



The Role of Iranian Female Influencers Concerning Betrayals, Coolness and the Aims of Brands on Social Medias

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Abstract

The purpose of this study was to investigate the role of Iranian women influencers concerning betrayals, coolness and the aims of commercial brands on social medias. The statistical population of the study included all Iranian female influencers in the social medias. The sample subsumed all Iranian female influencers who were active in Instagram. The research was designed as descriptive- analytical. To collect data library method was implemented. After reviewing the data, the results indicated that the female influencers on social medias had positive impact on their web-pages audiences specially the young women. They were recognized as favorite and professional individuals. The betrayals and coolness of the female influencers had also effects on the trans-social relationships, attitude and confidence to the brands. The betrayals of the female influencers caused negative attitude towards the brands. Therefore, they consider the necessity of being present in different social medias, knowing the culture and literatures of every social media user to produce contents with respect to that and to establish friendly relation with the audiences. The cool female influencers with their attractive appearances were also able to have more effects on the consumers' perceptions and caused positive attitude in their followers toward the brands. The female influencers tried to improve their knowledge so they could be able to imply the related reliable techniques to advertise their brands. And ultimately to build a mentality in their followers so to be knowns as noble, alive, attractive, extraordinary, with high position and desirable.



Extended abstract

Introduction: The advent of digital media technologies, especially the internet, social networking and all-digital social media platforms, has changed the dynamics of the market and business by changing the competitive position of companies. These radical changes significantly affected different industries, brands, products and consumers. Instagram is a photo-centric social media with more than one billion monthly active users and 500 million daily active users. Social media influencers are a type of ideological leader who strives to attract a large number of followers by sharing images of their personal lives on social media on a daily basis. Currently, many Instagram influencers are women. These individuals gained a lot of power to influence the audience. The influencers can evoke strong connections with brands or even feelings of brand love in their followers. This effect might be greater in the youths, who are often "fascinated by popular brands." However, mismanagement of relationships between influencers, the followers and brands can lead to negative emotions. Feelings of intimacy and loyalty when moral obligations were broken or honesty were lost could turn into feelings of betrayal and discourage participation in these communities through online remorse. In recent decades, the presence of influencers was one of the most effective ways to validate brands, products and services. Instagram is one of the most popular social media that can be an important factor in changing the lifestyle of the youths. This is especially evident on the Instagram pages of famous women, such as influencers, who display a luxurious life. The purpose of this study was to investigate the role of Iranian women influencers concerning betrayals, coolness and the aims of commercial brands on social medias.

Method: The statistical population of the study included all Iranian female influencers in the social medias. The sample subsumed all Iranian female influencers who were active in Instagram. The research was designed as descriptive- analytical. To collect data library method was implemented.

Results: After reviewing the data, the results indicated that the female influencers on social medias had positive impact on their web-pages audiences specially the young women. They were recognized as favorite and professional individuals. The betrayals and coolness of the female influencers had also effects on the trans-social relationships, attitude and confidence to the brands. The betrayals of the female influencers caused negative attitude towards the brands. Therefore, they consider the necessity of being present in different social medias, knowing the culture and literatures of every social media user to produce contents with respect to that and to establish friendly relation with the audiences. The cool female influencers with their attractive appearances were also able to have more effects on the consumers' perceptions and caused positive attitude in their followers toward the brands. The female influencers tried to improve their knowledge so they could be able to imply the related reliable techniques to advertise their brands. And ultimately to build a mentality in their followers so to be knowns as noble, alive, attractive, extraordinary, with high position and desirable.

Conclusions: Findings indicated that the infidelity of the female influencers had a significant effect on trans-social relationships with the influencer. Learning trans-social interaction was therefore essential for influencers; Because brands could also use the



business version of this technique to improve their performance in virtual communities, customer service and feedback. Conversely, the betrayal of influencers caused this relationship to fade and even disappear, creating a negative attitude towards that brand. Also, infidelity of the female influencers and trans-social relations had a significant effect on the coolness of female influencers. So influencers to move on to becoming cool influencers must pay attention to their audience in their trans-social relationships and their followers think they are cold-blooded, and try to cope with the wrongdoings committed by influencers. To avoid betrayal of brands in order to attract the attention of customers who often seek distinctions that satisfy them internally. Influence and betrayal of female influencers had a significant effect on attitude and trust in the brand. In particular, both the attitude towards the influencer and the trust in them strongly influenced the behavioral intentions to imitate and advise the influencer and the intention to continue following her account. Therefore, influencers should try to support local events to achieve their reputation and had a focused start, use different methods to produce content, take a deep and creative look along with understanding the interests of the target community and take very attractive actions. To work towards big and valuable goals to be noticed by many individuals, especially active groups. Brand betrayal also has a significant effect on attitude and trust in the brand. Brands were advised to reconsider their attitudes and behaviors that they considered immoral and destructive by reviewing active behaviors in relation to the audience, and to prevent these perceptions from occurring in the future by educating influencers. In addition, influencers and brands should avoid deception, abuse, and negative behaviors in their behavior toward audiences. Because the audience feels betrayed as soon as they understand this issue, and this feeling of betrayal can intensify the feeling of hatred in him, and then, as the results of the research showed, cause a negative reaction from the audience and create They have a negative attitude and a decrease in brand trust.

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