

Social networks and digital influences: A description of the influences in the digital consumer behavior

Redes sociais e influenciadores digitais - Uma descrição das influências no comportamento de consumo digital

Guilherme Juliani de Carvalho

ABSTRACT

New communication technologies bring a new way the companies make your marketing strategies. An old consumer, who just received a message, gave a place to a critic and participative consumer. The use of social media by organizations comes every day, gaining strength and space in the marketing landscape. In this context, highlight, the social networks, where the consumers interact with the brands, exposing their opinions and ended up being influenced in several ways, of which stand out the figure of the digital influencer. The relationship between the digital influencer and the new consumer behavior is the central one of this study. To reach the purpose was applied a questionnaire to 578 interviewed. By this study one can see how the consumer perceives the digital influencer and how these influences can impact the purchase decision.

KEYWORDS: Social networks; Digital influencers; Consumer behavior.

RESUMO

As novas tecnologias de comunicação geraram uma revolução na forma como as empresas faziam marketing. O consumidor passivo, que apenas recebia a mensagem, deu lugar ao consumidor crítico, participativo e exigente. O uso das mídias sociais por parte das organizações vem cada dia mais, ganhando força e espaço no cenário de marketing. Dentro deste novo universo, destacam-se as redes sociais, onde os consumidores interagem com as marcas e entre si, expondo suas opiniões e experiências, e acabam sendo influenciados de diversas maneiras, das quais se destaca a figura do *digital influencer*. O objetivo deste estudo é entender o real impacto dos *digital influencers* nos consumidores, e, também, como o público se relaciona com as redes sociais para efeitos no comportamento de consumo. Para atingir tal objetivo foi aplicado um questionário, Via SurveyMonkey^R a 578 pessoas, onde puderam se posicionar acerca da real influência que os influenciadores digitais exercem sobre o consumidor. Através deste estudo pode-se perceber como o consumidor percebe o influenciador digital e como estas influências podem impactar na decisão de compra. Resultados iniciais mostram que apesar de serem seguidores dos *digital influencers* os consumidores não seguem, fielmente, as indicações de consumo destas personalidades das redes.

PALAVRAS-CHAVE: Redes sociais; Influenciadores digitais; Comportamento de consumo.

Submission: July 23, 2018

Approval: December 18, 2018

Guilherme Juliani de Carvalho

Master in business administration (Marketing) from the University Fumec. Professor and coordinator of the undergraduate program at the University of São Paulo and SENAC University Center. Tutor and Author of LEARNING material.

Address: Rua Vitoriano Veloso, nº 25, Jardim Bartira, 08151440, São Paulo, SP, Brasil.

E-mail: gui.jcarvalho@gmail.com

1 INTRODUCTION

New technologies have been transforming communicational practices in contemporary times. It is not from today that many authors in the area of communication and marketing (Telles, 2010, Torres, 2016, Jaffe, 2008) making know the great revolution of social media in the relationship between consumers and companies. Jaffe (2008) already said at the time that there is something wrong with traditional media, mainly because of the changing behavior of consumers in relation to obtaining information about brands, products and services. Smarter and more suspicious than ever, people turn off commercials and change channels at the first note of a jingle. Contrary to the communication known as off-line, it is increasingly common to find people accessing these new technologies and social media (Telles, 2010).

Within these new technologies of communication, social networks can not be contrasted, which is understood as a set of two subjects that can be people, institutions or groups, and their connections, which are social interactions or bonds (Recuero, 2009). And within this concept of social networks, digital influencers and their ability to engage people (followers) in their personal pages arise.

For Weinswing (2016) the digital influencer has gained applicable importance in the last years, mainly fueled by the arrival of the generation Z - born from 1990 to 2010 - to the consumer market. A survey conducted by Provokers for Google in 2016 showed that digital influencers have as much or more influence than music, television and movie personalities.

Faced with this context of changes caused by the rise of the media and social networks in communication, as well as the emersion of the figure of digital influencer, and the popularization of the internet, that is developed, which intends to answer the following question: how the figure of the influence influences the moment of consumption? For this, the objective of this study is to understand the real impact of digital influencers on consumers, and also how the public relates to social networks for purposes of consumer behavior.

Become more assertive in marketing investments is a necessity of organizations (Brandão, 2001). Much has been asked, in a comparative way, of the investments in marketing on and off-line. Authors like Brandão (2001), Torres (2009 or 2016), Telles (2010) and Las Casas (2010) indorse the most significant investment in online marketing, seeing the cost benefit ratio and assertiveness of communication, others indorse greater investment in tradicional media, as it reaches the popularity. But it is necessary that the real effectiveness of these investments be investigated. Understanding how consumers relate to digital influencers as well as social networks influences their consumption, is necessary in a period of marketing in which technologies are increasingly used as a way of relating and interacting with the consumer. For the accomplishment of this study, in addition to a bibliographical review a questionnaire was applied, via digital platform, answered by 578 people.

It is understood, then, that social networks allow the creation of values, be they individual or collective, in society, and this creates a consolidated relationship between consumers and the figures they elect as influencers, opening a range of options for the strategic digital marketing communication that deserves to be broadly studied and analyzed from the point of view of organizational communication, the dissemination of a company, a brand or a product.

2 DIGITAL AND INTERACTIVE MARKETING

In 2010, Martha Gabriel already argued that with the increase of the internet the forms of communication and relationship with the public, on the part of the companies, would change. The internet would give voice to the masses, accustomed only to receiving, in a static way, the information and commercials that the organizations exhibited in newspapers, magazines, radios and television.

In the process of communication between organizations and consumers, the latter occupied a more passive role where the brand emitted its message that reached the consumer. As shown in

Figure 1, with the interactive media, fostered by the popularization of digital networks, there was a "reversal in the marketing vector, and the consumer who previously only received the message became an active subject in communication, searching, emitting opinions and sharing experiences "(Gabriel, 2010, p.23).

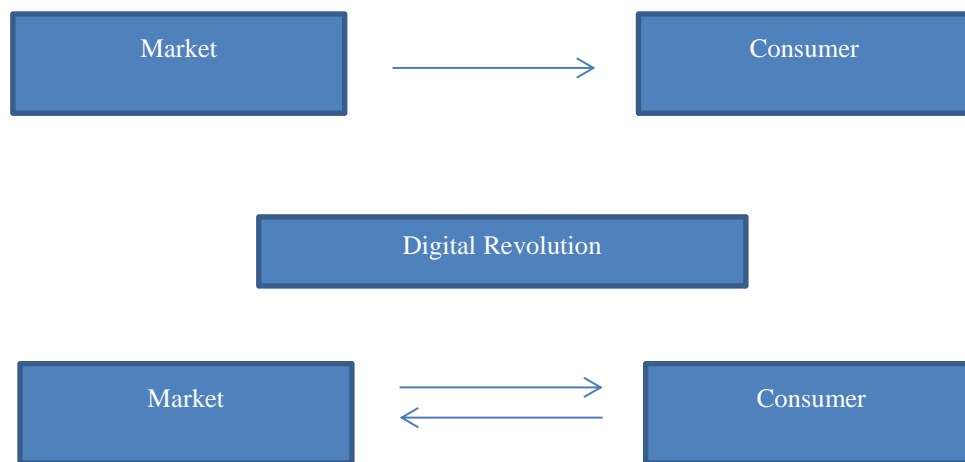


Figure 1 - Inversion in marketing vector
Source: Adapted from Gabriel, 2010.

This change in the marketing vector has led organizations to rethink their ways and ways of exposing themselves to consumers through digital media. Unlike WEB 1.0 in which the virtual relationship was given through the sale of goods through the internet - a static relationship - WEB 3.0 brought an explosion of contents, channels and actions both by the message transmitter and the receiver. Okada and Souza (2011) discuss digital marketing in the era of WEB 3.0 from the conceptualization of synchronicity, that is, the market segmentation associated with real-time action at the time of purchase of consumers, you can map all the preferences of your audience. The authors show that the Emotion Selling Proposition (ESP) gives way to the Xperience Selling Proposition (XSP), which means that the consumer comes to value the experience with consumption more than the emotion of getting something. In visibly, then, that new habits of life and consumption, intensified by the internet, have changed not only the organizations' performance with consumers, but also consumer behavior on the part of the virtual buyer. For Gazal and Abreu (2017, p. 2)

Product, price, place and promotion are now perceived as the minimum benefits that a company can offer. In this way, Digital Marketing emerges as a great ally of companies that want to keep their customers always faithful, because through the use of the internet it is possible to create and improve relationship ties in both the buying and selling process and in promoting the brand of the organization.

Considering that any relationship is based mainly on interaction in the era of digital marketing, the emphasis of tools is centered on social networks (Bertoldi, 2014). The social network is exchange, it is experience, it is interaction (Recuero, 2009). In virtual social networks is that there are a number of people (often unknown personally) connected. This connection is due to similar styles and similar interests, and from this, these people exchange experiences and stories about their consumption. Where there are people interested in buying, there must also be a company interested in publicizing its brand, winning new customers and gaining a market (Bertoldi, 2014). However, it is important to emphasize that in virtual social networks, brands can not only reproduce the message idealized by advertisers and marketers, it is necessary to understand what the group intends to achieve seeks, how they seek, what they expect, experiences they seek (Melo & Rimoli, 2018).

The consumer is increasingly critical, more selective, more demanding, and not only products, but also, to the organizations themselves, valuing their social actions and focus on customer satisfaction (Melo & Rimoli, 2018). It is necessary to be close to whoever wants to communicate,

speak their language, attract by curiosity. In the era of digital marketing, selling more than ever is a consequence of believing and engaging a brand.

Campano (2009) says that companies that do not update their way of doing business tend to move towards the end of their enterprise, as he argues: Nowadays the internet is not a communication channel to be underestimated and more and more companies use it as an integral part of their marketing and advertising strategy. Lower costs, a higher audience, and a higher degree of interactivity as a customer / visitor are just a few of the aspects that elevate the internet these days to the level that other forms of communication and marketing regularly use. But the truth is that the way you do business has changed, evolved.

Show up on digital social networks like Facebook, Twitter and Instagram allows companies to establish a relationship of credibility and trust that engages and creates influence among its users and consumers. For a brand, developing and cultivating a profile on social networks can be the opportunity to gain consumer confidence and subsequently result in an improvement in your marketing results. And being being in virtual social networks: it is to have someone speak for this brand, to attract followers to your products, to present what you have to offer to the market. In the digital age, the advertising people gives way to the digital Influencers: there is no longer the commercial recorded, the speech decorated. This presents itself with naturalness, with actions of the day to day, including in its routine that product or service that intends to present to its followers.

2.1 Media and social networks

For Telles (2011), the distinction between the terms networks and digital media goes through a thin line, since it is first necessary to understand if the user wants to share content or create relationships. In this sense, the definition between social network and social media will also occur in the use that a person gives his tool. By the way both the term social network and social media already existed before the internet. What is happening today is an adaptation of the terms to the language and the digital age. The idea of social networking has been around for over a century. The expression arised with the proposal to designate a set of relations between members of a social system to different dimensions (Bertoldi, 2014).

Social media, previously, referred to the power to spread a message in a decentralized way of the mass media. Now, in the digital age, the expression is translated as an online tool used to disseminate content while allowing some relationship with other people. That is, it is a tool that aims to share content. Personal relationships, however, would be the background. In this way, the differences between the two terms are clear: networks means the relationship between individuals with common goals and ideas, and media refers to the sharing of actions and information of a particular network.

Telles (2011) shows that social networking sites or social networks are environments that focus on bringing together people, the so-called members, who, once enrolled, can expose their profile with data such as personal photos, texts, messages and videos, as well as interacting with members, creating lists of friends and communities.

The increase of users adhering to the routine of social networks reflects several effects, generating intense changes in the forms of communication between companies and consumers. This change is not only in language, in the use of audio, video, interactive capacity, numbers of followers and tanned, but in the real impact that this communication generates in society. Owners of blogs and channels of success in social networks, digitals influencers are changing the way information is consumed on the internet due to its influence and interaction with the public, what Silva and Tessarolo (2016) call the 'period of revolution of digital influence '.

3 DIGITAL CONSUMER BEHAVIOR

Gabriel (2010) showed that the profile of consumer behavior, with the apogee of the Internet underwent intense changes, and that new consumer habits came to predominate over society.

Traditional consumer behavior writers such as Blackwell, Miniard and Engel (2010), Solomon (2016) and Sheeth, Mittal and Newnman (2008), have researched the steps consumer takes from recognizing the need to disposing of consumer waste, all influenced mainly by offline media.

However, as Solomon (2016) shows, the arrival of social networks such as Facebook, Instagram, Snapchat and others promoted changes in the relationship between consumers and brands, obtaining information and exchanging experiences, making the client more alert, more informed, critical and demanding. For Ramkumar and Rishika (2018) the purchasing decision process is no longer linear. The diversity of channels, factors, and variables that influence the customer's buying journey has changed the way consumers search for information and buy their products. In this sense, it is important to understand and follow all changes and new patterns of consumption influenced by digital, so that it is possible to optimize the process of value creation, relationship and quality perception. One of the most relevant aspects in this new behavior of the digital consumer is the need to master the entire buying journey: customers seek more independence to make a purchase (Ramkumar & Rishika, 2018).

The arrival of e-commerce, with stores available on websites and applications, showed people how it is possible to consume with convenience, security, good products and affordable price. The challenge for virtual shopkeepers was, until then, to understand what their audience wanted as they wanted and serve them in the most appropriate and welcoming way possible. The consumer took the desire to be well served in the physical stores, for the digital universe (Alhabash, Mcalister, & Hagerstrom, 2015).

This digital world then altered the sequence of consumer behavior steps that Solomon (2016) and Ramkumar and Rishika (2018) have established in recognizing the problem, product discovery and learning, consideration of the solution and purchase decision. Realize that the steps in digital behavior are shorter and less dismembered than in traditional buying behavior. Recognizing the problem is, just as in offline analysis, the consumer realizes that the situation in which he is (real) is not what he thinks is appropriate (ideal). This recognition can be instigated by a marketing action, a virtual celebrity influence and other ways. The second step, called product discovery and learning, is when the consumer has the first virtual contact with the product through virtual stores, brand comparison sites and options, so the consumer will understand the operation of the product he is aiming for, will make comparisons and depart for analysis of the possible solutions to your wants and needs. This point requires understanding the varied information needs at different stages of the purchase journey.

At the stage of consideration of the solution, what the consumer most looks for to find out what the desired product by presenting benefits to him in solving his need / desire. The new consumer is more willing to look for ways to deliver more value, seeking to make the best possible decision rather than restrict themselves to a brand, as Alhabash, McAlister and Hagerstrom (2015) show. And from there the consumer starts his purchase decision, making consumption in the digital platform. One step that can come after the purchase decision is the exchange of experiences, and the user uses social networks to express their experiences and satisfaction / dissatisfaction with the product purchased. A comparison between the study of consumer behavior on and offline can be seen in Figure 2.

Offline consumer steps	Online consumer steps
Recognition of the problem	Recognition of the problem
Search for information	Discovery and presentation
Analysis of alternatives	Discovery and presentation
Purchase	Buying decision
Consumption	Exchange of experiences
Post-Consumer	Exchange of experiences

Figure 2 - Comparison of consumption behavior on and off line
Source: Adapted from Solomon (2016); Ramkumar and Rishika (2018).

While all these stages of consumption the consumer is subject to internal and external influences in their decision. Internal influences include knowledge - cognition and brand affection, experiences already lived, while external influences continue to come from social groups, family, culture, social class, but also become digital influencers.

3.1 Digital Influencers

Digital Influencers, in the face of the scenario of networked technological communication, occupy the place of the old radio, TV and cinema celebrities in the capacity to divulge products and to engage people to a certain brand (Almeida, Coelho, Camilo e Godoy, 2018). They become people of trust and mirroring of their followers, who accept suggestions, create interactions and often follow them, something that has already been noticed by the marketing of companies of the most varied segments (Silva & Tessarolo, 2016). They use the practice of commercial endorsement, which is conceptually defined as a marketing technique in which a person endowed with public recognition lends this advantage (notability / recognition) to a product or service.

For Almeida et al. (2018). "The more recognition these agents have, the greater the power of persuasion and persuasion." Digital influencers have the characteristic of forming opinions in social networks and generally aggregate an audience that share and adhere to these opinions. In this way, through persuasion, these professionals can create ties of interactivity and proximity to their followers. Borges (2016) states that when people become followers of this type of personality, they probably develop some kind of sense of trust in the person behind those texts or pictures. Regardless of the content, people want to know the position of a blogger about a particular subject, product or service offered and thus form an opinion of a particular brand or trend.

The idea of influencers is not something recent. From the beginning of mass communication, through radios and magazines, celebrities were already seen as attractive to brands, according to Alhabash, McAlister and Hagerstrom (2015). The first theories of communication, dating from the twentieth century, were already studying this impact that personalities exert on the great mass. However, the use of this figure in marketing has gained momentum in the last few years precisely because of the advent of the Internet, allowing a person to reach, with the same message, as many users as possible (Messa, 2016, np.). Digital influencers are online, virtually, 24 hours a day, sharing information, opinions, routines, habits and brands. Such individuals also have a permanent contact with their audience, which engages with the simple and direct way that the influencers use in their communication, as if it were a conversation between friends. As Weinswing (2016) emphasizes, this audience feels part of the life of that person who follows by following their holiday postings, social outings and day-to-day at home.

Weinswing (2016, p. 5) says that in addition to being opinion makers, influencers are "people influencing contingents of people, who lead the masses to agree to a particular opinion or to consume a particular product, to watch a certain spectacle, to read certain magazine or newspaper."

In this way, the digital influencer becomes an individual capable of influencing (to what extent?) A particular niche in which it is possible to make a monitoring through tools and metrics available in social networks.

4 METHODOLOGY

This study, which aims to understand the real impact of digital influencers on consumer behaviors, was developed through a bibliographical research and a quantitative research, with regard to means (GIL, 2008). As for the purposes, this is a descriptive study (Vergara, 2016).

A descriptive research seeks to delve deeper into a given subject, exploring its variables, and at the same time, describing the phenomenon. Vergara (2016: 56) shows that "descriptive research seeks to describe the characteristics, behaviors and reactions of a population". This type of research establishes a relationship between the variables in the study object analyzed.

The field research of this work, characterized as quantitative, was applied to 578 people, through the SurveyMonkeyR research platform. A quantitative research seeks to understand the phenomena, behaviors and actions of individuals through numerical surveys, obtained together with a sample of a particular social group (Gil, 2008). For Vergara (2016) the quantification of attitudes, opinions and behaviors can contribute to the generalization of the results and projecting the information to a larger sample, or to the total universe of the research.

The questionnaire applied was made available between March 28, 2018 and April 15, 2018, through the SurveyMonkeyR survey site, and shared through Social Networks (Facebook, Instagram, WhatsApp and Twitter). The research instrument consisted of 13 questions that delimited the profile of the respondent and extracted information about the use of social networks and their relationship with digital influencers. Participants were chosen randomly, taking into consideration, the age - over 18 years - and to be users of some social network. For greater reliability in the data obtained the questionnaire was made available in private mode, that is, each identified IP could only respond to the questionnaire once.

5 DATA ANALYSIS

In order to meet the objectives of this study, a quantitative questionnaire was applied to 578 people, who claimed to be users of some social network (100% of the respondents stated having a profile in at least one social network). The questionnaire initially sought to map the profiles of the interviewees, 62% female and 38% male, more than 60% single, being the majority between 18 and 27 years old (43% of the respondents), followed by the largest (33%), and, finally, respondents between the ages of 28 and 32 (24%).

Regarding the educational level of the interviewees, only 8% did not have a college degree and 37% stated they had undergraduate or postgraduate studies (latent and / or *stricto sensu*). Asked about individual monthly income, 53% earn up to R \$ 3,000.00 per month, and 31% earn over R \$ 5,000.00 monthly.

Mapping the socioeconomic profile of the survey participants, the second block of the questionnaire sought to understand the use of social networks by users, and most stated that the social network that most use Instagram (58%), Facebook (64%) and WhatsApp (85 %). The least used are Snapchat (0.3%), Pinterest (4%) and LinkedIn (8%). With this information we realize that some users register their profiles on different social networking platforms, but do not always use them. Relating the results it is possible to realize that 52% of users have a LinkedIn account, but only 8% use it frequently.

Regarding the use of social networks, almost a whole (97%) stated that the main use of social networks is to maintain proximity to friends and family, followed by the search for information about brands and products / services (52%). Buying products and fetching information about the lives of celebrities ranked last (18% and 13%, respectively) (Figure 3).

An amount of 70% of respondents said to follow some digital influencers on their social networks, but 59% of these said they would not buy any products indicated by the celebrity they follow, stating that they do not believe in influencers statements, if they are not experts in that product they advertise . Only 41% have taken on the possibility of buying something suggested by internet celebrities. Of this total (41%), 27% did not rule out the possibility of buying something suggested by the influencer, and 14% said yes, that although they never bought it, they would consume an indication without any restriction - (Figure 4). Of those who would consume products indicated by digitals influencers 65% have income between R \$ 1,000.00 and R \$ 3,000.00.

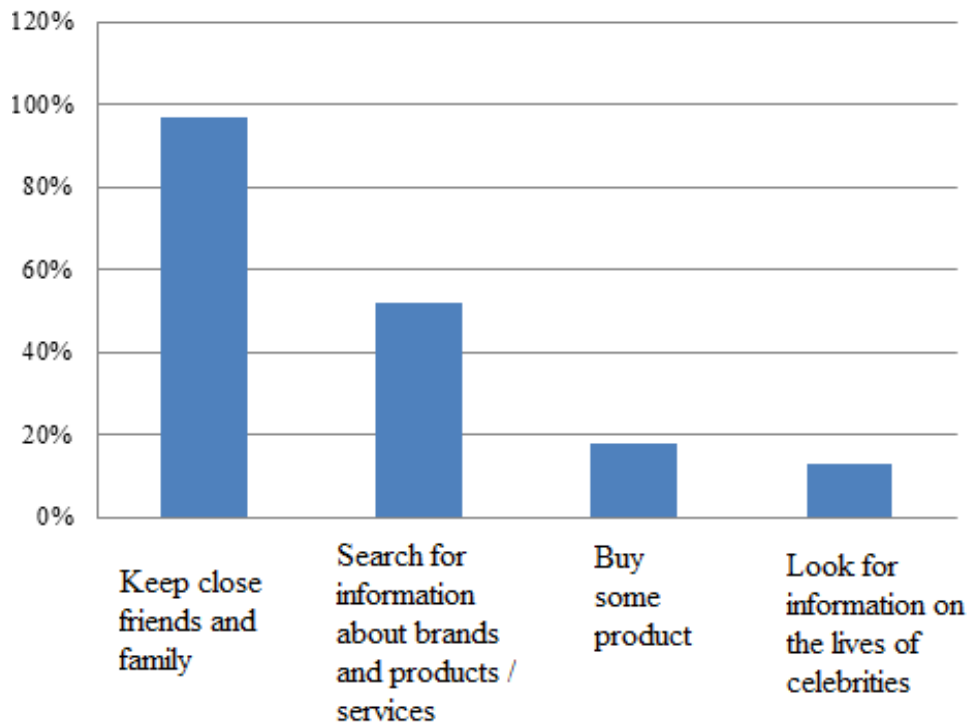


Figure 3 - Use of social networks
Source: Research data.

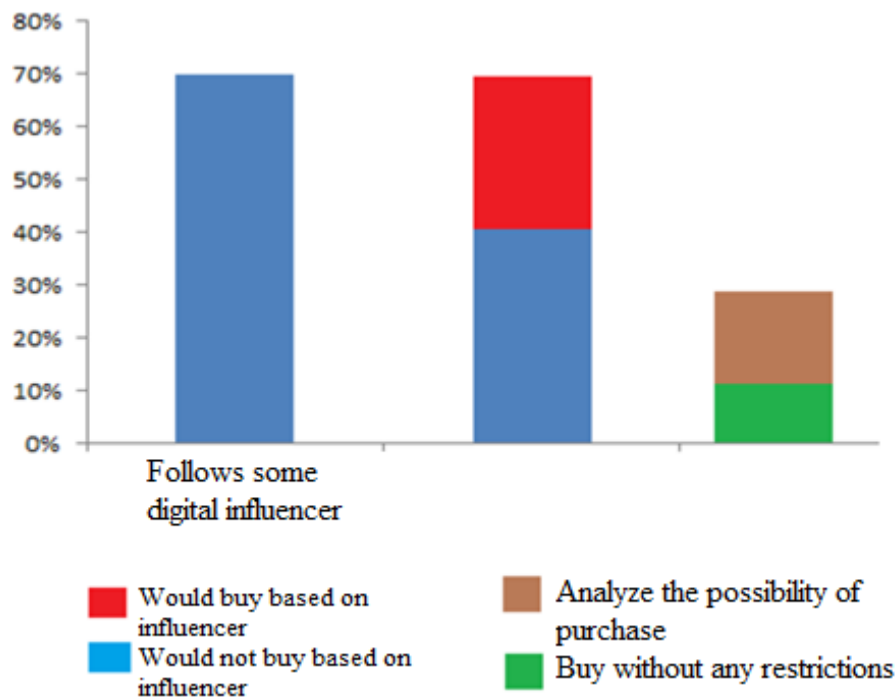


Figure 4 - Ability to influence the purchase decision
Source: Research data.

The third and final block of the questionnaire wanted to understand the role of marketing communication in social networks and questioned the process of conversion and clicks on the ads. From the ad to the sale, 53% said they visited a commercial site because they saw ads on social networks and finalized the purchase; in contrast, 32% never visited a virtual store from ads on social networks. An interesting piece of information, to be highlighted, is the percentage of 15%

that visited the virtual store, but ended up buying the product in a physical store, and the main causes for such an attitude, according to the interviewees were: wanted to see the physical product (44%), I did not trust the website or the virtual store (30%), the price in the physical store was more attractive (14%) and wanted to hear the opinion of the seller (12%).

The last two questions in the questionnaire were about ads on social networks and their influence on buying behavior. Of those interviewed, 60% said they felt uncomfortable with ads on their personal pages, while 7% said they were indifferent to advertising on the networks. Regarding the use of social networks in the purchase stages, 72% stated that they use them to know a launch, novelty or something unknown by the public. Followed by 59% who said that companies use Facebook, Instagram and others to map consumer desires, while 26% believe in the power of networks to consolidate the sale, and 28% said that using the networks can be a way to call the consumer to the physical store.

6 CONSIDERATIONS

The social networks, according to Polo and Polo (2015) facilitated the life of the consumer: advertising, service, sale, mapping of tastes and communication, all in one place. And this can be proven by research. Many interviewees said they use social networks to get information, visit physical and virtual stores, meet new products. The new generation of digital consumers is connected all the time, in some social network. And it is necessary to know which networks they use and which give them the most credibility so that companies can invest safely in their digital marketing. It is no use having a large number of registered users, if it is not the most used social network. This also shows a need to target the ads according to each social network profile - LinkedIn, for example, should be targeted to ads for courses, specializations and professional subjects.

In the context of digital communication, as well as in offline marketing, an influential figure, capable of drawing the attention of the product / service (Cialdini & Morrow, 2006), is where the digital influencers . However, even with millions of followers, these figures still generate a strong distrust when it comes to buying persuasion. The digital consumer is more critical, more informed, has more access to tips and guidelines on brands and products, and despite the increasing use of social networks as a source of information and the influence of digital influencers, most respondents did not show total confidence in buying something just because your virtual idol has announced or suggested. According to data obtained in the research, these internet characters, who try to get as close as possible to their real-life posts, have the function of announcing something new, something new in the market.

Confidence in influencers exists when he announces something he has knowledge of, such as an athlete advertising a food supplement or chef who advertises a brand of pots or good restaurants. It is perceived that the organizational investment should focus on announcing what the influencer has more adherence, more knowledge, possibly uses in his life, and not advertise any product using his number of followers.

Finally, it is noticed that the middle class is still the most influenced by virtual celebrities, but that many of the purchases are still made in physical stores because of a broad need to know and touch the product before the end of the purchase. For this reason, it is necessary for brands to align their marketing strategies in the virtual and real environment, investing in actions at the point of sale and training of sellers.

Although there are many tools to measure consumer involvement in digital actions - clicks, tastings, shares, conversions, comments - it is necessary to evaluate the effective engagement of consumers with their brand and their communication pieces. Tanned do not mean conversions and shares do not mean indicators of success. It is necessary to understand more and more what generates impact and influence on your target audience. Information and experiences go together in the digital age. This is the new consumer profile. He does not accept anything, let alone believe in anyone. (Polo & Polo, 2015, pp. 387-388).

7 CONCLUSION

According to Polo and Polo (2015) social networks have been radically transforming the way people communicate, exchanges of information and shopping behavior. Information is easily gained, critics are widely publicized, and the consumer, increasingly empowered, critically positions himself on everything he is offered. The digital consumer is highly connected to information and people through social networks, so, according to Cialdini and Morrow (2006), it is no longer any information that is able to influence the consumer.

In this scenario of change, then, digital influencers, who are followed by millions of social network users, try to show their reality and their 'normal' life to the max in their personal pages. This closeness between celebrities and consumers was a way organizations found to promote their products and services. But it should not be forgotten that the consumer is more critical, and that it is not any form of exposure that influences their purchase.

The main objective of this study was to understand how the influence of digital influencers actually exerts influence at the moment of consumption, and for this purpose its main objective was to understand the real impact of digital influencers on consumers, and also, how the public relates to social networks for purposes of consumer behavior.

After analyzing the data obtained with the questionnaire applied to 578 people, it was possible to perceive that consumers attribute to social networks and digital influencers the ability to divulge products, generate curiosity and interest (72%), but not effectively, able to convert interest in the sale (74% do not believe in sales via social networks), that is, it works only as a source of information and knowledge of products and services. Many respondents (59%) said they do not consider digital influencers to be specialists in what they consume and therefore do not buy directly from the product / service, preferring to go to the physical store or hear other opinions.

Digital marketing, facilitated by technology, enables broad audience segmentation, reach and impact measurement, but the use of tools and techniques such as digital influencers should be strategically planned. It is necessary to know who the followers of that influencer are, what they seek, because they follow him. It's not any advertised product that will impact the consumer just by being on the virtual celebrity social network. The announcement will possibly have more results if the product advertised is aligned with the influencer's expertise, within his field of expertise. Studies show that the younger the consumer, the more he tends to follow the tips of his idol. But how to reach older people with more experiences and greater purchasing power through social networks?

This was a descriptive study that sought to understand and describe the relationship between consumers and the figure of the digital influencer. New studies about digital consumption behavior, as well as the investments and actions in digital marketing and the influence that a web celebrity can generate on its followers will enable more conclusive information, increasingly improving the strategies and use of the digital tools applied to the marketing.

REFERENCES

- Alhabash, S., Mcalister, A. R., & Hagerstrom, A. (2015). From clicks to behaviors: The mediating effect of intentions to like, share, and comment on the relationship between message evaluations and offline behavioral intentions. *Journal of Interactive Advertising*, 15(2), 82-96.
- Almeida, M. I. S. de, Coelho, R. L. F., Camilo, C. G., & Godoy, R. M. F. de. (2018). Quem lidera sua opinião? Influência dos formadores de opinião digitais no engajamento. *RAC*, Rio de Janeiro, 22(1), 115-137, janeiro/fevereiro.
- Bertoldi, C. (2014). *Consumidor seguidor: Um estudo sobre a publicidade no site de rede social Instagram*. Porto Alegre: UFRGS, 2014.

- Blackwell, R. D. Miniard, P. W., & Engel, J. F. (2005). *Comportamento do consumidor* (Trad. da 9a ed. americana). São Paulo: Cengage Learning.
- Borges, C. N. (2016). A nova comunicação e o advento dos digital influencers: Pesquisa realizada sobre blogueiras de moda. In Congresso de Ciências da Comunicação na Região Centro-Oeste, 18, Goiânia. *Anais...* Goiânia, GO.
- Brandão, V. (2001). Comunicação e marketing na era digital. A internet como mídia e canal de vendas. In *INTERCOM – Sociedade Brasileira de Estudos Interdisciplinares da Comunicação - XXIV Congresso Brasileiro de Ciências da Comunicação – Campo Grande, MS.*
- Campano, J. (2009). *Introdução ao E-commerce e questões de usabilidade: Como introduzir e manter com sucesso o seu negócio na worldwide [apostila].*
- Cialdini, R., & Morrow, W. (2006). *Influence: The psychology of persuasion*. New York: Harper Business.
- Gabriel, M. (2010). *Marketing na Era Digital: Conceitos, plataformas e estratégias*. São Paulo: Novatec.
- Gazal, E. de F. B., & Abreu, M. A. dos S. (2017). Marketing digital e fidelização de clientes: Análise acerca da utilização das ferramentas do Marketing Digital como forma de fidelização de clientes. In *ENANGRAD - XXVIII Encontro Nacional dos cursos de graduação em Administração*, 26 a 28 de agosto, Brasília, DF.
- Gil, A. C. (2008). *Como elaborar projetos de pesquisa* (4a ed.) São Paulo: Atlas.
- Jaffe, J. (2008). *O declínio da mídia de massa: Por que os comerciais de TV de 30 segundos estão com os dias contados* (R. M. dos Santos, Trad.). São Paulo: M. Books.
- Las Casas, A. L. (2010). *Marketing Interativo: A utilização de ferramentas e mídias digitais*. São Paulo: Saint Paul.
- Melo, D. de C. & Rimoli, T. T. (2018). A voz dos consumidores em Redes Sociais: Proposição de um Modelo Eficaz de Gestão de Reclamações às Empresas. *REMark: Revista Brasileira de Marketing*, São Paulo, 17(1).
- Messa, E. (2016). Influenciadores Digitais? #WTF: Uma reflexão sobre a falta de visão das agências de publicidade sobre o universo de influência online. *Youpix*. Recuperado de <https://youpix.com.br/influenciadores-digitais-wtf-3b31301b3356#.ep3pc32fj>
- Okada, S. I., & Souza, E. M. Sá de. (2011). Estratégias de Marketing Digital na Era da Busca. *REMark: Revista Brasileira de Marketing*, São Paulo, 10(Ed. 1).
- Polo, F., & Polo, J. L. (2015). *#socialholic: Tudo que você precisa saber sobre marketing, nas mídias sociais*. São Paulo: Senac.
- Ramkumar, Joon Ho Lim. & Rishika, R. (2018, March). The Effect of a Data Breach Announcement on Customer Behavior: Evidence from a Multichannel Retailer. *Journal of Marketing*, 82(2), 85-105.
- Recuero, R. (2009). *Redes Sociais na Internet*. Porto Alegre: Ed. Sulina.

- Sheeth, J. N., Mittal, B., & Newnman, B. I. (2008). *Comportamento do cliente: Indo além do comportamento do consumidor*. São Paulo: Atlas.
- Silva, C. R. M. da, & Tessarolo, F. M. (2016). Influenciadores digitais e as Redes Sociais enquanto plataformas de mídia. In *INTERCOM – Sociedade Brasileira de Estudos Interdisciplinares da Comunicação. XXXIX Congresso Brasileiro de Ciências da Comunicação*. São Paulo, SP – 05 a 09 de setembro.
- Solomon, M. (2016). *O comportamento do consumidor: Comprando, possuindo e sendo* (11a ed.). São Paulo: Bookman.
- Telles, A. (2010). *A revolução das Mídias Sociais*. São Paulo: M. Books do Brasil.
- Torres, C. *A Bíblia do marketing digital*. São Paulo: NovaTec, 2009. OU 2016?
- Vergara, S. C. (2016). *Projetos e relatórios de pesquisa em administração* (16a ed.). São Paulo: Atlas.
- Weinswig, D. (2016, October). *Influencers are the new brands*. Recuperado de <http://www.forbes.com/sites/deborahweinswig/2016/10/05/influencers-are-the-newbrands/#5c3b8b107fc5>