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TRUST IN INFLUENCERS - USING SEVQUAL TO ACHIEVE THE EFFECT OF MANAGING THE HATE MECHANISM

Abstract: The research is aimed at analyzing the phenomenon of hatred that takes place while running profiles on social media by influencers. The study describes the phenomenon of hate used by influencers to build trust among the offenders. The study adopted a literature review to identify research to date. The authors also synthesized the existing literature using the Scopus database in 2019-2022. On this basis, a research survey was developed, which was conducted on a group of 500 influencers between June and December 2021. The survey results fill a gap in the literature at the intersection of work in the digitized world / social media management. In addition, the study also presents the results of qualitative research on the mechanisms of how influencers work with hate. The originality of the research is a literature analysis and maps from the Scopus database. The literature research shows the connections, while the qualitative research shows the scales of the connections. The results of the study indicate that individual factors have a small impact on trust, but the combination of factors has a huge impact. The impact of anti-hate campaigns or the management of hate columns has a significant impact on image building and follower trust. These results are useful for practitioners as they provide new methods for increasing trust in influencers.

Keywords: Social Media, Hate Management, Influencer, Hate Information Management, Sevqual

1. Introduction

The internet has evolved into a common forum for people to communicate their thoughts and opinions. On social media and blogs, the user is allowed to post whatever he wants. Content addressed at a certain group of people with the intent of inspiring hatred or discrimination, on the other hand, can sometimes produce misunderstanding in society. This type of stuff is referred to as hate speech. Hate speech can be a severe threat to society's peace and harmony (Alonso & Romero, 2017; Bakalis & Hornle, 2021; Boeckmann & Liew, 2002). Hate speech has been linked to civil upheaval and extremism in the past. As a result, hate speech on the internet should be controlled (Branford, 2020).

While hateful comments are nothing new, they are spreading with greater vigor than ever before. The speed with which they spread may surely be traced in large part to social media. Persons known as "influencers," or people capable of influencing and even changing attitudes,

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have arisen as one of the most recent phenomenon to emerge from these platforms, particularly among younger audiences (Casaló, Flavián, & Ibáñez-Sánchez, 2020). They are also one of the most often targets of online hate remarks (Castaño-Pulgarín, Suárez-Betancur, Vega, & López, 2021). Cyberspace allows people to communicate and express themselves freely. On the other hand, modern social media (Wellman, Stoldt, Tully, & Ekdale, 2020), is frequently used to transmit violent messages (Zhang, Moe, & Schweidel, 2017), comments (Veirman, Hudders, & Nelson, 2019; Vries, Gensler, & Leeflang, 2017), and nasty statements (Zych, Ortega-Ruiz, & Del Rey, 2015). The term "Internet hate speech" refers to any interaction that disparages an individual or group based on factors such as gender, race, nationality, religion, ethnicity, sexual orientation, or political affiliation (Egelhofer, 2019; Festl, 2016; Frischlich, 2021).

Social media advertising has changed dramatically over the last decade, characterized by the rise of influencer marketing. In 2015, the business was just $500,000, but it was growing at a rate of more than 50% per year (Statistica, 2022). In 2020, the influencers market was worth $10 billion, and it is expected to grow to $15 billion by 2023, according to forecasts (Statistica, 2022). Influencer marketing grew in popularity as more people turned to platforms on Internet for news, help, and enjoyment during the Covid time. As a result, strategy of influencer has become an important element of digital and marketing tactics.

Influencers in social media are frequently referred to as a "new brand" by marketers due to their immense influence on consumer behavior. A innovative wave of online famous person, however, has surfaced: those who hold power in cyberspace via the hate mechanism.

Influencers' work is vulnerable to hatred, which can take many forms. Influencers frequently express their dissatisfaction with the phenomenon of hate on their profiles. They do, however, have a hidden agenda in this. They pique the interest of potential new followers through curiosity as well as compassion by tagging hate. In 2018, for example, sad events related to the hate mechanism described on profiles were watched three times more than collaborative product advertisements.

Hate is a new and rapidly spreading phenomenon. It was separated due to the advancement of digitization. To protect the user and implement preventive measures, defensive attitudes and actions were gradually developed. Many times, the term "hate speech" is used interchangeably with the concept of hatred. According to the literature, no single definition has been developed. The problem stems from the fact that the phenomenon is constantly changing its meaning and scope.

As a result of the rapidly growth of brand awareness in today's increasingly competitive social media landscape, long-term cooperation between companies and influencers are emerging. Influencer marketing is a type of relationship marketing in which influencers and buyers, influencers and product lines, and brands and consumers interact with one another. Marketing companies recognized the importance of incorporating marketing messages into influencer narratives on a regular basis in order to boost follower interaction. Influencers, in particular, spread the word about a company by leveraging their audience's relationships and credibility.That is why it is critical for such relationships to be founded on trust; recipients frequently rely on the emotions elicited by influencers. Lengthy collaborations among companies and famous persons from Internet are emerging as a result of the explosive growth of influencer marketing in today's increasingly crowded social media environment. Influencer marketing is an inter form of relationship management in which famous person with followers,

influencers and company. Marketers recognized the significance of regularly incorporating marketing messages into influencer narratives in order to increase follower engagement. Influencers, in particular, spread the word about a company by leveraging their audience's relationships and credibility. Brands' positive image is also built on the phenomenon of hatred. The best example is the Rimmel brand's social campaign #IWILLNOTBEDELETED, which was launched in response to beuat hatred.

Because recipients place a high value on bonding and using what is available to them on social media in their daily lives, it is necessary to examine the factors that influence it. Moriuchi (2019) investigated the effect of voice technology on user loyalty. Finally, the trust of people who influence online behavior and artificial intelligence was investigated. Even so, there has been no research into what factors influence trust based on hatred and hate management mechanisms, instead favoring the viewpoint of information systems, modern technologies, and even artificial intelligence without a social reactions approach. However, a thorough understanding of the fundamental parts that influence followers' trust in those who influence hate mechanism management has yet to be developed. Traditional management models can only explain a portion of the mechanism because it is difficult to plan an immeasurable phenomenon. To avoid real hate, the consequences of which they cannot predict, influencers are increasingly engaging in "healthy competition" activities in which they compare comments and describe the phenomenon of hate in order to mitigate its impact on their own brand.

Our scope of study to fill this gap by combining previous research on marketing and the complexity concept of attitudes toward building trust." It also investigates the main rationale behind customer trust in influencers through hatred. The idea of our research is to investigate the main

configurations of variables that can increase consumer trust, resulting in actions as an influencer based on hate speech. In particular, this research seeks to ascertain how material origin (i.e. own brand, collaboration with other brands), source credibility (i.e. authenticity, source of hate speech), and congruence (i.e. influencer, product, customer) interact to produce patterns that explain the high consumer trust in the influencer.

The contribution of this study is the connection of the work of influencers in the world of social media with the management of information about the online hate mechanism. Specifically, the survey aims to answer the following queries:

(1) How does hate in social media affect the work of influencers?
(2) How does the hate mechanism affect social media management?
(3) How does the integration of these elements help to achieve the chosen social media management goals?

The next part of this article is organized the following way.Theoretical foundations of digitization of work, social media and hate on the Internet. Then the research methodology is discussed. Then, the analysis of the results of qualitative research, limitations and future possible research are indicated, and the article ends with a conclusion

2. Literature review

For financial gain, social media is used to promote any product or service (Alboqami, 2023; Aral, 2011). This is not prohibited in any way, and influencers make full use of this opportunity. In this context, creativity has no bounds and refers to the true motivations of the influencer to create a recommendation (Baccarella, Wagner, Kietzmann, & McCarthy, 2018). Users of social media platforms are knowledgeable about sponsorship and can observe influencers with skepticism about the

product or service. In addition to the requirement of honesty toward your customers, followers, or fans, care should be taken to ensure that the content provided by the influencer reflects the influencer's honest perspective (Bastiaensens et al., 2016; Brady, McLoughlin, Doan, & Crockett, 2021; Kapitan & Silvera, 2016). According to the findings of this study, the influencer experience, the consistency of the content presented, and the authenticity of the behaviors and emotions presented all contribute to increased customer trust (Pareek, Choudhary, Tripathi, & Mishra, 2022).

Competences and knowledge of the influencer play a role convincing your followers to trust the influencer. If followers and influencers share similar characteristics, the likelihood of interaction is high. Interestingly, this information was provided on social media (Schouten, Janssen, & Verspaget, 2020; Sokolova & Kefi, 2020). The resemblance between the information source and the recipient fosters interpersonal relationships, contacts, and other interactions, which facilitates follower engagement in the form of participatory behavior. Increasing the possibility of influencing consumer behavior (van Doorn et al., 2010; van Prooijen, Spadaro, & Wang, 2022).

The perception that fans and followers are naturally nice is also influenced by likeability. Because people are more likely to believe what they hear and share it with others if they have a positive impression of the person communicating with them. This is referred to as homophily.People who can reach out to the audience are influential influencers who may have a large impact on the audience's approval.

This trend is critical for eliciting favorable consumer responses. Ambiguous results reflect the complexities of consumer behavior, which may concern influencers (Khamis, Ang, & Welling, 2017). When everyone is focused on creating a positive image and an abstract positive world, the social media world's ubiquitous candy image emerges. It became necessary to create phenomena such as a storm around negative behavior, as well as to create brands in the image of those in need of assistance in the matter of hatred (Lou, Tan, & Chen, 2019). Sometimes influencers create situations that result in hatred for them, and they seek support and assistance from their followers (McCambridge, 2022; Obermaier, 2021). Potential customers must still navigate these nuances of behavior and emotions. Customers easily identify with real people, which means they have negative experiences as well. In practice, this means that customers who have had a similar experience, are interested in the storm, or have human sympathy have a high level of trust (Quandt, Klapproth, & Frischlich, 2021; Schwarzenegger & Wagner, 2018; Sternisko, Cichocka, & van Bavel, 2020).

The importance of this issue is becoming increasingly apparent (Tafesse & Wood, 2021). Eighty percent of European Union (EU) citizens have encountered online hate speech (Bohns V. K., Yuan, & Lou, 2020; Borau-Boira, Pérez-Escoda, & Ruiz-Poveda Vera, 2022), and forty percent have been attacked or threatened through social networking sites [SNS] (Southern & Harmer, 2021). We discovered that fostering a climate of prejudice and intolerance, encouraging discriminatory practices and hostility, and, in some situations, facilitating acts of violence, caused harm to social groups, such as, impoliteness, pejoratives, expletives, or sarcastic. Furthermore incivility, which contains behavior that threatens democratic values, denies people personal freedoms, or stereotypes of groups of people; rudeness, which includes behavior that threatens democracy, denies people personal freedoms, or stereotypes of social groups; rudeness, which includes (Gorrell, Bakir, Roberts, Greenwood, & Bontcheva, 2020; Jin, Muqaddam, & Ryu, 2019; Jolley & Paterson, 2020; Ziegele, Koehler, & Weber, 2018). Hate speech outside the

internet expressed as direct aggression against politicians; and hate speech outside the internet expressed as direct aggression against politicians (Reichelmann, 2020; Rocha, Reis, Peter, & Bogdanović, 2020; Roetzel, 2018).

Social deviation is a notion that can be used to explain online hate speech. Online hate is considered deviant speak and communication since it infringes shared norms for cultural, guidelines, or standards of social interactions in social group contexts (Akhtar & Morrison, 2019; Armstrong, Dubow, & Domoff, 2019). Online hate is considered deviant interaction because it violates shared cultural norms, regulations, or norms of social relationships in the contexts of social groups (Barlińska, Szuster, & Winiewski, 2013; Barlow & Awan, 2016).

We can differentiate defamation, asking for violence, agitation by provoking words that raise political or social issues, the presentation of discriminating ideas, rumors, and conspiracies among the rules of behavior that break the norms (Arora, Bansal, Kandpal, Aswani, & Dwivedi, 2019). The study of online hate speech is an important topic of research because of these difficulties. In truth, there are numerous theoretical holes in which to explain this behavior, as well as a scarcity of empirical data (Belanche, 2020).

To conceptualize the strategic role of SMI as communicators, the existing literature on SMI primarily adopts a two-stage flow paradigm (Belanche, 2020; Chang, Wang, & Kuo, 2020).

The different flow interaction theory presented here calls into question assumptions about straightforward media influence. This theory holds that information flows from the internet to comment and opinion makers (step one), and then from comments makers to the masses (step two). Opinion makers simply accept, perceive, and customise communications, while they do not create it (Carmel, Roitman, & Yom-Tov,

2012; Celuch, Savela, Oksa, Latikka, & Oksanen, 2022).

Where as internet media provides a direct link, between consumers, influencer and brands, it has also aided in the emergence of online new opinion makers that can help you grow your target market (Carvalho et al, 2023a; Carvalho et al., 2023b). Such social media superstars have gained a lot of clout and transformed the way information is shared and received (Bulut, 2017; Colliander & Marder, 2018). Furthermore, the abundance of utilities has resulted in a saturated audiocese, and social platform algorithms now favor user-generated material over brand-generated content (DeSmet et al., 2016). In this environment, the two-stage communication flow has resurrected in the shape of SMIs, which have emerged as a believable source of information amid a plethora of options (Coyne et al., 2019).

The SMI's potential to influence others' ideas and behavior is determined by their ability to attract a large number of recipients, their prominent position on social media, and their well-known expertise (Farrell, Gorrell, & Bontcheva, 2020; Forssell, 2016). Influencers must emotionally engage their followers (Khan, Rashid, Rasheed, & Amirah, 2022; Ki, Cuevas, Chong, & Lim, 2020; Kim & Read, 2022) and make them a part of their life by revealing glimpses of their everyday lives routine, being available, near, and honest in order to maintain ongoing touch with their audios influencers (Djafarova & Rushworth, 2017). Other ways to keep your audience interested and form deeper ties include "improvised" selfies, hosting a live broadcast session, or using Questions and Answers (Galyashina & Nikishin, 2021). Influencers' collective efforts to keep their networks alive and active demonstrate the entrepreneurial spirit needed of them (Dickter, 2012). Influencers are responsible for everything from creative to technical support equipment, managing content development teams, establishing brand connections, and managing finances

(Duffy, 2017; ElSherief, 2018). These responsibilities are inextricably linked to the "always on" auto-branding culture (Farley, 2021; Llorente-Barroso, Ferreira, & Fernández-Muñoz, 2022; Yuan & Lou, 2020).

This section executes the stages four, five, six and seven of the mapping procedures. The search string focused on social media, influencer and hate with the life of the "i" operator. The records were imported from Scopus in Microsoft Excel spreadsheet format. The next step is filtering of identified articles was performed on the basis of established criteria and keywords. Based on the literature analysis, the authors also mapped science. In the Scopus database, they searched 1794 articles about the work of influencers in social media. On the basis of the collected data, maps of keywords were developed (Fig. 2) and the countries in which such research is carried out (Fig. 1).
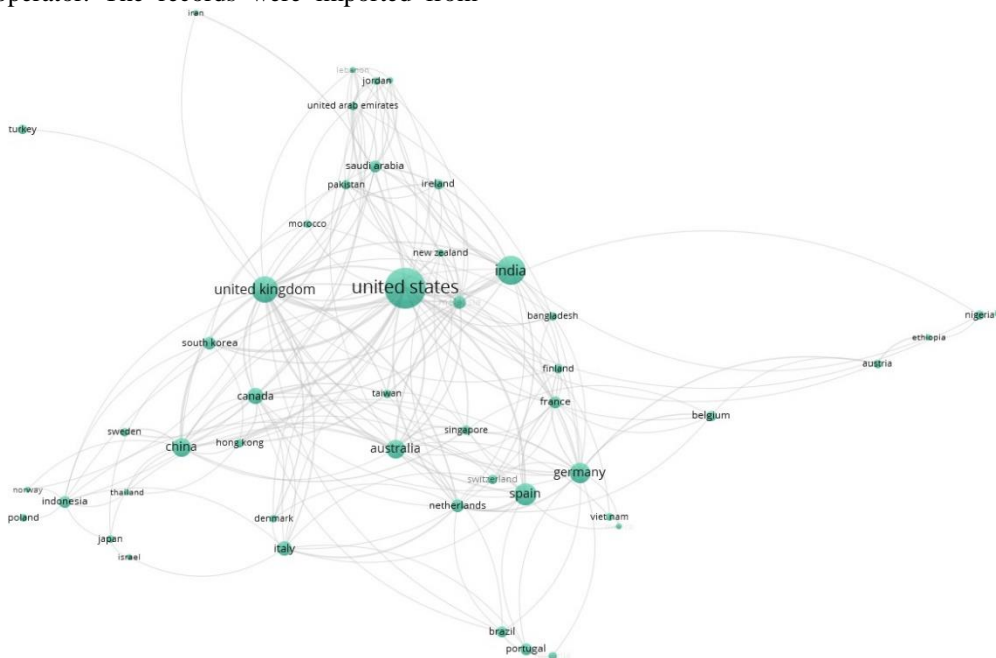

Figure 1. Analysis of Scopus publications based on countries

Figure 1 identifies the countries where research in investigation into the social media industry and the work of influencers is conducted. Looking at the distribution of countries and the links between them, one can notice a widespread interest in this subject. Especially many publications on this subject appear in the United States of America, India and UK.

The analysis of Scopus data publications using keywords clearly demonstrates that the resulting papers concern hate speech, hate speech, detection of hate speech, online hate.

The analysis of the literature showed that this phenomenon is growing in strength. It is analyzed from various angles, but primarily these analyzes relate to marketing and network analysis (Marino, Gini, Angelini, Vieno, & Spada, 2020; Su, Han, Yu, Wu, & Potenza, 2020; Waqas, Salleh, & Hamzah, 2021; Watkins, 2022). However, no information is available about the use of this phenomenon or knowledge management about it. The lack of analyzes of this type contributes to the research conducted by the authors in this field.
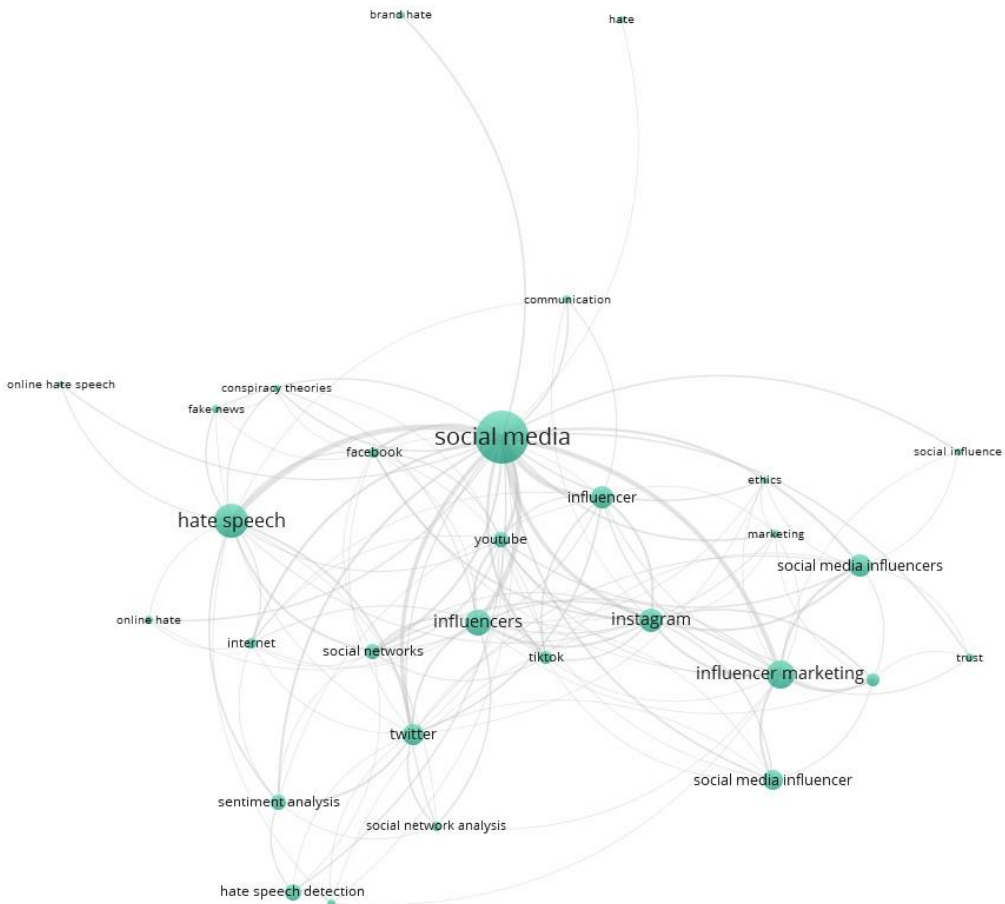
Figure 2. Analysis of publications in the Scopus database based on keywords

3. Materials and methods

This section outlines the steps adopted in this research process. The study is structured by the procedure described in Figure 3. It presents the three phases and ten steps that have been taken to achieve this research goal. The main objective and elements of this study is to ascertain the level of influencer awareness. The following is a response to the question: to what degree does hatred influence the effectiveness of famous people in Internet marketing' work? This is a research topic that will allow us to achieve our research goal. We went with a customized online questionnaire filled out by influencers with at least one million followers. The poll had 500 responders, and all of them were able to participate because the forms were filled out appropriately. The technique of data collecting determines the accuracy of their completion; google forms allow you to limit access to subsequent questions if you haven't answered the previous one. The questionnaire was not abandoned by any of the responders.
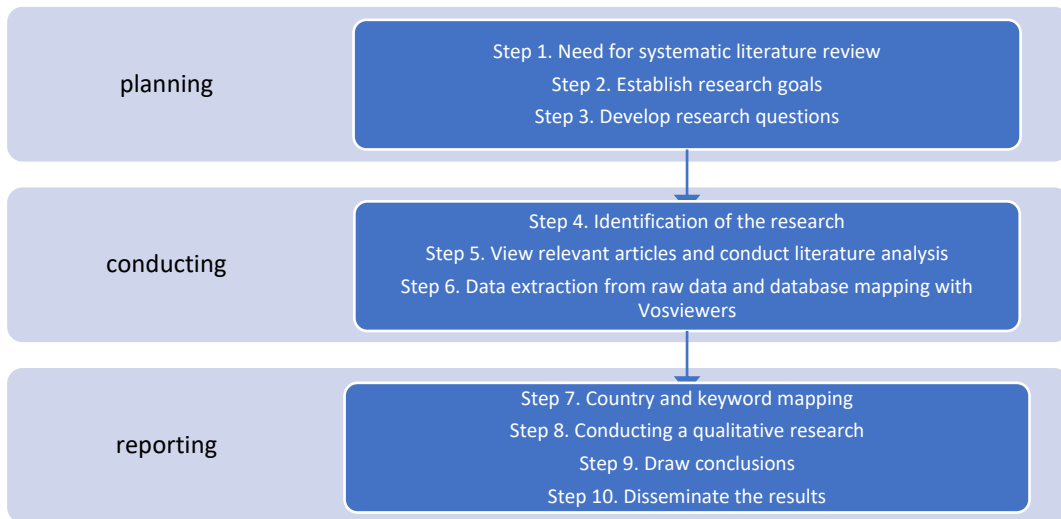
Figure 3. Research plan

According to the researchers, a common misunderstanding of the procedure can lead to respondents responding to all measures, which the authors were able to prevent in the study. The respondents were allowed to remain anonymous in order to avoid the detrimental effects of widespread methodological bias. The information was gathered using a Google spreadsheet and then evaluated in Excel.

The majority of respondents work in the fashion (38.6%) and tourism (31.7%) industries. More than two-thirds of those polled (71.3%) are between the ages of 20 and 39. Women make up 64.2 percent of the influencers, which aligns with the authors' assessment that women dominate this field. Because the research sample spanned various levels of work, the respondents have varying levels of education. Respondents described using social media on a daily basis up to several times a day 47.2%, of which 22.4% check influencer posts daily. Famous person on social media content was found to focus mainly on the following areas: technology (18.3%), beauty (26.7%), fashion (28.6%), travel (19.4%), and food (6.5%) %.

Overall, the data collection phase was extensive   time, from June to December 2021. Data were collected in Poland, Spain and UK. The choice of countries is not accidental, the UK is on the list of countries where there is a lot of research in this area, as evidenced by the publication mapping. Countries, despite different economic and economic levels, have a similar increase in interest in social media (Masuda, Han, & Lee, 2022; Yuan & Lou, 2020). The number of influencers in these countries is growing proportionally to the interest in social media marketing (Lou & Yuan, 2019; Mundel, Yang, & Wan, 2022; Norris, Taylor, & Taylor Jr., 2022; Primack et al., 2017).

The use of various sorts of questions, as well as the use of a seven-point Likert scale, allows you to investigate the awareness of influencers with varying levels of mobility in various industries, as well as analyze the results. Similarly, other studies have used multi-stage models to illustrate the level of enterprise security, but these studies have mostly focused on physical and IT security models. Professional life and related safety expectations, according to the writers. The study also looked at how satisfied people were with the Sevqual method's solutions.

The writers realized the importance of two issues after conducting scientific observations. The first, and arguably more harder, step is to recognize hurtful or hateful

statements (Douglas, Sutton, & Cichocka, 2017; Elias, Gill, & Scharff, 2017). The next factor is the trust that influencers garner from their fans.

The results of all countries are comparable and similar, the problem of country split was not considered in the research questionnaire or hypothesis testing. The issue of trust can be examined through the lens of interpersonal relationships as well as the human-technology relationship. Both aspects have a significant impact on knowledge management and trust, as previously stated. Any disruption in this area causes unrest elsewhere (Żywiołek, Rosak-Szyrocka, & Jereb, 2021). The importance of trust for influencers in social media was examined by the author of this paper.

The unpredictability of social media and changes in legal restrictions governing advertising opportunities, as well as the requirement to identify sponsors (Żywiołek & Nedeliakowa Eva, 2020), have an impact on including relationsships, organizational

form and culture, communication, and trust (Waqas, Salminen, Jung, Almerekhi, & Jansen, 2019; Ward & McLoughlin, 2020; Wellman et al., 2020; Wellman, 2020). The study describes use of the authors' quantitative study as well as reports and data from other quantitative and qualitative study in the form of scientific observations (Völlink, Bolman, Dehue, & Jacobs, 2013; Vranjes, Erreygers, Vandebosch, Baillien, & Witte, 2018; Walther, 2022; Watts, Wagner, Velasquez, & Behrens, 2017). The main research goal of the article was to investigate people's trust in influencers, their impact, their work, and the hatred they face.

Before proceeding to further analysis, factor analysis (CFA) to assess the properties of the tested construct (table 1). All factors had CR values bigger than 0.70, indicating that there were enough elements to test (see table 2). There were no differences in the chi-square analysis. No-response error was excluded at the 5% significance level between earliest and later respondents.

Table 1. Factor analysis (CFA)

factor	CFA	Mean	Standard devation	Cronbach'sα
knowledge about influencers (KNO)	0,934	2,819	1,257	0,928
I1	0,925	2,238	1,083	
I2	0,948	3,012	1,298	
I3	0,926	2,753	1,308	
Social media (SOC)	0,937	2,917	1,159	0,937
S1	0,964	2,028	1,216	
S2	0,951	2,267	1,306	
S3	0,928	2,718	1,129	
Information magament (INF)	0,961	3,117	1,085	0,917
M1	0,946	2,475	1,276	
M2	0,927	2,239	1,161	
M3	0,919	2,108	1,294	
Hate (HAT)	0,972	3,128	1,315	0,948
H1	0,957	2,867	1,284	
H2	0,938	2,268	1,228	
H3	0,924	2,167	1,243	
H4	0,951	2,236	1,182	
Trust (TRU)	0,968	3,283	1,209	0,951
T1	0,909	3,087	1,295	
T2	0,935	2,846	1,283	

The extracted variance was then compared to the sample mean to validate the data (AVE). All of these factors exceeded the 0.5 minimum requirement. As a result, we can conclude that the variables convergent validity was sufficient. By We also used the HTMT method to test our ability to distinguish. All HTMT indices were substantially lower than 0.85 in Table 2, demonstrating the test's factor structure.

Table 2. Disciminant validity of the correlations between elements

Construct	KNO	SOC	INF	HAT	TRU
KNO	0,7682				
SOC	0,517	0,784			
INF	0,568	0,429	0,749		
HAT	0,384	0,387	0,512	0,723	
TRU	0,451	0,473	0,421	0,482	0,827

After determining the relationships occurring in the construct, qualitative research was carried out using the Servqual method. The individual steps presenting the method and its effects are described in the results.

4. Results

The research described was indeed conducted in order to evaluate the research hypotheses introduced. The empirical component of the methodology have included advancement and analysis of qualitative and quantitative study results using a questionnaire.

Word of mouth in electronic form among trusted people (family, friends) is the most popular way for influencers to build knowledge about hate, as done by nearly 68% of followers of an influencer's work. Mowies on the Internet (49%) and press articles (22%), reports (86%), are also common activities for learning. The most common solution for reducing the analysis of and dealing with hate activities is to recognize that followers have a great deal of knowledge about the activities' honesty and legality. 52% of influencers reported such activity. Realise how important that during the previous three years, responders have been more likely to remember to pay attention to correct and consistent social media policy, to work in companies that align with their interests / profession, and to avoid using trendy hashtags. The identification was made possible thanks to the analysis of these data of future research activities in the field of hate in social media. These data made deciding whether to use the Servqual method easier.

In the first move of the Servqual analysis, the distinctions between the levels of perspective of hatred and work of influencer marketing and the levels anticipated for the five factors were calculated, and the results are presented in Table 3. A graph was produced based on the Table 3 data, which included the results of the Servqual method of perception and expectancies analysis. Figure 4 depicts the graphical representation of the Servqual method's outcomes.

According to the findings, satisfaction was attained in 16 of the 23 possible circumstances, while there was no level of satisfaction with activities linked to influencer work, social media use, and online hate in the other cases. However, as you can see, the areas of unhappiness are related to influencers' work being dishonest, such as utilizing filters to suppress comments that pertain to the material but are critical of the influencer's behavior.

Table 3. Servqual analysis of perception level differences.

|	Features	P	E	Servqual Results "SS" Is the Level of Satisfaction SS = E − P
	having knowledge by influencers			
	Average Servqual: 1,1			
1	Constant monitoring of conducted profiles	7	7,23	0,23
2	Choosing an appropriate data source, in addition to the data provided from the sponsor	7	7,61	0,61
3	Engaging the audience, e.g. competitions / live	6	5,89	-0,11
4	Constant monitoring of conducted profiles	6	6,37	0,37
	cooperation in the field of tools used			
	Average Servqual: 0,62			
5	Usefulness of the loaded tool / application	6	6,17	0,17
6	The level of knowledge of the influencer	8	8,42	0,42
7	Possibility to use filters / applications / additional solutions	7	6,69	-0,31
8	Access to information and knowledge, willingness to learn	8	8,34	0,34
	hate			
	Average Servqual: 2,12			
9	Creating offensive content	8	8,84	0,84
10	Hashtags / stigmatizing hatred	7	8,12	1,12
11	Blocking people / comments using hejs	6	5,67	-0,33
12	Hate awareness activities	7	7,61	0,61
13	Feeling hate on yourself	8	7,88	-0,12
	high level of influencer's work			
	Average Servqual: 1,36			
14	High level of trust in the content posted	7	8,11	1,11
15	Conscious activities providing information about the product / service / sponsor	7	7,26	0,26
16	Extending ranges naturally	6	5,72	-0,28
17	Real contact with recipients	6	6,27	0,27
	access to information / trust			
	Average Servqual: 2,71			
18	Publications contributing content	8	8,24	0,24
19	No trust in sponsored ads / posts	7	7,64	0,64
20	Incorrect reading or interpretation of information	6	7,28	1,28
21	Ignorance / fear of sponsored content	8	7,61	-0,39
22	Similar content for a long time	7	6,72	-0,28
23	Errors in managing social media profiles	7	8,22	1,22
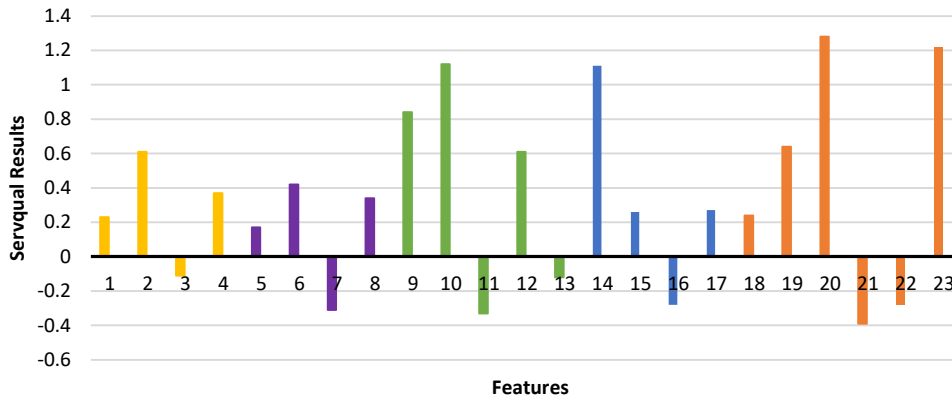
Figure 4. Results of the Servqual analysis

The most serious issue was influencer errors, such as disregarding the issue or burying sponsored content. The findings of the study enabled the researchers to pinpoint the characteristics that impact hate at influencers' workplaces.

The knowledge of the culture of action and dealing with hate were the most pleasant aspects. Figure 5 illustrates the results of applying the Servqual method to calculate the arithmetic mean for each of the investigated areas.
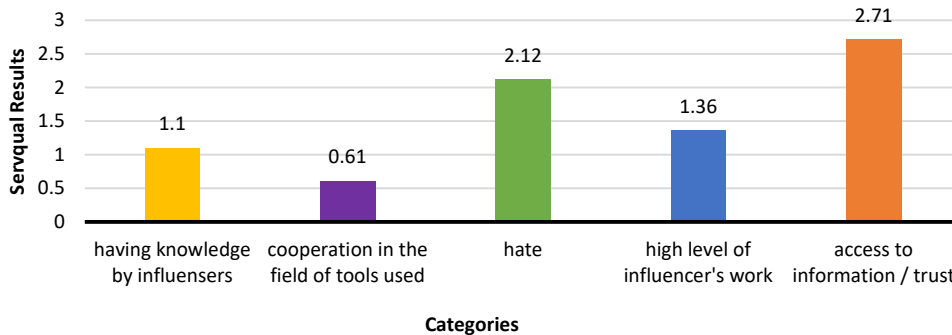

Figure 5. The arithmetic scores for the Servqual analysis.

All dimensions were obtained with positive arithmetic means. The next step in the Servqual method was to calculate the arithmetic total measure of satisfaction.

The results of the qualitative study were also confirmed with the help of structural equations performed with the help of computer software. The variables were defined as: social media, influencer, hate and information management. Factors assigned to variables are described below the figure 6,

while the occurring relations are defined by arrows.

The performed statistical analysis shows the individual elements of the variables and the relations between them. Statistical research clearly indicates that the strongest relationship is between information management and hate. The other variables have a positive relationship as well, but it is weaker.
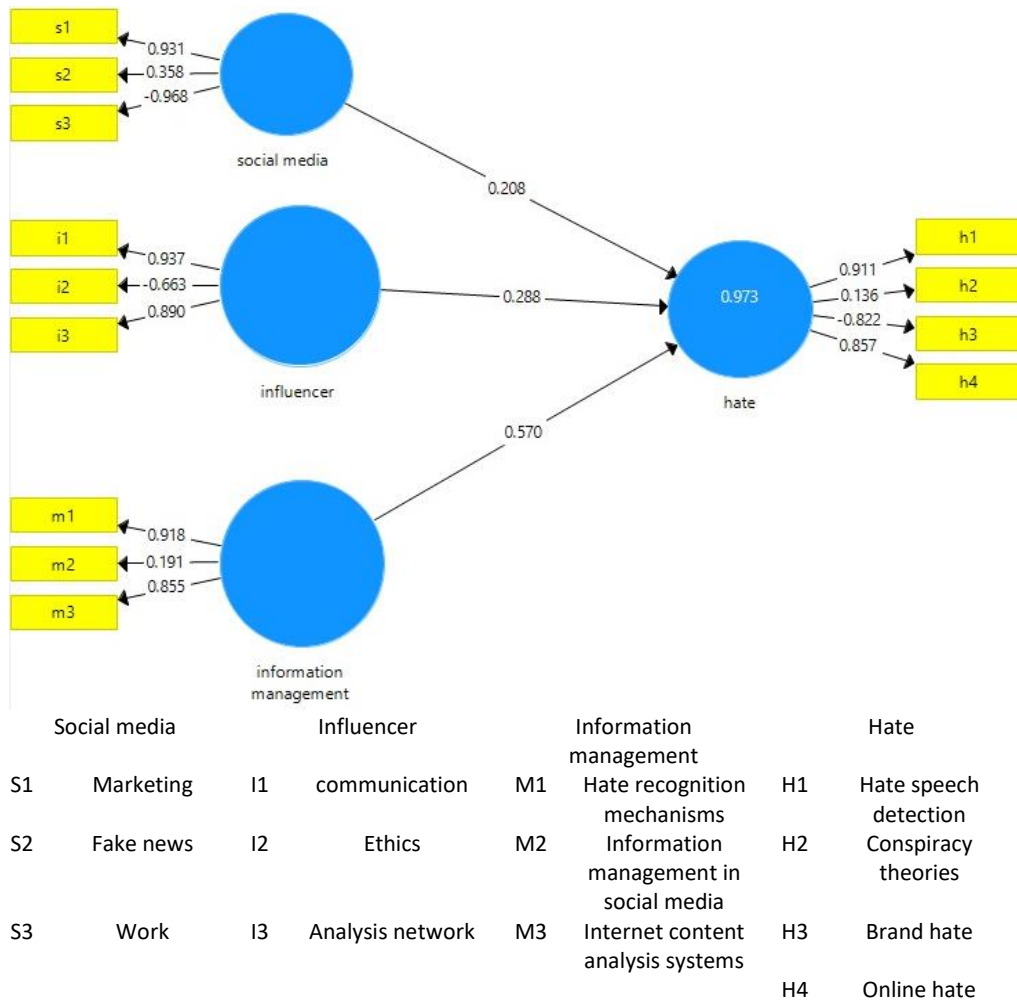
	Social media		Influencer		Information management		Hate
S1	Marketing	I1	communication	M1	Hate recognition mechanisms	H1	Hate speech detection
S2	Fake news	I2	Ethics	M2	Information management in social media	H2	Conspiracy theories
S3	Work	I3	Analysis network	M3	Internet content analysis systems	H3	Brand hate
						H4	Online hate

Figure 6. Structural equations of SEMfor the hate area in the work of influencers

5. Discussion and Conclusions

5.1 Theoretical Implications

This work, which contributes to the postulation and literature on marketing in social media, employs management theory to disclose the complexities of the relationship between influencers and actions through the phenomenon of hate. Tests identify approaches for managing social media, managing information and knowledge, and building trust based on hate speech. This study offers a fresh look at the influencer by framing it as multi-layer relationship marketing on so-called social media.

In conclusion, quantitative and qualitative research results show that a single factor cannot inspire trust, but a combination of factors significantly increases its level.

Influencers, as intermediaries in real and online activities, are forced to show the real picture of the world on their profiles in order to take effective actions in a constantly changing environment, during the emergence of new occupation or professions, technological changes, and the transfer of life to the online world. The inclusion of

these factors is the prime objective of a modern approach to referrals, and it is something that both cognizant influencers and consumers want to do.

The results of the research are sceptical, showing a high level of "cheat" on the part of influencers (Meyers, 2017; Żywiołek et al., 2021), acting on a sponsored figure (Tabellion & Esch, 2019; Vannucci, Flannery, & Ohannessian, 2017; Żywiołek, J., Schiavone, F., 2021), lack of credibility (Ki & Kim, 2019; Nesi & Prinstein, 2015; Zywiolek, Sarkar, & Sial), and at the same time defending only one's own interest in a situation of hatred (Castillo-Abdul, Pérez-Escoda, & Núñez-Barriopedro, 2022; Childers & Boatwright, 2021; Haenlein et al., 2020). Brocking profiles and commenters is no solution.

To summarize the content of this research, both in theory and in train or practice, it is critical to pay more attention to hate on social media. The current actions of influencers are fueling hatred. The study findings presented in the article back up this thesis. The research discovered that those in positions of power are incapable of dealing with hatred and lack the skills and tools to combat it.

The author's qualitative and quantitative research findings are presented in this article. The avail oneself of specific methodologies was justified by the fact that study methods provides a comprehensive picture of the topic under investigation. In contrast, qualitative study allows you to learn more about the determination of variables connected to the researched area and their connections. This type of survey preparation demanded special knowledge, in addition to the identification and understanding of specific aspects and their interconnections. As a result, qualitative research methods were required. Contextual research based on ethnographic study offers a more in-depth understanding of the phenomenon, whereas quantitative research allows for generalizations.

Specific issues and limitations always emerge as a result of research. The inability to relate the results to another research period was one of the study's limitations. As stated by the author, this could be a good idea for future research, and they intend to conduct a comparison study within the next 2-3 years. According to research conducted in selected countries, the most important factor from the perspective of influencers is trust in their actions and working with hatred. People who use social media must develop a high level of social awareness as well as a willingness to learn. In all surveyed countries. The level of trust is reasonable, but it is directly proportional to one's base of knowledge and willingness to explore new tasks in this profession. Furthermore, qualitative research in which respondents were given the opportunity to comment on their future needs revealed a lack of tools that would give them control over what was happening on their profiles.

5.2 Implications for management

This study also has practical implications, particularly for influencers looking for work that is more than just building a good advertising image.

Although influencers are appealing due to their numerous characteristics, recipients frequently struggle to select the best product or service that has the greatest impact on purchases. For this study, specific details are provided criteria that influence decisions, the level of knowledge, trust, and how followers' decision-making is affected by social media management.

Our research found that not only physical attractiveness is important in developing relationships and trust. We shed new light on the modern phenomenon of "influencers," demonstrating that campaigns aimed at counteracting or combating hate are crucial in building trust.

5.3 Future research limitations and directions

It should be noted that there are some limitations to the current study. The credibility of influencers is difficult to assess. We judge their quality based on the number of followers they have, but we are unable to determine the activity of followers and "dead followers" who are not influenced by influencers. Of course, this could be the next stage of research. Further research may be needed to determine whether participants truly base their purchasing decisions solely on the actions of influencers or on trust in a brand or product from another source.

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