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

End of Degree Project

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Declaration

I declare that I have worked on my bachelor thesis titled "Analysis of the Impact of Digital Marketing on Local Influencers: 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.

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Abstract

The ultimate goal of this thesis was to understand whether domestic companies and subsidiaries of international organisations tend to cooperate with Czech influencers and content creators from Instagram for the promotion of their service. For this purpose, the author created a special set of criteria for evaluating the cooperation between influencers and companies, and furthermore. Afterwards, the author distributed an online questionnaire to Czech influencers in order to obtain from them information suitable for hypothesis testing. Consequently, the author analysed the results of the given questionnaire using SPSS statistical software and performed hypothesis testing using Chi-Square tests and Fisher exact tests.

One key finding was the existence of a strong correlation between having paid promotions as a primary source of income for social media influencers and their level of satisfaction with their online presence. While this correlation does not prove causation, it suggests that influencers who rely heavily on paid promotions for their income may be more likely to prioritise maintaining a positive image on social media platforms. One of the key implications of this finding is that influencers should consider diversifying their income streams to avoid over-reliance on a single source of income. Not only can this help mitigate financial risk, but it can also allow for more creative freedom in content creation. Additionally, as growing a follower base can contribute to the success of paid promotions, influencers may want to focus on engaging with their audience and creating quality content to attract and retain followers.

Another important finding concerned the relationship between the time of involvement in Instagram blogging and income which are related. However, the author is sceptical about the validity of this hypothesis, as age and income are generally positively correlated, and if someone has been in their current job for a longer period of time, they are likely to be older and more experienced, so the same logic applies. It's important to note that

while there may be a relationship between job tenure and income, it's important to take into account other factors such as age and experience that may contribute to income levels.

Resumen

El objetivo último de esta tesis fue analizar, en el ámbito de la República Checa, si las empresas nacionales de ese país y las filiales de organizaciones internacionales tienden a cooperar con personas influyentes (influencers) y creadores de contenidos checos en Instagram para la promoción de su servicio. Con este fin, la autora creó un conjunto especial de criterios para evaluar la cooperación entre personas influyentes y empresas. Además, realizó un cuestionario para personas influyentes checas con el fin de obtener información adecuada para la comprobación de varias hipótesis. Para alcanzar los objetivos y metas, la autora utilizó un enfoque principalmente cuantitativo. En consecuencia, la autora analizó las respuestas al cuestionario mediante el software estadístico SPSS, con el que realizó pruebas Chi-2 y pruebas exactas de Fisher para validar las hipótesis. Se llegó a la conclusión de que existía una fuerte correlación entre el hecho de que las promociones de pago fueran la principal fuente de ingresos de las personas influyentes en medios sociales y su nivel de satisfacción con su presencia en línea. Aunque esta correlación no prueba la causalidad, sí sugiere que las personas influyentes que dependen en mayor medida de las promociones pagadas para obtener ingresos, pueden ser más propensas a mantener una imagen positiva en las plataformas de medios sociales. Una de las principales implicaciones de este hallazgo es que estas personas deberían considerar la posibilidad de diversificar sus fuentes de ingresos para evitar depender demasiado de una única fuente de ingresos. Esto no sólo ayudaría a mitigar el riesgo financiero, sino que también permitiría una mayor libertad creativa en la creación de contenidos. Además, dado que el crecimiento de la base de seguidores puede contribuir al éxito de las promociones pagadas, sería aconsejable que para

estas personas fuera una prioridad importante la de centrarse en establecer relaciones con su audiencia y crear contenidos de alta calidad para atraer y retener seguidores.

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Introduction

In the world of business, organisations are made up of subsystems that work together to achieve organisational goals, including the marketing subsystem. Traditional marketing strategies have evolved to include new forms of marketing, including influencer marketing, which has been used by celebrities such as Mr Beast to reach audiences and promote products.

The author, like many other people around the world, has a strong interest in learning new things through the use of social media platforms such as Instagram. Undoubtedly, Instagram has recently evolved into something that is more than just a typical platform for sharing photos. A wide range of content creators, influencers and even businesses have discovered that this unique tool for communication and information sharing can be used to their advantage.

When it comes to influencers, it is safe to assume that they use these platforms primarily to get their voices heard by the large audiences they have built up, regardless of where they now reside. Instagram offers businesses a limitless number of opportunities to reach their potential customers by working with trendsetters and influencers. These individuals have large user bases and can encourage members of their audience to purchase a particular product or commodity.

Objectives and Methodology

1.1. Objectives

This thesis seeks to determine the way in which companies and influencers intertwine, and to see whether local businesses and branches of foreign organizations frequently collaborate with Czech Instagram influencers and content producers to market their products. In order to achieve this, the author will develop a unique set of criteria to assess the collaboration between influencers and businesses. After that, the author will send Czech influencers an online questionnaire to collect data useful for hypothesis testing.

As a result, the author is testing the following three main hypotheses:

1. **Sources of income and being contacted by companies are related.** This would include source of income such as paid sponsorships and brand partnerships. Other possibilities include promotion of the products or services, merchandising and advertisement revenue.
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.** The expectation behind this is that promotion through negative interactions can help the influencer grow; negativity would thus reach more and more people to provide reactions and increase the turnover of people.

Along with the main hypotheses, the author is also testing the following supporting hypotheses:

4. **Having paid promotion as the main source of income and gender are 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.**
7. **Frequency of being contacted by companies and gender are related** (with a higher frequency in women)**.**

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8. **Frequency of being contacted by companies and age are related** (expectation: older than 25 have a higher frequency)**.**

1.2. Methodology

The author used primarily a qualitative approach in her study, represented by an analysis of the results of an online questionnaire which was developed by the author. It was then distributed to Czech influencers online. Consequently, the author analysed the results of the given questionnaire using the statistical software SPSS (Smith, 2022), where the author performed hypothesis testing using chi-square tests. Chi-square tests are based on the calculation of the sum of the squared differences between the observed (Oi) and expected (Ei) frequencies divided by the expected frequencies.

Chi square value is calculated as shown in Equation (1).

$$X^2 = \sum \frac{(O_i - E_i)^2}{E_i} \qquad (1)$$

The author then used cumulative probability functions to calculate P value, which was compared with the selected significance level of 5% (p<0.05). For situations when the expected count (expected frequency) was less than five for 2x2 contingency tables, the author used Fisher's exact test, which is calculated with the equation (2).

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

Effect size Displaying effect size is useful to illustrate the amount of effect because the significance test does not tell us the degree of influence. One valid method to calculate the effect size for chi-squared tests is Cramer's V

The formula for calculating Cramer's V is:

$$V = \sqrt{\frac{x^2}{n \cdot df}} \qquad (3)$$

Where:

V - is the effect size (Cramer's V)

$\chi 2$ - is the chi-squared statistic

n - is the sample size

df – degrees of freedom and it is calculated as the number of rows -1, multiplied by number of columns -1

Cramers V effect would be measured dependent of defined thresholds and those values are 0.1 are small effect , 0.3 are for medium effect and 0,5 for large effect, in case the number of degrees of freedom is equal to 1.

Literature Review

1.3. Digital Marketing

1.3.1. Essence

Before describing the current situation of digital marketing in the Czech Republic, it is necessary to define what it is and what its purpose is.

Digital marketing is a new branch of marketing, and since it is relatively new, it is 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 email. Broadly speaking, digital marketing is a pure internet marketing service. In addition, the concept of digital marketing encompasses the promotion of information and content through a variety of strategies that can be paid for, created specifically for this service, and through digital channels created by the organisation itself. These include Search Engine Optimisation (SEO), Search Engine Marketing (SEM) and Pay Per Click (PPC), among others (Kritzinger, 2013). However, the author of this work will discuss these in more detail in the following chapters.

Digital marketing, at its core, is one of the most widespread systems that helps marketers around the world to achieve their goals and objectives, highlighting the target audience of a product or service, and includes the process of creating and working with a marketing plan, which in turn helps to reach the desired audience and get them interested in a particular product. Digital technologies are present in virtually every element of our lives and, as a result, digital marketing permeates virtually every facet of business. This has a significant impact on the way companies engage with their customers and develop lucrative sales opportunities. Therefore, in order for a business to compete in the rapidly expanding global internet market, it is essential that the business has a digital marketing plan that has been carefully considered and effectively implemented.

It is important to note that marketing is a very recent way of generating interest in a product, as it is a relatively new way of promoting products in general. In the 20th century, the history of marketing began to emerge as a distinct subfield of economic theory, or more specifically, applied economics. This is hardly surprising, as both fields are inextricably linked and use fundamental concepts such as supply and demand, utility, exchange, profit maximisation, rationality, etc. As mentioned earlier, digital marketing encompasses virtually all Internet-based services. However, since Internet marketing is also considered a subset of marketing, it is important to emphasise that digital marketing encompasses more than just Internet-based resources. In addition to television and text messaging, digital marketing can also involve other media such as computers and mobile phones.

A product or brand can be introduced to a very small audience by using the digital marketing channel, which is a relatively high-quality strategy. Because there is a way to use contextual advertising, which can bring a significant increase in audience if it is used, for example, on prominent websites of this type of items, there is a way to use contextual advertising. If the younger generation is the target audience for a product, it will be easy to reach a large audience by using social networks and mobile applications such as Instagram, Tiktok or YouTube. This is because these platforms and applications are specifically designed for mobile use. Currently, one of the most common online activities is the production of 'viral' videos, which aim to attract a large audience by using engaging material and spreading it across the platform. As these topics cover a much wider range of issues than might appear on the surface, the author of this thesis will continue to discuss them in later chapters of the thesis. It is also important to remember that social networks are not just a 'habitat' for young people, but are used by a very large number of people of all ages (Bruine de Bruin, 2020). For this reason, marketing any product through a social network is a relatively good way of getting in touch with regular consumers. Having explained the basic aspects of digital marketing, the author of this work will proceed to discuss the different advantages and disadvantages of this type of marketing.

At the outset, it is important to highlight perhaps the most striking benefit of using digital marketing, known as Big Reach. Digital marketing has several advantages over traditional approaches, but one of the most significant is the ability to communicate with a

large audience regardless of their location. Considering that around 65% of the World's population, or around 5 billion people, have access to the internet, we can confidently deduct that digital marketing, in concept, has a fairly wide reach. (Data Reportal, 2022)

Figure 1, Example of Google Analytics page
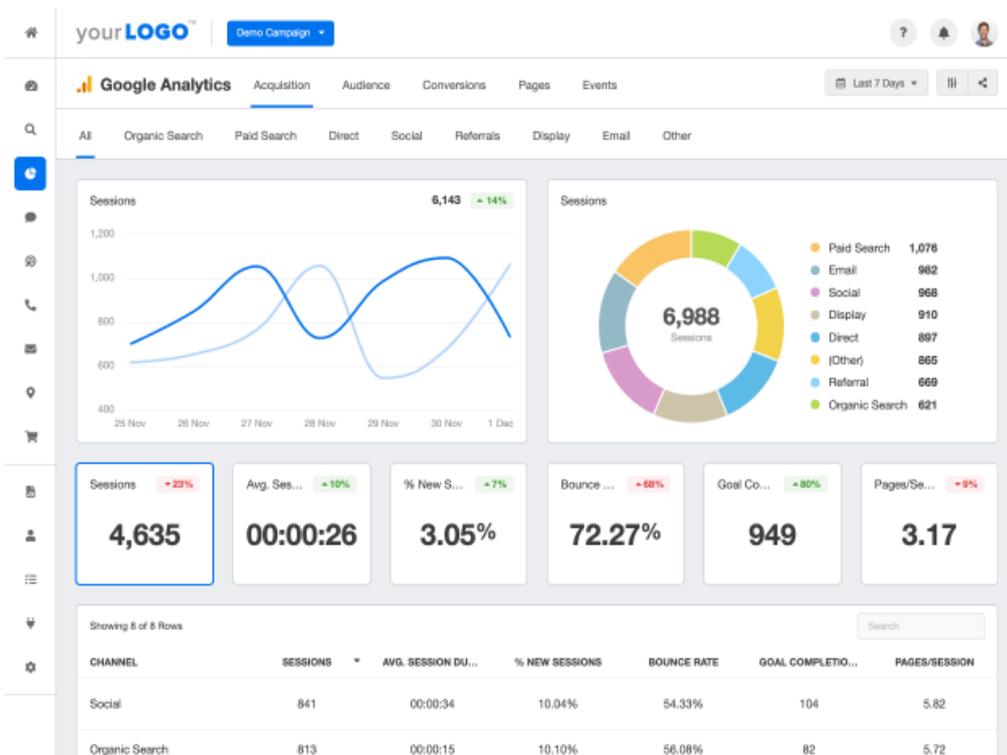
Source: Agency Analytics, 2022

The ability to receive timely feedback is another of the most beneficial aspects of digital marketing. As we have just discussed, there are plenty of services that offer analytics

and quick feedback to consumers via email, social networks, instant messengers and live conversations on the website.

When the author discusses digital marketing, it is reasonable to assume that he is taking advantage of the latest technological advances, which have made a number of tasks much easier to perform at the present time. For example, the creation of bots and their subsequent use in conversations allows for the complete automation of emails, feedback and the use of so-called intelligent assistants. This strategy reduces the amount of mundane work that employees have to do, freeing them from some of their responsibilities. It also saves time for marketers and other staff.

Having discussed the benefits of digital marketing, it is important to point out that it has a number of drawbacks.

One of the downsides of big reach is that every retailer wants to take advantage of it. As a result, it is difficult for marketers to showcase their ads and get customers interested in a company's brand image or products. Another disadvantage is the presence of a large number of competing products and services that use the same digital marketing channels, tactics and methods. It is also a fact that consumers can be harmed by digital technologies if they are used irresponsibly or for nefarious purposes. This harm can take the form of loss of confidentiality of information as well as direct financial loss.

Digital media, like TV advertising, offers greater opportunities for mass contact with more people at the same time. However, the cost of targeted contacts and face-to-face conversations is also high in digital marketing, suggesting that the overall cost of such connections is rather high. One of the issues that arises from the existence of digital marketing is the fact that digital managers sometimes have limited space and time to both inform and advertise. Unlike TV commercials, which can run for 30 seconds at a time, digital ads are often limited to 100 characters or about 2 seconds of attention. This difference will undoubtedly have an impact on the amount of attention given to a company's product and brand. The world is currently moving at breakneck speed, and progress is keeping pace. Getting 'instant feedback' is also a challenging and time-consuming endeavour. With the ease of obtaining a person's contact information, there is a strong temptation to want quick

feedback without considering the interests of the individual. This is why spam is so common in the digital world. Spam refers to fraudulent techniques used to obtain information about consumers and to force communication against a person's will.

It is important to understand that automation is the execution of certain algorithms through a programming interface. Automation is only useful when a person (the operator) has a specific job to do and there is no room for error in the method used to do it. It is only in these circumstances that the automated performance of ordinary tasks is beneficial. Otherwise, the term "budget drain" is a common problem in digital marketing. This occurs when a marketer's reliance on automation not only fails to achieve marketing goals, but also leads the organisation to losses or costs that are not justified. As a result, it is fair to say that digital marketing is not yet as straightforward and risk-free as it might appear at first glance. Each approach and each source of information has its pros and cons. However, it is important to note that all of these marketing channels and resources can only be successful in the hands of a marketer who is knowledgeable, experienced and professional in the field. The many aspects of digital marketing are explored in the following sections.

1.3.2. Segmentation

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

The ability to categorise and target different types of customers is essential to the success of any digital marketing plan. If a company wants its Internet marketing system to be successful, it must first gain a solid understanding of the characteristics that define the market segment it intends to enter. The rapidly changing information environment that is the internet has a significant impact on the methods and approaches used to research consumers. And for smaller companies that are only able to satisfactorily meet the needs of a specific subset of the target market or individual market niches, the strategies and techniques used for marketing segmentation will determine not only whether or not they will be successful in the target market, but also whether or not the organisation will be able to continue to exist

in its current form over the long term. The elements found support the need for research into methods and approaches to digital marketing segmentation for small businesses. The core meanings of the term 'market segmentation' include a more detailed description of the division of the market into distinct but similar market sectors. When it comes to implementing 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 with the characteristics of traditional marketing (Schlager, 2022).

The benefits that can be gained by an organisation through market segmentation are the main reason for its importance and the author will list some of them below.

Creating a link between the customer and the product or service that the company offers. Associating a customer with a particular brand or company can increase sales, improve the quality of services offered, obtain better placement and a variety of other benefits. Customer loyalty is hard to come by, but if a company can identify the type of person who is interested in its product, the job will be a little easier because all the company's efforts to fully understand the customer's interests will be focused on 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 give the consumer the impression that there is no other brand to compare with. At this rate of digital marketing, it's important to think about all the other things besides quality, because in this day and age, just using production is not enough to make a business profitable. When a business 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 customer the business is trying to attract.

Segmentation in digital marketing provides the marketing team with a variety of ways to gather the information they need to design the ideal approach. Email marketing, automated marketing, retargeting and various other digital tactics are available. Another thing to consider in relation to the importance of segmentation in advertising is the fact that it helps to effectively highlight material that is useful. Today, thanks to advances in social media and technology, people have access to a wealth of information that, if used effectively, will help

to grow a business. To do this, it will be necessary to develop criteria that will allow the marketing team to sort out the rubbish and remove everything that can be used productively, while getting rid of everything that is useless.

1.3.3. Targeting

The process of selecting the potential buyers of a product or service that a company is interested in selling to is known as targeting. The process of segmenting the market (already seen in the previous subsection), selecting the most appropriate segments, and deciding on the items to be supplied in each segment are all included in the targeting strategy (Schlegelmilch, 2022). It is important to emphasise the objectives of targeting and the benefits it offers compared to other marketing services.

Increase the conversion rate. If a company shows an ad to anyone without distinguishing the characteristics of the target, the conversion rate will be quite low. People may see the ad and even click on it, but they won't buy the product even if they clicked. A good example of this is the practice of marketing children's products to adults who do not have children. Targeting (selecting the most appropriate audience) will help increase the results of an advertising campaign, regardless of the campaign's objectives, which may include interaction, purchases, account subscriptions or even other actions. Only those people who are most likely to engage with the brand will be exposed to the advertising.

Reduce advertising costs. A low conversion rate results in higher advertising costs. When companies bid for views, they have to pay for the ads to be seen by people who are not in the target audience. Non-targeted users have the effect of lowering the click-through rate (also known as CTR), and the CTR is directly related to the cost of each click (Yang, 2022). First and foremost, it is important to understand the target market for your products or services; only then can the business choose the approaches and methods that are most relevant to each market group. Through targeting, the audience can be narrowed down, functional processes can be identified, and the budget can be optimised as a result.

Find additional customers. Targeting allows you to reach a wider audience and attract new customers. The company's brand or product can be discussed with people who are unfamiliar with the product, while at the same time matching the profile of the ideal

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customer. For example, the creation of lookalike communities is a service offered by practically all major advertising platforms (Popov, 2018). This tool scours the internet for people whose habits are similar to those of the company's customers, but who haven't yet engaged with the brand.

Increase brand awareness. The company can build a strategy of many interactions with potential customers by using customised advertising. These people are more likely to recognise the brand than any of its competitors when they find themselves in need of its product or service.

Communication with customers should be personalised. Companies are able to display advertisements that relate to the needs and concerns of the most specific audience segments. When it comes to marketing a new product, these aspects play a crucial role. An effective marketing plan must take advantage of all of them and not ignore any of them.

Targeting steps. It is also important to note that targeting consists of three steps, which ensure quality in the production of a successful marketing system.

The first thing that needs to be done is **segmentation**, as the author mentioned earlier. This is the process of dividing the total audience into a number of smaller groups known as segments. They are made up of users whose needs and interests are compatible. The marketing team won't be able to move on to the next stage of the process if they don't separate the data properly (Camilleri, 2018).

Targeting is the second stage that needs to be completed. Now that the audience has been segmented, the company can develop plans and techniques to help companies interact with people in a more successful way. This involves carrying out an in-depth analysis of each sub-market, creating a customer profile for that market, and then getting down to the business of developing the most compelling advertising propositions for each of those sub-markets. This approach allows companies to target different subsets of their audience by utilising the most applicable strategies (Camilleri, 2018).

Positioning is the final stage. Due to the fact that a company's position in the market depends on its performance, this stage is of the utmost importance. The task here is to convince potential customers that the product or service offered by the company is their best option. It is imperative that the company's product creates an image in the minds of the target audience. Explain to them the many benefits of using each product and strive to meet all their needs. Coca-Cola is an example of a brand that has been effective in achieving this, as the name of this company immediately comes to the minds of practically everyone when they think of soda (Camilleri, 2018).

1.4. Influencers

This section has a rather interesting structure, because despite the fact that almost everyone has the opportunity to influence the company's image and brand to a greater or lesser extent through their social networks, at the same time the reach of an ordinary person has been reduced to a modest circle of their relatives and friends, who usually 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 that audience, as influencers reach multiple online communities, media, other influencers and, most importantly, the end consumer.

The ability to communicate and engage 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. It also gives them the ability to build trust and reciprocity. It is the ability to convey intimacy and build lasting relationships. This is because showing empathy and similarity to followers is the key to influencing them. It is important to note that recently, influencers with similar living conditions have become more and more popular, for example people who blog about travelling to different countries on a rather modest budget, because the majority of the audience still does not have great opportunities and therefore it is important for them to be aware of the aspects that can simplify or help to save on certain services. So it is also about demonstrating important knowledge on a particular subject, while keeping their messages consistent. A very positive aspect of their

job is therefore to be able to anticipate the questions that potential buyers might ask about the products they are promoting.

The advent of digital marketing has led to the development of many innovative strategies for promoting marketing in general, as well as all its sub-fields. The emergence of the influencer as a new phenomenon is one of these recent advances. The word "influencer" is derived from the word "influence", which indicates that these individuals have a high level of both devotion and popularity within the audience (Brown, 2008). Bloggers are the most common term for these individuals, who are often referred to as the so-called stars of the internet because their opinions can influence the opinions of many people. It would be foolish to deny that the current consumer culture has become quite frivolous; however, whereas in the past the quality of goods determined whether they were popular, nowadays the popularity of a product determines whether it has quality. For example, Donald Trump, was a figure who achieved tremendous success, and in a sense it was his popularity that led him to the presidency in America, because he was perhaps the first person who could prove that with a certain amount of work on your image and popularity, you can inspire people to do things that are quite important for the state, such as becoming president (Rahyadi, 2020).

It is also important to note that advertising itself has become much easier for adults to understand. This is because almost everyone is aware of the basics of advertising, including the fact that many companies omit certain statements from their adverts in order to get consumers interested in their products and make as much money as possible. People stopped trusting advertising when it became "dirty", which is why shoppers have less trust in direct media advertising and are increasingly listening to influencers who share their values and have a specific relationship with their audience. Audiences are more likely to trust new products and companies when they are recommended by influencers. Simply put, influencers are those who can influence public opinion and establish trends (Qian, 2022). For this reason, there is a specific type of marketing that focuses on working with influential people, called influence marketing.

Companies have started to turn to influencer marketing after realising the impact that influencers have on the audiences they serve. The more loyal an individual's audience is, the

more eager advertisers are to target them with their products. This type of partnership is known in the business world as advertising integration.

1.4.1. Phenomenon

The ability to create a trend is the most important characteristic of an influencer. This person must be able to convince the potential customer to buy, consume and recommend the product. To do this, an influencer must be good at storytelling and creating content (videos, images, articles and opinions). This ensures a certain level of quality and attracts the interest of the audience they want to reach.

In any case, this phenomenon has both positive and negative effects. It is important to highlight those examples that have shown what the paths of development and movement of influence can be.

Malala Yousafzai, a Pakistani campaigner for girls' education and the youngest Nobel laureate, is a great example of the positive impact of an influencer. Malala came to global attention when, as a teenager, she protested against the Taliban's ban on girls' education in her home valley of Swat, Pakistan. Malala began her advocacy work at the age of 11, when she started a blog for the BBC about her experiences living under the Taliban (rf). In 2012, she came to international attention when she was shot in the head by a Taliban gunman on her way to school. Malala miraculously survived the attack and is now a leading advocate for girls' education around the world. Malala's impact 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

I wasted 150 dollars on #tanacon , it's one hallway, one big concert room, and no activities. No creators are walking around like promised. We stood outside for 4 hours, just to be treated like

Figure 3, Instagram comments after TanaCon.

them. Together with her father, Malala established the Malala Fund to promote policies and initiatives that protect girls' access to education in places where it is threatened. The Fund has distributed millions of dollars in grants to groups working to expand educational opportunities for girls in countries such as Nigeria, Pakistan and Syria. Malala has become an advocate for girls' education and a role model for many young people around the world. Their lives have been changed by her example of strength in the face of adversity. Ultimately, Malala's impact has been profound, changing public opinion about 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, as her message of hope and resilience continues to resonate with millions of people around the world.

Source: Buzz Feed, 2018

The statement "a bad promotion can be positive" suggests that a promotional campaign or event that is intended to have a negative impact on a product or service can actually have a positive outcome. This can happen if the promotion generates publicity and attention, which can ultimately increase awareness and interest in the product or service.

The story of YouTuber Tana Mongeau is often cited as an example of this phenomenon. In 2018, Mongeau organised an event called TanaCon, which was intended to be a rival to the popular VidCon event. However, the event was poorly organised and overcrowded, leading to chaos and disappointment for many attendees.

Despite the negative media coverage of TanaCon, Mongeau's profile and popularity actually increased as a result of the event. Many fans and supporters defended Mongeau and praised her for trying to create an alternative to VidCon. The controversy also generated significant publicity and exposure for Mongeau and her brand, ultimately resulting in increased views, subscribers and revenue.

While the TanaCon story is not a universal example of the "bad publicity can be good" phenomenon, it does illustrate how a negative event can sometimes have unexpected positive results.

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 nature of the 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 2016. But the Fire Festival, which promoted itself as the best event in every way, from a wide range of fine cuisine, was advertised almost everywhere. Tickets ranged from $1,500 to $400,000 and were sold out within 48 hours of the announcement. But the whole thing turned into a nightmare. Due to extremely poor preparation for the event, poor organisation and missed deadlines for building and clearing the island, the Fyre Festival turned out to be a catastrophic failure. As a result, the people who first arrived on the island found themselves

in a situation where they had nowhere to live and nothing to eat, and leaving the island became much more of a problem than it might seem at first glance. After just a few hours, almost all the famous artists announced that they would not be performing at the festival, and literally in a matter of hours, this festival went from being the "best festival ever" to the "worst festival ever".

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 made a purchase after seeing an influencer's tweet (Karp, 2016). The study also shows that the areas most affected by this type of marketing are politics, society and fashion. The most used social networks are Facebook, Twitter and Instagram.

1.4.2. Current Development

For now, it's important to note that influencer marketing continues to grow, with spending on influencer marketing increasing by 42% to $13.8 billion in 2021. By the end of 2022, it is predicted to reach $15 billion (Masuda, 2022). Therefore, the author can safely state 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, which can also be divided into influencers 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-19. This is because many forms of advertising became completely useless during these periods of the pandemic, as people were unable to leave their homes, and online communication between brands and potential buyers became almost the only way to establish a dialogue. And as the influence of influencers on marketing has grown in recent years, at a time when the pandemic has not completely left the planet but has taken a few steps back, one cannot underestimate the potential it has shown and how many different types of product promotion it has created. And as the pandemic has taken a few steps back, the potential it has shown cannot be underestimated.

1.4.3. Instagram in the Czech Republic

It's important to realise that this form of advertising is not tied to a specific country, but is expanding to all nations where people have easy access to the internet. Since the influencer phenomenon is expanding regardless of nationality, it is difficult to pinpoint its growth or the specifics of its migration to the Czech Republic. However, the author of this study would like to draw attention to a few recognisable figures in Czech popular culture who have achieved remarkable fame and are often used as spokespeople by large companies. These influencers are Nikola Čechová, Karel Ková and Anna Šulcová.

Figure 5, Nikola Čechová

Source: Aha!, 2022

Lifestyle blogger and "Breakfast with Nova" (Sndan s Novou) host Nikola Čechová has 750,000 Instagram followers. Nikola has a blog in Czech where she discusses trends, travel and culture in Prague and abroad. The blogger also organises charity bazaars such as 'Kup si kármu', where kind people donate used goods such as clothes and books. The crew donated all the money they made to the people of Elpida to help them care for the elderly.

Both the Nikolásky podcast and the Local clothing line are original creations by Nikola. She hosts a podcast in which she and her friends talk about their professional lives and travels.

Blogger Karel Ková, also known as Kovy, has 900,000 subscribers on YouTube and 800,000 followers on Instagram. Karel captures lifestyle and entertainment, reports on news from the Czech Republic and around the world, and shares stories from his travels through film. Kovy was named Blog of the Year in the Czech Republic and is also ranked 17th on Forbes' list of "The Most Influential Czechs" (rf). Kovy has captivated audiences with his openness and participation. The blogger often appears on Czech variety shows. He is also 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 967,000 Instagram followers and 485,000 YouTube subscribers. Anna's attractiveness and openness have made her a hit on social media. Her YouTube channel features vlogs in which she talks about her everyday life and some of the most beautiful places in the Czech Republic and Europe. Anna is one of the most important people in the Czech Republic. She has won the Czech Social Award for Blogger of the Year for the last four years in a row (since 2017). The Czech edition of Forbes magazine ranked Anna as one of the highest-paid bloggers in the country in 2021, with an annual salary of over 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 and musicians, and even influencers who are only associated with certain countries, such as the two examples above, the phenomenon and full influence of this profession is not only widespread and growing by the day, but their ability to communicate with the masses allows them to sell products and arouse interest in them among their followers.

Practical part

1.5. Criteria

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

However, the author assumes that in the case of a given influencer whose main focus is on other platforms, such as TikTok, they also tend to have relatively prominent Instagram accounts. Nevertheless, the author's main method of contacting 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 medium-sized influencers in the Czech Republic at 1,000 people, so she started to contact influencers based on the random principle, where all influencers in the Czech Republic whose contact details were published received the form and the author used the first 50 recorded responses for her analysis. Below, the author presents a brief example of a typical letter sent to an influencer included in this study:

Figure 8, Template of email sent to influencers

Influencers Research

Hello!
My name is Sadiya Khafizova and I am a third-year double-degree student conducting research about influencers in the Czech Republic. Please, participate in my survey and making this humble contribution will help me a lot to complete a solid study. Find the form on the following link.

Best,
Sadiya Khafizova

Source: own research

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

Figure 9, Examples of selected influencers
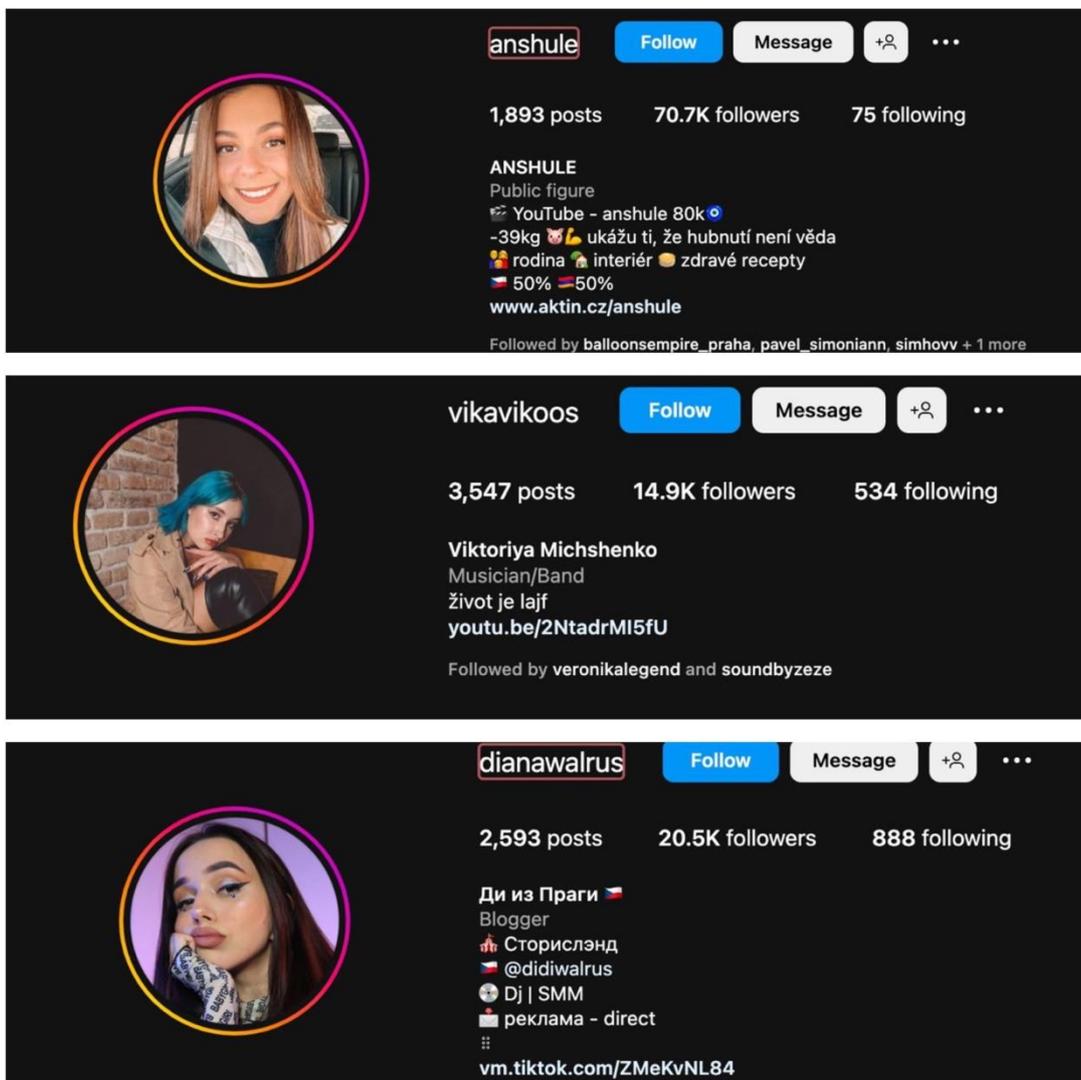
Source: own research

The author also sets the criterion for the selection of influencers, which she considers to be small to medium-sized in the Czech Republic - from 10 thousand to 80 thousand followers.

1.6. Essence

Consequently, the author is experimenting with the following three primary hypotheses:

1. **Sources of income and being contacted by companies are related.** Sources of revenue like compensated sponsorships and brand alliances. Promotion of the goods or services, merchandise sales, and ad revenue are further possibilities.

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 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.

In addition to the primary hypotheses, the author is examining the following supplementary hypotheses:

4. **Having paid promotion as the main source of income and gender are 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.** The author believes that longer someone works in the domain, more money he or she eventually gets by being active.

7. **Frequency of being contacted by companies and gender are related (with a higher frequency in women).** The author hypothesizes 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, in order to test hypotheses, it is essential to first collect data based on an image of an appropriate respondent for the author's study. The author used Google Forms as the main platform for collecting responses. Given the relatively small number of the selected population (just about 1000), the author was able to collect the sample, the size of which is equal to 50. The breakdown of the questions used by the author in her questionnaire is presented in the appendix of the thesis.

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

1.7. Questionnaire Analysis

Below the author gives a brief overview of the data she has collected:

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
Less than 3 times	Domestic	No
More than 3 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 elaboration

The author then proceeds to test the first hypothesis: *Sources of income and being contacted by companies are related.*

Figure 11, First 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

As seen in Figure 11, the testing procedure is as follows:

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

39

*0.021 < 0.05 => **Ho is rejected**. Ha is assumed => 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 effect size:

Effect size for the first hypothesis

The effect size (Cramer's V) for the relationship between sources of income and being contacted by companies is calculated to be $V = \sqrt{(5.333/50)} = 0.326$. With a value of 0.326, which is larger than 0.30, it indicates a medium effect size.

These results show that there is an association between sources of income and being contacted by companies for paid promotion, with a medium effect size.

Interpretation:

The idea was to explain that there are two types of influencers based on their main source of income: those whose main source of income is their blogging activity, and those for whom it is just a hobby or a platform to share their opinions.

Influencers whose primary source of income is their blogging activity focus on attracting paid partnerships from different companies. Companies are interested in collaborating with these influencers because they have built a significant follower base and have a big impact on the target audience. This may involve posting pictures on their blog or social media pages featuring the products or services of the company. Additionally, influencers may create videos demonstrating how to use the products or provide reviews and endorsements. The social media content itself cannot be a source of income without paid collaborations and partnerships with different companies or organizations.

Those influencers for whom their social media content activity is just a hobby, might have a different source of income, outside of the social media. They are not focused on attracting the partnerships from different companies. Thus, their main source of income does not depend on being contacted by the companies for the promotions.

Figure 12, Second 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

The testing procedure, as observed in Figure 12, is:

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 => Ho is rejected. Ha is assumed => being satisfied with the growth of social media and having paid promotion as a main source of income are related.

Additionally, the author calculates the effect size:

Effect size for the second hypothesis

$V = \sqrt{(11.524 / (50 * 1))}$
$V \approx \sqrt{(0.23)}$
$V \approx 0.48$

The effect size (Cramer's V) for the relationship between the variables in the second hypothesis is approximately 0.48. This indicates a medium effect size. There is a medium or modest relationship between the factors being investigated in the study.

Interpretation:

The intention was to clarify that having paid promotion as the main source of income and being satisfied with the growth of social media are related because social media growth directly impacts influencers' financial stability, validation, professional opportunities, and sense of influence. When influencers experience significant growth in their social media, they have access to a larger audience and a wider range of opportunities for monetization. They are more likely to attract paid partnerships and feel satisfied with their progress.

Figure 13, Third 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 13.

Thus, the hypothesis cannot be validated nor invalidated through a Chi square test.

However, the Fisher's exact test could still be used, and it was applied according to the following 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 not possible 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, with the sample size and specific data.

Interpretation:

To clarify, the idea the author wanted to explore is whether influencers who receive criticism from their audience for specific content or expressing their opinion are satisfied with the growth of their social media presence. However, it was challenging to provide a definitive answer.

In general, receiving criticism from one's audience can have varying effects on an influencer's satisfaction with social media growth. Some influencers may view criticism as an opportunity for improvement and growth, which could positively impact their satisfaction. They may value constructive feedback and use it to refine their content and engage with their audience more effectively.

Figure 14, Fourth 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

As seen in Figure 14, the testing procedure was:

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 => Ho is not rejected. It is not possible to tell whether there is a relation between having paid promotion as the main source of income and gender.

Interpretation:

The market demand for certain types of influencers can be influenced by gender. Brands often seek influencers who align with their target audience. For instance, if a brand primarily targets women, they might be more likely to collaborate with female influencers. This alignment between the influencer's gender and the target audience can create a relationship between gender and the prevalence of paid promotion as the main source of income. However, the author's hypothesis could not be validated statistically.

Figure 15, Fifth 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

However, the expected count is insufficient for 33.3% (two out of six) cells, as can be seen in Figure 15.

Because of the lack of cell counts, the author could not evaluate the relation between paid promotion from companies and main source of income.

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 16, Sixth 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

As shown in Figure 16, four cells did not reach the minimum count of 5 samples per cell. Thus, the sample is not big enough to statistically test the relation between time of being involved with Instagram blogging and income.

Interpretation:

Experience and expertise gained over time can lead to higher-quality content and more lucrative opportunities, positively impacting income. Building a larger and more engaged

audience with time increases the chances of attracting brand partnerships, which can result in higher income. Long-term involvement in the industry opens up various monetization opportunities, such as sponsored posts and brand collaborations. Industry recognition and reputation acquired over time can lead to higher-paying partnerships and income-generating opportunities. This is the author's intuition, but the sample size was not large enough to test it. Future studies could test this hypothesis by reaching a larger sample.

Figure 17, Seventh 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?			
			Less than 3 times	Between 3 and 10 times	More than 10 times	Total
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

The author continues with the seventh hypothesis: Three cells fell short of the required five samples per cell total. Therefore, the sample is too small to statistically examine the relationship between frequency of being contacted by companies and gender.

The author proceeds to test the final hypothesis: *Frequency of being contacted by companies and age are related (expectation: older than 25 have a higher frequency)*. The output is presented in Figure 18.

Figure 18, Eighth hypothesis testing

			How often per year are you getting contacted by a given company to promote their products?			
			Less than 3 times	Between 3 and 10 times	More than 10 times	Total
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

Six cells (66.7% total) were under the minimum five samples per cell. The sample should be bigger to validly test the relation between frequency of being contacted by companies and age. Since there are three rows, Fisher's exact test could neither be performed. Thus, a bigger sample would be needed in order to test this hypothesis.

Interpretation:

The author wanted to explore whether there is a relationship between the frequency of being contacted by companies and age in the context of studying influencers. Specifically, the author was interested in understanding if age plays a role in the frequency of companies reaching out to influencers. In future studies, with a bigger sample size, this will be tested.

Discussion

Before interpreting the author's findings and comparing them with those of other researchers, it is important to recall what her main findings were: having the profession of influencer as a main source of income and being contacted by companies **are related**; having paid promotions as the main source of income and being satisfied with the growth of one's social media **are related**; for being criticized by one's audience and being satisfied with the growth of social media are **not supported**; the relation between having paid promotion as the main source of income and gender could **not** be **tested;** the relation between having paid promotion as the main source of income and age could **not** be **validated**; the relation between time of being involved in Instagram blogging and income could **not** be **tested** since the sample did not reach the required size; frequency of being contacted by companies and gender are **could not be tested** due to the size of the sample; and the relation between frequency of being contacted by companies and age could **not** be **examined** due to the same reason as previous hypothesis. The author will gradually analyse the results of each hypothesis and reflect on possible reasons.

Starting with the **first one**, the results of the hypothesis testing for the first hypothesis about the source of income and having 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 for the result of this hypothesis testing is quite simple - influencing is generally a very interesting profession and additional benefits such as financial rewards could increase the satisfaction from the hobby even more, leading people to change the way they perceive their hobby and social media account, turning it into a kind of business. Cartwright, 2022 comes to the same conclusions as the author regarding this hypothesis.

Moving on to the **second hypothesis**, it is fair to say that a similar result was expected by the author, as her original assumption was that paid advertising would increase satisfaction with blogging. Lee, 2020 also believes that underpinning the favourite hobby with a series of additional benefits for influencers is the crucial point that changes the real way influencers perceive their hobbies and turn them into a business.

Approaching the **third hypothesis**, the author's original assumption about being happy with the growth of social media and being criticised by one's audience could not be tested. The author assumed that negative feedback is still feedback and it could have helped influencers to increase their views and attract more attention to their persona, thus making them happy with the increased sales and happy with the overall growth of their social media accounts. A similar study by Hudders, 2022, did not specify on the very same issue of understanding whether or not influencers are happy with also negative feedback, but he concludes a series of interesting additional comments that suggest that receiving negative response from followers negatively impacts not only the credibility of influencers but also of brands. From now on, the author can assume that not only does it not bring satisfaction to influencers, but according to Hudders, 2022, it can also damage the potential credibility of influencers, so the author concludes that an opposite assumption can be made to the one the author had originally made in the Objectives and Methodology chapter.

In the **fourth hypothesis** the author then finds that gender and having paid promotions as a main source of income was not validated, despite the fact that the author believes that women would be more inclined to focus on their influencer métier to maintain their daily lives. However, the author's results showed that it is not possible to say whether there is a relation between having paid promotion as the main source of income and gender. Hudders, 2022 comes to a very similar conclusion in this area, claiming that there are really no significant differences between men and women when it comes to blogging, only within some specific specialisations and fields.

Then, the author wanted to test the **fifth hypothesis** related to having paid promotions as a main source of income and its relationship with age. However, this could not be tested. Thus, it remains to be validated whether age, along with gender, are significant factors influencing the perception of one's blogging profession. Veissi, 2017 suggested a similar idea, with the author of this article believing that modern technologies offer everyone a fair chance to be heard, so age does not really play a role in influencing in the 21st century.

Coming to the **sixth hypothesis** about the relationship between time of involvement in Instagram blogging and income are not examined. The author's intuition is that if someone is involved in their current occupation for a longer time, it is quite often the case that they are older and more experienced. Dam, 2017 also assumes that age and income are significantly related.

The author then summarises the results of the last two hypotheses, seventh and eight hypotheses, both age and gender could not be tested as related or unrelated to the frequency of being contacted by companies.

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**. No significant evidence of a relationship or difference between the variables was found, indicating that the hypothesis is not supported.**

4) Having paid promotion as the main source of income and gender. **There is not enough evidence** to confirm a relationship between having paid promotion as the main source of income and gender. The available data is not sufficient to support this hypothesis.

5) Having paid promotion as the main source of income and age. The hypothesis could **not be tested.**

6) Time of being involved in Instagram blogging and income **are not examined.**

7) Frequency of being contacted by companies and gender. The hypothesis could **not be tested.**

8) Frequency of being contacted by companies and age. The hypothesis could **not be measured.**

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

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Appendix.

Questionnaire elaborated by the student and sent and filled by influencers (original in Czech).

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 source 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

ANEXO I. RELACIÓN DEL TRABAJO CON LOS OBJETIVOS DE DESARROLLO SOSTENIBLE DE LA AGENDA 2030

Anexo al Trabajo de Fin de Grado y Trabajo de Fin de Máster: Relación del trabajo con los Objetivos de Desarrollo Sostenible de la agenda 2030.

Grado de relación del trabajo con los Objetivos de Desarrollo Sostenible (ODS).

Objetivos de Desarrollo Sostenibles	Alto	Medio	Bajo	No Procede
ODS 1. **Fin de la pobreza.**				x
ODS 2. **Hambre cero.**				x
ODS 3. **Salud y bienestar.**		x		
ODS 4. **Educación de calidad.**				x
ODS 5. **Igualdad de género.**	x			
ODS 6. **Agua limpia y saneamiento.**				x
ODS 7. **Energía asequible y no contaminante.**				x
ODS 8. **Trabajo decente y crecimiento económico.**			x	
ODS 9. **Industria, innovación e infraestructuras.**				x
ODS 10. **Reducción de las desigualdades**.				x
ODS 11. **Ciudades y comunidades sostenibles**.				x
ODS 12. **Producción y consumo responsables.**				x
ODS 13. **Acción por el clima.**				x
ODS 14. **Vida submarina.**				x
ODS 15. **Vida de ecosistemas terrestres.**				x
ODS 16. **Paz, justicia e instituciones sólidas.**				x
ODS 17. **Alianzas para lograr objetivos.**				x

Descripción de la alineación del TFG/TFM con los ODS con un grado de relación más alto.

***Utilice tantas páginas como sea necesario.

SDG 5. I studied the gender equality in the population of influencers in the Czech Republic. Most of the influencers are women so no significant gap could be found during the study.