

Czech University of Life Sciences Prague

Faculty of Economics and Management

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Bachelor Thesis

**Analysis of Digital Marketing Impact on Local
Firms: Case Study of Czech Influencers**

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BACHELOR THESIS ASSIGNMENT

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Business Administration

Thesis title

Analysis of Digital Marketing Impact on Local Firms: Case Study of Czech Influencers

Objectives of thesis

The ultimate objective of the thesis is understanding if domestic companies and subsidiaries of international organizations tend to cooperate with Czech influencers and content creators from Instagram for promotion of their service.

For this purpose, the author will create a special set of criteria to evaluate the cooperation between influencers and firms and further on, the author will distribute an online questionnaire to Czech influencers in order to obtain information from them suitable for hypothesis testing.

Consequently, the author tests the following hypotheses:

1. Czech influencers and domestic firms work closely and quite frequently.
2. Domestic firms tend to cooperate more with female influencers.
3. Beauty influencers are the ones that cooperate with companies more often.
4. Promotion and advertisement contracts from firms make the biggest amount of revenues of influencers from the online platform they are using.

Methodology

In order to reach objectives and aims described in the earlier chapter, the author primarily uses a quantitative approach in her study, which will be represented by an analysis of an online questionnaire results distributed to Czech influencers online. Consequently, the author analyzes results of the given questionnaire using a piece of statistical software called SPSS, where the author will perform hypothesis testing using Chi-Square tests and Fisher exact tests.

The proposed extent of the thesis

30-40

Keywords

digital marketing, Czech Republic, influencers, sales, firms, Instagram

Recommended information sources

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- PINTO, J. Equity asset valuation. Hoboken, NJ: Wiley, 2020. ISBN-13: 978-0470571439
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Declaration

I declare that I have worked on my bachelor thesis titled "Analysis of Digital Marketing Impact on Local Firms: Case Study of Czech Influencers" by myself and I have used only the sources mentioned at the end of the thesis. As the author of the bachelor thesis, I declare that the thesis does not break any copyrights.

In Prague on 15.03.2023

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Analysis of Digital Marketing Impact on Local Firms: Case Study of Czech Influencers

Abstract

The ultimate goal of the following thesis is to understand if domestic companies and subsidiaries of international organizations tend to cooperate with Czech influencers and content creators from Instagram for the promotion of their service. For this purpose, the author will create a special set of criteria to evaluate the cooperation between influencers and firms and further on, the author will distribute an online questionnaire to Czech influencers in order to obtain information from them suitable for hypothesis testing. In order to reach the objectives and aims described in the earlier chapter, the author primarily uses a quantitative approach in her study, which will be represented by an analysis of online questionnaire results distributed to Czech influencers online. Consequently, the author analyzes the results of the given questionnaire using a piece of statistical software called SPSS, where the author will perform hypothesis testing using Chi-Square tests and Fisher exact tests.

Consequently, the author reaches the conclusion that having influencer profession as a main source of income and ever being contacted by a company to promote products **are related**; having paid promotions as the main source of income and being satisfied with the growth of one's social media **are related**; being criticized by one's audience and being satisfied with the growth of social media **are not related**; having paid promotion as the main source of income and gender **are not related**; having paid promotion as the main source of income and age **are not related**; time of being involved in Instagram blogging and income **are related**; frequency of being contacted by companies and gender **are not related** and frequency of being contacted by companies and age **are not related**.

Keywords: digital marketing, Czech Republic, influencers, sales, firms, Instagram

Analýza vlivu digitálního marketingu na lokální firmy: Případová studie Českých influencerů

Abstrakt

Konečným cílem následující práce je zjistit, zda tuzemské společnosti a dceřiné společnosti mezinárodních organizací mají tendenci spolupracovat s českými influencery a tvůrci obsahu z Instagram pro propagaci svých služeb. Za tímto účelem autor vytvoří speciální soubor kritérií pro hodnocení spolupráce mezi influencery a firmami a dále bude distribuovat online dotazník českým influencerům, aby od nich získal informace vhodné pro testování hypotéz. K dosažení cílů a cílů popsanych v předchozí kapitole autorka ve své studii využívá především kvantitativní přístup, který bude reprezentován analýzou výsledků Online dotazníků distribuovaných českým influencerům online. Následně autor analyzuje výsledky daného dotazníku pomocí statistického softwaru s názvem SPSS, kde autor provede testování hypotéz pomocí Chí-Kvadrátových testů a Fisherových exaktních testů.

V důsledku toho autor dospěl k závěru, že mít povolání ovlivňovatele jako hlavní zdroj příjmů a někdy být kontaktován společností za účelem propagace produktů souvisí; mít placené propagační akce jako hlavní zdroj příjmů a být spokojen s růstem sociálních médií souvisí; být kritizován publikem a být spokojen s růstem sociálních médií nesouvisí; mít placenou propagaci jako hlavní zdroj příjmů a pohlaví nesouvisí; mít placenou propagaci jako hlavní zdroj příjmů a věk nesouvisí s propagací jako hlavním zdrojem příjmů a; doba zapojení do blogování Instagram a příjem spolu souvisí; frekvence kontaktu společností a pohlaví nesouvisí a frekvence kontaktu společností a věk nesouvisí.

Klíčová slova: digitální marketing, Česká republika, influenceri, prodej, firmy, Instagram

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1. Introduction

In the world of economics, companies are made up of subsystems that work together to achieve organizational goals, including marketing. Traditional marketing strategies have evolved to include new forms of marketing, such as influencer marketing, which has been utilized by notable figures like Mr Beast to reach audiences and promote products.

The author, like a great number of other individuals all around the world, has a strong interest in learning new things via the use of social media platforms like Instagram. Undoubtedly, Instagram has recently evolved into something that is more than just a typical platform for sharing photographs. A wide variety of content creators, influencers, and even businesses have discovered that this one-of-a-kind tool for communication and information sharing can be used to their advantage.

When it comes to influencers, it is safe to assume that they make primary use of such platforms in order to make themselves heard by the big audiences that they have built up, irrespective of where they now reside. Instagram provides businesses with a limitless number of opportunities to target their prospective clients by cooperating with trendsetters and influencers. These individuals have large followings and may encourage the members of their audiences to purchase a certain product or commodity.

It should come as no surprise that the current trends practised on the author's preferred social media platform prompted her to consider this topic as a potential field of research to find out whether marketing tendencies in the Czech Republic are somewhat similar to those in other European countries when influencers play a crucial role in the marketing strategy of any given company.

2. Objectives and Methodology

2.1. Objectives

The ultimate goal of the following thesis is to understand if domestic companies and subsidiaries of international organizations tend to cooperate with Czech influencers and content creators from Instagram for the promotion of their service. For this purpose, the author will create a special set of criteria to evaluate the cooperation between influencers and firms and further on, the author will distribute an online questionnaire to Czech influencers in order to obtain information from them suitable for hypothesis testing.

Consequently, the author tests the following hypotheses:

- 1. Sources of income and being contacted by companies are related.**
- 2. Having paid promotion as a main source of income and being satisfied with the growth are related.**
- 3. Being criticized by one's audience and being satisfied with the growth of social media are related (expectation: promotion through negative interactions makes you grow; negativity makes you express more and more people to provide reactions and increase the turnover of people).**
- 4. Having paid promotion as the main source of income and gender are not related.**
- 5. Having paid promotion as the main source of income and age are related.**
- 6. Time of being involved with Instagram blogging and income are related inside their area of specialization.**
- 7. Frequency of being contacted by companies and gender are related (with a higher frequency in women).**
- 8. Frequency of being contacted by companies and age are related (expectation: older than 25 have a higher frequency).**

2.2. Methodology

In order to reach the objectives and aims described in the earlier chapter, the author primarily uses a quantitative approach in her study, which will be represented by an analysis of online questionnaire results distributed to Czech influencers online. Consequently, the author analyzes the results of the given questionnaire using a piece of statistical software called SPSS, where the author will perform hypothesis testing using Chi-Square tests. Chi squares tests are based on the computation of the sum of squared differences between the observed and expected frequencies divided by expected frequencies.

Chi square value is calculated as:

$$\chi^2 = \sum \frac{(O_i - E_i)^2}{E_i} \quad (1)$$

The author then uses cumulative probability functions to calculate P value, which will be compared with the selected significance level of 5%. For situations when the expected count (expected frequency is less than five for 2x2 contingency tables), the author uses Fisher's exact test, which is calculated as:

$$\text{Fisher's } P \text{ value} = \frac{(a+b)!(c+d)!(a+c)!(b+d)!}{a!b!c!d!n!} \quad (2)$$

3. Literature Review

3.1. Digital Marketing

3.1.1. Essence

Before describing the current situation around Czech digital marketing, it is necessary to first indicate what it is and what its purpose is.

Digital marketing is a new branch of marketing, and because it has appeared quite recently, it is quite difficult to understand its full potential. Digital marketing is the creation and promotion of information through the use of social networks, websites, mobile applications, and emails. By and large, digital marketing is a purely Internet marketing service. In addition, the concept of digital marketing includes the promotion of information and content through various strategies, which can be paid, created specifically for this service and through digital channels created by the organization itself. These include Search Engine Optimization (SEO), Search Engine Marketing (SEM) and Pay Per Click (PPC). But the author of this work will talk more about them in the following chapters (Kritzinger, 2013).

Digital marketing, at its core, is one of the most prevalent systems that assist marketers all over the world in accomplishing their goals and objectives, highlighting the target audience of a product or service, and also includes the process of creating and working with a marketing plan, which, in turn, assists in reaching the desired audience and attracting it to an interest in a specific product. Digital technologies are present in practically every element of our lives, and as a result, digital marketing permeates virtually every facet of the business. This has a significant influence on the ways in which businesses engage with their clients and develop lucrative sales opportunities. Therefore, in order for a company to be competitive in the fast-expanding global internet market, it is necessary for that firm to have a digital marketing plan that has been carefully considered and effectively implemented.

It is important to bring attention to the fact that marketing is a very recent method of generating interest in a product, as it is a relatively new manner of promoting products in general. In the 20th century, marketing history started to emerge as a distinct subfield of

economic theory or, more accurately, applied economics. This is hardly surprising given that both ideas are intrinsically linked to one another and make use of fundamental notions such as supply and demand, benefits, exchanges, profit maximization, rationality, etc. As was mentioned earlier, digital marketing encompasses virtually all Internet-based services. However, since Internet marketing is also considered to be one of the subfields of marketing, it is essential to emphasize that digital marketing encompasses more than just Internet-based resources. In addition to television and SMS mailings, digital marketing may also involve other mediums such as computers and mobile phones.

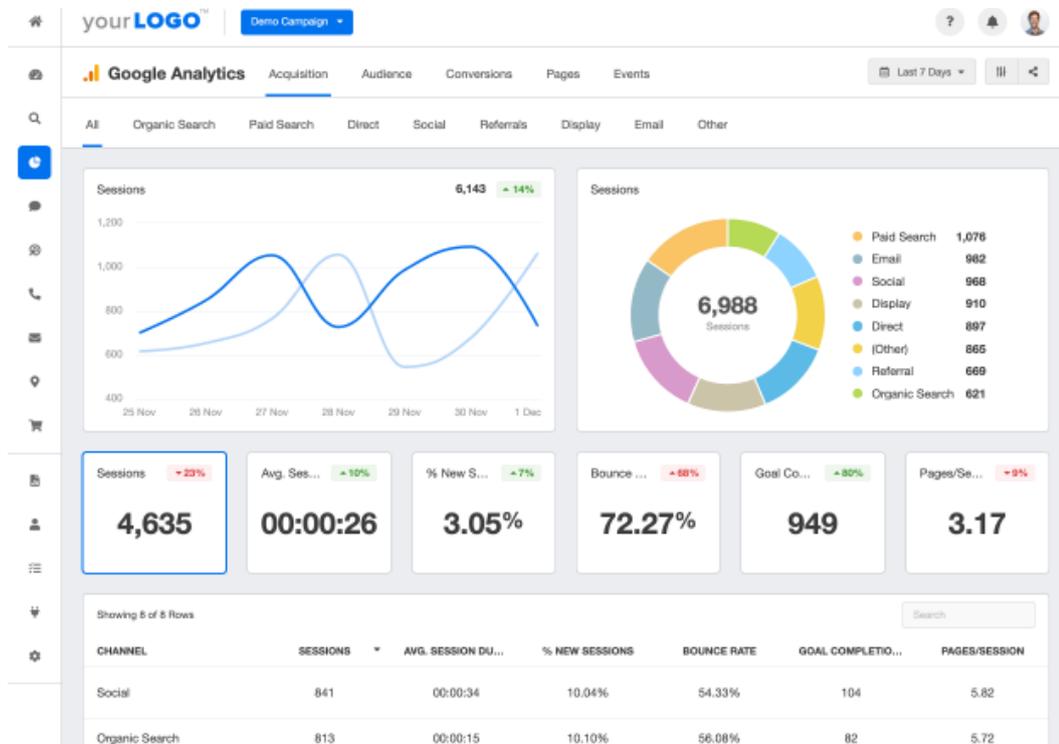
A product and brand can be introduced to a very small audience by utilizing the channel of digital marketing, which is a strategy of relatively high quality. Because there is a method to use contextual advertising, which may bring a pretty considerable rise in the audience if it is utilized, for instance, on prominent websites of this type of items, there is a way to use contextual advertising. If the younger generation is the audience that a product is intended for, then it will be quite simple to reach a large audience through the use of social networks and mobile applications such as Instagram, Tiktok, or YouTube. This will be because these platforms and applications are designed specifically for mobile use. At the present, one of the most common online activities is the production of "viral" videos, the goal of which is to accumulate a large audience via the use of engaging material and to spread over the platform. Because these topics cover a much wider range of topics than they may appear on the surface, the author of this work will continue to discuss them in later chapters of the work. It is also important to remember that social networks are not only a "habitat" for young people; rather, they are utilized by a very big number of people of all ages (Bruine de Bruin, 2020). Because of this, marketing any product through a social network is a relatively excellent approach to getting in touch with regular consumers. After elaborating on the fundamental aspects of digital marketing, the author of this work would now like to discuss the numerous benefits and drawbacks that are concealed by this kind of marketing.

To begin, it is important to emphasize possibly the single most noticeable benefit of utilizing digital marketing, which is referred to as Big Reach. Digital marketing has several advantages over traditional approaches, but one of the most significant advantages is the

capacity to communicate with a big audience regardless of their location. Considering that around 65% of the world's population, or approximately 5 billion individuals, have access to the internet, one can confidently infer that digital marketing has a pretty wide reach in concept (Data Reportal, 2022).

A company is able to measure the results of someone's digital marketing efforts, which is another extremely significant advantage of this form of marketing. There are currently a sufficient number of systems available that are able to do these analytics and display the results, such as the total number of users that clicked on a specific link. In this particular scenario, people may use Google Analytics as an illustration because it is a tool to which any person who uses a Google system has access (Figure 1). Anyone will be able to comprehend and recognize the marketing channels that generate the most revenue with the assistance of this function. Additionally, the company will be able to optimize the marketing plan along the road in order to advertise it and cut any potential expenses.

Figure 1, Example of Google Analytics page



Source: Agency Analytics, 2022

The ability to receive feedback in a timely manner is another one of the most advantageous aspects of digital marketing. As was just discussed, there are a sufficient number of services that offer analytics and provide quick feedback to consumers via e-mail, social networks, instant messengers, and live conversations on the website.

If the author is discussing digital marketing, then it is reasonable to presume that they are making use of the most recent technological advancements, which have made a number of tasks much easier to perform at the present time. For instance, the creation of bots and their subsequent usage in conversations enables the complete automation of e-mails, feedback, and the employment of so-called intelligent assistants. This strategy reduces the amount of mundane work that employees are required to complete, so relieving them of some of their responsibilities. In addition, it saves time for marketers and other staff.

After discussing the benefits of digital marketing, it is necessary to also bring attention to the fact that it has a number of drawbacks.

The disadvantage of big reach is that all merchants want to take advantage of these opportunities. As a result, it is difficult for marketers to showcase their advertisements and make customers interested in a brand image or the goods of a firm. A substantial disadvantage is presented by the presence of a big number of competing products and services that make use of the same digital marketing channels, tactics, and methodologies. It is also a fact that consumers can suffer harm at the hands of digital technologies if the technologies are utilized irresponsibly or for nefarious goals. This harm can take the shape of a loss of information's confidentiality as well as direct financial losses.

Of course, the author should mention the "low cost" of contact with the customer and the availability of this contact owing to the many methods of communication that were discussed before, it is essential to keep in mind that the author is discussing mass communications. Digital media, similar to television advertising, offers greater options for mass contact with more people at the same time. However, the cost of focused contacts and personal conversations is expensive in digital marketing as well, indicating that the cost of such connections is rather high overall. One of the issues that arise from the existence of digital marketing is the fact that digital teams of managers sometimes have limited room and

time to both inform and advertise. In contrast to television commercials, which may have 30 seconds each commercial, digital ads will often be restricted to 100 characters or an attention duration of around 2 seconds. This difference will undoubtedly have an effect on the amount of attention that is given to a company's product and brand. The world is currently moving at a breakneck speed, and progress is keeping up with that pace. Obtaining "immediate feedback" is likewise a challenging and time-consuming endeavour. Due to the ease with which one may obtain a person's contact information, there is a strong temptation to desire quick feedback without taking into consideration the interests of the individual in question. Because of this, spam is quite common in the digital world. Spam refers to fraudulent techniques of gaining information about consumers and forcing communication against a person's will.

It is essential to have a solid understanding of the fact that automation entails the execution of certain algorithms through a programming interface. Automation is only useful when a person (the operator) has set a specific job and there is no room for error in the method that is used to do it. The only time when the automated performance of ordinary tasks is beneficial is in these circumstances. Otherwise, the notion of "budget drain" is a prevalent problem in digital marketing. This occurs when, by depending on automation, a marketer not only fails to meet marketing goals but also leads the organization to losses or costs that are not justified. As a result, it is reasonable to assert that digital marketing is not yet as straightforward and risk-free as it could appear to be at first look. Every approach and source of information has both advantages and drawbacks. However, it is essential to note that all of these marketing channels and resources can only result in success in the hands of a marketer who is knowledgeable, experienced, and professional in the field. The many aspects of digital marketing will be elaborated upon in the following paragraphs.

3.1.2. Segmentation

The process of dividing various potential consumers into distinct categories is known as market segmentation. This enables businesses to create more effective marketing strategies that are tailored to meet the requirements of each of the different types of customers (Beane, 1987).

The ability to categorize and target different types of customers is essential to the success of any digital marketing plan. If a company want its internet marketing system to be successful, the first thing that needs to do is to gain a solid understanding of the qualities that define the market segment that intend to enter. The rapidly shifting information environment that is the Internet has a considerable influence on the methodologies and approaches that are used to research consumers. And for smaller businesses that are only able to satisfactorily meet the requirements of a specific subset of the target market or individual market niches, the strategies and techniques used for marketing segmentation not only determine whether or not they will be successful in the target market, but also whether or not the organization will be able to continue to exist in its current form over the course of the long term. The elements that have been found provide credence to the need for study directions concerning methodologies and approaches of digital marketing segmentation for small companies. The core meanings of the term "market segmentation" include a more in-depth description of the split of the market into distinct but similar sectors of the market. When it comes to the implementation of the process of market segmentation, the characteristics of digital marketing technologies consist of a larger set of information about the Internet user and the primary characteristics of segmentation in comparison to the characteristics of traditional marketing (Schlager, 2022).

The advantages that may be gained by an organization because of market segmentation are the primary reason for its significance and the author will include some of them below.

Creating a connection between the customer and the product or service that the business is offering. Associating a customer with a certain brand or business will be able to boost sales, enhance the quality of the services offered, obtain greater placement, and a variety of other benefits. The loyalty shown by the customer clients is difficult to get, but if a company can determine the sort of individual who is interested in their product, work will become somewhat simpler because all of the company efforts towards full understatement of client's interest will be geared at developing a relationship with that segment of the market. It is important to keep the customer on board. It is not as important to make a single sale as it is to provide the impression to the consumer that there is no other brand that can be compared. At this rate of using digital marketing, it's important to think about all the things

besides the quality, because using production only in this day and age is not enough to make any business profitable. Of course, the author cannot say that nowadays any firm that doesn't have any digital fundament and any support to their organization in terms of all the systems and services that marketing is now accustomed to. Gaining the business of new customers is a business that wants to expand, one of the first things it does is look for new consumers. To do this successfully, it is essential to divide the market according to the specific type of client that the business is trying to attract.

Segmentation in digital marketing provides the marketing team with a multitude of options to collect the information they want in order to design the ideal approach. Email marketing, automated marketing, retargeting, and several other digital tactics are at the company disposal. One other thing to think about in relation to the significance of segmentation in advertising is the fact that it will assist in effectively emphasizing material that is useful. Today, because of advances in both social media and technology, people have access to a tremendous quantity of information that, if utilized effectively, will help the expansion of business. To do this, will need to devise criteria that will enable the marketing team to sort through the debris and remove everything that may be put to productive use while simultaneously getting rid of anything that is useless.

3.1.3. Targeting

The process of selecting prospective buyers of a product or service that a company has an interest in selling to is known as targeting. The process of segmenting the market, picking the segments that are most suited, and deciding the items that will be supplied in each segment are all included in the targeting strategy (Schlegelmilch, 2022). It is essential to place an emphasis on the objectives of targeting as well as the benefits it offers in comparison to other marketing services.

Boost the percentage of conversion. If a company shows an advertisement to each individual in succession, the conversion rate will be quite low. People may view the advertisement, and they may even click on it, but they won't purchase the product even if they do so. A good illustration of this is the practice of marketing children's goods to adults who do not have kids. Targeting will assist increase the outcomes of an advertising campaign, regardless of the aims of the campaign, which may include interaction, purchases,

subscriptions to an account, or even other actions. Only those individuals who are most inclined to engage with the brand will be exposed to the advertisements.

Reduce the cost of promotion. A low conversion rate will result in increased advertising expenditures. When businesses place a bid for views, they are required to pay for the visibility of the advertisements to people who are not part of the target audience. Non-targeted users have the effect of lowering the click-through rate (also known as the CTR), and the CTR has a direct correlation to the cost of each click (Yang, 2022). First and foremost, one has to be aware of the target market for their products or services; only then can the business pick the approaches and methods that are most pertinent to each market group. The audience can be narrowed down through targeting, functional processes may be identified, and the budget can be optimized as a result.

Seek additional clients. Targeting makes it possible to reach a larger audience and acquire new clients. One may discuss company's brand or product with individuals who are not familiar with anything connected to the product yet, while at the same time fitting the profile of the ideal customer. For example, the creation of look-alike communities is a service that practically all big advertising platforms offer (Popov, 2018). This tool scours the internet for individuals whose habits are comparable to those of company consumers but who haven't yet engaged with the brand.

Increase the brand awareness level. The company may construct a strategy consisting of many interactions with prospective clients by using customized advertising. These people were more likely to recognize the brand than any of their competitors if they find themselves in need of their product or service.

Communication with customers should be personalized. Companies are able to display advertisements that relate to the needs and concerns of the most specific audience segments. When it comes to the marketing of a new product, these aspects play a vital role. Because an efficient marketing plan incorporates the utilization of all of them, simply cannot turn a blind eye to any of them.

It is also important to note that targeting has three steps that provide quality in the production of a successful marketing system.

The first thing that has to be done is **segmentation**, as the author mentioned before. This is the process of breaking up the total audience into a number of smaller groups known as segments. They are comprised of users whose requirements and interests are compatible with one another. The marketing team won't be able to proceed to the next stage of the process if they do not separate the data appropriately (Camilleri, 2018).

Targeting is the second stage that must be completed. The company will now be able to build plans and techniques to assist businesses to interact with people in a manner that is more successful now that the audience has been segmented. Performing an in-depth analysis of each submarket, sketching up a customer profile for that market, and then going to work by developing the most compelling advertising offers for each of those submarkets. In this approach, companies are able to target different subsets of the audience by utilizing the strategies that are most applicable (Camilleri, 2018).

The positioning is the ultimate final stage. Due to the fact that a company's position in the market is contingent on its performance, this stage is of the utmost importance. The mission here is to encourage potential clients that the product or service offered by the business is their best option. It is imperative that the company's product has an image of a company in the brains of the target audience. Explain to them the many advantages of utilizing any goods and make an effort to cater to all of their requirements. Coca-Cola is an example of a brand that has been effective in achieving this since the name of this company immediately comes to practically everyone's mind when they think about soda (Camilleri, 2018).

3.2. Influencers

This segment has a rather interesting structure, because despite the fact that almost every person has the opportunity to exert some influence to a greater or lesser extent on the

image and brand of the company using their social networks, at the same time, the reach that an ordinary person has been reduced to a modest circle of his relatives and friends, who most often have a fairly similar set of interests and opinions. In this case, the influence of people with a fairly large audience becomes much more important than the opinion of people without this audience, as influencers reach several online communities, media, other influencers and, most importantly, the end consumer.

The ability to communicate and maintain contact with their followers is one of their core skills. An influencer needs to know their audience and the language they use. This is because they need to know how to tailor their message. Thus, they also have the ability to build trust and reciprocity. It is the ability to convey intimacy and establish lasting relationships. This is because showing empathy and likeness to followers is the key to influencing them. It is important to note that recently such influencers who have somewhat similar living conditions are gaining more and more popularity, for example, people who blog about travelling to different countries with a rather modest budget, since the majority of the audience still does not have great opportunities and therefore it is important for them to be aware of those aspects that can simplify or help save on certain services. That is why it is also about demonstrating important knowledge on a particular topic while keeping their messages consistent. So, a very positive thing about their job is that they are able to anticipate the questions that potential buyers might ask about the products they are promoting.

The introduction of digital marketing has resulted in the development of a lot of innovative strategies for the promotion of marketing in general as well as all its subfields. The emergence of influencers as a new phenomenon counts as one of these recent advances. The word "influencer" originates from the word "influence," which indicates that these individuals have a high level of both devotion and popularity within audiences (Brown, 2008). Bloggers are the most common term for these individuals, who are frequently referred to as the so-called stars of the Internet because their opinions may influence the opinions of many people. It would be silly to deny that the current consumer culture has become quite frivolous; yet, in the past, the quality of the goods determined whether it was popular, these days, the popularity of the product determines whether it has quality. For example, Donald Trump, was a figure who achieved tremendous success, and, in some sense, it was his

popularity that led him to the presidency in America, as he was perhaps the first person who could prove that with a certain amount of work over your image and popularity, you can inspire people with things that are quite important for the state, such as becoming president (Rahyadi, 2020).

In addition, it is essential to point out that advertising in and of itself has become much simpler for adults to comprehend. This is because almost everyone is aware of the fundamentals of advertising, including the fact that many businesses omit certain statements from their commercials to pique consumers' interest in their products and make as much money off them as they can. People stopped trusting advertising as soon as this market became "dirty," and this is the reason why purchasers have less trust in direct advertising in the media and are increasingly listening to influencers who share their values and have a specific relationship with their audience. The audience is more likely to trust new items and businesses when they are recommended by influencers. Simply said, influencers are those who can impact public opinion and establish trends (Qian, 2022). Because of this, there is a specific kind of marketing that is centred on collaborating with influential people called influence marketing.

Companies have started turning to influencer marketing after realizing the impact that influencers have on the audiences they serve. The more faithful a person's audience is, the more eagerly advertisers will approach that individual with their products. This type of partnership is referred to as advertising integration in the business world.

3.2.1. Phenomenon

The ability to create a trend is the main characteristic of an influencer. This person must be able to convince the potential customer to buy, consume and recommend the product. And for all this, an influencer must be good at storytelling and creating content (videos, images, articles, and opinions). This maintains a certain level of quality and generates interest from the public they want to reach.

In any case, this phenomenon has both positive and negative impacts. It is important to single out those examples that have shown what paths of development and movement of influencing can be.

Malala Yousafzai, a Pakistani campaigner for female education and the youngest Nobel Prize recipient, is a great example of an influencer's good effect. Malala gained worldwide attention when she, as a teenager, protested the Taliban's ban on girls' education in her native Swat Valley, Pakistan. Malala began her advocacy at the young age of 11, when she created a blog for the BBC about her experiences living under the Taliban (rf). In 2012, she was wounded in the head by a Taliban gunman while on her way to school, garnering international attention. Malala miraculously made it through the attack and is now a leading advocate for girls' education throughout the world. The impact of Malala is vast and varied.

Figure 2, Malala Yousafzai



Source: People, 2017

As a result of her example, many people, especially young people, have become more vocal in their pursuit of social justice. She has also done her part to promote the value of education, especially for women, and to open doors for individuals who otherwise might not have had them. Malala launched the Malala Fund with her father to promote policies and initiatives that protect girls' access to education in places where it is threatened. Grants totaling millions of dollars have been distributed by the fund to groups actively striving to expand educational opportunities for girls in countries including Nigeria, Pakistan, and Syria. Malala has become an advocate for education for girls and a guide to many young people throughout the world. Their lives have been changed by her example of fortitude in the face of hardship. Ultimately, Malala's impact has been profound, shifting public opinion on the value of education and inspiring a new generation to become agents of change. She is one of the most important positive influencers of our time because her message of hope and resilience continues to connect with millions of people across the world.

Figure 3, Instagram comments after TanaCon.



Source: Buzz Feed, 2018

A paradigm story is the story of YouTuber Tana Mongeau. She is a girl with over 5.4 million followers on YouTube and about 6 million followers on Instagram. At one point in her career, she decided to create a small festival, the essence of which was for people to come and see and talk with their idols. Tickets were put up for sale almost immediately, but the whole technical and logistical part of the issue was completely undeveloped. As a result,

people bought tickets, but the venue that was planned for this event did not at all correspond to the number of people who wanted to attend this festival. As a result, about 70% of people stood for a huge amount of time at the entrance to the centre and simply lost money, because in the end they were not allowed in (Kircher, 2018). The image below shows what the feedback for this event looked like. This is a real demonstration that the number of subscribers a person has does not always mean a loyal audience or potential customers. There are, for example, tools that allow buying followers to become fake influencers.

Figure 4, Accommodations of Fyre Festival on the first day.



Source: BBC, 2016

Another very notable event was the Fyre Festival. This festival and the very essence of this project and the subsequent outcome is perhaps the most striking example of what the evil intent of those who created this festival can bring.

This festival was perhaps the most luxurious and vibrant event of the 2016 year. But the Fire festival, which described itself as the best event in all aspects, ranging from a wide range of fine cuisine, the advertising of this festival was almost everywhere. Tickets sold for between \$1,500 and \$400,000 and were sold out within 48 hours of the announcement of the launch of ticket sales. But the whole story turned into a nightmare. Due to the extremely ill-conceived preparations for the event, poor organization, and failure to meet the deadlines for construction and arrangement of the territory of the island, the Fyre Festival turned out to be

a catastrophic failure. As a result, those people who first came to this island found themselves in a situation where they have nowhere to live, and nothing to eat, and leaving this island becomes a problem much more than it might seem at first glance. After just a few hours, almost all the famous artists announced that they would not perform at this festival and literally in a matter of hours, this festival turned from the "best festival of all time" to the "worst festival of all time".

However, despite these dangers, 49% of consumers seek buying advice from social media influencers, according to a 2016 study by Twitter. In addition, 20% said they bought after seeing some influencer's tweets (Karp, 2016). This study also shows that the areas most affected by this type of marketing are politics, society, and fashion. The most commonly used social networks are Facebook, Twitter, and Instagram.

3.2.2. Current Development

For now, it's important to note that influencer marketing continues to grow, with spending on influencer marketing growing 42% in 2021 to \$13.8 billion. By the end of 2022, it is projected to reach \$15 billion (Masuda, 2022). Therefore, the author can safely note the fact that this type of marketing brings great results and works as a rather bright and large-scale type of creating interest in the product and its payback. Below are several types of this marketing segment that influencers can also be divided as follows:

Influencer bloggers. People who actively develop their accounts in various social networks to attract an audience. Most popular niches:

Fashion bloggers. They specialize in content dedicated to style and fashion trends. Most often advertise brands of clothing, accessories, and perfumes.

Beauty bloggers. They rely on cosmetics and personal care products, as well as makeup, tattooing, hairdressing, etc. As a rule, they advertise cosmetic brands.

Travel bloggers. They specialize in tourism. The content covers travel, and cultures around the world, and often relies on high-quality visuals. They advertise, as a rule, equipment, goods for hiking, hotels, etc. For example, Brooke Savard explores different parts of the world.

Lifestyle bloggers. They demonstrate a certain lifestyle, share their life hacks, and thoughts and help instil certain habits in the audience. They can advertise food, brands, digital technologies, gadgets, and cosmetics if they relate to their life concept.

Food bloggers. They specialize in cooking (recipes) or tastings, the restaurant business.

Fitness bloggers. They write about healthy lifestyles, sports, exercise, fitness and health. They advertise healthy supplements, vitamins, and food. For example, coach Amanda Bisk.

Celebrities. Actors, models, singers, journalists, etc. People who are known not only in social networks for their blogs but also often flashed in the media, as well as being part of a certain elite.

Creators. Creative people who generate content or products. This includes artists, designers, musicians, writers, etc. A creator can also be a celebrity at the same time.

Experts. Professionals in their field, are known in a certain niche. Examples: lawyers, marketers, doctors, stylists, etc.

Personal brands. Personalities with a well-known and "strong" image, are associated with a certain type of activity. For example, Elon Musk, is associated with the space industry (Miranda, 2022).

It is also important to note that the rapid rise in popularity and scale of the use of advertising and promotion of a product or brand, such as the use of influencers, was also affected by covid. This is because many forms of advertising during these periods of the pandemic became completely useless because people were unable to leave their apartments, and online communication among brands and potential buyers has become almost the only way to create a dialogue. And because the influence of influencers on marketing has been growing over the past few years, at a time when the pandemic, while not completely leaving the planet, has taken a few steps back, one cannot underestimate the potential that it has shown and how many different types of product promotion it has created. And since the pandemic has taken a few steps back, one can also not underestimate the potential that it has shown.

3.2.3. Instagram in the Czech Republic

It's crucial to realize that this form of advertising is not tied to any certain country and is instead expanding to all nations where people have easy access to the web. Since the influencer phenomenon is expanding regardless of nationality, it is challenging to pinpoint its growth or the specifics of its migration in the Czech Republic. However, the author of this research would like to draw attention to a few recognizable figures in Czech popular culture who have achieved remarkable notoriety and are frequently employed by major corporations as spokespeople. The influencers that will be presented are Nikola Čechová, Karel Ková and Anna Šulcová.

Figure 5, Nikola Čechová



Source: Aha!, 2022

Lifestyle blogger and "Breakfast with Nova" (Snídaně s Novou) host Nikola Čechová has 750k Instagram followers. Nikola has a Czech language blog where she discusses trends, travel, and culture in Prague and abroad. The blogger also hosts charity bazaars like the "Kup si kárnu" event, to which kind individuals donated gently used goods like clothing and books. The crew gave all of the money they made to the people of Elpida so they could provide for the elderly. Both the Nikolásky podcast and the Local apparel line are Nikola's

original creations. The girl hosts a podcast in which she and her pals talk about their professional lives and travels.

Blogger Karel Kovář, sometimes known as Kovy, has amassed 900k subscribers on YouTube, while also having 800k followers in Instagram. Karel captures lifestyle and entertainment, reports on news from the Czech Republic and throughout the world, and shares stories from his trips through film. Kovy earned named blog of the year in the Czech Republic and also is placed 17th in the ranking the "The Most Influential Czechs" by Forbes (rf). Kovy was captivated by the crowd because of their candour and participation. The blogger frequently appears on Czech variety shows. Furthermore, he is not shy about sharing his political beliefs or his involvement in social movements, either offline or online.

Figure 6, Karel Kovář



Source: CSFD, 2022

Anna Šulcová has amassed 967k Instagram followers and 485k YouTube subscribers. Anna's attractiveness and candour have made her a hit on social media. Her YouTube channel has vlogs in which she discusses her regular life and some of the most beautiful locations throughout the Czech Republic and Europe. Anna ranks high among the most important people in the Czech Republic. The girl has won the Czech Social Award for Blogger of the Year for the past four years running (beginning in 2017). The Czech edition of Forbes magazine ranked Anna as one of the country's highest-paid bloggers in 2021, with an annual salary exceeding 5 million crowns.

Figure 7, Anna Šulcová



Source: CSFD, 2022

In conclusion, the author would like to point out that apart from well-known actors, musicians, but also influencers who are associated only with certain countries, such as the two examples above, the phenomenon and full influence of this profession has not only a wide scope, which increases with each during the day, but their ability to communicate with the masses allows them to sell products and create interest in them among their followers.

4. Practical Part

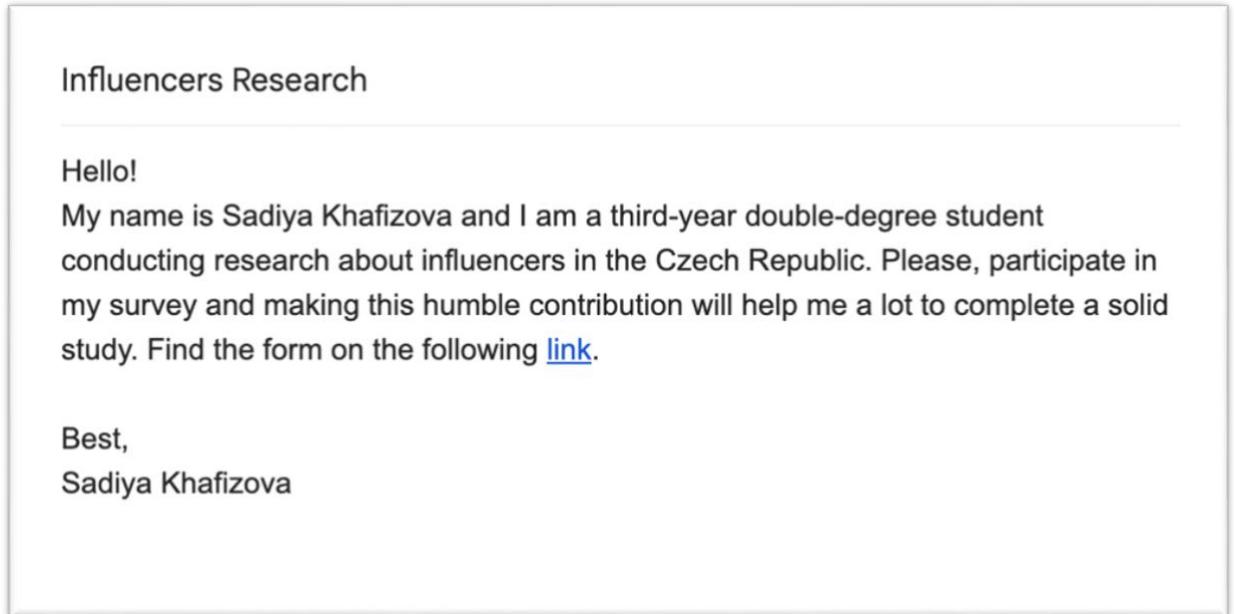
4.1. Criteria

In order to analyze relevant tendencies related to influencers in the Czech Republic, as well as to understand their situation in terms of cooperation with various brands, it is first vital to specify the scale of the study and specify the population that will be sampled by the author. The author considers small-medium size primarily Instagram-based bloggers (but not exclusively).

Yet, the author assumes that in the case of a given influencer with the main focus on other platforms such as TikTok, they do also tend to have relatively prominent Instagram accounts as well. Yet, the author's main method of getting in touch with influencers was through the contact details published by the influencers themselves on their Instagram page.

Consequently, the author estimated the total population of small to mid-size influencers in the Czech Republic to be equal to 1,000 people, so she started to contact influencers based on the random principle, where all influencers of the Czech Republic, whose contact details were published, received the form and the author uses the first 50 recorded responses for her analysis. Below, the author presents a brief example of a typical letter that was sent to an influencer included in this study:

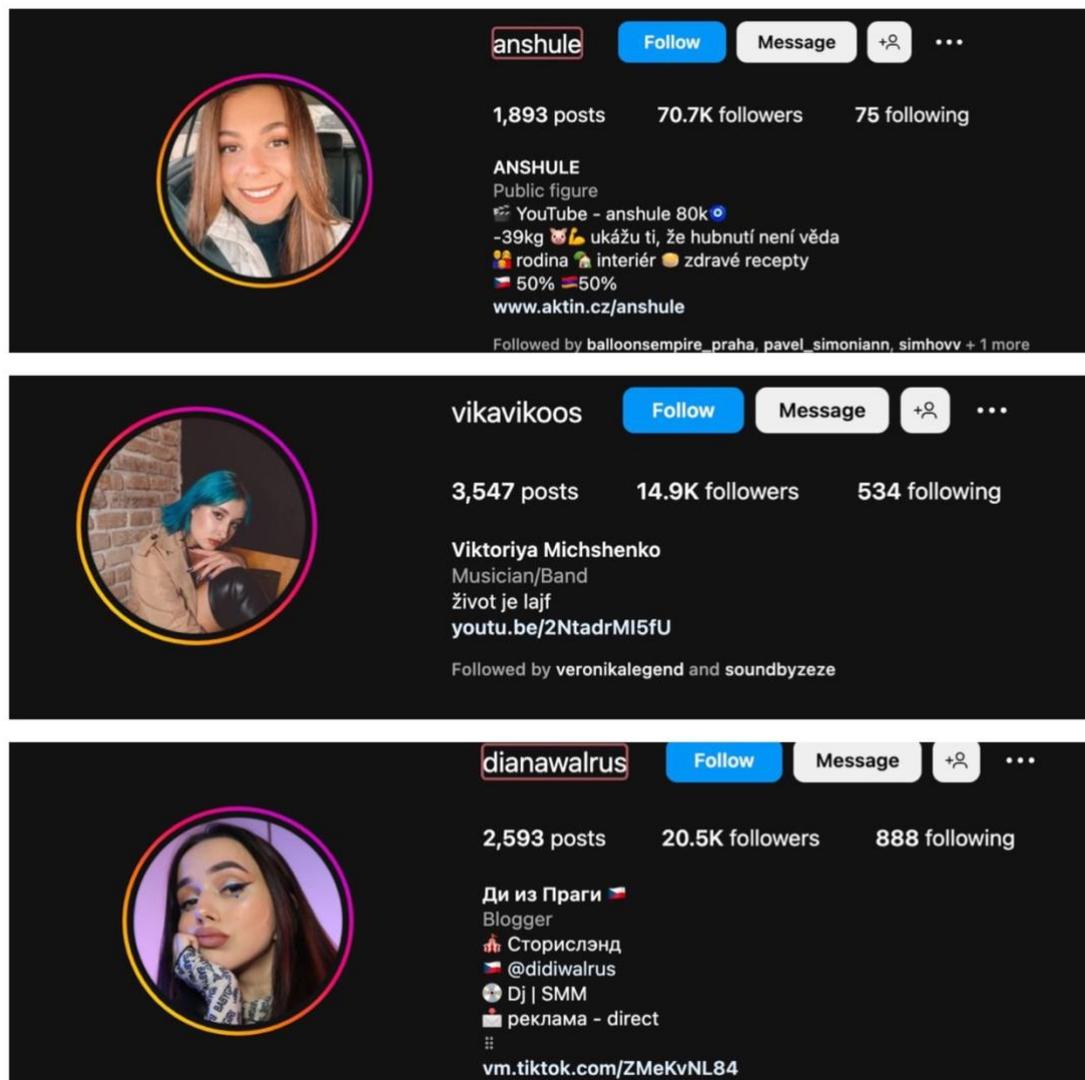
Figure 8, Template of email sent to influencers



Source: own research

In addition to that, the author presents an example of influencers that were selected for the study and contacted by the author:

Figure 9, Examples of selected influencers



Source: own research

Also, the author sets the criterion for the selection of influencers, whom she considers to be small-medium sized in terms of the Czech Republic – from 10 thousand followers up to 80 thousand followers.

4.2. Essence

The author's main idea lies in testing relevant hypotheses, which were already mentioned in the author's goals and objectives:

1. **Sources of income and being contacted by companies are related.**
2. **Having paid promotion as a main source of income and being satisfied with the growth are related.** The author estimates that a vibrant community may lead to paid promotions. Thus, the two variables would be related.
3. **Being criticized by your one's audience and being satisfied with the growth of social media are related.** The author's expectation is that promotion through negative interactions makes the influencer grow, since it gives visibility; some amount of negativity can help the influencer since there will be a lot of buzz around him or her. In the end, more users would be attracted to the influencer.
4. **Having paid promotion as the main source of income and gender are not related.** The author believes that gender has stopped being a factor that separates people and makes significant differences in the way how they act themselves and how they perceive their leisure.
5. **Having paid promotion as the main source of income and age are related.** However, the author believes that once people get older, they stop really to focus on influencer careers, as other responsibilities arise.
6. **Time of being involved with Instagram blogging and income are related to their area of specialization.** The author believes that longer someone works in the domain, more money he or she eventually gets by being active in that segment.
7. **Frequency of being contacted by companies and gender are related (with a higher frequency in women).** The author believes that women are more attractive for potential clients of influencers since their audiences are more represented by women, who are prone to go for different advertised services.
8. **Frequency of being contacted by companies and age are related (expectation: older than 25 have a higher frequency).**

Obviously, for the purpose of testing hypotheses, it is essential to first collect data based on the picture of a perfect respondent for the author's study. The author uses google forms as a main platform for collecting responses. Given the relatively low number of the selected population (just approximately 1000), the author was able to capture the sample, whose size is equal to 50. The breakdown of questions used by the author in her questionnaire is presented in the appendix of the following thesis.

The main approach to testing whether a relevant hypothesis is true or not is done with the help of statistical software called SPSS, where the author relies primarily on the Chi-Square test or Fisher exact test, depending on expected frequencies. Apart from conducting primary testing of hypotheses, the author also calculates relative risk for two categories selected for the testing.

4.3. Questionnaire Analysis

The author provides a quick overview of the dataset collected by her below:

Figure 10, A glimpse of the dataset

How often per year are you getting contacted by a given company to promote their products?	Which companies contact you more often?	Are you currently satisfied with the growth of your social media?
Less than 3 times	Domestic	No
Between 3 and 10 times	Domestic	Yes
Between 3 and 10 times	Domestic	Yes
Between 3 and 10 times	Domestic	Yes
Less than 3 times	Domestic	No
More than 10 times	International	Yes
More than 10 times	Domestic	Yes
Between 3 and 10 times	International	Yes
Between 3 and 10 times	International	Yes
Less than 3 times	Domestic	Yes
Between 3 and 10 times	International	Yes

Source: own research

Then, the author proceeds to the testing of the first hypothesis: *Sources of income and being contacted by companies are related.*

Figure 11 : 1st hypothesis testing

**Is paid promotions from companies your main source of income? *
Have you ever been contracted by a company to promote their products? Crosstabulation**

		Have you ever been contracted by a company to promote their products?		Total	
		No	Yes		
Is paid promotions from companies your main source of income?	No	Count	14	11	25
		Expected Count	10.0	15.0	25.0
	Yes	Count	6	19	25
		Expected Count	10.0	15.0	25.0
Total		Count	20	30	50
		Expected Count	20.0	30.0	50.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	5.333 ^a	1	.021		
Continuity Correction ^b	4.083	1	.043		
Likelihood Ratio	5.451	1	.020		
Fisher's Exact Test				.042	.021
N of Valid Cases	50				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 10.00.

b. Computed only for a 2x2 table

Source: own processing

Testing procedure:

Ho: Sources of income and being contacted by companies are not related.

Ha: Sources of income and being contacted by companies are related.

$A = 0.05$

Chi-square test (all expected frequencies are higher than 5)

Chi-square = 5.33

$P = 0.021$

$0.021 < 0.05 \Rightarrow Ho$ is rejected. Ha is assumed \Rightarrow relying on social media as a main source of income and being contacted by companies for paid promotion is related.

Then, the author calculates the relative risk:

Figure 12 : Relative risks for the 1st hypothesis

	Yes	No
Yes	19	6
No	11	14

RR1	1.72727273
RR2	0.42857143

Source: own processing

- The probability for a person with the main source of income in social media to have been contacted for paid promotions is 0.72 times higher than for the person not having paid promotion as the main source of income.
- The probability for a person with the main source of income in social media not to have been contacted for paid promotions is 0.572 times lower than for a person with the main source of income lying somewhere else.

Henceforth, the author concludes that the two variables are related and proceeds to the second hypothesis: *Having paid promotion as a main source of income and being satisfied with the growth are related*. Output is presented below:

Figure 13 : 2nd hypothesis testing

**Is paid promotions from companies your main source of income? * Are you currently satisfied with the growth of your social media?
Crosstabulation**

		Are you currently satisfied with the growth of your social media?		Total	
		No	Yes		
Is paid promotions from companies your main source of income?	No	Count	13	12	25
		Expected Count	7.5	17.5	25.0
	Yes	Count	2	23	25
		Expected Count	7.5	17.5	25.0
Total		Count	15	35	50
		Expected Count	15.0	35.0	50.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	11.524 ^a	1	<.001		
Continuity Correction ^b	9.524	1	.002		
Likelihood Ratio	12.531	1	<.001		
Fisher's Exact Test				.001	<.001
N of Valid Cases	50				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 7.50.

b. Computed only for a 2x2 table

Source: own processing

Testing procedure:

Ho: Having paid promotion as a main source of income and being satisfied with the growth are not related.

Ha: Having paid promotion as a main source of income and being satisfied with the growth are related.

$A = 0.05$

Chi-square test (all expected frequencies are higher than 5)

Chi-square = 11.524

P < 0.001

$0.001 < 0.05 \Rightarrow H_0$ is rejected. H_a is assumed \Rightarrow being satisfied with the growth of social media and having paid promotion as a main source of income is related.

Additionally, the author calculates relative risks:

Figure 14 : relative risks for the 2nd hypothesis

	Yes	No
Yes	23	2
No	12	13

RR1	1.91666667
RR2	0.15384615

Source: own processing

- The probability for a person with the main source of income from paid promotion to be satisfied with the growth of social media is 0.91 times higher than for the person not having the main source of income from paid promotion.
- The probability for a person with the main source of income from paid promotion not to be satisfied with the growth of social media is 0.847 times lower than for the person not having the main source of income from paid promotion.

Henceforth, variables are related.

The author proceeds to the third hypothesis: *Being criticized by one's audience and being satisfied with the growth of social media are related (expectation: promotion through negative interactions makes you grow; negativity makes you express more and more people to provide reactions and increase the turnover of people)*. The output is presented below:

Figure 15 : 3rd hypothesis testing

Have you ever been criticized by your own audiences for advertising something? * Are you currently satisfied with the growth of your social media? Crosstabulation

		Are you currently satisfied with the growth of your social media?		Total	
		No	Yes		
Have you ever been criticized by your own audiences for advertising something?	No	Count	4	15	19
		Expected Count	3.4	17.6	21.0
	Yes	Count	2	14	16
		Expected Count	2.6	13.4	16.0
Total	Count	6	29	35.0	
	Expected Count	6.0	31.0	35.0	

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.287 ^a	1	.592		
Continuity Correction ^b	.007	1	.932		
Likelihood Ratio	.293	1	.589		
Fisher's Exact Test				.680	.472
N of Valid Cases	35				

a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is 2.59.

b. Computed only for a 2x2 table

Source: own processing

The author wanted to test whether being criticized by his or her audience were related. However, the expected count is insufficient for 50% (two out of four) cells, as can be seen in Figure 14.

Thus, the hypothesis cannot be validated nor invalidated with Chi square.

However, the Fisher’s exact test could still be used, and that was what was used according to the following, and this is what the author and it remains to be tested as an open hypothesis.

testing procedure:

Ho: Being criticized by one's audience and being satisfied with the growth of social media are not related.

Ha: Being criticized by one's audience and being satisfied with the growth of social media are related.

$$A = 0.05$$

Fisher exact test (2x2 table and 2 cells' expected frequencies are less than 5)

$$P = 0.680$$

0.680 > 0.05 => Ho is not rejected. Thus, it is impossible to tell whether there is a relation or not between the two variables being criticized by one's audience and being satisfied with the growth of social media.

The author proceeds to the computation of relative risks:

Figure 16 : relative risks for the 3rd hypothesis

	Yes	No
Yes	14	2
No	15	4

RR1	1.10833333
RR2	0.59375

Source: own processing

- The probability for a person being criticized for paid promotion by his or her own audience to be satisfied with the growth of social media is 0.1 times higher than for a person not being criticized.
- The probability of a person being criticized for paid promotion by his or her own audience not being satisfied with the growth of social media is 0.407 times lower than for a person not being criticized.

Two variables are not likely to be related, yet the assumption of the author about slightly higher odds for influencers being criticized for paid promotions to be satisfied with their growth turned out to be partially true.

The author continues with the fourth hypothesis: *Having paid promotion as the main source of income and gender are not related.* The author proceeds to the testing:

Figure 17 : 4th hypothesis testing

What is your gender? * Is paid promotions from companies your main source of income? Crosstabulation

		Is paid promotions from companies your main source of income?		Total	
		No	Yes		
What is your gender?	Male	Count	13	7	20
		Expected Count	10.0	10.0	20.0
	Female	Count	12	18	30
		Expected Count	15.0	15.0	30.0
Total	Count	25	25	50	
	Expected Count	25.0	25.0	50.0	

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	3.000 ^a	1	.083		
Continuity Correction ^b	2.083	1	.149		
Likelihood Ratio	3.036	1	.081		
Fisher's Exact Test				.148	.074
N of Valid Cases	50				

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 10.00.

b. Computed only for a 2x2 table

Source: own processing

Testing procedure:

Ho: Having paid promotion as the main source of income and gender are not related.

Ha: Having paid promotion as the main source of income and gender are related.

$A = 0.05$

Chi-square test (all expected frequencies are higher than 5)

$P = 0.083$

$0.083 > 0.05 \Rightarrow Ho$ is not rejected. Having paid promotion as the main source of income and gender are not related.

Then, the author proceeds to the relative risks calculations:

Figure 18 : relative risks for the 4th hypothesis

	Yes	No
Male	7	13
Female	18	12

RR1	0.58333333
RR2	1.625

Source: own processing

- The probability for a male to have paid promotion as the main source of income is 0.417 times lower than for a female.
- The probability for a male not to have paid promotion as the main source of income is 0.625 times higher than for a female not to have been contacted.

The two variables are not statistically related to each other, but male influencers are still less likely to have been contacted for paid promotion offers by companies. Then, the author continues to the fifth hypothesis testing: *Having paid promotion as the main source of income and age are related:*

Figure 19 : 5th hypothesis testing

What is your age? * Is paid promotions from companies your main source of income? Crosstabulation

		Is paid promotions from companies your main source of income?		Total	
		No	Yes		
What is your age?	Less than 18	Count	2	6	8
		Expected Count	4.0	4.0	8.0
	Between 18 and 25	Count	11	11	22
		Expected Count	11.0	11.0	22.0
	More than 25	Count	12	8	20
		Expected Count	10.0	10.0	20.0
Total	Count	25	25	50	
	Expected Count	25.0	25.0	50.0	

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.800 ^a	2	.247
Likelihood Ratio	2.898	2	.235
N of Valid Cases	50		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 4.00.

Source: own processing

Testing procedure:

Ho: Having paid promotion as the main source of income and age are related.

Ha: Having paid promotion as the main source of income and age are related.

$A = 0.05$

Chi-square test (3x2 table)

$P = 0.247$

$0.247 > 0.05 \Rightarrow Ho$ is not rejected. *Having paid promotion as the main source of income and age are not related.*

The author does not calculate relative risks for this situation as the table has more categories and incidences than the previous four hypotheses. Then, the author continues with the sixth hypothesis: *Time of being involved with Instagram blogging and income are related to their area of specialization.* The results are presented below:

Figure 20 : 6th hypothesis testing

For how many years have you been involved in your current occupation? * What is your income? Crosstabulation

		What is your income?			Total	
		Less than 15,000 CZK	Between 15,000 CZK and 25,000 CZK	More than 25,000 CZK		
For how many years have you been involved in your current occupation?	Less than a year	Count	4	2	2	8
		Expected Count	1.4	3.0	3.5	8.0
	From 1 to 3 years	Count	3	7	4	14
		Expected Count	2.5	5.3	6.2	14.0
	More than 3 years	Count	2	10	16	28
		Expected Count	5.0	10.6	12.3	28.0
Total	Count	9	19	22	50	
	Expected Count	9.0	19.0	22.0	50.0	

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.914 ^a	4	.042
Likelihood Ratio	9.097	4	.059
N of Valid Cases	50		

a. 4 cells (44.4%) have expected count less than 5. The minimum expected count is 1.44.

Source: own processing

Testing procedure:

Ho: Time of being involved with Instagram blogging and income are not related to their area of specialization.

Ha: Time of being involved with Instagram blogging and income are related to their area of specialization.

$$A = 0.05$$

Chi-square test (3x3 table)

$$P = 0.042$$

$0.042 < 0.05 \Rightarrow Ho$ is rejected. Ha is assumed: *Time of being involved with Instagram blogging and income are related to their area of specialization.* However, the author believes that it might technically be related to the fact that people involved with a longer history of Instagram blogging are more likely to be older, and there is a positive correlation between age and income. However, the results suggest that there might be a real correlation between

the two. The author continues with the seventh hypothesis: *Frequency of being contacted by companies and gender are related (with a higher frequency in women).*

Figure 21 : 7th hypothesis testing

What is your gender? * How often per year are you getting contacted by a given company to promote their products? Crosstabulation

		How often per year are you getting contacted by a given company to promote their products?			Total	
		Less than 3 times	Between 3 and 10 times	More than 10 times		
What is your gender?	Male	Count	7	3	0	10
		Expected Count	4.6	3.4	2.0	10.0
	Female	Count	9	9	7	25
		Expected Count	11.4	8.6	5.0	25.0
Total		Count	16	12	7	35
		Expected Count	16.0	12.0	7.0	35.0

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.681 ^a	2	.096
Likelihood Ratio	6.453	2	.040
Linear-by-Linear Association	4.513	1	.034
N of Valid Cases	35		

a. 3 cells (50.0%) have expected count less than 5. The minimum expected count is 2.00.

Source: own processing

Testing procedure:

Ho: Frequency of being contacted by companies and gender are not related.

Ha: Frequency of being contacted by companies and gender are related.

$A = 0.05$

Chi-square test (2x3 table)

$P = 0.096$

$0.096 > 0.05 \Rightarrow Ho$ is not rejected. *The frequency of being contacted by companies and gender are not statistically related.*

The author proceeds to the hypothesis testing of the final one: *Frequency of being contacted by companies and age are related (expectation: older than 25 have a higher frequency).* The output is presented below:

Figure 22 : 8th hypothesis testing

		How often per year are you getting contacted by a given company to promote their products?			Total	
		Less than 3 times	Between 3 and 10 times	More than 10 times		
What is your age?	Less than 18	Count	5	0	0	5
		Expected Count	2.3	1.7	1.0	5.0
	Between 18 and 25	Count	7	6	4	17
		Expected Count	7.8	5.8	3.4	17.0
	More than 25	Count	4	6	3	13
		Expected Count	5.9	4.5	2.6	13.0
Total	Count	16	12	7	35	
	Expected Count	16.0	12.0	7.0	35.0	

Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.356 ^a	4	.118
Likelihood Ratio	9.270	4	.055
N of Valid Cases	35		

a. 6 cells (66.7%) have expected count less than 5. The minimum expected count is 1.00.

Source: own processing

Testing procedure:

Ho: Frequency of being contacted by companies and age are not related.

Ha: Frequency of being contacted by companies and age are related.

$A = 0.05$

Chi-square test (3x3 table)

$P = 0.118$

$0.118 > 0.05 \Rightarrow Ho$ is not rejected. *The frequency of being contacted by companies and age are not statistically related.*

The author will reflect on her findings and compare them with the findings of relevant academists in the results and discussion chapter.

5. Results and Discussion

Before continuing to the interpretation of the author's results and also comparing them with findings of other researchers, it is vital to recall what were the most important findings made by her: having influencer profession as a main source of income and ever being contacted by a company to promote products **are related**; having paid promotions as the main source of income and being satisfied with the growth of one's social media **are related**; being criticized by one's audience and being satisfied with the growth of social media **are not related**; having paid promotion as the main source of income and gender **are not related**; having paid promotion as the main source of income and age **are not related**; time of being involved in Instagram blogging and income **are related**; frequency of being contacted by companies and gender **are not related** and frequency of being contacted by companies and age **are not related**. The author will gradually analyze the outcomes of every hypothesis and reflect on potential reasons.

Starting with the first one, the results of the hypothesis testing for the first hypothesis about the source of income and ever been contacted by a company for paid promotions are related, as it turns out and the result of the hypothesis testing somewhat confirms the author's assumption. The explanation behind the outcome of this hypothesis testing is quite straightforward – influencing, in general, is quite an interesting metier and additional benefits such as pecuniary awards might increase the satisfaction from the hobby even more, thus leading to the fact that people transform the way how they perceive their hobby and social media account, turning it into a sort of business. Cartwright, 2022 reaches the same conclusions as the author regarding this hypothesis.

Then, continuing to the second hypothesis, it is wise to say that a similar result was anticipated by the author, as her original assumption was that paid promotion increases satisfaction from blogging. Lee, 2020 also believes that underpinning favorite hobby with a series supplementary benefit for influencers is the crucial point changing the real way how influencers perceive their hobbies and turn them into business.

Yet, the original assumption of the author related to being satisfied with the growth of social media and being criticized by one's audience did not turn out to be accepted as the hypothesis testing revealed that two variables are not at all related in the selected sample of observations. The author assumed that negative feedback is still feedback, and it could have helped influencers to boost their views and attracting more attention to their persona, thus making them happy with the increased turnover and happy with the overall growth of their social media accounts. Similar study from Hudders, 2022 did not specify on the very same subject of understanding if influencers are happy or not with also negative feedback, but he concludes a series of interesting additional comments that suggest that receiving negative response from followers negatively impacts credibility not only of influencers but also of brands. Henceforth, the author can assume that not only it does not bring any satisfaction to influencers, but according to Hudders, 2022, it can also damage potential credibility of influencers, thus the author concludes that a completely contrary assumption can be made to the one that the author had originally put in her goals and objectives chapter.

Then, the author finds out that gender and having paid promotions as the main source of income are not related despite the fact that the author believes that women would be more prone to focusing on their influencer *métier* to maintain their daily lives. Yet, it turns out that gender is not statistically related, according to the author's results. Hudders, 2022 reaches quite similar conclusion in that domain claiming that there are really no significant differences between men and women when it comes to blogging, just within some specific specializations and fields.

Then, another hypothesis related to having paid promotions as the main source of income and its relatedness to age turned out to be rejected as age and having paid promotions as the main source of income were categorized as not statistically related, thus helping the author to conclude that age alongside gender are not significant factors that influence one's perception about his or her blogging *métier*. Veissi, 2017 suggested a similar idea, where the author of that article believed that modern technologies offered a fair chance for everybody to be heard, so age does not really matter in the 21st century influencing.

Then, the hypothesis about time of being involved with Instagram blogging and income are related, but the author is quite skeptical about the outcome of that one, since the outcome is rather influenced by the fact that age and income are generally positively correlated and whenever somebody is involved within his or her current occupation for a longer time, it is quite often the case of being older and more experienced, so the same logic persists. The author's skepticism about the outcome of this hypothesis testing is underpinned by Dam, 2017, who assumed that age and income are significantly related to each other.

Then, the author sums up the findings of the two last hypothesis in one paragraph – both age and gender are not related to the frequency of being contacted by companies and it is justified by the fact that influencing generally offers the same opportunities to everybody, regardless of their gender and age. However, it might have been supposed that particular companies would be interested in cooperating with just particular persona, but in the age of tolerance and zero discrimination, companies recently started to diversity their partners, as Khamis, 2020 suggested it.

6. Conclusion

The author concludes the following:

- 1) Having influencer profession as a main source of income and ever being contacted by a company to promote products **are related.**
- 2) Having paid promotions as the main source of income and being satisfied with the growth of one's social media **are related.**
- 3) Being criticized by one's audience and being satisfied with the growth of social media **are not related.**
- 4) Having paid promotion as the main source of income and gender **are not related.**
- 5) Having paid promotion as the main source of income and age **are not related.**
- 6) Time of being involved in Instagram blogging and income **are related.**
- 7) Frequency of being contacted by companies and gender **are not related.**
- 8) Frequency of being contacted by companies and age **are not related.**

The author recommends to expand the current framework of the following bachelor thesis by examining other countries and capturing larger sample of observations. This work is useful for those people and independent agencies who seek to work with influencers and understand perspectives of this market for their business in general.

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8. Appendix

1. What is your gender?
 - a) Male
 - b) Female
 - c) Other
2. Please, put your email here
3. What is your age?
 - a) Less than 18
 - b) Between 18 and 25
 - c) More than 25
4. What is your main area of specialization in Instagram?
 - a) Beauty
 - b) Travel
 - c) Lifestyle
 - d) Gaming
 - e) Other
5. Please, specify which one, if you have selected the option “other” previously.
6. For how many years have you been involved in your current occupation?
 - a) Less than a year
 - b) Between one and three years
 - c) More than three years
7. Is paid promotion from companies your main source of income?
 - a) Yes
 - b) No
8. With which sourced do you work more often?
 - a) Instagram
 - b) Youtube
 - c) TikTok
9. What is your income?
 - a) Less than 15,000 CZK
 - b) Between 15,000 CZK and 25,000 CZK

c) More than 25,000 CZK

10. Have you ever been contacted by a company to promote their products?

a) Yes

b) No

11. How often per year do you get contacted by a company to promote something?

a) Less than three times per year

b) Between three and ten times per year

c) More than ten times per year

12. Which companies contact you more often?

a) Domestic

b) International

13. Are you currently satisfied with the growth of your social media?

a) Yes

b) No

14. Have you ever been criticized by your own audience for advertising something?

a) Yes

b) No

15. Were companies ever not satisfied with the service you had delivered for them?

a) Yes

b) No