# The Impacts of Following Social Media Influencers: Audience Responses to Survey Stimuli

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## Introduction

Influencer marketing is important to understand because of the impact influencers have on their followers and their effectiveness in reaching potential consumers.

Aspirational Identification (AI), is when people identify something that they want to be like. Social media users follow influencers because they feel like they identify with them. They feel a close connection with influencers because they can gain insight into their lives, connect with them, and are roughly the same age as them. This causes them to see their posts, interact with them, and have a desire to be like them based on what they see on social media.

The purpose of conducting this research was to find out the effectiveness of the existence of influencers in Instagram posts.
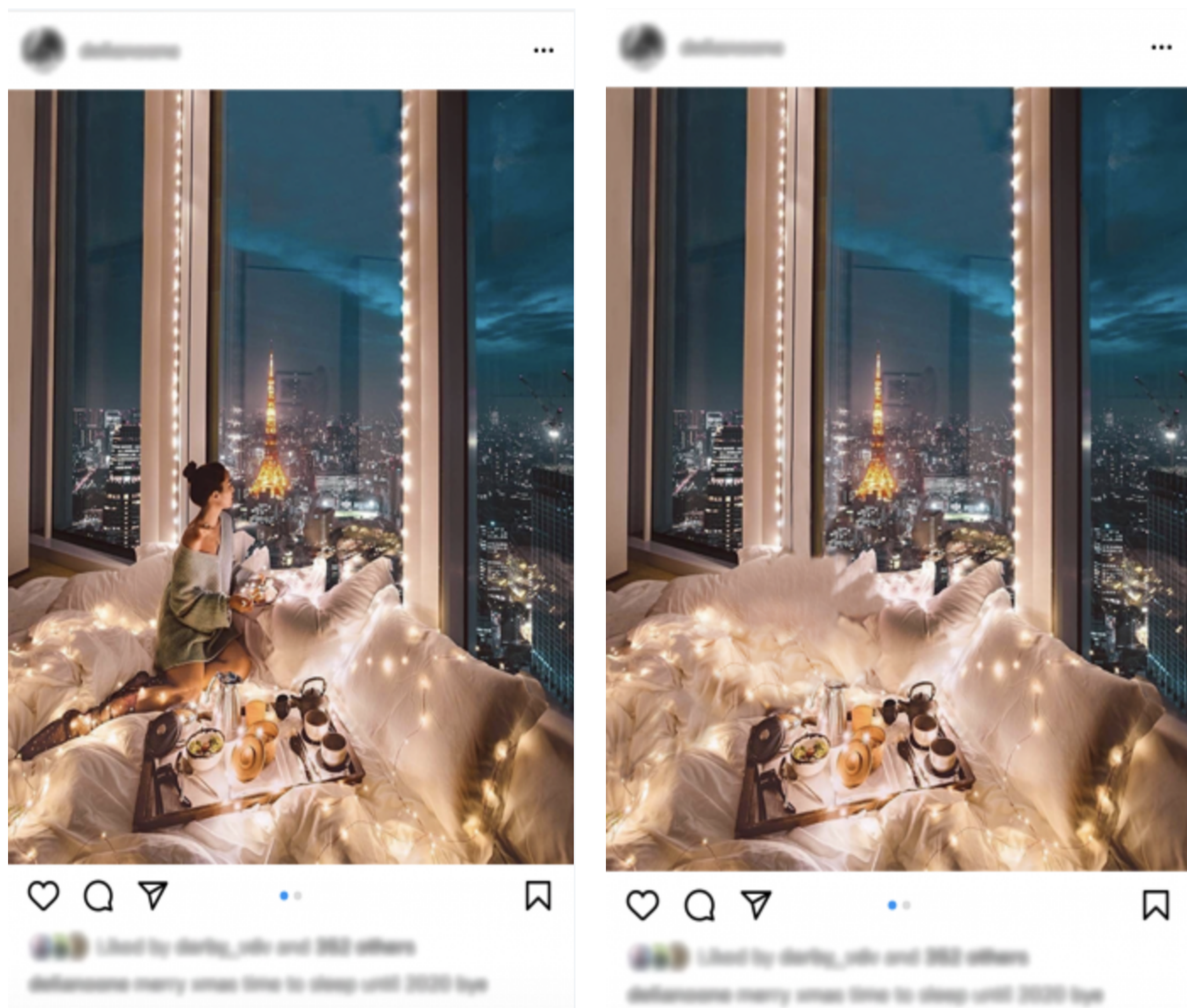
## Method

- Qualtrics survey

## Participants

- Participants were undergraduate students from TCNJ
- 78 females participated in the survey that was conducted

## Procedure

A survey was conducted, where two pictures were shown, and participants had to choose answers from the AI scale. Participants saw the stimulus below during the survey:



Then, they had to respond to the following AI Scale based on how they were feeling after seeing the images:
- 'The influencer is the type of person I want to be like myself'
- 'Sometimes I wish I could be more like the influencer'
- 'The influencer is someone I would like to emulate'
- 'I'd like to do the kind of things the influencer does'

## Results
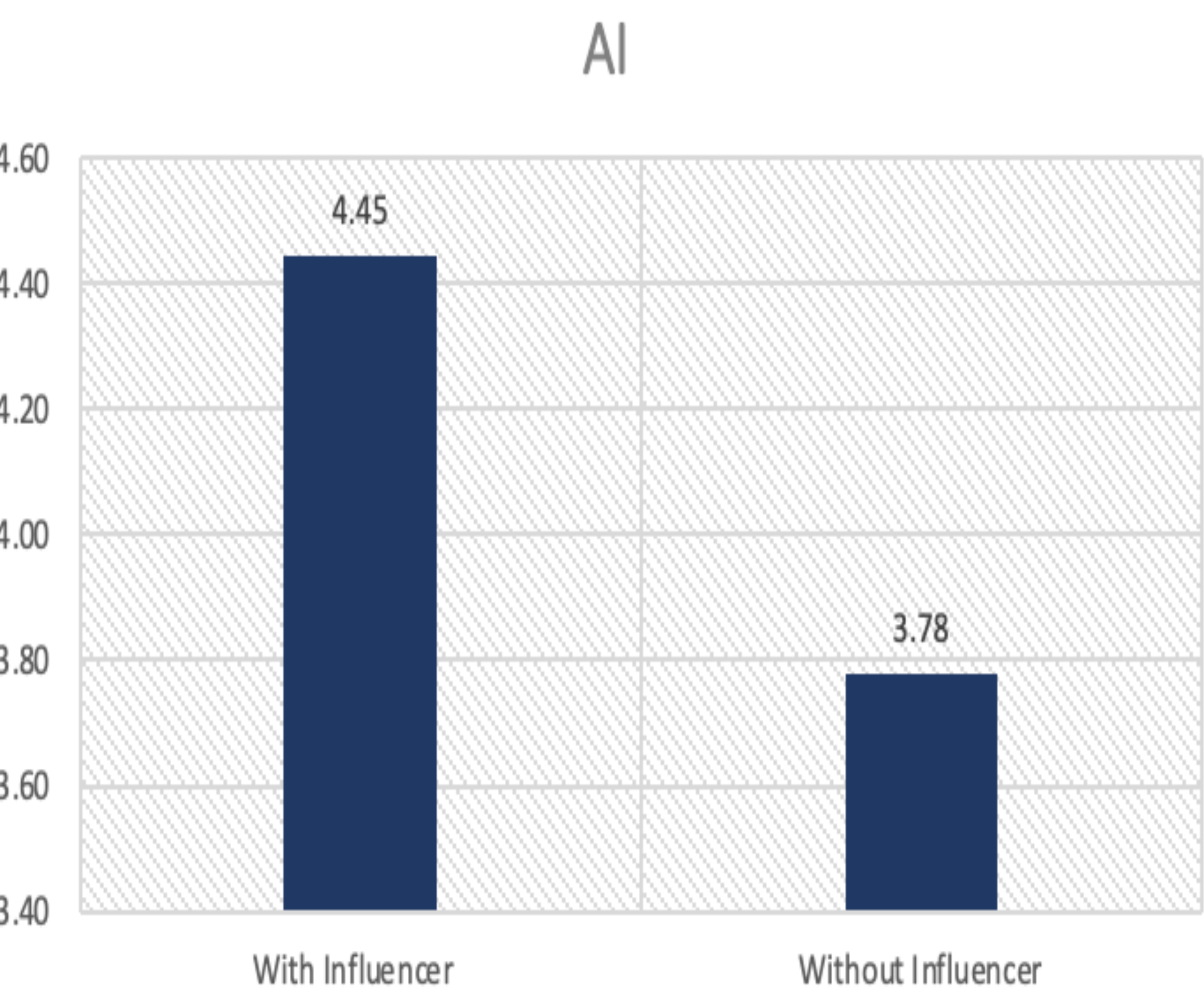


## Conclusion

The findings from the survey conducted showed that the participants in the "with influencer" condition responded higher on AI than the participants in the "without influencer" condition.

It's important to include the influencer image in social media posts in order to strengthen the connection between the influencer and their followers.