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Features of Influence of Opinion Leaders on Consumers

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Abstract

With the advent and active development, social networks have gained the attention of a million audience. Now it is difficult to imagine a person who does not have a profile in at least one social network. The use of social media has become a daily routine: some use sites and applications to maintain existing social connections, others - to find people with similar interests, views, activities or other motivating factors (Sturienė, 2019).

The purpose of this study is to establish the factors that influence the level of perception of the message by the audience in social networks.

In this work, a quantitative research method is used. The relationships were established using correlation analysis. To analyze the data obtained, the SmartPLS software was used, which makes it possible to highlight the characteristics that have the greatest impact on the manifestation of initiative behavior.

The novelty of the research lies in the fact that for the first time the factors influencing the level of perception of messages from Kazakhstani opinion leaders by the audience in social networks were studied.

The results of this study are of high theoretical significance, as they can be used in teaching disciplines such as Internet marketing, digital marketing, consumer behavior and strategic marketing.

In addition, this study is notable for its practical benefits, since the conclusions drawn contribute to the formation of a competent online marketing strategy in the enterprise.

Key words: internet marketing, influencer, social media marketing (SMM), opinion maker, message comprehension level

Introduction

Major social media and internet resources before previous generation technologies include facilitating the exchange of information between people.

During the period of using Internet 2.0, users more often express their opinions in social media, with the help of reviews, blogs. This led to the fact that the mutual influence of that on each other is increasing. Karpushenko (2020) cited Winter and Neubaum that the influence of interpersonal communication on purchasing behavior has a greater effect than the direct influence of the media. The researchers argue that among the members of the community of communities there are people who have a great influence on the opinions of the members of their community. Now even the brightest stars of show business are losing to such a phenomenon as bloggers. Today, it is not necessary to make a global discovery or break Olympic records to attract a multi-million audience of fans. Dozens of ordinary people every day step on the path of gaining fame in social networks. It is these people who have a strong influence on their audience and the public in principle, they set fashion and trends, and a new direction is formed on the market (Kovalenko, 2019).

To test hypotheses, it is necessary to define 2 types of variables: dependent and independent.

- Dependent variable - a phenomenon that is explained by some other. In this case, the level of perception of the message of opinion leaders by their audience serves as an independent variable. The independent variable is causal or explanatory. In this study, the independent variables are: the level of audience trust in the opinion leader, the effectiveness of the opinion leader's audience, and the creative freedom

of the opinion leader.

These variables explain the relationship between the level of trust in the opinion leader and the level of perception of the message by the audience. Covey put forward the idea that in the concept of trust, the formation of the competence of the influencer himself plays an important role in the perception of the message from opinion leaders. Trust is measured using three factors: recommendations, testimonials, and comments.

American psychologist D. Myers proposes to consider the level of effectiveness of the audience itself as the basis for the effectiveness of the perception of the message by the target audience. Audience performance research becomes an important element in influencing influencers. Audience performance is measured by three factors: influencer audience, brand audience, and audience values.

According to S. Zak and M. Hasprova (2020) influencers have earned popularity through individuality. It is important not to restrict their creative freedom. As the authors note in their work, what the audience needs, according to marketers, will not always find a response from it, since bloggers work with their audience all day long and know what it will react to and what will push it away.

Unlike classic display and contextual advertising, native placement shows the greatest results in influencer marketing. The absence of a flashy call to action and a personal recommendation from a blogger does not look like direct advertising, which is more effective than classic promotion. Influencer's level of creative freedom can be measured using factors: control, creativity and content.

In Kazakhstan, the outgrowth of work with opinion leaders began to take shape in 2008-2009. In 2008, the first domestic blogging platform Yvision was launched, and the cooperation of domestic PR specialists with bloggers took off, they began to be invited to events, to give products for review. Around 2012-2013, PR people began to invite to events not only bloggers who have their own blog, but also those who do not have a blog, but have a certain audience on Facebook. And since 2014/15, opinion leaders have appeared on Instagram.

For example, in the US, promoting products through influencers earns brands \$ 5.2 for every dollar spent. Kazakhstan also demonstrates a similar trend - brands will spend more and more budgets on opinion leaders, and, most likely, companies will cut budgets from television and outdoor advertising and send more and more to influencer marketing. However, the main problem that exists is the problem of perception of messages from opinion leaders by the target audience, that is, it is a matter of correct perception, not distorted. To do this, it is necessary to study the issues of trust of the target audience in the opinion leader, issues of audience effectiveness, as well as the problems of controlling and providing creative freedom to opinion leaders when promoting products to the market.

In order to test the hypotheses put forward in the framework of this thesis, the SMART PLS software version 3 was used.

In preparation for the study, the following research questions are built:

- How do consumers feel about influencers?
- How do influencers influence consumers?
- What is the level of consumer confidence in opinion leaders?
- How effective is the influencer's audience?
- Is creative freedom of opinion leaders important when promoting a product?
- What is the level of perception of messages from opinion leaders by the target audience?

The postulated hypotheses developed for this study are based on previous research in influencer marketing, psychology, strategic management, internet marketing.

The market forces to study the relationship between the level of trust in the opinion leader and the level of perception of the message by the audience. Research by Levesque and Pons (2020) in the field of the concept of trust showed that an important role in the perception of a message from opinion leaders is the formation of the competence of the opinion leader himself, that is, the level of trust in him from the audience. Seth Godin in Trust Marketing notes that trust can be measured using three factors: recommendations, testimonials and comments. Following this

rationale, a hypothesis is formulated: "The higher the level of trust in the opinion leader, the higher the level of perception of the message by the audience."

Kay (2020) in her research proved that the effectiveness of the target audience's perception of the message is based on the level of effectiveness of the audience itself. It is necessary to study the effectiveness of the audience, to measure its level according to the study is possible using three factors: the audience of the opinion leader, the audience of the brand and the value of the audience. Thus, the second hypothesis was formulated: "The higher the level of audience efficiency, the higher the level of perception of the message by the target audience."

Individuality is essential in shaping opinion leaders. So, according to S. Zak and Hasprova (2020) should not limit the creative freedom of opinion leaders. According to the results of the study, the requirements for content when promoting a product do not always reflect the realities of the influencer audience. It is necessary not to limit creative freedom and give the opportunity to independently choose promotion tools. The personal expert opinion of the opinion leader in the field of forming the message content is highly effective. Influencer's level of creative freedom is measured based on several factors: control, creativity, and content. Based on this rationale, the third hypothesis is postulated: "The higher the level of creative freedom of the opinion leader, the higher the level of perception of the message by the audience."

With the advent of the Internet and social networks, the spread of the term "opinion leader" is gaining momentum every year. Now even the brightest stars of show business are losing to such a phenomenon as bloggers. Today, it is not necessary to make a global discovery or break Olympic records to attract a multi-million audience of fans. Tens and hundreds of ordinary people every day step on the path of gaining fame in social networks. It is these people who have a strong influence on their audience and the public, in principle, they set fashion and trends, forming a new direction in the market).

Thus, opinion leaders are a fairly new developing tool for brand promotion, which during the period of its formation in the advertising market has already become

quite successful and has acquired impressive development prospects. Brand promotion in the field of trade among the target audience is carried out using various tools in the areas of public relations and advertising, including such method as online promotion with the help of influencers. Brand promotion among opinion leaders has a number of features that must be taken into account when choosing this tool to increase the audience's knowledge about the object of promotion. First of all, such is the human factor - variability and inconstancy in decisions and agreements (Zitkiene et al., 2021). Also, it is important that bloggers, like no other tool, pay attention to the quality of the presented product, as well as honesty in work on the part of the customer.

Literature Review

In order to conduct this study, the collection and analysis of secondary and primary information was carried out. To collect primary information, a quantitative marketing method was used: a survey. Cook and Campbell argue that polling as a research method is the only one that tests statistical significance and thus establishes a correlation between the alleged causes and consequences of the phenomenon.

The main purpose of the data collection tool was to collect the necessary data to test the hypotheses of the study.

To achieve the goal and objectives of the research, Popper's theory (the theory of scientific explanation) was applied, which also affects the research strategy itself. To explain the cause-and-effect relationships, the "Deductive-nomological" model was used. Since marketing is an organizational and management science that relies on assumptions rather than deterministic rules, the study was subordinated to Hempel's theory, which provides a deductive statistical explanation.

The article "Transformation of Internet Advertising in Social Networks in the Era of Digital Globalization" is devoted to the features and possibilities of Internet marketing in social networks. The article provides a rating of opinion leaders in

various social networks. In the context of opinion leaders as a promotion channel, it is interesting that this channel is included in one of the rules for conducting campaigns in social networks: working with the level of trust in the opinion leader, in the audience relevant to the brand.

Nowadays, opinion leaders' features are defined as a promotion channel and it is needed to study the effectiveness of the audience, ways to influence the effectiveness.

In the article "Hidden Marketing and Native Advertising", Karpushenko (2020) describes the advantages and features of native advertising, which in fact is advertising from influencers. The definition of native advertising is given, the necessity of freedom of creativity of the opinion leader is proved to achieve the maximum level of nativeness.

It is believed that the history of social media began relatively recently, with the emergence of social networks such as Facebook and MySpace. It is important to understand that the doctrine of social media as a channel of interaction between people originated more than 50 years ago.

Rapoport (2020) began to study the phenomenon of a social network and algorithms for their construction, as well as the interaction of people within social groups with each other. The scientist laid the foundation for the study of the scientific social network, its construction and building relationships.

From the point of view of science, a social network is a kind of social structure that includes groups of nodes that are social objects. Social objects are topics around which people come together in groups. Social networks consist of one activity - the exchange of information. When an interaction occurs between two users or between two social groups, that is, the exchange of information, a social network is created.

The term "social network" was first described in 1954 and had nothing to do with the Internet. According to Brewer, Barnes and Sauer (2011), a social network is a

social structure that includes individuals or groups associated with one type of activity, common interests, friendship or relationships.

It is a kind of structure of familiar people, divided into different groups, where each person forms a group of classmates, colleagues or friends around him. The scientist in his writings resorted to using sociograms, which were developed in the 30s of the 20th century. Sociograms are diagrams in which people are depicted as separate points, and the connections between these people are represented by lines. The method for determining roles in a team is based on this approach and is called “sociometry” (Moreno, 1932).

Neyaskin (2010) in his work "The Impact of Social Media on Business Communications" noted that social media is usually referred to as those Internet sites that have the ability to publish information, exchange it and discuss it by a wide audience of users. These types of sites do not require special knowledge and skills from the Internet user.

The only thing he encounters before getting free access to the site is registration, in which he needs to specify his personal email address, username and choose a password. By the size of the audience that social media gathers, they are not inferior to traditional media. Social media users have the opportunity to create their own content and provide feedback, but most prefer to take a passive attitude. An important feature of social media is the ability to change or add content, which cannot be done with traditional media.

Norman and Nielsen (2010) examined the feedback phenomenon and defined it by the formula "90-9-1", which divides users by activity. Thus, 90% of users of Internet communities are passive observers, 9% periodically demonstrate some kind of activity, and only 1% is the most active. This phenomenon is called “participation inequality”.

Methodology

As emphasized earlier, there is very little empirical data on the level of perception of messages by the target audience of influencers. Also, there is not enough data on the level of trust in opinion leaders, on the effectiveness of the audience and the need to provide creative freedom.

Thus, the purpose of the survey is to study the interaction of opinion leaders with the target audience.

To test and test hypotheses, a quantitative marketing research was carried out through a survey using a questionnaire.

Marketing research is the collection, analysis and interpretation of data related to a specific market situation.

A survey is a method of conducting high-quality marketing research, which is based on contacting a certain group of people (sample) to find out their opinion and point of view on a certain product or behavior algorithm in certain purchasing situations.

There are several types of surveys. The choice of the survey method depends on the complexity of the research topic.

Measurements become the basis for filling out the questionnaire. Measurement is the process of determining a quantitative measure or value for a characteristic. Several scales are used for measurement: distance, description, order, starting point.

Each highlighted characteristic of the level of trust, effective audience, creative freedom was expressed in a number of statements of the questionnaire, assessing the degree of their compliance with the analyzed enterprise on a 5-point scale. For this study, the Likert scale was used. According to this scale, the respondent rates the degree of agreement or disagreement with the judgment from "strongly agree" to "completely disagree".

During the analysis of literary sources, the following hypotheses were formed:

H1: "The higher the level of trust in the opinion leader, the higher the level of perception of the message by the audience."

H2: "The higher the level of audience effectiveness, the higher the level of perception of the message by the target audience."

H3: "The higher the level of creative freedom of the opinion leader, the higher the level of perception of the message by the audience."

These hypotheses are tested using dependent and independent variables. The variables are interconnected. A dependent variable is a phenomenon that can be explained by some other phenomenon. The true, causal, or explanatory variable is independent.

In this study, the following variables were applied:

- "independent" - perception;
- "addicted": level of trust, effective audience, creative freedom.

To study the factors affecting the perception of the message by the audience, an expert survey was conducted using the questionnaire method. The survey was based on the "snowball" method, and 30 experts took part in it. All factors were divided into three categories: trust level, effective audience, and creative freedom. The factors proposed to the experts directly or indirectly fall into the above categories. The snowball method was used to increase the number of respondents. Based on the results of the questionnaire, the factors that determine the dependent variables were identified. These factors are discussed below.

To test hypothesis H1: "the higher the level of trust in the opinion leader, the higher the level of perception of the message by the audience", an analysis of the dependence of the level of trust in the opinion leader and the level of message perception, variables Y and X₁, will be carried out.

In the course of an expert survey, three groups of indicators were identified that most fully describe the components of building trust in an opinion leader among the Internet user audience. Experts identify the three most important factors by which the level of trust is measured:

1. Recommendations;

2. Reviews;
3. Comments.

The recommendations that influencers give on their blogs should be organic. The audience trusts when an opinion leader has tried a recommended product or service on himself and he likes it. Recommendations that are of an advertising nature are not properly perceived by subscribers and provoke a negative reaction.

When researching a product advertised by a blogger, users pay attention to product reviews. User recommendations can be compared to a marketing tool like word of mouth. It is important for the consumer to know what customers who have experience of consuming a product or service think. If the opinion leader's recommendation and the feedback on the product they offer match, then the level of trust increases.

Since today users of social networks are aware of such a phenomenon as "cheating subscribers", not all opinion leaders with an audience of many thousands cause the audience's favor. Now it is important for potential consumers to whom an advertising campaign is directed that the influencer is close to his subscribers. This is determined by the "live" audience. Comments and likes from genuine users not only define an influencer as a true one, but also raise their posts to the "top".

To test hypothesis H2: "The higher the audience efficiency level, the higher the level of perception of the message by the target audience." the analysis of the dependence of the effective audience and the level of perception of the message, the relationship of the variables Y and X₂ will be carried out.

Factors that determine the explanatory variable "efficiency":

1. The audience of the opinion leader;
2. Brand audience;
3. Values of audiences.

The audience of the opinion leader, as noted above, must be active and lively. Usually, the audience of a particular blogger is similar in geographic and demographic indicators, preferences and values. Thus, the audience of the

influencer is considered segmented and suitable for influencing it with marketing tools without prior in-depth study.

Brand audience is a specific segment to which communications are directed. It is important here that the audience of the brand does not resonate with the audience of the chosen influencer. Perhaps the brand's audience is not familiar with the influencer who advertises the product, but in this case, when conducting an advertising campaign, the brand's audience will not be outraged and will loyally accept this kind of promotion.

Audience values determine the success of an ad campaign. As with user behavior, audience values must match. That is, given the same demographic, geographic and socio-economic indicators, there is no guarantee that the brand's audience will harmoniously exist with the opinion leader's audience. It is important that during the "influx" of new users who subscribed to the brand's account after advertising with the influencer, a "war" does not start between the two audiences.

To test hypothesis H₃: "The higher the level of creative freedom of the opinion leader, the higher the level of perception of the message by the audience", an analysis of the relationship between the creative freedom of the opinion leader and the level of perception of the message by the audience, the relationship of variables Y and X₃ will be carried out. Creative freedom, according to the survey results, is determined by the following factors:

1. Control;
2. Creativity;
3. Content.

Building tight constraints on how an influencer works can affect their work. It is important not to control the blogger, as he needs creative freedom in creating quality material. When the advertiser is in control of the entire work process, there is a possibility of conflict and unproductive work.

To natively embed ads in influencer content, the creative and creative intent must match the content of the account. This reduces the risk of the audience not accepting the information.

Each highlighted characteristic of the level of trust, effective audience, creative freedom was expressed in a number of statements of the questionnaire, assessing the degree of their compliance with the analyzed enterprise on a 5-point scale.

SmartPLS software allows you to highlight the characteristics that have the greatest impact on the manifestation of initiative behavior using PLS analysis. This analysis allows further development of recommendations for improving the model of interaction between the brand and the influencer.

Findings and Discussion

In order to better understand the features of the influence of opinion leaders on the consumer, it is necessary to identify in which social networks the respondents spend their time.

According to the results of this question, the leading position is occupied by the social network Instagram. 89% of respondents have a personal or corporate account on this resource. The second most popular social network is Facebook, but this platform has a more business focus.

The author investigated the factors by which users subscribe to influencer profiles.

Despite the fact that there is a tendency for blindness to long texts and speed reading, respondents are more likely to turn to informative text. 75% of people believe that a blogger's profile should contain informative text. The second place is taken by beautiful photos. 59 people prefer to follow bloggers' photos. Video content was preferred by 52% of people. These results fell short of expectations as there is a trend towards video preference today. But,

Next, we found out whether the opinion of popular people on social networks influences the choice of respondents.

The opinion of the respondents was divided. 21% of respondents agreed that influencers have influence. This fact is denied by 32% of the respondents. 39% are sometimes influenced. Thus, the supportive respondents include those who answered positively and those who are sometimes influenced. Ultimately, 58% are influenced by influencers. This question belongs to the “recommendation” factor. The result of this question is confirmed by the expert analysis, which concerned the level of trust. Internal consistency of the characteristics describing these factors was verified using the Cronbach Alpha coefficient (Amirrudin, Nasution and Supahar, 2020). The results allowed us to find out to what extent the grouped statements reflect each selected characteristic of message perception by the audience (Cronbach's Coefficient Alpha) (Table 1).

Table 1. Values of Cronbach's Alpha coefficients for explanatory variables

Variables	Cronbach's Alpha
Perception	1,000
Creative freedom	0,771
Trust level	0,826
Effective audience	0,832
Note: compiled by the author based on the analysis	

Cronbach's alpha can take values from $-\infty$ to 1, but only positive values lend themselves to interpretation. If the coefficient is less than 0.9 - the value is very good, less than 0.8 - good, less than 0.7 - sufficient, less than 0.6 - doubtful. If the coefficient takes on the value 1, then the test items are completely identical.

The obtained values of the Cronbach Alpha coefficient for all characteristics vary from 0.771 to 1 and may indicate the internal reliability of the instrument.

There is a relationship between the variables, and they do affect the dependent variable, perception. Thus, further study of the factors makes sense and allows you to get results that determine the truth of the hypotheses. SmartPLS software allows you to evaluate the relationship of factors, determines the truth of hypotheses in digital terms. PLS analysis in the SmartPLS package was carried out on the basis of the results obtained in the course of a survey of experts from advertising agencies.

Further, Figure 1 shows the variables, factors influencing these variables and their level of interrelation.

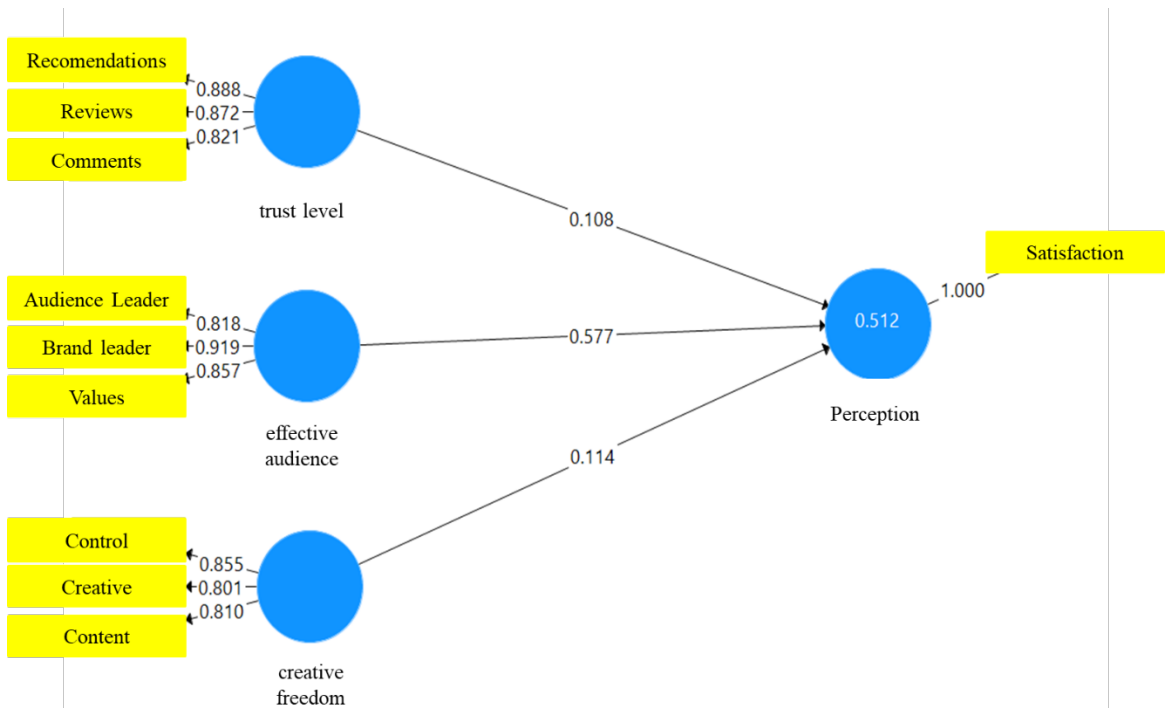


Figure 1. Results of PLS analysis in the SmartPLS package

Note: compiled by the author based on PLS analysis

The coefficient of determination for the model with a constant takes values from 0 to 1. The closer the coefficient value to 1, the stronger the dependence. When evaluating regression models, this is interpreted as fitting the model to the data. For acceptable models, it is assumed that the coefficient of determination should be at least 50%. Models with a coefficient of determination above 80% can be considered quite good (the coefficient of correlation exceeds 90%). Equality of the coefficient of determination to one means that the explained variable is exactly described by the considered model.

The value of the coefficient of determination R^2 for the endogenous variable "perception" is equal to 0.512 and indicates that more than 51% of the variance of this construction can be explained by the developed model.

The effect of the test can be seen in the following table:

Table 2. Bootstrapping results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
creative freedom > Perception	0,114	0,116	0,048	2,400	0,017
trust level > Perception	0,108	0,110	0,059	1,836	0,067
effective audience > Perception	0,577	0,577	0,047	12,188	0,001
Note: compiled by the author based on the analysis					

Hypothesis H₁ assumed that the higher the level of the audience's trust in the opinion leader, the higher the level of perception of the message conveyed to them. The results show that the relationship between trust and ad perception is not significant, with very small effect sizes ($p = 0.067$). Consequently, hypothesis H₁ has not been confirmed.

The H₂ hypothesis assumed that the higher the audience efficiency, the higher the level of message perception. Based on the results obtained: $p < 0.001$, it can be concluded that the relationship indicated in the hypothesis is confirmed.

Hypothesis H₃ assumed that the higher the creative freedom when interacting with the opinion leader, the higher the level of perception of the message by the audience. Based on the results obtained: $p < 0.001$, it can be concluded that the relationship indicated in the hypothesis is confirmed.

The unconfirmed hypothesis H₁ is of scientific interest; the reasons for the absence of the relationship between the two variables need to be further investigated.

Influencer recommendations can generate negative reactions if the recommendation is not the blogger's true opinion of the product. That is, advertising can be carried out in free form, on behalf of the opinion leader, but at the same time, he will be completely unfamiliar with what he is promoting. In such

a situation, the brand needs to be allowed to familiarize itself with the product. Leave the influencer for full review. In order to fully disclose the advantages and disadvantages of the advertised product, the influencer must try it on himself.

The audience of the brand, like the audience of the influencer, must be active and correspond to the same interests. Subscribers of a company that advertises a product through an influencer should not conflict with blogger subscribers.

Implications

A blogger with an audience of many thousands is already familiar to his subscribers: they know his preferences, emotional portrait and behavior habits. In this regard, the audience will easily appreciate the sincerity of the influencer. If the blogger does not inspire confidence, subscribers will be negatively disposed towards both the blogger and the brand. In this regard, the brand must take responsibility for its choice and accept that the influencer not only can but also must express his sincere impression of the product, which can be both positive and negative. The brand needs to "allow" the influencer to give honest feedback. In this case, if the product is really bad, it will improve it so that consumers are satisfied.

If we talk about the customer, the feedback from other customers related to working with influencers can also influence the choice of the right one. Here it is worth paying attention to the conscientiousness of the work and adherence to deadlines. If the company had difficulties in work, communication and advertising did not find the expected response and coverage, then it is worth considering working with an opinion leader.

The hypothesis about the level of trust was not confirmed, since it is more subjective in nature, however, the risks can be minimized if we conduct an honest policy in relation to the audience. If a brand is conscientious not only in the production of a product or service, but also in its promotion, then the audience will be more supportive, despite the presence of some negative comments.

An effective audience affects an advertising campaign positively when both the influencer's audience and the audience of the brand itself are involved. You need to work with famous people whose followers are interested in the brand's products. For example, a well-known blogger who talks about politics, music, or animals will definitely not help in promoting mascara.

Conclusion

At the moment, opinion leaders are quite an interesting subject for research in the marketing field. More and more publications are trying to immerse themselves in the environment of blogging and promoting goods or services with the help of influencers, and to identify its principles and laws.

Many organizations make friends with certain people, it can be periodic, but constant cooperation or ambassadorship (Muravejko and Lazarev, 2020). Both types are beneficial for both bloggers and organizations – both parties know what to expect from the other, whether it is possible to count on being binding. But achieving this level of partnership is not easy at all. The result that delivers efficiency requires hard work from the company.

First of all, it is necessary to show and prove to the influencer that the offered product or service is of high quality and will not play a cruel joke, it is also worth influencing his impression of the brand itself – not only demanding advertising, but also maintaining positive emotions, giving gifts and providing various bonuses.

There are several key factors in working with bloggers. The most important is the respect and loyalty of subscribers. It is very important how the audience is ready to unquestioningly trust the leader and follow his recommendations. The higher the loyalty, the more likely it is that people, among many other products and services, will choose what the leader advised them.

The second, no less important factor is personal relationships. If a blogger and a company have misunderstandings or a conflict with the company, they would rather refuse a profitable offer than go against their principles.

And the third principle is the internal connections of bloggers. Influencers are people too, especially as described above, one of their distinguishing features is that they have many connections.

However, even if you succeeded in attracting a blogger, you should think in advance about his retention. After all, the human factor plays a significant role here – if at first a person works with a brand out of interest, then it must be warmed up so that the chosen candidate does not go over to competitors. Therefore, it is worth deciding in advance on the tools that the brand will use to strengthen the relationship.

Limitations/Further Research

During the testing of hypotheses, the postulated hypothesis H₁: “The higher the level of trust in the opinion leader, the higher the level of perception of the message by the audience” was not confirmed. The reasons for the lack of relationship between the variables "Level of trust in the opinion leader" and the variable "level of perception of the message by the audience" is of scientific interest. In the future, it is planned to conduct a qualitative research using in-depth interviews among market experts in order to study these reasons.

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