

# Social Media Influencers on Facebook and Their Impact on Consumers

Janifar Kamal Nova

University of Dhaka, Dhaka Bangladesh. Email: [kamal.jennifer09@gmail.com](mailto:kamal.jennifer09@gmail.com)

Received: 02/09/2023.

Reviewed: 26/11/2023.

Published: 30/12/2023.

Copyright © 2023 by the authors (et al) and Jurnal Sosial Humaniora (JSH)

\*This work is licensed under the Creative Commons Attribution International License (CC BY 4.0).

<http://creativecommons.org/licenses/by/4.0/>



---

## Subject Area: Marketing and Communication

### Abstract

*This study aims to pinpoint the elements contributing to social media influencers' (SMIs) popularity and effectiveness in Bangladesh. Additionally, the study aims to determine how these influencers impact consumers' purchasing decisions. The study employs a quantitative research approach, utilizing an online survey questionnaire. The survey involved 208 participants who follow at least one social media influencer on Facebook, selected through a random sampling technique. The study's results highlight that positive reviews and feedback from other followers/consumers are the most potent factors in creating trust towards SMIs. Additionally, the quality of content and SMI's expertise and knowledge in a specific field/topic matter most to create an audience base. Besides, most followers believe that expertise attracts them to SMIs; hence, SMIs should not promote anything they do not know much about, representing their trustworthiness and transparency to the followers. Also, the recommendation of SMIs and these consumer-trust-building characteristics are associated. Brands choose SMIs to convey their message to the targeted audience; the findings also reveal that influencers significantly influence consumers' purchasing decisions through their recommendations, and age is one of the independent variables that is associated with the recommendations of SMIs.*

**Keywords:** Social Media Influencer; Facebook; Consumers; Purchasing Decision.

---

## Background

Through the social media handles available today, users can access digital environments to share and receive content throughout a virtual social network. It is usually seen as a communication tool known as word of mouth (WOM) for marketers to reach their targeted audience through advertisements (Appel et al., 2019). As of January 2023, there are 4.76 billion social media users worldwide (Facebook being the most popular social network with 2.9 billion users), 63.5 percent of the world's population (Devgan, 2023). Some users have taken this opportunity to promote their lifestyles and grab the attention of other users. This particular user base of social media is commonly referred to as the social media influencers (SMIs). It is almost impossible to scroll through Facebook or any other social media platform without coming across posts or content that show promotional activities by an influencer of any particular brand or product.

These influencers usually work to captivate audiences into following them and enjoying their daily activities to promote brands. Consumers are growing more skeptical of traditional advertising: 61% trust

recommendations from family members, friends, or influencers on social channels, while only 38% trust recommendations from direct brand advertisements (Celestino, 2023). While traditional marketing and advertising ideas seem obsolete, influencer marketing is emerging worldwide. They have become a crucial channel for brands to promote their products on different social media platforms effectively but less cheaply. According to Influencer Marketing Hub, a social media marketing agency, the influencer marketing industry worldwide was valued at 1.7 billion in 2016 which increased to 16.7 billion by 2022. It increased almost ten times within seven years and is expected to increase more in 2023 (Celestino, 2023). As a result, they have been picked up extensively within the research and practitioners' community.

There were 49.55 million social media users in Bangladesh in January 2022. Data published in Meta's (social media company) advertising resources indicates that Facebook had 44.70 million users in Bangladesh in early 2022 (Kemp, 2022). Also, Bangladesh is showing progress in the influencer marketing sector. Brands and companies use commercial collaborations with influencers and content creators to promote their products. This has shown effective digital marketing results over the years. Startups and well-established companies invest more in digital marketing, especially social media, to attract and keep more customers (Nabi, 2021). The number of social media influencers and content creators in Bangladesh has grown recently in various fields. Although accurate data are not yet available, market analysts claim that Bangladesh's influencer market is worth roughly \$140 million (Billah, 2022).

SIMs are independent third-party endorsers (having established credibility and a significant following on social media platforms) with the power to influence public opinion, with some academics recognizing their potential for partnerships to advance products or organizations (Freberg et al., 2011; Gorry & Westbrook, 2009). They use social media platforms like Facebook, Twitter, Instagram, YouTube, and TikTok to reach their targeted followers. It completely depends on the country's context, making the platform with the most users the center of attention for social media influencers. Influencers are also referred to as opinion leaders since their expert expression on brands leads the intent of the followers onto the products and/or brands. Such expert expression and opinion regarding brands are an outcome of commercial collaboration for promotion that projects in the form of live on social media, recorded video, and picture posting (Sri Seti et al., 2022). Besides, people who are privileged become opinion leaders because having some expertise and getting attention from a mass audience requires social status too (Xiong et al., 2018).

A social media follower is a person who subscribes to the opinions, ideas, beliefs, and teachings of another. On social media, followers like, subscribe, and follow accounts and pages to receive notifications and see the content those creators post on their newsfeeds (Social Bee, 2023). IZEA, a marketing technology company, wanted to understand consumers' perceptions of social media influencers. They found that 50% of all respondents have made a purchase after seeing a product used by an influencer and 43% of all female respondents say that social media influencers are the number one way to get them to try new products (2023).

Since Bangladesh has a big influencer market, this study aims to explore the drivers or influencing factors that attract Facebook users to the influencers and the level of influence in users' buying nature. The

study delves into two pivotal research questions concerning the landscape of social media influencers in Bangladesh. Firstly, it scrutinizes the multifaceted factors that underpin the popularity and consequential impact of these influencers within the Bangladeshi context. Secondly, it aims to gauge the extent of influence wielded by these social media figures on the purchase decisions of consumers. Through an exploration of these inquiries, the research endeavors to illuminate the intricate relationship between social media influencers and their influence on consumer behavior, shedding light on their significance within the evolving digital marketing sphere in Bangladesh.

## Literature Review

A recent study by Al-Emadi and Yahia (2020) in two countries of the Middle East and North Africa—Qatar and Tunisia explored some influential characteristics that have engaged followers and have led to opinion leadership on visual platforms, such as Instagram and Facebook. They identified five main categories of characteristics: the influencer's credibility, storytelling, quality of content, fit with the platform, homophily, and competency. When influencers reflect followers' personalities, followers tend to align their perceptions of the product with the suggested perceptions of the influencers.

Conceptually similar work pursued by Belanche et al. (2021) supports the idea that the compatibility between consumers and influencers determines the relationship between consumers and brands. If the relationship is strong, it ensures consumers' positive behavior towards brands, which means not only making up their minds to buy the product but also recommending it to their peers. Consumers were more invested in picking up brands endorsed by the SMIs they found similar to or admired (Lim et al., 2017). Customers tend to buy products that they are familiar with and are shown by their favorite and admired SMIs on Instagram (Abdullah, 2021). The study by Belanche et al. (2021) also emphasizes the importance of congruence between these brands and opinion leaders so that they do not fail to draw followers' attention. However, as the literature discusses, success depends on selecting the right influencer for promotion.

Literature suggests that having a personality impression on consumers is not enough. SMIs also must have some strategies to interact with and engage followers. A study by Saboia et al. (2018) provides a useful detailed description of the strategies—some arrange contests, some ensure two-way communication—creating opportunities for followers to ask questions or provide feedback directly on the comment sections of social media posts (Publisher, 2016). By responding to these inquiries and comments, influencers can establish credibility, build trust, and foster a sense of community around the brand they are promoting. This direct and timely interaction allows consumers to have their doubts or concerns addressed promptly, which can positively impact their purchase decisions. The specific tactics SMIs use may vary depending on the context and relevance of the brand or product being promoted. The key is to employ strategies that effectively engage the target audience and foster meaningful connections with followers (Saboia et al., 2018).

A recent work by Xiong et al. (2018) argues that opinion leaders can be influential online by sharing their knowledge or expertise, accelerating their accessibility to consumers. The development of opinion

leaders' social networks in online forums depends heavily on knowledge contribution. Why would the audience listen to the opinion leaders? Because opinion leaders have status in society, they are influential offline and online (Xiong et al., 2018). Consumers perceived SMI's lack of credibility towards a product because of insufficient expertise or knowledge about the endorsed product (Lim et al., 2017).

While previous studies focused on what attracts consumers to SMIs, it has been experimentally demonstrated that SMIs not only create impressions on consumers but also impact consumers' purchase intention about the products that SMIs recommend to them (Chetioui et al., 2020). The higher the fondness to deliver messages and information for Instagram users the more successful the rates were to convince the purchasing intention among the users. Likability was perceived to have a stronger impact than other factors (Abdullah, 2021).

We can conclude that SMIs need expertise in specific areas, contributing to their credibility and building trust within the consumer base (Bhuyan & Rahman, 2014). Another research done by Balabanis & Chatzopoulou (2019) argues that whether consumers will be influenced completely depends on the information they seek and how accessible the influencer is. Besides, the study hypothesized that the level of 'issue involvement' of an information seeker also determines whether the person will be persuaded. Issue involvement refers to the extent to which an individual is personally interested or invested in a particular topic or issue. With high involvement, consumers are generally more motivated to seek out and process information about that particular issue.

It was found that social media influencers who are also consumers are considered a relevant source of information for other consumers. Their firsthand experience and personal perspective add authenticity and reliability to their information. Consumers often trust the opinions and recommendations of influencers because they perceive them as relatable individuals. Influencers who align with their audience's interests and preferences can effectively bridge the gap between brands and consumers. (Rukhsar Khan & Poh Phung, n.d. 2021). Messages and marketing information shown on platforms like Instagram and Facebook by SMIs were considered more credible and trustworthy than sponsored and paid advertisements (Abdullah, 2021).

People with similar self-concepts to the influencers considered them role models in consumption. This study also explains that SMIs strongly impact the brand image of local cosmetic products and consumers' self-concept. However, the SMIs do not directly affect the consumer's purchase intention but certainly, they have a significant amount of positive impact indirectly through the brand image factor (Hermanda et al., 2019). When traditional and Instagram celebrities are viewed as equally physically attractive, different levels of relatedness quantitatively correlated with social presence led to different levels of trustworthiness even when both appear with the same brand (Jin et al., 2019). This study by Jin et al. (2019) also explained that perceived sociability is an important reason why people find SMIs favorable over traditional celebrities in digital marketing.

According to research conducted in Asia, 80% of social media users who follow influencers are either more inclined to buy the things the influencers promote or are much more likely to do so. Three countries of Asia (Indonesia, India, and the Philippines) have around 60% of users who have this scenario

(Nielsen, 2022). Many people in Bangladesh trust and rely on influencer advertisements and feel encouraged to buy the products shown in the advertisements. However, there seem to be some controversial statements regarding the authenticity and whether they really use those products before recommending them or not. However, with their attempts and the transparency that they show, there is no doubt that they are attracting customers and becoming more promising. Survey results found that the customers seem to become reliable and trust these influencers (Akter, 2023).

According to Hype Dhaka (a digital marketing agency in Bangladesh) statistics, 49% of consumers' purchasing decisions depend on influencers' opinions. The statistics generated by the online survey of Sumiya Akter found that social media users aged 11 to 26 years (also referred to as GenZ) were more influenced by Instagram influencers among all the generations in the Bangladesh context (Akter, 2023). Influencers frequently hold live sessions or publish visual materials on social media to demonstrate their relationship with specific brands in Bangladesh. Live social media product promotion is currently very common in Bangladesh. Brands use different methods to promote their products, such as product displays for lifestyle brands and tutorials for brands that provide cosmetics and skin care items (Nabi, 2021).

Avejit Roy, a Chief of Digital marketing at digiSocial Limited, suggests that the most well-known influencers in Bangladesh can help brands gain more awareness because they have enormous fan bases and are widely trusted. They are skilled at crafting engaging advertisements and comprehending the tastes of their intended audience (Roy, 2023). The news article in the Financial Express (a Bangladeshi English daily) suggests regulating social media influencers through licensing (Azad, 2020).

### ***Human Brand Theory***

This study is primarily framed by the Human Brand Theory (Thomson, 2006). The theory was established when Matthew Thomson wanted to assess the attachment between consumers and celebrities. When a brand promotes its product, it requires a connection between the product and the medium of promotion to reach and persuade people. This is how it makes the brand a human brand. This study illustrates social media influencers' inherent characteristics that attract consumers to the brand they promote. Consumers believe the influencer for their positive impression (through different things), and capitalizing on the impression, the influencers focus on the content of the product/s to lead the consumers to purchase. Moreover, the way of connection between consumers and influencers depends on the magnitude of presentation, personality, and approach toward audiences. The mechanisms of creating connections build a foundation of the identity of the influencers to the consumers, and they become known for their actions.

### ***Two-Step Flow of Communication Model***

Katz & Lazarsfeld's two-step flow of communication theory is important for this study: Information is spread through opinion leaders, who are particularly active social media influencers in this study, rather than by directly engaging customers. These powerful individuals would spread the information to other users. (Ognyanova, 2017). Social media influencers (SMIs) who can create strong fan followers also play the

role of opinion leaders. The theory illustrates how the idea maintains a trail – from mass media to opinion leaders and opinion leaders to the mass population. Consumers get influenced by the people (influencers) who are more aware than them about certain things that are relevant to the consumers themselves. The study will show that some brands take this opportunity and pass the information on through these active social media users, known as SMIs, to reach their targeted audience.

## **Methodology**

### ***Sampling and Data Collection***

This study followed a quantitative methodology that was supported by a structured survey questionnaire. The study conducted the survey via an online platform as the primary data collection method. Random sampling was used to choose survey participants. Participants' demographic information was collected through the survey to understand the category of participants who followed the SMIs and their purchasing decisions were influenced, and disaggregated by their age, gender, education, income, and employment.

A total of 274 respondents participated in the survey, and 208 (76%) responses were analyzed based on their SMI following on Facebook. The sample size distribution can be disaggregated into 38% female (n=79) and 62% male (n=129). The overall collected datasets are then cleaned and processed in the proper manner for the final analysis and visualization. The dataset was cleaned and checked for logic, consistency, and overlaps to validate and verify. Each of the steps was followed, maintaining the standards of data cleaning.

The data analysis of this study followed a descriptive statistical analysis procedure to draw the results and visualize the analysis outcomes. Data-driven frequency distribution has taken place to analyze the raw datasets and generate the outcomes into a visualization of bar charts, diagrams, or frameworks. Apart from the demographic information, the other relevant criteria of the study were analyzed by staking the variables to measure frequencies.

### ***Measure of Association***

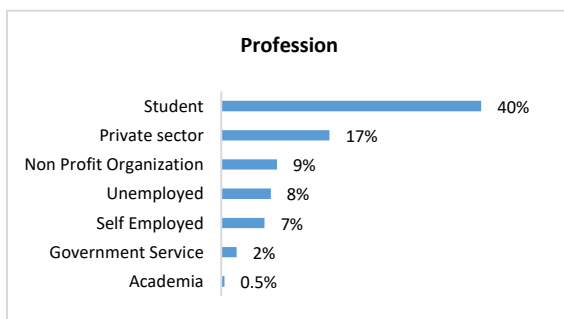
Measure of association is one of the widely used statistical procedures which describes the association among the variables. Correlation coefficients, contingency table analysis, point-biserial correlation, Spearman's rank order correlation, Kendall's tau, and phi-coefficients are mostly common measures of association depending on the variables. For measuring the association among the categorical variables like this study Chi-Square test, Cramer's V and Phi coefficients can be used. The chi-square test has been implemented in this study to measure the association between the variables, as they are mostly categorical in nature.

## Results and Discussion

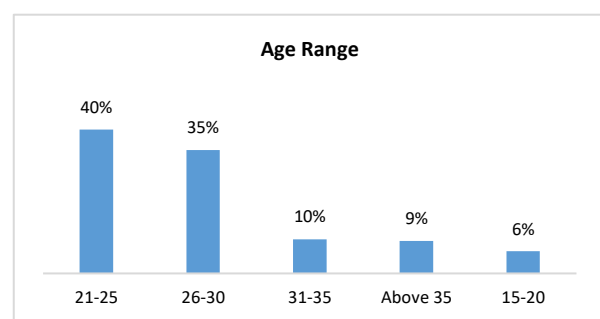
### *Demographic Result*

A total of 274 respondents responded to the survey, and 208 (76%) responses were considered based on their relevant responses. The responses that did not mention the following SMIs were excluded. The final sample included 79 (38%) female respondents and 129 (62%) male respondents. The highest number of responses were received from respondents between the ages of 21 and 25, 84 (40%). There were 72 (35%) respondents in the "26–30" age group, which is a sizable audience. The lowest responses, 13 (6%), were received from the age group "15-20". On the other hand, the highest number of responses were received from the "student" category, which is also 84 (40%) respondents, and the lowest number of responses were received from the "Academia" category, which is only 1 (0.5%) respondent. The highest responses were received from the income group with a monthly earning of 10-20 thousand, 62 (30%) respondents. On the contrary, the lowest responses were received from the income group with a monthly earning of 40-80 thousand, 7 (3%) respondents.

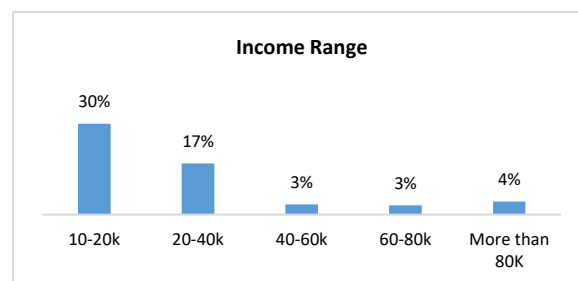
**Figure 1**  
Profession of respondents



**Figure 2**  
Age of respondents



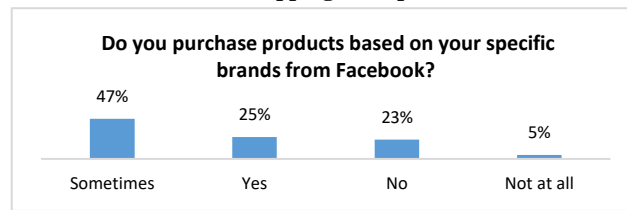
**Figure 3**  
Salary of respondents



### *Online shopping*

The study tried to gather responses on the purchasing behavior of respondents on the Facebook platform. It was found that 25% of the respondents (n = 53) shop on Facebook to get their products from their favorite brands, while 47% of the respondents (n = 98) responded 'sometimes' to the same purchasing behavior. It has also been found that the age group, 21 to 25, who responded the most to the survey shops online the most (37%). Likewise, the income group (with a monthly earning of 10–20 thousand) with the highest responses shops the most (56%).

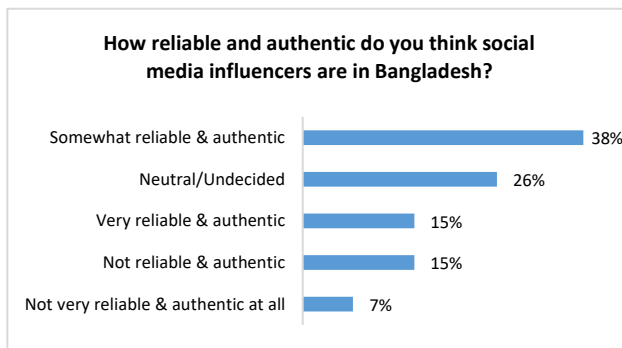
**Figure 4**  
**Online shopping of respondents**



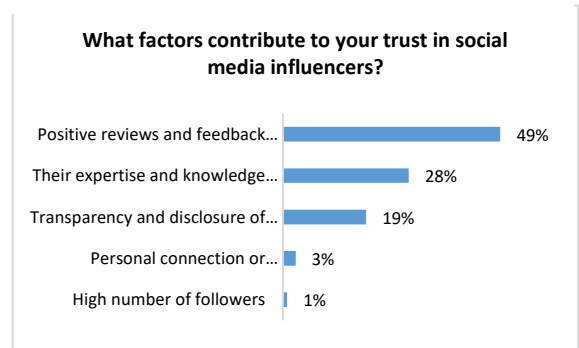
***Factors that Contribute to the Popularity and Impact of Social Media Influencers in Bangladesh***

A noticeable percentage of total respondents (38%) believe social media influencers are somewhat reliable and authentic to consumers. The finding shows that positive reviews and endorsements from others create trust in followers about SMIs. Around 49% (n=102) of respondents responded with this factor. According to the results, 43% of followers (n=89) said that content quality (creativity, production value) is important when selecting whether to follow or interact with a social media influencer, and 33% of followers (n=68) said content that is relevant to their interests and preferences encourages them to follow SMIs.

**Figure 5**  
**Authenticity of SMIs**

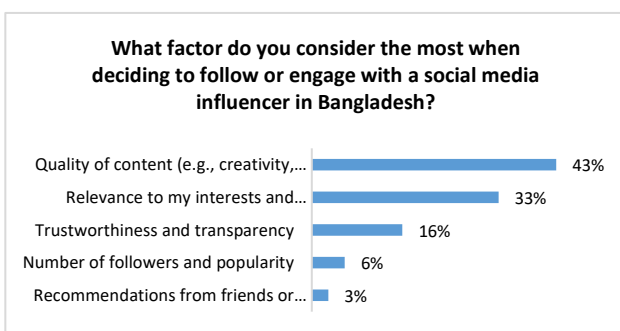


**Figure 6**  
**Factors contribute to trust in SMIs**

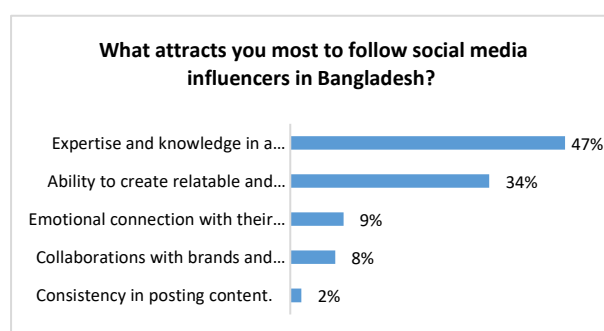


A few others mentioned popularity and number of followers, trustworthy and open communication, and referrals from friends and family. On the other hand, 47% of them (n=98) stated that knowledge and expertise in a certain topic or issue are what most draw them in. Remarkably, 34% of followers (n=71) are attracted to SMIs because of their ability to create engaging content, which is more like involving followers in their relevant interests. Others responded that collaborations with brands and celebrities, consistent content posting, and emotional connection with their audience are other reasons they get attracted to SMIs.

**Figure 7**  
**Attraction of Followers towards SMIs**



**Figure 8**  
**Factors contribute to make followers follow SMIs**

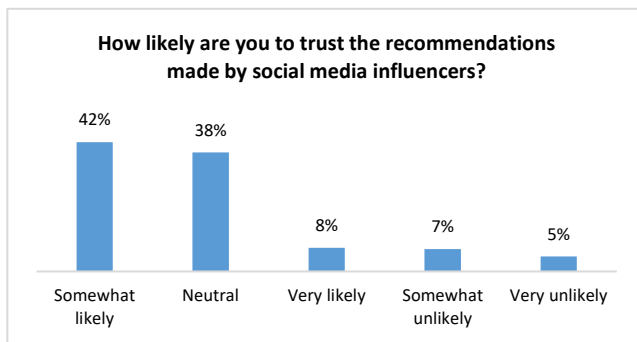




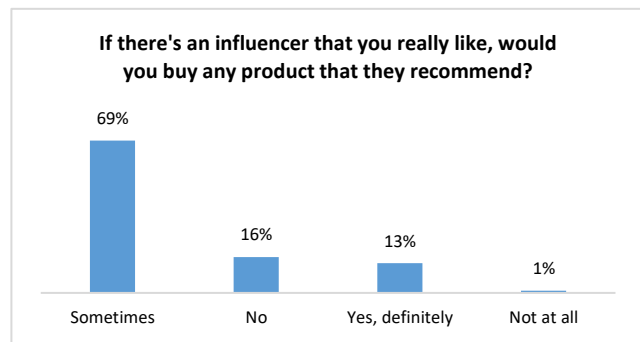
### ***Influence of SMIs on Purchasing Decisions of Consumers***

Around 42% of respondents (n=87) trust the recommendations made by social media influencers; however, 38% (n=80) remained silent while answering this question. About 69% (n=144) of respondents said they would consider buying any product that any influencer they really liked recommended, while 13% (n=28) responded that they would buy. While answering the question of making a purchase based on the recommendation of social media influencers, 59% (n=117) of them responded occasionally, while 12% (n=24) responded frequently.

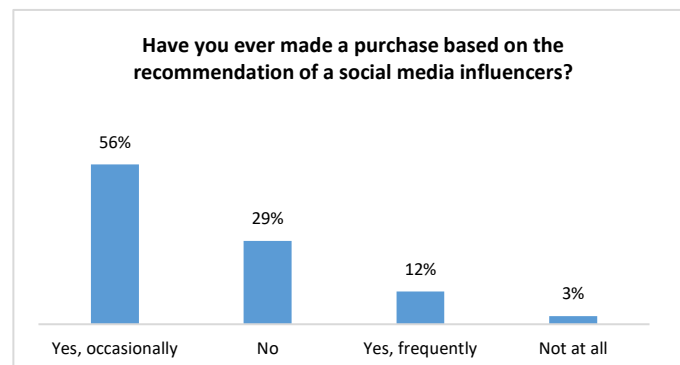
**Figure 9**  
Trust in SMIs' recommendation



**Figure 10**  
Consideration of Buying products based on SMIs' recommendation



**Figure 11**  
Purchasing based on the recommendation of SMIs



### ***Measure of association (Chi-Square test)***

In the evaluation of the correlation between two categorical variables, the utilization of a chi-squared test at a 5% significance level stands as a common approach. The null hypothesis (H0) posits the absence of any discernible association between the specified variable and the purchase decision. Conversely, the alternative hypothesis (H1) proposes the existence of a meaningful association between the variable in question and the ultimate purchase decision. This formulation sets the stage for the statistical assessment to discern the presence or absence of a significant relationship between these categorical variables.

It is to be considered that, if the p-value is less than or equal to 0.05, the null hypothesis will be rejected, which means there is a significant association between the variables. On the other hand, if the p-

value is greater than 0.05, the null hypothesis will be accepted, which means there is no association between the variables. The associated and not associated variables with the purchase decision, including p values, are given in Table 1:

**Table 1**  
**Measure of Association**

Variables	Association	P Value
Age	Associated	*
Gender	Not associated	**
Profession	Not associated	**
Income	Not associated	**
Having disabilities	Not associated	**
Familiar with the influencer	Not associated	**
Following an influencer	Associated	*
Reliability and authenticity of the social media influencers in BD	Associated	*
Favorite Influencer	Associated	*
Opinion about the influence of the influencers on purchase decision	Associated	*
Factors contribute to consumers' trust in the recommendation of the SMIs.	Associated	*

Note: \* < 0.05; \*\* > 0.05

## Discussion

Consumers find SMIs trustworthy to some extent once an influencer starts getting positive reviews and feedback from other consumers. Positive reviews and consumer feedback about SMIs are the most important factors contributing to SMIs' popularity in Bangladesh. In addition, the quality of content and SMI's expertise and knowledge in a specific field/topic also matter the most to create an audience base according to many users. Relevant topics and engaging content can be seen as another important factor. Other factors like collaborations with brands and celebrities, emotional connection with the audience, and number of followers are seen as less effective. Although a very small amount of people believe it, consistency in posting content is also a factor that contributes to creating an audience base, which is also a new angle or factor found in this research. This shows that influencers' opinions and trustworthiness are basically how strongly they create their audience base. However, many users agreed that influencers should focus on a specific topic that they know about and not promote other topics that they do not have or have less knowledge about. Also, this does not create any connection between them as consumers know beforehand that the person promoted is not well informed.

There is a good chance that consumers would consider buying products recommended by the influencer. The finding shows that consumers believe SMIs have a remarkable influence on their purchasing decisions, as most of them indicated that they consider their recommendations when making a purchase. Moreover, this is why SMIS are called opinion leaders, as they pass the information that brands want them to do on their behalf. Besides, age influences the purchase decision and dependency on the SMIs. Though gender and profession-wise, there is no significant difference of influences by the SIMs, which means persons of all sexes and professions can be or cannot be influenced by the SMIs. Favorite influencer,

reliability, authenticity of the influencer, and trust in the recommendations of the SIMs can be a reason for high dependency on the purchase decision of a product. The dependency on the favorite influencers can be a reason for the wrong choice of a product as the consumers do not consider the other associated things when their favorite SMIs recommend the product.

## Conclusion

This paper discussed and identified the factors contributing to the popularity of SMIs in Bangladesh and to what extent SMIs influence consumers' purchasing decisions. The factor that is influential about influencers is how firmly they build their audience. More precisely, positive reviews and feedback from other consumers are the strongest factors. It illustrates when a consumer receives good feedback about influencers from friends or family, which attracts them to the SMI. Thus, it creates a connection between consumers and SMIs. However, quality of content, expertise, and knowledge in a specific field or topic are the other factors that attract consumers to social media influencers. These factors, which create trust in consumers, have an association with the recommendation of SMIs. Apart from that, Brands provide their messages through SMIs to the right audience. Hence, this ensures that many consumers' purchasing decisions consider the recommendations from the SMIs, and this study finds that SMIs remarkably influence consumers' purchasing decisions. Among all the independent variables, age has an association with SMIs' recommendations.

The study's target audience was restricted to respondents who met certain requirements, including being between the ages of 21 and 25 and belonging to a socioeconomic category with a monthly income of between 10,000 and 20,000; most respondents were male and students. The fact that this study was restricted to Facebook is noteworthy. Therefore, Future research could broaden the demographic range of the respondents to include more people, potentially producing results that are more accurate representations of the variety of SMIs' followers. Additionally, there is a way to get more information from the respondents by using in-depth analyses and open-ended surveys.

## References

- Abdullah, T. (2021, May 2). *Impact of Social Media Influencer on Instagram User Purchase Intention towards the Fashion Products: The Perspectives of UMK Pengkalan Chepa Campus Students*. My Scholar, Digital Library Repository, Universiti Malaysia Kelantan. <http://myscholar.umk.edu.my/handle/123456789/1413>
- Akter, S. (2023). *The impact of Instagram influencer marketing on consumer behaviour in Bangladesh*. Theseus. <http://www.theseus.fi/handle/10024/804879>
- Al-Emadi, F. A., & Yahia, I. B. (2020). Ordinary celebrities related criteria to harvest fame and influence on social media. *Journal of Research in Interactive Marketing*, 14(2), 195–213. <https://doi.org/10.1108/jrim-02-2018-0031>

- Appel, G., Grewal, L., Hadi, R., & Stephen, A. T. (2019). The future of social media in marketing. *Journal of the Academy of Marketing Science*, 48(1), 79–95. <https://doi.org/10.1007/s11747-019-00695-1>
- Azad, I. (2020, December 3). *Regulating social media influencers in Bangladesh through licensing*. The Financial Express. <https://thefinancialexpress.com.bd/views/views/regulating-social-media-influencers-in-bangladesh-through-licensing-1606980345>
- Balabanis, G., & Chatzopoulou, E. (2019). Under the influence of a blogger: The role of information-seeking goals and issue involvement. *Psychology & Marketing*, 36(4), 342–353. <https://doi.org/10.1002/mar.21182>
- Belanche, D., Casaló, L. V., Flavián, M., & Ibáñez-Sánchez, S. (2021). Understanding influencer marketing: The role of congruence between influencers, products and consumers. *Journal of Business Research*, 132, 186–195. <https://doi.org/10.1016/j.jbusres.2021.03.067>
- Bhuyan, I., & Rahman, S. (2014). Social media as a tool of brand communication in Bangladesh: Problems and prospects. *ResearchGate*. [https://www.researchgate.net/publication/324889743\\_Social\\_Media\\_as\\_a\\_Tool\\_of\\_Brand\\_Communication\\_in\\_Bangladesh\\_Problems\\_and\\_Prospects](https://www.researchgate.net/publication/324889743_Social_Media_as_a_Tool_of_Brand_Communication_in_Bangladesh_Problems_and_Prospects)
- Billah, M. (2022, December 7). The rise of the “influencer” market in Bangladesh. *The Business Standard*. <https://www.tbsnews.net/long-read/rise-influencer-market-bangladesh-546854>
- Campbell, C., & Farrell, J. R. (2020). More than meets the eye: The functional components underlying influencer marketing. *Business Horizons*, 63(4), 469–479. <https://doi.org/10.1016/j.bushor.2020.03.003>
- Celestino, P. (2023, March 10). Influencer Marketing In 2023: Benefits And Best Practices. *Forbes*. <https://www.forbes.com/sites/forbesagencycouncil/2023/03/10/influencer-marketing-in-2023-benefits-and-best-practices/>
- Chetioui, Y., Benlafqih, H., & Lebdaoui, H. (2020). How fashion influencers contribute to consumers’ purchase intention. *Journal of Fashion Marketing and Management*, 24(3), 361–380. <https://doi.org/10.1108/jfmm-08-2019-0157>
- Devgan, S. (2023). 100+ Social Media Statistics You Need To Know In 2023 [All Networks]. *Statusbrew Insights*. <https://statusbrew.com/insights/social-media-statistics/#social-media-usage-statistics>
- Freberg, K., Graham, K. M., McGaughey, K., & Freberg, L. A. (2011). Who are the social media influencers? A study of public perceptions of personality. *Public Relations Review*, 37(1), 90–92. <https://doi.org/10.1016/j.pubrev.2010.11.001>
- Hermanda, A., Sumarwan, U., & Tinaprillia, N. (2019). THE EFFECT OF SOCIAL MEDIA INFLUENCER ON BRAND IMAGE, SELF-CONCEPT, AND PURCHASE INTENTION. *Journal of Consumer Sciences*, 4(2), 76–89. <https://doi.org/10.29244/jcs.4.2.76-89>
- Indriani, S. S., Limilia, P., & Alam, P. W. (2022). Opinion Leaders and Health Information: A Systematic literature review in Indonesia. *Proceedings of International Conference on Communication Science*, 2(1), 737–744. <https://doi.org/10.29303/iccsproceeding.v2i1.110>

- Jin, S. A., Muqaddam, A., & Ryu, E. (2019). Instafamous and social media influencer marketing. *Marketing Intelligence & Planning*, 37(5), 567–579. <https://doi.org/10.1108/mip-09-2018-0375>
- Kemp, S. (2022). Digital 2022: Bangladesh — DataReportal – Global Digital Insights. *DataReportal – Global Digital Insights*. <https://datareportal.com/reports/digital-2022-bangladesh>
- Khan, F. R., & Phung, S. P. (2021). Social Media Influencers and its Impacts on Consumer Behavior: Malaysia. *ResearchGate*. [https://www.researchgate.net/publication/351231560\\_Social\\_Media\\_Influencers\\_and\\_its\\_Impacts\\_on\\_Consumer\\_Behavior\\_Malaysia](https://www.researchgate.net/publication/351231560_Social_Media_Influencers_and_its_Impacts_on_Consumer_Behavior_Malaysia)
- Lim, X., Radzol, A. R. B. M., Cheah, J., & Wong, M. W. (2017). The impact of social media influencers on purchase intention and the mediation effect of customer attitude. *Asian Journal of Business Research*, 7(2). <https://doi.org/10.14707/ajbr.170035>
- Martins. (2023). 2023 Trust in influencer marketing. *IZEA*. <https://izea.com/resources/insights/2023-trust-in-influencer-marketing/>
- Nabi, V. a. P. B. R. (2021, July 29). *The growth of the influencers marketing in Bangladesh*. RASHEDUN NABI. <https://rashedunnabi.com/2021/07/30/the-growth-of-the-influencers-marketing-in-bangladesh/>
- Nielsen. (2022, September 19). *80% of social media users in Asia who follow influencers are likely to purchase products recommended by the influencers* | Nielsen. <https://www.nielsen.com/news-center/2022/80-of-social-media-users-in-asia-who-follow-influencers-are-likely-to-purchase-products-recommended-by-the-influencers/>
- Ognyanova, K. (2017). Multistep flow of communication: network effects. *The International Encyclopedia of Media Effects*, 1–10. <https://doi.org/10.1002/9781118783764.wbieme0056>
- Publisher, A. R. A. R. O. O. (2016, September 29). *1.2 The Communication Process*. Pressbooks. <https://open.lib.umn.edu/communication/chapter/1-2-the-communication-process/>
- Roy, A. (2023). What are the key Benefits of Influencer Marketing in Bangladesh? *digiSocial Limited*. <https://digosocial.com.bd/key-benefits-of-influencer-marketing-in-bangladesh/>
- Saboia, I., Almeida, A. M. P., Sousa, P., & Pernencar, C. (2018). I am with you: a netnographic analysis of the Instagram opinion leaders on eating behavior change. *Procedia Computer Science*, 138, 97–104. <https://doi.org/10.1016/j.procs.2018.10.014>
- SocialBee. (2023, January 10). *What is a social media follower?* *Social media Marketing Definitions - SocialBee*. [https://socialbee.com/glossary/social-media-follower/#pp-toc\\_heading-anchor-0](https://socialbee.com/glossary/social-media-follower/#pp-toc_heading-anchor-0)
- Yang, X., Cheng, Z., Liang, E., & Wu, Y. (2018). Accumulation mechanism of opinion leaders' social interaction ties in virtual communities: Empirical evidence from China. *Computers in Human Behavior*, 82, 81–93. <https://doi.org/10.1016/j.chb.2018.01.005>