

The Challenges of Using Social Media Influencers on Instagram in Malaysia.

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ABSTRACT

Social media has spread around the world, and everyone uses it for practically every reason, whether for communication or commerce. Social media influencers are slowly generating content on social media platforms, disseminating and sharing ideas and opinions. A social media influencer can affect third-party decision-making. Influencers provide their audience with advice, ideas, suggestions, and points of view in addition to influencing a third party. Influencers cultivate relationships with their audience by engaging, communicating, and interacting with them. The purpose of this research is to give an in-depth insight into the influencer industry. Researchers will look at how influencers stay in the business, how to keep followers, and how influencers deal with negative emotions and run out of ideas in this study. In this study, semi-structured interviews will be used to conduct qualitative interviews. Finally, the study aims to discover how influencers stay in the business, how to keep followers, and how influencers deal with negative emotions and run out of ideas. This data will also assist future influencers in determining how to remain in the industry. This research also contributes to the review of the literature.

Keywords: Social Media, Social Media influencer, type of influencers, Challenges, Influencer Success Factors

1. Background

Social media influencers, also known as key leader opinions (KOL), can impact audience purchase decisions in all aspects of life, including purchasing, profession, and education. Influencers provide their audience with guidance, ideas, and suggestions. Influencers engage and communicate with their audiences regularly, [1]. According to [2], 77% of respondents consider it a "must-have" influencer in digital marketing. This is because 80% of influencers have effectively established long-term connections with their followers and earned their trust. Social media influencers are progressively and practically entirely replacing traditional celebrity jobs. As you can see, even conventional celebrities are increasingly inserting themselves into the social media realm, often on Instagram, to connect with their audience, even though traditional celebrities and their followers have minimal connection. This is due to conventional influencers' desire to capture the younger generation's attention. To grab the attention of the younger generation, established traditional celebrities must change [3]. Besides that, an influencer may an influencer might earn a brand endorsement by sharing coupon codes with their followers. Influencers can earn anything from 30,000 to 250,000 per post depending on the sort of influencers.

However, as technology advances, social media marketing evolves, particularly when businesses seek to attract the younger forthcoming generation to utilize their products and services. Non-scripted material is preferred over scripted stuff. This is because non-scripted content looks to the audience to be more natural and original. This implies that influencers produce unintended material such as raw footage [4]. Furthermore, because influencers bring traffic to social firms, they are continuously living in unknown situations, such as algorithm updates or the unexpected termination of their account, which is usually entirely beyond their control such as brand deal payment standards, health insurance access,

more algorithm change transparency,[6]. Besides that, Because of the asymmetrical connections that exist between companies and influencers, this employment is sometimes time-consuming, underpaid, and risky. Brands may use influencers who are new to the sector and are unclear about the laws and regulations to reduce pay rates[7]. Finally, becoming an influencer demands a significant amount of effort and time. Typically, an influencer seeks to gain popularity and notoriety while also developing long-term connections and trust with audiences. Behind the scenes, the procedure needs time and work. [5].

2. Problem Background and Research Gap

Although past studies have proven that social media marketing is evolving, marketing techniques are continuously altering to stay up with the trends owing to the expectations of the audience, society, and customers. As a result, research is constrained by past findings. People no longer favor scripted material, and they no longer trust traditional advertisements because their goods are too flawless to believe and their capacity to provide essential news in a short amount of time. Indeed, 75% of social media users rely on it, particularly for breaking news [4]. Moreover, many influencers are in an uncertain scenario, which implies that many things are going on behind the scenes that the public is unaware of, such as fear of account deletion, algorithm adjustments, and something else that is out of control. In reality, only 37% of people are aware of the social media news feed algorithm, and the majority of influencers have no idea how to modify their social media feeds [6]. Furthermore, each influencer has their originality and ability, the social media influencer market is becoming increasingly challenging to sustain in the industry. In addition, colleges integrate influencer marketing in their curriculum to help students have a better understanding of the social media influencer sector, and influencers will be a huge money generator in the future all over the world [5].

3. Research Questions and Research Objectives

Research Questions

- 1) RQ1: How does an influencer sustain followers?
- 2) RQ2: How do influencers overcome negative emotions or run out of ideas?

Research Objectives

RO1: To explore influencers and sustain their followers.

RO2: To explore influencers overcoming negative emotions or running out of ideas.

4. Underlying Theory(ies)

According to [8] the social influence theory, we place great importance on other people's ideas and views. People place a high value on the opinions and recommendations of influencers before, during, and after making a buying decision. Social influencer theory also helps us explain why certain humans behave in certain ways and under certain settings, and why individuals are influenced by those around them regardless of their thoughts, feelings, behaviors, or attitudes.

5. Method

In this research, a qualitative investigation will be undertaken utilizing semi-structured interview approaches and probability and snowball sampling. In-depth interviews will be conducted with social media influencers who are active on Instagram in Malaysia, such as by frequently publishing updates on their feeds and channels, as well as Instagram stories. Researchers will conduct open-ended interviews with influencers via Teams, Zoom, or in-person meetings. The researchers researched a large amount of literature, which provided a full grasp of constructing the interview discussion guide, preparing for interviews, and breaking down each unit of analysis for additional discussion.

6. Conclusion

The influencer industry is always evolving, needing continued learning and the provision of new content. To be able to remain in this sector, which requires a lot of effort and self-motivation, the influencer industry requires self-determination, persistence, and a never-say-die mindset. Because they deliver the greatest content to their fans, social media influencers are the most valued contributors to brands. It assists marketers in continuing to learn and adapt to a rapidly changing environment by ensuring that marketers do not lack so much that they are unable to stay up with the environment. There

is always something fresh on the horizon with these endless learning materials. As a result, becoming an influencer is a real professional path that can be pursued through businesses and sponsorship.

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