



# IMPACT OF SOCIAL MEDIA INFLUENCERS ON CONSUMER PURCHASE BEHAVIOUR WITH REFERENCE TO UNDERGRADUATE STUDENTS (GEN Z) IN MANGALORE CITY

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## ABSTRACT

Nowadays, influencer marketing has become more popular strategy for brands to reach their target audience and influence the Consumer behaviour. This research paper aims to explore the impact of influencer marketing on consumer behaviour, with a focus on its effectiveness in increasing brand awareness, improving brand perception, and driving sales.

This research paper aims to connect all the factors together with the help of primary and secondary data. The objective is to analyze the link between the average consumer's trust in influencers and the resulting consumer behaviour of the young generation of Mangalore in the age group of 17-22 which is called Gen Z . Primary data will be collected through a structured questionnaire. The observations will be studied and presented in the form of findings. Primary data is collected through Google form. Statistical tools used for this data collection are Simple Percentage analysis.

## Keywords

Social media, Young generation, Consumer behaviour, Lifestyle, Gen Z , Influencers.

## Introduction

Nowadays, Consumer buys good and services on the basis of recommendations of the people they trust. The influencers and the celebrities are the ones who initiate the feeling of trust in the people following them, due to which many consumers watching the lifestyle of these influencers try to adopt the habits in their routine but they forget about their living standard, their own choices and their basic necessities that is on top of their priority list. Before studying the part of social media influencers on consumer and the choices they make in the online environment, it is important to understand the types of to select the right influencers for product placement. Social media influencers can be classified in many ways.

Influencer marketing involves partnering with individuals who have a large following on social

media platforms to promote a brand or product to their audience. This strategy has become popular due to the growing use of social media and the increasing importance of online reviews and recommendations in consumer decision-making. The purpose of this study is to explore the impact of influencer marketing on consumer behaviour, focusing on its effectiveness in increasing brand awareness, improving brand perception, and driving sales.

## Research Gaps

Nowadays, Consumer buys good and services on the basis of recommendations of the people they trust. However, in Indian context, every individual doesn't follow social media influencers on different social media platforms. And due to trust issues, it is not easy for social media influencers to influence



the users. Although social media influencers are gaining the acceptance and popularity in online purchase, still there is a need to analyze which factors makes them an impactful influencer.

### Objectives

- To find the impact of creditability and attitude of social media influencers on buying behavior of consumer.
- To identify the category of social media influencers having the most influence on consumers.
- To analyse the effectiveness of influencer marketing in increasing brand awareness among consumers.
- To examine the role of influencer credibility and authenticity in the success of influencer marketing campaigns.

### Review of literature

Jarrar Yosra, Awobamise (2020), in their study 'Effectiveness of Influencer Marketing vs Social Media Sponsored Advertising' concluded that influencer marketing is effective in promoting immediate sales but the scope gets slim when it comes to post engagement of the consumers. Findings indicated that sponsored advertisements are more successful than the influencer marketing.

Misshka Gupta (2021), in her article titled 'Impact of Influencer Marketing on Consumer Purchase Behavior during the Pandemic' found that influencer marketing has a significant impact and holds a deepground on the buying decisions of the consumer. It was found helpful for the consumers to get aware of the brands, products and also discounts and offers associated with them. It made them learn about the trends of the market, available options and critical analysis of the product before buying it. The study concluded that influencer marketing showed major impact on consumer purchase behavior during the pandemic.

Rajath Venkatesh, Merin Meleet (2022), in their study 'Influencer Marketing in Recent Trends' established that influencer marketing has a broader reach to consumers than the conventional marketing techniques. The data demonstrated that

the most effective tool for influencing marketing tactics is social media and through their contents, they make consumers attitude favourable towards the brand and product and it also results cost effective technique. Meanwhile, it is being advised to influencers to be cautious while choosing the brand to partner with or a product before recommending it to the audience. Their content must be authentic and upholds integrity.

Jana Gross, Florian von Wangenheim (2022), in their analysis 'Influencer Marketing on Instagram: Empirical Research on Social Media Engagement with Sponsored Posts' implied that the content and SMI's characteristics both explained the engagement of social media users with the sponsored posts. They suggested to execute different advertising appeals according to the SMIs and tested how promising the influencer marketing strategies are and how content characteristics effect the social media engagement. This research adopted a field data approach focusing on sports, lifestyle and health and investigated 64,438 Instagram posts.

Anjali Chopra, Vrushali Avhad, Sonali Jaju (2020), in their article titled 'Influencer Marketing: An Exploratory Study to Identify Antecedents of Consumer Behavior of Millennial' adopted exploratory/qualitative research to understand the concept of influencer marketing by identifying the significant dimensions and sub-dimensions that influences the consumers purchase intentions. The study showed that influencers are used as helpers for building relationships, empathy and maintaining connections with the consumer. They also found that micro influencers and bloggers have wider social media presence.

Chen Lou, Hye Kyung Kim (2019), in their research article 'Fancying the New Rich and famous? Explicating the Roles of Influencer Content, Credibility and Parental mediation in Adolescents' Parasocial Relationship, Materialism, and Purchase Intentions' concluded that Adolescents perceived PSR with influencers is positively related to their materialistic views which in turn correlates with their purchase intentions towards influencer promoted products by adopting a survey approach and disclosed significant correlations.



## Research methodology

A Methodology is a way of approaching the problem in order to find out the truth involved in a problem. Certain steps must be taken in certain order and the order of steps undertaken in the study is called Methodology.

**Primary data:** Primary data are those data which are collected for the first time for a new project or for a special purpose. Data is collected from the respondents through Questionnaire.

**Secondary data:** Secondary Data is the data which is already collected for some other purpose like published sources that is the journals, magazines, newspaper, brochures, etc. Secondary Data was also collected from various websites.

**Sample size:** 120 Respondents

**Sampling method:** Random sampling is used in this paper. As per the researchers the Questionnaire was circulated to different college in Mangalore

### Scope of the study:

Any field of research must have a definite scope. This research is concerned whether respondents (Students of UG whom we call as Gen Z) are influenced by social media influencers in Mangalore city only.

### Limitation of the study

- The information given by the respondents might be biased because some of them might not be interested in providing correct information.
- Respondents tried to escape some statements. This was one of the most important limitations faced, as it was difficult to analyse and come at a right conclusion.
- Due to time and cost factor, only limited respondents were surveyed.

Data analysis

Table No: 1 Demographic Profile

Age	Frequency	Percent
17 Year	3	2.5
18	36	30

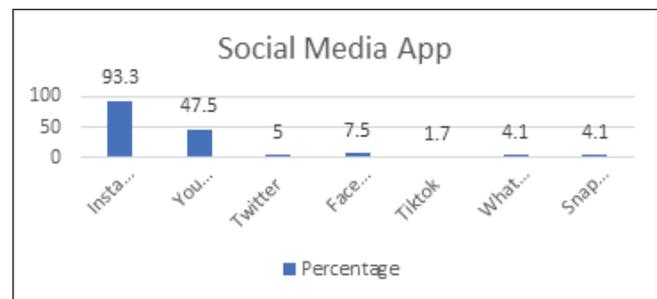
19	26	21.7
20	35	29.2
21	18	15
22	17	15
Gender	Frequency	Percent
Male	63	52.5
Female	57	47.5
Degree year	Frequency	Percent
I year	61	50.8
II year	14	11.7
III Year	45	37.5

Primary Source Data

- Age of the respondents out of 120, are 2.5 percent are 17 years, 30 percent are 18 years, 21.7 percent are 19 years, 29.2 percent are 20 years 15 percent are 21 years and 1.7 percent are 22 years. Majority of the respondents are of age group of 18 years and 20 years
- Out of 120 respondent's 52.5 percent respondents are male and 47.5 percent are female. Majority of the respondents are Male.
- 50.8 percent of the respondents are I year students, 11.7 percent are II year degree students and 37.5 percent are III year students. Majority of the respondents belong to Its year Degree.

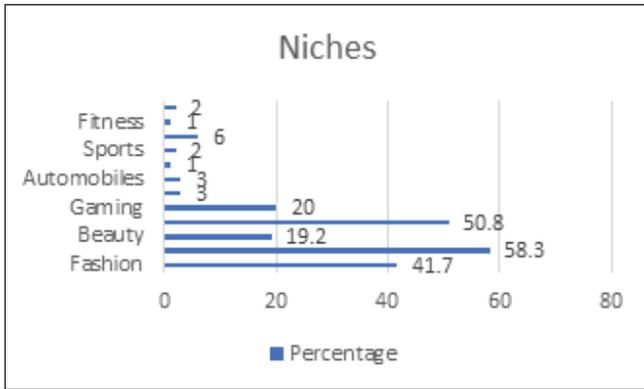
## RESULTS

Chart No 1: Social media platforms that the respondents spend more time



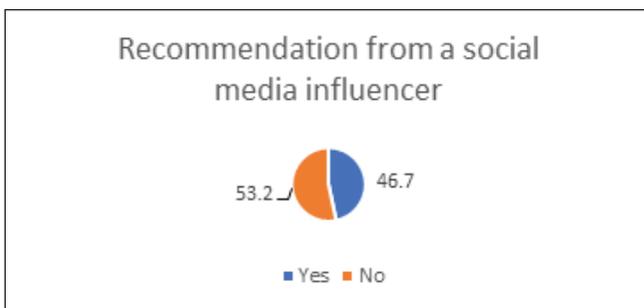
Primary Source Data

Chart No 2: Niches of influencers do you follow the most



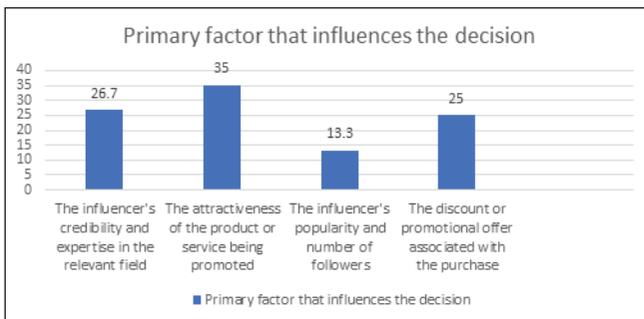
Primary Source Data

Chart No 3: Recommendation from a social media influencer



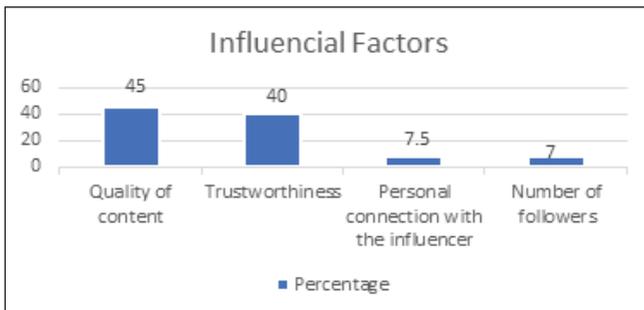
Primary Source Data

Chart No 4: The primary factor that influences the Purchase decision by a social media influencer



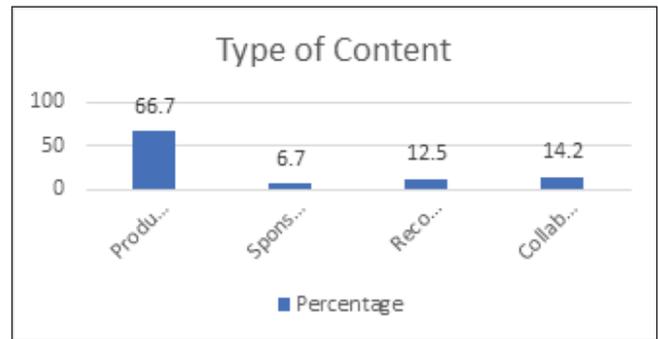
Primary Source Data

Chart No 5: Most influential factor when it comes to social media influencers affecting your purchase decisions



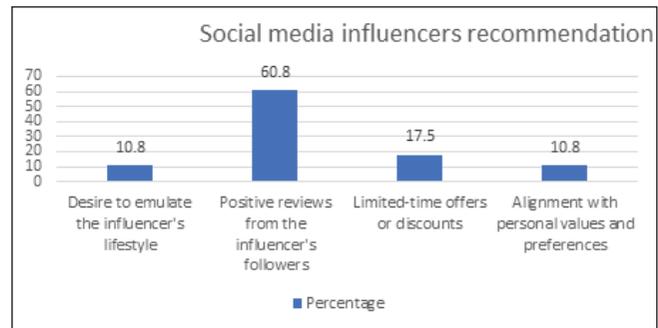
Primary Source Data

Chart No 6: Type of content from social media influencers is most likely to influence your purchase decisions



Primary Source Data

Chart No 7: Social media influencer's recommendation motivates the most to make a purchase .



Primary Source Data

### Findings

- Out of 120 respondent's 52.5 percent respondents are male and 47.5 percent are female.
- Age of the respondents out of 120, are 2.5 percent are 17 years, 30 percent are 18 years, 21.7 percent are 19 years, 29.2 percent are 20 years 15 percent are 21 years and 1.7 percent are 22 years
- 50.8 percent of the respondents are I year students, 11.7 percent are II-year degree students and 37.5 percent are III-year students.
- Majority of the respondents use Instagram (93.3%) and YouTube (47.5%) as social media platforms.
- Almost Daily the respondents follow social media influencers



- Majority of the respondents follow Food (58.3%), Travel (50.8%), Fashion (41.7%) niches of Influencers the most.
- 53.3 percent respondent don't purchase product or service based on a recommendation from social media influencer, 46.7 percent respondent purchase product or service based on a recommendation from social media influencer.
- 35 percent respondents consider that the attractiveness of the product or service being promoted are the primary factor that influences the decision of the purchase influenced by a social media influencer, 26.7 percent says the influencers credibility and expertise in the relevant field, 25 percent says the discount or promotional offers associated with the purchase and remaining on the influencer's popularity and number of followers.
- Majority (49.2 percent) respondents say they are equally trustworthy on the trustworthiness of social media influencers' recommendations compared to traditional advertisements.
- Majority (45 percent) respondents sometimes, depending on the situation prefer social media influencers who disclose sponsored content explicitly.
- Majority (36.7 percent) respondents always conduct research or seek additional information about a product or service recommended by a social media influencer before making a purchase.
- Majority (45.8 percent) respondents Do believe that social media influencers have a significant impact on consumer purchase behaviour, 30 percent are neutral.
- Majority (52.5percent) respondents support regulations to govern the activities of social media influencers.
- 44.2 percent respondents are likely to make a purchase from a social media influencer they've never heard of before. That means social media influencers are been trusted.
- 45 percent respondents say quality of content is, what is the most influential factor when it comes to social media influencers affecting your purchase decisions, 40 percent says trustworthiness, 7.5 percent says personal connections and number of followers.
- 41.7 percent respondents rarely engage with social media influencer content through likes, comments or shares, 35.8 percent occasionally respond, but contents are viewed.
- 66.7 percent respondents say Product reviews content from social media influencers is most likely to influence your purchase decisions.
- 54.2 percent respondents respond to authenticity of social media influencers' recommendations is somewhat.
- 51.7 percent respondents says that there is some impact on the relatability of a social media influencer have on your purchasing decisions.
- 41.7 percent respondents says that sometimes depending on the situation the social media influencers have a responsibility to disclose when they are being compensated for promoting a product or service.
- 55 percent respondents likely to trust recommendations from micro-influencers (those with fewer followers but a highly engaged audience).
- 52.5 percent respondents says somewhat important is the alignment between a social media influencer's personal brand and the products or services they endorse.
- 54.2 percent respondents have you unfollowed a social media influencer due to their promotion of products or services that you didn't agree with or found unethical.
- 57.5 percents respondents are likely are you to research a product or service after seeing it promoted by a social media influencer.
- 60.8 percent respondents are motivated by the positive reviews from the influencers followers motivates the most to make a purchase based on a social media influencer's recommendation, 17.5 percent are motivated on limited time offers and discounts.

### Suggestions

1. Targeted Marketing Campaigns: Businesses can leverage the influence of social media influencers to reach their target audience more effectively. By collaborating with influencers who have followers that match their target



demographic, companies can increase brand visibility and engagement among potential consumers.

2. **Authenticity and Trust:** Social media influencers often have a loyal and engaged following due to the authenticity of their content. Companies should prioritize partnering with influencers who align with their brand values and have built a trustworthy reputation with their audience. Authentic endorsements from influencers can significantly impact consumer trust and purchase decisions.
3. **Engagement and Interaction:** Social media platforms provide opportunities for direct engagement and interaction between influencers and their followers. Businesses can encourage influencers to create interactive content such as polls, Q&A sessions, or live streams to foster genuine connections with consumers. Increased engagement can lead to higher brand affinity and ultimately influence purchase behavior.
4. **User-Generated Content:** Encouraging user-generated content (UGC) can further amplify the impact of social media influencers on consumer purchase behavior. When influencers and consumers share their experiences with a product or service, it creates a sense of community and trust among potential buyers. Companies can leverage UGC by reposting content created by influencers and consumers, thereby extending their reach and influence.
5. **Data Analytics and Measurement:** Utilizing data analytics tools, companies can track and measure the effectiveness of social media influencer campaigns on consumer purchase behavior. Metrics such as engagement rates, click-through rates, and conversion rates can provide valuable insights into the ROI of influencer marketing initiatives. By analyzing this data, businesses can refine their strategies and optimize future campaigns for maximum impact.
6. **Long-Term Relationships:** Building long-term relationships with social media influencers can yield sustained benefits for brands.

Continuously collaborating with influencers who resonate with their target audience allows companies to maintain a consistent presence in the minds of consumers. Long-term partnerships also enable influencers to develop a deeper understanding of the brand, resulting in more authentic and impactful content creation.

7. **Compliance and Transparency:** It's essential for businesses to ensure compliance with relevant regulations and guidelines governing influencer marketing, such as disclosing sponsored content. Transparency builds trust with consumers and enhances the credibility of both the influencer and the brand. Companies should provide clear guidelines to influencers regarding disclosure requirements and ensure adherence to ethical standards in all marketing activities.

## Conclusion

Social media is becoming most influencing tools for the marketing strategies for companies. Data shows that influencer marketing gives better reach than traditional marketing tools. Most of the Gen Z customers follow social media and they also follow the different influencers. The influencers are impactful in male as well as female to shape their minds to buy the products. Influencer's endorsement makes positive attitude towards brand which will lead towards purchase intention of consumer. Knowledge, popularity and fan following are few of the indicators which decides the impact of Influencer.

The authenticity and trustworthiness of influencers play a crucial role in their effectiveness as brand ambassadors. Consumers are more likely to trust recommendations from influencers they perceive as genuine and credible. As such, businesses must carefully select influencers whose values align with their brand and cultivate long-term relationships based on mutual trust and authenticity. Research concludes that for reaching to Gen Z influencers can be utilized effectively. This is the cost-effective opportunity for the marketers for effective results.



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