

EFFECT OF INFLUENCER MARKETING ON BUYING BEHAVIOUROF YOUNG CONSUMERS

V.Suji and T. Priyanka

PG and Research Department of Commerce, St.Mary's College Autonomous), Thoothukdi
Affiliated to Manonmaniam Sundaranar University, Tirunelveli, Tamilnadu

ABSTRACT:

Influencer marketing is also known as Influence Marketing. It is a form of social media marketing involving endorsements and product placement from influencers, people and organizations who have a purported expert level of knowledge or social influence in their field. Influencer marketing involves collaborating with individuals who possess a sizable following on social media platforms such as Instagram, YouTube, and Facebook, leveraging their credibility, authenticity, and authority within niche communities to promote products or services. The young consumer demographic, often characterized by their digital savviness, social media engagement, and propensity for seeking peer recommendations, is particularly susceptible to be influenced by these online personalities. Influencer marketing has become an integral part of the marketing landscape in India, reshaping the way brands connect with consumers in a digitally-driven society.

KEYWORD: Influencer Marketing, Young Consumers, Social Media, Buying Behaviour.

INTRODUCTION:

In today's digital age, influencer marketing has emerged as a powerful tool for brands to connect with their target audience, especially the younger demographic. With the raise of social media platforms, influencers have gained significant traction, wielding immense influence over consumer preferences, and purchasing decisions. This phenomenon has sparked considerable interest among marketers and researchers alike, prompting an exploration into the effect of influencer marketing on the buying behaviour of young consumers.

Influencer marketing involves collaborating with individuals who possess a sizable following on social media platforms such as Instagram, YouTube, and Facebook, leveraging their credibility, authenticity, and authority within niche communities to promote products or services. Unlike traditional advertising, influencer marketing relies on building genuine relationships between influencers

and their followers, fostering a sense of trust and authenticity that resonates deeply with young consumers.

The young consumer demographic, often characterized by their digital savviness, social media engagement, and propensity for seeking peer recommendations, is particularly susceptible to be influenced by these online personalities. By integrating products seamlessly into their content and sharing personal experiences, influencers can sway purchasing decisions, shape brand perceptions, and drive consumer behaviour in ways that traditional marketing channels struggle to achieve.

However, the impact of influencer marketing on young consumers is a complex and multifaceted phenomenon that merits further investigation. While proponents argue that influencer endorsements offer more authentic and relatable form of advertising, critics raise concerns about transparency, authenticity, and a grave potential for deceptive practices. Moreover, the rapid evolution of social media platforms and influencer dynamics presents challenges in assessing the long-term efficacy and ethical implications of influencer marketing strategies.

STATEMENT OF THE PROBLEM

In today's dynamic marketing landscape, influencer marketing has emerged as a prominent strategy, particularly on social media platforms, significantly impacting consumer behaviour, especially among young consumers. With the widespread use of the internet and social media, influencer-driven content plays a crucial role in product discovery, information gathering, and purchasing decisions. As India's consumer market continues to expand and diversify, understanding the effects of influencer marketing on the buying behaviour of young consumers has become imperative for businesses operating in this competitive landscape. The diversity of social media platforms provides companies with more ways to reach consumers, and the development of social media technology has led to a change in the communication model between companies and consumers. Consumers are no longer satisfied with boring advertisements. Instead, they want more fun and interaction during shopping. For companies, this means they need to communicate their brand idea more accurately to consumers and thus sell their products.

OBJECTIVES

1. To examine how the characteristics of influencers displayed in a marketing setting affect the buying behaviour of young consumer.
2. To identify whether the social attractiveness of influencers has a positive impact on buying behaviour.
3. To explore the effectiveness of influencer marketing across various social media platforms in capturing the attention and interest of young consumer
4. Assess the level of awareness among young consumer regarding influencer marketing and their ability to recognise and recall influencer promoted products or brand.

RESEARCH METHODOLOGY

Both primary and secondary data were used in this study. The primary data has been collected through the questionnaire from the 120 women respondents from Thoothukudi city. The secondary data has been collected from websites, books, journals, and magazines related to young consumers buying behaviour.

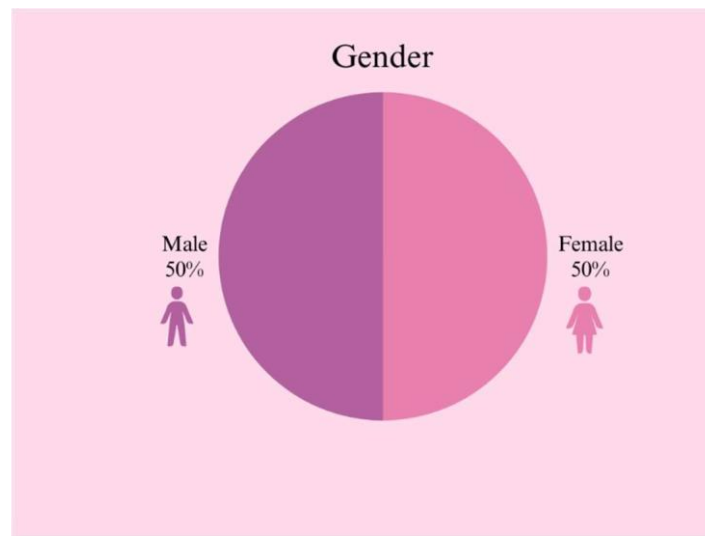
LIMITATIONS OF THE STUDY

In attempt to make this project authentic and reliable, every possible aspect of the topic was kept in mind. The main limitation is:

- ✓ Time is one of the major constraints, which limits the effective data collection
- ✓ The study was carried out only among the youngster of Thoothukudi district.
- ✓ The sample size was restricted to 120 respondents.
- ✓ Since the total respondents were only 120, the study might not necessarily be the representation of the actual population of Thoothukudi.
- ✓ This study is relevant to this period. It may not be applicable to a different period.
- ✓ Reliability and accuracy of the analysis depends on the respondent's openness and truthfulness towards each question in the questionnaire.

FINDINGS:

Chart 1Gender



From the chart it is evident that among 120 respondents, 50% were female and 50% were male. Thus, it is inferred that the respondents are equal.

Table 1

Social media platform – wise classification

Particular	No. of. respondents	Percentage
Instagram	64	53.3
Facebook	11	9.2
WhatsApp channel	19	15.83
Youtube	26	21.67
Total	120	100

SOURCE: PRIMARY DATA

From the above table, it is found that 53.3% of the respondents use Instagram, 21.7% of the respondents use YouTube, 15.8% of the respondents use WhatsApp channel, and 9.2% of the respondents use Facebook. Majority of the respondents use Instagram (53.3%).

Table 2
Appealing qualities in an influencer

Particular	No. of. respondents	Percentage
Authenticity	14	11.6
Expertise in a specific area	42	34
Relatable content	44	36.67
High engagement with Followers	20	16.67
Total	120	100

SOURCE: PRIMARY DATA

From the above table, it becomes evident that 36.7% of the respondents find relatable content to be an appealing quality in an influencer, 34% of the respondents prefer influencers with expertise in a specific area, 16.7% of respondents prioritize high engagement with followers, 11.6% value authenticity. Majority of the respondents have selected relatable content as the most appealing quality in an influencer (36.7%).

Table 3
Opinion on product purchase

TOTAL SCORE	GARRETT MEAN SCORE	RANK
4423	36.858	V
6655	55.458	I
5400	45	III
6280	52.33	II
4820	40.166	IV

SOURCE: PRIMARY DATA

While ranking the opinion on product purchase using Garrett Mean score, it is found that Recommendation by influencer is ranked first followed by other opinions such as Recommendation by family and friends, Promotion by companies, Recommendation by sales experts, Online reviews by other consumer. Therefore, the respondents' preferences are given to recommendation by Influencer. This shows that the respondents purchase products which are recommended by the influencer.

Table 4
Future impact of influencers on buying behaviour

Particular	No. of. respondents	Percentage
Yes	35	29.2
No	22	18.3
Maybe	63	52.5
Total	120	100

SOURCE: PRIMARY DATA

From the data provided, it is apparent that 52.5% of respondents believe that the future impact of influencers on buying behaviour may increase, 29.2% predict a definite increase in influence, and 18.3% of respondents anticipate no increase in the impact of influencers on buying behaviour. Majority of respondents suggest that there may be an increase in the impact of influencers on buying behaviour in the future

Table 5
Repurchase of influencer marketed products

Particular	No. of. respondents	Percentage
Yes	67	55.8
No	53	44.2
Total	120	100

SOURCE: PRIMARY DATA

From the given table, it is understood that 55.8% of respondents are open to repurchase the products promoted by influencers, 44.2% are not. Majority of the respondents are willing to consider repurchasing influencer-promoted products.

Table 6

**Relationship Between Gender and Type of Products Purchase
Based on Influencer Recommendations**

Ho = There is no significant relationship between ‘Gender’ and type of products purchase based on influencer recommendations.

H1 = There is a significant relationship between ‘Gender’ and type of products purchase based on influencer recommendations.

Table value: 7.815

Calculated value: 41.03

Since the calculated value is 41.03, which is greater than the table value. Hence Null hypothesis is rejected. Therefore, there is a significant relationship between Gender and Type of products purchased based on influencer recommendations.

SUGGESTIONS:

Influencer marketing plays a crucial role in shaping the buying behaviour of young consumers. While influencers offer valuable insights, it is essential for consumers to critically evaluate their product recommendations beyond mere endorsement. This is because influencers may prioritize brand focus or other benefits.

Suggestion for Young Consumers:

- Young consumers should conduct independent product research, seeking information from multiple sources to make well-informed decisions. With the vast range of products available, there may be quality issues or manufacturing defects to consider, especially when

products are promoted by influencers

- Approach products recommended by influencers with caution, particularly mindful of the potential discrepancy between advertised and received items
- Prioritize long-term value over short-term gains when assessing product credibility based on influencer recommendations
- Seek genuine reviews and recommendations from peers to ensure product authenticity.
- Consider your financial priorities before making purchases based on influencer endorsements to avoid overspending.
- It is important to recognize common influencer tactics, such as promoting exclusivity or using promo codes, and the young consumer should understand how these tactics may influence their purchasing decisions.

Suggestion for Influencer:

- Prioritize transparency and authenticity in product recommendations to foster trust among your audience.
- Consider offering giveaways and conducting contests to engage consumers and create credibility for promoted products or brands.
- While many consumers are aware of influencer marketing tactics, some may not be, due to factors like illiteracy or lack of education. So, influencers can make their content more accessible and reliable to common people.
- Direct your efforts towards endorsing products that deliver genuine long-term value and thereby enhancing the trust and satisfaction of your audience.
- Exercise caution regarding brand criteria and reputation to uphold credibility among your audience.
- Ensure your content is easily accessible and trustworthy for all audiences, maintaining transparency and authenticity in your recommendations.
- Influencer should tailor their promotions to accommodate diverse income brackets and engage with various segments of their

audience, ensuring inclusivity and relevance.

- Familiarize yourself with common influencer tactics and utilize them responsibly to empower your audience in making well-informed purchasing decisions.

CONCLUSION:

The study aimed to analyse the Effect of Influencer Marketing on the Buying Behaviour of Young Consumer. Influencer marketing involves businesses partnering with individuals who have a large following to boost brand visibility. An influencer is someone recognized as an authority in a specific field with a significant number of followers. Their recommendations hold considerable influence due to the trust people place in them. Nowadays, there's increasing interest in experts who are well-known on social media platforms.

The survey's findings have a positive outlook, with over half of the respondents recognizing the significant impact of influencer marketing on their purchase decisions and overall perception of marketing strategies. Influencer marketing has emerged as a powerful tool in shaping the preferences and behaviour of young consumers, evident in their active engagement with influencer content across various online platforms, particularly on Instagram. Many respondents admit to being regularly exposed to influencer marketing content, whether through direct following or indirect encounters.

Young consumers are increasingly loyal to brands endorsed by influencers, perceiving influencers to possess greater knowledge about the products they promote. The survey indicates that influencer marketing not only drives purchases but also fosters trust and loyalty among consumers who view influencer recommendations as genuine and tailored to their preferences. However, some consumers have experienced discrepancies between the promoted and actual products received. Despite this, the personalized and authentic nature of influencer marketing content often leads to consumers considering repurchasing the promoted products. The criteria for following an influencer on social media typically revolves around the influencer's number of followers and the authenticity and relativity of their content. Regarding influencer content formats, most respondents find shorts/reels to be engaging and influential in their purchasing decisions.

Promo code referrals have proven useful for consumers with positive opinions of both the product and influencer. Social media influence is a key factor driving the momentum of influencer marketing. Young consumers are encouraged to conduct independent research, prioritize long-term value over short-term trends, and remain mindful of budgetary constraints when navigating influencer marketing. By adopting a balanced approach, young consumers can make informed purchasing decisions that align with their needs, preferences, and financial well-being within the realm of influencer marketing.

BIBLIOGRAPHY:

BOOKS

- Kothari, C.R., Research Methodology, Methods, and Techniques. New Delhi: NewAge International Private Limited Publishers.
- Dr S.C.Gupta, Statistical Methods, Sultan Chand & Sons Educational Publishers, New Delhi, 2006.
- "Influencer Marketing," Springer Books, in: Digital Marketing Strategies for Value Co-creation, chapter 10, pages 209-242, Springer.
- The changing landscape of young consumer behaviour by Ayan Tunji Gbadamosi

WEBSITES

- https://en.wikipedia.org/wiki/Influencer_marketing
- <https://chat.openai.com/>
- <https://www.forbes.com/sites/theyec/2018/07/30/understanding-influencer-marketing-and-why-it-is-so-effective/?sh=1ba4b7e271a9>
- <https://influencemarketinghub.com/influencer-marketing/>
- <https://mailchimp.com/resources/what-is-influencer-marketing/>
- <https://www.aspire.io/blog/the-evolution-of-influencer-marketing>
- <https://www.launch-marketing.com/brief-intro-influencer-marketing/>
- <https://www.cmswire.com/digital-marketing/social-media-influencers-mega-macro-micro-or-nano/>
- <https://www.storyly.io/post/a-brief-history-of-influencer-marketing>



- [https://sendgrid.com/en-us/blog/influencer-marketing#span-stylefontweight- 400different-platforms-for-influencer-marketingspan](https://sendgrid.com/en-us/blog/influencer-marketing#span-stylefontweight-400different-platforms-for-influencer-marketingspan)
- <https://www.linkedin.com/advice/1/what-types-content-most-effective-influencermarketing>
- <https://sproutsocial.com/insights/influencer-marketing/>