

The Role of Influence Marketing through Social Media Platforms on the purchasing process among university students

(A focus group qualitative study)

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Abstract:

This study aims to define the concept of influencer marketing and evaluate the various influencer marketing methods and strategies from the perspective of university students) University of Algiers 3, Faculty of Information and Communication Sciences. this study employs a qualitative methodology involving five focus groups to explore the the concept of influencer marketing .Analyze its strategies, identify the most prominent current influencers, and assess the most widely used influencer marketing techniques across social media platforms, the findings indicate that the majority of students understand the concept of influencer marketing through their engagement with influencers, particularly on Facebook, YouTube, Snapchat, Tik Tok, and Intragram, as well as their interaction with sponsored posts from influencers on these platforms.

The most efficient marketing methods from the perspective of study sample include: marketing the product through the use of multimedia, leveraging innate nostalgia in marketing content, marketing the product by promoting optimism, happy news, and achievements.

The majority of the sample believes that influencer marketing is a new and effective marketing tool.

Keywords: Influence Marketing; Influencers; Social Media; University Students

INTRODUCTION :

The world today is witnessing some kind of changes and transitions in many fields. We live in a world characterized by speed and strong competition in the economic and production fields, there was a need to develop innovative marketing methods and strategies to carry out substantial profitability and return on investment.

Influence marketing is one of the recently emerged strategies, known as influencer marketing or celebrity marketing. This approach includes companies engaging with specific individuals on social media who have important influence and popularity, creating awareness of products, and realizing a broad reputation in both virtual and real-life scenarios.

Influence marketing extends beyond commercial marketing to encompass political marketing through influential activists and celebrity politicians on social media and social marketing through influencers. Advocating and supporting a specific social cause using social media platforms by influencers is a form of influence marketing, as influencers strive to create awareness, solidarity, or opposition to specific social phenomena.

Influence marketing is regarded as an extension of testimonial marketing, depending on celebrity endorsements in advertisements featuring artists, singers, and football players. The transition towards influence marketing signifies a dynamic development in marketing strategies, emphasizing the power of social media influencers in forming conceptions and influencing consumer behavior.

Influence marketing has opened many ways to display products, goods and services based on the implementation of a modern marketing strategy, on this basis, many institutions operating in various fields have resorted to displaying paid advertisements, relying on influential figures through social media because of their large audience base that influences and persuades them.

However, a digital influencer directs the recipient's purchasing behavior and changes their attitudes towards a specific product or service, among the target groups, we find the youth group most exposed to and using social media.

The goals of influencers are to attract the largest possible number of young followers, and to create awareness of the products, this is what drives the increased growth of pages on social media and the interest of young people in them, specially the student audience.

In this context, through this research, we will attempt to know How does influence marketing through social media affect the purchasing process among Algerian university students? Highlight the critical cognitive approaches to the concept of influencers from the perspective of university youth, the types of influencers, analysis of the characteristics of influencers and factors that increase their influence among university youth, the strategies used in influence marketing-in order to influence the purchasing process among university youth.

To further delve deeper in the research's problematic, we raised a fundamental question: How does influence marketing through social media affect the purchasing process among Algerian university students.?

1. Objectives of the study:

The study aims to:

- 1-Know the concepts and characteristics of influence marketing, and distinguishing between it and the concepts that intersect with it.
- 2- Explore the most important influencers on social media from the students perspective
- 3- Analysis of the characteristics of influencers and factors that increase their influence among university youth.
- 4 Determine the marketing strategies and methods used in online marketing influencers.
- 5- Survey the general attitudes of university youth towards the marketing content of influencers and its credibility.

2. Methods and Materials:

2.1. Study type and method:

This study belongs to the descriptive studies that seek to describe the phenomenon of influence marketing in the purchasing process of young consumers, the nature and characteristics of influencers, the factors of their influence on university youth, and the methods and strategies of influence marketing.

The study relies on the qualitative approach, which relies on inductive logical analysis of social phenomena, to accurately know their dimensions and essence, as the researcher used the tool of focus group discussion with university students.

The focus group methodology is a qualitative research technique used to gain an in depth understanding of the feelings and opinions of group of people on a specific topic.

It relies on the interaction between participants during the discussion rather than collecting individual responses.

2.2. Participants:

The study community is represented by university students in the University of Algiers 3, Faculty of information and Communication Sciences. While the study sample is a simple random sample consisting of 100 male and female students in University of Algiers 3, they were divided into five focus groups, each group consisting of 20 students.

The males numbered was 35 students, while females numbered was 65 students. In-depth interviews were conducted within the college departments in the period extending between January and February 2024.

In this study, the researcher relied on focus discussion groups, as a qualitative research tool to collect information from the study sample. They are selected and gathered to discuss a topic and comment on it based on exchanging the students' personal experiences with influencer marketing, presenting opinions, and expressing their feelings and attitudes in a period of time that reached an hour and a half.

The researcher prepared a guide for focused interviews by preparing questions and general characteristics of students in terms of gender and academic year. Finally, she wrote down all five discussions, then transcribed the data and wrote the report.

2.3. Materials:

This study relied on focus groups as research tool. how to collect data from the study sample, which can be described as a group of individuals they selected and assembled to discuss and comment on a topic based on the exchange of personal experiences, the presentation of opinions, and the expression of feeling and attitudes within a period ranging from one hour.

The researcher identified the purpose of focus groups, which is represented by the objectives of this study, which were previously mentioned.

Then the researcher prepared the focus group discussion guide, where the guide begins with introductory page about the researcher and the purpose of the study, specifying the place and date.

The guide contains a set of open questions related, and finally general notes on each focus group, and the researcher was keen to record and documents the five discussions, then she transcribed the data and wrote final report of the results with commentary.

3. Cognitive Approach to the Concept of Influencers:

The phenomenon of influencers has been present since the dawn of humanity. People have sought inspiration prominent figures in society, such

as tribal leaders, heads of families, kings, and others, as individuals who influence them due to their important role in managing people's affairs, resolving disputes, and safeguarding their interests. This tendency has continued with artists and actresses, who have affected people via conventional communication channels.

3.1. Concept of Influencers:

According to the Business Dictionary of 2017, an influencer is a person with a certain degree of influence over others. This influence may be attributed to the influencer's reputation, extensive expertise, or media exposure. They are the new digital opinion leaders with a more important effect on consumer behavior than in many other fields (Business Dictionary, 2017).

Moreover, the influencer analyses of 2017 site define an influencer as an individual with a high impact on others. They are ordinary people who can play key roles in media outlets and among consumers and society as a whole (Julie Deveau, 2017).

Influencers are also known as stars of the internet and social media platforms. They can be YouTubers, bloggers, or Instagrammers. Most specialize in specific fields, such as gaming, beauty, sports, and fitness, or travel influencers

According to Laurent Bour, an influencer is someone with a reputation in a specific field through the internet, particularly on social media platforms. The phenomenon of influence stemmed from influencers who are the new digital opinion leaders. Influencers can effect purchasing behaviors through posts on platforms like Instagram, Twitter, YouTube, etc., coupled with intense social activity and substantial media exposure.

This status gives them the power to control, describe, and spread new trends, making them a focal point for brands that consider influencers a significant element in their communication strategies.

Social media marketing serves as a background for influencers who have a strong presence on digital channels, allowing them to influence the purchasing and consumption behavior of their internet followers. Besides, companies have integrated influencers into their marketing and communication strategies to ensure the enhancement of their institution and marketing products. In digital marketing, an influencer is defined as the new star of internet networks, particularly on social media platforms and blogs, due to their significant ability to effectively describe products and

services to their internet-following audience, who usually interact with them (Laurent Bour, 2020).

Influencers are known for their unique approach to sharing content on social media, employing a style that deeply connects with their audience and involves them in relevant topics. They remain innovative in presenting subjects that interest the community, contributing to the growth of their followers.

3.2. Fields of Social Media Influencers:

Influencers promote products and services to different demographics based on the diverse interests of social media users, who may follow specific categories related to their shared interests. The fields that attract influencers include :(Tahrani, Tara 2013)

. Travel and Tourism Influencers:

The tourism and travel sector is presently among the most popular industries on social media platforms. Influencers realize that combining beautiful scenery with stylish clothing in photos can lead to success in influencer marketing. Travel bloggers are increasingly prevalent, traveling to different countries and documenting the beautiful places they visit on their social media accounts. They often share photos or videos, known as "vlogs," providing valuable tips for travelers, such as recommendations for the best hotels, restaurants, places, and prices.

Travel agencies and luxury hotels seek to connect with these influencers to cooperate and market their services. They organize paid trips for these influencers to present their brand, showcase their services, build a positive reputation, and enhance tourism activities.

. Beauty Influencers:

These influencers concentrate on the beauty sector, known as beauty bloggers. Some have millions of followers, and in recent years, their role has become essential in the beauty and cosmetics industry on the internet. They serve as ambassadors for major cosmetic brands, sharing tutorials on applying makeup and providing tips on skincare and product recommendations (products placement). (Bertrand Bathelot, 2019)

. Sports and Fitness Influencers:

The popularity of sports, particularly bodybuilding and fitness, has gained important traction on social media. This phenomenon started with influencers in the United States and has spread to other countries worldwide. This practice aims to share a healthy lifestyle.

Influencers in this field share their daily workout routines to motivate their followers and encourage them to adopt a healthier lifestyle. They provide

advice on exercise routines, healthy nutrition, and motivational tips. (Bertrand Bathelot, 2019)

. Technology Influencers

Technology influencers are influential figures who play an informative role. Their role lies in covering everything new in the field of technology, such as smartphones, computers, cameras, robots, and more. They monitor the latest trends, share their experiences and opinions with their followers, and provide guidance on how to use and obtain these products, including pricing information. They serve as effective guides for consumers.

The presence of these technology influencers has led technology manufacturers to consider them as valuable allies. Their high expertise and ability to influence allow them to leverage their skills in developing marketing strategies effectively. (Seyedamir Sharifsamet, Hyun Seung Jin, Brett Martin, 2020) .

3.3. Types of Influencers Based on their Follower Count and Sphere of Influence:

✓ Nano Influencers: They have a relatively small audience on social media, and their expertise with brands is limited. The number of followers on platforms like Instagram or YouTube ranges from 1K to 10K.

✓ Micro Influencers: They have a slightly larger followers compared to Nano influencers and usually have some experience collaborating with brands. The number of followers on Instagram or YouTube ranges from 10K to 50K.

✓ Mid-level Influencers: This category introduces the middle segment of influencers. They are talented at collaborating with brands, making them in-demand influencers. The advertising rates for this group are relatively lower compared to the following two types. The number of followers on Instagram ranges from 50K to 500K, and on YouTube, it ranges from 25K to 100K.. (Mustafa Rafaat, 2023)

✓ Macro Influencers: This type of influencers is professionals in marketing products, but the increased effectiveness is accompanied by higher marketing costs. The average number of followers on Instagram ranges from 1M to 500K, and on YouTube, it ranges from 1M to 100K.

✓ Mega Influencers: This category includes highly influential celebrities who have over a million followers. They are usually highly skilled in social media, such as singers, actors, entrepreneurs, fashion

models, and more. The number of followers on Instagram or YouTube exceeds 1M.

Micro and Macro influencers are the most common types found on social media, and the choice between them is often made. Macro influencers are preferred when there is a desire to reach a larger number of consumers with a high budget. On the other hand, Micro influencers are chosen when there is a desire to interact with specific or limited target audiences with a lower budget (Mustafa Rafaat, 2023).

4. Cognitive Approach to Influence Marketing:

4.1. Concept of Influence Marketing:

There are numerous definitions, but we will briefly review one according to "Laurant Bour." Influence marketing has gained prominence among the best strategies employed by institutions seeking profits and building an electronic reputation (e-reputation). At the heart of this marketing strategy is the "influencer", a new descriptor for brands which has become essential in communication strategies, increasing sales quickly. Influence marketing involves techniques that leverage the power of recommendations or influencer descriptions of products and services. It is, in one way or another, the ability of institutions to create prescribers or ambassadors for their brands (Laurent Bour, 2020).

"B. Bathelot" views influence marketing as a set of practices striving to use the recommendation potential of influencers. Institutions target influencers with the most fame in their field to reach a large audience with common interests. According to, influence marketing seeks renowned influencers in a specific field to reach a large audience with shared interests.

According to a study by (Wang, Yuan, 2017), influence marketing originates from the concept of online word-of-mouth marketing, and its significance lies in the fundamental difference between it and electronic word-of-mouth marketing. Influencer marketing effectively employs influencers and opinion leaders, surpassing electronic word-of-mouth marketing that anyone can engage in, whether an opinion leader or not. Users trust influencers and public figures in the virtual world.

The study's results of "The Effectiveness of Influencer Marketing: Insights from Interviews with Marketing Managers in a Multinational Sample" (M. Deniz Dalman, Subimal Chatterjee, Junhong Min, 2020) confirm that 90% of marketing managers state, "The return on investment through influencer marketing is better than other marketing channels." Furthermore, 70% believe that influencer marketing campaigns are successful and the fastest way to acquire new customers online. They also consider Instagram to be

one of the most used social media channels by brands, followed by YouTube.

Furthermore, a study by emphasizes that influence marketing takes precedence over electronic advertising. About 40% of the sample uses ad-blocking techniques, and 50% of Twitter users purchase based on influencer recommendations. Additionally, 86% of women in the sample use social media to make purchasing decisions, depending on influencer opinions (Dipesh Soneji, Aimee Riedel, and Brett Martin, 2015).

5. Results and discussion :

The researcher reviews the most important results of the qualitative study in light of the study's questions, by answering each question separately, in accordance with the episodic method of writing the results of focus group discussions.

5.1. What extent are university students aware of the concept of influence marketing?

To answer this question, the researcher raised a discussion with the study groups about their awareness of the concept of influence marketing, and their preferences for the social networks they use.

Discussions revealed that the majority of young people in the study use Facebook,

After YouTube, then Instagram, followed by Tik Tok, while their use of Twitter

Just to know the news or follow the official accounts of artists and athletes. The motives for using social networks were that they were a tool for passing time and entertainment or social communication with friends and acquaintances, in addition to being a media tool for knowledge news and event updates.

Regarding the extent to which the study sample understood the concept of influence marketing, the results indicate that the majority of them, there are "sponsored ads for social media celebrities" and that this job profitable, as brands rely on using celebrities, influencers and personalities prominent social media sites to market and advertise their products.

5.2 What are the most efficient marketing methods in influence marketing from university students?

When asking the groups about the most important marketing methods that they prefer and admire, and they are convinced of it. The most important answers were as follows:

Marketing the product by sharing achievements: when an influential personality with the public sharing its victories and achievements, for example when influencers celebrate with the awards they received for one reason or another, while integrating this achievement with marketing the product or the idea that the influencer wants to spread.

✓ Marketing the product by spreading optimism and happy news: some groups confirmed they follow motivational influencers who “spread positive energy and change for the better” and then it is the process of combining the product with “a charge of optimism or news in the followers, as a kind of infection of happiness and joy.

✓ Determine the target audience precisely, choosing influencers active in the field relevant to the product.

✓ Develop a precise promotional plan, well-versed in the most influential celebrities.

✓ Assign a budget for influencer marketing, identifying payment for influencers and the number of products to be marketed through them.

✓ Select influencers with effective and engaging content closely related to the products.

✓ Opt for relatively low-cost influencers to stay within the predefined budget.

✓ Time the campaigns strategically, ensuring maximum reach to viewers, and identify an appropriate interaction strategy, encouraging influencers to guide their audience towards the desired goal by providing special experiences that motivate them to express and talk about it.

✓ use of the product during holidays and various occasions: The sample indicated any highlighting the product, whether by mentioning it or writing its name in “congratulations and greetings on special occasions.” different religious, national and social aspects are among the techniques that make the audience influential for the product, the influencer shares this product with them as part of their “happy occasions.” remember more and holidays and vacation times,” which contributes to the ease of remembering and linking this product happy events in the lives of followers.

✓ making the product part of the influencer’s lifestyle: the study sample believes that some influencers do not especially the category of influencers who love travel, fashion and food, they can market products related to their influential activity through the use of the product and its use in the content marketing implicitly as a “tool in their daily lifestyle,” as the sample sees that the habit of using a particular brand within an influencer's videos makes the product a for the follower more popular and memorable.

Finally, it is significant to assess the results of the marketing campaign: Was the company successful with the chosen influencer? Did it achieve positive outcomes? Did it reach the goal set at the beginning of the campaign?

5.3 Influencer Marketing Techniques:

Influencers use different motives and techniques in their interactions with brands, facilitating marketing and attracting the maximum number of consumers. The following are some of the techniques employed by influencers in influence marketing.

✓ Content Sponsorship:

The term "content sponsorship" can indicate different meanings in digital marketing. Initially, it mainly referred to sponsoring a blog or content (image, video, article, etc.). However, since the appearance of social media, it is often employed in posts on these platforms. This technique requires brands to sponsor a blog article or a post by an influencer on social networks to reach a maximum audience, obtain market position, and build a positive brand image.

✓ Product Placement :

This technique is mainly employed on social media, especially on YouTube. It requires influencer services with the condition that their content is related to the brand. The product is showcased skillfully in beautiful photos or video clips. Product placement is about purchasing visual space for the product within the video or images, where the influencer emphasizes its features and characteristics. This technique involves presenting multiple products simultaneously, showcasing their use, and comparing them with other products.

✓ Promo Code:

The promo code is a technique that allows individuals to benefit from discounts from e-commerce stores during the online purchasing process. It is an alphanumeric code released by the online store owner in different forms. Customers have access in this code during the purchase process to avail themselves of discounts. The code is typically valid for a specified and limited duration. It is utilized in influence marketing within the framework of partnerships with influencers, resembling product placement. Influencers are provided with unique promo codes to share with their followers. Promo codes make the marketing process more attention-grabbing and acceptable to customers, promoting the purchasing process and raising customer

satisfaction. It is widely employed and highlighted at the end of each season, particularly on Black Friday.

✓ **Video Blog (Vlog):**

"Vlog" is a combination of the words "video" and "blog, «also known as a "vlogger," permitting its creator, to share his life, interests, and passions by filming a video clip and broadcasting it on his social media accounts for followers. According to advertising agencies and advertisers, video blogs can serve as platforms for product placement and can be employed in the context of marketing strategies and influencer-based advertising campaigns.

5.4. How do university youth evaluate this modern marketing type?

When the study groups were asked about their evaluation of this marketing method and their opinion of its ability On achieving the marketing objectives of the products, opinions were divided into two directions. The first: the direction and it has an impact, the majority of the sample believes that influence marketing is a new marketing tool great marketing and many benefits for the products, because they fall outside the framework of “traditional marketing”.

The direct form of promotion, and the second: the minority direction, where a small percentage of individuals disagreed the sample who see the opposite is that it is deceptive marketing, does not affect marketing objectives, and does not achieve sales of brands or conviction of the ideas being marketed, “and its impact cannot be measured in a codified statistical manner” as for the first trend that sees the success of influence marketing as a marketing tool, it believes that influence marketing has many marketing benefits, including:

✓ Focus on the target group easily: Through influence marketing, it is easy to reach for target segments, because the core of the marketing process is choosing the influencer according to his relevance in the product field, for example when marketing a clothing brand in fashion, an influencer is resorted to in this field and then his fans and followers are reached you can also easily and effectively use this medium.

✓ Diversity of influencer marketing tools: The influencer’s marketing tools are varied beyond any another marketing technique: the influencer may use posts, tweets, and comments, again publish, share, like, storyboard on Instagram, make a video on YouTube, as well as filming with products, doing check-ins, doing live video, there Various options and tools.

✓ Building dialogic relationships between the influencer and his followers: Influencer marketing is characterized by providing spaces dialogue and building relationships between the influencer and his

followers contribute to the likelihood of followers being convinced with the product, this advantage is not provided by traditional one-way marketing methods.

The dialogue here takes place through comments, private messages to the influencer, or answers to Inquiries in short videos via Tik Tok or in live videos.

✓ Contribution to the marketing of new products: Supporters of this trend saw a sample the study states that “influencers” are very useful in the event of launching a new product or launching a company “Emerging” they will create brand awareness very quickly through circles their influence and inform their followers about the new brand.

5.5. Objectives of Influence marketing among university youth:

Influencer marketing on social media is a type of digital marketing involving a partnership between brands and influencers who use steps and tactics to achieve the following objectives:

Identify the audience's preferences concerning the brand and determine less popular products or services, as influencers are constantly aware of their followers' opinions.

✓ Raising awareness and consciousness of the brand among social media audiences quickly and boosting website visits through continuous promotion by influencers.

✓ Rapid and effective access to individuals most interested in the services and products provided by the brand due to influencers' high number of followers.

✓ Promoting interaction with the brand's advertisements through influencers, as the audience respects their content and recommendations, establishing mutual trust.

5.6. What are the determinants of choosing the appropriate influencer in the marketing process from the University students?

When the students were asked about the factors that should be taken into consideration when choosing influencers

In the marketing process, discussion has been raised about several determinants that must be taken into consideration, including:

1. Demographic variables of influence: The study sample believes that “age” must be taken into account “And the gender, economic and educational level of the influencer” so that it is chosen according to suitability demographic variables with the product that is to be marketed, so

that the nature of these is consistent variants with the target audience segment.

2. Influencer lifestyle: Study groups indicate the influencer's interests and priorities it is important to rely on during the marketing process, "Every influencer is through social networks he has his own interests, activities, goals, and lifestyle," and then the influencer is chosen accordingly his lifestyle and the extent to which this lifestyle is compatible with the product to be marketed and with the public target.

3. The reputation of the influencer: The study sample considered that the reputation of the influencer and the extent of public trust in him In his circle of influence.

4. The popularity of the influencer: This is the most important factor from the point of view of university youth, as the study sample explained that "the influencer's fame and charisma in the virtual public space or "A choice" to make the marketing process successful and increase in real reality, this is an important factor its effectiveness and to deliver the marketing message to the largest possible segment.

5. Characteristics of the influencer's followers: The results of the discussions reflected that the characteristics of the influencer's followers it has an essential role in choosing an effective influencer, as "the characteristics of followers can be known from through their comments and attributes appearing on their electronic accounts."

5.7 Social Media Influencers in the Political Field:

Social media is a tool for political action and a means to mobilize the public and incite opposition, viewed in the Arab Spring. As observed in electronic protests, the internet and social media were employed as another aspect of electronic public opinion, a form of nonviolent pressure on governmental or official institutions. Through the online environment, opinions can be globalized, organized, and publicized.

Social media platforms are political targets and objectives for advertising and promotional campaigns on an international scale, particularly in the United States. In 2020, Trump's reelection campaign extensively used different social media platforms and targeted ads starting in mid-2019 to win voters early on. On June 29, 2020, Twitter deleted Trump's subsidiary hashtag "The_Donald" for continuous policy violations.

Monitoring the role of social media platforms in U.S. elections, the interaction between candidates and voters, and the electoral messages spread reveals how voters can shape perceptions of candidates. The 2020 U.S. election campaign was featured by accusations between candidates

Donald Trump and Joe Biden regarding their influence on voter opinions and attempts to divert them from the other candidate. Social networks played a crucial role in forming or tarnishing the image of either candidate. Social media was widely employed in the 2020 U.S. presidential election, with Democratic candidate Joe Biden using it to express his views on important events, such as Trump's handling of the COVID-19 pandemic and the protests following George Floyd's death (20).

The process of presence, or called "intrusive presence," of influencers in social media has reached a phase where easy access to influencing decision-makers and political elites has become possible. The interaction with them leads, inevitably, to a certain degree of submission of elites to their sphere and enjoying the opinions of the public they introduce on those platforms when preparing to make decisions on a relevant topic.

5.8. Social Media Influencers in the Social Field:

What distinguishes social media today is the growing role of the individual (user) in electronic communication tools. The efficiency of new electronic media in disseminating this new type of media has permitted users to express their opinions and convey their ideas giving rise to influential personalities (influencers) on social media who can influence many people. Blogger "Alaa Shahib" indicates in his blog "Einstein" that social media has become an open space for awareness and advocacy concerning issues that concern and are worked towards by civil society organizations and associations. Social media platforms enable them to realize this goal effectively (Sherif Drouishe Al-Laban, 2014).

Social media is a manifestation of the new media as a technological communication phenomenon that has had , an effect on the appearance of influencers on social media platforms. This is facilitated by the technological capabilities it provides, such as the freedom it offers, the quality of topics it raises, the ease of spread, the low cost involved, and the ability to hide or encrypt the sender. Furthermore, it surpasses the limitations of time and space, making it easy to reach the audience. Moreover, influencers have the ability to gather and direct energies that serve this mass movement.

Inspite of this new reality, traditional media outlets have been observed to lose the ability to interact with their audience, leaving the field to influencers on social media to attract and captivate their audience. Researcher Sherif Drouishe Al-Laban attributes this to the fact that traditional media ignores the needs of its audience, delivering messages that

only satisfy the diverse communication motives of some audience members due to its limited capabilities and weak content. Traditional media also fails to enable the audience to participate in content production, with participation often limited to the political and cultural elite, excluding the general public. Additionally, communication controllers identify the quantity and type of content directed to the audience.

Therefore, influencers on social media use tools of influence to connect with and engage the audience through personal and cost-effective messages that evoke emotions and immediate sensory desires, moving away from the protocols of traditional media that may alienate many people.

CONCLUSION:

The marketing concept has evolved through different phases and transformations since its beginning to the present day, from traditional marketing, which focuses on meeting customer needs and raising sales, to electronic marketing, which adopts technology, enhancing communications, and promoting the quality of the marketing process. This development has led to the appearance of influence marketing through social media.

Among the essential methods employed by influencers through social media in marketing products or services are the use of pages on platforms such as Instagram, Facebook, YouTube, and Tik Tok. Influencers can influence purchasing behavior, communication habits, or even a specific fashion style through a post, publication, or image.

Marketing through influencers on social media has emerged as a cutting-edge advantage in the global marketing arena. This marketing approach has managed to compete strongly with traditional marketing methods and gradually surpass them. Influence marketing, or "influencer marketing," has taken place among the best strategies employed by institutions seeking profits and building an electronic reputation. The importance of influencers among their social media followers should be noticed.

The most efficient marketing methods from the perspective of the study sample include: marketing the product through the use of multimedia, leveraging innate nostalgia in marketing content, Marketing the product by promoting optimism, happy news, and achievements, connecting the product to occasions and holidays, incorporating the product into the lifestyle of influencers. **Regarding the evaluation of the study sample for this marketing style, opinions were divided into two directions:**

***The first direction (the majority):** The majority of the sample believes that influencer marketing is a new and effective marketing tool.

***The second direction (the minority):** They see the opposite, viewing this type of marketing as deceptive and ineffective in achieving marketing goals, and not resulting in sales for the brands

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