

Instagram Influencers' impact on online consumer behavior :An Empirical study of the Greek market.

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Abstract: *The main aim of this study is to investigate the impact of Instagram Influencers endorsements on the users' behavior. Emphasis is given on how the Influencers' endorsements, promotions, and reviews of products and services affect the online purchase intention. Also, it is examined how the social commerce shopping model rises through the cooperation of Instagram Influencers with the Brands. The survey is based on 250 Greek Instagram users who were from 18 to above 40 years old. The data were gathered using a structured questionnaire which was distributed online with random sampling. The survey took place in Thessaly, Greece. The research hypothesis was tested using regression analysis. The findings confirm the hypothesis that Influencers do affect the consumers in social media as long as some parameters. This new marketing strategy specifically seems to affect the way how companies understand their consumers' needs. Managerial implications are discussed, along with some interesting future research opportunities arising from this study. One main limitation was the sample, which was customers who are located in Thessaly, Greece. Research on the subject of how online shoppers interact with social media Influencers in the Greek market is limited. The majority of studies published concerning online consumer behavior investigate mostly the trends in social media. This research was conducted exclusively via Instagram and focuses on how the Influencers affect the purchase intentions of their followers. The study presents data findings, topics, business disciplines, and researchers' views that should be used by academics and professionals to study fields of low academic knowledge and improve marketing strategies.*

Keywords: Consumer Behavior, Influencers, Instagram, Purchase intention

1. Introduction:

The integration of the internet in the users' life gave an alternative dimension to their daily routine. Consumer behavior, the way of life, and the velocity of living have changed, as the social relations of people. Internet development transferred the communication between customers and companies to the online environment. Gradually internet users became familiar with e-commerce and began to trust this context and order online. Companies started to cooperate with social media to promote their reputation and to interact with their loyal and prospective customers [40,11,18]. This interaction of companies with social media affected eCommerce trends. This has led to a new type of commerce, online social commerce, which is defined as a type of commerce that includes social media practices and tools [53]. It represents a new type of electronic commerce that was generated from the synergy between consumers and social media technology [41]. This new type of commerce captivated the interest of researchers [38].

There has been increasing interest in research of leveraging and exploiting social media as an information source for inferring rich social facts and knowledge. From the one side marketers attempt to create social media posts aiming to increase the engagement between social network members, especially to the market share-target and their close contacts, friends, and collaborators [37]. On the other side, some researchers focus on predicting the popularity of business or even of social media, using the information of user-profiles and content posts. Research conducted by Beukeboom, Kerkhof, and de Vries [7] showed that following a brand's Facebook account relates to consumer behavior, loyalty, and purchase intentions about the brand and its products. All they do is to improve the predictive performance as much as possible but lacking analysis of different factors. Three-quarters of online shoppers rely on social networks to search for products/services and make purchase decisions; half of them share it on social media with a post and purchases it afterward [46]. The main purpose of this research is twofold. Firstly to study the way Instagram Influencers affect Consumer purchase intentions and secondly to explore the characteristics of conducting social trade in this platform. In this paper, we focus on analyzing the impact of Instagram Influencers on loyalty, purchase intention, sincerity, trust, and perceived quality.

This paper object is to provide information concerning the concept of social media Influencers and consumer behavior in the retail sector and their relationship. The present study will help the directors of digital marketing further to understand these concepts and it will allow them to implement appropriate strategies to achieve digital excellence. Also provides a review of the relevant literature and discusses the phenomenon of Instagram Influencers as it evolved and presents the existing literature background for the main research variables

2. Review of Literature:

The concept of Internet marketing concerns the methods by which it can use the internet function and in combination with traditional advertising media to attract customers to a business. It aims at selling products or services. Digital marketing is defined as the achievement of marketing goals through the application of digital technologies [15]. According to statista.com [47], the 27, 3% of users who had a computer in the home increased to 49, 7% in the last 15 years. According to Internet World Stats (2018), internet users in Greece are calculated to 7,815,926 million and constitute 70.3% of the total population. So with the internet's its spread, the restrictions of conventional trade were removed and the new era set new rules and dimensions of its own in this new one form of trade. In 1994, a milestone for the history of the internet, the World Wide Web as we know it today was introduced to the public. Its speed and interactivity led many analysts to anticipate a new form of business, the electronic.

The selling of products on the internet from different sellers helps the customer to easily and quickly compare prices with the total costs and payment-transfer fees. This second generation of e-commerce that we are in now includes, in addition to the evolution of its previous elements, and the so-called social trade. This concerns the emergence of social computer use and several tools, online shopping platforms, infrastructure, and software their support, which are oriented towards it. To be more organized in these new social platforms, enterprise 2.0 was invented. MacAfee [39] refers to the term as the management of the use of emerging social software platforms within companies, or between companies and their partners or customers. In short, the use of social platforms through Enterprise 2.0 tools helps employees, customers, and their employee's partners to share, collaborate, innovate, and communicate with each other. [50].

The development of e-commerce in the global and digital economy pushed to increase social commerce. Social commerce functions are supported by Web 3.0 tools and as a category belongs to the electronic because it cannot stand as an independent form. The term "social trade" has no specific meaning officially formulated because it has many different meanings. [35]. According to Hajli, social trade is a new currency and is considered to belong to its greater meaning of e-commerce pushing consumers to create content on social networks [26,32]. Thus the sources of information from a single user were sources of information for the other user [52]. Also according to Wang and Zhang [53], social trade is the combination of the functional tools and of the characteristics that e-commerce and social media have. The social commerce concept is a combination of the technologies of web 2.0 and Social Media applications concerning commerce [29].

At this time, the companies that are leading the world e-commerce market, Amazon and E-Bay [27], due to the entry of social networks in the market, they give their positions on social networking companies and platforms like Facebook, Instagram, and Twitter. For this reason, companies like Amazon, which are active in e-commerce, try to have a presence on Social Media through the development of management strategies for customers and creating groups on social networks that concern the public professional interests [1]. Because it concerns one throughout the emerging market, businesses need to realize that participation in the various social networks and their tools are necessary to be able to enter into this form of trade [45]. Social networks are the platform where activities of social commerce take place. It focuses on their online markets, at users through information sharing, with an emphasis on improving WOM (word of mouth) and brand loyalty [48,53]. Content created by consumers on social networks contributes to setting up the background for the rate of products done from people which also affects their digital shopping behavior, the market purchase decisions, and market experiences [12,]. This whole thing contributed to the creation of this new form of social media marketing. The content that is posted on social media is used by various brands to develop competitive practices towards their competitors, to promote products and offers, and to maintain their reputation among shareholders [10,].

Due to their nature, social media bring the world together through digital communication and interaction. For the traditional environment, the communication between the users within they influence each other is called Word Of Mouth. It is defined as verbal, human-to-human communication between a receiver and a communication transmitter. The receiver considers that someone is promoting a brand, product, or service [5]. Aristotle considered WOM as the basis of reasoned speech. Twenty-three centuries later still there is even a huge amount of literature on interpersonal communication [36]. Word of mouth has an internet form and an analog form. It is spread by word of mouth and when the internet gets involved it gets a digital form that works in the same way, we refer to it as electronic word of mouth. Even though consumers always valued their opinions among others, the increasing use of social media has expanded this phenomenon, making it easier than ever to share and receive views as well [20].

Despite the marketing techniques applied by companies in social networks, it is often difficult to monitor the impact that has on landscaping about their place in the market [33,42]. The popularity of individuals bloggers and their repercussions brought to the fore a new form of marketing. Marketing through Influencers is a method of promotion in which brands "work with Influencers to promote products [20]. Thus a possibility with which they can have a detailed picture of their impact on the market is with the index (SI) Influencer. The Social Influencer (SI) index is a strategy for the companies to find the right opinion maker accordingly to the needs to promote their brand [8,9]. Brands and companies are starting to abandon the traditional techniques of conventional advertising and started to turn to the impact of Influencers. This can be interpreted more as a reliable distribution of advertising e-Word of mouth rather than as paid posts [3]. This technique is considered by companies as more reliable and efficient compared to more conventional techniques as the posts are more authentic, original, and reliable. As a result, the recipient of its messages appears smaller resistant [21]. Influence is the ability through which an action is performed as a reaction with the users interacting with a post on which has been created by a well-known public opinion maker (Influencer), on social networks, or

concerns a fact of his real-life [24]. Also, the Influencers due to their interactivity on social networks interact with far more users than they do their followers, and as a result, this oblique method to have greater influence [25]. In this way, their influence does not remain only to their followers but is also scattered by them when publishing their posts or republishing hyperlinks in social networks [49]. Today 75% of marketing professionals use Influencer-based techniques [4].

3. Methodology:

To accomplish the objectives of this study, a structured questionnaire was used to obtain data from users. The questionnaire contained items to measure Influencers’ impact, purchase intention, customer loyalty, and Instagram purchase credibility. All scales were measured on a 5-point Likert scale, except for screening and demographic questions which were evaluated by multiple-choice scale. The purchase intention contained eighteen items. These items were fashioned to measure aspects of social media and e-commerce, such as perceived benevolence, perceived competence, perceived integrity, the propensity to trust, and consumer trust [13]. Also, the purchase credibility was measured with the use of the short scale of Erdem and Swait [23] and consumer loyalty was measured by a five-item scale suggested by Parasuraman, Zeithaml, and Malhotra [43]. Five items of Amber and Persson [2] scale were adopted to measure the impact of Influencers. The SPSS statistics was used to export the data. The survey took place online in winter 2019-2020.

Table 1: Measurements of variables

Source	Variable name	Measure	Type of variable
[51]	Internet usage	5-point Likert scale type questions	Internet usage
[2]	Instagram shopping and Influencer influence	5-point Likert scale type questions	Instagram shopping and Influencer impact
[13]	Purchase Intention and Social Media Influencers	5-point Likert scale type questions	Intention to buy Social conscience Ability to perceive Sincerity Trend of trust Consumer confidence
[43]	Consumer Loyalty	5-point Likert scale type questions	Consumer loyalty on Instagram
[23]	Instagram shopping reliability	5-point Likert scale type questions	Quality of purchase process Purchase risk

The data were collected by posts on an Instagram ad from different users and requesting Instagramers to complete a self-administered questionnaire. We did a paid promotion of the questionnaire through the application of Instagram in the region of Thessaly to define the geographical boundaries of our research. The promotion had the form of an advertisement. Respondents were selected to match a quote of gender, and questionnaire posted on different days of the week and at different times of day to reach all the segments. Also, measurement during the browsing on Instagram and associated emotions occur to adhere to the notion that, feelings can be transient and behaviors can be retroactively ascribed to a customer’s emotional state if the measurement occurs before it has changed or is forgotten [22]. The sample is comprised of 250 responses.

Due to limited time and the need for participants who follow Influencers on Instagram, it was decided to apply the non-probability sampling technique of purposeful sampling. As defined by Coyne [19], purposeful sampling is the technique of selecting information-rich participants who could have been selected because of age, gender, status, or experience with the phenomenon. While one could also opt for convenience sampling, which involves asking friends or family, it has been argued that this method could result in poor quality data [31]. For this reason, the purposeful sampling technique in which the researchers found participants who followed Influencers on Instagram and bought a product endorsed by them was essential to obtain the information needed to design an accurate survey. The reliability and validity of the analysis methods that were applied in this research were maintained by the fact that was used in researches with similar objectives. The design of the questionnaire and the layout of its questions were based on validated questionnaires. Moreover, pilot testing was used to help towards the validity of the questionnaire [44]. Factor analysis was employed to validate the factors of the measurement model. Kaiser-Meyer-Olkin (K-M-O)

was used to indicate that the factor model is appropriate and measured the sampling adequacy which should be over 0.5 for satisfactory factor analysis. Barlett’s Test measures equal variance among the questions and their level of significance. To test the internal cohesion of the questionnaire’s elements and ensure that the group questions measure the same thing [28] the method of reliability alpha was applied. As Bagozzi and Yi [6] suggest, an alpha that is over 0.7 can be considered as strong evidence of convergent validity.

Reliability analysis:

The reliability test of the research tools used was done using Cronbach's alpha index. As a research tool to be acceptable and reliable, the reliability value of the index should be above 0.60 (Nunnally, 1978). In the table we observe that the following data were found to be reliable: the Purchase Intention with 2 questions scored a = 0.932 and is considered to be the most reliable research tool then the Market Perception with 3 questions marked very strong reliability with a = 0.914, the Market Confidence Trend with 2 questions marked very consistent reliability with a = 0.863, the influence of Influencer on markets via Instagram with 16 questions scored very strong reliability with a = 0.861, Consumer Loyalty on the Instagram market with 5 questions scored very strong reliability with a = 0.836, Honesty with 2 questions scored very strong reliability a = 0.816, Consumer Confidence with 5 questions also scored very strong reliability with a = 0.803, Quality of purchase process with 2 questions scored strong reliability with a = 0.789 and finally Social Consciousness with 3 questions scored strong reliability with a = 0.731. They were considered unreliable, as they recorded a final result below 0.60 the use of the internet market with 4 questions marked a = 0.304, and the market purchase risk with 4 questions marked a = 0.572.

Cronbach’s alpha:

Table 2: Reliability analysis results

Variables	Number of questions	Cronbach a	Cronbach's Alpha Based on Standardized Items
Internet use	4	0.304	0.314
Influencer impact in Instagram shopping	16	0.861	0.851
Intention to buy	2	0.932	0.932
Social conscience	3	0.731	0.739
Ability to perceive	3	0.914	0.915
Sincerity	3	0.816	, 827
Trend of trust	2	0.863	0.863
Consumer confidence	5	0.803	0.809
Consumer loyalty on Instagram	5	0.836	0.836
Quality of the purchase process	2	0.789	0.792
Market Risk	4	0.572	0.565

4. Results:

Through the procession of the data the numbers, the diagrams, and the charts were translated into explicit results. Females are the main consumer of social media and the age of the majority of customers (80%) is between 18 up to 25 (48%) and over 40 years old (32%). The education level of the respondents is a bachelor's degree (52.3%) and most of them (48%) works and study receiving money from their parents (41.2%). The majority of repliers are single (58,4%). Their level of education is a bachelor’s degree(52,3%) and belongs to the category of pupil/student (48,4). Also, their source of monthly income comes from their parents (41,2%).

All the respondents have experience in online shopping and all of them have an active Instagram account. The samples taken were all users familiar with the internet and online shopping. The largest percentage of the sample is internet users over 4 years, experienced, with their weekly online presence exceeding 5 hours. The majority of the sample answered that they purchase online more products compared to the choice of services or products and services together with 53.6% having made purchases online at least 1– 5 times most months from the internet. We understand that the Instagram user community is familiar with the online purchases and is an active consumer audience that comes in handy interaction with it.

Respondents seem to understand the meaning of Social Media Influencer as they all follow at least one of them from their profile on Instagram. According to the data all either directly from the same Influencer or because of the influence of his opinion, they bought a product that is directly or indirectly related to him/her that with 62.8% shows loyalty to the brand of the product supplied initially. The vast majority of 76.4% bought a product suggested to him/her by a Social Media Influencer because he wanted to try a new product. In their opinion on whether the Influencer has experience with the product, experience in the category to which the product belongs, or objectively arguments to convince them to buy it or if it is not successful seems to show some significant effect. The sample shows a percentage of 56% respectively not to regard the Social Media Influencer as an idol. 37% does not believe that his position is high in society. Also as to whether the answers vary in small percentages, this means that it concerns everyone users and Influencers separately as well as in the communication relationship that has developed among themselves. Some are fanatical followers, others accept their views and others just listen to them but do not trust them, etc. 25% answered that the Influencer they like does not think that his/her friends like him with a percentage of 23.2% neither disagree nor agree and the remaining percentages of data to fluctuate negatively. The overwhelmingly also a majority of 58% do not want to look like Social Media Influencer while 40% are not interested in making a direct purchase immediately as they see some product promotion in an ad from their favorite Social Media Influencer. In the second phase, if the public advertisements an ad content, shows a greater willingness in percentage 40%, and after a better examination of the information transmitted by the ad, they show a higher percentage of 31.6% that holds a neutral stance compared to the first. The result of the sample's view is to remain neutral after carefully considering the advertising information.

Respondents do not seem to prefer Instagram as a shopping research tool (22, 4%). The same result applies to the same question but a search on Instagram store profiles with 22.4% maintains a neutral stance. The majority of the sample seems to read the reviews left by users after their purchases in online stores which means that their effect with the percentage 28.4% is agreeing somewhat. As long as concerns the view they have as to their proper service from store seller with an Instagram presence, 28% maintain a neutral attitude. The 18.8% agree a little on the effectiveness of sellers in their role concerning managing a sale. In terms of experience and resources that Consumers believe that businesses have access to for future growth on Instagram, 29.6% is neutral. The 34% neither agree nor disagree about the knowledge that sellers have on Instagram on customer service management with the majority of respondents to agree or take a neutral stance in terms of not charging more money for purchases from Instagram sellers. There is a distrust that occupies the greatest percentage of respondents as to the sincerity of its sellers Instagram with the same conclusion emerges from the question about sincerity in serving them. The response rates in both questions were negative. Consumers did not seem to have confidence in a product especially when they are not familiar with it. The majority of Instagram users think that the posts and their content are capable of capturing the interest of users in a store on Instagram. Despite their doubts show a majority to seem to believe that Instagram sellers do not intend to them exploit, which shows that there is a predisposition for growth further confidence. We received a neutral attitude and negative answers also by the largest percentage of respondents as they consider that Instagram sellers do not keep their commitments to them is revealed above as it comes in direct relation to customer service from which we found evidence of distrust. The same conclusions emerge from the question as to the reliability of the information of the stores on Instagram that the largest percentage of respondents consider that they are or are not true or exaggerated.

A percentage of 42.4% are willing to say kind words about the purchase they made from Instagram, which means that have a positive image of the process experienced during the purchase. The 32.4% intend to recommend Instagram to other users with 35.6% of them encourage friends to trade fearlessly on this. There is a tendency to develop consumer loyalty in this method although it is currently found in small percentages as someone's future choice as a shopping tool. The views differ as 26.8% answered not at all the 23.6% a little and 33.2% enough. A Positive outcome we also received from the willingness of 36% of respondents about whether they intend to purchase through a store that advertises its products on their Instagram in the next 6 months. In the first nine-grade liker question a slight variation appeared in terms of the quality of purchases in such stores in which the 30% hold a neutral stance. Great price fluctuation was recorded in terms of doubt users for the quality of a product before purchasing it from Instagram. More than 60% of respondents have a negative image and that reveals that confidence in his subconscious has not yet been built consumer for the quality of the products available for purchase. On the contrary, consumers seem to be asking for a lot more information about a product before purchasing it. When asked if the respondents can rely on their future purchases in Instagram stores, the majority of the answers turned out to be positive, which reveals the generally positive image that they have about Instagram as a social network and through the market. The same positive results we received as positive from the respondents about how Instagram helps them find what is needed easily, to which the majority responded with slight variations that agrees with that.

Regression analysis - Case 1:

Taking as a dependent variable "Purchase Intention" it was found that the other extradited variables can affect it in percentage 43.3%, for this case. R Square = 43.3% According to Anova findings, the model is statistically significant with F = 20,360 and Sig 0.000. The Beta statistics of the independent variables: The influence of Influencer on Shopping via Instagram, Social Consciousness, Perceptual Ability, Loyalty consumer on Instagram, and Market Risk, receiving a positive sign during the

analysis, they were found to affect the dependent variable "Purchase intention", positive. The Beta statistics of the independent variables: Sincerity, Trend Trust, Consumer Confidence, and Process Quality market, taking a negative sign during the analysis, it was found that affect the dependent variable "Purchase Intention", negatively. The Sig statistics of the variables: The influence of Influencer on Shopping via Instagram, Social Consciousness, Trend Trust, Consumer Confidence, Consumer Loyalty on Instagram and Quality of the purchase process, affect the dependent variable "Purchase intention", in any case, statistic significantly.

Table 3: Regression analysis table of case 1

Variables	B	Beta	t	Sig
(Constant)	0,701		-1,439	0,151
Influencer influence in Instagram shopping	0,357	0,156	2,519	0,012
Social conscience	0,636	0,470	6,372	0,000
Ability to perceive	0,083	0,064	0,774	0,440
Sincerity	0,158	0,110	-1,558	0,121
Trend of trust	0,177	0,143	-2,513	0,013
Consumer confidence	0,006	0,003	0,044	0,965
Consumer loyalty on Instagram	0,469	0,232	3,468	0,001
Quality of the purchase process	0,006	0,006	0,120	0,905
Market Risk	0,064	0,056	1,041	0,299

a. Dependent Variable: Purchase intention

Regression analysis - Case 2:

Taking as a dependent the variable "Consumer Loyalty to Instagram" found that the other independent variables can 49.8% for this case. R Square = 49.8% According to Anova findings, the model is statistically significant with F = 26,433 and Sig 0.000. The Beta statistics of the independent variables: The influence of Influencer on Shopping via Instagram, Purpose of Purchase, Ability to Perceive, Sincerity, Trend Trust, Consumer Confidence and Process Quality market, receiving a positive sign during the analysis, was found to affect dependent variable 'Consumer Loyalty on Instagram', positive. The Beta statistics of the independent variables: Market Risk, Social consciousness, taking a negative sign during the analysis, found that affect the dependent variable "Purchase Intention", negatively. Sig statistics of variables: Influencer influence on markets via Instagram, Intention to Buy, Social Consciousness, Ability Perception, Sincerity, Confidence Tendency, Market Risk, Process Quality Market and Consumer Confidence, affect the dependent variable "Consumer loyalty on Instagram" and is, in any case, statistic significantly.

Table 4: Regression analysis table of case 2

Variables	B	Beta	t	Sig
(Constant)	1,016		4,647	0,000
Influencer influence in Instagram shopping	0,178	0,157	2,702	0,007
Intention to buy	0,102	0,206	3,468	0,001
Social conscience	0,013	0,020	,264	0,792
Ability to perceive	0,094	0,147	1,892	0,060
Sincerity	0,085	0,119	1,789	0,075
Trend of trust	0,060	0,098	1,823	0,069
Consumer confidence	0,189	0,231	3,248	0,001
Quality of the purchase process	0,008	0,015	0,317	0,751
Market Risk	0,128	0,225	-4,665	0,000

a. Dependent Variable: Consumer loyalty on Instagram

5. Conclusion:

From the above analysis, it is concluded that Influencers tend to affect the purchase behavior of Instagram users as they are considered to be ordinary, daily people, having a normal life with authentic opinions. The degree of Instagrammers' purchase influence on their followers' purchasing decisions is not particularly high enough to create a strong positioning but succeeds in properly promoting their advertising messages. Based on the literature, it is proved that the degree of loyalty is affected by the relationship between a person and an Influencer. This is due to collaborations that they conclude but also to the ideals that they represent. As recognizable persons, they succeed in attracting the attention of a consumer as most of them have their portion followers with who, to some extent, have common interests. It does not appear there is some characteristic of the sample that reveals changes soon to show absolute loyalty however what strongly observed is the receptivity of the public to advertising Influencer messages. Influencer marketing tactics are confirmed which works positively to promote products and appears as one excellent marketing strategy. However, the tactics work quite well as the absolute rejection percentage in the answers did not gather any significant number of them, concerning their behavior and approach to users.

Personnel loyalty to their face is shaped by various other factors in which are the professionalism that is shown by the managers of Insta – Stores and the way of managing the orders and product quality. An audience that accepts product promotions from an Influencer who works with a reputable store with already satisfied customers has a bigger percentage of influence compared to someone else who advertises products on behalf of a company that receives bad reviews. Users receive and process Influencer advertisements and tend to show a slight increase in loyalty to views. They do not consider them as successful, they do not want to imitate them nor do they wish to copy their way of life. This observation is needed intense exploration as it may be a future cause for the failure of much collaboration between companies and Influencers. This is permanent self-promotion of an egocentric lifestyle that may create negative feelings towards consumers and expansion towards the brand. Of course, there is a tendency to question the quality and capabilities of the products they promote as the public considers that exaggerate in their arguments.

The products must be advertised based on real views because loyalty to the face of the Influencer is more likely to grow. Winning the trust of the consumers through Influencer marketing, Instagram advertisements, social marketing trends, and Insta-Stories on the rise. The institution of social commerce seems to have subconsciously established in the mind of the consumer, who accepts it, uses it, and would evaluate it positively but does not consider it as a first choice in search of finding retail goods. Most likely this is due to the fact of lack of operation policy of the stores on Instagram which would be very good to consolidate to protect businesses and consumers from low-quality transactions. It is needed to increase the trust nurtured by a consumer to Instagram stores and improving on customer service methods in the after purchase part.

Partnerships between companies and Influencers have created a strategic targeted method of product promotion which goes far beyond barriers to both traditional and digital advertising. The right Influencer-company partnerships can win the consumers, increase loyalty and trust to their faces, increase sales, and at the same time to create an ever-increasing demand for recruitment professionals. Those who are active in the field of Digital and Influencer marketing, e-commerce, human resources, and the retail industry in general, will have equal benefits from rising trends in social commerce as well this will be an interactive competitive environment shortly.

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