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Evaluate The Role of Instagram Micro-Influencers in Customer Engagement.

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Abstract.

This research study is based on micro-influencers and how they impact consumer decision making for a particular product purchase decision. For the purpose of research on this study, attention has been given to an Instagram as a platform; it is one of the most powerful platforms in the 21st century affecting consumer decision. This research is based on a number of randomly selected micro-influencers from Instagram and a detailed review of what content they share and how they communicate with their followers and influence them over a certain product has been conducted for a month on their page.

The research was divided into 5 chapters beginning with a micro-influencer-based overview of the subject. Go ahead with the question of impressing their audience for a micro-influencer. In addition, a detailed discussion of how there are discrepancies with respect to macro and micro-influencers has been carried out further down. The issues that can typically be inherited by a micro-influencer but not by the macro-influencer. This study also includes a research methodology with 15 micro-influencers chosen from Instagram and their account has been examined in depth.

Finally, the work was concluded with a few suggestions, review and interpretations of findings were made.

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