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Comprehensive wellbeing in lifestyle and wellbeing influencers' working conditions

Kokonaisvaltainen hyvinvointi lifestyle- ja hyvinvointivaikuttajien työolosuhteissa

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ABSTRACT

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The aim of this Bachelor's thesis is to examine the fulfilment of comprehensive wellbeing in lifestyle and wellbeing influencers' working conditions. The purpose of this study is to discover how companies treat influencers, what factors affect the fulfilment of comprehensive wellbeing, and how this aspect could be improved. In research literature there is already discussion between economic and human approaches. However, the main focus seems to be on corporations and organizations. Thus, human approaches on entrepreneurship and emerging fields, such as influencer marketing, require equal concentration. This study aims to highlight the significance of comprehensive wellbeing in business, as well.

The theoretical framework of this Bachelor's thesis combines previous research literature on influencer marketing, socially responsible human resource management, and virtuous leadership. Applying and integrating the other theories in influencer marketing could result in achieving novel human profits. This is a qualitative study, and the empirical material is mainly based on three interviews with experienced lifestyle and wellbeing influencers. The audio series "Työnä oma elämä" is used as support material. The research method used is content analysis.

The conclusions of this thesis will provide benefits for both influencers and companies. Both undiscussed complexities and novel observations were found. There are multiple different factors affecting the fulfilment of comprehensive wellbeing in lifestyle and wellbeing influencers' working conditions. This matter is also considered as important to advance according to experienced influencers. This thesis does not provide an extensive analysis on this topic rather explores the phenomenon and emphasizes its significance.

TIIVISTELMÄ

Tekijä:	Jenna Hienonen
Tutkielman nimi:	Kokonaisvaltainen hyvinvointi lifestyle- ja hyvinvointivaikuttajien työolosuhteissa
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Tämän kandidaatintutkielman tavoite on tutkia kokonaisvaltaisen hyvinvoinnin toteutumista lifestyle- ja hyvinvointivaikuttajien työolosuhteissa. Tutkimuksen tarkoituksena on selvittää, miten yritykset kohtelevat vaikuttajia, mitkä tekijät vaikuttavat kokonaisvaltaisen hyvinvoinnin toteutumiseen ja miten tätä lähestymistapaa voisi kehittää. Tutkimuskirjallisuudessa käsitellään taloudellisten ja inhimillisten lähestymistapojen suhdetta. Kirjallisuus vaikuttaa kuitenkin keskittyvän pääosin yhtiöihin ja organisaatioihin. Inhimilliset lähestymistavat myös yrittäjyydessä ja kasvavilla aloilla, kuten vaikuttajamarkkinoinnissa, vaativat yhtäläistä huomiota. Tämä tutkimus pyrkii myös korostamaan kokonaisvaltaisen hyvinvoinnin merkitystä liiketoiminnassa.

Tämän kandidaatintutkielman teoreettinen viitekehys yhdistää aiempaa tutkimuskirjallisuutta vaikuttajamarkkinoinnista, sosiaalisesti vastuullisesta henkilöstövoimavarojen johtamisesta ja hyveellisestä johtajuudesta. Näiden muiden teorioiden soveltaminen ja yhdistäminen vaikuttajamarkkinointiin voisi johtaa uusien inhimillisten voittojen saavuttamiseen. Tämä on laadullinen tutkimus, ja empiirinen aineisto pohjautuu pääosin kolmeen haastatteluun kokeneiden lifestyle- ja hyvinvointivaikuttajien kanssa. Tukimateriaalina on käytetty "Työnä oma elämä" -audiosarjaa. Käytetty tutkimusmenetelmä on sisällönanalyysi.

Tämän tutkielman johtopäätökset tarjoavat hyötyjä sekä vaikuttajille että yrityksille. Sekä vaikeuksia, joista ei välttämättä puhuta, että uusia havaintoja löytyi. Kokonaisvaltaisen hyvinvoinnin toteutumiseen lifestyle- ja hyvinvointivaikuttajien työolosuhteissa vaikuttavat useat erilaiset tekijät. Asiaa on kokeneiden vaikuttajien mielestä tärkeää edistää. Tämä tutkielma ei tarjoa mittavaa analyysia aiheesta vaan tutkii ilmiötä ja korostaa sen merkitystä.

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1 INTRODUCTION

The main theme of this Bachelor's thesis is the comprehensive wellbeing in social media influencers' working conditions. In general, this topic aims to highlight the significance of comprehensive wellbeing aspect in business focusing on the field of influencer marketing. Observing the view of comprehensive wellbeing in working environments is becoming a desirable trend (Shen & Zhu 2011, 3030). In addition, social media influencing is an emerging field, and an increasing number of companies are embracing and participating in social media activities (Jacobson 2020, 715). Yet, the existing research address this topic mainly from companies' economic point of view. Influencers who manage to attract audiences with their contents are perceived as precious instruments for companies to achieve their commercial goals (Arriagada & Ibáñez 2020, 3). Consequently, there is rather little research literature existing considering the human approach. Yet, according to a blog interview written by Turula (2020), interpersonal skills will always be the most important tools also in working conditions. Those skills cannot be replaced with digital devices nor artificial intelligence. Productivity and profits are created by caring and leading hope. (Turula 2020) Hence, this is an advisable point of time to provide research as well as novel information in order for the field of influencer marketing to manage to develop in the right direction. Today, the youth can be seen growing up online. In general, it can be stated that the approximate majority of Instagram's and TikTok's active users is under the age of 30 (Haenlein, Anadol, Farnsworth, Hugo, Hunichen & Welte 2020, 6). Cunningham and Craig (2017, 71) state that entertainment on social media has even become a substitute for television, particularly for the youth. As follows, becoming an influencer as a career choice is becoming increasingly popular (Haenlein et al. 2020, 16). Thus, this theme is important to study further. The core objectives of this study are defining comprehensive wellbeing as a part of business operations, exploring the influencers' working conditions and perceptions of their field, providing an insight into the characteristics and circumstances of this field, and managing to align certain visions to benefit from in the future.

1.1 Significance of the topic

The background motivation for this thesis originates from the urge to advance the comprehensive wellbeing aspect in business. The purpose of this study is to apply this ideology and examine whether influencers perceive it fulfilling in their working conditions such as collaboration relations between them and companies or not. It is essential to aim at developing and emphasizing these views. Many organizations are being increasingly interested in

prioritizing employee wellbeing as a strategic matter (Hendriks, Burger, Rijsenbilt, Pleeging & Commandeur 2020, 953). Hence, the socially responsible working conditions of regular offline and organizational working environments seem being considered both in research literature and in practice rather conventionally or at least in an increasing manner (Hendriks et al. 2020, 964; Shen & Zhu 2011, 3020). Yet, Hastings (2016) arguments critically on the corporations' motives between acting responsibly and advancing their profitable ambitions. Hence, what should be noticed and understood is that the socially responsible working conditions of an emerging entrepreneurial field and an online working environment as well as the importance of human approaches in business require equal consideration. For instance, the results of Hendriks et al.'s (2020) study are only based on experiences and perceptions from employees who work with immediate supervisors. In addition, it is recognized that economic aims and other surrounding pressures reduce the relevance of more human approaches such as virtuous leadership, for instance (Cameron, Pless & Maak 2011, 26). Due to these views, emerged the passion towards researching the comprehensive wellbeing aspect further in business in general as well as in the influencer entrepreneurs' working conditions.

Recently, influencers and social media marketing have gained theoretical status. According to Wiedmann and von Mettenheim (2020), "The importance of influencer marketing is constantly growing." Authenticity and genuine passion are important factors to focus on for influencers to manage to achieve growth (Haenlein et al. 2020, 19), and by viewing the collaboration contents of Finnish lifestyle and wellbeing influencers it can be estimated that influencers work rather willingly together with their collaboration partners, in general. However, further research is needed and, thus, this study attempts to examine prospective complexities to improve. As on any field of business the functional and successful strategies are evolving, and new practices are taking place (Haenlein et al. 2020, 20). The ongoing development is a positive issue and, thus, it is necessary to critically view the existing manners and create more desirable operations for the future. While the academic interest in these topics is increasing wider perspectives and propositions are needed. The approach of this thesis that will apply Socially Responsible Human Resource Management, that is SRHRM, and virtuous leadership matters to a comprehensive wellbeing aspect in influencer marketing and the working conditions of social media influencers is rather unexplored. Thus, this study aims to complement these gaps of current information in the research literature.

1.2 Defining the central concepts

Comprehensive wellbeing aims at comprising and emphasizing the entirety of mental and physical factors of a human being. The concept of human wellbeing is extensive and multifaceted and today it can be seen evolving further and further (Breslow, Sojka, Barnea, Basurto, Carothers, Charnley, Coulthard, Dolšak, Donatuto, García-Quijano, Hicks, Levine, Mascia, Norman, Poe, Satterfield, Martin & Levin 2016, 251). Wellbeing can be related to working life as well by enhancing advisable and happy atmosphere considering everyday job experiences (Hendriks et al. 2020, 955).

An influencer is a person who has managed to create themselves an effectively influential as well as expressively operative platform on social media. Influencers engage their audience, that is followers, by posting regularly as well as sharing opinions and recommendations on various aspects on life. (Kim & Kim 2020) Influencers are not any organization's employees rather they tend to work either as freelancers or entrepreneurs. Digital marketing and social media advertising are being increasingly based on influencing social communities and spreading information through word-of-mouth communications (Lagrée, Cappé, Cautis & Maniu 2019, 1). The idea on which **influencer marketing** is based is the influencers' ability to connect with multiple customer segments diffusing consciousness through inspiring recommendations and leading to prospective buyers taking actions (Haenlein et al. 2020, 17). Stubb, Nyström and Colliander (2019, 110) provide a definition for a paid collaboration: "the influencer creates and publishes a product recommendation post in social media, and in return, receives compensation from the sponsoring brand".

The view of **responsible treatment** in this thesis originates from the theoretical concept of Corporate Social Responsibility, CSR. The traditional purpose of corporations is to generate financial profits. (Liang & Renneboog 2017, 853) The most relevant matters for this thesis in this approach are contributing to improve the welfare of employees as well as participating in activities to provide benefits for outside stakeholders (Liang & Renneboog 2017, 853-854). Conversely, if the wellbeing aspect is neglected, it will have costly and negative effects on many sides (Abdelmotaleb & Saha 2020, 389). Social media influencers do not only work online but technically live there as well since there are no specific working hours and the content creation includes sharing parts of their everyday life (Haenlein et al. 2020, 18). In addition, it is a diverse field including multiple operation modes and various features.

According to Shen and Benson (2016, 1739) as well as Abdelmotaleb and Saha (2020, 387) **Socially Responsible Human Resource Management**, **SRHRM**, can be defined as corporate social responsibility targeted at employees. This thesis will apply the employee approach to the general working conditions of influencers as well as the working relationships between companies and influencers. As a concept **virtuous leadership** is still rather versatile (Hendriks et al. 2020, 954). Hence, the fundamental ideology of the concept can be applied to and utilized in aiming to argue and accomplish the objectives of this thesis as well. The base views of virtuous leadership in general are grounded on Aristotelian thoughts (Wang & Hackett 2016, 322). The purpose of this approach is to embrace and enhance the most desirable characteristics in each individual inside an organization as well as outside among other stakeholders and even the society which will eventually result in positive short-term and long-term benefits (Caldwell, Hasan & Smith 2015, 1195).

1.3 Final purposes, research questions, limiting & the structure of the study

Eventually, this study aims to find out how influencers are being treated by companies. In addition, the goal is to examine the comprehensive wellbeing aspect currently in lifestyle and wellbeing influencers' working conditions. The findings will be addressed and analyzed from experienced influencers' point of view. This research is intended to examine whether influencers are being exploited by ambitious companies or treated appropriately, whether there are other factors affecting the fulfilment of comprehensive wellbeing in influencers' working conditions, and how could this aspect be improved. The research questions are:

How do companies treat influencers?
What factors affect the fulfilment of comprehensive wellbeing in influencers' working conditions?
How could the comprehensive wellbeing aspect be improved in influencers' working conditions?

Considering the limiting of a qualitative study, less is more. An appropriate approach would be to limit the chosen phenomenon as clearly and precisely as possible in order for the study to manage a deep orientation into the topic rather than providing a general and superficial presentation on various themes. (Puusa & Juuti 2020) This study is limited on Finnish lifestyle and wellbeing influencers and their perceptions on the fulfilment of comprehensive wellbeing

in their working conditions. The empirical material will be collected through interviewing experienced lifestyle and wellbeing influencers and examining an audio series considering this topic. The main platform that the influencers interviewed for this study are using is Instagram.

The theoretical framework is built in the second chapter by combining previous literature on influencer marketing, SRHRM, and virtuous leadership. The third chapter provides an insight into the characteristics of influencer marketing and social media today as well as into the career of being an influencer and the requirements of the profession. The fourth chapter emphasizes the comprehensive wellbeing aspect in business conditions. This topic is approached through the literature of SRHRM and virtuous leadership. These chapters discuss the importance as well as the controversies of the views, in general. The fifth chapter presents the research methods used in this study and the sixth chapter discusses and rationales the empirical approach of this thesis. Chapter seven discusses the selection, description as well as the justification of the empirical material. The material is also analyzed and interpreted. In the discussion chapter the results are composed and reported as well as reflected to the theoretical framework. Last, the findings are concluded, and the reliability of this study is evaluated. (Puusa & Juuti 2020) In addition, further research issues are suggested. Finally, this thesis is supposed to provide an outlook on comprehensive wellbeing in lifestyle and wellbeing influencers' working conditions for the further development of the procedures on this field.

2 THEORETICAL FRAMEWORK

The next two chapters, three and four, present the theoretical bottom line of this study. The theoretical framework is shaped through orientation into the earlier research as well as other work addressing the adequate field in question and utilized as a fundament for collecting the empirical material. Theoretical views and other aspects discovered in the earlier research literature can be used as a tool in supporting the empirical approach. Eventually, it is applied in discussing and reflecting the conclusions of the study. In this study the empirical perceptions of influencers' current working conditions are based and reflected on previous research on the fields of influencer marketing, SRHRM, and virtuous leadership. The theoretical stage presents what is already known about the phenomenon as well as what kinds of views have been left without further attention until the point of this study. There is previous literature existing on each topic, however, applying the other theories to influencer marketing is unique for this thesis. Abilities of a researcher are to enhance the understanding on the topics as well as to combine observations originating from the empirical material to the earlier presented theoretical

information. This Bachelor's thesis will certainly create applications and provide novel information since the literature on influencers may not have been applied to other purposes that extensively yet. Hence, the place for this particular study is argued. (Puusa & Juuti 2020)

3 INFLUENCER MARKETING

Desirable influencer marketing would be based on the optimized balance between the needs of the brand and the influencers' as well as followers' aspirations (Stubb et al. 2019, 110). This model is visually presented in figure 1. Particularly, the influencers' and followers' interpersonal relationships are a distinct feature of influencer marketing. It is essential for influencers to be able to build truthful connections with their followers as well as to create the enthusiasm to act, that is to consume new products and services. (Haenlein et al. 2020, 16) Even the perceived presence of an influencer, for instance, may be formulated in mutual interconnections with the online audience (Jacobson 2020, 716-717). Consequently, by collaborating with influencers companies expect to enhance consumers' attitudes on their brands and gain sales (Stubb et al. 2019, 110). The use of influencer marketing, in general, may lead to companies reaching broader audiences and, thus, enhancing their image and visibility as well (Wiedmann & von Mettenheim 2020). Companies need to invest financial resources, human resources, improved skills, and time to gain presence on various platforms. Influencers can be seen as essential resources to find effective and relevant ways of operating on social media as well and, therefore, they should not only be approached as financially profitable objects. As follows, when a firm decides to invest in influencer marketing it is advised to base the collaboration relation on a mutual learning process. (Haenlein et al. 2020, 12)
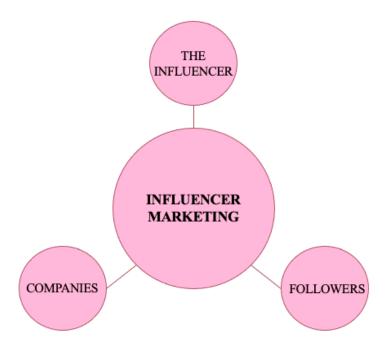
Figure 1 The model of desirable influencer marketing (information applied Stubb et al. 2019, 110)

3.1 The power of social media

Social media provides wide networks and platforms for consumers to benefit from in evaluating or searching new products as well as services (Stubb et al. 2019, 109). Compared to traditional newspapers or television, for instance, social media presents more diverse, specific, and separated contents for consumers to explore (Wiedmann & von Mettenheim 2020). The use of social media has transformed the communication and interaction between people and, thus, also marketers have received numerous novel capabilities and opportunities to create connections and relationships with various segments and target groups (Kim & Kim 2020). Online platforms are also favorable places to build identities and manage performances (Jacobson 2020, 716). Solomon (2013) presents an updated communications model that is the two-way highway. The model explains that there is communication between the marketers and the consumers instead of marketers only distributing information. Consumers interacting with each other is also made easier on online platforms. The characteristics of marketing messages, such as authenticity and credibility, are evaluated through consumers' word-of-mouth discussion. Thus, the consumer can be seen to have the control over the marketing interaction today. In addition, consumers tend to trust more other consumers' messages compared to companies' advertisement campaigns, for instance. (Solomon 2013) This advancement is being utilized increasingly (Stubb et al. 2019, 109). Hence, today also companies are becoming more interested in influencer marketing as a marketing channel. The main motives for companies utilizing this

development are the opportunities of getting awareness of a product or service diffused to an extensive audience through creative, good quality, and trustworthy contents (Haenlein et al. 2020, 11). Arriagada and Ibáñez (2020, 3) argue that "influencers market themselves as 'authentic' consumers of brands" which in effect makes them relatable people for consumers to trust in considering consuming decisions. Thus, the essential buzz (Solomon 2013) is created as well. The strategic development of influencers' personal brands is active since the basic aim is to generate and sustain a distinguished and likeable appearance for the audience in order to then encourage the followers', that is potential buyers, actions (Jacobson 2020, 718) and accomplish also prospective business objectives.

3.2 Being an influencer as a career

Social media influencing is a full-time job "creating quality content" (Stubb et al. 2019, 110). The total workload of an influencer consists of different sectors, such as planning and producing the contents, posting regularly on various platforms as well as connecting actively with both brands and followers (Haenlein et al. 2020, 13). The engagement particularly with followers is an important issue in being an influencer (Haenlein et al. 2020, 16) and it includes the time-consuming interaction through comments and messages, for instance. Being a freelancer or an entrepreneur may both provide freedom in planning a work schedule and demand particular sacrifices considering free time. Thus, an influencer can be seen as working all the time. For instance, free vacations planned to enhance the brands' images are not holidays for influencers rather hard work. In addition, whether the content is sponsored or not most influencers tend to post and be active online also during nighttime and weekends. (Haenlein et al. 2020, 18) Influencers make a living by collaborating with different brands (Stubb et al. 2019, 110). Hence, it is suggested that companies should consider the above-described entity in their financial decisions, such as in the amount of wage paid (Haenlein et al. 2020, 13).

This may be a risky and stressful choice of career since influencers' position and valuation depend on their capabilities of responding to the demands of brands and followers as well as growing and nurturing the community they have already managed to build (Stubb et al. 2019, 110). Wiedmann and von Mettenheim (2020) as well recognize that influencers' reputation mostly originates from being trusted by consumers as well as engendering competent, invigorating, professional, skilled, and qualified contents. It is through personal branding that influencers may market themselves (Jacobson 2020, 716) and their contents as well as promote their experiences, skills, and uniqueness on various platforms (Jacobson 2020, 719). Haenlein

et al. (2020, 13) state that it is essential for companies to find influencers with the suitable target audience. Yet, it is not only the number of followers that matters in evaluating the standard of an influencer. The success of a collaboration campaign or post can be seen to be based on the influencer's genuine endorsement of a product or service. (Wiedmann & von Mettenheim 2020) Haenlein et al. (2020, 13) as well highlight the significance of influencers' original purpose to promote the particular products or services. However, it is not unusual that after achieving a certain status on the field of influencer marketing influencers may get carried away and begin to work with too many brands or partner with the wrong ones (Haenlein et al. 2020, 19), thus causing the collaboration relations to evolve in false directions. However, since brands and companies are paying clients in the collaboration relations influencers, on the other hand, can be seen to have certain power.

3.2.1 Authenticity and creativity

According to Stubb et al. (2019, 113) as well as Wiedmann and von Mettenheim (2020), openness and transparency can be seen as distinguished factors in this field. In addition, trustworthiness, that is "whether an individual is believable", can be seen as another powerful factor affecting the desirable appearances and impressions on influencers and the brands influencers collaborate with. (Wiedmann & von Mettenheim 2020) Moreover, Haenlein et al. (2020, 16) state "reward authenticity, not perfection". Authenticity as well as entrepreneurship are also included in self-branding (Arriagada & Ibáñez 2020, 3). Companies' extreme control of the implementation of a certain campaign, for instance, decreases the level of influencers' creative freedom. Hence, in order for marketing materials to function accordingly and reach the goals, influencers must not be alienated from their own style and follower base. As influencers' careers and platforms are in the center of this marketing strategy they should not be controlled too much. (Haenlein et al. 2020, 15) Instead, it would be important for companies to learn to find those influencers whose contents already were compatible with the brand's objectives (Haenlein et al. 2020, 16) since influencers' work includes also representing brands' values (Arriagada & Ibáñez 2020, 3). A developing manner is that influencers create their campaign materials accordingly and send them back to the company for approval before publishing the collaboration content online. This is seen as more effective compared to companies trying to completely dominate the creation processes. (Haenlein et al. 2020, 15) Companies are also recommended to search for the original and passionate influencers instead of those who expect to be generously paid to collaborate with in order to achieve potential savings (Wiedmann & von Mettenheim 2020). However, when creating and publishing contents as well as enhancing

and maintaining the authentic personal brand influencers need to consider different attitudes and the future audience as well (Jacobson 2020, 719-723). Thus, one purpose of personal branding strategies is also to restrain the amount and the characteristics of the information provided online since social media influencers and their contents tend to be freely and continuously available for a diverse public (Jacobson 2020, 720).

3.3 Requirements of being an influencer

Achieving credible status as an influencer requires consistent dedication (Wiedmann & von Mettenheim 2020). Being continuously surrounded by attractive contents from multiple platforms online affects the youth's and also older people's outlooks on life and even their future career choices. Hence, the motives of starting a career as a prospective social media influencer may be rather questionable. The fame and the popularity become the main objectives of the career instead of establishing a presence based on original interests and creating delightful content to inspire others. (Haenlein et al. 2020, 19) However, it may take years before influencers are eventually considered influential and, therefore, even able to make a living on this field (Haenlein et al. 2020, 18). In order to be professional, influencers need to build their own identity, create an audience, become interesting collaboration partners for companies, engage in producing content on various platforms, and finally gain trust from followers. It requires considerable consistency and commitment to first raise awareness on an account and then manage to maintain the coverage created as well as the follower community. (Arriagada & Ibáñez 2020, 10; Haenlein et al. 2020, 16-18)

Today, influencers' personal branding can be seen to consist of both offline and online appearances, characteristics, and experiences (Jacobson 2020, 716-723). Personal branding creates the certain vision for followers to consume (Jacobson 2020, 716). For instance, some influencers are being followed solely due to the entertainment value they provide (Haenlein et al. 2020, 10). Companies are suggested to identify those influencers who are willing to openly share moments from their personal lives (Haenlein et al. 2020, 16). Mostly, influencers' presence online is still based on rather professionalism than intimacy (Jacobson 2020, 719). Yet, attractiveness and trustworthiness are seen as relevant requirements for influencers to fulfil. In addition, the pressures of creating unique contents are high since multiple similar posts promoting the same products or services do not serve the companies' ambitions (Haenlein et al. 2020, 14). Simultaneously, this pressuring atmosphere decreases the authenticity emphasizing view since influencers' creativity is being overwhelmed by competitiveness

(Arriagada & Ibáñez 2020, 9). As follows, developing the personal brand and contents accordingly might increase pressures on constantly being more, doing more, living more, and sharing more since today all kinds of experiences, even the most personal ones, are posted and celebrated or grieved on social media (Jacobson 2020, 723). As presented earlier, the fundament of influencer marketing builds on three factors that are the influencer, companies, and followers. Thus, in addition to the regulations and requirements set by companies, influencers experience pressures from their followers (Haenlein et al. 2020, 18). Consequently, Jacobson (2020, 723) suggests that "the mental health risks of social media work" need to be recognized. This may demand resources, however, eventually when treated accordingly influencers can engender even more benefits and it will cost the companies back (Haenlein et al. 2020, 17).

4 COMPREHENSIVE WELLBEING IN BUSINESS CONDITIONS

This study aims at emphasizing the value of comprehensive wellbeing and human operations in business focusing on influencer marketing. Hou, Chin, Slemp and Oades (2021, 1486) suggest that the concept of wellbeing is not only considered as not having illnesses or issues rather comprising that positive features exist as well. For instance, human wellbeing can include existing in mutual understanding with one's surroundings, aiming at achieving inspiring aspirations, establishing a comprehensive outlook on societies, enjoying satisfaction on the quality of life, having joyful and meaningful attitudes towards living life as well as providing desirable economic and social circumstances for individual people (Breslow et al. 2016, 251). Getting fairly affirmed and recognized through work assignments may have a positive impact on career development, future views, and the sense of safety at work. Also, the appropriate distribution of workload considers the job power in a more wholesome way which can increase the effectiveness of working hours and eventually enhance the quality of the tasks done. (Hendriks et al. 2020, 955) Hence, being actively involved in advancing comprehensive wellbeing aspects at work may lead to better both mental and tangible performances. The comprehensive wellbeing aspect in business in this study is approached through the literature on SRHRM and virtuous leadership. The relevantly similar characteristics between these human concepts chosen for this study are presented in figure 2. These connections justify the use of these theories in this study.

Figure 2 The similar characteristics between the central human concepts (information applied Abdelmotaleb & Saha 2020, 389; Breslow et al. 2016, 251; Caldwell et al. 2015, 1182; Cameron et al. 2011, 26; Hendriks et al. 2020, 956; Hendriks et al. 2020, 967; Kramar 2014, 1069-1070; Pless 2007, 451; Shen & Zhu 2011, 3031; Wang & Hackett 2016, 340)

4.1 Socially Responsible Human Resource Management

Today, corporations tend to increasingly concentrate on aims beyond pure economic objectives as well (Liang & Renneboog 2017, 853-854). Abdelmotaleb and Saha (2020, 385) acknowledge the feature of humanity as "one of the most important business resources". Kramar's (2014) study addresses strategic and sustainable human resource management. The views of Kramar's (2014) study differ a little from SRHRM. However, since the strategic view has been established to manage employees in rapidly developing surroundings (Kramar 2014, 1069) this literature can be seen as suitable for the purposes to base this thesis on as well. Considering the global situation on the whole constantly evolving as well as the literature on current topics discussed also in this thesis progressing in the future (Kramar 2014, 1085) these views can be seen to tolerate adapting. In effect, human resource management, sustainability, and strategic human resource management are all terms that are challenging to define. For instance, stakeholders' desires, theoretical frameworks as well as multiple other factors and contexts may shape the meanings of these concepts. (Kramar 2014, 1070)

4.1.1 The importance of SRHRM

Abdelmotaleb and Saha (2020, 389) highlight the remarkable significance of enhancing health and wellbeing factors in working conditions in order to create vitality. Consequently, workers would behave more devotedly, experience less stress, feel more productive, perform better, and

advance the overall success of organizations (Abdelmotaleb & Saha 2020, 389). If, on the other hand, unfair treatment in a working environment occurs continuously it will have distracting consequences on workers' wellbeing (Hendriks et al. 2020, 957). The sustainable approach to human resource management as a concept is variable and developing (Kramar 2014, 1070). Yet, it is a view which positions focus on also other than mainly financial, that is more holistic, outcomes such as job satisfaction (Kramar 2014, 1076), and social relationships. The prospective negative effects on holistic outcomes are acknowledged within this view as well. (Kramar 2014, 1069-1070)

Wellbeing in the working community as well as the perceptions of general quality of life can be seen as indicators of an organization's performance (Kramar 2014, 1072). The experience of appropriate treatment certainly differs based on individuals' personal characteristics and organizational factors. However, the bottom line should be to encourage and promote "positive feelings, emotions, and moods" since workers' perceptions of being cared for and respected strengthen the emotional bonds at work and improve their wellbeing. (Abdelmotaleb & Saha 2020, 395) Thus, SRHRM policies can be seen as essential for organizations to fulfil in order to ensure positive effects on comprehensive wellbeing in working conditions (Abdelmotaleb & Saha 2020, 396).

4.1.2 Expanding the views on SRHRM

The responsible actions of human resource management can be expanded from the inside of an organization to also concern the outside stakeholders (Kramar 2014, 1072). Shen and Zhu (2011, 3021) as well recommend human resource management practices to consider objectives and roles of people both inside and outside of the organization in order to manage being socially responsible. Thus, these policies can be seen to be suitable to apply in influencer marketing as well. Shen and Zhu (2011, 3022) state that companies' concerns on different stakeholders' wellbeing can be ensured by applying relevant human resource management practices and policies in order for companies to manage engaging in corporate social responsibility actions, in general. According to strategic human resource management, it is suggested that these operations are united with strategic aims (Kramar 2014, 1073). In effect, companies are increasingly aiming at developing their operations by utilizing adequate human resource management modes (Shen & Zhu 2011, 3030). Especially in Western cultures the individuals' circumstances considering wellbeing, for instance, at work are being increasingly observed in a concerned manner (Shen & Zhu 2011, 3020). Developing the approach and understanding

towards SRHRM may enhance organizations' competitiveness, performance, and sustainability (Shen & Zhu 2011, 3031). Appropriate application of human resource management may even affect the commonweal when accomplished accordingly and "both short-term effectiveness and long-term sustainability" may be achieved (Shen & Zhu 2011, 3022). Sustainability according to Kramar (2014, 1076), "refers to long-term and durable outcomes". Hence, as Shen and Zhu (2011, 3030) state it would be advisable to examine SRHRM as a necessary tool to motivate competent employees as well as other stakeholders and, eventually, achieve more desirable outcomes considering performance.

4.2 Virtuous leadership

Another relevant approach for this study is the ideology of virtuous leadership. If an organization decides to aim at promoting wellbeing and trust at work the principles of virtuous leadership may be beneficial to utilize in these processes (Hendriks et al. 2020, 966-967). It has been equated with responsible leadership (Cameron et al. 2011, 26) which includes, for instance, an ability to create multiple communicative relationships on the grounds of caring for human responsibilities as well (Pless 2007, 451). The valuable attitude of "being good and doing good" is also associated with responsible and virtuous leadership views (Cameron et al. 2011, 26). Moreover, leaders expressing virtuous behavior can be seen "'doing well by doing good'" (Wang & Hacket 2016, 322). Today, these can be seen as desirable objectives in business as well.

Through persistently emphasizing the distinctive and positive factors and features in people both inside and outside of an organization (Caldwell et al. 2015, 1195) employee wellbeing and effective networks can not only be achieved (Cameron et al. 2011, 26) but wellbeing at work and more trustworthy relations (Hendriks et al. 2020, 967) can also be improved in multiple ways (Hendriks et al. 2020, 956). Certain virtues are recently getting increasingly acknowledged and are also of an important significance (Hendriks et al. 2020, 952). One of them is humanity that is serving people around with care, love, and respect (Hendriks et al. 2020, 954). Originating from Aristotelian thoughts (Wang & Hackett 2016, 322) acting according to certain virtues may lead to individuals as well as communities achieving joy and stimulating compassionate blossoming and thriving (Caldwell et al. 2015, 1182).

4.2.1 Implications on virtuous leadership

Operating coherently according to the characteristics of virtuous leadership may result in unique outcomes considering stakeholders and other social surroundings of the organization (Hendriks et al. 2020, 952). Not only may organizational atmosphere and other factors get healed but also workers' personal growth and a mutual trust in the processes will emerge which again benefits both sides (Hendriks et al. 2020, 956). Both organizational and personal characteristics, however, may shape the perceptions of appropriate working conditions and wellbeing at work (Hendriks et al. 2020, 959). For instance, people can react in multiple ways to receiving either vicious or virtuous behavior from their peers. Some may experience approaches and attitudes more sensitively whereas others with great intensity. (Hendriks et al. 2020, 956) There are certainly different kinds of characters playing various roles (Hendriks et al. 2020, 952) particularly when it comes to multiple relations in influencer marketing, for instance. Hendriks et al. (2020, 965-966) suggest that the character of a leader should be considered as an important factor by employees when choosing where to work since the impacts of the quality of interaction are significant. Wang and Hacket (2016, 322) as well identify the significance of character in choosing the most suitable people for leadership assignments. This can be applied to the process of choosing collaboration partners and building collaboration relations in influencer marketing. The positive advancement on different levels of wellbeing at work is currently occurring particularly in Western cultures (Hendriks et al. 2020, 964). Eventually, fulfilling virtuous leadership positively affects efficiency at work, joyful satisfaction on life, and desirable behaviors of both leaders and followers, in general (Wang & Hackett 2016, 340).

4.2.2 Contradictory attitudes on human approaches

Already a few years ago Caldwell et al. (2015, 1181) presented a paper "within the context of a world in which many leaders seem to have lost their way". Moreover, it is a general preconception that human ways of doing business would have negative effects on performance (Hendriks et al. 2020, 966). However, "the traditional business values of profits and efficiency" are not threatened by practicing virtuous leadership (Wang & Hackett 2016, 322). On the contrary, the more human approach may relieve pressures in doing business and enhance the sustainability aspect of organizations (Wang & Hackett 2016, 322). Hendriks et al. (2020, 966) confirm that the exchange rate is not poor rather desirable. Kramar's study (2014, 1080) as well represents literature according to which the pursuing of pure business profits and economic performance through human resource management is challenged with alternative views (Kramar 2014, 1084). The vision of virtuous leadership includes both the aim of being

outstanding and emphasizing the success and wellbeing of other people (Caldwell et al. 2015, 1196).

5 RESEARCH METHODS

This chapter presents the research methods used in this study. The selection of research methods is described and explained. This is a qualitative study and typical methods for acquiring the empirical material are interview methods as well as the use of materials independent from the researcher. Different methods can be combined. (Puusa & Juuti 2020) The empirical research material for this study is collected by making interviews with Finnish lifestyle and wellbeing influencers as well as exploring an audio series considering the topic of this thesis. The overall content collected is then analyzed and presented.

5.1 Qualitative study

Qualitative study is context bound. The context in this study is the ideology of comprehensive wellbeing. A qualitative approach is suitable in examining such phenomena that are based on, for instance, consciousness or interaction between people. Some of the descriptive aims of a qualitative study can be deepening understanding on a particular topic, interpreting a phenomenon in theoretically reasonable ways, or obtaining novel information. The core purpose of a qualitative study is to generate different views considering the topic of interest as well as to provide a justifiable interpretation of the target phenomenon. The main goal of this Bachelor's thesis is to deepen the understanding on influencers' working conditions as well as to make theoretically reasonable interpretations of the phenomenon of comprehensive wellbeing in business in order to provide novel information to benefit from in the future. This thesis utilizes the context bound and flexible characteristics of this research method in order to manage to create an advantageous view on the focus topic. To succeed in this the material should not be presented in a too detailed manner, yet, informatively enough in order for the readers to understand the main context. The final entity consists of the distinct details in the material as well as the overall vision of the topic. (Puusa 2020; Puusa & Juuti 2020)

5.2 Interviews

An interview is a discussion that has a previously composed goal. It is also a suitable method for examining abstract phenomena. The main objective of conducting interviews is to collect as much information and material as possible from the desired topic with the help of which it is possible to create a diverse view of the particular phenomenon as well as to make credible

conclusions considering the aims of the study. Through this approach there is an opportunity to provide analytically interesting, rich, and revealing material as well as further implications. (Puusa 2020) The main method used in collecting the empirical material for this study is individual interviews conducted as video phone calls. The interview sample in this study consists of three Finnish lifestyle and wellbeing influencers. However, a discretionary small number of interview cases is not necessarily a negative issue. (Puusa & Juuti 2020) It can even be seen as typical for a qualitative study (Puusa 2020) and the main reasoning is that the sample is adapted to its purpose (Puusa & Juuti 2020). The methodical advantage is that interviewees can be selected based on the researcher's previous general knowledge of them having appropriate experience on the examined field and, thus, being suitable candidates to be included in the sample (Puusa 2020). The methodical advantage was utilized in inquiring potential influencers to participate in this study since the researcher herself follows influencers in the focus category rather eagerly and has previous general knowledge of their experiences and expertise considering the topic of this thesis. Since the interviewees are rather experienced influencers, they have valuable knowledge about the focus topic of this thesis. Due to these characteristics of the interviewed influencers, they can be seen as suitable candidates to have been included in the interview sample for this study and, thus, the sample can be seen to be adapted to its purpose.

The interview type used in this study is the half-structured interview. The questions are composed beforehand, and the format of the questions is planned. The interview questions can be found in appendix 1. The same questions are performed in the same order for all the interviewees. Yet, there are no ready options for answers. (Puusa 2020) The aim of interviews is to capture feelings, interpretations, perceptions, thoughts, and views as well as to discover experiences of the interviewees. Hence, the researcher aims to be a reliable and naturally relaxed collaboration partner. The goal is to make the interviewees to feel as easygoing as possible during the interview situation as well as in the general process of being a part of an academic study. (Puusa & Juuti 2020) The researcher is supposed to create a confidential atmosphere, genuinely listen to the other person as well as to motivate the interviewee to actively and freely participate in the discussion. Hence, more informative answers are presented, and even unexpected observations can be made. However, there is a risk that the interviewees may use generally approved answers. (Puusa 2020) Yet the researcher has the opportunity to perform additive questions during the interview as well (Puusa & Juuti 2020). In conducting the interviews for this study, the confidential as well as easygoing atmosphere

was successfully created, and the interview situations provided much distinct and valuable information. Eventually, the researcher's abilities to interpret the chosen incidents and make conceptual generalizations of the material are highlighted in this research method (Puusa & Juuti 2020).

5.3 Content analysis

Content analysis as a research method aims at building a conceptual and descriptive model of the examined phenomenon (Elo & Kyngäs 2008, 107; Puusa 2020) which in this study is the comprehensive wellbeing in lifestyle and wellbeing influencers' working conditions. Key words in analyzing the content are control, justification, openness, and systematism (Puusa 2020). Being descriptive enough is essential in order to manage to create the context for readers instead of only presenting disconnected facts (Puusa & Juuti 2020). According to Puusa (2020) and Weber (2011, 2) content analysis is suitable to use in various situations in doing qualitative study such as in comparing media or coding surveys' open-ended questions. However, this study will not use computer coding rather literary analysis. This method enables the analysis of a large amount of various textual materials and it is a flexible method (Puusa & Juuti 2020) which has no particular instructions for doing it the right way. Therefore, it is also essential to remember to not interpret the materials too excessively. (Elo & Kyngäs 2008, 113-114) The role of the researcher in conducting and construing interviews, for instance, is supposed to be neutral. The researcher tends to act sensibly and vulnerably in obtaining and analyzing the material. Yet the researcher's preliminary understanding on the topic inevitably affects the research process. (Puusa & Juuti 2020) In addition, the interview material is in a sense led by the researcher. The researcher guides the discussion and interprets the interviewees' answers, however, avoiding excessive steering. (Puusa 2020)

This study will apply inductive content analysis since there is no comprehensive research literature existing on this particular topic (Elo & Kyngäs 2008, 107). The main feature of content analysis is distributing parts of the whole material into smaller categories with related contents that manage to extensively describe the issue (Elo & Kyngäs 2008, 108) as well as to compactly summarize the material in order to increase its information value (Puusa 2020). The eventual goal is to create a reasonable entity of the material (Puusa 2020). As a part of the inductive approach, the categories will be created and organized from the qualitative data collected by taking notes while going through the materials (Elo & Kyngäs 2008, 109). First, the material is fractioned into pieces and then assembled back together as an observed and

successfully interpreted whole. (Puusa 2020) It is expected to need to keep the research question strictly in mind and revisit the materials frequently in order to verify the relevance of the choices made (Elo & Kyngäs 2008, 113). Last, since the report introduces the researcher's background assumptions as well (Puusa 2020), when reporting the results, it is recommended to demonstrate the connections and describe the analyzing process in detail in order to successfully indicate the reliability, and traceability (Puusa 2020), of the main outcomes (Elo & Kyngäs 2008, 112). Having provided a clear and extensive context the researcher helps readers to evaluate the credibility of the research process and the theoretical relevance of the conclusions as well (Puusa & Juuti 2020).

6 LIFESTYLE AND WELLBEING INFLUENCERS' APPROACH

This chapter discusses the empirical approach of this thesis, that is the lifestyle and wellbeing influencers' point of view. The empirical materials support the theoretical framework built above. Today, lifestyle and wellbeing influencers share on their own platforms rather often and openly feelings as well as opinions on challenging themes, such as body image or hate speech online. However, the collaboration processes with companies are rarely discussed in public even though it is generally known that the making of the beautiful and perfected campaigns includes complexity and hard work as well. Yle recently released an audio series called "Työnä oma elämä", freely translated as "One's own life as a job" (Yle Areena Audio 2021). The series consists of ten episodes each being an interview with one of ten different social media influencers chosen to be a part of this production. As the three video phone call interviewees represented more wellbeing category the audio series can be seen to include influencers closer to lifestyle category. The boundaries are, however, rather indeterminate and, hence, the overall limitation for this study were to be lifestyle and wellbeing influencers. The audio series focuses particularly on the fact that the contents of influencers' job in social media consists of their own lives. Social media has revolutionized communication, influencing on opinions, and the matter of who are being followed and listened to. The group of social media content creators, that is influencers, has been growing rapidly. In addition, content creation and social media influencing are actual professions as well as a source of income to a continuously increasing number of Finns. (Yle Areena Audio 2021)

7 ANALYZING THE EMPIRICAL MATERIAL

In this chapter the empirical material is analyzed, described, categorized, and justified. This empirical part consists primarily of the content of the three interviews since despite the small

sample the answers were comprehensive, informative as well as reasonable also when reflected to the theoretical framework and the audio series. Separate quotations from the interviews are presented in order to increase the ponderability of the results and conclusions. The interviewees' experiences are one of the central factors in a qualitative study (Puusa & Juuti 2020). Since the interviews were conducted in Finnish the quotations have been freely translated by the researcher keeping in mind also the readability in English. As the empirical material is categorized and not presented according to the list of interview questions also the quotations are excerpted and applied from various parts of the interviews. The audio series "Työnä oma elämä" was eventually used as a secondary support tool in deepening into this topic as well as justifying the matters found in the interviews. Yet, this empirical part includes also information gained from the audio series which supports other empirical findings seamlessly.

All three interviewees experience that they are included in the category of lifestyle and wellbeing influencers. They focus more on creating wellbeing content, in general, yet since wellbeing is such a broad concept lifestyle themes are inevitably included in the content as well. The interviews are briefly described in table 1. All interviewees were eager to participate in the interviews and it seemed like they genuinely wanted to help and provide truthful answers. All interviews as well as the results were extremely rewarding which was a pleasant surprise for the researcher herself.

Table 1 Description of the interviews

	DURATION	DESCRIPTION
INTERVIEWEE 1 o actively working on social media for 4-5 years	28min 27sec	The interview was planned to be conducted in approximately 30 minutes. Even though the duration of this interview was shorter compared to the next ones, the interviewee's answers were informative. The atmosphere was relaxed and there was no sense of hurry.
INTERVIEWEE 2 o full-time working on social media for 4 years	48min 42sec	The interviewee had prepared approximately an hour for this interview. The general atmosphere was therefore even more gentle compared to the first interview. The answers were open, and the discussion was comfortable.
INTERVIEWEE 3 o career having started 6 years ago & expanded ever since	38min 46sec	This interviewee had no time limit. Since this was the third and last interview the researcher herself had the experience to conduct an interview and expect certain answers as well as present some more detailed questions. Again, the atmosphere as well as the discussion were easygoing and trustworthy.

Each of the three interviewees started working on the field of social media and influencer marketing approximately 4-6 years ago. Thus, they can be seen as rather experienced actors on this field. Even five years ago the whole concepts of influencer marketing or working full-time as a social media entrepreneur were rather unexplored. The career may have started from writing a blog, for instance, and throughout the years the focus transferred into growing and nurturing the follower base as well as expanding their expertise to other social media platforms. Today, the three interviewees can be seen acting most actively on Instagram, yet another channel for each of them to create attractive content is now making podcasts as well. These influencers mainly work with companies personally without agencies nor managers in between, however, there may be some agencies in the background to utilize for support when needed.

7.1 Companies exploiting influencers

There is a risk that companies try to exploit particularly beginners but also more experienced actors on this field. It happens a lot since today an increasing number of oblivious beginners are entering the field.

"it is probably more attached to one's own enthusiasm in the beginning…" – interviewee 1

"absolutely there is an extremely enormous risk and it certainly happens a lot" – interviewee 2

"yes, companies rather impudently dare to approach people who do not understand much of this business field nor its procedures and then it may sound nice that hey I get every month some products worth of 50€, however, really this has zero value for the company rather it is just pure exploitation" – interviewee 3

Influencers in the beginning of their career are to a certain extent unaware of the risks that are included in collaborating with companies and may accept every collaboration offer they get. Fundamentally, manager agencies provide assistance and beneficial basis charts for the pricing of collaborations, for instance. However, their procedures can be questioned as well since they may try to utilize the beginners' unconsciousness instead of providing entirely trustworthy advice. Agencies, for instance, mostly offer so called one-timer collaborations instead of long-term partnerships. An influencer can decline agencies' offers, yet beginners do not necessarily know how or when to do so. Manipulative companies and people exist and this kind of benefiting from young and oblivious people can be seen happening regardless of the field. Hence, this is not only an issue in influencer marketing. Nevertheless, since being an influencer is such a recently risen field certain risks exist.

Companies, in general, determinedly and unscrupulously try to benefit from influencer marketing in the best, cheapest, and easiest way possible. For instance, some companies decide to contact influencers only in order to get rid of their marketing budget. New companies may use their non-existent budget as an excuse to gain free visibility. Moreover, companies dare to approach influencers in arrogant and insolent manners. For instance, companies prefer offering compensation in product prizes, at first, since in principle it is free for them. It is also easier for them considering taxation since money does not change owners. In addition, there are brands who try sending every influencer the same product and same information expecting free advertisement without even knowing the influencers let alone their brands. Yet, more experienced influencers discontinue these kinds of relations. In some cases, also experienced

influencers may approve and advertise for free or for a compensation in product prizes. In these cases, the influencer may want to purely endorse some lovely brand, or the product or service might be perceived extremely interesting or pleasant. Yet, being willing to help some domestic small business owners needs to be separated from working for free for some multimillionaire corporations. Experienced influencers certainly spot the difference as well as have the knowledge to work according to their values, however, beginners on this field may not. Consequently, if a clearly impudent or strange offer is made, a more experienced influencer does not take the negotiation to a further level. Today, experienced influencers notice rather promptly whether the collaboration offer, in general, is legit or not. An impudent or strange offer would be, for instance, that the financial compensation is too poor or that the compensation for a large amount of work is provided only with a cheap product prize. In addition, a brand may express their interest yet without precisely describing the collaboration process. In general, experienced influencers get massive numbers of collaboration requests. As follows, there are also choices and many kinds of collaboration requests that they indeed refuse to agree with.

"I have worked on this field for that much long, so I indeed want a financial compensation for the work that I do" – interviewee 1

"collaborations from which none financial compensation is offered are very often declined since after all this is a job" – interviewee 2

"they may be as arrogant as offering only a product price asking to publish a video as well as three posts from which you will get paid with a pair of headphones or something like this, so my reaction is that are you actually serious this is not going to happen" – interviewee 3

A monthly compensation in interesting product prizes might sound attractive for an eager influencer beginner. Yet, if there is knowledge about the product policies and price policies, it can be found out that such compensation for a significant number of posts costs in effect nothing for the company and, thus, it can be seen to be pure exploitation of the influencer and their visibility. Conversely, if a company receives multiple collaboration offers from influencers, they might choose the cheapest one. In addition, if a company knows that they contact someone new on this field they may offer a low-cost deal since they know that the eager influencer prospectively accepts it. However, when collaborating with an experienced influencer aware of their procedures the company would offer compensation in a much larger amount of money. This can be difficult for a beginner to comprise. If a collaboration does not include any

compensation in money, the collaboration offer is most likely declined by an experienced influencer since this is their job and they have formed their own precise limits which they obey.

"today, one's own limits are much more precise and stricter" – interviewee 2
"the kind of broader view is probably missing especially when you are entering the field and fulfilling collaborations for the first time" – interviewee 3

In addition, if the offer is sent by a so-called odd company of which the influencer has never even heard the offer will most likely be declined. The chances of an experienced influencer to start endorsing a product or service of which they have never heard before are small. Beginners do not necessarily understand to beware this indistinct behavior of companies rather enjoy the new collaboration relations and the product prizes. Experienced influencers generally do not want unnecessary product prizes only for the sake of a collaboration anymore even though the collaboration offer would be desirable. They may politely refuse receiving free gifts if they know that eventually they would simply not consume the given products. Simultaneously they provide a chance for the company to send the gift to someone who values or needs it more. On the contrary, beginners may get extremely excited for everything they get sent by companies. Thus, it is easy for companies to exploit this enthusiasm and even get free visibility. In addition, since beginners do not have the experience on working on this field, they are prepared to do much more work than what would be reasonable with the certain price. On the other hand, since this field is competitive and there are already many successful influencers with distinguished brands and collaboration partners beginners in a way have to work for free as well. The top success cannot be achieved overnight rather the influential, powerful, and trustworthy status as well as the remarkable compensation in money need to be earned.

"in a certain way one has to do work for free in the beginning and I did a lot of work for free in the beginning as well since one cannot expect to get massive totals from every collaboration either" – interviewee 1

It is great that beginners and influencers, in general, want to fulfil collaboration posts well. Eventually, however, it is not worth it to agree with every campaign. It is thought that it is better to sign an indeterminate collaboration relation than to work with none. However, this approach will only lower the prices on influencers' work since companies notice that they are willing to work essentially for free. An actively internationally operating corporation does not necessarily

care much about a Finnish niche influencer personally. For instance, influencers', who work on platforms such as Instagram and YouTube, careers are dependent on these corporations' decisions on algorithms or other operations. Despite this, the focus in this study is on the companies that collaborate with influencers. Yet, influencers would need to consider the larger view on their field such as corporations' business models and strategies. Thus, with improvements inside this field's procedures, also beginners could earn much more money from their work as it would be supposed to. Yet, the procedures between companies vary widely. The wellbeing influencers' category can be seen to have rather ethical and fair procedures compared to the multifaceted lifestyle category where impudent offers may appear more often.

7.1.1 The duration and the quality of the collaboration relation

The duration and the quality of a collaboration relation are important factors for experienced influencers. They affect the influencers' final decision on accepting or declining the offer. Companies tend to suggest shorter-term agreements. It is common to agree with these so called one timer campaigns as well. Yet, influencers aspire longer-term collaboration relations since it would better benefit the influencer as well as the company and the followers.

"rather investing in the quality… the aspiration would be to do longer-term collaborations" – interviewee 2

"with most of the partners the collaborations are or are suggested to be kind of nonrecurring, however, one then has to try and negotiate whether it would be possible to lengthen the partnership a bit" – interviewee 3

Longer-term partnerships would ease the company's and influencer's processes of allocating time for various tasks. Moreover, followers would get increasingly convinced that they can rely on the information provided, for instance. Hence, there needs to be certain chemistry between the influencer and the company as well. Otherwise, these benefits and the value of the collaboration relations are not fulfilled. Particularly considering wellbeing brands the long-term view is essential in order to simultaneously ensure the quality of the content and further enhance followers' wellbeing. Influencers have the opportunity to negotiate with companies and a longer-term collaboration relation may eventually be agreeable. If a common agreement cannot be reached, the collaboration relation will be discontinued. However, when a suitable collaboration partner has been found, it makes the collaboration processes more pleasant. The

company gets an enthusiastic ambassador to promote their goods and even the price for companies can be lowered.

7.2 Beginners' risks

In the beginning of the career influencers do not know how to determine their own value. It is difficult to determine for more experienced influencers as well. Due to not being aware of their own price or pricing, in general, influencers may work with a very low cost for companies.

"I was only a cub blogger, so I easily fell for those kinds of affairs and I always wanted to help certain companies and startups…" – interviewee 2

"especially say a couple years ago when one did not really know anything about one's own price or did not know how to price one's own work, one did everything very cheaply" – interviewee 3

In the beginning also experienced influencers have easily fallen for collaboration offers that may not have been completely desirable or fair. One reason may be the enthusiasm towards the field. In addition, when companies start paying, even small numbers of money, for the influencer's work it increases the enthusiasm. With the economic profit in mind, influencers and particularly beginners may do poor decisions considering collaboration relations. Another reason may be pure kindness and willingness to help certain companies or start-ups, for instance. Today, experienced influencers might not agree anymore with similar collaborations that they some time ago during the beginning enthusiasm did. Experienced influencers as well continuously learn how to act and work better on this field.

"… one may agree with many affairs that one, however, would not necessarily agree with later on during their career" – interviewee 1

"thinking afterwards probably all of the collaborations would not have been necessary to do after all" – interviewee 2

"since you have not done this kind of work you are prepared to do much more than what you actually should…" – interviewee 3

Experienced influencers have done collaborations in a way involuntarily. In the beginning of experienced influencers' careers there have been situations in which the outcome of the collaboration has eventually not completely corresponded with what has been told about the

process prior. The influencer has not had the knowledge nor understanding to research the features of a service, for instance, beforehand and the service can have been turned out as unsatisfactory. Since the contracts have already been signed, however, the influencer has not been able to withdraw from the collaboration. Hence, there are collaborations that experienced influencers in a way regret afterwards. This indicates that influencers cannot blindly believe everything that is being told by companies. It is essential for influencers to conduct research about the company as well as the product or service prior signing a collaboration contract. After a successful research an experienced influencer may accept even a significant collaboration offer that can have sounded odd at first. Today, experienced influencers are rather precise with these matters.

"I rather quickly already spot those cases in which they are serious as it were considering the collaboration" – interviewee 1

With an experience of working with over 300 companies an influencer has learned to communicate straightforwardly their own pledges as well as denials. The influencer themselves has the responsibility to commit to their limits. The eager beginners often seem to be willing to sell their souls for any brand. Yet, that can be seen as a rather poor approach considering long-term effects. Today, the development can be seen to be proceeding in a direction where influencers decide not to publish any advertisements. Particularly experienced influencers are becoming more aware of the time they invest in collaboration relations. The process of allocating time for various tasks guides the work behavior of experienced influencers. The lack of time can also be seen as one reason to decline collaboration offers. This is a desirable and valuable advancement considering comprehensive wellbeing as well. Even though companies would try to contact influencers with all kinds of offers influencers are able to listen to themselves and their force and, thus, know when to agree and when to decline. Last, particularly the youth is suggested to study and consider other professions as well as genuinely reflect what they want to do with their lives before establishing their own public social media channel due to these certain risks included. In general, people should not aim to be influencers rather discover their own passion and start pursuing it. The influencer status may then be generated as a byproduct, and the career might also be desirable. As interviewee number 3 stated: "*decide what you want to do and follow that connection*".

7.3 Values

Experienced influencers work powerfully through their and their brand's values. Values can be seen to be the most significant factor in establishing collaboration relations with companies since the working relations are preferably based on mutual values. When being asked the question "Is it important for you that the collaboration company corresponds to your values?" the experienced influencers answered:

"It is." – interviewee 1
"It is hundred percent important." – interviewee 2
"Yes, it indeed is hundred percent important." – interviewee 3

As follows, it is important for influencers that the companies' values meet with their values and that the values advance to equal direction. Values can be seen to be the fundament of collaboration decisions as well. When companies contact influencers with collaboration offers, influencers tend to reflect and base their final decisions on their own values. Values conflicting and eventually not meeting with each other are reasons to decline a collaboration offer or discontinue an existing collaboration relation even if the product or service itself would have been pleasant or the partnership would have been a long-term one. Values through which the interviewed influencers work are presented in figure 3.

"I rather accept those collaborations that meet with my values" – interviewee 1
"the value issues are extremely important so that it is possible to stand behind a company or a service or product" – interviewee 2
"I took a look at these questions of yours and saw that at some point here in the end there will be discussion of values, so it is absolutely the most important matter for me" – interviewee 3

Figure 3 Values through which the interviewees work

Influencers actively reflect their own values and evaluate the state of their collaboration relations. These kinds of demands are not necessarily directly presented to the company, yet they are significantly meaningful silent requirements. First, it is essential that the company is trustworthy. Second, it is also desirable that the company has an advisable reputation. Influencers appreciate the quality of companies and collaboration relations. In addition, the operators in the potential collaborative company need to work in an advisable manner and according to desirable values. The ideology behind a company is significant as well. Certainly, in the case of working with big corporations it may be challenging to be aware of their internal operations yet at least the external communications need to be responsible as well as equate to the influencers' communication and mission. If the values of a company and an influencer conflict, even expensive collaboration offers are declined by the influencer.

"I have declined an offer with a four-number total because of values not meeting" – interviewee 1

For instance, when reflecting the value of ecology to collaborating with nutrition brands it becomes essential that the products correspond to the promised quality and do not contain any excessive ingredients as well as that the products are produced as ethically as possible. Influencers find it significant to indeed be able to genuinely endorse the companies' aims and values. In addition, it is important for influencers to be able to justify the purposes behind every

collaboration, considering either the company's procedures or the features of the product or service, both to their followers and to themselves with a pure conscience. This aspect is more valuable for influencers than money. Experienced influencers refuse to endorse such products or services that they would not use themselves.

"*there have been sad decisions considering that one may have liked the product, for instance, but then there has been revealed something that oneself cannot support, so I indeed quit such collaborations right away since it is then no longer the money that is in question rather it comes absolutely again down to the fact that one can justify for their followers as well as for themselves the reason why one is being a part of the collaboration*" – interviewee 1

Influencers are also a channel for companies to endorse their values to consumers. Today, companies tend to increasingly be familiar with the brand and characteristics of the influencers they work with. For instance, when a company wants to highlight green values as well as a certain sustainability aspect, they know which influencer to contact to promote their campaigns. It is delightful and rewarding for the influencer as well to have been recognized through their significant values. This indicates that the influencer has succeeded in their work and also that the fundament at least for certain collaboration relations is responsible as well as sustainable on multiple aspects. Collaboration relations established on the fundament of mutual values can be seen as positive progress considering the paid partnerships in social media. It enhances both the quality of the collaboration relation and the characteristics of promoted products and services. Influencers emphasize this approach, and they conduct thorough research on companies as well as the products and services in order to ensure convergent values and sustainability issues, for instance. Through these procedures the field is advanced as well.

7.4 The brand and creativity of influencers

Experienced influencers tend to accept collaboration offers that include good quality and genuinely interesting products or services. The main aim is to endorse products or services that the influencer genuinely enjoys. If an influencer has promoted for years a certain hygiene brand, for instance, that they use in their everyday life they do not start a collaboration relation with another brand only for a remarkable financial compensation. In addition, if they notice that a certain product or service is not related to their content in any way, the collaboration offer gets declined even if the product or service would otherwise be desirable.

"the kind of collaborations that simply do not fit into one's brands will be declined" –
interviewee 2

In general, influencers tend to accept collaboration offers that they feel good about. Another relevant issue considering the choice of which collaboration offers are accepted and which are declined is influencers' brands. It is rather important that the influencer would be able to fulfil the collaboration according to their own brand and style. If the company or the offer do not equate with the influencer's brand or content or values an experienced influencer refuses to collaborate with them. Yet, the influencer may explain reasons for refusing to work with the company as well as suggest the company to contact some other influencer that would probably fit better for their purposes. Thus, the mutual interaction is also pursued.

"a company having only wanted to completely dictate the materials and me kind of only being the face for it… I do not experience a company giving certain direction frames as negative… however, in my opinion, the influencer has to also got free hands to kind of fulfil the collaboration according to their own brand" – interviewee 1

The story behind this quotation was considered undesirable since the company chose this influencer to work with knowing what kind of content the chosen influencer publishes. However, after the influencer had planned and published the post the company gave feedback that the post was not what they were looking for. After all, working as an influencer and publishing collaboration posts have their fundaments in the influencer's personal brand. Thus, there should be certain freedom for the influencer to implement the collaboration content according to their authentic content and personal brand. Particularly experienced influencers have established and solidified their personal brands that are often rather visible through their Instagram profiles. Hence, it is essential that companies are prepared to research influencers' personal brands and consider the brand match already before suggesting a collaboration offer. If experienced influencers get collaboration offers that conflict with their communications and values, they tend to decline the offer even if the issue were the smallest detail. The collaboration relations need to be natural and fundamentally resonate with the influencer. A proactive approach from influencers could prospectively result in better brand matches. Today, however, many companies tend to acknowledge this issue as well and they want to find the influencers who seem to share the company's aims and who seem to be good brand matches. Yet, other unfortunate and frustrating experiences have occurred as well.

"after you think you have published a good post and then afterwards it is being asked to be edited like multiple times is in my opinion very negative… I as representing the influencer side experience that one should be given almost a full freedom to fulfil the collaboration so that it will be as authentic as possible and that also followers will really believe in it" –
interviewee 3

Companies usually present some kind of a frame for the collaboration, for instance considering the information to be provided about the product or service. The requirements may be strict, for instance, when working with conservative or old-fashioned companies since they are precise with their brand communications and images. In addition, collaboration posts with firms in the field of finance need to include disclaimers, for instance. Influencers do not consider these requirements as negative unless they are odd in a way or do not leave any space for the influencer's own creative interpretation. Some pointless requests or too strict requirements from companies consume influencers' working hours as well as make the work excessively heavy. Giving enough freedom for influencers to implement the collaborations according to their own brand would emphasize the authenticity of the collaboration as well as improve influencers' working conditions. The collaboration content would become an effortless part of the influencers' regular contents. Consequently, also more appropriate target audience, that is committed followers, may be reached. Thus, the followers would believe more in the collaboration content which may enhance the effectiveness of the collaboration campaign as well as increase companies' visibility and sales. Hence, also longer-term collaboration relations may be established.

7.5 Positive perceptions of the field

The experienced influencers have many positive experiences of collaboration relations and their work, in general. It is great for an influencer to notice that even well-known brands and companies contact them considering them as interesting and suitable for a collaboration with the company. Through collaborations influencers may find new desirable products about which else they would not have even known. In the best-case scenario, collaboration relations lengthen into mutual long-term partnerships. In addition, networking with new and interesting people is seen as a positive matter in collaboration relations. It is rather essential that the relations between the influencer and the company are good. Through advisable relations also the collaboration can transform into a long-term one. When treated accordingly by a company, also

experienced influencers aim at being loyal for their long-term collaboration partners. The company's approach affects the positive perceptions of the collaboration a lot. For some influencers this is even a personal matter and the preferred manner seems to be having personal contacts with companies. This is also the reason to not work with agencies nor managers, yet agencies and managers suit better for others. Managing the collaboration relations personally, however, may increase the meaningful perceptions of influencers' work.

"the aim is to be extremely loyal especially towards the long-term clients" – interviewee 2, (clients referring to companies)

Followers are an essential part of influencers' work. Influencer marketing can be seen to be based on a triple bottom line that includes influencers, companies, and followers. Influencers create companies' collaboration content for followers to experience and explore. Yet, also considering followers it is not necessary about the number rather the quality of them. The quality aspect can be measured, for instance, by followers' commitment to an influencer's contents.

"one part of positive experiences is having got good feedback of collaborations from followers since that is the reason why collaborations are being made" – interviewee 2
"for whom this is made are indeed the followers… you do not make a living as an influencer if you do not have any followers" – interviewee 3

A strong reason for accepting collaboration offers is that influencers know that their followers will like the collaboration as well and benefit from it. Experienced lifestyle and wellbeing influencers tend to aim at diffusing good feeling through their content for their followers. Influencers care about their followers and want to inspire them to live a better life including more wellbeing. They also want to appear as trustworthy to their followers. Being relatable is one of the main features of this field. Active interaction with followers is highlighted in what makes this job rewarding even though it is also time consuming. The interpersonal relationships between influencers and followers are rather unique. Followers might share interesting and educational views on different topics from which influencers can learn and advance their own thinking as well. Followers tend to also share even their personal matters with influencers and tell touching stories of how they have been affected by the influencers' contents. Many followers may have even grown in a way together with an influencer by following their contents

and being in the same life situation. Influencers consider this empowering, however, sympathizing followers' issues is sometimes also a heavy part of their work. Influencers cannot help everyone, and followers' problems are not influencers' problems. Limits need to be drawn.

In addition, followers commenting and messaging about the style of a fulfilled collaboration post or promoted products, for instance, is a sign of successful communications. This kind of interaction can be seen to be included in the collaboration campaigns as well even though followers may ask pieces of advice for a long time after the collaboration post has been published. Hence, influencers may endorse the collaboration regardless the fact that the campaign is not necessarily even active anymore. This kind of invisible work should be appreciated by companies and considered also in the financial compensation for the influencer. Influencers tend to commit to endorsing their collaborations in a trustworthy manner. In addition, the content creation needs to be authentic. It is essential that the influencer can justify the collaborations for their followers as well as that followers can rely on the information provided. For instance, followers tend to notice collaborations that in some way differ from or conflict with the influencer's general content. Hence, also followers can be seen to influence and regulate the characteristics of collaborations that influencers accept. Eventually, the content is created both according to the influencer's personal brand and to best serve their followers' desires.

7.6 Companies' procedures and the advancement of the field

The ways of conducting collaborations may vary depending on the company, yet today since the field is becoming more settled the fundamental patterns are also becoming clearer and they are rather similar even between different companies. However, companies have different motives for collaborating with influencers as well as different ways of measuring the success of campaigns. Some companies want to create a certain brand image based on the collaborations and some companies want to increase their sales. Since companies have understood the significance of influencer marketing, they tend to be rather active in their communication towards influencers. Companies' procedures in contacting influencers as well as in managing the collaboration processes and financial compensations have developed rapidly in the past few years. Today, companies usually contact influencers, however, influencers may contact companies as well. It is essential that the company's communications are not conflicting with influencers' work. In addition, it is important that the company's internal communications and marketing are not conflicting with each other since conflicting views inside the company may

confuse and negatively affect the influencer's work. An unfortunate situation may emerge if the company's requirements and values conflict with the influencer's view. Thus, clear and open communication between the company and the influencer would be essential as also interaction with companies is included in influencers' working hours. The influencer might already have spent much time on creating the collaboration relation and communicating with the company as well as on planning the campaigns, yet the collaboration may eventually not be fulfilled. In general, collaboration relations as well as these unfortunate situations are addressed well from both sides and dramatic arguments have not been arisen. However, if the company does not manage the collaboration relation professionally enough an influencer might get frustrated and suggest the company to contact someone else. For instance, emails might not be answered, or the schedule might get prolonged which consume influencers' working hours redundantly.

"many companies on the other hand value influencers as well" – interviewee 1

"the reputation of an influencer is extremely important in a way for the companies" – interviewee 2

"companies have indeed realized the significance of influencer marketing" – interviewee 3

Companies valuing influencers can be seen in companies increasingly precisely choosing influencers to work with. Companies have professional employees working with influencer following, influencer contacting and social media, in general. Sometimes a company may refuse collaborating with an influencer if the marketing department considers their brand excessively distinguished. In addition to the brand match, it is rather important that the financial aims match as well. Companies are eventually prepared to pay for visibility on social media. If an influencer has the knowledge to suggest and justify a higher financial compensation, it is conventionally accepted particularly by bigger companies. For instance, if a company offers a 100€ compensation from a collaboration the compensation is rather easy to elevate to 400€. As follows, influencers should not sell themselves for too cheap rather they can and should request for much more financial compensation and keep their price on that certain high level. Today, the complexities and procedures on this field, in general, are discussed rather openly and straightforwardly. Yet, the field is still at an early stage. Companies abroad can be seen to be more aware of how to work with influencers to best benefit both sides. On the other hand, companies abroad may send odd and suspicious collaboration offers as well without really

considering the influencers' advantage. Nevertheless, the manners are ever developing into an easier, fairer, and more transparent direction in Finland as well.

7.7 Comprehensive wellbeing aspect in influencers' working conditions

It is difficult for influencers to determine when to work and when to relax since as an influencer as well as an entrepreneur they are in a way always working. Being an influencer includes also much hidden work behind the finished posts that are published online for followers. To start with, there has been the workload of many years to achieve the visibility, followers, and trustworthiness. Today, there are increasing pressures on studying other platforms, adapting to new features, developing the personal brand as well as creating as interesting and versatile contents as possible. In addition, being an influencer requires various expertise, such as having visual talent and negotiation skills, to mention a couple. The amount of time spent in front of a screen is a major factor in affecting the comprehensive wellbeing in influencers' working conditions as well. It is also at influencers' own responsibility to ensure the proper work ergonomics since they mostly work from home. Some influencers do not even find Instagram as entertainment anymore rather it is the platform for work only.

"I would hope that people on our field and my colleagues would learn kind of the certain balance between work and free time as well as that they would clearly document their own working hours" – interviewee 2

"influencers themselves should think about for what they are prepared since this is work as well and many update social media day and night, so that would you actually be willing to do any other work like around the clock, few people would" – interviewee 3

It would be essential for influencers to find the certain balance between work and free time. This could be made easier, for instance, by taking even one day-off per week. Since this is a passion career the working hours may unnoticedly grow excessively. For instance, when going on holidays, influencers have their cameras with them, and they inevitably publish something on social media since it is interesting content. On the other hand, the freedom of an entrepreneur may at times lead to not getting enough work done. Nevertheless, influencers' work is heavy particularly mentally, and people's capacity of power is limited. Thus, it would be essential for influencers to recognize their burdening factors as well as their own boundaries and react to the need of recovery. Today, nearly everything circulates online in social media and even so-called regular work and free time are intermingling for many. Hence, the clear boundaries between

work and free time are a major factor considering comprehensive wellbeing in influencers' working conditions.

> "*less but with more quality is kind of the direction*" – interviewee 1

This quotation's approach emphasizes both the factors considering collaboration relations with companies and the awareness of influencers' personal wellbeing. Influencers need to consider what kinds of collaboration offers they are willing to accept as well as how do they want to fulfil their work. A good example is comparing doing ten work projects well to doing five similar ones with even more creativeness and elaboration. The second option enhances the final purposes better. Few long-term partners with according values as well as a reasonable financial compensation are preferred instead of endorsing many smaller campaigns. For instance, so called ambassadorships are becoming a trend instead of promoting multiple companies from here and there. However, there are also influencers who tend to responsibility wash their content and followers similarly to companies greenwashing consumers. Yet, this is a people-based field and, thus, a human approach is essential.

7.7.1 The brutality of the field

Influencers enjoy interacting with and getting feedback from their followers. However, the messages can also be negative and even abusive. The influencers' privacy might suffer due to the open interaction online as well. One of the main issues affecting comprehensive wellbeing in influencers' working conditions is the critical and abusive treatment from the audience and followers. The critique is often targeted straight at influencers as people and not their work. Due to the power and the emerge of social media, people have started to release and reflect their negative feelings on influencers' content. Influencers may be treated as pure waste dumps. It appears as unnecessarily criticizing every minor thing an influencer does or says, for instance. On some platforms, such as YouTube, this can even be done anonymously and, thus, the comments may be audacious. In addition, this does not only occur on platforms' comment fields rather on public internet forums as well. Moreover, the discussion may be based on falsifying the truth.

> "*some followers throw their own bad feelings and bad mouth influencers which is absolutely horrible… everybody makes mistakes, thus there should be more mercifulness and humanity, in my opinion*" – interviewee 1

"the criticism from followers affects certainly a lot" – interviewee 2

"certainly, the criticism is the biggest issue considering wellbeing at work since no matter what you do you will receive negative comments" – interviewee 3

This has led to influencers being frustrated and even afraid of creating content or posting anything since they do not want to make mistakes. Yet, the people behind the social media profiles are not robots rather authentic humans who feel. This field is in a way based on sharing even personal matters online. However, being a public figure due to their career is not a justified reason for getting harassed by anyone. There is not any justified reason for receiving hate speech. The capacity of power that influencers have to address these issues is limited. The negative comments hurt. Yet, influencers' personal brands, for instance, can be seen as assets protecting the influencers' personal identities. Nevertheless, receiving much criticism or reading media's clique headings of their life certainly affect influencers' minds and, hence, also the comprehensive wellbeing in their working conditions. As previously stated, influencers are humans, and they need approval and cheering on their work as well. Hence, it is also essential that influencers manage to work according to their own values since it is a major factor affecting the fulfilment of meaningful work and, thus, comprehensive wellbeing.

7.7.2 The sense of community

The sense of community becomes also one of the main factors affecting comprehensive wellbeing in influencers' working conditions. Most influencers work as entrepreneurs or freelancers. The field is also novel. Thus, the procedures can be seen to be dispersed. Hence, more informative and honest discussion about the background procedures, such as compensation manners, would be needed.

"it is kind of difficult in a way since the whole field, in my opinion, is yet so dispersed… certain openness could maybe increase the wellbeing… it would be the first step since open conversation does not exist that much yet… I do not know, maybe some kind of a support union for social medial influencers *laughter*" – interviewee 1

A certain openness and mutual conversation would enhance the comprehensive wellbeing aspect. It is suggested that some kind of a union for social media influencers could be established in order to manage the field's issues addressed in this thesis. The empirical material, in general, provided much support for highlighting the community since at the moment there is

no interest organization for influencers. Since companies and manager agencies may try to exploit particularly beginners on this field a union is certainly needed. Moreover, since this field and its procedures are ever developing a union would actively support this continuous advancement. Thoughts considering the establishment of a union for content creators and influencers are brewing indeed.

"for about a year now I have brewed inside my head the idea that an own union for content creators and influencers should be started, so through the union it would certainly be easier to affect the working environment as well as wellbeing" – interviewee 2

Pricing issues seem to be rather often experienced. There is no wage table for influencers. If influencers would approximately know how much others are getting compensation on collaborations it would be easier to determine their worth.

"if we knew a bit how much others are getting financial compensations then maybe we could know better what to request ourselves as well" – interviewee 1

After discussing others' compensations, for instance, it may even have emerged that the compensation that another influencer has requested has not been nearly enough even though they have thought it to be a reasonable amount. Selling collaborations with a significantly low cost dilutes the wellbeing at work as well since much more could be got with the same amount of work. A union could provide the trustworthy pricing assistance needed. Thus, companies could not downgrade the compensations that easily either. Whenever an influencer would experience challenges considering collaboration relations or their wellbeing, for instance, they could rely on the union.

"it would be rather great if there was a certain operator to which every influencer could send every companies' collaboration offer emails and which then would check whether the affairs were fair or not and then all of those companies would be ranked in a certain order and influencers could utilize this controlled rank in considering future collaboration offers" – interviewee 3

Being an influencer is a lonely job. Many decisions are made alone. Thus, influencers would desire concrete colleagues to provide peer support, for instance. Today, influencers have

colleagues and friends working on the same field. They are able to discuss together if help is needed or if opinions about a certain pricing are wanted. These discussions may reveal desirable or less desirable companies to work with, for instance, as well. However, without a union, influencers need to have the courage and initiative to message others. A union would make it easier to affect influencers' working conditions, fair procedures on the field, and wellbeing as well as enhance the sense of community. Developing these procedures and providing beneficial assistance would ease influencers' job and, hence, they could have more time to spend also on other essential matters.

8 DISCUSSION

In this chapter the empirical findings are composed and reported. This thesis was written due to being concerned about the fulfilment of comprehensive wellbeing aspect in lifestyle and wellbeing influencers' working conditions. The research questions will now be answered reflecting the empirical material to the theoretical framework. The most central results of this study are summarized in table 2.

How do companies treat influencers?

The theoretical arguments of companies' questionable aims considering human approaches and influencer marketing are supported by empirical results. Companies unscrupulously try to exploit influencers. The risk is particularly big considering beginners. They are not aware of pricing procedures nor their own worth yet. In addition, they are enthusiastic towards the field and their eagerness alone may lead them to making poor decisions. Thus, companies may easily manage to sign agreements that downgrade the real value of the influencer and their work. Hence, the companies' and even agencies' objectives are not purely relying on the principles of SRHRM nor virtuous leadership. There are brands who only want to gain affordable visibility without being concerned about their responsible actions nor the influencers' values nor wellbeing. In addition, companies may act differently whether they approach an eager beginner or a responsible and experienced influencer. Companies tend to put some requirements for creating collaboration content, however, these requirements are considered as reasonable by influencers. Yet, excessively precise demands restraining influencers' creativeness can be seen as exploitation as well. The certainly impudent collaboration cases with companies seem to have been single incidents particularly in the beginning of the experienced influencers' careers. However, this indicates that the risks of getting exploited by companies and not caring about

the comprehensive wellbeing aspect in working conditions are highlighted in the beginning of influencers' careers. Companies are determinedly eager to try to get solved as affordably and easily as possible even though a proper wage would need to be paid for influencers. The economic advantage is pursued by influencers since this is their full-time job. Thus, influencers need to be careful and precise when interacting with prospective collaboration partners.

Today, experienced influencers are aware of these issues as well as their own worth. They recognize odd situations as well as know how to consider and respond to collaboration offers. This responsible approach prevents companies from exploiting them. However, the ability to make informed decisions considering collaboration relations as well as recognizing their own values might be difficult for a beginner. It may take years before an influencer becomes influential and successful. It may also take years before an influencer understands to form clear limits considering work ethic. Hence, new influencers entering this field may be more credulous considering decisions with whom to work. It is essential for influencers to develop the ability to recognize and decline collaboration offers that do not equate to their brand or values or that do not provide reasonable financial compensation. Although, beginners may have to work for free at first it may emerge into pure exploitation rather quickly. Thus, it is important for already beginners to know their worth. However, experienced influencers eventually do not perceive collaboration relations affecting comprehensive wellbeing in their working conditions that much since the relations between companies and influencers are mostly businesslike and emotional bonds are not established. The exploitation aspect seems to focus mainly on the financial matters. In addition, influencers have the power to accept or decline the collaboration offers. Yet, it is considered important that companies are comprehensively developing their human procedures on influencer marketing.

What factors affect the fulfilment of comprehensive wellbeing in influencers' working conditions?

The multiple requirements as well as the various features of being an influencer stated in the theoretical part are confirmed by experienced influencers' experiences. For instance, the theoretical arguments of this career being a demanding and stressful full-time job and even more, are supported. Since influencers work as entrepreneurs and freelancers, they tend to be responsible for the fulfilment of comprehensive wellbeing in their working conditions personally. Yet, external factors affect comprehensive wellbeing as well. The factors affecting

comprehensive wellbeing in influencers' working conditions can be said to be divided rather evenly. The single most surprising finding in this study was the remarkable significance of values in influencers' work and consequently in their comprehensive wellbeing. The view was shared and supported throughout the empirical material. The fundamental role of values is major on this field. The value aspect is important not only for influencers but also for companies and followers. Values affect each of the three factors separately in the desirable influencer marketing model as well as the connections between them. Experienced influencers enjoy working through significant values as well as being recognized through them. Perceiving the work as meaningful enhances the positive effect on influencers' comprehensive wellbeing.

Experienced influencers also confirm the significance of authenticity and creativity as well as the freedom of their personal brand. Thus, another matter affecting the quality of collaboration relations as well as the comprehensive wellbeing in influencers' working conditions is the influencers' personal brands. Influencers work is guided through their brands and values. Next, the significance of followers as well as the active interaction with them are highlighted as positive matters. Particularly during the collection of empirical material, the meaning of followers was emphasized at multiple instances. This was another surprising finding. Yet, it is clearly supported by the theoretical framework as well. However, one of the main issues negatively affecting comprehensive wellbeing in influencers' working conditions is the critical and abusive treatment from the audience. As the power of social media and people's presence online have escalated also the audience is requiring increasingly interesting, relevant, and even perfected contents. Another major negative factor is the absence of clear boundaries between work and free time. The surrounding pressures on influencers are ever increasing. Yet, influencers are humans as well and their capacity of power is limited. Fulfilling principles of SRHRM and virtuous leadership in influencer marketing could result also in influencers' better performances and wellbeing at work. Last, the sense of community emerges as one of the main factors affecting comprehensive wellbeing in influencers' working conditions. Implications on virtuous leadership can be linked in emphasizing the significance of community and network aspects of influencer marketing. This is an essential issue which would enhance the field, in general.

How could the comprehensive wellbeing aspect be improved in influencers' working conditions?

It is considered important as well as a current issue to enhance the comprehensive wellbeing aspect in influencers' working conditions. This could be improved by companies increasingly committing to the fundamental aims of SRHRM and virtuous leadership. For instance, the duration and the quality of a collaboration relation are appreciated among experienced influencers. Less but with more quality is the current trend. Longer-term partnerships would enhance influencers' comprehensive wellbeing. Moreover, potential cost savings for companies could be achieved by comprehensively caring for as well as emphasizing the already existing and long-term collaboration relations instead of continuously needing to look for new exploitable short-term ones. In addition, this is a creative field. The personal brand is a major part of being an influencer and, thus, influencers' authentic passion should be enhanced by companies. Influencers enjoying the freedom of expressing themselves as well as matching the brands' objectives can be made easier with long-term partnerships. Through effortful research desirable brand matches can be found and more beneficial, productive as well as successful collaboration relations considering all three sides, that is influencer, company, and followers, can be established.

Considering practices of both SRHRM and virtuous leadership may lead to better fulfilment of comprehensive wellbeing in working conditions. As it is important for companies to determine where to centralize their resources, similarly it is important to determine how those resources are used. A more efficient use of the resources could be achieved by enhancing the already existing collaboration relations with influencers, building long-term partnerships, and treating them well. For instance, some of the positive effects of SRHRM presented by Abdelmotaleb and Saha (2020), see figure 2, could certainly be fulfilled in influencers' work as well and not only considering organizations' workers. Today, companies are being increasingly interested in developing their CSR actions. They want to enhance socially responsible procedures as well as to determine and reflect their values. Yet, it is another issue whether the motives are transparent. Neither the company nor the influencer, however, should be blinded by the financial aims. Nevertheless, companies' approaches to SRHRM, for instance, as well as procedures considering influencer marketing have developed rapidly. Companies have different motives for collaborating with influencers and companies concentrate in variable manners on the human aspects of the collaboration relations. Yet, influencers can be seen to provide value for brands and companies as well as their campaigns. Considering social media marketing influencers can even be seen as inevitable for companies. Companies need influencers in order to gain knowledge of how social media channels function most effectively, for instance. Thus,

influencers should not be taken for granted by companies rather valued accordingly and the collaboration relations would need to be fair. Many companies value influencers as well and it seems that brands today prefer doing research on influencers and aim at finding the best possible brand matches. This would be the advisable way of operating. Taking a different stance may require adjustments yet also provide novel profits.

Education as well as a support system are needed in order to ensure the legitimate procedures and the fulfilment of comprehensive wellbeing in influencers' working conditions. The responsibility in agreeing with appropriate affairs can eventually be seen as mutual for companies and influencers. Hence, the significance of a union is highlighted to support the unaware beginners on this field. A union for influencers would provide trustworthy information for beginners as well as peer support for experienced influencers. Even though influencers work as entrepreneurs and freelancers it would be essential for the comprehensive development of this field to emphasize the power of the community. Influencers need to keep their level and worth high. A union could enhance the financial, human as well as mental aspects of the field. Hence, the entire influencer community and their field could be actively managed, in general. The field is continuously advancing, and new procedures are emerging. Continuous development is essential for influencers to remain as a part of the industry as well as to advance the procedures of the field. A support union for influencers would be essential in order to manage to advance these procedures for a fairer and safer future with a better fulfilment of comprehensive wellbeing in influencers' working conditions.

Table 2 Summary of the most central results

COMPREHENSIVE WELLBEING IN LIFESTYLE AND WELLBEING INFLUENCERS' WORKING CONDITIONS	
THEORETICAL FRAMEWORK o more organizational view	**EMPIRICAL APPROACH** o influencers' view
commitment to principles of SRHRM & virtuous leadership	companies trying to exploit influencers
a demanding career that requires a lot	absence of clear boundaries between work & free time o entrepreneurial responsibility
desirable influencer marketing o influencers, companies & followers	followers o positive & negative
authenticity & effortful research for brand matches	creativity & personal brand
potential cost savings for companies	longer-term partnerships
wanting to enhance socially responsible & human procedures	values o meaningful work
ideology of expanding SRHRM & virtuous leadership's unique outcomes	sense of community o a union

9 CONCLUSIONS, RELIABILITY & SUGGESTIONS FOR FURTHER STUDIES

This chapter concludes the final matters of this Bachelor's thesis. As presented in the theory part influencer marketing can be seen to be a coherent concept connecting influencers, companies, and followers. Thus, also the advancement of this field could be suggested to be based on mutual learning processes between all three actors. The original purpose of this thesis was to examine the collaboration relations between influencers and companies focusing on the influencers' point of view. However, the research problem was broadened into comprehensive wellbeing in influencers' working conditions since the topic seemed to require further absorption. It was expected that there would be discovered undiscussed complexity considering the theoretical research topic as well as the empirical view such as collaboration procedures between companies and influencers. There is contradiction between economic and human approaches. Moreover, the procedures on the emerging field of influencer marketing need development. There are hard downsides on this field which is why this study is made. This Bachelor's thesis is aimed at emphasizing the comprehensive wellbeing aspect in influencer marketing, thus hopefully helping this field to advance towards a more advisable future. Novel

observations considering the importance of influencers' comprehensive wellbeing and the mutual responsibility of taking care of both business and people were expected and found as well. In addition, positive opinions and perceptions expressed about the influencers' working conditions were expected and found. Considering experienced Finnish lifestyle and wellbeing influencers the collaboration relations between companies and them seem to be on a rather desirable level. However, the situation might differ in other influencer categories or internationally. Hence, this study does not provide an extensive analysis on the topic rather explores the phenomenon and emphasizes its significance for further research.

Since this study only focuses on a certain category of influencers in Finland and the interview sample remains rather small much more research on both national and international levels needs to be conducted in order to approve and verify the conclusions of this thesis. The reliability may be questioned, for instance, due to the diversity in addressing and processing the material as well (Puusa 2020). In addition, the references of this study are based on different research areas, materials, and methods. Hence, the existing literature has been utilized in a modified way to serve the purposes of this study. This study includes many versatile approaches and concepts as well as a lot of applications. That indicates the diversity and flexibility of this subject, in general. Yet, the extraordinary character of the information supports the justification aspect (Puusa 2020). Finally, appropriate perceptions of this entrepreneurial process-based field were created, and relevant observations for further development of this field could be identified as well.

In the future, authenticity, humanity, and more unfiltered contents will prospectively gain respect and become trends on social media which is a desirable direction of development and will most likely enhance the originality of influencers as well (Haenlein et al. 2020, 20). This supports the arguments and results of this thesis. The atmosphere both in the entertainment and working environments online should be human and safe for influencers as well as enthusiastic followers. Since this field today is increasingly emphasizing authenticity, openness, and wellbeing it seemed important to discuss the business aspect as well. It is a tough situation for companies to balance between pure economic and human aims as well as values. Traditionally, it has been the money aspect to entirely resolve certain standings. Yet, the core purpose of business is to yield profits for owners as well. Today, however, novel profits in influencer marketing are hopefully pursued based on these new, more human, means. Thus, this study will be published at an advisable point of time to fill the essential gap in research literature as well

as prospectively provide current views and beneficial information with which to further develop this field.

This topic could be further researched by examining whether investing in influencers' responsible treatment would increase companies' value creation in concrete ways. In addition, influencer marketing could be studied considering the differences between female and male influencers. Another rather interesting and relevant research issue would be to examine influencers' approach to the brands they promote. It would be beneficial to study whether influencers are being aware of the level of responsible actions the companies conduct or not, are they perhaps promoting brands even with harmful consequences to the environment or societies, and generally to which extent influencers are interested in these topics. In addition, the larger view, such as corporations' business models and strategies, as well as the more precise details, such as taxation issues, on this field could be researched.

The purpose of this Bachelor's thesis was to utilize previous literature as well as novel empirical findings to provide more profound analysis considering the further development of the procedures in influencers' working conditions as well as companies' stances towards collaboration relations. Particularly the empirical material revealed the broader view on also other factors affecting the comprehensive wellbeing in influencers' work. Jacobson (2020) mentioned the mental health risks on this field but the human view in business required more powerful consolidation from other literature. Even though the characteristics presented in figure 2 are theoretically based on mainly organizational literature and occurrences, these benefits should be pursued also on entrepreneurial fields, such as influencer marketing in this thesis. The results of this study will serve an opportunity for the community of influencers to become more aware of the state of their working conditions, benefit from this approach, and improve their knowledge of their own positions. Companies get the opportunity to utilize these conclusions to examine, advance, and enhance their approach when contacting influencers, establishing new collaboration relations, and nurturing the long-term ones. The outcomes can be utilized, for instance, in understanding what it takes to succeed on this field as well. What this study is aimed at indicating is that comprehensive wellbeing matters in business as well. To conclude with, the comprehensive wellbeing aspect in influencer marketing needs more attention. It is hoped that the human approach continues to gain academic interest and relevance since it may provide valuable assets in the future.

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APPENDIX

Appendix 1 Interview questions

The bolded questions indicate kind of a change in theme.

- **Tässä oli tämä ensimmäinen tosiaan tällainen lämmittelykysymys. Olen suunnitellut, että tutkielman rajaus keskittyisi lifestyle- ja hyvinvointivaikuttajiin. Koetko siis lukeutuvasi tähän kategoriaan eli onko tutkija oikeilla jäljillä?**

- **Kuinka pitkään olet ollut alalla?**

- Onko sinulla manageria tai toimistoa vai hoidatko itse nämä yhteistyöprosessit?

- Millä perustein sitten valitset yhteistyökumppanit eli esimerkiksi suostut yhteistyöpyyntöihin?

- Tässä tosiaan nämä kysymykset vähän sivuavatkin toisiaan ja ovat tarkentelevia sekä kertaavia, mutta toisaalta ihan hyvä, kun sieltä saattaa sitten saada esimerkiksi tarkentavia vastauksia niin tämä on todennäköisesti ihan sopiva runko haastattelulle. Asetatko vaatimuksia yritykselle, jonka kanssa sitten aloitat yhteistyön?

- Entä vaikuttaako yhteistyöpäätökseen lopulta se, miten yritys kohtelee sinua?

- Miten yhteistyöprosessi yleisesti etenee?

- Entä vaihtelevatko yhteistyöprosessien etenemistavat esimerkiksi eri yritysten tai brändien välillä?

- **Sitten voisit tarkentaa tai antaa vaikka esimerkkejä siitä, että minkälaisiin yhteistöihin suostut?**

- Millaisia positiivisia kokemuksia sinulla on kaupallisista yhteistöistä?

- Ovatko yhteistyösuhteen kesto ja laatu sinulle tärkeitä tekijöitä?

- **Entä oletko kieltäytynyt kaupallisesta yhteistyötarjouksesta?**

- No sitten sivuaa vielä vähän samaa aihetta ja samoja vastauksia, että minkälaisista yhteistöistä esimerkiksi olet kieltäytynyt?

- Sitten tämäkin kysymys myös sivuaa vielä, että millä perustein olet kieltäytynyt kaupallisista yhteistöistä?

- Entä sitten onko tai millaisia negatiivisia kokemuksia sinulla on kaupallisista yhteistöistä?

- Oletko kokenut, että yritykset käyttäisivät vain häikäilemättömästi hyväkseen sitä saamaasi näkyvyyttä sisällöntuottajana?

- Tänä päivänä monet nuoret myös esimerkiksi pyrkivät alalle. Onko mielestäsi riski, että samalla yritysten on ehkä entistä helpompaa manipuloida tietämättömiä nuoria sekä myös vanhempia uusia tekijöitä tämän alan alkutaipaleella?

- **Tämäkin kysymys saattaa olla samantyylinen ja sivuta aiempia kysymyksiä sekä vastauksia. Onko yrityksillä vaatimuksia yhteistöiden toteuttamiseen?**

- Millaisia vaatimukset ovat?

- Asetatko itse rajoja, millaisiin vaatimuksiin suostut?

- Oletko kokenut nämä vaatimukset negatiivisella tavalla?

- Onko sinulla ollut vaikeuksia hyväksyä yrityksen asettamia vaatimuksia kaupalliselle yhteistyölle?

- Koetko paineita miellyttää yrityksiä?

- Entä oletko kokenut painostusta yritysten suunnalta?

- Oletko tehnyt kaupallisen yhteistyön vasten tahtoasi?

- **No sitten palataan vielä alun arvoteemaan eli millaisten arvojen kautta itse työskentelet?**

- Onko sinulle tärkeää, että yhteistyöyritys vastaa arvojasi?

- Vaikuttaako yhteistyöpäätökseen yrityksen arvot?

- **No sitten oikeastaan viimeiseen teemaan tässä haastattelussa. Voisi sanoa, että korostat muun muassa kokonaisvaltaista hyvinvointia sisällössäsi. Kuinka tärkeää on mielestäsi korostaa hyvinvoinnin merkitystä yleisesti myös sisällöntuottajien työolosuhteissa?**

- Entä ovatko mielestäsi alan käytännöt jo kehittyneet johonkin suuntaan esimerkiksi siitä, kun itse aloitit?

- Tuleeko sitten mieleen jotain esimerkkejä siitä, miten hyvinvointia sisällöntuottajien työolosuhteissa voisi ehkä mielestäsi tällä hetkellä parantaa?

- Sitten vähän samankaltainen kysymys eli miten turvattaisiin yrittäjän vastuullinen kohtelu ja työympäristö teidän alallanne? Kuten sanottu se on vaikeaa, kun ala on hajallaan ja koostuu yrittäjistä ja freelancereista, mutta onko ajatuksia aiheesta?

- Koetko itse että, vaikuttaako siihen työhyvinvointiin enemmän ehkä se suhde yrityksiin vai sitten muut muuttuvat tekijät alalla? On esimerkiksi arvostelua seuraajilta, muun median uutisointi työstänne, paineet Instagramin sisällä, yleinen epävarmuuden sietäminen..?

- **Sitten tuli vielä yksi kysymys mieleen, mitä ei ollut alustavassa listassa. Olen itse seurannut tämän kategorian vaikuttajien sisältöä jonkin verran. Ala vaikuttaa menevän siihen suuntaan, että esimerkiksi etenkin suomalaiset, jotka ovat ehkä jo pidempään olleet tällä alalla, kasvavassa määrin mainitsevat sosiaalisen median kanavissaan, että ovat esimerkiksi vähentäneet kaupallisten yhteistöiden määrää tai että yrittävät valita vastuullisemmin nykyään niitä yhteistyökumppaneita. Onko mielestäsi sellainen kehitys nähtävissä? Oletko samaa mieltä tästä?**

- **Onko sinulla vielä jotain lisättävää tai vapaata kommenttia aiheesta tai kysymyksistä yleisesti?**