

# Chapter 3

## THE POWER OF OPINION LEADERS ON YOUTUBE AND INSTAGRAM TO INFLUENCE OTHER USERS - INFLUENCER MARKETING

Emrah Sitki YILMAZ<sup>1</sup>

### INTRODUCTION

Social networking sites, whose popularity and number of users are increasing every day since their emergence, despite being based on a foundation of communication, are actively used by users in many areas (Casaló, et. al., 2020). Social networking sites that have allowed individuals to experience radical changes in the way they communicate (Sokolova & Perez, 2021), also offer their users many opportunities to explore and portray themselves (Arora, et. al., 2019). Social networking sites, which consumers prefer to use frequently to access information to aid in their purchasing decisions, (Sokolova & Kefi, 2020), unlike standardized and planned marketing activities today, form an important part of modern marketing strategies in many aspects (Palazzo, et. al., 2021). In addition to their strong communication identity, these sites, which are a very important actor in the digital marketing industry with technological developments, (Shiau, et. al., 2018; Shareef, et. al., 2019), in terms of consumers offer many advantages such as providing informed decision support systems (Alalwan, et. al., 2017), brand marketing for companies, creating brand and product awareness (Kamboj, et. al., 2018), and conducting promotional activities with cost-effective, effective and original content (Kapoor, et. al., 2018). Social networking sites, which occupy an important place in the digital transformation processes experienced by companies, are placed in a point of higher priority with the participation of idea leaders in modern marketing strategies, an important source of advice for other users (Casaló, et. al., 2020). On social networking sites such as YouTube and Instagram in particular, the ability of opinion leaders to introduce the brands and products they have used to other users together with their own ideas in many sectors such as health, fitness, beauty, food, technology and decor, as well as their power of influence has had a significant impact on modern marketing strategies (Klassen, et. al., 2018;

---

<sup>1</sup> Asst. Prof. Dr., Gaziantep University, Gaziantep, Turkey, esyilmaz@gantep.edu.tr, ORCID iD: 0000-0003-2741-4222

## REFERENCES

- Abidin, C. (2016). Visibility labour: Engaging with Influencers' fashion brands and #OOTD advertorial campaigns on Instagram. *Media International Australia*, 161(1), 86-100, <https://doi.org/10.1177/1329878X16665177>.
- Alalwan, A. A., Rana, N. P., Dwivedi, Y. K., & Algharabat, R. (2017). Social media in marketing: A review and analysis of the existing literature. *Telematics and Informatics*, 34(7), 1177-1190, <https://doi.org/10.1016/j.tele.2017.05.008>.
- Arora, A., Bansal, S., Kandpal, C., Aswani, R., & Dwivedi, Y. (2019). Measuring social media influencer index- insights from facebook, Twitter and Instagram. *Journal of Retailing and Consumer Services*, 49(1), 86-101, <https://doi.org/10.1016/j.jretconser.2019.03.012>.
- Boerman, S. C. (2020). The effects of the standardized instagram disclosure for micro- and meso-influencers. *Computers in Human Behavior*, 103(1), 199-207, <https://doi.org/10.1016/j.chb.2019.09.015>.
- Casaló, L. V., Flavián, C., & Ibáñez-Sánchez, S. (2020). Influencers on Instagram: Antecedents and consequences of opinion leadership. *Journal of Business Research*, 117(1), 510-519, <https://doi.org/10.1016/j.jbusres.2018.07.005>.
- Chae, J. (2019). YouTube makeup tutorials reinforce postfeminist beliefs through social comparison. *Media Psychol*, 1(1), 1-23, <https://doi.org/10.1080/15213269.2019.1679187>.
- Chung, S., & Cho, H. (2017). Fostering Parasocial Relationships with Celebrities on Social Media: Implications for Celebrity Endorsement. *Psychology & Marketing*, 34(4), 481-495, <https://doi.org/10.1002/mar.21001>.
- Dhanesh, G. S., & Duthler, G. (2019). Relationship management through social media influencers: Effects of followers' awareness of paid endorsement. *Public Relations Review*, 45(3), 101765, <https://doi.org/10.1016/j.pubrev.2019.03.002>.
- Djafarova, E., & Bowes, T. (2021). 'Instagram made Me buy it': Generation Z impulse purchases in fashion industry. *Journal of Retailing and Consumer Services*, 59, 10234, <https://doi.org/10.1016/j.jretconser.2020.102345>.
- Djafarova, E., & Rushworth, C. (2017). Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users. *Computers in Human Behavior*, 68(1), 1-7, <https://doi.org/10.1016/j.chb.2016.11.009>.
- Farivar, S., Wang, F., & Yuan, Y. (2021). Opinion leadership vs. para-social relationship: Key factors in influencer marketing. *Journal of Retailing and Consumer Services*, 59(1), 102371, <https://doi.org/10.1016/j.jretconser.2020.102371>.
- Folkvord, F., Bevelander, K. E., Rozendaal, E., & Hermans, R. (2019). Children's bonding with popular YouTube vloggers and their attitudes toward brand and product endorsements in vlogs: an explorative study. *Young Consumers*, 20(2), 77-90, <https://doi.org/10.1108/YC-12-2018-0896>.
- Giannoulakis, S., & Tsapatsoulis, N. (2016). Evaluating the descriptive power of Instagram hashtags. *Journal of Innovation in Digital Ecosystems*, 3(2), 114-129, <https://doi.org/10.1016/j.jides.2016.10.001>.
- Gupta, S., & Mahajan, R. (2019). Role of Micro-Influencers in Affecting Behavioural Intentions. *International Journal of Recent Technology and Engineering*, 8(4S5), 189-192, <https://doi.org/10.35940/ijrte.D1045.1284S519>.
- Hill, S. R., Troshani, I., & Chandrasekar, D. (2017). Signalling Effects of Vlogger Popularity on Online Consumers. *Journal of Computer Information Systems*, 60(1), 76-84, <https://doi.org/10.1080/08874417.2017.1400929>.
- Hwang, K., & Zhang, Q. (2018). Influence of parasocial relationship between digital celebrities and their followers on followers' purchase and electronic word-of-mouth intentions, and persuasion knowledge. *Computers in Human Behavior*, 87(1), 155-173, <https://doi.org/10.1016/j.chb.2018.05.029>.
- Jiménez-Castillo, D., & Sánchez-Fernández, R. (2019). The role of digital influencers in brand recommendation: Examining their impact on engagement, expected value and purchase intentions.

- on. *International Journal of Information Management*, 49(1), 366-376, <https://doi.org/10.1016/j.ijinfomgt.2019.07.009>.
- Jin, S. V., & Ryu, E. (2020). "I'll buy what she's #wearing": The roles of envy toward and parasocial interaction with influencers in Instagram celebrity-based brand endorsement and social commerce. *Journal of Retailing and Consumer Services*, 55(1), 102121, <https://doi.org/10.1016/j.jretconser.2020.102121>.
- Kamboj, S., Sarmah, B., Gupta, S., & Dwivedi, Y. (2018). Examining branding co-creation in brand communities on social media: Applying the paradigm of Stimulus-Organism-Response. *International Journal of Information Management*, 39(1), 169-185, <https://doi.org/10.1016/j.ijinfomgt.2017.12.001>.
- Kapoor, K. K., Tamilmami, K., Rana, N. P., Patil, P., Dwivedi, Y. K., & Nerur, S. (2018). Advances in Social Media Research: Past, Present and Future. *Information Systems Frontiers*, 20(1), 531-558, <https://doi.org/10.1007/s10796-017-9810-y>.
- Ki, C.-W. C., & Kim, Y.-K. (2019). The mechanism by which social media influencers persuade consumers: The role of consumers' desire to mimic. *Psychology & Marketing*, 36(10), 905-922, <https://doi.org/10.1002/mar.21244>.
- Ki, C.-W. C., Cuevas, L. M., Chong, S. M., & Lim, H. (2020). Influencer marketing: Social media influencers as human brands attaching to followers and yielding positive marketing results by fulfilling needs. *Journal of Retailing and Consumer Services*, 55(1), 102133, <https://doi.org/10.1016/j.jretconser.2020.102133>.
- Klassen, K. M., Borleis, E. S., Brennan, L., Reid, M., McCaffrey, T. A., & Lim, M. S. (2018). What People "Like": Analysis of Social Media Strategies Used by Food Industry Brands, Lifestyle Brands, and Health Promotion Organizations on Facebook and Instagram. *Journal of Medical Internet Research*, 20(6), 10227, <https://doi.org/10.2196/10227>.
- Ladhari, R., Massa, E., & Skandrani, H. (2020). YouTube vloggers' popularity and influence: The roles of homophily, emotional attachment, and expertise. *Journal of Retailing and Consumer Services*, 54(1), 102027, <https://doi.org/10.1016/j.jretconser.2019.102027>.
- Lee, J. E., & Watkins, B. (2016). YouTube vloggers' influence on consumer luxury brand perceptions and intentions. *Journal of Business Research*, 69(12), 5753-5760, <https://doi.org/10.1016/j.jbusres.2016.04.171>.
- Lim, H., & Kumar, A. (2019). Variations in consumers' use of brand online social networking: A uses and gratifications approach. *Journal of Retailing and Consumer Services*, 51(1), 450-457, <https://doi.org/10.1016/j.jretconser.2017.10.015>.
- Lin, H.-C., Bruning, P. F., & Swarna, H. (2018). Using online opinion leaders to promote the hedonic and utilitarian value of products and services. *Business Horizons*, 61(3), 431-442, <https://doi.org/10.1016/j.bushor.2018.01.010>.
- Liu, M. T., Liu, Y., & Zhang, L. L. (2019). Vlog and brand evaluations: the influence of parasocial interaction. *Asia Pacific Journal of Marketing and Logistics*, 31(2), 419-436, <https://doi.org/10.1108/APJML-01-2018-0021>.
- Lou, C., & Yuan, S. (2019). Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media. *Journal of Interactive Advertising*, 19(1), 58-73, <https://doi.org/10.1080/15252019.2018.1533501>.
- Munnukka, J., Maity, D., Reinikainen, H., & Luoma-Aho, V. (2019). "Thanks for watching": The effectiveness of YouTube vlogendorsements. *Computers in Human Behavior*, 93(1), 226-234, <https://doi.org/10.1016/j.chb.2018.12.014>.
- Nedra, B.-A., Hadhri, W., & Mezrani, M. (2019). Determinants of customers' intentions to use hedonic networks: The case of Instagram. *Journal of Retailing and Consumer Services*, 46(1), 21-32, <https://doi.org/10.1016/j.jretconser.2018.09.001>.
- Nouri, M. (2018). The Power of Influence: Traditional Celebrity vs Social Media Influencer. *Pop Culture Intersections*, 32(1), 1-20, [https://scholarcommons.scu.edu/engl\\_176/32](https://scholarcommons.scu.edu/engl_176/32).

- Palazzo, M., Voller, A., Vitale, P., & Siano, A. (2021). Urban and rural destinations on Instagram: Exploring the influencers' role in #sustainabletourism. *Land Use Policy*, 100(1), 104915, <https://doi.org/10.1016/j.landusepol.2020.104915>.
- Park, H. J., & Lin, L. M. (2020). The effects of match-ups on the consumer attitudes toward internet celebrities and their live streaming contents in the context of product endorsement. *Journal of Retailing and Consumer Services*, 52(1), 101934, <https://doi.org/10.1016/j.jretconser.2019.101934>.
- Peng, C.-T., Wu, T.-Y., Chen, Y., & Atkin, D. J. (2019). Comparing and modeling via social media: The social influences of fitspiration on male Instagram users' work out intention. *Computers in Human Behavior*, 99(1), 156-167, <https://doi.org/10.1016/j.chb.2019.05.011>.
- Raggatt, M., Wright, C. J., Carrotte, E., Jenkinson, R., Mulgrew, K., Prichard, I., & Lim, M. S. (2018). I aspire to look and feel healthy like the posts convey": engagement with fitness inspiration on social media and perceptions of its influence on health and wellbeing. *BMC Public Health*, 18(1), 1002, <https://doi.org/10.1186/s12889-018-5930-7>.
- Sakib, N., Zolfagharian, M., & Yazdanparast, A. (2020). Does parasocial interaction with weight loss vloggers affect compliance? The role of vlogger characteristics, consumer readiness, and health consciousness. *Journal of Retailing and Consumer Services*, 52(1), 101733, <https://doi.org/10.1016/j.jretconser.2019.01.002>.
- Shao, P., & Chen, H. (2019). Driving Factors for Opinion Diffusion Behavior in Consumers on Online Social Networks: A Study of Network Characteristics. <https://doi.org/10.1109/ACCESS.2019.2932571>, 7(1), 118509-118518, <https://doi.org/10.1109/ACCESS.2019.2932571>.
- Shareef, M. A., Mukerji, B., Dwivedi, Y. K., Rana, N. P., & Islam, R. (2019). Social media marketing: Comparative effect of advertisement sources. *Journal of Retailing and Consumer Services*, 46(1), 58-69, <https://doi.org/10.1016/j.jretconser.2017.11.001>.
- Shiau, W.-L., Dwivedi, Y. K., & Lai, H.-H. (2018). Examining the core knowledge on Facebook. *International Journal of Information Management*, 43(1), 52-63, <https://doi.org/10.1016/j.ijinfomgt.2018.06.006>.
- Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services*, 53(1), 101742, <https://doi.org/10.1016/j.jretconser.2019.01.011>.
- Sokolova, K., & Perez, C. (2021). You follow fitness influencers on YouTube. But do you actually exercise? How parasocial relationships, and watching fitness influencers, relate to intentions to exercise. *Journal of Retailing and Consumer Services*, 58(1), 102276, <https://doi.org/10.1016/j.jretconser.2020.102276>.
- Stubb, C., & Colliander, J. (2019). "This is not sponsored content" – The effects of impartiality disclosure and e-commerce landing pages on consumer responses to social media influencer posts. *Computers in Human Behavior*, 98(1), 210-222, <https://doi.org/10.1016/j.chb.2019.04.024>.
- Veirman, M. D., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram influencers: the impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*, 36(5), 798-828, <https://doi.org/10.1080/02650487.2017.1348035>.
- Zhu, Y.-Q., Amelina, D., & Yen, D. C. (2020). Celebrity Endorsement and Impulsive Buying Intentions in Social Commerce - The Case of Instagram in Indonesia: Celebrity Endorsement. *Journal of Electronic Commerce in Organizations*, 18(1), 1-17, <https://doi.org/10.4018/JECO.2020010101>.