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**Macro Vs Micro-influencers: Which one to choose based on brand
awareness and objectives**

Master thesis by 2nd year student

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ЗАЯВЛЕНИЕ О САМОСТОЯТЕЛЬНОМ ХАРАКТЕРЕ ВЫПОЛНЕНИЯ ВЫПУСКНОЙ КВАЛИФИКАЦИОННОЙ РАБОТЫ

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ABSTRACT

Master Student's Name	Viktoria Kudrjashova
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Master Thesis Title	Macro Vs Micro-influencers: Which one to choose based on brand awareness and objectives
Description of the goal, tasks and main results the research	<p>The research goal of this work is to compare the marketing potential of macro- and micro-influencers and determine which type of influencer is more effective, depending on the brand awareness and objectives. As a continuation, the objective of this research is to:</p> <ul style="list-style-type: none">• compare macro- vs micro-influencers when it comes to their capability of reaching an online audience• understand whether macro- and micro-influencers affect brand engagement• see if macro- or micro-influencers have any impact on brand awareness• observe if there is a correlation between purchase intention and macro- or micro-influencers• examine whether alignment of brand values and influencer values has any effect on the consumer, depending on the size of influencer audience <p>At the end of the study it was found out that, contrary to what the literature review predicted, the quantitative study did not confirm all of the hypotheses, set in the beginning of this work. It was concluded that Micro-influencers do generate higher engagement than macro-influencers however when it comes to brand engagement, it is macro-influencers that generate higher engagement. In fact, Macro-influencers were observed to have a greater effect on the consumers as it was established that Macro-influencers have a more</p>

	<p>positive effect on brand awareness than micro-influencer, have a more positive effect on the identification of brand values than a micro-influencer and have a more positive effect on brand attitude than micro-influencers. It was determined that the relationship between influencer type and brand attitude is moderated by the effect of whether a brand is known or unknown. Furthermore, consumers also favoured macro-influencers.</p> <p>On the other hand, purchase intent was found not to be moderated by the need for compliance.</p>
Keywords	Macro-influencers, micro-influencers, engagement, brand values, purchase intent, brand awareness, brand attitude

АННОТАЦИЯ

Автор	Кудряшова Виктория
Научный руководитель	Смирнова Мария Михайловна
Название ВКР	Макро или микроинфлюенсеры: кому отдать предпочтение в зависимости от известности бренда и целей
Описание цели, задач и основных результатов исследования	<p>Цель данной исследовательской работы состоит в том, чтобы сравнить маркетинговый потенциал марко- и микро-инфлюенсеров и определить, какой тип является более эффективным, в зависимости от узнаваемости бренда и его целей. В задачи работы входят такие пункты, как:</p> <ul style="list-style-type: none"> • сравнить макро- и микро-инфлюенсеров с точки зрения их возможностей по охвату онлайн-аудитории • понять, влияют ли макро- и микро-инфлюенсеры на вовлеченность бренда • выяснить, влияют ли макро- и микро-инфлюенсеры на узнаваемость бренда • проверить, существует ли корреляция между намерением совершить покупку и макро- или микроинфлюенсерами • изучить, оказывает ли соответствие ценностей бренда и ценностей инфлюенсеров какое-

	<p>либо влияние на потребителя в зависимости от размера аудитории данных инфлюенсеров. В конце исследования было выявлено, что, вопреки прогнозам обзора литературы, количественное исследование не подтвердило многие гипотезы, выдвинутые в начале исследования. Был сделан вывод, что микро-инфлюенсеры действительно генерируют более высокую вовлеченность, чем макро-инфлюенсеры, однако, когда дело доходит до вовлеченности бренда, именно макро-инфлюенсеры генерируют более высокую вовлеченность. Фактически, макро-инфлюенсеры оказывают большее влияние на потребителей, поскольку было установлено, что макро-инфлюенсеры оказывают более положительное влияние на осведомленность о бренде, чем микро-инфлюенсеры, оказывают более положительное влияние на идентификацию ценностей бренда, чем микро-инфлюенсеры, и оказывают более положительное влияние на отношение к бренду, чем микро-инфлюенсеры. Было также установлено, что связь между типом инфлюенсера и отношением к бренду модерируется эффектом того, является ли бренд известным или неизвестным. Кроме того, в данном пункте потребители также отдавали предпочтение макроинфлюенсерам.</p> <p>С другой стороны, было установлено, что намерение совершить покупку не модерируется потребностью в соответствии.</p>
<p>Ключевые слова</p>	<p>Макроинфлюенсеры, микроинфлюенсеры, вовлеченность, ценности бренда, намерение совершить покупку, узнаваемость бренда, отношение к бренду</p>

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INTRODUCTION

Nowadays, it seems essential for brands to be on social networks. Indeed, there are more than 4.62 billion active social media users who spend an average of 145 minutes on it sending messages, watching videos, posting photos, etc. [Statista, 2022]. This is a real opportunity for brands. Social networks have completely upended traditional marketing. The new age allowed brands to create communities, engage and retain their customers, increase their notoriety, generate more traffic on their website, etc [Hossler, Murat & Jouanne, 2014].

Social networks have also changed the role of consumers. They found themselves in a position where they can freely talk about branded products. Little by little, some began to make reviews on social networks and began to exert some influence on their community.

In recent years, brands have been using these influencers to promote their product, service or brand. According to previous research, this type of promotion is perceived as less intrusive by consumers [Hsu, Chuan-Chuan Lin, Chiang, 2011]. Influencer marketing amounted to \$13,8 billion in 2021 and is believed to reach \$16,4 billion in 2022 [Influencer Marketing Hub, 2022].

It is now a common practice for influencers to earn money through sponsored posts, that is, receiving a fee for the possibility of a promoted product or service to appear on the influencer's social media [Campbell & Grimm, 2019]. The brand may request a promotion by sending the influencers a free product, inviting them to special events, providing them with financial compensation or a combination thereof [Veirman, Cauberghe, Hudders, 2017]. As the price tag of influencers can often reach high numbers, it is of grave importance for brands to know which type of influencers suits its product most in order to avoid unnecessary spending.

Despite the fact that companies understand the importance of influencers in the 21st century, there are still gaps in research that should be further investigated.

When it comes to **research gap**, it should first be remembered that influencers are an extremely recent trend that occurred due to the rise of social media and is not fully understood till this day. Secondly, all the research that did occur pertaining to this topic was concentrated on the macro-influencers and ignored micro-influencers as they were seen as being useless in terms of marketing potential. It should also be noted that the Russian market which is the primary focus of this work is generally less researched when it comes to this topic.

While this **research goal** is to compare the marketing potential of macro- and micro-influencers and determine which type of influencer is more effective, depending on the brand awareness and objectives. As a continuation, the **objective** of this research is to:

- compare macro- vs micro-influencers when it comes to their capability of reaching an online audience
- understand whether macro- and micro-influencers affect brand engagement
- see if macro- or micro-influencers have any impact on brand awareness
- observe if there is a correlation between purchase intention and macro- or micro-influencers
- examine whether alignment of brand values and influencer values has any effect on the consumer, depending on the size of influencer audience

This research proposes the following **research question**: Which influencers (macro- or micro-) should the company choose based on brand awareness and objective?"

Companies still struggle to choose the right influencers and the channel of promotion [Salminen, 2018]. This is why it is of great importance take a closer look at these influencers to understand which one to choose based on the objectives.

To begin uncovering this issue, the research will proceed in 3 steps. The first will consist of a literature review of influencers, their characteristics and how they can help brands achieve their goals. After that, hypotheses will be established in order to carry out a quantitative study. And finally, it will be time to answer the research question based on the results of the analysis and the literature review.

CHAPTER 1. THE INFLUENCERS

This first chapter strives to understand such phenomenon as influencers. First and foremost, it is necessary to understand what an influencer is. Following that, the elements that explain their power of influence will be explored. This chapter will also include an overview of the social media influencers use and the tools they bring. The coming aspect of the chapter will include a definition and determination of characteristics of macro and micro-influencers. This chapter will also touch upon the different objectives of a brand. It will investigate and identify ways in which an influencer can help a brand reach them.

1.1. Digital marketing and the influencers

The concept of marketing has grown to adapt to the new online environment from where the concept of influencer has also come out. According to Philip Kotler (1996), marketing is “the social and administrative process by which groups and individuals meet their needs by creating and exchanging goods or services.” As the time gone by, with the technological advancement and optimization of the Internet, marketing has also evolved. It stopped being a specialised term describing the marketing of products and services using digital channels and instead became a more general term for the process of using digital technologies to acquire customers and create customer preferences, promote brands, retain customers and increase sales [Kotler and Armstrong, 2003]. According to the American Marketing Association (AMA) digital marketing can be seen as activities, institutions and processes facilitated by digital technologies to create, communicate and deliver value to customers and other stakeholders. Therefore, it has adopted a more inclusive and define digital marketing as a process adaptable, enabled by technology, that allows the companies to collaborate with customers and partners to create, communicate, deliver and maintain jointly the value for all stakeholders [Kannan & Li, 2017]. Nowadays, social networks are widely used for greater promotion and propagation of content, where the goal of utmost importance is to make their products known to the largest number of people [Hanna, Rohm, Crittenden, 2011; Kietzmann, Hermkens, MCarthy, Silvestre, 2011].

Digital marketing is a relatively new marketing strategy that has emerged thanks to the growth and popularity of social networks. Furthermore, influencers (or influencer marketing) turned it into a technique that allows to identify opinion leaders who can become a link between a brand and a target audience in the most natural way possible. It is understood that both

celebrities and common people, can act as influencers, being able to promote brands, products or other services on their social networks and reach more potential consumers.

eWOW is interpreted as "any positive or negative affirmations made by clients that are available to a multitude of people via the internet" [Lopez, Sicilia, 2013, p30]. Consumers therefore began to search social networks, blogs, forums reviews of other consumers before making a decision to purchase a product or service. Many studies have highlighted the positive impact of these reviews on consumer behavior and more specifically on their purchase intentions [Lopez, Sicilia, 2013]. Indeed, recommendations from other consumers are seen as less intrusive and non-commercial. Therefore, they tend to be perceived as more important [Hsu, Chuan-Chuan Lin, Chiang, 2013 ; Kotler, Keller, Manceau, 2015; Veirman, Cauberghe, Hudders, 2017]. Some exert a real influence on those around them and the people who follow them. This represents real potential for brands that have started using thought leaders to communicate and promote their brand and products. This has allowed them to better target their customers while reducing their advertising spend in traditional media [Mellet, 2009].

Opinion leaders are also known as "influencers" and are increasingly used by brands [Uzunoglu, Misci Kip, 2014]. Influencers are also integrated into the marketing strategies of the brands. A study carried out by the agency Influencer Marketing Hub, shows us that 37% of companies allocate a specific budget dedicated to influence marketing [Bouillet, 2018].

The way of advertising is changing and evolving together with the media, companies seek to adapt and reach the largest number of potential consumers, with the minimum resource, so Influence marketing is a basic point to include in their marketing strategies, as well as investing in communications to be closer to the user.

1.2. Defenition of an influencer

Influencers are content creators who share their experiences with products and services with their community [Uzunoglu, Misci Kip, 2014; Nandagiri, Philip, 2018]. Hossler, Murat and Jouanne (2014) define them as "a person who is present in a significant and regular way on a good number of social networks. He or she regularly delivers content to the follower who, over time, grow in size and loyalty" (p215).

They are seen by consumers as more accessible and trusted people compared to big celebrities [Veirman, Cauberghe, Huddersfield, 2017].

1.3. What makes influencers influential?

Influencers have 3 main characteristics:

- They are a reflection of the values they share,
- They are perceived as having skills in one or more areas
- They are followed by their community (Uzunoglu, Misci Kip, 2014).

But what roles do these aspects play in granting influencers the power of influence?

1. Influencer expertise:

Each influencer is perceived as an expert in a field. Expertise is "the perception of the blogger's competence to speak and test a product" [Gong, Li, 2017, p 721]. It will allow consumers to assess the credibility of the influencer [Gong, Li, 2017]. If the consumer decided that the influencer can be judged as credible, he/she will become a trustworthy source of information. Trust is important because it reduces the uncertainty associated with the purchase of a product or service [Carvalho, Fernandes, 2018]. The more credible the influencer is perceived to be, the more confident the consumer will be and the stronger his or her influence will be [Ohanian, 1990].

2. Influencer interactions with their community :

Influencers are followed by potential consumers called "Followers". Together they form the influencer community [Veirman, Cauberghe, Huddersfield, 2017]. A community is seen by Kim Auclair as "a group of people with common interests and passions, doing things together" (p116). These communities serve to meet the needs of belonging and recognition of Maslow's pyramid of needs [Hossler, Murat, Jouanne, 2014].

Influencers interact with their community. This is an important element because it allows to create a relationship between them [Li, Lai, Chen, 2011]. This fact can be explained by the theory of para-social interactions.

The aforementioned theory explains how a relationship is created between a character and a consumer [Labrecque, 2014]. Its origins lie not in social networks but in TV. In such a case, people follow the actors and, eventually, may end up believing that the characters on screen are actually interacting with them. This creates a relationship between the character and the person watching. The consumer will feel that he or she understands and knows the character on the screen, in the same way that people in real life have relationships with friends or relatives (Perse, Rubin, 1989). In recent years, social networks have intensified this sense of

closeness through the use of social accounts as gateways that allow to observe the life of other people. [Liu, Jiang, Lin, Ding, Duan & Xu, 2015].

This theory can be applied to influencers because they pay attention to their community, they share content, they ask questions to create a sense of closeness with their followers [Labrecque, 2014]. Indeed, the influencer interacts with his community through posts in the news feed, videos or stories [Liu, Jiang, Lin, Ding, Duan & Xu, 2015; Perse & Rubin, 1989,].When an influencer shares elements of their personal life and responds to the community, it reinforces the illusion of a relationship with consumers. The followers will feel that they are sharing something intimate and personal. They will see the person on the other side of a screen as a friend who is part of their daily life [Colliander, Dahlén, 2011]. Therefore, consumers will trust influencer and be more swayed by the opinion leader [Liu, Jiang, Lin, Ding, Duan & Xu, 2015; Perse & Rubin, 1989, Carvalho, Fernandes, 2018].

3. Influencer values:

This aspect is extremely important as it allows consumers to identify with the influencers. Identification is defined by Kelman (1958) as “the internalization of beliefs, attitudes and values of the object of identification, by the person influenced” [In Brown, 2015, p264].

Brown has established a model that explains how a consumer moves from involvement to engagement to a media persona (2015).

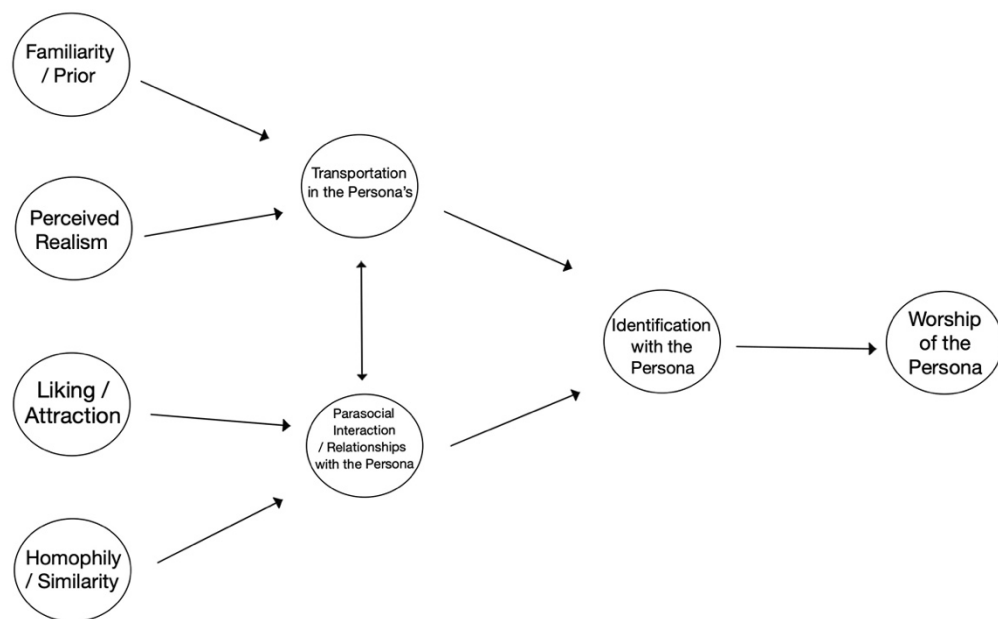


Fig. 1. Process of audience engagement with a media figure [Brown, 2015, p 272]

As can be observed in Fig. 1, before arriving at identification with the character, two phenomena occur:

- Transportation: implies the person's ability to become cognitively and emotionally involved with the character. To achieve that, the consumer will rely on the familiarity with the persona and their perceived proximity.

- Parasocial interactions: at this stage forms an illusion that the persona and the consumer have a bond between them

Both phenomena help the individual to identify with the character, especially when they share the same values and interests as the character [Brown, 2015]. This identification will lead the consumer to “Worship of the Persona”, which can be manifested with different intensity. It is weak when the individual simply shares the same values as himself or herself and speaks about them only to those around. The level is average when he or she considers the character to be close. So he or she will follow the personal and professional life of the character on a daily basis. When there is a high level, the consumer sees the character as an idol. The more a consumer identifies with the media character, the more his influence will be strengthened [Brown, 2015]. This model can also be applied for influencers.

These different factors lead the consumer to be committed to the influencer and the establishment of engagement, a phenomenon which will be further explored in the next section.

1.4. Consumer engagement with influencers

Engagement is often associated with different notions such as loyalty and involvement. However, these are different notions [Brodie, Ilic, Juric and Hollebeek, 2013]. For example, engagement goes further than involvement because it encompasses the bond that exists between the potential consumer and the brand or influencer. It is therefore necessary for the buyer to perceive an experiential value in maintaining this relationship other than the mere instrumental value [Mollen and Wilsen, 2010]. Experiential value is the added value, the benefits that the consumer perceives beyond the mere usefulness of their relationship with the brand or influencer, such as having a promotional code for example [Brodie, Ilic, Juric and Hollebeek, 2013].

Brodie et al (2013) define a consumer's engagement in a virtual brand community as “an interactive experience between consumers and the point of sale and/or other community members. It is a context-dependent psychological state, characterised by fluctuating levels of intensity that occur as part of a dynamic and iterative process of engagement. It is a

multidimensional concept comprising a cognitive, emotional and/or behavioral dimension that plays a central role in the process of relational exchange” (p107). This definition can be seen in Fig. 2:

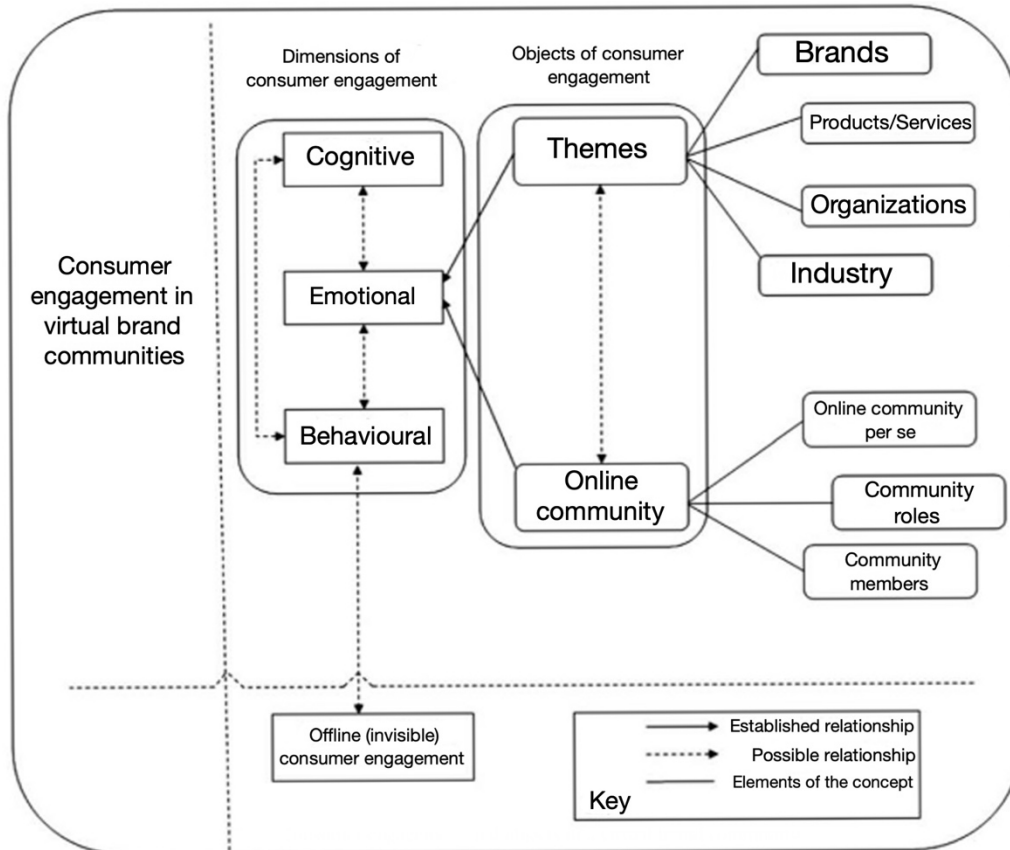


Fig. 2 Consumer engagement in a virtual brand community [Brodie, Ilic, Juric, Hollebeck, 2013, p109]

As seen on the Fig. 2, there are 3 dimensions that influence engagement: cognitive, emotional and behavioral. Cognitive engagement refers to the relationships established between members by exchanging experiences with the brand and sharing information. Emotional engagement is the emotional attitude towards the brand, product, service or industry and the online community. Finally, behavioral engagement is the activity of the consumer on the page but also in offline activities. There is an interrelation between the 3 dimensions that will bring different levels of engagement in the consumer. He or she will first be committed to the community and then to the brand [Brodie, Ilic, Juric, Hollebeck, 2013].

This definition is applied to virtual brand communities but can be applied to influencers. Indeed, this kind of interaction between the influencer and the consumer can be seen on the social networks as well as connections between the different members of the community who interact with each other. Hossler, Murat and Jouanne define engagement applied to social

networks as "the ability of an internet user to interact with content. Consumers can react on social networks in several ways (like, share, comment, bookmark, etc...)" (2014, p169).

Consumer engagement has several consequences such as trust, satisfaction, attachment, and loyalty to the object of the commitment [Brodie, Ilic, Juric, & Hollebeek, 2013]. The more an influencer interacts with their community, the more trust and engagement they will have [Hsu, Chuan-Chuan, Chiang, 2013].

1.5. Use of social media and tools available to influencers

An influencer acts as an intermediary between the brand and consumers. He or she interacts with the community through social media [Uzunoglu, Misci Kip, 2014, Gong, Li, 2017]. Some of the most used platforms available to influencers in order to strengthen their influence include:

- Instagram:

Instagram is a social network dedicated to photography that has one billion users worldwide (Tauzin, 2019). It allows users to post photos on their profile to share with their community. Before the photo is broadcast, the user can retouch it thanks to different options like filters, framing, brightness, etc... Below a photo, it can add a caption, quote or other small text. It can also use hashtag " # " followed by a word, this allows to classify the photo in certain categories. In addition to posting posts, users can follow accounts whose posts will appear in their news feed. They can also interact with posts with a like or comment (Hossler, Murat, Jouanne, 2015).

Over the years, Instagram has integrated new features to its platform.

- In 2013, the social network added the ability to post videos

- In 2014, it introduced new filters for photos

- In 2015, Instagram offered a new video format called "the boomerang". These are short videos (around 1 second) created from a set of photos that can be played back and forth.

- In 2016, the platform introduced stories that allow to post photos and short videos for a duration of 24 hours. This increases the spontaneity of posts and the closeness between influencers and their community.

- In 2017, several novelties became available. The first is the arrival of "live" option, users could make live videos and respond to the various comments made by the community watching them. The second is the ability to post multiple videos and / or photos on the same

post. The third is the appearance of stickers and surveys in stories that allow influencers to interact directly with their community.

- In 2018, the new feature called “Instagram TV” appeared. It allows users to post longer videos. They can also use a “question” sticker that allows the community to ask questions directly to the influencer who answers them in story [Instagram, 2018].

As such, Instagram is a pretty comprehensive tool for influencers. It allows, thanks to its many features, to interact with its community in different ways but also to offer content in various formats.

- YouTube:

Youtube is a social network that today has 2.3 billion users [Statista, 2021]. It allows them to share and watch videos on various topics. The platform currently belongs to Google which bought the platform back in 2006 for \$1.65 billion. Influencers can create a Youtube channel where they post videos. Other users can subscribe to these channels to follow the update. They can also put a thumb up or down and comment on the video. In addition, creators can publish polls, statuses, live videos and since the end of 2018. Videos broadcast on this platform can also be shared on different social networks [Hossler, Murat, Jouanne, 2015].

- Facebook:

Facebook is the world's largest social network with 2.85 billion users [Statista, 2021]. It brings together a large audience. Influencers can create their Facebook page where users can follow the content they post. When it comes to the content, influencers can post short or long photos and videos. Their Facebook page can be compared with a blog. They can also publish stories that are visible to all users. Beyond the Facebook page, it is also possible to create groups for people who share the same interest. For example, if an influencer launches a challenge on their page, members of their community will be able to create a group and meet to discuss it together, exchange advice or motivate themselves to achieve the goal.

- Vkontakte

Vkontakte (also known as VK) is a Russian social media platform, currently owned by Mail.ru Group. The active audience in the Russian segment of VK at the beginning of 2021 accounted for 74 million people, 54.7% of which is female, and 45.3% is male. For comparison, the Russian part of Facebook's advertising audience has only 8.9 million users [WebCanape, 2021]. As such, this social media platform may not be worth looking at from the global point of view but should be an integral part of the conversation when it comes to Russian influencer market.

- Twitter:

Twitter is a microblogging social network that allows people to send short messages of up to 140 characters in real time [Hossler, Murat, Jouanne, 2015]. It now has 330 million users worldwide [Financeonline, 2021]. Users can also relay articles, videos, or posts posted by people who follow them. Influencers can therefore use Twitter to react to facts, share their content or respond to tweets from their community [Hossler, Murat, Jouanne, 2015].

- TikTok

Another platform that recently rose to the global arena is TikTok. Between 2019 and 2020, TikTok has gained a huge success and still continues its growth period. Based on official statistics, TikTok has reached an audience of over 1 billion people in the 3rd quarter of 2021 [TikTok Report, 2021 through Business of Apps, 2021]. The unique feature of a platform is that it promotes short videos in a vertical format. The viral notion of the platform ensures high rates of content distribution and growth in popularity. Extensive marketing capabilities of the platform make TikTok accessible to companies of all sizes, from large affiliates to microfirms.

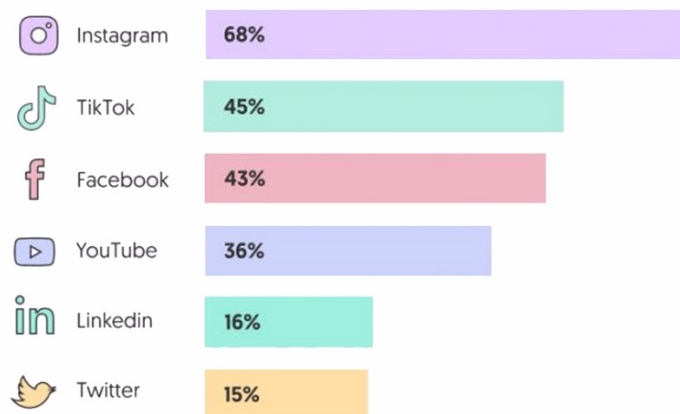


Fig. 3 Most popular platforms for Influencers [Influencer Marketing Hub, 2021]

As such, it can be concluded that each social media has its advantages for the influencer. When looking at Graph 3, it may be observed that as of 2021, most popular platforms for Influencers are Instagram, TikTok and Facebook. Though, there might be its regional differences as Facebook does not have as much power in certain countries. Instagram is so far the preferred platform for influencers. Furthermore, it is the most requested social media for brand partnerships [Bour, 2018]. Therefore, Instagram will be the focus of this work in the 2nd part of it.

Finally, it should also be mentioned that Facebook was blocked in Russia on March 4th, 2022 and Instagram followed suit, on March 14th, 2022. However, it is important to mention

that the preparations for the research started in 2021 and there was no way to predict such a thing happening in advance. Furthermore, considering the specificity of Russian internet use, namely, the widespread use of VPN, the research of Instagram is still possible.

1.6. Macro- and micro-influencers

One way to differentiate influencers on Instagram is the size of their community [Nandagiri, Philip, 2018]. According to Bour (2018), 74% of influencers have between 100 and 50,000 followers on their social networks. Followers are the number of people who follow the profile of another individual to stay abreast of the news of the latter and respond to publications [Gong, Li, 2017]. For the purpose of this research paper, there will be distinguished 2 categories of influencers according to their number of followers: macro- and micro-influencers.

Micro-influencers have a small community between 10,000 and 50,000 followers. Their strength lies in their ability to engage their community [Bour, 2018]. As the size of the community increases, the engagement rate decreases (by engagement rate means the number of "likes" and comments made by the influencer's community) [Bouillet, 2018]. Fig. 4 shows that as the size of the community increases, the engagement rate decreases (engagement rate is calculated by the amount of likes and comment divided by the subscribers and multiplied by 100%) [HypeAuditor, 2021].

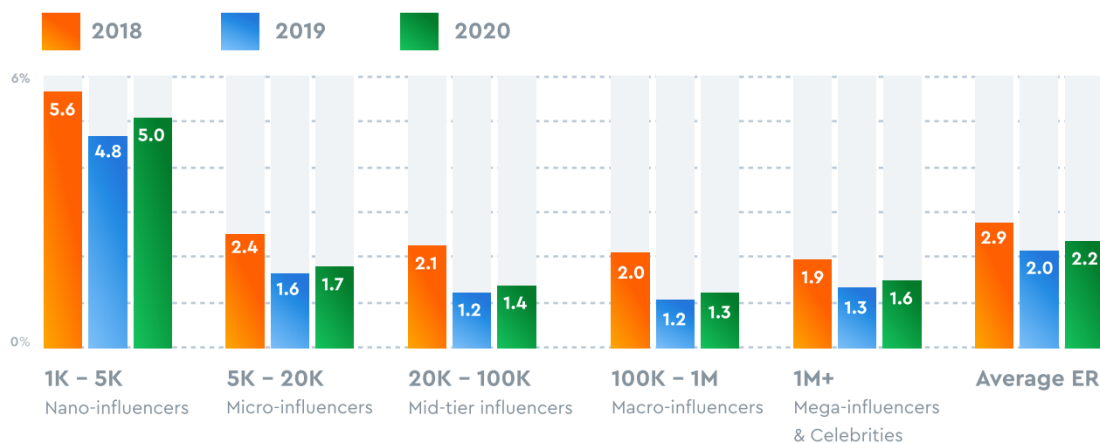


Fig. 4 The correlation between Engagement and Followers’ base [HypeAuditor, 2021, p. 15]

Micro-influencers are closer to their followers and build a relationship with them by interacting and sharing personal elements. This close relationship also makes it possible to make micro-influencers more authentic and credible. Indeed, they publish more qualitative content than sponsored content because they are less solicited by brands due to their lower

number of followers. This builds community confidence in the influencer [Virfollet, 2018]. Macro-influencers, on the other hand, have a community of more than 50,000 followers. They are perceived as "stars" of social networks. They are therefore less affordable financially for brands [Wiltshire, 2018]. Unlike micro-influencers, their engagement rate is lower. This is because given their high number of followers, it is more difficult for them to interact with their community. Their strength lies in their ability to reach a wide audience [Virfollet, 2018].

Macro- and micro-influencers therefore each have their strong point and their weak point. This chapter will go through the different objectives of a brand. It will also concern the identification of the ways in which an influencer can help a brand achieve them.

1.7. Choosing an Influencer

The choice of an influencer is an important step for brands. It is essential to make a good choice in order to succeed with an influencer marketing strategy [Hossler, Murat, Jouanne, 2014].

Before analysing the different profiles of influencers, it is necessary to define the target that one wishes to reach [Hossler, Murat, Jouanne, 2014]. Indeed, influencers are characterised by values, one or more areas of expertise and a community [Uzunoglu, Misci Kip, 2014]. Marketers can therefore target a specific audience via influencers. It is important for them to properly identify their target to choose influencers with a community corresponding with the one they want to reach [Wiltshire, 2018].

Once the target is defined, the brand can move on to the analysis of the influencers' profiles. First, it needs to analyse their content to identify their values, personality and expertise [Li, Lai and Chen, 2011]. This allows to see the relevance between the influencer and the product or service that the brand wants to promote through him/her. Indeed, it is important to have a high level of congruence between the two so that it would be easier for the consumer to identify their values [Kamins, Gupta, 1994; Uzunoglu, Misci Kip, 2014]. Congruence is a match between the brand's image and that of the influencer [Bathelot, 207]. Secondly, the brand should look at the community of an influencer i.e. the number of followers and interactions with it. This is an important criterion when choosing an influencer [Veirman, Cauberghe, Hudders, 2017]. This is why this work will focus on the selection of a macro vs. micro-influencer.

1.8. Why do brands use influencers?

More and more companies are integrating influencers into their marketing strategy. It is now well-noticeable that the recommendations given by these opinion leaders are effective because they are seen as non-commercial and non-intrusive. They therefore have a great influence on the viewers' community [Hsu, Chuan-Chuan Lin, Chiang, 2013].

Influencers can intervene at different levels of the purchase decision process. The model created by Blackwell and Engel (1995) groups together 5 stages: problem recognition, information search, evaluation of alternatives, purchase decision, and postpurchase behaviour. It therefore groups together all the stages from the awareness of a need to the consumption of the product [Kolter, Keller, Manceau, 2015]. This process is shown in Fig. 5.

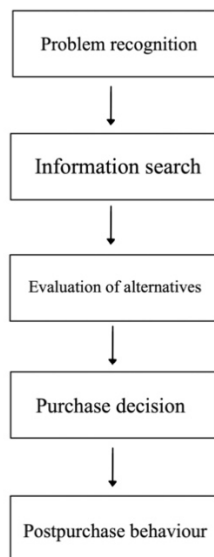


Fig. 5 Purchase decision making process [Kolter, Keller, Manceau, 2015, p201]

The first step in the process is the **problem recognition**. This is the moment when the consumer becomes aware of a need. This happens due to internal or external stimuli. The second step in the process is **information search**. This allows consumers to process as much information as possible about a product, service or brand. This reduces the uncertainties or risks perceived by consumers that accompany the process of a purchase [Amine, 1999]. The third step is the **evaluation of alternatives**. Once the information has been gathered, the consumer will evaluate the alternatives available in order to meet his or her needs. Each product, service or brand is made up of attributes, i.e. different characteristics that the consumer will take into account when comparing products, services or brands. The importance of each attribute varies for each individual. The fourth stage is the **purchase decision**. There are two

factors that can arise between stages 3 and 4, influencing the final decision: the attitude of others and the unexpected. The attitude of others is the influence that the consumer's friends, family or members of a virtual group have on the consumer. For example, the potential customer may be tempted to buy a product from a brand that someone he/she knows uses [Kolter, Keller, Manceau, 2015]. The last stage is the **postpurchase behaviour**. This is where the consumer will form a concrete personal opinion about the product, service or brand consumed [Amine, 1999].

Influencers can intervene at several stages of consumer decision making [Hsu, Chuan-Chuan Lin, Chiange, 2013]. They can be used to stimulate a need through partnerships or product placements [Hsu, Chuan-Chuan Lin, Chiange, 2013]. They can also intervene at the level of information seeking. This is because influencers post opinions on products or services and recommend them to their community by highlighting their strong points. They are therefore a real source of information for consumers [Hsu, Chuan-Chuan Lin, Chiange, 2013; Wiltshire, 2018; Vernet, Flores, 2004]. Influencers can change or reinforce an attitude, which will change the behaviour of the potential consumers which can, in turn, lead to a purchase decision [Hsu, Chuan-Chuan, Chiang, 2013; Liu, Jiang, Lin, Ding, Duan, Xu, 2015].

To sum up, opinion leaders can be used to:

- Increase the visibility of the promoted brand or product [Li, Lai, Chen, 2011; Nandagiri & Philip, 2018; Lui, Jiang, Lin, Ding, Duan & Xu, 2015; Uzunoglu, Misci Kip, 2014; Venette & Flores, 2004].
- Change or strengthen a brand's image [Uzunoglu, Misci Kip, 2014; Venette, Flores, 2004].
- Increase purchase intentions [Lui, Jiang, Lin, Ding, Duan, Xu, 2015; Uzunoglu, Misci Kip, 2014; Venette Flores, 2004; Wiltshire, 2018].
- Build brand engagement

The way influencers help brands achieve their 4 objectives will be shown in the following chapters.

1.9. Increasing brand awareness

The brand is defined by Baynast, Lendrevie and Lévy (2017) as “a name and a set of signs that indicate the origin of an offer, differentiate it from competitors, influence the perception and behaviour of customers by a set of mental representations, and thus create value

for the company” (p773). It is therefore perceived by the customer as a promise of value thanks to the perception he/she has of it [Lewi, Albert, Boche, 2005]. By the time a brand gains awareness, the consumer already has a pre-established attitude towards it [Baynast, Lendrevie, Lévy, 2017].

Hossler, Murat and Jouanne (2014) define brand awareness as “the ability of a customer to recognise or remember an existing brand that belongs to a certain category of products or services” (p. 63). The brand can be recognised in several ways through its signage such as its name, logo, slogan, packaging or even its symbol [Baynast, Lendrevie, Lévy, 2017]. There are different levels of awareness as shown in Fig. 6 [Hossler, Murat and Jouanne, 2014].



Fig. 6 The different levels of awareness [Hossler, Murat, Jouanne, 2014]

- At the point of zero awareness, the consumer does not know about the existence of the brand. The consumer therefore has no attitude towards it.

- The level of assisted awareness consists of the consumer's awareness of the existence of the brand.

- Spontaneous awareness is when the consumer quotes it when asked to name a brand in a certain product category.

- The last level of awareness is a first rank spontaneous awareness in that the brand is often mentioned by consumers when they are asked to name a brand for a specific product or service category [Hossler, Murat, Jouanne, 2014].

Influencers play an intermediary role that can be explained by the two-step communication theory, also known as the “two step flows theory”. This model created by Katz and Lazarsfeld (1955) was first seen as a two-step process [Uzunoglu, Misci Kip, 2014; Venette, Flores, 2004; Mellet, 2009].

The first stage is the interpretation of information given by the brand about a product or service. The influencer will therefore integrate all the information. He/she will then test the product or service in order to create his own opinion. In the second step, he will spread the information and the opinion to the community. This theory was first applied to the media [Venettes, Flores, 2004].

When applied to influencers, it becomes multidimensional. Indeed, once the community receives the information, people can also share it with their relatives or followers, via word-of-mouth or social networking. Fig. 7 demonstrates this process of information dissemination [Uzunoglu, Misci Kip, 2014].

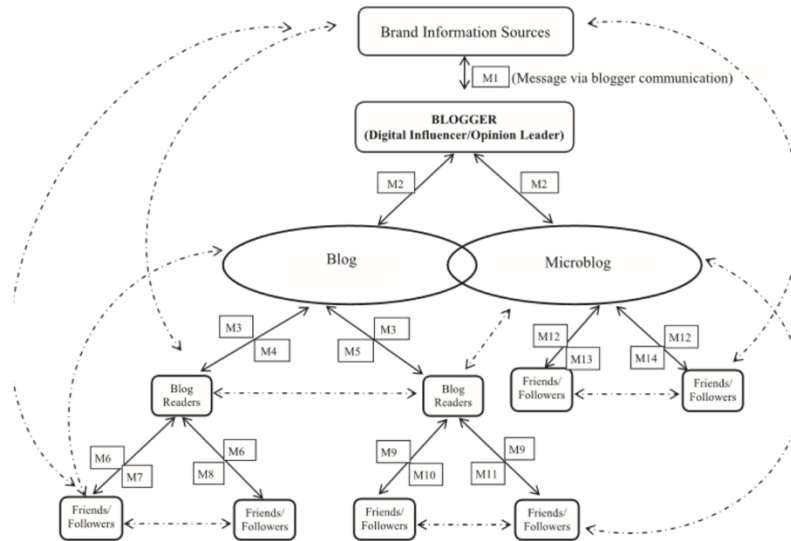


Fig. 7 Brand communication via influencers [Uzunoglu, Misci Kip, 2014, p599]

It can be clearly observed that, thanks to the role of the intermediary, information is spread exponentially. Indeed, it is easy to see that the basic message (M1) multiplies as it is relayed by the influencer and his or her community (M2, M3, M4, etc). Brands therefore reach a target audience and increase their visibility. During a product launch, it can therefore be advantageous to use an opinion leader to publicise it and demonstrate its use and benefits [Uzunoglu, Misci Kip, 2014].

1.10. Modifying or reinforcing the attitude towards the brand

The content promoted by influencers helps to shape an attitude towards a brand or service [Uzunoglu, Misci Kip, 2014]. This behaviour is defined as customer’s perception of an object, brand or reaction that will reach the level of a norm and will influence intentions to react in a certain way and behaviour [Azjen, Fishbein, 1980]. It is the result of exposure to a marketing stimulus, a learning process, the consumer's environment and beliefs around an object [Darpy, Guillard, 2016]. Figure 8 illustrates Azjen and Fishbein's theory of reasoned action (1980).

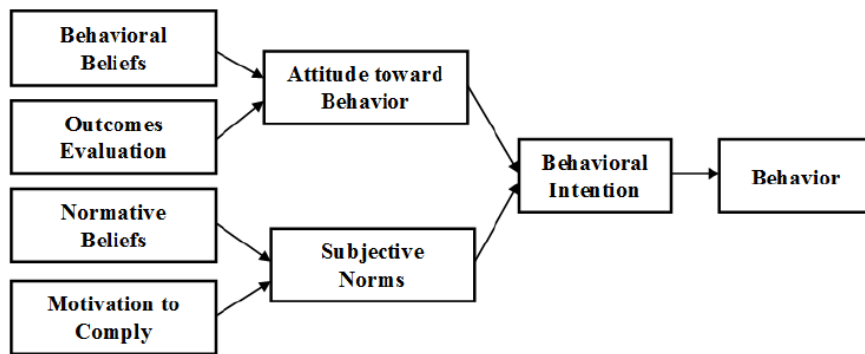


Fig. 8 Theory of reasoned action [Ajzen, Fishbein, 1980, in Charry 2018]

Attitude precedes behaviour. It is therefore easier to change an attitude [Ajzen, Fishbein, 1980]. Attitudes are influenced by internal and external factors. Internal factors are the consumer's personality, values and lifestyle. External factors are family, friends, virtual groups, etc. They play on social norms and on our need to conform, i.e. the fact that we will behave in a certain way if we think it will be seen as good by others [Burchell, Rettie, Patel, 2013].

Influencers are one of these external influencers. Brands can therefore use them in different ways to reinforce or change an attitude among consumers.

When a well-known brand wants to strengthen its image, the brand can work on the attitude functions and therefore on the factors that create a favourable attitude in the consumer. By taking an influencer who shares values that reflect the product, his/her community will be more likely to identify with the aforementioned product as well [Uzunoglu, Misci Kip, 2014]. Indeed, it is not uncommon for the influencers to be perceived as experts because their followers trust them and see them as a credible source [Nandagiri, Philip, 2018]. This creates a transfer of the product image to the values and personality of the influencer [Uzunoglu, Misci Kip, 2014].

When an unknown brand wants to introduce an attitude to consumers, it can use the intermediary role of influencers. As such, using influencer's followers, they can make it so that people discover the added value of a product, a service or a brand [Vernette, Flores, 2004; Mellet, 2009].

1.11. Increasing purchase intentions

The theory of reasoned action also makes it possible to modify a behaviour that may be a purchase behaviour [Ajzen, Fishbein, 1980]. Influencers can therefore be used by brands to increase purchase intentions. Indeed, they are seen by their community as credible sources and

consumers trust them. Their recommendations and opinions will therefore influence their purchasing behaviour. Companies can use influencers to intervene in different consumer decision-making processes [Vermette, Flores, 2004].

Generally, consumers look for a product that corresponds with their needs. But, sometimes they want to buy products that others want [Jin, Phua, 2014]. Some consumers have a stronger need for conformity than others. This may therefore explain why an influencer with a large community can have more impact [Jin, Phua, 2014]. Conversely, the fact that he or she may have a large number of followers may make the promoted product or service appear as not unique, which could inhibit purchase [Veirman, Cauberghe, Hudders, 2017]. In addition, when a community is highly engaged with the influencer, he/she will be considered a close friend and will therefore have a greater influence. In this case, an influencer with a smaller community may be more effective [Hsu, Chuan-Chuan, Chiang, 2013; Liu, Jiang, Lin, Ding, Duan, Xu, 2015].

1.12. Building brand engagement

Hollebeek (2011) describes “brand engagement” as “The level of individual customer’s motivational, brand-related and context dependent state of mind characterised by specific levels of cognitive, emotional and behavioural investment in specific brand interactions”. Brands that want to strengthen consumer engagement can use influencers to play on the affective dimension [Hollebeek, Glynn, Brodie, 2014].

In chapter 1 it was shown that engagement is composed of three dimensions: emotional, cognitive and behavioural. For the emotional dimension, the object of the consumer’s engagement can be the brand and/or its virtual community. He/she will first be engaged with the community and then with the brand [Brodie, Ilic, Juric, Hollebeek, 2013]. Influencers can intervene in this dimension because they will be part of this community through their partnerships with the brand. Moreover, the image of the influencer will be associated with the image of the brand. This can reinforce the engagement especially when the community is highly engaged [Hsu, Chuan-Chuan, Chiang, 2013].

1.13. Conclusion of the literature review

The new age has completely changed the world of marketing. In particular, thanks to the appearance of social networks that have changed the relationship between brands and consumers. Indeed, the consumer has more power because he or she is now free to publish any

thoughts on products and services. WOW transferred into online sphere. Some consumers who began to review brands' products or services gained a strong influence on consumers. This represents real potential for brands that have understood the need to appeal to these influencers. Their power of influence comes from their credibility, their community, their interaction with it and its values [Uzunoglu, Misci Kip, 2014]. All social networks offer them real tools but the most used is Instagram. Among all users, there are two types of influencers, macro- and micro [Bour, 2018].

Influencers can be used by brands to achieve different objectives such as increasing brand awareness, reinforcing or changing an image, increasing purchase intentions and enhancing brand engagement [Li, Lai, Chen, 2011; Nandagiri, Philip, 2018; Lui, Jiang, Lin, Ding, Duan, Xu, 2015; Uzunoglu, Misci Kip, 2014; Venette, Flores, 2004]. So, choosing an influencer is a very important step but remains difficult for brands at the moment [Hossler, Murat, Jouanne, 2014]. This is why this thesis focuses on this issue and more particularly on the choice between a macro- and a micro-influencer. Indeed, both have strengths and weaknesses. These must be taken into account when a brand wants to go through influencer marketing to achieve its goals.

CHAPTER 2. DEVELOPMENT OF THE RESEARCH DESIGN AND COLLECTION OF THE DATA

The second part of this work will consist of several points. It will begin by introducing the different hypotheses. Following that, will be given the different steps of the experimentation. The end part will constitute the analysing of the results of our study.

2.1. Hypotheses development

In the first part of this work, an exploratory study on the subject of macro- and micro-influencers will be carried out. It allowed to discover the answer to the following problem: “Macro vs. micro-influencer: which one to choose according to the brand's awareness and objective?”

This research question can be broken down into different hypotheses. A hypothesis is defined as “a speculative proposition that anticipates a relationship between variables. It is a possible answer to the research question that one wishes to verify on the basis of the data collected by the analyst” [Sinigaglia, 2017].

2.1.1. Brand engagement objective

In the literature review it was shown that engagement is a psychological state that occurs in a dynamic and repetitive process. It is also a concept composed of three dimensions: cognitive, emotional and behavioural. These are central to relational exchange processes [Brodie, Ilic, Juric and Hollebeek, 2013]. An influencer can be used to reinforce this engagement [Hsu, Chuan-Chuan, Chiang, 2013]. The interaction with the community creates engagement and plays on the emotional dimension [Hollebeek, Glynn, Brodie, 2014]. It was mentioned that the strength of the micro-influencer lies in the ability to engage the community [Bour, 2018]. This is because micro-influencers are closer to it and interact with it more. This leads to the following hypothesis:

- H1a: Micro-influencers generate higher engagement than macro-influencers
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Furthermore, when engaged in partnerships with the brand, the image of influencers merges with that of the brand. This can reinforce the engagement especially when the community is highly engaged [Hsu, Chuan-Chuan, Chiang, 2013]. Because of that, it may be assumed that:

- H1b: Micro-influencers generate higher brand engagement than macro-influencers
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2.1.2. Brand awareness objective

In theoretical part of this work it was shown that influencers play a role of intermediaries between a brand and a consumer. This role is demonstrated by the “two steps flows theory”. According to it, the influencer first integrates all the information about the products to create an opinion and then shares it with his community [Uzunoglu, Misci Kip, 2014 ; Venette, Flores, 2004 ; Mellet, 2009].

It was also shown that the macro-influencer is considered to have a more active community [Virfollet, 2018; Wiltshire, 2018]. Such content creators will therefore have a larger audience than a micro-influencer, which leads to the following hypothesis:

H2: Macro-influencers have a more positive effect on brand awareness than micro-influencer

2.1.3. Brand attitude objective

From the literature review it was concluded that attitude is influenced by internal factors such as the consumer's personality and values, but also by external factors such as family, friends and influencers. Brands can therefore use them to create, modify or reinforce an attitude of the consumer.

When a brand is at the highest level of brand awareness, consumers have a pre-formed attitude towards it. Therefore, to reinforce or modify its image, the brand will work on the attitude functions via an influencer. To create the image association of the product with the values and personality of the influencer, he/she must be perceived as credible and trusted by the consumer [Nandagiri, Philip, 2018; Uzunoglu, Misci kip, 2014]. In this case, a micro-influencer should be more effective as these people are perceived to be closer to his community. Moreover, the followers trust the influencer, which makes him/her more credible [Bour, 2018; Bouillet, 2018].

Conversely, when a brand is at the level of zero brand awareness, the consumer has no attitude towards it. In order to introduce one, the company will make use of the intermediary role of influencers [Uzunoglu, Misci kip, 2014]. In this case, a macro-influencer seems more suitable as he or she will be able to introduce the product, service or brand to a bigger follower base (Wiltshire, 2018).

These two situations lead to the following hypothesis:

H3a: Macro-influencers have a more positive effect on brand attitude than micro-influencers

Another method to change or strengthen a brand image is to create an association between the product image, personality and values of an influencer [Uzunoglu, Misci kip, 2014]. It was mentioned in chapter 1 that products are perceived to be a reflection of the values that influencers advocates. In this way, consumers identify with the products or services through the influencers [Brown, 2015]. When the influencer adds a product placement, the values he or she advocates will be linked with the brand [Uzunoglu, Misci kip, 2014]. In this situation, a macro-influencer seems more suitable due to the fact that such characters are more well-known than micro-influencers. The consumer should therefore more easily link his or her values and personality. This leads to the following hypothesis:

H3b: Macro-influencers have a more positive effect on the identification of brand values than micro-influencers

2.1.4. Purchase intention objective

It was demonstrated that an influencer can be used to intervene at different stages of the decision process through their recommendations and opinion [Vernettes, Flores, 2004]. In general, consumers choose products that best meet their needs. Sometimes they simply want a product that others want [Jin, Phua, 2014]. In this case, a macro-influencer seems more suitable as, seeing the high number of followers, a consumer will want to buy the product shown by the influencer [Wiltshire, 2018].

Conversely, the fact that an influencer is followed by a large community can lead to the opposite effect. In this case, the consumer may potentially perceive the promoted product as not unique. This could slow down the purchase. In this case, a micro-influencer seems to be a more suitable option. Moreover, since he/she has a smaller community, it will give the product an appearance of uniqueness [Veirman, Cauberghe, Hudders, 2017].

Following the statements above, it can be seen that studies contradict each other on this subject. This can be explained by the level of the consumer's need for conformity. When it is low, the consumer will want to differentiate him- or herself because he/she seeks to be unique. When the level of need for conformity is high, the consumer will want to follow what others are doing [Burchell, Rettie & Patel, 2013]. This leads to the following hypothesis:

H4: The relationship between influencer type and purchase intentions is moderated by the need for compliance
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2.1.5. Summary of hypotheses to be tested

- H1a: Micro-influencers generate higher engagement than macro-influencers;
- H1b: Micro-influencers generate higher brand engagement than macro-influencers;
- H2: Macro-influencers have a more positive effect on brand awareness than micro-influencer;
- H3a: Macro-influencers have a more positive effect on brand attitude than micro-influencers;
- H3b: Macro-influencers have a more positive effect on the identification of brand values than a micro-influencer;
- H4: The relationship between influencer type and purchase intent is moderated by the need for compliance.

The hypotheses of this research are causal relationships between explanatory and explained variables. An explanatory variable is “a variable that can exert an effect on an explained variable” [Sinigaglia, 2017]. To study these relationships, an experiment will be conducted.

2.2. Methodology

2.2.1. Empirical design of the study

In order to test H1a hypothesis which posulated that Micro-influencers generate higher brand engagement than macro-influencers, a quantitative model was built where the object of observation were bloggers themselves.

In order to have more accurate results, the analyses was conducted, using influencers from different groups: Beauty&Fashion, Health&Lifestyle, Kids&Parenting and Travel&Tourism.

- Beauty&Fashion influencers are characterised by posts about latest fashion trends, style advise as well as make-up related content
- Health&Lifestyle influencers post about dietary advise, sport content that relates to personal and maintaining healthy balance in life
- Kids&Parenting influencers, mostly represented by so-called “mom bloggers” are a relatively new subcategory. In their posts, they give advice on parenting as well as involve their children in many of their photos and stories.
- Travel&Tourism is a category where influencers post photos of places they’ve recently visited as well as give helpful tips and tricks regrading travelling to a new place, such

as posting an overview of hotels, showing unknown food places and talking about local customs.

The data was collected, using StarNgage which poses itself as “an influencer marketing platform that enables brands to analyse, customise, manage, measure word-of-mouth marketing and connect with top content creators” [StarNgage, 2022]. The platform employs a series of algorithms that calculates the average engagement rate of the Instagram profile which was later compared between the macro- and micro-influencer groups. In order to make the list, the influencer has to not only regularly post about the topic but the focus of his or her audience should also be on the same topic. For example, influencers that primarily post about Beauty&Fashion but who’s audience is mostly interested in Travel&Tourism will not qualify for this research.

When it comes to other hypothesis questions, in order to gather information and obtain the data and results necessary to draw valid conclusions that respond to the objectives set out in the research, a questionnaire was created. The full version of the questionnaire can be seen in English in Appendix 1 and in Russian in Appendix 2. As the target audience of the research is Russian, the questionnaire will be held in Russian language in order to avoid any possible misunderstanding relating to the lack of language knowledge. As such, the Russian version of the questionnaire will be posted in Appendix 2.

2.2.2. Structure of the questionnaire

The questionnaire starts with the introduction. It contains a description of the subject of the study, the conditions for participation and the statement about the anonymity of the answers. Then, a filter question was added in order to eliminate respondents who did not have an Instagram account. They were asked a few questions about their use of this particular social media platform to give them full context. This section also contained the description of the term “Influencer” to make sure that all the participants were aware of such an Internet phenomenon.

Once the context and filter questions has been set, then respondents were met with a description of macro-influencers, following a series of questions to measure the different points of the research such as brand recall, brand value identification, brand attitude, need for compliance, purchase intention and brand engagement. Then comes the introduction of the micro-influencers with the same questions following suit. This division was made in order to

make sure that the respondent doesn't forget who macro- and micro-influencers are as well as not mix up them in the process of filling in the questionnaire.

The third question was one of such manipulation check questions. In it, respondents had to identify whether they followed any influencers on Instagram. All the people who answered "No" were deemed unsuitable to continue the analysis.

2 filter questions were also included in section about Macro- and Micro-influencers. Only those respondents who followed Macro- and Micro-influencers that also advertised different brands were valid for the final analysis.

In order to anchor the respondents, question "Write one (1) example of a brand that a influencer you follow promote?" for both Macro- and Micro influencers was introduced. All the questions where they had to state their opinion would refer back to that original questions.

As shown in Table 1, the scales used for measurement have been scientifically proven to be reliable and valid. To ensure that respondents clearly identified the manipulations, they were asked several questions that eliminated respondents, unsuitable for the analysis.

Measured effect	Scales
Brand awareness	Darpy, D., Guillard, V. (2016)
Brand attitude	Wang, Ch. L.(2005); Mitchell (1986) as cited by Zhu, J., & Tan, B. (2007)
Identification of brand values	Basil, M. D. (1996); Darpy, D., Guillard, V. (2016); Bearden, W. O., Netemeyer, R.G., Teel, J.E., (1989)
Measurement of consumer susceptibility to interpersonal influence.	Bearden, W.O., Netemeyer, R.G., Teel, J.E., (1989)
Purchase intention	Suntornpithug, N., Khamalah, J. (2010); Hsu, C., Lin, Ch., Chiang, H. (2013)
Engagement	Brakus et al (2009) as cited by Nysveen, P. (2013)

Table 1. Variables and scales in the questionnaire

At the end of the questionnaire lie general questions about the age, gender as well as their level of education and the financial situation of the respondents.

In order to make sure that no hypothesis was forgotten, a hypothesis/question matrix was created (see Table 2):

Question	H1: Brand engagement	H2: Brand awareness	H3a: Brand attitude	H3b: Value transfer	H4: Need for compliance & purchase intention
Q1	Manipulation check				
Q2	Engagement of the respondent				
Q3					
Q4					
Q5					
Q6	Introduction of the concept of macro-influencers				
Q7					
Q8	Manipulation check				
Q9		x			
Q10		x			
Q11	Manipulation check				
Q12		x			
Q13		x			
Q14		x			
Q15		x			
Q16				x	
Q17			x		
Q18			x		
Q19			x		
Q20			x		
Q21					x
Q22	x				
Q23	Introduction of the concept of micro-influencers				
Q24					
Q25					
Q26	Manipulation check				
Q27		x			

Q28		x			
Q29		x			
Q30		x			
Q31		x			
Q32		x			
Q33		x			
Q34				x	
Q35			x		
Q36			x		
Q37			x		
Q38			x		
Q39					x
Q40	x				
Q41	General information about the participant				
Q42					
Q43					
Q44					

Table 2. Hypothesis/question matrix

2.2.3. Launching the questionnaire

Before launching the questionnaire, a pre-test with 15 people was carried out in order to check the effectiveness of the scenarios. Among them were 4 Russian-speaking foreigners.

Google Forms was chosen as a distribution channel for the questionnaire. It was published on different social media platforms (VK and Telegram), from 22nd to 25th of May. Upon receiving a feedback on the questionnaire, it was determined that respondents did not have any problems regarding the anchoring. However, they faced a few technical issues. For example, question 14 “If your answer to the question 13 was “Definitely not” or “Most probably not”, then why?” and question 15 “If your answer to the question 13 was “Definitely yes” or “Most probably yes”, then why?” were not divided and, as such, the respondents had to answer them both, despite logically only applying for one of them.

It was also requested to make question 7 “Are you going to continue following those MACRO-influencers now that Instagram is banned in Russia?” and question 25 “Are you going to continue following those MICRO-influencers now that Instagram is banned in Russia?”

multiple-choice questions, as people responded that they tend to both use VPN and follow the influencers in different social media.

Finally, several respondent claimed they had hard time distinguishing between macro- and micro-influencers in the questions and, as such, asked for the names to be capitalised for the better understanding.

Following the feedback, received from a pre-test group, a new questionnaire was launched, using the platform Анкетолог.ру. The platform provides a possibility to create online questionnaires as well as allows access to Russian and CIS respondents. It allows for the execution of the following tasks:

- Conduct marketing and sociological surveys without interviewers
- Present products or services to their target audience [Анкетолог.ру, 2022]

The objective was to reach a minimum of 150 valid responses. A valid response was identified to be a respondent with an Instagram account who correctly identified the manipulation.

CHAPTER 3. ANALYSIS AND INTERPRETATION OF RESULTS

Now that the hypotheses have been posed and the data collected, the research can go further to the analysis of the results. The objective of this analysis is to accept or reject the 6 hypotheses in order to answer the research question.

3.1. Testing the effect of different influencer types on engagement

H1a is a general hypothesis which states that:

- H1a: Micro-influencers generate higher engagement than macro-influencers
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In order to test hypothesis H1a, a Two-simple t-Test was conducted which compared the means of two groups of data sets. This test allow us to see if there is a difference in engagement rate between micro- and macro-influencers. Therefore, the following assumptions are made:

- H0: Engagement with a brand in the context of an Instagram post from a macro-influencer = Engagement with a brand in the context of an Instagram post from a micro-influencer.
- H1: Engagement with a brand in the context of a macro-influencer's Instagram post < Engagement with a brand in the context of a micro-influencer's Instagram post.

For the null hypothesis to be rejected, the p-value must be less than the 0.05 significance level.

Due to the specifics of Two-simple t-Test in SPSS, the data extracted in Excel format cannot be processes in its original form. As such, a coding step needs to be carried out in order to transcribe the assessment scores into numbers (see Table 4).

Scales	Score
Macro-influencer	1
Micro-influencer	2

Table 3. Data coding for H1a

When looking at the descriptive statistics (see Table 4) for the Beauty&Fashion influencers, it can be noticed that the mean for group 1 (1.72%) is lower than that of group 2 (2,23%). The the p-value of the t-test is below 0.05 threshold (0.003), as such, the H0 hypothesis can be rejected. Engagement rate in an Instagram post in Beauty&Fashion category by a macro-influencer is on average lower than that of a micro-influencer.

Статистика группы

	Size	N	Среднее	Среднеквадратичное отклонение	Среднеквадратичная ошибка среднего
ER	1	123	1.7171%	1.15544%	0.10418%
	2	137	2.2321%	1.60546%	0.13716%

Критерий для независимых выборок

		Критерий равенства дисперсий Ливиня		t-критерий для равенства средних							
		F	знач.	t	ст.св.	Значимости Односторонний p	Значимости Двухсторонний p	Средняя разность	Среднеквадратичная ошибка разности	95% доверительный интервал для разности	
ER	Предполагаются равные дисперсии	17.004	<.001	-2.939	258	.002	.004	-0.51504%	0.17523%	-0.86010%	-0.16999%
	Не предполагаются равные дисперсии			-2.990	246.666	.002	.003	-0.51504%	0.17224%	-0.85430%	-0.17579%

Table 4. Engagement t-test for a Influencers in Beauty&Fashion category

When it comes to descriptive statistics for Health&Lifestyle (see Table 5), it can easily be observed that the difference between the two means are even bigger than that in the previous analysis (1,44% for group 1 and 2.44 for group 2). These differences are also significant because the p-value of the t-test is below 0.05 threshold (<0.001). The H0 hypothesis, thus, can be rejected. Engagement rate in an Instagram post in Health&Lifestyle category by a macro-influencer is on average lower than that of a micro-influencer.

Статистика группы

	Size	N	Среднее	Среднеквадратичное отклонение	Среднеквадратичная ошибка среднего
ER	1	103	1.4369%	1.05923%	0.10437%
	2	112	2.4402%	1.34053%	0.12667%

Критерий для независимых выборок

		Критерий равенства дисперсий Ливиня		t-критерий для равенства средних							
		F	знач.	t	ст.св.	Значимости Односторонний p	Значимости Двухсторонний p	Средняя разность	Среднеквадратичная ошибка разности	95% доверительный интервал для разности	
ER	Предполагаются равные дисперсии	4.167	.042	-6.054	213	<.001	<.001	-1.00329%	0.16573%	-1.32997%	-0.67660%
	Не предполагаются равные дисперсии			-6.113	208.366	<.001	<.001	-1.00329%	0.16413%	-1.32685%	-0.67972%

Table 5. Engagement t-test for a Influencers in Health&Lifestyle category

As seen from the descriptive statistics for Kids&Parenting influencers (see Table 6), this category has a substantial difference between the means of two groups (1.24% for group 1 and 2.78% for group 2). These differences are also significant because the p-value of the t-test is below 0.05 threshold (<0.001). The H0 hypothesis, thus, can be rejected. Engagement rate

in an Instagram post in Kids&Parenting category by a macro-influencer is on average lower than that of a micro-influencer.

Статистика группы											
		Size	N	Среднее	Среднеквадратичное отклонение	Среднеквадратичная ошибка среднего					
ER	1		95	1.2411%	0.81325%	0.08344%					
	2		101	2.7832%	1.62241%	0.16144%					

Критерий для независимых выборок											
		Критерий равенства дисперсий Ливиня				t-критерий для равенства средних					
		F	знач.	t	ст.св.	Значимости		Средняя разность	Среднеквадратичная ошибка разности	95% доверительный интервал для разности	
						Односторонний p	Двухсторонний p			Нижняя	Верхняя
ER	Предполагаются равные дисперсии	34.088	<.001	-8.331	194	<.001	<.001	-1.54212%	0.18510%	-1.90718%	-1.17705%
	Не предполагаются равные дисперсии			-8.486	149.234	<.001	<.001	-1.54212%	0.18172%	-1.90120%	-1.18303%

Table 6. Engagement t-test for a Influencers in Kids&Parenting category

The last category analyzed was Travel and so far it has the largest mean difference (1.93% for group 1 and 3.17% for group 2) between any of the categories (see Table 7). These differences are significant because the p-value of the t-test is below 0.05 threshold (<0.001). This means that H0 hypothesis can be rejected. Engagement rate in an Instagram post in Travel&Tourism category by a macro-influencer is on average lower than that of a micro-influencer.

Статистика группы											
		Size	N	Среднее	Среднеквадратичное отклонение	Среднеквадратичная ошибка среднего					
ER	1		109	1.9260%	1.16430%	0.11152%					
	2		126	3.1675%	2.20526%	0.19646%					

Критерий для независимых выборок											
		Критерий равенства дисперсий Ливиня				t-критерий для равенства средних					
		F	знач.	t	ст.св.	Значимости		Средняя разность	Среднеквадратичная ошибка разности	95% доверительный интервал для разности	
						Односторонний p	Двухсторонний p			Нижняя	Верхняя
ER	Предполагаются равные дисперсии	35.774	<.001	-5.275	233	<.001	<.001	-1.24150%	0.23536%	-1.70520%	-0.77779%
	Не предполагаются равные дисперсии			-5.496	195.089	<.001	<.001	-1.24150%	0.22591%	-1.68703%	-0.79597%

Table 7. Engagement t-test for a Influencers in Travel&Tourism category

To conclude, the H0 hypothesis was rejected for all the categories analyzed. This means that there is evidence to state not only that micro-influencers have on average a higher

engagement rate than macro-influencers but they do so in at least several categories. As such, it is eligible to state that H1a hypothesis should not be rejected.

3.2. Analysis of hypotheses H1b-H4

3.2.1. Sampling and data processing

Following the launch of the questionnaire at the Анкетолог.py platform, the responses of the participants were collected. The platform allowed to directly eliminate responses that were unsuitable for the analysis, that is: responses that were not completed, who's respondents did not have an Instagram account and finally those who did not pass the manipulation check. At the end of the research period, only responses suitable for the analysis were left. This data was processed with the statistical software "IBM SPSS Statistics".

The sample was composed of men and women with an Instagram account. According to Statista (2022), there are two almost equal groups that are predominantly represented in Instagram. These are people between the age of 18 and 24 with 30,1% and those in the age between 25 and 34 with 31,5%. Therefore, respondents under the age of 18 and over the age of 34 were removed in order to not be biased in the study. The poll of respondents was also limited by people from Russia as this country was the primary focus of the research. Анкетолог.py allows for this option to be used,

The sample was completely random, using the poll, provided by the platform and participation in the questionnaire was strictly voluntary. Participants received 139 rubles as a reward as is per policy of the platform.

Before entering the SPSS software, the answers were coded into a numerical value. The data in the "Scale" section contains both Russian answers and its English translation for easier understanding (see Table 8).

Scales	Score
Да / Yes	1
Нет / No	0
Абсолютно не согласен/сна / Strongly disagree	1
Не согласен/сна / Disagree	2
Затрудняюсь ответить / Neither agree nor disagree	3

Согласен/сна / Agree	4
Абсолютно согласен/сна / Strongly agree	5
Никогда/Never	1
Редко/Rarely	2
Затрудняюсь ответить/Not sure	3
Часто/Often	4
Всегда/Always	5
Macro-influencer	1
Micro-influencer	2

Table 8. Data coding for H1b-H4

After finishing this step, the data was integrated into the SPSS software to proceed with the analysis.

3.2.2. Testing the effect that different influencer types have on brand engagement

As a reminder, H1b assumption is as follows:

H1b: Micro-influencers generate higher brand engagement than macro-influencers

To test the hypothesis H1b, the means for macro- and micro-influencer groups will be compared. This step will be done with the help of ANOVA test that allows to compare the means of different groups. This test allows to see if there is a difference in brand engagement between the groups. Therefore, we make the following assumptions:

- H0: The average level of brand engagement is equivalent across influencer type groups.
- H1: The average level of brand engagement is different in the different influencer type groups.

For the null hypothesis to be rejected, the p-value must be less than 0.05 significance level. Upon looking at Table 9 of the descriptive statistics, it is easy to notice that, despite different groups having a higher mean in different categories, means of macro- and micro-influencers are extremely close to each other. The results of p-value of the variable across all categories also show the lack of significance. Indeed, it is higher than the 0.05 threshold for all the variables (see Table 10). The H0 hypothesis is therefore not rejected. On average, the level of brand engagement in the different influencer type groups is equivalent. As such, it can be concluded that the H1b should be maintained.

		Описательные статистики					95% Доверительный интервал для среднего			
		N	Среднее	Среднеквадратичное отклонение	Средняя ошибка	Нижняя граница	Верхняя граница	Минимум	Максимум	
Бренд производит на меня сильное впечатление	1	166	3.15	1.082	.084	2.98	3.32	1	5	
	2	166	3.00	1.144	.089	2.82	3.18	1	5	
	Всего	332	3.08	1.114	.081	2.95	3.20	1	5	
Бренд вызывает во мне/влияет на мои чувства	1	166	3.14	1.017	.079	2.99	3.30	1	5	
	2	166	3.02	1.131	.088	2.84	3.19	1	5	
	Всего	332	3.08	1.075	.059	2.97	3.20	1	5	
Я испытываю сильные эмоции по отношению к бренду	1	166	2.90	1.036	.080	2.74	3.06	1	5	
	2	166	2.91	1.105	.086	2.74	3.08	1	5	
	Всего	332	2.90	1.070	.059	2.79	3.02	1	5	
Бренд сильно интригует меня на эмоциональном уровне	1	166	3.10	1.069	.083	2.93	3.26	1	5	
	2	166	3.20	1.120	.087	3.03	3.38	1	5	
	Всего	332	3.15	1.094	.060	3.03	3.27	1	5	
Бренд вызывает у меня любопытство	1	166	3.89	.794	.062	3.77	4.01	1	5	
	2	166	3.61	1.066	.083	3.45	3.78	1	5	
	Всего	332	3.75	.948	.052	3.65	3.86	1	5	
Бренд заставляет меня задуматься о более серьезных вопросах (проблемы окружающей среды, детский труд, т.д.)	1	166	2.93	1.076	.084	2.76	3.09	1	5	
	2	166	3.00	1.090	.085	2.83	3.17	1	5	
	Всего	332	2.96	1.082	.059	2.85	3.08	1	5	
Мне хочется взаимодействовать с этим брендом (посмотреть его страницу в соцсетях, поставить лайк его постам и т.д.)	1	166	3.45	1.006	.078	3.29	3.60	1	5	
	2	166	3.30	1.098	.085	3.13	3.47	1	5	
	Всего	332	3.37	1.054	.058	3.26	3.49	1	5	
Бренд мне не безразличен	1	166	3.37	.981	.076	3.22	3.52	1	5	
	2	166	3.24	1.080	.084	3.08	3.41	1	5	
	Всего	332	3.31	1.032	.057	3.20	3.42	1	5	
Я чувствую себя частью сообщества бренда	1	166	2.79	1.061	.082	2.63	2.95	1	5	
	2	166	2.94	1.116	.087	2.77	3.11	1	5	
	Всего	332	2.86	1.090	.060	2.75	2.98	1	5	

Table 9. Descriptive statistics of brand engagement according to the type of influencer

		ANOVA				
		Сумма квадратов	ст. св.	Средний квадрат	F	знач.
Бренд производит на меня сильное впечатление	Между группами	1.883	1	1.883	1.518	.219
	Внутри групп	409.235	330	1.240		
	Всего	411.117	331			
Бренд вызывает во мне/влияет на мои чувства	Между группами	1.328	1	1.328	1.149	.285
	Внутри групп	381.476	330	1.156		
	Всего	382.804	331			
Я испытываю сильные эмоции по отношению к бренду	Между группами	.012	1	.012	.010	.918
	Внутри групп	378.804	330	1.148		
	Всего	378.916	331			
Бренд сильно интригует меня на эмоциональном уровне	Между группами	.976	1	.976	.814	.368
	Внутри групп	395.494	330	1.198		
	Всего	396.470	331			
Бренд вызывает у меня любопытство	Между группами	6.373	1	6.373	7.218	.008
	Внутри групп	291.373	330	.883		
	Всего	297.747	331			
Бренд заставляет меня задуматься о более серьезных вопросах (проблемы окружающей среды, детский труд, т.д.)	Между группами	.434	1	.434	.370	.544
	Внутри групп	387.133	330	1.173		
	Всего	387.566	331			
Мне хочется взаимодействовать с этим брендом (посмотреть его страницу в соцсетях, поставить лайк его постам и т.д.)	Между группами	1.735	1	1.735	1.564	.212
	Внутри групп	365.952	330	1.109		
	Всего	367.687	331			
Бренд мне не безразличен	Между группами	1.458	1	1.458	1.370	.243
	Внутри групп	351.205	330	1.064		
	Всего	352.663	331			
Я чувствую себя частью сообщества бренда	Между группами	1.883	1	1.883	1.589	.208
	Внутри групп	391.018	330	1.185		
	Всего	392.901	331			

Table 10. ANOVA test of the identification of brand values in the different influencer type groups

3.2.3. Testing the effect that different influencer types have on brand awareness

H2 postulates that:

H2: Macro-influencers have a more positive effect on brand awareness than micro-influencer

To test this hypothesis, means of each group were compared. To do this, a Chi-square test was utilised. It allows to see if there is a difference in the willingness of the consumers to buy brands from macro- or micro-influencers. Therefore, the following hypotheses were presented:

- H0: Brand awareness within an Instagram post is equivalent regardless of the type of influencer.
- H1: Brand awareness within an Instagram post is different regardless of influencer type.

For the null hypothesis to be rejected, the p-value must be less than the 0.05 significance level.

To get the data for the analysis, the respondents were first asked to tell if they have ever bought a product by the brand that was advertised by either macro- or micro-influencer. Those who responded positively were eliminated. All the negative responses were further analysed by the readiness to buy the product, based on the recommendation given.

Looking at the data, it is noticeable that recall for a macro-influencer is higher than that of a micro. At the same time, when we look at the p-value of the Chi-square test, it is above the 0.05 threshold (<0.001). The H0 hypothesis is rejected. Brand recall in the context of an Instagram post is different for the different types of influencers.

Таблица сопряженности Если Вы не покупали продукт данного бренда, то хотели бы Вы купить сейчас? (Макро-инфлюенсер) * Если Вы не покупали продукт данного бренда, то хотели бы Вы купить сейчас? (Микро-инфлюенсер)

			Если Вы не покупали продукт данного бренда, то хотели бы Вы купить сейчас? (Микро-инфлюенсер)		Всего
			Micro	Macro	
Если Вы не покупали продукт данного бренда, то хотели бы Вы купить сейчас? (Макро-инфлюенсер)	1	Количество	26	4	30
		Ожидаемое количество	16.9	13.1	30.0
	2	Количество	11	14	25
		Ожидаемое количество	14.1	10.9	25.0
	3	Количество	35	17	52
		Ожидаемое количество	29.2	22.8	52.0
	4	Количество	25	37	62
		Ожидаемое количество	34.9	27.1	62.0
	5	Количество	11	12	23
		Ожидаемое количество	12.9	10.1	23.0
Всего		Количество	108	84	192
		Ожидаемое количество	108.0	84.0	192.0

Критерии хи-квадрат

	Значение	ст.св.	Асимптотическая значимость (2-сторонняя)
Хи-квадрат Пирсона	22.441 ^a	4	<.001
Отношения правдоподобия	24.124	4	<.001
Линейно-линейная связь	11.426	1	<.001
Количество допустимых наблюдений	192		

a. Для числа ячеек 0 (0.0%) предполагается значение, меньше 5. Минимальное предполагаемое число равно 10.06.

Table 11. Chi-square test of brand awareness

3.2.4. Testing the effect that different influencer types have on brand attitude

As a reminder, hypotheses H3a:

H3a: Macro-influencers have a more positive effect on brand attitude than micro-influencers

To test hypothesis H3a, it is necessary to compare the means of each group. To do this, ANOVA Two-Way test was utilised. Therefore, the following hypotheses was set:

- H0: The means of the attitude towards the brand are equal in the different influencer type groups.
- H1: The means of attitude toward the brand are different in the different influencer type groups.

For the null hypothesis to be rejected, the p-value must be less than the 0.05 significance level.

Looking at Table 12 of the descriptive statistics, it is easy to notice that when a brand is known, the attitude towards the brand is slightly higher in case of a macro-influencer. Furthermore, when we look at the p-value of the variables in Table 13, we notice that it is significant as it is lower than the 0.05 threshold. The H0 hypothesis is therefore rejected. On average, the level of attitude towards the brand by consumers according to the brand awareness and the type of influencer does different, depending on the size of the influencer.

Описательные статистики					
	N	Минимум	Максимум	Среднее	Среднеквадратичное отклонение
Ценности бренда (Масго)	166	1	5	3.99	1.056
Ценности бренда (Мисго)	166	1	5	3.75	1.199
Качество бренда (Масго)	166	1	5	4.36	.824
Отношение к бренду (Масго)	166	1	5	4.20	.963
Восприятие бренда (Масго)	166	1	5	3.99	.914
Качество бренда (Мисго)	166	1	5	3.79	1.195
Отношение к бренду (Мисго)	166	1	5	3.80	1.222
Восприятие бренда (Мисго)	166	1	5	3.72	1.133
N валидных (по списку)	166				

Table 12. Descriptive statistics of the attitude towards the brand

ANOVA						
		Сумма квадратов	ст. св.	Средний квадрат	F	знач.
Качество бренда (Масго)	Между группами	17.128	4	4.282	7.264	<.001
	Внутри групп	94.902	161	.589		
	Всего	112.030	165			
Отношение к бренду (Масго)	Между группами	14.295	4	3.574	4.147	.003
	Внутри групп	138.742	161	.862		
	Всего	153.036	165			
Восприятие бренда (Масго)	Между группами	11.210	4	2.802	3.559	<.001
	Внутри групп	126.766	161	.787		
	Всего	137.976	165			
Ценности бренда (Масго)	Между группами	21.029	4	5.257	5.194	<.001
	Внутри групп	162.947	161	1.012		
	Всего	183.976	165			
Качество бренда (Мисго)	Между группами	176.885	4	44.221	121.214	<.001
	Внутри групп	58.736	161	.365		
	Всего	235.620	165			
Отношение к бренду (Мисго)	Между группами	184.072	4	46.018	118.794	<.001
	Внутри групп	62.368	161	.387		
	Всего	246.440	165			
Восприятие бренда (Мисго)	Между группами	158.658	4	39.664	120.410	<.001
	Внутри групп	53.035	161	.329		
	Всего	211.693	165			

Table 13. ANOVA test of the attitude towards the brand

3.2.5. Testing the effect that different influencer types have on brand values

Hypotheses H3b stated that:

H3b: Macro-influencers have a more positive effect on the identification of brand values than micro-influencers

To test hypothesis H3b, the means of each group were compared. ANOVA test was utilised for this purpose. It allowed to see if there is a difference in brand value identification between the groups. Following that, the introduced assumptions were:

- H0: The average brand value identification is equivalent across influencer type groups.
- H1: The mean of the brand value identifications is different in the different influencer type groups.

For the null hypothesis to be rejected, the p-value must be below the 0.05 significance level. When looking at Table 14 of the descriptive statistics, it should be noted that macro-influencers scored higher on such aspects as relatability of personal values (3.82 vs. 3.53), correlation of personal values (3.33 vs. 3.26) and transference of brand image (3.58 vs. 3.31). However, on average, more people believed that micro-influencers were no different than they are, unlike that of macro-influencers (3.17 vs. 3.27). Despite that, p-values for all the variables were higher than the 0.05 threshold. The H0 hypothesis is therefore not rejected. On average, the level of identification of the brand values in the different influencer type groups is equivalent.

It appears that respondents did not perceive the different characteristics of influencers well as the influencer follower count variable was not significant.

Статистика группы			Среднее	Среднеквадратичное отклонение	Среднеквадратичная ошибка среднего
Макро/Микро	N				
Мне понятны ценности и личные особенности инфлюенсера	1	166	3,82	,828	,084
	2	166	3,53	1,088	,084
Я считаю, что ценности инфлюенсера совпадают с моими собственными	1	166	3,33	,980	,076
	2	166	3,26	1,175	,091
Я считаю, что инфлюенсер ничем не отличается от меня	1	166	3,17	1,021	,079
	2	166	3,27	1,167	,091
Я считаю, что инфлюенсер хорошо отражает имидж целевой аудитории	1	166	3,58	,949	,074
	2	166	3,31	1,149	,089

Table 14. Descriptive statistics of the identification of brand values in the different influencer type groups

		ANOVA				
		Сумма		Средний		
		квадратов	ст.св.	квадрат	F	знач.
Мне понятны ценности и личные особенности инфлюенсера	Между группами	6.940	1	6.940	7.437	.007
	Внутри групп	307.928	330	.933		
	Всего	314.867	331			
Я считаю, что ценности инфлюенсера совпадают с моими собственными	Между группами	.364	1	.364	.311	.577
	Внутри групп	386.295	330	1.171		
	Всего	386.660	331			
Я считаю, что инфлюенсер ничем не отличаются от меня	Между группами	.771	1	.771	.641	.424
	Внутри групп	396.735	330	1.202		
	Всего	397.506	331			
Я считаю, что инфлюенсер хорошо отражают имидж брендов, которые они рекламируют	Между группами	5.831	1	5.831	5.255	.023
	Внутри групп	366.193	330	1.110		
	Всего	372.024	331			

Table 15. ANOVA test of brand value identification in the different influencer type groups

To conclude, regardless of the slight difference in the values between macro- and micro-influencers, the established H3b hypothesis was not rejected.

3.2.6. Testing the effect of the relationship between influencer type and purchase intentions

As a reminder, the third hypothesis was the following:

H4: The relationship between influencer type and purchase intentions is moderated by the need for compliance

To test hypothesis H4, it is necessary to look at the interaction term in the linear regression. To proceed, the following assumptions were made:

- H0: The means of purchase intention are equal irregardless of the consumer's level of compliance and the type of influencer in the different influencer type groups.
- H1: The means of purchase intention are different irregardless of the level of compliance of the consumer and the type of influencer in the different influencer type groups.

Before entering the variables for the hypothesis test, the "Need for Compliance" variable was transformed into a dummy. The variable was determined from the question 4. Everyone, who received an above-average need for compliance were assigned the number 1. Conversely, all respondents with a need for compliance below or equal to the average were assigned the number 0. Everyone, whose score was equal to 3 were eliminated from the analyses. Table 16 shows the average compliance need for the sample.

Описательные статистики					
	N	Минимум	Максимум	Среднее	Среднеквадратичное отклонение
Среднее	150	1.0	5.0	3.263	.7555
N validных (по списку)	150				

Table 16. Descriptive statistics of the need for compliance

Concluding that process, it is possible to turn to the hypothesis testing. If H4 hypothesis states that the relationship between influencer type and purchase intentions is moderated by the need for compliance, then the following regression equation can be constructed:

$$\text{Purchase Intention (Y)} = \alpha + \beta_1 \text{ Influencer Type} + \beta_2 \text{ Need for Compliance} + \beta_3 \text{ Influencer Type} * \text{Need for Compliance} + \varepsilon$$

After that, in order to see, whether need for compliance has any interaction effect, the moderating analysis was performed.

When looking at the interaction term in regression model, it can be noted that the value InfluencerType*NeedForCompliance has a negative effect with the value of -.009. However, there is no moderation effect as the p-value is 0.845 which is above the 0.05 threshold. As such, the H0 hypothesis is not rejected. Which means, that there is evidence to state that there need for compliance does not moderate relationship between influencer type and purchase intentions. On average, the level of consumers' purchase intentions according to their need for conformity and the type of influencer was determined to be equal in both groups of influencer type.

Коэффициенты ^a						
Модель		Нестандартизованные коэффициенты		Стандартизованные коэффициенты	Значимость	
		B	Стандартная ошибка	Бета		
1	(Константа)	.188	.256		.734	.464
	InfluencerTypeXNeedForCompliance	-.009	.047	-.045	-.196	.845
	InfluencerType	.041	.158	.043	.262	.794
	NeedForCompliance	.136	.076	.322	1.786	.075

a. Зависимая переменная: Purchase Intent

Table 17. Regression model for the level of need for conformity in case of different influencer types on the level of purchase intention

3.3. Discussion

As a reminder, the objective of this study was to answer the following research question: "Macro vs micro-influencer: which one to choose based on brand awareness and objective". In

order to do so, different assumptions were made. Table 18 shows the conclusions of the various hypothesis tests.

Hypothesis	Result
H1a: Micro-influencers generate higher brand engagement than macro-influencers	Not Rejected
H1b: Micro-influencers generate higher brand engagement than macro-influencers	Rejected
H2: Macro-influencers have a more positive effect on brand awareness than micro-influencer	Not Rejected
H3a: Macro-influencers have a more positive effect on brand attitude than micro-influencers	Not Rejected
H3b: Macro-influencers have a more positive effect on the identification of brand values than a micro-influencer	Rejected
H4: The relationship between influencer type and purchase intent is moderated by the need for compliance	Rejected

Table 18. Result of hypothesis tests

Contrary to what the literature review predicted, the quantitative study did not confirm all of the hypotheses, set in the beginning of this work. H1b: “Micro-influencers generate higher brand engagement than macro-influencers” and H3b: Macro-influencers have a more positive effect on the identification of brand values than a micro-influencer” and H4 “The relationship between influencer type and purchase intent is moderated by the need for compliance” were rejected. As such, it can be said that type of influencer does not impact brand engagement and identification of its values. And, in fact, it was empirically proven that for these objectives, the averages are significantly no different in the case of a micro or macro-influencer.

On the other hand, H1a: “Micro-influencers generate higher brand engagement than macro-influencers”, H2: “Macro-influencers have a more positive effect on brand awareness than micro-influencer”, H3a “Macro-influencers have a more positive effect on brand attitude than micro-influencers” and were found to be supported by the data. All of the above can serve as a baseline for managers when planning social media campaigns.

3.4. Theoretical contributions and Managerial applications

In view of the discussion above, it is important to point out several managerial applications that come from the results of this research. Upon revising the received data, it is possible to state that macro-influencers seem to be a more beneficial type of influencer for the campaigns that a brand may intend. However, it is important to pay attention to a little fact from H3b that states that more people believed micro-influencers to be no different than they are, unlike that of macro-influencers. It may be integral for the construction of future projects.

Managers may also find interesting the response to the financial situation of the respondents. Since recent COVID-19 pandemic and the situation between Russia and Ukraine has undoubtedly affected consumers in Russia, companies need to adjust their strategies accordingly. The participants of this questionnaire were young people between the ages of 18 and 34 which is the target demographic for many brands. As such, they might be relieved to find out that the largest group (60.8%) reported that they have enough money not only for food and clothes, but also small appliances such as microwave. This means that the absolute majority of this demographic can afford to purchase many products that they are recommended.

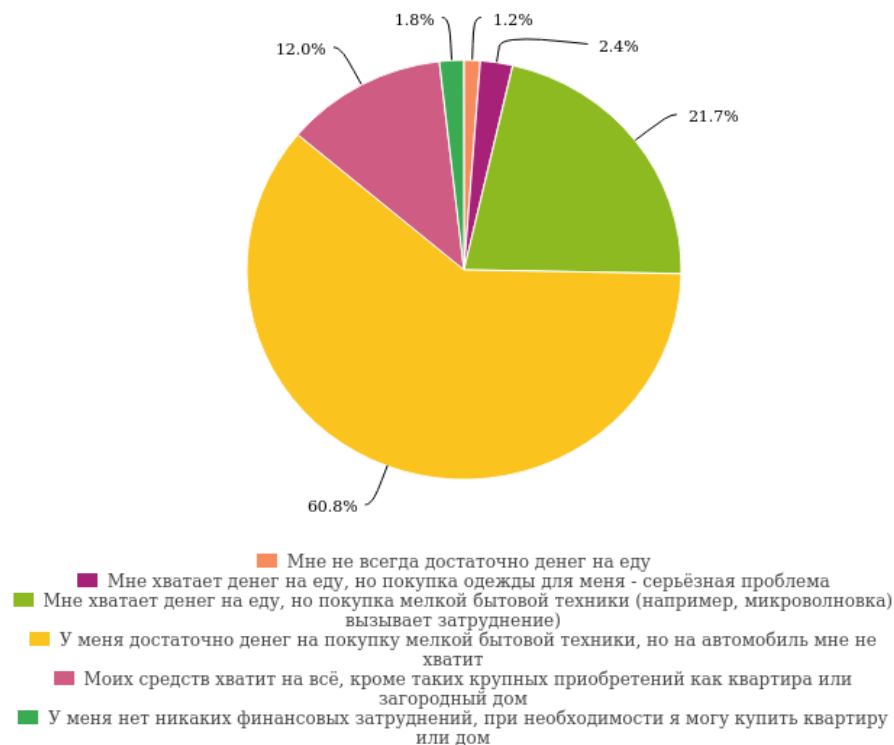


Fig. 9 How would you describe the level of your financial situation / Как бы Вы охарактеризовали уровень Вашего материального положения

When it comes to potential theoretical contributions, it should be noted that this research is among the first ones to analyse Instagram Influencer marketing after the ban of

Instagram in Russia. The research uncovered that people are willing to bypass government restrictions in order to keep being engaged in the lives of their favourite influencers. However, it should be noted that slightly more people are showed their interest in putting effort to stay in contact with macro-influencers (66.3%) then with micro-influencers (56.6%). At the same time, almost a quarter (24,1%) of respondents was willing to give up on micro-influencers while only 7,2% of people would go as far as to stop follow influencers, even in current unpredictable situation. As such, it is advised to continue promotional campaigns on Instagram, despite the turbulations it may face at the moment.

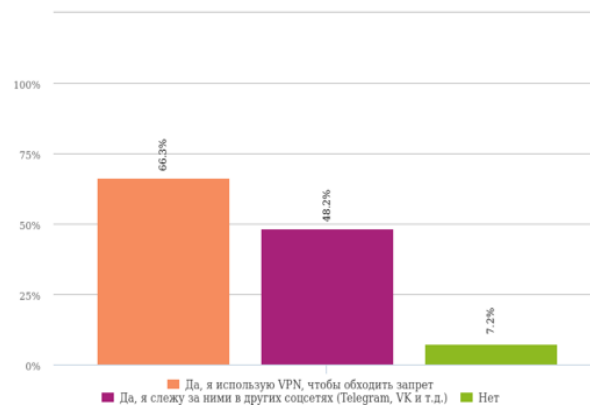


Fig. 10. Are you going to continue following those MACRO-influencers now that Instagram is banned in Russia? / Учитывая запрет инстаграма в России, собираетесь ли Вы и дальше следить за этими МАКРО-инфлюенсерами?

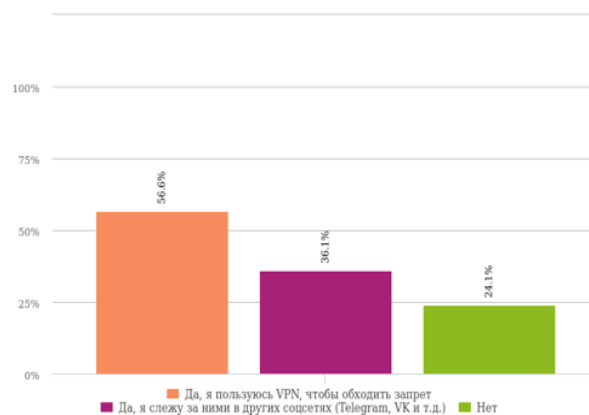


Fig. 11. Are you going to continue following those MICRO-influencers now that Instagram is banned in Russia? / Учитывая запрет инстаграма в России, собираетесь ли Вы и дальше следить за этими МИКРО-инфлюенсерам

Secondly, the research also uncovered other important data that should be mentioned in this section. For instance, people use Instagram to follow the news of their relatives in the

first place. Our study shows that they also use it to look for inspiration and follow influencers. In fact, 47.6% reported that they “often” follow influencers and additional 8.4% gave this factor an “always” rating. This shows the importance of influencer marketing and the opportunities for brands.

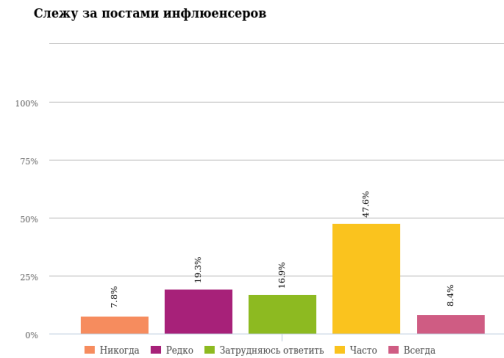


Fig. 12. In Instagram I... follow Influencers / В инстаграме я... слежу за постами инфлюенсеров

When it comes to other aspects of the research, should also be noted that Russian market is not as deeply research and this particular study may be seen as a possibility to enrich the pool of works in this fields.

On the other hand, this research does have certain limitations, namely the fact that it was conducted through the use of anonymous questionnaires and lacks personal statements from different sides of the field. Other research could therefore be carried out to complement this one. It may potentially take into account the type of products, the social network or the category of influencer chosen.

4. CONCLUSION

This section of research will delve into the discussion of the general conclusions of the literature review and the quantitative analysis performed.

The aim, set in this work, was to determine which type of influencer would be more effective depending on such factors as brand awareness and other objectives.

The literature review shed a light on the power of influence that influencers hold as well as to explain the roots of it. There are three elements that can be pinpointed: their credibility, their community and their interactions with it, and their values. These factors also help gain the comprehension of the differences between a macro- and micro-influencer. Afterward, such factors as different brand objectives were established, following the exploration of the effect that influencers have in achieving them.

The theoretical part made it possible to establish 6 hypotheses that formed the basis of the succeeding quantitative study. To test the first, general hypotheses, H1a: Micro-influencers generate higher engagement than macro-influence, the data on the engagement rate of macro- and micro-influencers was collected, following its subsequent analysis. For the analysis of other hypothesis, a questionnaire was created which was later analyses, using SPSS program. Three hypothesis were rejected, namely, H1b: Micro-influencers generate higher brand engagement than macro-influencers, H3b: Macro-influencers have a more positive effect on the identification of brand values than a micro-influencer and H4: The relationship between influencer type and purchase intent is moderated by the need for compliance. At the same time, other three hypothesis, namely, H1a: Micro-influencers generate higher brand engagement than macro-influencers, H2: Macro-influencers have a more positive effect on brand awareness than micro-influencer and H3a: Macro-influencers have a more positive effect on brand attitude than micro-influencers were accepted.

At the same time, the perception of the size of the community was found to have an impact on consumers. As such, there seems to be a difference between macro or micro-influencers with consumers favouring macro-influencers. At the same time, macro-influencers were not proven to have a more positive effect on the identification of brand values than a micro-influencer. An interesting case can also be observed with engagement and brand engagement. While micro-influencers generated a higher level of engagement, the result was the opposite for brand engagement. Finally, it was established that the need for conformity did

not have any role in purchase intention. As such, it is important for the company to pay attention to these objectives when dealing with the influencer marketing.

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APPENDIX 1. Questionnaire in English

This questionnaire is conducted as part of the thesis, aiming to study the phenomenon of influencers on social networks. Do you have an Instagram account? Do you like to follow influencers on Instagram? If your answer is “yes” to both of these questions, then you would help me greatly by participating in this questionnaire. It will only take 10 minutes to finish. The questionnaire is completely anonymous and complies with the Privacy Act (RGPD). Your answers will never be linked to your identity. This study is simply intended to better understand the characteristics of the impact of influencers on consumers. Your answers will only be used for the thesis.

Thank you in advance for your participation in this study.

Use of Instagram

Q1. Do you have an Instagram account?

- Yes
- No

Q2. Rate your answers to the following questions on the scale from “Never” to “Always”:

On Instagram I	Never	Rarely	Not sure	Often	Always
Share my daily life					
Follow the life of my friends, relatives, acquaintances					
Search for inspiration, advice, good tips and hacks					
Follow influencers					

Influencers are people who have a visible and regular social media presence. They share their opinions about a product or service with their audience on a regular basis.

Q3. Do you follow any influencers?

- Yes
- No

Q4. Rate your answers to the following questions on the scale from “Strongly agree” to “Strongly disagree”:

When I want to buy a product:	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
In general, I prefer to ask my friends and family for their opinion on a product before buying it					
I prefer a product that everyone likes or uses					
I prefer a product that I think everyone else approves of					
In general, I prefer a product that is recommended by my friends and family					
I prefer a product that allows me to identify with others					

Macro-Influencer presentation:

Q5. MACRO-influencers are those who have 50,000+ followers. Based on this description, do you follow any macro-influencers:

- Yes
- No

Q6. Which MACRO-influencers do you follow?

Q7. Are you going to continue following those MACRO-influencers now that Instagram is banned in Russia?

- Yes, I'm going to use VPN to follow them in Instagram
- Yes, I am going to follow them in other social media (Telegram, VK, etc.)
- No

Brand awareness (macro-influencers):

Q8. Do the MACRO-influencers you follow promotes any brand products?

- yes
- no

Q9. Write one (1) example of a brand that a MACRO-influencer you follow promote?

Q10. Which MACRO-influencer promotes this brand?

Q11. What are your associations with those brands?

Q12. Have you bought any product by this brand before?

- yes
- no

Q13. If your answer to the previous question was "NO", would you like to by the product by this brand?

- Definitely not
- Most probably not
- Not sure
- Most probably yes
- Definitely yes

Q14. If your answer to the question 13 was "Definitely not" or "Most probably not", then why?

Q15. If your answer to the question 13 was "Definitely yes" or "Most probably yes", then why?

Influencer's values (macro-influencers):

Q16. Rate your answers to the following questions on the scale from “Strongly agree” to “Strongly disagree”:

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I understand the micro-influencer's values and personality					
I find that the micro-influencer's values match that of my own					
I think the micro-influencer is like me					
I think the micro-influencer reflects the brand's image well					

Q17-20. Upon seeing the brand in the post by macro-influencer, what thoughts do you have about this brand:

This brand has poor quality	1 2 3 4 5	The brand has good quality
I don't like this brand	1 2 3 4 5	I like this brand
This brand is worse than others	1 2 3 4 5	This brand is better than others
This brand has bad values	1 2 3 4 5	This brand has good values

Purchasing behaviour:

Q21. Rate your answers to the following questions on the scale from “Strongly agree” to “Strongly disagree”:

“The product appearing in the posts of several macro-influencers makes me want to buy it”:

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

Brand engagement (macro-influencers)

Q22. Rate your answers to the following questions on the scale from “Strongly agree” to “Strongly disagree”:

When seeing a brand appear in the posts of macro-influencers, I feel that:	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
The brand made a strong impression on me					
The brand induced/influenced my feelings					
I felt strong emotions for the brand					
The brand engaged me strongly on an emotional level					
The brand caught my curiosity					
The brand made me think about serious issues (environmental problems, child labour, etc.)					
I felt like interacting with this brand (liking its page, visiting the store, etc.)					
I am not impartial to the brand					
I feel like I am part of the brand's community					

Micro-Influencer presentation:

Q23. MICRO-influencers are those who have between 10,000 and 50,000 followers. Based on this description, do you follow any:

- Yes
- No

Q24. Which MICRO-influencers do you follow?

Q25. Are you going to continue following those MICRO-influencers now that Instagram is banned in Russia?

- Yes, I'm going to use VPN to follow them in Instagram
- Yes, I am going to follow them in other social media (Telegram, VK, etc.)
- No

Brand awareness (macro-influencers):

Q26. Do the MICRO-influencers you follow promotes any brand products?

- yes
- no

Q27. Write one (1) example of a brand that a MICRO-influencer you follow promote?

Q28. Which MICRO-influencer promotes this brand?

Q29. What are your associations with those brands?

Q30. Have you bought any product by this brand before?

- yes
- no

Q31. If your answer to the previous question was "NO", would you like to by the product by this brand?

- Definitely not
- Most probably not
- Not sure

- Most probably yes
- Definitely yes

Q32. If your answer to the question 31 was “Definitely not” or “Most probably not”, then why?

Q33. If your answer to the question 31 was “Definitely yes” or “Most probably yes”, then why?

Q34. Rate your answers to the following questions on the scale from “Strongly agree” to “Strongly disagree”:

	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
I understand the micro-influencer's values and personality					
I find that the micro-influencer's values match that of my own					
I think the micro-influencer is like me					
I think the micro-influencer reflects the brand's image well					

Purchasing behaviour (micro-influencers):

Q35-38. Upon seeing a brand in the post by MICRO-influencer, what thoughts do you have about this brand:

- | | | |
|---------------------------------|-----------|----------------------------------|
| This brand has poor quality | 1 2 3 4 5 | The brand has good quality |
| I don't like this brand | 1 2 3 4 5 | I like this brand |
| This brand is worse than others | 1 2 3 4 5 | This brand is better than others |
| This brand has bad values | 1 2 3 4 5 | This brand has good values |

Q39. Rate your answers to the following questions on the scale from “Strongly agree” to “Strongly disagree”:

“The product appearing in the posts of several MICRO-influencers makes me want to buy it”:

Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree

Brand engagement (micro-influencers)

Q40. Rate your answers to the following questions on the scale from “Strongly agree” to “Strongly disagree”:

When seeing a brand appear in the posts of MICRO-influencers, I feel that:	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree
The brand made a strong impression on me					
The brand induced/influenced my feelings					
I felt strong emotions for the brand					
The brand engaged me strongly on an emotional level					
The brand caught my curiosity					
The brand made me think about serious issues (environmental problems, child labour, etc.)					
I felt like interacting with					

this brand (liking its page, visiting the store, etc.)					
I am not impartial to the brand					
I feel like I am part of the brand's community					

General information:

Q41. What is your gender?

- Female
- Male

Q42. What age group do you belong to?

- < 18 years
- 18 to 25 years old
- 26 to 35 years old
- 36 to 45 years old
- 46 to 59 years old
- 60 years or older

Q43. What is your level of education:

- 9 classes
- 11 classes
- unfinished higher education
- bachelor education
- masters/specialty education
- post-graduate school
- PhD

Q44. How would you describe the level of your financial situation

- I don't always have enough money for food
- I have enough money for food, but buying clothes is a serious problem for me
- I have enough money for food, but buying small household appliances (for example, a microwave oven) causes difficulty)
- I have enough money to buy small household appliances, but I don't have enough for a car

- My funds will be enough for everything, except for such large acquisitions as an apartment or a country house
- I have no financial difficulties, if necessary I can buy an apartment or a house

You have reached the end of the questionnaire. I would like to thank you, once again, for the time you have taken to complete this survey. It contributes enormously to my research.

APPENDIX 2. Questionnaire in Russian

Данная анкета проводится в рамках дипломной работы, целью которой является изучение такого феномена в соцсетях как инфлюенсеры. Есть ли у Вас аккаунт в инстаграме? Подписаны ли Вы за инфлюенсерами в инстаграме? Если Вы ответили "да" на оба этих вопроса, то Вы можете оказать неоценимую помощь, приняв участие в этой анкете. На заполнение анкеты уйдет всего 15 минут. Анкета полностью анонимна и соответствует закону о Конфиденциальности персональных данных. Ваши ответы никак не будут связаны с вашей личностью. Цель данного исследования - лучше понять особенности воздействия инфлюенсеров на потребителей. Ваши ответы будут использованы только для написания дипломной работы.

Заранее благодарю за участие в исследовании.

Использование инстаграма

Q1. Есть ли у Вас аккаунт в инстаграме?

- Да
- Нет

Q2. Оцените утверждения по шкале от «никогда» до «всегда»:

В инстаграме я...	Никогда	Редко	Затрудняюсь ответить	Часто	Всегда
Рассказываю о своей повседневной жизни					
Слежу за жизнью моих друзей, родственников, знакомых					
Ищу вдохновение, советы, полезные рекомендации и лайфхаки					
Слежу за постами инфлюенсеров					

Инфлюенсеры - это люди, имеющие заметное и регулярное присутствие в социальных сетях. Они на постоянной основе делятся со своей аудиторией мнением о каких-либо продуктах или услугах.

Q3. Подписаны ли вы на инфлюенсеров?

- Да
- Нет

Q4. Оцените утверждения по шкале от «абсолютно не согласен/сна» до «абсолютно согласен/сна»:

Когда я хочу купить какой-то продукт:	Абсолютно о не согласен/сна	Не согласен /сна	Затрудняюсь ответить	Согласен н/сна	Абсолютно согласен/сна
В основном я предпочитаю спрашивать мнение друзей и родственников о продукте, прежде чем покупать его					
Я предпочитаю продукт, который всем нравится или используется большим количеством людей					
Я предпочитаю продукт, который, как мне кажется, одобряют все остальные					
В основном я предпочитаю					

продукт, который рекомендуют мои друзья и родственники					
Я предпочитаю продукт, который позволяет мне идентифицирова ть себя с другими людьми					

Презентация макро-инфлюенсеров:

Q5. МАКРО-инфлюенсерами считаются блогеры, чья аудитория насчитывает от 50,000 и более подписчиков. Основываясь на этих данных, подписаны ли Вы на каких-либо МАКРО-инфлюенсеров?

- Да
- Нет

Q6. На каких МАКРО-инфлюенсеров Вы подписаны?

Q7. Учитывая запрет инстаграма в России, собираетесь ли Вы и дальше следить за этими инфлюенсерами?

- Да, я пользуюсь VPN, чтобы обходить запрет
- Да, я слежу за ними в других соцсетях (Telegram, VK и т.д.)
- Нет

Узнаваемость бренда (макро-инфлюенсеры):

Q8. Рекламируют ли макро-инфлюенсеры, на которых Вы подписаны, какие-либо бренды?

- Да
- Нет

Q9. Приведите пример любого одного (1) бренда, который рекламирует макро-инфлюенсер, на которого Вы подписаны

Q10. У какого МАКРО-инфлюенсера Вы увидели рекламу данного бренда?

Q11. Какие у Вас ассоциации с данным брендом?

Q12. Показали ли Вы продукт данного бренда ранее?

- Да
- Нет

Q13. Если на предыдущий вопрос Вы ответили «НЕТ», то хотели бы Вы купить продукт данного бренда?

- Точно не купил(а) бы
- Скорее не купил(а) бы
- Затрудняюсь ответить
- Скорее купил(а) бы
- Точно купил(а) бы

Q14. Если Ваш ответ на Вопрос 13 был «Точно не купил(а) бы» или «Скорее не купил(а) бы», то почему?

Q15. Если Ваш ответ на вопрос 13 был «Скорее купил(а) бы», или «Точно купил(а) бы» то почему?

Ценности макро-инфлюенсеров:

Q16. Оцените утверждения по шкале от «абсолютно не согласен/сна» до «абсолютно согласен/сна»:

	Абсолютно не согласен /сна	Не согласен /сна	Затрудняюсь ответить	Согласен/сна	Абсолютно согласен/сна
Мне понятны ценности и личные					

особенности макроинфлюенсеров					
Я считаю, что ценности макроинфлюенсеров совпадают с моими собственными					
Я считаю, что макроинфлюенсеры ничем не отличаются от меня					
Я считаю, что макроинфлюенсеры хорошо отражают имидж брендов, которые они рекламируют					

Q17-20. Видя рекламу бренда у макро-инфлюенсера, какие мысли возникают у Вас по поводу рекламируемого бренда:

У этого бренда плохое качество	1 2 3 4 5	У бренда хорошее качество
Мне не нравится данный бренд	1 2 3 4 5	Мне нравится данный бренд
Этот бренд хуже других	1 2 3 4 5	Этот бренд лучше других
У этого бренда плохие ценности	1 2 3 4 5	У этого бренда хорошие ценности

Покупательское поведение (макро-инфлюенсеры):

Q21. Оцените утверждения по шкале от «абсолютно не согласен/сна» до «абсолютно согласен/сна»:

«Увидев, что продукт появляется в постах у нескольких макро-инфлюенсеров, у меня сразу же возникает желание купить данный продукт»:

Абсолютно не согласен/сна	Не согласен/сна	Затрудняюсь ответить	Согласен/сна	Абсолютно согласен/сна

Взаимодействие с брендом (макро-инфлюенсеры)

Q18. Оцените утверждения по шкале от «абсолютно не согласен/сна» до «абсолютно согласен/сна»:

Чаще всего, когда я вижу отзыв о бренде в постах МАКРО-инфлюенсеров, я понимаю, что:	Абсолютно о не согласен/сна	Не согласен /сна	Затрудняюсь ответить	Согласен н/сна	Абсолютно согласен/сна
Бренд произвёл на меня сильное впечатление					
Бренд вызывает во мне/влияет на мои чувства					
Я испытываю сильные эмоции по отношению к бренду					
Бренд сильно заинтересовал меня на эмоциональном уровне					
Бренд вызвал у меня любопытство					
Бренд заставляет меня задуматься о более серьёзных вопросах (проблемы окружающей среды, детский труд, т.д.)					
Мне захотелось взаимодействовать с этим брендом					

(посмотреть его страницу в соцсетях, поставить лайк его постам и т.д.)					
Бренд мне не безразличен					
Я чувствую себя частью сообщества бренда					

Презентация микро-инфлюенсеров:

Q23. МИКРО-инфлюенсерами считаются блогеры, чья аудитория насчитывает от 10,000 и до 50,000 подписчиков. Основываясь на этих данных, подписаны ли Вы на каких-либо МИКРО-инфлюенсеров?

- Да
- Нет

Q24. На каких МИКРО-инфлюенсеров Вы подписаны?

Q25. Учитывая запрет инстаграма в России, собираетесь ли Вы и дальше следить за этими МИКРО-инфлюенсерами?

- Да, я пользуюсь VPN, чтобы обходить запрет
- Да, я слежу за ними в других соцсетях (Telegram, VK и т.д.)
- Нет

Узнаваемость бренда (микро-инфлюенсеры):

Q26. Рекламируют ли МИКРО-инфлюенсеры, на которых Вы подписаны, какие-либо бренды?

- Да
- Нет

Q27. Приведите пример любого одного (1) бренда, который рекламирует микро-инфлюенсер, на которого Вы подписаны

Q28. У какого МИКРО-инфлюенсера Вы видели рекламу данного бренда?

Q29. Какие у Вас ассоциации с данным брендом?

Q30. Покупали ли Вы продукт данного бренда ранее?

- Да
- Нет

Q31. Если на предыдущий вопрос Вы ответили «НЕТ», то хотели бы Вы купить продукт данного бренда?

- Точно не купил(а) бы
- Скорее не купил(а) бы
- Затрудняюсь ответить
- Скорее купил(а) бы
- Точно купил(а) бы

Q32. Если Ваш ответ на Вопрос 31 был «Точно не купил(а) бы» или «Скорее не купил(а) бы», то почему?

Q33. Если Ваш ответ на вопрос 31 был «Скорее купил(а) бы», или «Точно купил(а) бы» то почему?

Ценности микро-инфлюенсеров:

Q34. Оцените утверждения по шкале от «абсолютно не согласен/сна» до «абсолютно согласен/сна»:

Видя рекламу бренда в посте у МИКРО-инфлюенсера, я понимаю, что:	Абсолютно не согласен /сна	Не согласен /сна	Затрудняюсь ответить	Согласен/сна	Абсолютно согласен/сна
Мне понятны ценности и личные					

особенности микроинфлюенсеров					
Я считаю, что ценности микроинфлюенсеров совпадают с моими собственными					
Я считаю, что микроинфлюенсеры ничем не отличаются от меня					
Я считаю, что микроинфлюенсеры хорошо отражают имидж брендов, которые они рекламируют					

Q35-38. Видя рекламу бренда у микро-инфлюенсера, какие мысли возникают у Вас по поводу рекламируемого бренда:

У этого бренда плохое качество	1 2 3 4 5	У бренда хорошее качество
Мне не нравится данный бренд	1 2 3 4 5	Мне нравится данный бренд
Этот бренд хуже других	1 2 3 4 5	Этот бренд лучше других
У этого бренда плохие ценности	1 2 3 4 5	У этого бренда хорошие ценности

Покупательское поведение (микро-инфлюенсеры):

Q39. Оцените утверждения по шкале от «абсолютно не согласен/сна» до «абсолютно согласен/сна»:

«Увидев, что продукт появляется в постах у нескольких микро-инфлюенсеров, у меня сразу же возникает желание купить данный продукт»:

Абсолютно не согласен/сна	Не согласен/сна	Затрудняюсь ответить	Согласен/сна	Абсолютно согласен/сна

Вовлечённость в бренд (микро-инфлюенсеры)

Q40. Оцените утверждения по шкале от «абсолютно не согласен/сна» до «абсолютно согласен/сна»:

Чаще всего, когда я вижу отзыв о бренде в постах МИКРО-инфлюенсеров, я понимаю, что:	Абсолютно о не согласен/ сна	Не согласен /сна	Затрудняюсь ответить	Согласен н/сна	Абсолютно согласен/сна
Бренд произвёл на меня сильное впечатление					
Бренд вызывает во мне/влияет на мои чувства					
Я испытываю сильные эмоции по отношению к бренду					
Бренд сильно заинтересовал меня на эмоциональном уровне					
Бренд вызвал у меня любопытство					
Бренд заставляет меня задуматься о более серьёзных вопросах (проблемы окружающей среды, детский труд, т.д.)					
Мне захотелось взаимодействовать					

ть с ЭТИМ брендом (посмотреть его страницу в соцсетях, поставить лайк его постам и т.д.)					
Бренд мне не безразличен					
Я чувствую себя частью сообщества бренда					

Основная информация:

Q41. Укажите свой пол:

- Ж
- М

Q42. Укажите свою возрастную группу:

- мне нет 18 лет
- от 18 до 25 лет
- от 26 до 35 лет
- от 36 до 45 лет
- от 46 до 59 лет
- от 60 лет и старше

Q43. Укажите уровень Вашего образования:

- Основное общее (9 классов)
- Среднее общее (11 классов)
- Незаконченное высшее
- Бакалавриат
- Магистратура/специалитет
- Аспирантура
- Докторантура

Q44. Как бы Вы охарактеризовали уровень Вашего материального положения

- Мне не всегда достаточно денег на еду

- Мне хватает денег на еду, но покупка одежды для меня - серьёзная проблема
- Мне хватает денег на еду, но покупка мелкой бытовой техники (например, микроволновка) вызывает затруднение)
- У меня достаточно денег на покупку мелкой бытовой техники, но на автомобиль мне не хватает
- Моих средств хватит на всё, кроме таких крупных приобретений как квартира или загородный дом
- У меня нет никаких финансовых затруднений, при необходимости я могу купить квартиру или дом

Вы подошли к концу данного опроса. Ещё раз благодарю за участие. Ваш вклад невероятно важен для моей работы.

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