

Abstract

The increasing popularity of social media platforms, especially Instagram, which has over one billion users, has resulted in appearance of a new marketing strategy for businesses that is the use of influencers. In this regard, it has been a recent trend for fashion industries to use the highest number of influencers in order to promote and advertise their products with the intention of increasing their sales. This thesis should address whether or not Instagram influencers/bloggers have an impact on their followers buying behavior. The paper therefore examines the use and power of influencers on Instagram, the way companies promote their products through influencers, users perceived trust toward such promoted products and last but not least, the consumer buying behavior affected by influencers on Instagram. Therefore, a quantitative method through survey-based research was conducted to carry out the purpose of this thesis. The questionnaire was drafted based on the existing literature and performed on a sample of total 55 respondents. Some of the variables had to be slightly adjusted to fit to the purpose of this study. Relationships and differences between factors such as trust, characteristics of a promoted post, type of influencers and number of bought promoted products were analyzed, from which, some of the hypotheses depict a significant findings.

The findings provide support for the research hypothesis according to which, the number of bought promoted products/services has a positive relationship with user's perceived level of trust towards promoted posts as well as with their preference for promoted posts. As a result, the data concludes that people do have a certain level of trust on promoted products.

There are some agreements between primary and secondary findings on key points with a few exceptions.

Key words: Social media, social media platforms, social media marketing, electronic word-of-mouth (eWOM), Instagram, influencers, influencers marketing, promoted posts.