

**Data Analysis and Findings:**

**Reliability Test (Cronbach's Alpha):**

360 questionnaires were asked from users of a social media platform via link. Thus a reliability test needed here to check the reliability of the data. The researcher applied Cronbach's alpha as a reliability test through SPSS (See Annexure 1).

The result for Cronbach's alpha is as under:

Cronbach's Alpha	N of Items
.953	24

**Results:** It should be noted that an alpha of .8 is considered as good, here we get .953 the value of Cronbach's alpha which is excellent as reliability statistics of our data.

**KMO & Bartlett's Test of Sphericity - Factor Analysis:**

The researcher applied here the KMO & Bartlett's test of Sphericity in order to check the sampling adequacy. KMO is a statistic helps to check the adequacy of the data while Bartlett's help check that our data set is favorable or not favorable for factor analysis.

The result for KMO & Bartlett's are as under:

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.846
Bartlett's Test of Sphericity	Approx. Chi-Square	1.246E3
	df	6
	Sig.	.000

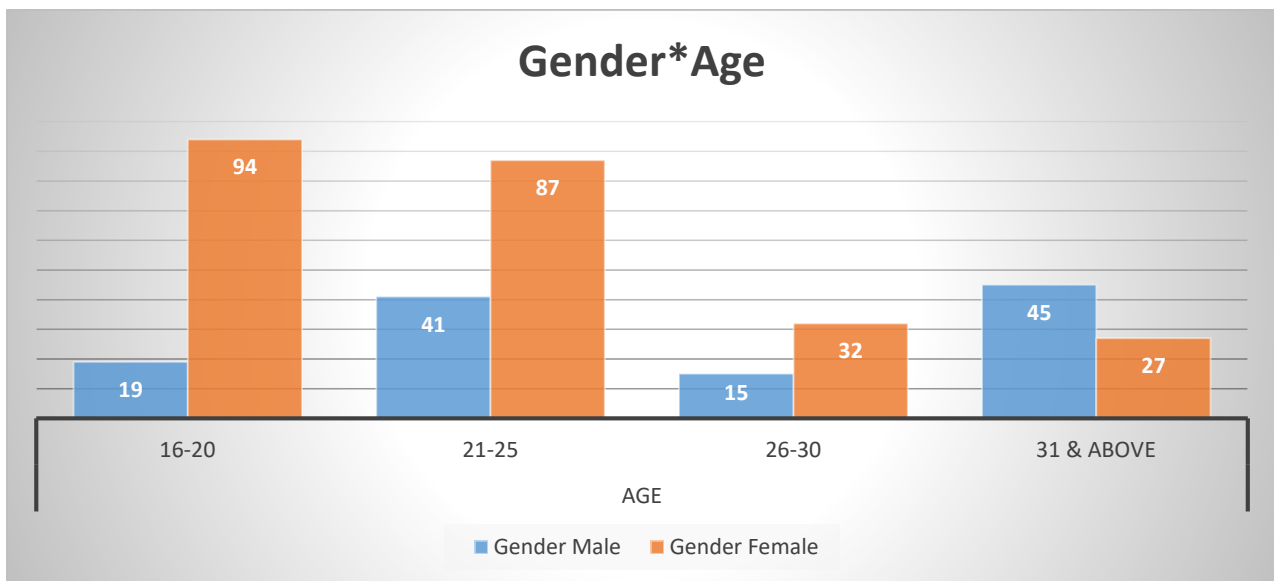
A KMO value of 0.846 is quite good, suggesting that our data appears to be eligible for factor analysis or PCA based on the KMO value. and the substantial Bartlett's Test of Sphericity results indicating that our correlation matrix is not an identity matrix and there is significant correlation among the variables and favorable for factor analysis. (See Annexure 2 for Correlation Matrix)

### Demographic Analysis Via Corsstabulation:

The demographic analysis is also important to know about the respondent's background. The researcher used here Crosstabs via SPSS to insight respondent demographics.

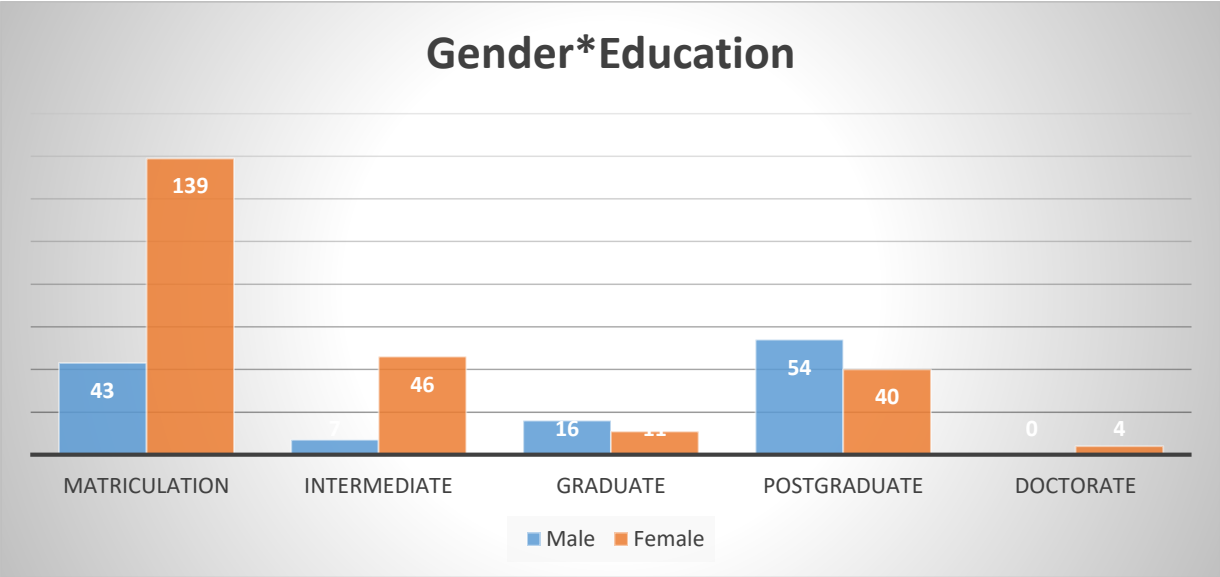
So out of 360 respondents 120 are males and 240 are females. Here are first crosstabs of gender via Age.

Gender * Age Crosstabulation						
Count						
		Age				Total
		16-20	21-25	26-30	31 & Above	
Gender	Male	19	41	15	45	120
	Female	94	87	32	27	240
Total		113	128	47	72	360



So here is clear picture of the ages of the respondents with respect to their genders. 19 males and 94 females are in the range of 16 to 20 years of age group and 45 males and 27 females belong to the 31 & above age group.

Gender * Education Crosstabulation							
Count							
		Education					Total
		Matriculation	Intermediate	Graduate	Postgraduate	Doctorate	
Gender	Male	43	7	16	54	0	120
	Female	139	46	11	40	4	240
Total		182	53	27	94	4	360



So here is demographic of the respondents about education. In the first slot 43 males and 139 females belongs to matriculation, 7 males and 46 females belong to intermediate, 16 males and 11 females belong to graduate, and 54 males and 40 female's respondents are post graduate. And this also good that 4 of our female respondents are doctorate.

**See Annexure 3 for details Demographics.**

**H1: Influencer-follower relationship has a significant dependency over trust:**

The researcher developed the first hypothesis that Influencer-follower relationship has a significant dependency over trust, to analyze the hypothesis researcher developed a multiple regression model with ANOVA through SPSS to reject or don't reject the null hypothesis.

Followings are the results generated:

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.944	.120		7.843	.000
	Opinion	.080	.041	.100	1.950	.052
	Realistic Content	.273	.046	.323	5.877	.000
	Influencer Endorsement	.320	.040	.389	7.929	.000
	Taking Advise on influencer Trust	.081	.028	.112	2.930	.004

a. Dependent Variable: Influencer-Follower Relationship

The mathematical form of the regression model will be:

$$IFR = \alpha + \beta_1 OP + \beta_2 RC + \beta_3 IE + \beta_4 IT$$

$$IFR = .944 + \beta_1 OP.10 + \beta_2 .323 + \beta_3 .389 + \beta_4 112$$

The model show that the variable and constant are significant. Model is showing a significant relationship between Influencers-Follower relationship and trust level.

Mathematically if we increase the (Opinion, Real content, influencer endorsement, and influencer trust) by 1 then IFR will increase by (.10, .323, .389 & .112) respectively. while other things remaining unchanged?

The model summary is here:

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.816 <sup>a</sup>	.665	.661	.40972

a. Predictors: (Constant), Taking Advise on influencer Trust, Realistic Content, Influencer Endorsement, Opinion

The researcher found **81.6%** of positive correlation between influencer-follower relationships and trust level in model summary. Or we can say that **66.5%** of influencer-follower relationships is explained by trust level.

Now we have ANOVA test to check the overall significance of the model.

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	118.320	4	29.580	176.209	.000 <sup>a</sup>
	Residual	59.594	355	.168		
	Total	177.914	359			

a. Predictors: (Constant), Taking Advise on influencer Trust, Realistic Content, Influencer Endorsement, Opinion

b. Dependent Variable: Influencer-Follower Relationship

The ANOVA of the model is significant. The F-value of 176.209 with a very low p-value (.000) indicates a highly significant relationship between the predictors (Trust Level) and the dependent variable IFR. (See Annexure 4)

**Results: We don't reject our hypothesis.**

## H2: Influencer-follower relationship has a significant dependency over authenticity:

The researcher developed the second hypothesis that Influencer-follower relationship has a significant dependency over authenticity, to analyze the hypothesis researcher used non parametric test chi-square through SPSS to reject or don't reject the null hypothesis.

The SPSS generates the following results for Chi-Square.

	Authenticity	Influencer-Follower Relationship
Chi-Square	269.800 <sup>a</sup>	416.722 <sup>b</sup>
df	8	10
Asymp. Sig.	.000	.000

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 40.0.

b. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 32.7.

To ascertain whether there is a statistically significant association between variables, we use chi-square statistics to test the hypothesis. Since the p-values for both tests in this situation appear to be very low (around zero), it is likely that there is a statistically significant correlation between the variables being examined (authenticity and the relationship between influencers and followers). In other words, the findings imply that it is improbable that these associations are the result of coincidence. See Annexure 5 for tables.

**Results: We don't reject our hypothesis.**

### H3: Influencer-follower relationship has a significant dependency over engagement:

The researcher developed the third hypothesis that Influencer-follower relationship has a significant dependency over engagement, to analyze the hypothesis researcher developed a regression model with ANOVA through SPSS to reject or don't reject the null hypothesis.

Followings are the results generated:

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1	(Constant)	1.023	.150		6.826	.000
	Engagement	.754	.037	.734	20.453	.000

a. Dependent Variable: Influencer-Follower Relationship

The mathematical form of the regression model will be:

$$\text{IFR} = \alpha + \beta \text{ EG}$$

$$\text{IFR} = 1.023 + .734 \text{ EG}$$

The model show that the variable and constant are significant. Model is showing a significant relationship between IFR and engagement.

Mathematically if we increase the Engagement by 1 then influencer follower relationship will increase by .734 while other things remaining unchanged?

The model summary is here:

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.734 <sup>a</sup>	.539	.538	.47872

a. Predictors: (Constant), Engagement

In the model 53.9% of the predictor explained the dependent variable while the 73.4% of positive correlation between IFR and engagement.

Further the ANOVA analysis is here:

**ANOVA<sup>b</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	95.869	1	95.869	418.324	.000 <sup>a</sup>
	Residual	82.045	358	.229		
	Total	177.914	359			

a. Predictors: (Constant), Engagement

b. Dependent Variable: Influencer-Follower Relationship

The overall model is significant have a very low p-value of .000 with a F-value of 418.324. the ANOVA clearly indicating the significance of the regression model.

See Annexure 6 for tables.

**Results: We don't reject our hypothesis.**



**H4; Influencer-Follower relationship has a significant impact on social media advertisement effectiveness in organic cosmetic market:**

The researcher developed the fourth hypothesis that Influencer-follower relationship has a significant dependency over social media advertisement effectiveness, to analyze the hypothesis researcher used correlation test through SPSS to reject or don't reject the null hypothesis.

The SPSS generates the following results.

**Correlations**

		Influencer-Follower Relationship	Social Media Advertisement Effectiveness
Influencer-Follower Relationship	Pearson Correlation	1	.886**
	Sig. (2-tailed)		.000
	N	360	360
Social Media Advertisement Effectiveness	Pearson Correlation	.886**	1
	Sig. (2-tailed)	.000	
	N	360	360

\*\* . Correlation is significant at the 0.01 level (2-tailed).

According to the results given, there is a statistically significant association between "Influencer-Follower Relationship" and "Social Media Advertisement Effectiveness" This shows that the efficiency of social media marketing tends to rise along with the quality of the influencer-follower relationship. That statistic shows 88.6% positive correlation between the predictor and dependent variable.

The correlation is statistically significant. (See Annexure 7).

**Results: We don't reject our hypothesis.**

## **Conclusion & Implications:**

In 2023 the digital marketing is the best marketing strategy to target your market audience. Today is time of social media and people spending their times on social media platforms. So introducing our brand and making them success now is only possible via digital marketing platform. Now in the new digital marketing scenario there are various effective tools, the one of them is influencer-follower relationship. So the researcher here tries to develop the effectiveness of influencer-follower relationship if managed properly leads to building the trust level, brand awareness, engaging customers, developing authenticity and social media advertisement effectiveness.

The researcher defines the four important predictors of influencer-follower relationship on the basis of literature. The first one is the building the trust level, the second one is developing authenticity, the third one is engaging customers and the fourth and important one is social media advertisement effectiveness. On the basis of the collected data via survey questionnaires online conducted from 360 respondents the researcher developed the relationship between the predictors and the dependent variables. The researcher tries to put the predictors with the dependent variable in context of emerging organic cosmetic market of Pakistan.

The researcher first put the analysis via SPSS to check how predictor building the trust level explain the dependent variable influencer-follower relationship. The researcher finds a true relationship between the predictor and influencer-follower relationship. The researcher finds that 66.5% of the influencer-follower relationship is explained by building trust level. And there is 81.6% positive correlation between the predictor and the dependent variable. So research established a positive working relationship between the influencer-follower relationship and building trust level. Further the overall statistics of the hypothesis is significant.

The second predictor in the research is developing authenticity. Researcher also put here statistical analysis which is a non-parametric test Chi-square in order to find a meaningful statistical relation between the predictor authenticity and IFR. So researcher find that in context to emerging cosmetic market in Pakistan authenticity plays a vital role in predicting influencer-follower relationship. Further the overall statistics of the hypothesis is significant.

The third predictor is customer engagement in context of digital marketing. The research put a regression model between predictor engagement and dependent variable IFR. The research get success in finding a positive statistical relation between predictor engagement on influencer follower relationship. In the model 53.9% of the predictor explained the dependent variable while the 73.4% of positive correlation between IFR and engagement. Further the overall statistics of the hypothesis is significant.

The one of the most beneficiary predictor is social media advertisement effectiveness. The researcher also put here statistical test so that we have a proficient statistical relationship between the predictor and dependent variable. The statistic shows 88.6% positive correlation between the predictor and dependent variable. Hence social media advertising effectiveness as predictor in context of emerging cosmetic market in Pakistan explained 78.4% of influencer-follower relationship.

So here we have a very attractive results in the field of digital marketing that these predictors are powerful tools of digital marketing strategy in context of influencer-follower relationship. The new startups and brands operating in this business market should focused on these predictors on their social media advertising campaigns. They may develop and sustain strong influencer-follower relationships and ultimately succeed in Pakistan's organic cosmetic market by creating trust, authenticity, and engagement while continuously evaluating and improving the impact of their social media marketing.

Building the trust level must the fundamental of the influencer-follower relationship. So if talking about authenticity is a keystone of influencer marketing in digital marketing concepts. While high levels of customer engagement clearly specify a dynamic and devoted follower base, obviously increase the brand value. The social media platform is the best digital marketing strategy to use these predictors efficiently. So the most important predictor is making your social media advertisement strategy effective and workable. Modern marketing tactics must take into account the influencer-follower dynamic, especially when it comes to social media advertising. It thrives on engagement, sincerity, and trust. Brands and influencers can use the power of this relationship to influence consumer behavior, boost brand loyalty, and ultimately succeed in marketing if they comprehend and nurture these elements.

## **Recommendations:**

There might be various valuable recommendations of the study on the basis of the findings and literature. Some are listed below.

- So the valuable recommendation is to select your influencer very carefully. You need to target your audience who is most likely a win-win customer of your brand and will convert into a sales lead.
- Engage your customer via your marketing strategies. First introduce your products in the market and try to make it on the eye of your target audience, “who is interested in your product again and again” via Facebooks or Instagram’s ads. So this strategy will give you leads because your customer has in mind about your product and when he needs it he comes to you. So try to make your customer engage.
- Engagement of customers is also possible via regular messaging. If you have customer phone data.
- And now days’ brands collect their customers phone no’s and this is now an important strategy to make their customers inform about new products and deals.
- Bring transparency in your online business. Digital marketing promotes online business and people order online so the process must be transparent and clear. This will help you out in building the trust.
- Use specific KPIs, such as engagement rates, conversion rates, and sales data, to continuously assess the success of your social media advertising initiatives.
- Utilize data analytics technologies to uncover consumer preferences and behavior, enabling data-driven influencer selection and campaign optimization decisions.
- Recognize that developing trust between an influencer and their followers takes time. For long-term brand success, put your attention on cultivating these connections.
- Promote and emphasize your company's ethical and ecological business practices to appeal to ethical consumers in the organic cosmetics sector.
- You need to actively collect and take into account social media customer feedback while having product alterations and marketing decisions.
- Create high quality contents that make sense and attract your influencer and followers. Your content will convert your influencers into business leads.