



Role of Instagram Influencers in Creating Dissatisfaction among Users

Iqra Abid

MS Mass Communication

Department of Mass Communication Lahore College for Women University, Lahore

Dr. Muhammad Bilal Nawaz (Corresponding Author)

Assistant Professor

Department of Mass Communication Lahore College for Women University, Lahore

Email: bilal.nawaz@lcwu.edu.pk

Dr. Muhammad Bilal Bhatti

Lecturer, Department of Mass Communication Mirpur University of Science & Technology (MUST),
Mirpur, Azad Jammu and Kashmir, Pakistan.

Email: bilal.bhatti@must.edu.pk

Abstract: Instagram has now become the famous social networking site. Young people, particularly, prefer it for its endless stuff, due to its ease of use, and socialization opportunities. This study investigates the "Role of Instagram Influencers in Creating Dissatisfaction Among Users" through the survey method as a tool of data collection. It targeted 500 general public. The current study's goal was to investigate the role of Instagram influencers in today's generation mindset to know these influencers control our users and determine the interest and attitude towards Instagram influencers. This study applies Uses and Gratification Theory and Magic Bullet Theory as a theoretical framework for evaluating the role of Instagram influencers in creating dissatisfaction among users. Questionnaire was used as a tool of survey. Researchers applied simple random sampling. Researcher has taken the sample of 500 entries. Thus, the result of the study found that majority of the respondents said that they follow Instagram influencers. Most used social site is Instagram and most follow is Instagram influencers in this app. These influencers create dissatisfaction in them as they feel negativity from these Instagram influencers because what they show in their stories and feed is totally unrealistic for their users. Most of the teenagers follow Instagram influencers and these influencers largely influence them and control them from their pages. According to results Instagram influencers creating dissatisfaction in their users from these influencers largely impact in our mind in a form of negativity.

Key Words: Instagram, Socialization, Influencers, Negativity, Dissatisfaction.

Introduction

Globally, the number of people using social media is rapidly increasing. The majority of users, 89 percent,

log in at least once per day. Every day, 80 million photos are shared on Instagram, which has over 300 million users. (Apodaca, 2017). Instagram has surpassed Twitter and YouTube as the most visited social media platform after Facebook and Snapchat (PEW Research Center, 2018). Instagram's potential as a social media platform was recognized early on, when Facebook purchased Instagram in 2012 (BBC, 2012) for "\$1 billion" (Luckerson, 2016). Some social media influencers give honest comments on the products they use. Reading review sites helps people save money to avoid making bad buying. Social media influencers who talk about their experiences online with well-designed setups, screenplays, and, more often than not, informality may excite and inspire tweens and preteens. Influencers, such as celebrities, can have a positive or negative impact on their young audiences, so it's critical that children and teenagers think critically about what they watch.

Statement of Problem

Today people trust social media influencers then others because social media influencers increasing day by day and they attract the audience from their posts, luxury lifestyle and trips. These audience comes up with attract from their posts and lifestyle. Specially teenagers and our young generation attract from these influencers and feel insecurity and dissatisfaction from these Instagram influencers. Instagram influencers a bigger tool of all brands and to the audience

Significance of Study

The goal of this study is to analyze the effect of Instagram influencers on teenagers, specifically how these influencers influence our youth's fashion and lifestyle choices. The purpose of this research was to identify social media influencers who promote positive messages such as body positivity, financial awareness, ethical ideals, and so on. Teenagers feel uncomfortable when they make a comparison themselves to those influences. This contribute to low self, mental health problems, plastic procedures, and materialistic. This also has an impact on selfhood. Binge-watching social media is a harmful gives on the minds to young generations, despite the fact that they provide positive feed. Despite the fact that they provided positive feed, they also left a negative impression on the psyche. The second was downward social comparison, in which we compare ourselves to those who are less fortunate than us, which boosts morale and self-esteem automatically (Cherry, 2019).

Rationale for Selecting Influencers

Those who are overly concerned about social similarities may suffer from lower appearance satisfaction, poor self, increased bad atmosphere, feelings of inadequacy, and worry. Influencers have built relationships, as well as image and reliability, with their followers. Their information and recommendations are well-regarded. When you share an influencer's content, you will quickly capture their focus, and they will begin to share yours as well, putting your message in front of a higher levels of engagement audience. Every girl thinks they have such a wonderful life and clothes since they have everything and want to acquire it all in their life, so they envision it, which causes their mind to go in a derision route, with the consequence being either negative or positive from the influencers post.

Hypothesis

H₁. Instagram influencers creating dissatisfaction among users

Ho. There is no association between Instagram influencers and dissatisfaction among users.

Literature Review

The most significant aspect of the research process is the literature review, which comprises past studies or relevant literature to the current topic. These studies/literature let the researcher to focus on a different aspect of his or her research, saving time, energy, and money. A literature review is "a methodical, descriptive, and repeatable tool for defining, assessing, and summarizing by writers and experts." (2005, Fink). Amada (2022) stated in his articles of public health in which he said Among young females,

Instagram is a site that creates dissatisfaction our young females their research shows that pictures the influencers used in their pages them impact on our young females they see them how they are gorgeous looks and their life are so good without any problems. Because social sites increasing day by day body dissatisfaction between them and these influencers shows negative minds in our generations that how we are good in our profile and our body are. During their research they found out Instagram influencers creating dissatisfaction among users by their images and modeling of body that's why these young females attracts most on their photography and get negative impacts in their mind. Lee (2014) stated in his research about social media a tool which impact our generation mindset and create dissatisfaction in their mind what they have what have not which is a big reason a cause of many things. Researchers discovered that negative social comparisons as a result of social media exposure are a cause of depression. Chou and Edge (2012) conducted a survey of college-aged students who use social media. The findings revealed that these pupils frequently believed that others on social media were better off than them. Thus, it has been discovered that believing that others are better off than ourselves has an impact on one's mental health and well-being. A study by Krahe and Krause (2010) aimed at studying 50 female undergraduate students at a German university a selection of experimental of slim models or normal weight models, the influence of thin and normal weight models. The findings revealed that women who saw advertising and see influencers post about the journey of dieting have largely influenced on them featuring thin models opted for diet snacks, whereas those who viewed the same campaign but with normal-weight models opted for ordinary snacks. The diet snack was preferred by 64 percent public is thin are in a good body shape and 15 percent public is a regular body shape. Levine and Harrison (2009) pictures on social media creating dissatisfaction in their users. Because of these influencers they control us from their pictures. Grogan (2008) attempted to investigate the function of body dissatisfaction. In his study Fashion, according to the study, plays an important part in supporting slender body types as ideal standards by portraying women as considerably thinner than the general population. Largely influence by their post on social media. Clark and Tiggeman (2006) do a study on females to get information about dissatisfaction information from them ranging from 9 and 12 age public the goal determining impact a media and peer variables on body image dissatisfaction. Participants were asked to fill out questionnaires about media exposure, such as television and periodicals, peer pressure, and body dissatisfaction. As a result of peer group and media impact, 48 percent of the participants acknowledged a wish to be thinner, according to the findings of this study. Festinger (1954) Instagram is a social networking platform that provides a wealth of information about other people, including what they're up to and how they're feeling. It is also possible to use social media platforms to get information on one's own circumstances. People frequently see them as a role model they are good in social sites. This literature review is basically in which different researcher research on different dissatisfaction of Instagram influencers they said how Instagram influencers dissatisfaction among users in this literature review mostly researcher said in their research is body dissatisfaction, clothes dissatisfaction, travelling or a living lifestyles dissatisfaction in peoples from social media sites and also a Instagram influencers.

Theoretical Framework

The theoretical framework of a dissertation provides a point of view that serves as research lenses. The theoretical framework aids the researcher in identifying various study facts. It paves the way to a thorough comprehension of the issue and the research. As a reference, it genuinely supports the topic (Edu Zenith, 2018). This theoretical framework of current study role of Instagram influencers in creating dissatisfaction among users in which is basically a beneficial for current study that how we know that these Instagram influencers influence in our mind right now which is now increasing day by day in Instagram everybody a unknown person comes on social media and said to their users that I am influencers first we need t know which influencer is good for us and bad for us.

Hypothesis

H1. Instagram influencers creating dissatisfaction among users

Ho. There is no association between Instagram influencers and dissatisfaction among users

Assumptions

Application of Uses and Gratification Theory

This theory in the scenario of how Instagram influencers creating dissatisfaction among their users According to the theory, media users have the liberty to choose how they would use the media and how it will actually impact them. Blumler and Katz's belief that readers and viewers can choose the level of impact media has on them, as well as their assumption that users choose media options only as a means to an end, exemplifies their fundamentals. The optimist's point of view on media is one of utility and enjoyment. The concept disproves the notion that the media unintentionally influences our lives and how we view the world. The idea that we only use the media to meet a particular need ignores the media's power in today's society. According to topic teenagers choose media according their interest and when they see influencers post according to their own entertainment they will get may be positive and negative impact on them that's why this influencers creating dissatisfaction among users.

Application of Magic Bullet Theory

This theory is the scenario of role of Instagram influencers creating dissatisfaction among users how influencers inject information in the mindset of their audience Because many people are drawn to influencers on Instagram, and these influencers can have a negative or positive impact on their followers, and these followers interpret these messages or posts according to their own opinions, because media injects messages into their audience according to the magic bullet theory. This teenagers follow up influencers post and these influencers post create dissatisfaction among users however everyone have rights what they perceive and what they get from their post may be a dissatisfaction of something of a body shaming or a any creation of negative impacts.

Methodology

The systematic, theoretical analysis of the methods employed to an area of study, on the theoretical examination of the collection of procedures and concepts linked with a branch of research, is known as methodology. Principles like as structure, analytical model, stages, and quantitative or qualitative approaches are commonly used. The researcher has chosen the most proper research to aid in the conclusion of the study's findings. "Role of Instagram Influencers In Creating Dissatisfaction Among Users".

Survey Method

The survey method was used by the researcher to collect data. The survey method aids in the collection of data on concepts that cannot be observed. This method also describes how to collect data by selecting a sample of elements from a target population. Researcher distributed questionnaire among the universities, so that through a proper analysis result could be gathered. The surveys would contain questions to find out the Instagram influencers shows dissatisfaction among users.

Population

Population is characterized as a group of individuals or objects that capture and evaluate one or more characteristics from which data can be collected. The population of this study is selected taking into account the researcher's target audience. The population of this study is the users of Instagram.

Sample Size

The target audience of the present study was general public and the sample size was 500 persons. The researcher distributed equal number of questions among them. Researcher has selected simple random sampling.

Unit of Analysis

Instagram influencers creating dissatisfaction among users is the unit of research in this report. The researcher must use questionnaire technique in the survey methodology for data collection. Close ended

questions for that purpose will be carefully prepared. In addition, the researcher may attempt to find the result based on research question and hypothesis.

Data Collection

Survey

Researcher used survey method for collection of data. Questionnaire was used as the tool of survey. Researcher made a questionnaire consisted 18 questions that was distribute among general public. A questionnaire was used to collect data which contained question related to study. All the questions were close ended and related to the objectives and rationales of the study. This research is conducted by the research with survey method technique. Questionnaires were distributed among general public. The procedure of data collection was very good and did not find any difficulty while data collection.

Procedure for Data Collection

This research is conducted by the researcher with survey method. Questionnaire is given to 500 respondents.

Variables

This study has both dependent and independent variables.

Independent Variables

Role of Instagram influencers are considered as independent variable.

Dependent Variables

In creating dissatisfaction among users are considered as dependent variable.

Operationalization

Operationalization refers to the development of concise research methods that will result in research evidences trying to express those concepts in the actual world. (Babbie, 2011)

Role

The tasks and activities given to, demanded of, or anticipated of a person or a group. the conduct and deeds of a person or group assigned to, required, or planned. In which we see a role of influencers and users in Instagram and influencers roles about this dissatisfaction among users.

Instagram

Instagram is a social networking site for sharing pictures and videos online (often abbreviated as Insta or IG). Users can shoot photos and videos, edit them with digital filters, and then share them with their followers. Most of people follow Instagram for their needs and interest and follow influencers to get an idea about products and things.

Influencers

An influencer of instagram is someone in your industry or company who has leverage with your intended audience. Influencers are individuals with expertise, power, or depth of understanding into a particular topic. Their established presence in a market segment makes them an excellent starting point for brands seeking credibility. Today generation most follow influencers because they believe in influencers what they show to audience and portray their life in instagram mostly us believe on them.

Dissatisfaction

A sense of discontentment or unhappiness in which audience we feel dissatisfaction from influencers they are rich and they get anything in their life their lifestyle, their clothes all the things they have largely impact on audience from their pages.

Users

A user is someone who uses something, and the term is almost always used in relation to what they are using. There are a few unique user senses to be aware of. Calling someone a user can imply that the person "uses" other people. That is, they manipulate or exploit others for personal gain. And we users follow these instagram influencers

Do you think Society have accepted social media Influencers?

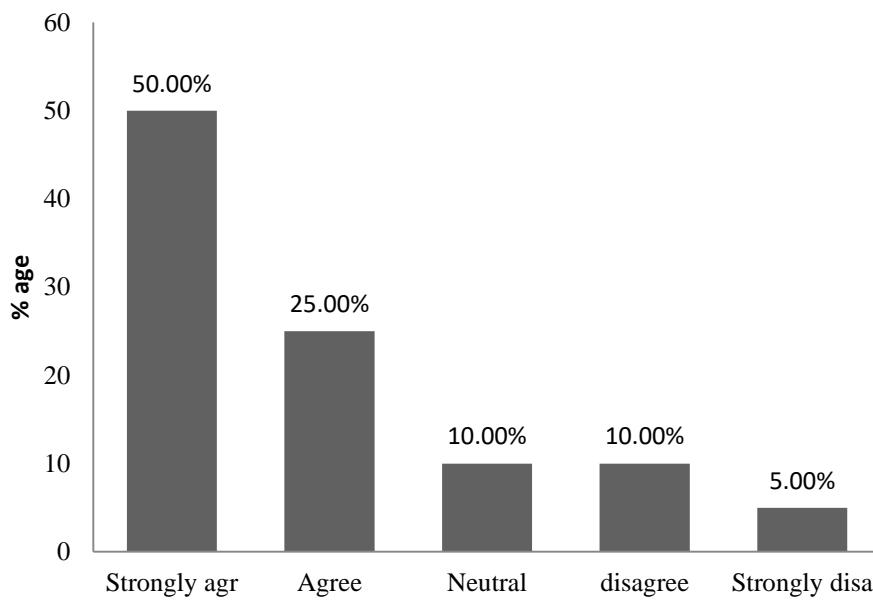


Figure 1

In this survey, the general public was asked about the society accepted the Instagram influencers. According to the data 50% respondents says that strongly agree that the society accepted the Instagram influencers on the other 25% respondents says that agree on this statement the 10% of the general public neutral about whether society accepted or not while 10% disagree from this statement and 5% strongly disagree society not accepted Instagram influencers. Therefore we can say that majority of the participants strongly agree that the society accepted Instagram influencers.

Hypothesis Testing

H1. Instagram influencers creating dissatisfaction among users

Ho. There is no association between Instagram influencers and dissatisfaction among users.

Chi Square Test

Value	69.971 ^a	7	.000

Likelihood Ratio Values	63.216	7	.000
No of results	400		

Interpretation of Test

Test table clearly indicates the results are 0.000 which is less than the significant value i-e 0.5. Results clearly indicate that H1 is accepted and H0 is rejected. Hence hypothesis H1 is accepted which means that the Instagram influencers are creating dissatisfaction among users. Whereas H0 is rejected as H0 indicates that there is no association between Instagram influencers and dissatisfaction among users.

Discussion and Analysis

For the collection of data researchers used survey method. Researchers conducted survey method, therefore sample of 500 respondents were taken from teenagers and general public. Researcher prepare questionnaire containing questions based on research. One of the methodological steps that the investigator has to take when undertaking research in the question of the researcher It makes the theoretical assumptions more clear within the context, most of all showing when and first the researcher needs to know. The objective of the study was to what extent the Instagram influencers controls their users from their post results seems to be positive respondents said that yes these influencers controls their followers from their post because of mostly peoples depends on them from their sharing pictures and reviews and also recommendations of Instagram influencers to their users from their post sharing clips and stories that they show to the users and to the world according to uses and gratification theory that our point that why we follow them because its our choice because of anykind of reasons and magic bullet theory said that these messages injects in our minds from this we can say that Instagram influencers what injects in our mind largely influenced in our minds however it will be negative or may be a positive. The other objective of the study to examine the users behavior on Instagram and attitude towards Instagram influencers majority of the participants said yes from the results their behavior mostly changes and these influencers controls their users from their post and their pages most of the Instagram influencers create dissatisfaction in their users and that's why their behavior changes and get negative impact in their mind from these Instagram influencers. During survey it was revealed that Instagram influencers creating dissatisfaction among users. Because their many users not be a rich and also belongs from lower class family from their post they get negativity and dissatisfaction from the post and their daily updates these influencers controls their users they tells their users to but this product and but this item from their recommended pages and these users buy these according to their Instagram influencers and put negative phenomena on their mind. It is concluded from the above discussion and analysis that Instagram influencers creates dissatisfaction among their users because their life is un realistic and they don't know what their users perceive from their feed, stories and life that they show to users and to the world. And give negative impact in the mindset of the users.

Conclusion

The research title is the role of Instagram influencers in creating dissatisfaction among users. Instagram influencers create dissatisfaction in their users and gives negative impact to their followers because many youth and general public follows them and they now taking the role in our society. Overall the analysis gave good answers to the research questions and hypothesis that match the observation and the predictions.

The basic purpose of this research to find the role of Instagram influencers and also with their users behavior towards them users have main role in the life of Instagram influencers we have to get more information about Instagram influencers and what dissatisfaction they mindset of their users.

Limitations

There are many problems in our society from these Instagram influencers but only one topic was illustrated by the researcher.

There is also a geographical limitation of the study, since the researchers choose only the city of Lahore from which data for the research work was collected.

Recommendations

Parents should talk about with their children regarding these influencers which influencers is good for them and which influencer is bad for them not all influencers good.

Everyone needs to know that all opinions from these influencers are not good and recommendations.

Public sectors and private sectors universities conduct seminars on this social sites influencers that they gives negative impact in our teenagers.

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