

Beauty Influencers and Instagram Usage

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Instagram has become a popular platform for beauty influencers. It's a versatile and user-friendly platform. Beauty influencers use their profiles in a variety of ways that can impact social media users. Social media users perceive social media influencers and their profiles in different ways, affecting engagement rate. 5 macro-influencers and 5 micro-influencers were used in this study. Researchers coded 285 Instagram posts according to the content type used. Follower counts, overall likes, and overall comments were collected. Instagram engagement rate was calculated for each post. Macro-influencers had a higher engagement rate than micro-influencers. Micro-influencers used more hashtags than macro-influencers. Both macro-influencers and micro-influencers used entertaining content and brand information than relational content and field information.

Keywords: Instagram, influencers, beauty, hashtag, content

INTRODUCTION

There has been an increasing importance of social media over the last few years. Instagram has become one of the most popular social media platforms, making up 32% of internet users in the United States alone (Barker, 2018). Due to a large number of daily users, Instagram has become a breeding ground for Instagram influencers. Instagram has allowed for the growth of career opportunities from posting different types of images. It also has one of the highest per-follower engagement rates out of the many social media platforms. Users can create their own content, which allows them to target a specific audience, whether it be for marketing and advertising, or just sharing their images with their friends and family. (Jones, 2018). Instagram is a very versatile and user-friendly platform. Influencers are people with a large number of followers on social media platforms that have the ability to influence the decision of an individual. They can be separated into one of three categories: micro-influencers, meso-influencers, and macro-influencers. Macro-influencers are people that have 1 million followers or more, micro-influencers are people with 100,000 followers or less, and meso-influencers are between the two (Kuster, 2017). Although many people use social media platforms, like Instagram, for entertainment and communication, there has recently been a large shift towards marketing, especially influencer marketing in the beauty industry (Valentine, 2019).

There may not be as many differences in the way male and female users post on social media platforms. A recent study focused on genders and their usage differences, specifically on Instagram. 150 23-item questionnaires were sent out to people between the ages of 12 and 19 that measured four different gratifying

needs: affective needs, personal needs, cognitive needs, and social needs. Affective needs measured emotions and feelings, personal needs measured status and enhanced credibility, cognitive needs measured knowledge and acquiring information, and social needs measured interaction with friends and family. The researchers found that there were no significant differences between the way males and females used Instagram for the needs they wanted to gratify (Azlan, Abdullah, & Sidek, 2017). The content posted on social media platforms by users or influencers, users with large audiences, may be just as attractive to males as females and vice versa. Although this is how everyday people use Instagram, influencers may use this platform differently.

Another study examined how people choose influencers based on what they feel will breakthrough to consumers the most, which is mostly gender-based. The researchers used 8 participants ranging from 18-21 years old, each using Instagram and Youtube frequently. There were 2 groups based on gender. They chose 4 different influencers with 3 account types: models, sportspersons, and beauty bloggers. They were given semi-structured questionnaires, first viewing the products, then shown the advertisements. They had to answer the questions after viewing the given videos and images. What the researchers found was there is a difference in perception of the subjects toward male and female influencers. Both the male and female subjects were more likely to purchase products promoted by social media influencers than paid advertisements. Both the male and female subjects said that they were more likely to follow social media influencers when they promote their content in creative ways. Both the male and female subjects follow and listen to influencers of different genders for different things (Lokithasan et al., 2019). Although there may not be many differences between the way that males and females use social media platforms, there may be differences in the way that influencers use social media.

Prior research has shown that there are some differences in the way that males and females use social media, especially Twitter. There were two components to this research. The first was a 15 question survey delivered to University students of all ages and degree programs. The second was an intervention to intentionally add more photos to two Twitter-based event awareness campaigns, which was based on the responses of the first survey. The engagement results were compared to a campaign done prior to the surveys. The researchers found that, although both genders showed similarities in 5 categories in following university-affiliated accounts on social media, there were significant differences in the way that both genders used the different platforms. In terms of social media participation and engagement rate, social media follower strength for male and female respondents showed a significant difference. Females engaged more with the university accounts on all platforms compared to their male counterparts, as well as showed a greater interest in many social media topics. In terms of social media behavior, females engaged more if the activity furthered social interactions. This means that men and women differed in engagement behavior, especially when it comes to using social media as a networking tool (Saunders et al., 2015). This study focused on Twitter ad campaigns. In contrast with previous, there may actually be some differences in the ways that users of both genders, including influencers, use Instagram as well as other social media platforms.

While gender may play a role in how users engage with these platforms, users' perceptions of influencer accounts based on gender is also important to consider. Social media communication is a form of two-way communication (DiMatteo, 2004) and perceptions of gender can affect engagement. Sometimes it can be difficult to tell the gender of who is posting when the user doesn't post any pictures of themselves on their profiles. One study examined if it was possible to predict gender just by the images posted on a social media profile. 1500 users on Pinterest were chosen and, due to the fact that users can connect their other social media profiles to Pinterest, the researchers extracted their Twitter profiles. 33 pre-defined category labels were used in order to determine the gender labels of the users. 1500 users were used to determine different pins and labels while 160 were used to determine pre-defined labels. What the researchers found was that the posting behavior in the female class had better performance in terms of recall. There were a couple of categories that couldn't distinguish the two genders from the content posted/pinned like, Fashion for the two genders, but may prefer different images from other categories. Features derived from posted content performed better than from user posting behavior, with male users' performance being improved significantly. However, combining both types achieved better performance than using one or the other (You

et al., 2014). Men and women are different in what they post and their posting behavior, each gender having their own preferences in terms of content.

Different people perceive social media influencers as well as their profiles differently. There are many factors that go into posting content, and a recent study examined the way the content and the influencer will be viewed, as well as how users will decide to react in response to it. The data was collected from a fashion-based Instagram profile where an influencer's posts related to new trends that could be imitated by the follower count. The selection was based on: Growing number of followers, focus on the fashion industry, large popularity in the media. Also, its accessibility, with the influencer consenting to collaborate and distribute questionnaires with followers, having more than 76,000. The questions were about their perceptions of the opinion leadership, originality and uniqueness of the account, their online recommendations, their interaction intentions, their intention to follow the account's advice, their online interaction propensity, and the perceived fit of the account with their personalities. What the researchers found was opinion leadership was positively affected by perceived originality and uniqueness. Opinion leadership had a significant influence on the intention to continue interacting in the account, intention to recommend the account online, and consumer's intention to follow the advice offered by the account. The interaction effect of perceived fit with personal interests and opinion leadership on the consumer intention to follow the advice received was significant as well (Casaló, Flavián, & Ibáñez-Sánchez, 2018). Beauty influencers may be viewed in the same way as these fashion influencers.

The use of hashtags is very popular amongst a variety of users on many social media platforms. Each user uses different hashtags for different purposes. Hashtags are user-specified topic keywords prefixed by "#". When searching for certain hashtags, all posts that have that hashtag in the caption will show up, for example, "#makeup" (Wang & Zheng, 2014). There are many types of hashtags that can be used for different posts and by different people: brand hashtags, custom brand-related hashtags, season hashtags, multiple hashtags, or some may opt for not using any hashtags at all (Souza, 2016). There are different properties of hashtags that can influence their usage. Things such as the number of characters in a hashtag, the average number of posts containing the hashtag generated by a user, and the average number of users who post about a hashtag per day all play a part in the way people decide to use hashtags as well as the frequency and number of posts including them (Wang & Zheng, 2014). Beauty influencers may use hashtags differently than other users.

The beauty industry is one of the most competitive industries worldwide. Within the last 5 years, it has grown by 17% (BBC, 2019). Many celebrities and influencers have been creating their own cosmetic brands or partnering up with large corporations to do a "collaboration" on beauty products. A few examples are Fenty Beauty created by Rihanna, Kylie Cosmetics created by Kylie Jenner, and the Morphe x James Charles collection, which is a collaboration line with the company Morphe and the beauty influencer James Charles. With this growth and the creation of new products, these beauty companies have begun to move towards marketing on social media. More specifically, these brands have been relying on celebrity endorsements and influencer marketing in order to increase sales as well as build brand awareness (Valentine, 2019). This helps the brand get more publicity as well as helps the influencer gain more followers.

Although the beauty industry has been seen as predominantly feminine, that is slowly beginning to change. One study examined how gender constructs are reflected through the male vloggers' use of makeup as they are entering a feminine consumption space. The researchers analyzed 100 videos from 5 male beauty influencers: Jeffree Star, Manny MUA, Patrick Starr, James Charles, and Gabriel Zamora. They used ethnographic content analysis with visual and discourse analysis. They used 4 criteria and a coding system to look for recurring patterns/themes that were present from the data, which consisted of ten terms, which were then put into four overall themes. What they found was that male beauty vloggers transgress gender boundaries in a hybridized, fluid manner by combining both. They also provided insights on the nature of the male beauty vloggers' makeup consumption and why they use it (Komulainen & Hjort, 2017). "Beauty"/makeup is becoming one of the most popular subcategories on many social media platforms, including Instagram and YouTube, which can be attributed to the rise in the number of beauty consumers. It's because of this that there has been an increasing amount of men entering the beauty industry and

becoming beauty/makeup influencers. Many male makeup influencers post makeup tutorials and beauty routines, as well as have their own makeup lines and collections. By combining both feminine and masculine traits — sharing their own feminine, picturesque makeup looks while possibly combining it with masculine clothing, hairstyles, or facial hair — they are transgressing the bounds of gender norms in terms of the beauty industry, sending signals that makeup is not only for females and shouldn't have to be treated as such.

Sometimes influencers are more inclined to use one social media platform over another. A recent study examined predictable patterns between the usage of either Instagram or Snapchat. The researcher used the list of “The Celebrity 100”, which is posted annually by Forbes Magazine from June 2015 - June 2016. Over 90 celebrities were chosen out of the list, which excluded multiple person bands. The study used a multinomial logistic regression analysis. The independent variables were: ‘Snapchat’, ‘Instagram’, and ‘none’. The predictor variables were: ‘gender’, ‘age’, ‘income’, and ‘areas of profession’. The researchers discovered that 67.8% of celebrities used Instagram, 21.1% used Snapchat, and 11.1% used neither. Male celebrities prefer Instagram to Snapchat when compared to female celebrities, older celebrities prefer using Instagram than Snapchat, and celebrities with more money prefer using Instagram. Male celebrities are more likely to prefer using no app than Snapchat than females, older celebrities are more likely to prefer using no apps, and celebrities with more money prefer using neither of them. Overall, celebrities had their own preferences in choosing Snapchat, Instagram, or neither. Female celebrities and younger celebrities were more likely to choose Snapchat over Instagram (Lim, 2017). All celebrities use these social media platforms to gain followers/maintain their fanbase, which will lead to more wealth and more fame. Beauty influencers may have a tendency to lean more towards Instagram than other social media platforms.

Another study (Jalba, 2018) examined how male makeup influencers on Instagram are shifting the female beauty norms. The researcher used visual, thematic, content, and discourse analysis with the following criteria: the user identifies as male, posts mostly makeup content, and is classified as influencers. They chose James Charles and Bretman Rock to analyze, with 323 posts for an 8 month period and used a survey with only women as the subjects, with open and close-ended questions. What the researcher found was that a large majority of the participants felt that, after a while of following the two influencers, that makeup is not exclusively a female practice anymore. The participants also felt as though the influencers' content was broadcasted for both men and women. Most of them had been liking the posts, commenting, and scrolling through the physical profile. They felt as though they learned something about makeup related to the influencers, and who they follow is based on their own interests. Both influencers used gender terms fluidly, which led to a sense of inclusiveness (Jalba, 2018). Women are now accepting the fact that makeup is not female-dominated, and are supporting male beauty influencers. Instagram, as well as other social media platforms, shape the way people interact with the beauty community and engage with beauty-related content.

Certain content that an influencer or a brand may post can actually influence the way that people interact with a social media post and affect social media engagement behavior. A model has been created in order to examine the role that social media content plays in social media engagement behavior. The social media content model explains how different types of content, whether alone or combined, affect the different types of social media engagement behaviors that certain users may utilize. These may also be affected by different moderators. There are four types of social media content: entertaining, relational, informative, and remunerative. Entertaining content pertains to any content that includes banter, small talk, or attempts to appeal to someone's emotions. Relational content pertains to content that a person sees as a safe space to share their views, opinions, and feelings. Informative content pertains to content that is able to provide accurate information to the audience. Remunerative content pertains to content that offers a monetary or material gift. Each of these four categories can impact different types of social media engagement behaviors. These behaviors include consuming, contributing, dormancy, destructing, creating, and detaching. There are also moderators of the relationship between the types of social media content and social media engagement behavior. These include community size, congruity, and media richness. The presence of different types of social media content can facilitate passive or active social media engagement behaviors, whether they are used together or singularly, as well as weaken or strengthen the relationships

(Dolan et al., 2015). Although this article has not explored these relationships in terms of beauty influencer accounts, there may be a degree of accuracy when evaluating these accounts.

The present research examines the relationship between beauty influencers and a multitude of factors. These factors include gender, hashtags, profile perception, social media preference, and content usage. Each of these factors plays an important role in determining social media engagement as well as the way a beauty influencer uses their platform. While most research regarding these topics are of a more quantitative nature, this research focuses on the qualitative side of these topics. The researchers hope to understand the different ways in which a beauty influencer uses their profile as well as the impact that it may have on social media users.

HYPOTHESES

Hypothesis 1: The greater the number of hashtags an influencer uses, the higher the engagement rate.

Hypothesis 2: Macro-influencers will have a higher engagement rate than micro-influencers.

Hypothesis 3: Influencers will use more entertaining content rather than relational content.

Hypothesis 4: Influencers use more content involving brand information than field information.

METHOD

All of the data was collected from Instagram. 10 influencers were chosen for this study. 5 of them were macro-influencers and 5 of them were micro-influencers. Table 1 contains the list of influencer accounts used in the present study. Any influencer with less than 1 million followers was placed into the category of “micro-influencer”. The list of influencers is in Table 1. Each of these influencers fall under the category of “makeup/beauty influencers”. 286 Instagram posts were coded. 143 posts were from macro-influencers and 143 posts were collected from micro-influencers. The researchers took note of the number of likes, comments, and the number of followers that each influencer has. All of the hashtags used, including the hashtags that influencers posted in their comment section were collected.

An undergraduate researcher collected the posts that were coded into categories by an undergraduate which was then reviewed by a PhD level researcher. The first category was if the image contained a beauty and/or makeup product. The next category was if there was a person in the image. The next category was if the person was a male or a female. The next was if the person was caucasian or not. The next was if the content was brand information, meaning that the information pertained to a specific brand or brands. The next was if the content was field information, meaning that the information pertained to the makeup/beauty field in general. The next was if the content was entertaining, meaning that it included small talk/banter and/or attempted to appeal to a user’s emotions. The next was if the content was remunerative, meaning that it offered a monetary/material gift and/or a code given to save money on certain products. The next was if the content was relational, meaning that users felt as though their post was a safe space to share their views, opinions, and talk about their feelings. The next was if there were any hashtags that were used. The next was if there was a caption. The last category was if there were hashtags in the comment section.

The researchers noticed a few outliers that some of the posts coded seemed to hold. If there was more than 1 person and that person or people was a person of color, then the post was coded as “no” for the category of “is the person caucasian?”. If there was no face, but included a body part, for example hand, arm, leg, etc., then the post was coded as “yes” for the category “is there a person in the image?”. Any words that the influencer posts as a caption under their photos/videos count as a caption, even if it was only 1 word, was coded as “yes” under the category “is there a caption?”. The post didn’t have to include hashtags to be coded “yes”.

TABLE 1
MICRO AND MACRO INFLUENCERS

Influencer Name	Influencer account type (micro vs macro)	Link to influencer account	Follower Count
Jeffree Star	Macro	https://www.instagram.com/jeffreestar/	16,200,000
James Charles	Macro	https://www.instagram.com/jamescharles/	17,600,000
Nikkie Tutorials	Macro	https://www.instagram.com/nikkietutorials/	14,000,000
Lex "Madeyewlook"	Micro	https://www.instagram.com/madeyewlook/	700,000
Manny MUA	Macro	https://www.instagram.com/mannymua733/	4,300,000
Laura Lee	Macro	https://www.instagram.com/larlarlee/	1,900,000
Lipsticknick	Micro	https://www.instagram.com/lipsticknick/	937,000
Alyssa Marie	Micro	https://www.instagram.com/alyssamarieartistry/	573,000
Keilidh Cashell	Micro	https://www.instagram.com/keilidhmua/	527,000
Deanna MUA	Micro	https://www.instagram.com/deelishdeanna/	287,000

RESULTS

Table 2 contains the number of likes and comments for all of the influencers. The average number of likes (n=285) was 290,501 and the average number of comments (n=285) was 3,884. Table 3 compares the number of likes and comments between the two influencer types. For micro-influencers, the average number of likes (n=136) was 21,281 and the average number of comments (n=136) was 265. For macro-influencers, the average number of likes (n=149) was 536,233 and the average number of comments (n=149) was 7,187. There was a large gap between the average number of likes and comments between the two influencers. Macro-influencers had a higher average of likes and comments compared to micro-influencers. These results suggest that influencers with a higher amount of followers tend to accumulate more likes and comments compared to influencers with a lower amount of followers.

TABLE 2
DESCRIPTIVE STATISTICS LIKES AND COMMENTS

	Number of Comments	Number of Likes
N	285	285
Missing	745	745
Mean	3884	290501
Median	388	41128
Minimum	6.47	3270
Maximum	199973	3377393

TABLE 3
DESCRIPTIVE STATISTICS LIKES AND COMMENTS PER INFLUENCER TYPE

	Influencer Type	Number of Comments	Number of Likes
N	Micro	136	136
	Macro	149	149
Missing	Micro	0	0
	Macro	0	0
Mean	Micro	265	21281
	Macro	7187	536233
Median	Micro	154	15886
	Macro	1508	234133
Minimum	Micro	29.0	3270
	Macro	6.47	8291
Maximum	Micro	10763	80904
	Macro	199973	3377393

Engagement rate was calculated using the following formula: (Likes + Comments)/Followers * 100 (Hootsuite, 2020). Table 4 shows the correlation between the number of hashtags an influencer uses and their Instagram engagement rate. There was a negative correlation between the number of hashtags and Instagram engagement. The correlation between the number of hashtags and Instagram engagement was almost statistically significant ($r=-.102$, $p=.086$). Hypothesis 1 states that as an influencer uses more

hashtags, their engagement rate will increase. These results suggest that influencers that have a higher Instagram engagement rate tend to use less hashtags. Therefore, hypothesis 1 was not supported.

**TABLE 4
HASHTAG AND ENGAGEMENT CORRELATION**

Variable		# of Hashtags	Instagram Engagement:
1. # of Hashtags	Pearson's r	—	
	p-value	—	
2. Instagram Engagement: (Likes + Comments)/Followers * 100	Pearson's r	-0.102	—
	p-value	0.086	—

Table 5 shows Instagram engagement rate per influencer type using an independent samples t-test. The Instagram engagement rate for the two influencer types was almost statistically significant ($t(283)=-1.685$, $p=.093$). Table 6 extends on Instagram engagement rate per influencer type. The average Instagram engagement rate for macro-influencers ($n=149$) was 4.152 ($SD=3.884$). The average Instagram engagement rate for micro-influencers ($n=136$) was 3.521 ($SD=2.104$). Figure 1 shows the mean difference between influencer type and Instagram engagement. Hypothesis 2 states that macro-influencers have higher engagement rates than micro-influencers. These results suggest that macro-influencers typically have a higher Instagram engagement rate than their micro-influencer counterparts. Therefore, hypothesis 2 was supported.

**TABLE 5
INDEPENDENT SAMPLES T-TEST:
INSTAGRAM ENGAGEMENT RATE PER INFLUENCER TYPE**

	t	df	p	Mean Difference	SE Difference	Cohen's d
Instagram Engagement: (Likes + Comments)/Followers * 100	-1.685	283	0.093 ^a	-0.632	0.375	-0.200

Note. Student's t-test.

^a Levene's test is significant ($p < .05$), suggesting a violation of the equal variance assumption

TABLE 6
DESCRIPTIVE STATISTICS INSTAGRAM ENGAGEMENT PER INFLUENCER TYPE

	Group	N	Mean	SD	SE
Instagram Engagement	Micro	136	3.521	2.104	0.180
	Macro	149	4.152	3.884	0.318

FIGURE 1
DESCRIPTIVES PLOTS INSTAGRAM ENGAGEMENT:
(LIKES + COMMENTS)/FOLLOWERS * 100

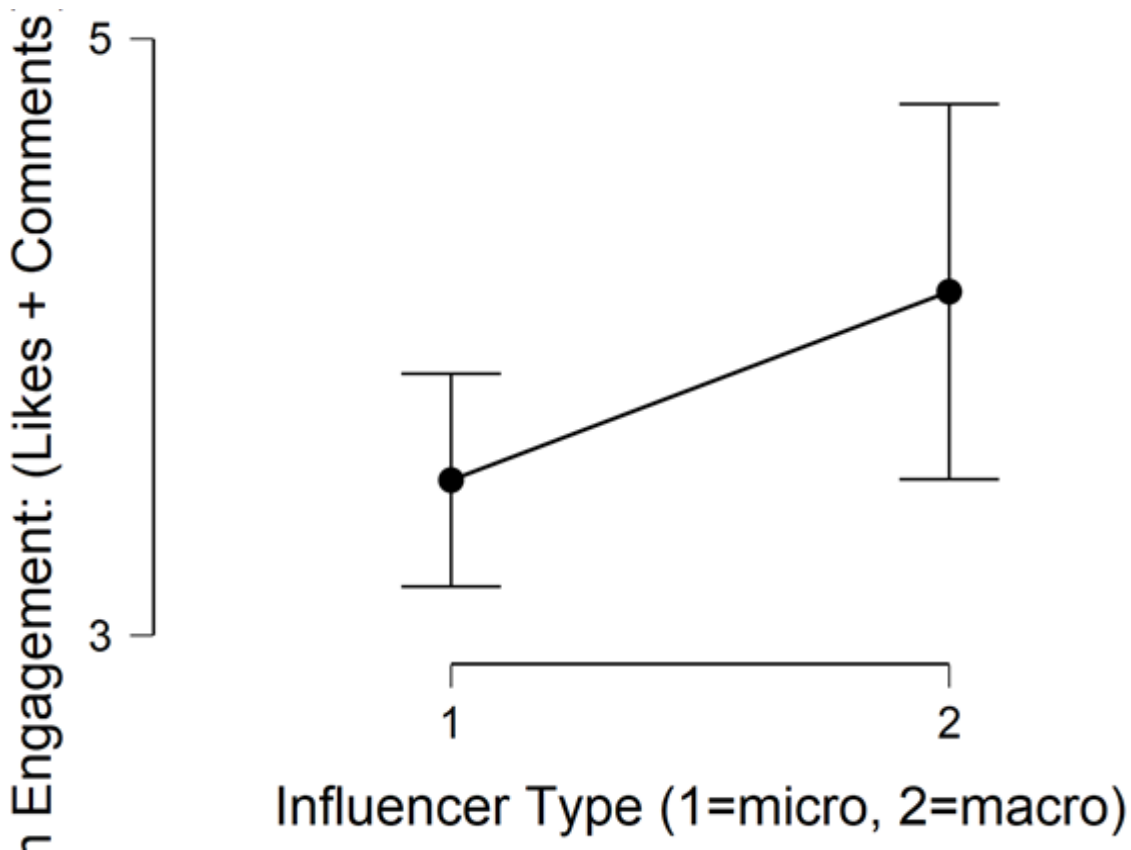


Table 7 shows the comparison between influencer types as well as their decision to use either entertaining content or relational content. Table 8 shows the frequencies for the use of entertaining content. Micro-influencers posted entertaining content 98.529% of the time. This equates to 134 posts out of the 136 posts collected. Macro-influencers posted entertaining content 99.329% of the time. This equates to 148 posts out of the 149 posts collected. Table 9 shows the frequencies for the use of relational content. Micro-influencers posted relational content 61.765% of the time. This equates to 84 posts out of the 136 posts collected. Macro-influencers posted relational content 69.799% of the time. This equates to 104 posts out of the 149 posts collected. Figure 2 shows the mean difference between influencer type and their decision to post entertaining content. There is a discrepancy between posting entertaining content and relational content. Figure 3 shows the mean difference between influencer type and their decision to post

relational content. Hypothesis 3 states that influencers will use entertaining content more frequently than relational content. These results suggest that both macro-influencers and micro-influencers post more entertaining content on their platforms than relational content. Therefore, hypothesis 3 was supported.

TABLE 7
DESCRIPTIVE STATISTICS ENTERTAINING CONTENT VS RELATIONAL CONTENT

	Group	N	Mean	SD	SE
Is this content entertaining?	Micro	136	0.985	0.121	0.010
	Macro	149	0.993	0.082	0.007
Is this content relational?	Micro	136	0.618	0.488	0.042
	Macro	149	0.698	0.461	0.038

TABLE 8
FREQUENCIES FOR IS THIS CONTENT ENTERTAINING? (0=NO, 1=YES)

Influencer Type	Is this content entertaining? (0=no, 1=yes)	Frequency	Percent	Valid Percent	Cumulative Percent
Micro	0	2	1.471	1.471	1.471
	1	134	98.529	98.529	100.000
	Missing	0	0.000		
	Total	136	100.000		
Macro	0	1	0.671	0.671	0.671
	1	148	99.329	99.329	100.000
	Missing	0	0.000		
	Total	149	100.000		

TABLE 9
FREQUENCIES FOR IS THIS CONTENT RELATIONAL? (0=NO, 1=YES)

Influencer Type	Is this content relational? (0=no, 1=yes)	Frequency	Percent	Valid Percent	Cumulative Percent
Micro	0	52	38.235	38.235	38.235
	1	84	61.765	61.765	100.000
	Missing	0	0.000		
	Total	136	100.000		
Macro	0	45	30.201	30.201	30.201
	1	104	69.799	69.799	100.000
	Missing	0	0.000		
	Total	149	100.000		

FIGURE 2
DESCRIPTIVES PLOTS IS THIS CONTENT ENTERTAINING? (0=NO, 1=YES)

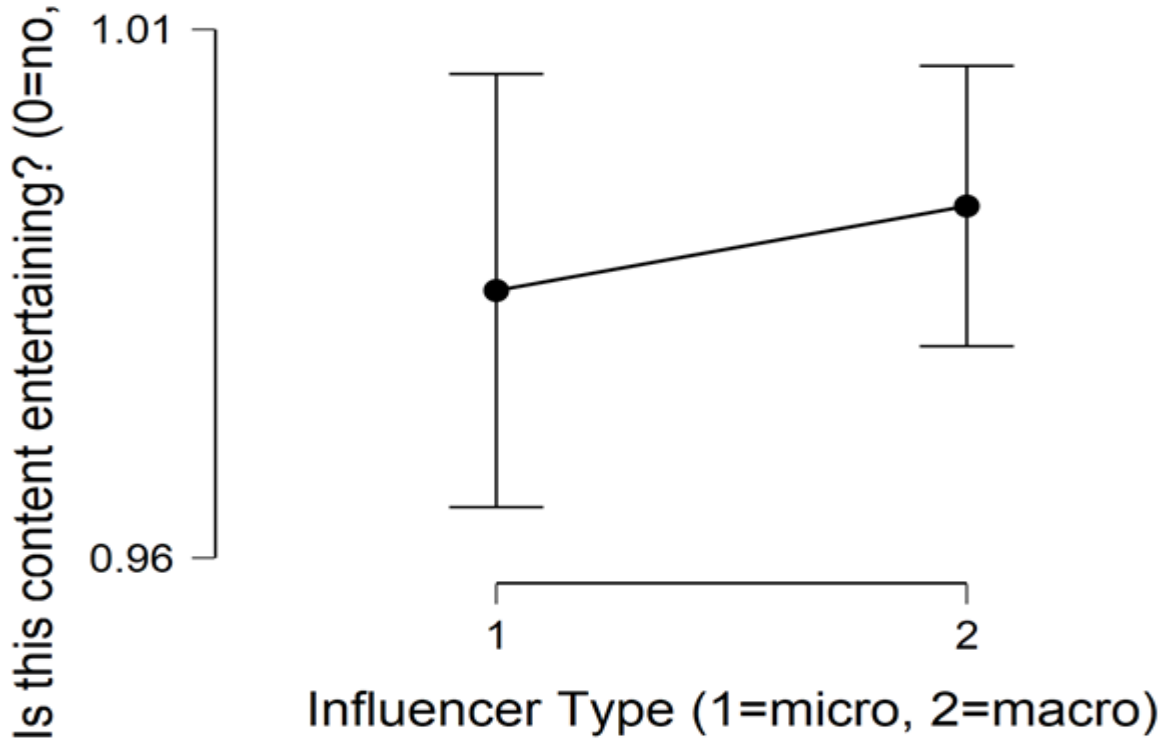


FIGURE 3
DESCRIPTIVE PLOTS IS THIS CONTENT RELATIONAL? (0=NO, 1=YES)

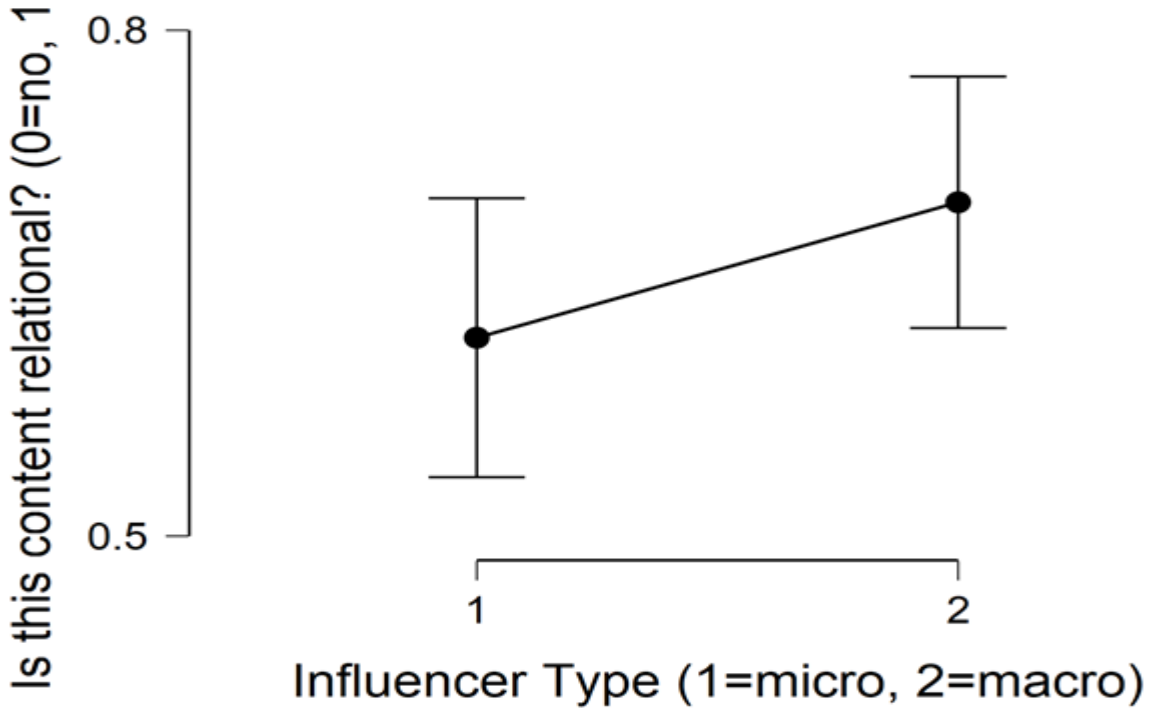


Table 10 shows the comparison between influencer types as well as their decision to use either brand information or field information. Table 11 shows the frequencies for the usage of brand information. Micro-influencers utilized brand information 91.912% of the time. This equates to 125 posts out of the 136 posts collected. Macro-influencers utilized brand information 92.617% of the time. This equates to 138 posts out of the 149 posts collected. Table 12 shows the frequencies for the usage of field information. Micro-influencers utilized field information 2.941% of the time. This equates to 4 posts out of the 136 posts collected. Macro-influencers utilized field information 4.698% of the time. This equates to 7 posts out of the 149 posts collected. There is a large discrepancy between the involvement of brand information and field information in posts. Figure 4 shows the mean difference between influencer type and their decision to post brand information. Figure 5 shows the mean difference between influencer type and their decision to post field information. Hypothesis 4 states that influencers will use content involving brand information more often than content involving field information. These results suggest that both macro-influencers and micro-influencers post more content that includes brand information than content that includes field information. Therefore, hypothesis 4 was supported.

TABLE 10
DESCRIPTIVE STATISTICS BRAND INFORMATION VS FIELD INFORMATION

	Group	N	Mean	SD	SE
Is this content Brand information?	Micro	136	0.919	0.274	0.023
	Macro	149	0.926	0.262	0.021
Is this content Field info?	Micro	136	0.029	0.170	0.015
	Macro	149	0.047	0.212	0.017

TABLE 11
FREQUENCIES FOR IS THIS CONTENT BRAND INFORMATION? (0=NO, 1=YES)

Influencer Type	Is this content Brand information? (0=no, 1=yes)	Frequency	Percent	Valid Percent	Cumulative Percent
Micro	0	11	8.088	8.088	8.088
	1	125	91.912	91.912	100.000
	Missing	0	0.000		
	Total	136	100.000		
Macro	0	11	7.383	7.383	7.383
	1	138	92.617	92.617	100.000
	Missing	0	0.000		
	Total	149	100.000		

TABLE 12
FREQUENCIES FOR IS THIS CONTENT FIELD INFO? (0=NO, 1=YES)

Influencer Type	Is this content Field info? (0=no, 1=yes)	Frequency	Percent	Valid Percent	Cumulative Percent
Micro	0	132	97.059	97.059	97.059
	1	4	2.941	2.941	100.000
	Missing	0	0.000		
	Total	136	100.000		
Macro	0	142	95.302	95.302	95.302
	1	7	4.698	4.698	100.000
	Missing	0	0.000		
	Total	149	100.000		

FIGURE 4
DESCRIPTIVES PLOTS IS THIS CONTENT BRAND INFORMATION? (0=NO, 1=YES)

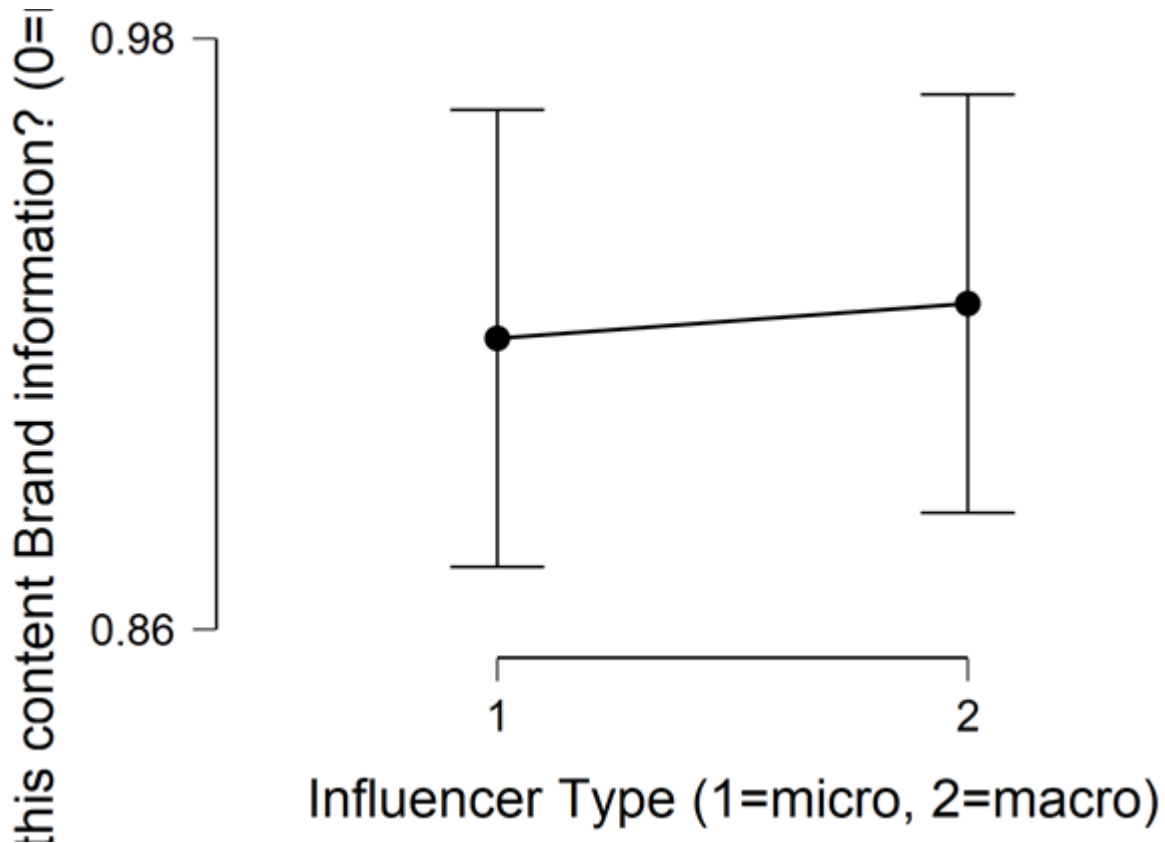


FIGURE 5
DESCRIPTIVE PLOTS IS THIS CONTENT FIELD INFO? (0=NO, 1=YES)

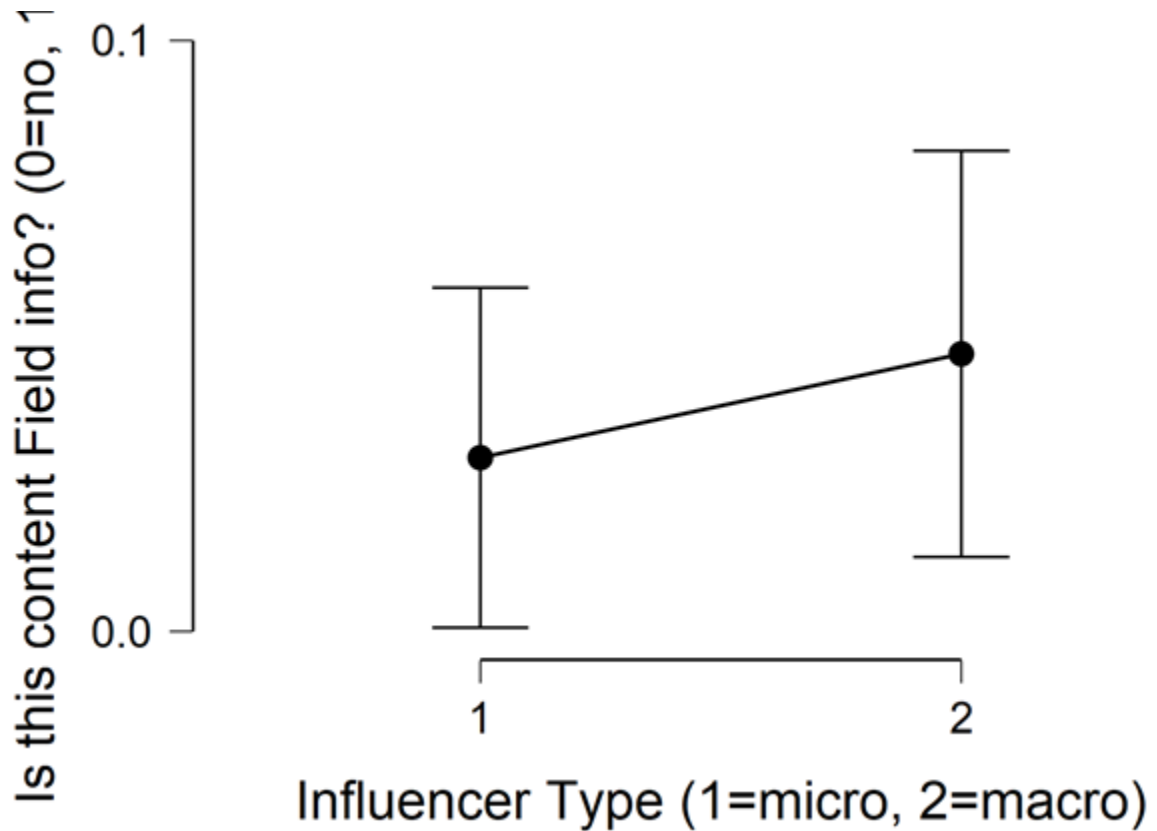


Figure 6 is a word cloud compiled to show the name and frequency of the hashtags used by all influencers. When the name of the hashtag is smaller, it is used less frequently across all influencers. When the name of the hashtag is larger, it is used more frequently across all influencers. The largest words in this figures are “narsissist”, “makeup”, “morphe”, “morphebabe”, “lillylashes”, and “urbandecay”. These 6 words are the hashtags used most frequently when looking at the captions of all the posts coded. Aside from the word “makeup”, the other 5 words all relate to specific brands or affiliations to specific brands. These results suggest that, when an influencer decides to use hashtags in their captions, they will more than likely use hashtags relating to certain brands or products than more general hashtags.

Micro-influencers tend to use more hashtags than macro-influencers due to a lower Instagram engagement rate. Micro-influencers may use many hashtags in order to attract and engage new users. When using a hashtag on Instagram, or any social media platform, a user can click on the hashtag they want and see all of the posts under a specific hashtag. By using hashtags, micro-influencers can gain more traction on their accounts. This can help to generate more interest in the micro-influencers and their pages and lead to them gaining more followers as well as a higher Instagram engagement rate. When macro-influencers do decide to use hashtags in their captions, micro-influencers tend to use similar or the same hashtags. Seeing the success of the accounts of macro-influencers, micro-influencers may feel as though they need to put in extra work by using more hashtags.

Macro-influencers and micro-influencers seem to follow the same trend when it comes to the content they decide to post. Macro-influencers post more entertaining content than relational and use more brand information than field information, and micro-influencers do the same. Entertaining content and brand information seem to receive the highest engagement while relational content and field information seem to get the least engagement. Users may favor posts that give them insight into certain products or attempt to appeal to their emotions in a way that is more positive. They may find it more relatable or enjoyable than posts that give generalized ideas about the beauty industry or posts that are deemed as safe spaces to share their thoughts and feelings. By understanding the types of content that users want to see and are more likely to engage in, macro-influencers and micro-influencers can tailor their posts accordingly in order to achieve the best results in terms of Instagram engagement rate and higher follower counts.

Even though the overall types of content used is the same, what influencers post and the nature of the posts are different. Since macro-influencers have the security of a large following, they each have their own niche. Macro-influencers may create their own brands or collaborate with different companies. Micro-influencers don't have as large of a following, so may look at the metrics on Instagram to see what works and what doesn't, then mimic their macro-influencer counterparts in hopes of getting the same amount of attention on their pages. Micro-influencers may need to find their own niche within the community. This could be with a specific brand or product, focusing on a specific field, or being the first to jump in when a new product hits the market.

There are several limitations in this study that provide possibilities for future research. In this study, only one social media platform was examined (i.e. Instagram), so the findings may generalize to other platforms. Macro-influencers may be leveraging more platforms. Future research could look at multiple platforms an influencer may have and look at the differences not only between influencer types but also between an influencer's social media platforms. This study is also qualitative in nature. There is no true control over the expectation of what people do in the present study. Future research could employ an experimental approach and examine what types of posts create so much engagement.

The present study found that macro-influencers and micro-influencers have their similarities and differences. Macro-influencers tend to have a higher engagement rate than their micro-influencer counterparts, which can be attributed to their higher follower counts. Micro-influencers tend to use more hashtags than macro-influencers, which can be attributed to their attempts to increase their Instagram engagement rates and follower counts. Both macro-influencers and micro-influencers post content that is more entertaining than relational and utilize more brand information than field information. Each influencer utilizes different tactics for their own reasons, with the end goal being to have the highest engagement rate and follower count possible. Each influencer follows the most popular trends and crafts their posts accordingly, to appeal to their audiences and new potential followers. As more and more people learn about brands and products through Instagram, understanding how influencers post and connect with followers will grow in importance.

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