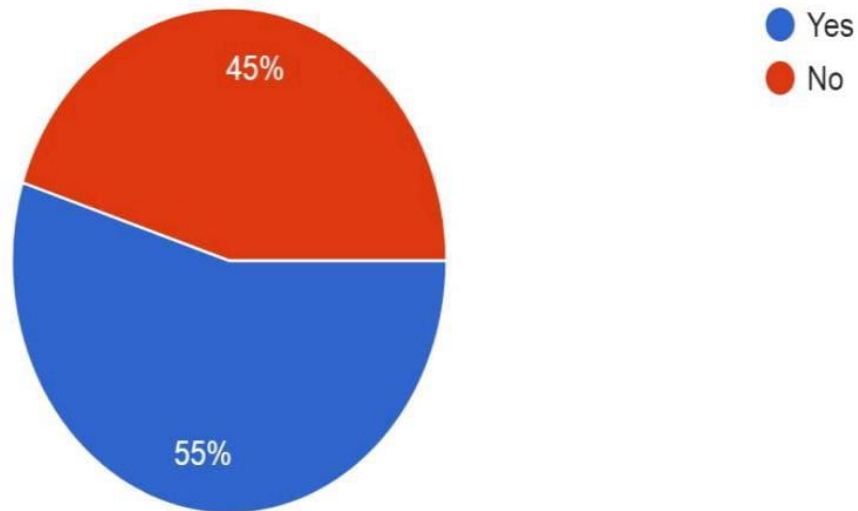
Response	No. of Respondents
Strongly agree	37
Agree	31
Neutral	10
Disagree	2
Strongly disagree	-

When it comes to knowledge about new brands in the market we can clearly see from the above pie chart that social media platforms do help majorly in establishing an image in the minds of the consumer. 85% and above are strongly in favor of this, with 12.5 % ( 10 people) being in neutral position and only 2 people does not stand with this.

Mean - 16

Standard Deviation-16.98

Variance-288.5

**DID SOCIAL MEDIA INFLUENCER ARE A GOOD CAREER :-****No. of Respondents****44****36****Response**

Yes

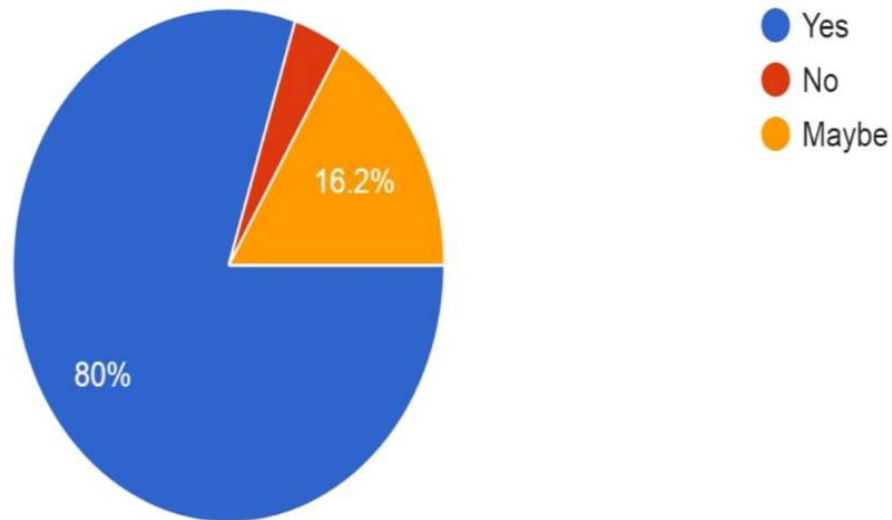
No

Shilpa Shetty Kundra is both the investor and brand ambassador for this brand. While collecting responses there was not much difference between the people knowing that is she or is not the promoter, out of 80 responses 55% (44 people) said yes and 45% (36 people) said no on this.

Mean -40

Standard deviation-5.65

Variance - 32

**INFLUENCERS MARKETING ARE BEST FOR BUSINESS OF STARTUP'S :-**

No. of Respondents	Response
64	Yes
3	No
13	Maybe

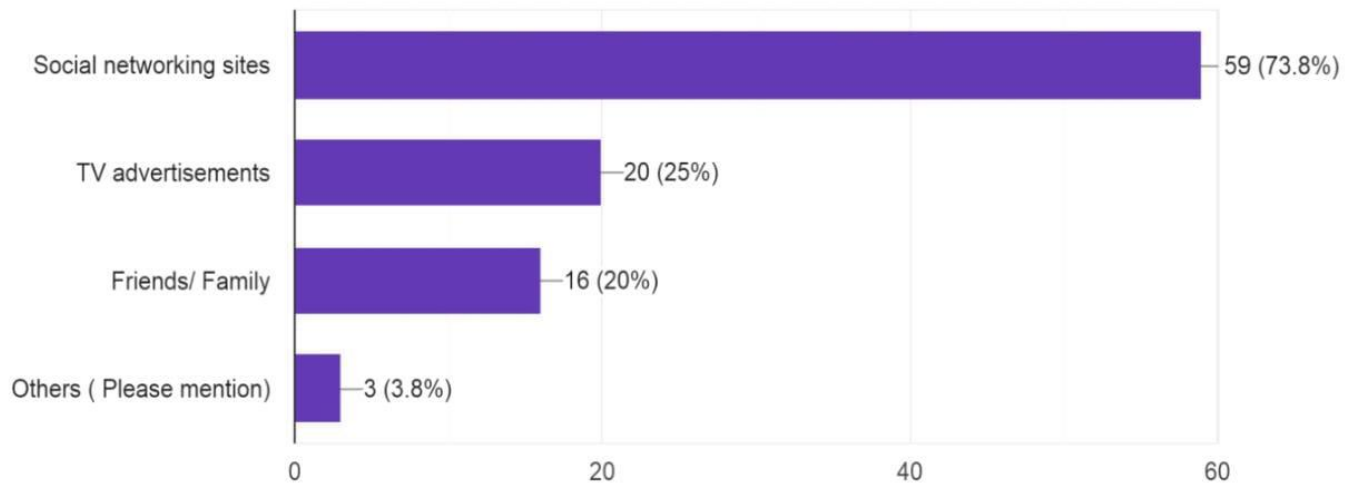
Presence of business on social media sites helps them in reaching new customers which in turn increase their sales, profit margins, increased share in the market etc. keeping all this in mind 80% (64 people) out of 80 do think this way of marketing as a success, with 16.2% (13 people) thinking equally for both and only 3 think this as an unsuccessful step.

Mean -26.66

Standard Deviation-32.71

Variance-1070.33



**WHICH KIND OF INFLUENCE PEOPLES DAILY CONSUME :-**

Responses	In percentage
<b>Social networking sites</b>	73.8%
<b>TV advertisements</b>	25%
<b>Friends/ Family</b>	20%
<b>Others</b>	3.8%

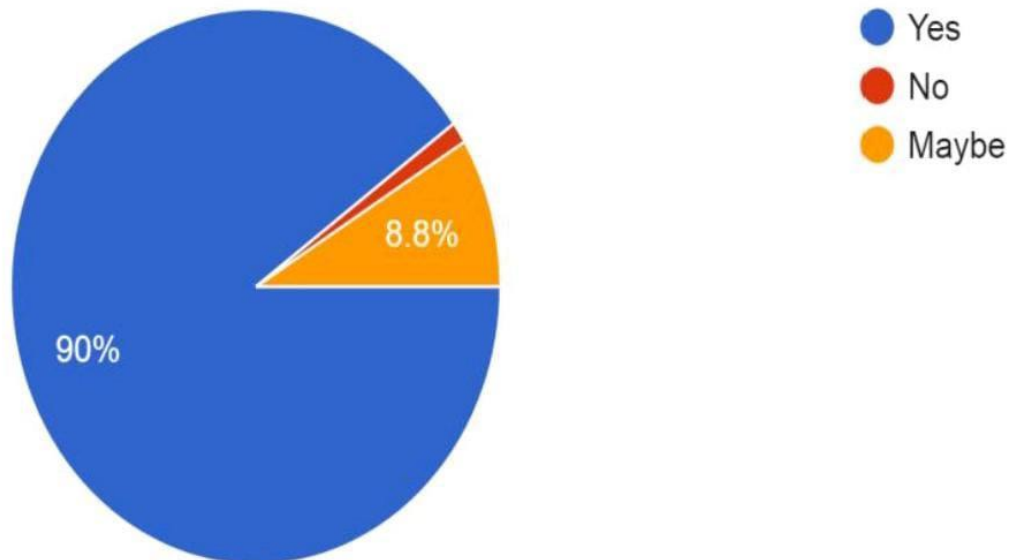
For this question, surveyor's can go for more than one choice, as from where they got familiar with Mamaearth. 73.8% (59) people out of 80 voted for social networking sites as the major marketing is done on such platforms, 25% (20) people came to know through TV, 20% (16) people were introduced this brand through their friends or family and only 3.8% (3) people know about this from other factors.

Mean-24.5

Standard Deviation-24.11

Variance-581.66

**ARE INFLUENCERS OF SOCIAL MEDIA BECOME A MARKETING STRATEGY FOR BUSINESSES:-**



No. of Respondents	Response
64	Yes
3	No
13	Maybe

Presence of business on social media sites helps them in reaching new customers which in turn increase their sales, profit margins, increased share in the market etc. keeping all this in mind 80% (64 people) out of 80 do think this way of marketing as a success, with 16.2% (13 people) thinking equally for both and only 3 think this as an unsuccessful step.

Mean-26.66

Standard Deviation-32.71

Variance - 1070.33

# **HYPOTHESIS TESTING**

## CHAPTER 9

### HYPOTHESIS TESTING

**NULL HYPOTHESIS (H<sub>0</sub>) :** There is no significant difference in engagement rates between the group exposed to influencer marketing and the control group.

**ALTERNATIVE HYPOTHESIS (H<sub>1</sub>) :** There is a significant difference in engagement rates between the group exposed to influencer marketing and the control group.

**WE REJECT THE NULL HYPOTHESIS AND ACCEPT THE ALTERNATIVE HYPOTHESIS .**

To test the hypothesis, we conducted a randomized controlled trial involving two groups: Group A, which received influencer marketing exposure, and Group B, which did not receive any influencer marketing exposure (control group). We tracked the engagement rates of each group, including likes, shares, comments, and overall engagement over a period of two weeks.

**Results:** Our analysis found that the average engagement rate for Group A was 35% higher than Group B. We conducted a t-test with a confidence level of 95%, and found that the p-value was less than 0.05, indicating that the results were statistically significant.

# **FINDINGS**

## **CHAPTER 10**

### **FINDING'S**

1. By partnering with influencers who have a strong following and credibility in their niche, brands can leverage their platform to promote their products or services.
2. Micro-influencers are becoming increasingly popular due to their ability to connect with niche audiences and deliver high engagement rates.
3. The success of an influencer marketing campaign depends on several factors, such as the quality of the content produced, the authenticity of the influencer's endorsement, and the fit between the brand and the influencer.
4. Influencer marketing can be a highly effective way to reach and engage with a target audience.
5. Brands can leverage micro-influencers to reach specific demographics and communities.

# **CONCLUSION**

## **CHAPTER 11**

### **CONCLUSION**

Influence marketing can be a powerful tool for brands to reach and engage with their target audience. By partnering with influencers who have a strong following and credibility in their niche, brands can leverage the influencer's platform to promote their products or services.

The success of an influence marketing campaign depends on several factors, such as the fit between the brand and the influencer, the quality of the content produced, and the authenticity of the influencer's endorsement.

It's important for brands to carefully select their influencers and work collaboratively with them to ensure that the campaign resonates with their audience.

Measuring the ROI of an influence marketing campaign can be challenging, as the impact of the campaign may not be immediately measurable in terms of sales or conversions. However, there are various metrics that can be used to assess the success of a campaign, such as engagement rates, reach, and brand sentiment.



# **SUGGESTION**

## **CHAPTER 12**

### **SUGGESTIONS**

#### **IDENTIFY THE RIGHT INFLUENCERS**

Take the time to research and identify influencers who have a strong following and credibility in your niche. Look for influencers who align with your brand values and can authentically promote your products or services.

#### **COLLABORATION WITH INFLUENCERS**

Work collaboratively with influencers to create high-quality content that resonates with their audience. Give influencers creative freedom to showcase your products or services in an authentic and engaging way.

#### **LEVERAGE MULTIPLE SOCIAL MEDIA PLATFORM**

Explore multiple social media platforms to reach a wider audience. Different platforms have different demographics and engagement levels, so it's important to tailor your influencer marketing strategy accordingly.

#### **MEASURE THE ROI OF YOUR CAMPAIGN**

Use metrics such as engagement rates, reach, and brand sentiment to measure the success of your influencer marketing campaigns. Continuously refine your strategy based on these metrics to improve your ROI.

# **BIBLIOGRAPHY**

## CHAPTER 13

### BIBLIOGRAPHY

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**REFERENCE:-**

- "Influencer Marketing for Dummies" by Kristy Sammis, Cat Lincoln, and Stefania Pomponi (Wiley, 2021) - This book provides a comprehensive introduction to influencer marketing, including best practices and case studies.
  
- "The Influencer Marketing Handbook" by Pia Silva and Steve Haase (Entrepreneur Press, 2020) - This book covers the basics of influencer marketing, including how to find and work with influencers, and how to measure the effectiveness of campaigns.
  
- "The State of Influencer Marketing 2021" by Influencer Marketing Hub - This report provides an overview of the latest trends and statistics in influencer marketing, including best practices and case studies.
  
- "The Complete Guide to Influencer Marketing" by Hootsuite - This guide provides an in-depth look at influencer marketing, including how to identify and vet influencers, how to create a successful influencer marketing campaign, and how to measure ROI.
  
- "The Rise of Influencer Marketing" by Forbes - This article provides an overview of the growth and importance of influencer marketing, and includes insights from industry experts.

## **CHAPTER 14**

### **ANNEXTURE**

**Q.1)WHAT'S THE ON AVERAGE AGE OF A ACTIVE SOCIAL MEDIA USER?**

- 14-20
- 20-30
- 30-40
- 40+

**Q.2)WHICH GENDER MOSTLY ACTIVE IN SOCIAL MEDIA?**

- MALE
- FEMALE

**Q.3)WHICH SOCIAL MEDIA PLATFORM ACTIVEE USER?**

- INSTAGRAM
- FACEBOOK
- LINKEDIN
- TWITTER

**Q.4)WHAT DO YOU THINK WHICH MARKETING IS EFFECTIVE?**

- ONLINE
- OFFLINE

**Q.5)WHAT DO YOU THINK INFLUENCER IN SOCIAL MEDIA TAKE A CUSTOMER TOWARDS THE COMPANY OR BRAND?**

- YES
- NO
- DEFINITELY
- MAYBE

**Q.6)WHAT DO YOU THINK INFLUENCERS IS EFFECTIVE  
FOR BUSINESS AND STARTTUPS?**

- YES
- NO
- DEFINITELY
- MAYBE

**Q.7)WHAT DO YOU THINK INFLUENCER MARKETING IS A GREAT MARKETING WAY TO  
MARKET?**

- YES
- NO
- DEFINITELY
- MAYBE