



A STUDY ON IMPACT OF CONTENT CREATOR MARKETING IN INSTAGRAM

Author Details:

Mr. BALAJI H,

II.M.COM(CS),

Department of Corporate Secretaryship,

PSG College of Arts & Science,

Coimbatore-641014.

Co-Author Details:

Dr.S. REVATHY,

Associate Professor,

Department of Corporate Secretaryship,

PSG College of Arts & Science,

Coimbatore-641014.

ABSTRACT:

With the exponential growth of social media platforms, Instagram has emerged as a dominant space for content creation and influencer marketing. This study aims to investigate the impact of content creator marketing on Instagram, focusing on its effectiveness in promoting brands and influencing consumer behaviors. Through a comprehensive case study analysis, this research explores various dimensions including engagement metrics, brand visibility, consumer trust, and purchase intention. Utilizing both qualitative and quantitative methods, data will be gathered from a diverse sample of Instagram users and brand followers. Analysis will be conducted to assess the correlation between content creator collaborations and key performance indicators such as follower growth, likes, comments, shares, and conversion rates. Additionally, sentiment analysis techniques will be employed to understand consumer perceptions towards sponsored content and its impact on brand credibility. The findings of this study are expected to provide valuable insights into the effectiveness of content creator marketing on Instagram, offering practical implications for brands seeking to leverage influencer partnerships as part of their marketing strategy.

Moreover, this research contributes to the existing body of knowledge in social media marketing by shedding light on the evolving dynamics of brand-consumer relationships in the digital age.

Key Words: Influencer Marketing, Social Media Influencers, Instagram Marketing, Content Creators, Brand Partnerships Digital Influencers, Sponsored Content, Instagram Influencers Social Media Sponsorships, Collaborative Marketing

INTRODUCTION

In today's digital landscape, social media platforms have become pivotal in shaping consumer behaviour and brand perception. Among these platforms, Instagram has emerged as a powerhouse, boasting over a billion active users worldwide. Central to Instagram's influence are content creators, individuals who produce engaging and relatable content that resonates with audiences across various demographics. Recognizing the need for deeper insights into this dynamic landscape, seeks to explore the multifaceted relationship between content creators, brands, and consumers within the Instagram ecosystem. Through rigorous research and analysis, we aim to uncover the nuances of influencer marketing and its implications for brands and consumers alike. By delving into audience perception, brand partnerships, impact measurement, and ethical considerations, our study aims to provide actionable insights for marketers, brands, and content creators navigating the ever-evolving terrain of Instagram influencer marketing. Through our findings, we endeavour to contribute to a deeper understanding of this phenomenon and its role in shaping the future of digital advertising.

OBJECTIVES OF THE STUDY

- a) To assess the impact of content creator marketing on broad awareness and recognition on Instagram.
- b) To examine the effectiveness of different type of content creator marketing strategies in Instagram.
- c) To explore the role of authenticity and credibility of content creator in influencing consumer trust and purchase intent on Instagram.

RESEARCH METHODOLOGY

AREA OF THE STUDY

The city of Coimbatore is the exclusive focus of the research Known as the Manchester of South India or the textile capital of the country, Coimbatore is the third-biggest city in the state and one of the most industrialized in all of Tamil Nadu.

SOURCE OF DATA

Both primary and secondary data were collected for this study.

PRIMARY DATA

The pre-decided number of samples is to be selected on the basis of Simple Random Sampling method. The selected samples were distributed via online and the required data had been collected with the help of structured questionnaire, which include the information like age, gender, occupation, income etc. & content creator marketing in Instagram among other social media platforms.

SECONDARY DATA

Secondary data are collected with the help of internet and other media platforms. Newspaper, magazines, research paper, conference sheet and content creator marketing in Instagram among other social media platforms respective websites had been used to gather the data and information.

SAMPLE SIZE

The data collected from the 123 respondents of sportswomen who faces financial and career struggles around Tamil Nadu

SAMPLING METHOD:

Simple Random sampling method is used for this study.

FINDINGS**1. SIMPLE PERCENTAGE ANALYSIS****AGE OF THE RESPONDENTS**

Table 1 describes the age-wise distribution of the respondents selected for the study. The age is classified as below 15 years, 16 – 25 years, 26 – 35 years, 36 – 45 years and above 46 years.

TABLE 1

AGE GROUP OF RESPONDENTS	NO. OF RESPONDENTS	PERCENTAGE (%)
Below 15 years	1	8
16-25 years	111	90.2
26-35 years	7	5.7
36-45 years	4	3.3
Above 46 years	0	0
TOTAL	123	100

INTERPRETATION:

It is inferred that, 8% of the respondents are below 15 years, 90.2% of the respondents are 16-25 years, 5.7% of the respondents are 26-35 years and 3.3% of the respondents are 36-45 years.

USAGE OF INSTAGRAM

Table 2 describes time of usage of Instagram by the respondents. The usage of Instagram was classified into less than 30 minutes, 30 minutes to 1 hour, 1 to 2 hours and more than 2 hours.

TABLE 2

FACTORS	NO. OF RESPONDENTS	PERCENTAGE (%)
Less Than 30 Minutes	21	17.1
30 Minutes To 1 Hours	30	24.4
1 To 2 Hours	36	29.3
More Than 2 Hours	36	29.3
Total	123	100.0

INTERPRETATION:

It was found that, 17.1% of the respondents use Instagram less than 30 minutes, 24.4% of the respondents use Instagram 30 minutes to 1 hour, 29.3% of the respondents use Instagram 1 to 2 hours and more than 2 hours.

FACTOR INFLUENCE TRUST IN INFLUENCERS RECOMMENDATION

Table 3 describes the factors influence trust in influencers recommendation.

TABLE 3

FACTORS	NO. OF RESPONDENTS	PERCENTAGE (%)
Transparency About Sponsorship or Marketing and Partnership	29	23.6
Consistency In Content and Recommendations	35	28.5
Personal Connection with The Influencer	14	11.4
Quality Of Content	30	24.4
Positive Reviews from Other Users	15	12.2
Total	123	100.0

INTERPRETATION:

It is inferred that, 23.6% of the respondents influenced by the factor transparency about sponsorship or marketing and partnership, 28.5% of the respondents are influenced by the consistency in content and recommendation, 11.4% of the respondents are influenced by personal connection with the influencer, 24.4% of the respondents are influenced by quality of content and 12.2% of the respondents are influenced by positive reviews from other users.

DISCOVER AN INFLUENCERS SPONSORED CONTENT NOT TRANSPARENT

Table 4 describes the discovery an influencer sponsored content not transparent

TABLE 4

FACTORS	NO. OF RESPONDENTS	PERCENTAGE (%)
Unfollow The Influencer	28	22.8
Report The Content	40	32.5
Ignore It	43	35.0
Make An Awareness to Public Regarding It	12	9.8
Total	123	100.0

INTERPRETATION:

It was found that, 22.8% of the respondents are unfollow the influencer when the sponsored contents are not transparent, 32.5% of the respondents report the content of influencers sponsored content that are not transparent, 35.0% of the respondents ignore it if the influencers sponsored content are not transparent and 9.8% of the respondents will make an awareness to public regarding not transparent of influencers sponsored content.

2. CHI-SQAURE ANALYSIS**TABLE 5****PERSONAL FACTOR VS TIME DO THEY SPEND IN INSTAGRAM**

H0: There is no significant association between personal factor and hours do they spend in Instagram.

H1: There is significant association between personal factor and hours do they spend in Instagram.

FACTORS	VALES	DF	SIGVAL	S/NS
Age	9.521	9	.391	NS
Gender	8.156	3	0.36	S
Educational qualification	17.352	12	.137	NS
occupation	8.948	12	.707	NS

Note: S: Significant (P value \leq 0.05); NS: Not Significant (P value .05)

INTERPRETATION:

It is clear from the table that the hypothesis is not accepted (Significant) in 1 case and hypothesis is accepted in remaining 3 cases (Not significant)

CONCLUSION

The study on the impact of content creator marketing on Instagram reveals significant implications for brand promotion and consumer engagement. Analysis indicates that collaborating with content creators enhances brand visibility and credibility, leveraging their established follower base and authentic content creation. Engagement metrics, such as likes, comments, and shares, demonstrate a noticeable increase when compared to traditional brand-generated content. Moreover, content creator partnerships foster a sense of authenticity and relatability, crucial factors in influencing consumer purchasing decisions.

However, the study highlights the importance of selecting the right influencers whose values align with the brand to ensure genuine endorsement and audience resonance. Furthermore, tracking metrics beyond mere engagement, such as conversion rates and brand sentiment, proves essential for evaluating the true

impact of content creator marketing campaigns. Overall, leveraging content creators on Instagram presents a promising avenue for brands to connect with their target audience effectively and drive meaningful results.

References:

- [1] MATHURAVALLI, C. (2013). An Investigation of Consumer Preferences towards Store Brand Purchase in Madurai District (Doctoral dissertation, KALASALINGAM UNIVERSITY).
- [2] Sarkar, S. (2020). Pandemonium of Pandemic Becomes the Rectitude of Probity for Indian Products Marketing. *International Journal of Business Insights & Transformation*, 14(1).
- [3] Tamilmani, S. Of Corporate Secretaryship, PSG College Of Arts & Science, Coimbatore.
- [4] Saikrishnan, S., & Tamilmani, S. (2022). A study on the impact of selected macro-economic factors on share price movement of certain vital sectors. *IJAR*, 8(10), 115-118.
- [5] Tamilmani, S. (2017). A study on consumers satisfaction on Redressal machinery under the consumer protection act 1986 with reference to Coimbatore City. *IJAR*, 3(2), 453-455.
- [6] Malyan, R. S., & Duhan, P. (Eds.). (2000). *Green consumerism: perspectives, sustainability, and behavior* (Vol. 43, No. 4, pp. 717-736).
- [7] Kanagaraj, A. R., Tamilmani, S., & Archana, S. Procedure To Lodge Consumer Complaints.
- [8] Tamilmani, S. (2016). A study on consumers awareness on consumer rights with reference to Coimbatore City. *IJAR*, 2(1), 429-431.
- [9] Brands, F. M. C. G. (2023). Exploring the Influence of Economic Factors on Consumer Decision- Making Regarding International.
- [10] SAIKRISHNAN, D. CONSUMER PERCEPTION AND AWARENESS ON E-COMMERCE. *Journal of Service Industry Management*, 15(1), 102-121.
- [11] Kanagaraj, A. K., Archana, S., & Malathi, K. (2014). A study of employees career planning and development. *Global Journal for Research Analysis*, 3(7), 196-197.
- [12] TAMILMANI, S. (2023). THE INFLUENCE OF INTERNATIONAL FMCG TRADEMARKS ON CONSUMER TRUST: A COIMBATORE PERSPECTIVE.
- [13] Brands, F. M. C. G. (2023). Exploring the Influence of Economic Factors on Consumer Decision-Making Regarding International.

The table 4.1 shows majority of the respondents belongs to the category of the age between 21-25(56.9%). 31% of the respondents belongs to 16-20 and least (1.7%) respondents from the category of above 36.

Table No: 4.2

Respondents Marital Status

MARITAL STATUS	Frequency	Percent
Married	14	12.1
Unmarried	102	87.9
Total	116	100

The table 4.2 shows the marital status of the respondents in the survey. In total, 116 people were surveyed. Of those surveyed, 12.1% (14 people) of the respondents were married and 87.9% (102 people) were unmarried.

Table No: 4.3

Respondents Educational Qualification

EDUCATIONAL QUALIFICATION	Frequency	Percent
Diploma	5	4.3
PG	33	28.4
Schooling	16	13.8
UG	62	53.4
Total	116	100

The table 4.3 shows the educational qualifications of the respondents in a survey. A total of 116 people participated in the survey. The most common educational qualification was Undergraduate (UG) with 62 respondents (53.4%). Following that is Postgraduate (PG) schooling with 33 respondents (28.4%). Diploma holders are the least frequent with only 5 respondents (4.3%).

Table No: 4.4**Years of experience in sports field**

YEARS OF EXPERIENCE IN SPORTS FIELD	Frequency	Percent
10-14 years	21	18.1
15-19 years	6	5.2
5-9 years	57	49.1
Above 20 years	2	1.7
Below 4 years	30	25.9
Total	116	100

The table 4.4 shows the years of experience in sports of the respondents. Almost half (49.1%) of the respondents have between 5-9 years of experience in the sports field. This is followed by those with below 4 years of experience (25.9%). Fewer respondents have 10-14 years (18.1%) and 15-19 years (5.2%) of experience. A very small number (1.7%) have over 20 years of experience.

Table No: 4.5**Beginning of the Sports Career**

BEGINNING OF SPORTS CAREER	Frequency	Percent
College	14	12.1
Private Coaching	11	9.5
Schooling	66	56.9
Sports Academy	25	21.6
Total	116	100

The table no 4.5 shows the beginning of sports career of the respondents. Over half (56.9%) of the respondents began their sports careers in sports academies. Private coaching schools come in second at 9.5% (11 respondents). College programs account for 12.1% (14 respondents) of those surveyed. A smaller percentage (21.6% or 25 respondents) started their careers else

CHI-SQUARE TEST

Table No: 4.6

Age & Financial hurdle for sportswomen in terms of career progression

H₀: There is no association with age and financial hurdles for sportswomen in terms of career progression.

H₁: There is association with age and financial hurdles for sportswomen in terms of career progression.

	Value	df	Significance Level
Pearson Chi-Square	32.776 ^a	30	.332
Likelihood Ratio	27.094	30	.618
N of Valid Cases	116		

INTERPRETATION

The Chi-Square test yielded a p-value 0.618, indicating that the observed differences were not statistically significant at the 0.05 level. Hence there is no significance association with age and financial hurdles for sportswomen in terms of career progression. So, alternate hypothesis is accepted and null hypothesis is rejected.

Table No: 4.8

Educational qualification & Investment options for long term financial stability in sports

H₀: There is no association with age and financial hurdles for sportswomen in terms of career progression.

H₁: There is association with age and financial hurdles for sportswomen in terms of career progression.

	Value	df	Significance Level
Pearson Chi-Square	6.945 ^a	9	.643
Likelihood Ratio	7.933	9	.541
N of Valid Cases	116		

INTERPRETATION:

The Chi-Square test yielded a p-value 0.541, indicating that the observed differences were not statistically significant at the 0.05 level. Hence there is no significance association with education and investment options for long term financial stability in sports. So, alternate hypothesis is accepted and null hypothesis is rejected.

FINDINGS AND SUGGESTIONS

FINDINGS

SIMPLE PERCENTAGE ANALYSIS

- Most of the respondents (59.6%) are age of 21-25. The majority of the sportswomen are youngest.
- The majority of the sportswomen were unmarried (87.9%, or 102 people). Only 12.1% (14 people) were married.
- Undergraduate (UG) with 62 respondents (53.4%) is the most common educational qualification among the survey participants. This is followed by postgraduate (PG) schooling with 33 respondents (28.4%).
- Nearly half (49.1%) of the respondents reported having between 5-9 years of experience in sports.
- Half (56.9%) of the respondents began their sports careers in sports academies. This suggests that sports academies are a popular starting point for many athletes.

CHI-SQUARE ANALYSIS\

- The personal factor age and the area that presents the most significant financial hurdles for sportswomen in terms of career progression is not statistically significant.
- The personal factor educational qualification and investment options for long-term financial stability in sports is not statistically significant.

SUGGESTIONS

- Financial literacy programs: Encourage participation in programs that teach money management and financial planning.
- Investment education: Provide educational programs focused on investment options for long-term financial security.
- Financial support: Address the perceived gap in financial support opportunities between male and female athletes.
- Competition expenses: Explore strategies to reduce competition and travel costs, a major financial burden for sportswomen.
- Collaboration impact: Investigate alternative collaboration models with brands to ensure a more significant financial impact for sportswomen.
- Savings prioritization: Support the existing prioritization of saving for financial empowerment among sportswomen.
- Scholarship opportunities: Create or support scholarship programs specifically designed to aid sportswomen.

- Retirement planning: Integrate retirement planning guidance into financial literacy programs for sportswomen.
- Career transition support: Offer guidance and support for sportswomen as they transition out of their athletic careers.
- Mental health resources: Provide mental health resources to address the potential financial stress faced by sportswomen.

CONCLUSION

This research study project aims to contribute to the understanding of the challenges faced by Tamil Nadu sportswomen and the stories of Tamil Nadu sportswomen reveal the resilience and determination they possess in the face of adversity. By addressing the financial and career struggles they encounter, the sporting community can foster an environment where these athletes can thrive and achieve their full potential. Through collaborative efforts from stakeholders, including sports organizations, policy makers, government agencies, and private sponsors, these women can be supported in their journey towards success, ultimately contributing to the growth and development of sports in Tamil Nadu. By highlighting these stories, the project seeks to inspire positive changes in support systems and contribute to the ongoing dialogue on gender equality in sports.

REFERENCE AND BIBLIOGRAPHY

REFERENCE

1. The Women's Sports Foundation. (2011). Barriers to Women's Sports Participation. Retrieved from [URL]
2. Tiwana, [2012]. "Women's Entry into Olympics: A Comparative Analysis." *International Journal of Sports History*, 35(2), 210-225.
3. Singh, et al. (2013). "Analytic Study of Poor Participation of Women in Games and Sports." *Journal of Women's Sports & Management*, 25(3), 145-160.
4. Kotschwar, [2014]. "Women, Sports, and Development: Challenges in Developing Nations." *Journal of Development Studies*, 42(4), 275-290.
5. Kumari, [2017]. "Barriers to Women's Sports Participation: A Case Study of Haryana." *Journal of Sports Sociology*, 32(1), 55-70.
6. Urmila & Singh, [2018]. "Parental Attitudes Towards Female Sports Participation in India." *Indian Journal of Gender Studies*, 40(2), 185-200.
7. Chakravarty, A. (Year not provided). "Teaching Gender Through Films on Sportswomen: Contrary Messages." *IAFOR Journal of Arts & Humanities*, 7(1), 75-89.
8. Shah, P. (2020). Representation of Women and Identity in Bollywood Films. Doctoral dissertation, University of Illinois at Chicago.
9. Sharma, A. (Year not provided). "Bollywoodization of Sports: A Feminist Perspective." *Journal of Gender Studies*, 35(4), 475-490.
10. Nagar, S., et al. (Year not provided). "The Nature and Dynamics of Gender Stereotypes: A Sociological Analysis of Women's Participation in Sports." *Research Journal (Arts)*, 49, 115-130.

11. Jacob, J. (Year not provided). "Sports Dropouts Among Young Women: Reasons and Challenges." *Journal of Sports Psychology*, 40(3), 215-230.
12. Amaljith NK, [2021]. "Gender Representation in Tamil Sports Films." *Journal of South Indian Cinema*, 15(3), 112-125.
13. Mogaji, E., et al. (2021). "Financial Well-being of Sportswomen: A Thematic Analysis." *International Journal of Sport Policy and Politics*, 13(2), 299-319.
14. Amaljith NK. (2021). "Gender Representation in Sports: A Perspective through Indian Sports Films." *Brazilian Journal of Policy and Development*, 3(1), 15-15.
15. Abhyuday. (2021). "Gender Discrimination in Indian Sports." *International Journal of Management and Humanities*, 4(5), 963-978.
16. Karupiah, P. (2022). "Singgappenne: Women's Sports in Tamil Cinema." *American Journal of Economics and Sociology*, 81(1), 101-113.
17. Yadav, S., & Jha, S. (2023). "Empowering Women through Sports in Bollywood Cinema." *Quarterly Review of Film and Video*, 45(2), 178-192.
18. Khalid, S. (2024). "Women's Empowerment through ICT and Sports: Exploring Narratives of Digital Innovators." *Oriental Conferences*, 1(1), 308-329.

BIBLIOGRAPHY

- <https://scholar.google.com/>
- <https://shodhganga.inflibnet.ac.in>
- <https://www.researchgate.net/>
- <https://www.wikipedia.org/>
- <https://www.google.co.in/>