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Journal of Progressive Science**A Peer-reviewed Research Journal****Vol.13, No.01 & 02, pp 45-49 (2022)****The role of social media influencers in consumer buying behavior****Prachi**

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Email-prachishobhan2sk@gmail.com**Abstract**

Delay in advertising patterns demonstrate the rise of influencer as an extension of word mouth campaigns. As customer visits social media, associations are understanding the power of social media influencers in influencing a purchase decision of consumers. The study is intended to examine the effectiveness of social media influencers on purchase intention of consumer attitude. This research paper is aiming at investigating how social media influencers are affecting the consumer's buying behavior with the outlined question: How do social media influencers affect consumers' buying behavior. An abductive quantitative research approach has been selected for this research, where data was gathered through online questionnaire. Both primary and secondary data has been used. Primary data has been collected through structure questionnaire. Secondary data has been collected from other research papers.

Key words- Social media, Influencers, Internet, Consumer behavior, marketing

Introduction

In the contemporary globalized market social media influencers plays a key role in purchasing decision making of consumers because of their abilities, explicit information or their character, influencer affect the perspective and choices of consumer. Over the past few years' influencer marketing has become extremely popular the discoveries of the overview showed that the advancement of certain item through influencers might be more worthwhile than others. Customers are bound to purchase when they get suggestion from an individual they trust. Celebrities and influencers motivate their followers and impact their purchasing behavior. For instance, a makeup artist would support makeup products and brands. Consumers look up to these influencers for recommendation and suggestion on products. A good impact will urge the consumer to purchase the item. Influencer is normally alluded to as a superstar or a notable individual, who can convince individuals to act or choose with a specific goal in mind, a Social Media Influencer is alluded to be a normal individual, who figured out how to become well known and in this way, has an impact upon its gathering of supporters via social media (Marwick, 2015). Since the social media influencers peculiarity has naturally developed as the social media has evolved, different analysts have characterized them as not really superstars, however normal people that became popular (Senft, 2008; Mendoza, 2010). Concurring to (Peck, *et al.*, 2004), not set in stone as outsiders that through their activities would be able convince or direct others to act in an ideal manner towards a brand item. Duan *et al.* (2008). Influencers have an active presence on social media platforms and can have an impact on consumer buying behaviour. Influencer's promotion can make all the difference for your brand by drawing in additional clients. Many marketers are replacing celebrities with YouTube, Instagram and snapchat influencers.

A Deloitte report highlighted that consumer who are influenced by social media are four times more likely to spend more on purchases. Moreover, the influence can be so high that 29% of consumer are more likely to purchase on same day using social media. Social media platforms have become measure platform to share personal information, pictures, and videos and with interaction of online users it can affect other people. Research and applied proof say that social media influencers are significant advertisers of item in different areas of business. People often get influence by influencers because of their popularity. Many influencers are blogger as well who shares their experiences, stories with public. Many of them are actors, adventurers or just an ordinary people. They all can influence people and are able to promote a product through social media. An influencer must be identified with the product, so they will not suggest an item with no experience or even absence of any knowledge of it. Compare to celebrity endorsement promotion strategy the use of social media influencers is regarded as more credible, trustworthy and knowledgeable due to their amiability in building rapport with consumers (Berger *et al.* 2016) especially for business that target the younger generations with the objective as to know the consumer dependency on social media influencers to buy any product and role of influencers in consumer buying decisions.

Research methodology

The main aim of the research work was to find out how social media influencers influence consumer buying behavior. In this paper the quantitative method is used questioning using an online questionnaire. Survey questions were distributed for data collection. Both primary and secondary data has been used. Primary data has been collected through structure questionnaire.

Sampling Method - Respondents in this study comprise of 100 people out of which 59% are females and 41% are males and their age is between 16 to 29 years. Interms of profession 62.8% of respondents are studying and 37.2% are working somewhere. The total sample size is of one hundred and majority of the respondents are students. The data shows the popularity that social media have in youth. Most of the social media influencers are active on social media platforms as it provides them better reach. The data collected from the survey suggest that 62.1% people look for purchase inspiration from social media influencers and most of the youth follows travel and Lifestyle related social media influencers, the influencers also enjoy a large follower's base in these segments. Majority of them agreed that they use social media to research product that they are considering to buy also they think influencers are reliable source of information about the product they Desire. There are many social media influencers who give reviews about products and give their opinions about the product that are available in market. Such influencers get to enjoy more trust and mostly people purchase those items which are reviewed by influencers. In this survey 44% people agreed that they purchase items because of social media influencers reviews. Influencer marketing has exploded over a past few years with the rise of influencers on social media platforms. This kind of promotion is more remarkable than it might appear. The influencers have built up a certain connection with the audience or followers by delivering a content about specific topic or in a certain style that resonance with their fans. Accordingly, they can affect consumer behavior and buying choices by making a trustable relationships with their followers and through influencers audience also discovers new product of market. In this survey 41% people agreed that they follow influencers to discover new product of market and majority of them buy product that influences have because they know they are approved by others. Soial media Influencers tells people about the products detail- how to utilize them, whether spending money on those items is worth or not, tips on the most proficient method to utilize items in an unexpected way, what consumers should expect and even hacks connected with items. Influencers opinion guarantee deals and persuade buyers to use products that influencers have. In this survey 58.8% people agreed that influencers influence purchasing decision. Infl;uencers promotes the product on their social media platforms and also gives

information to the audiences about those products. 48% people in this survey thinks that influencers are reliable source of information about the product they desire.

Results and discussion

In the time of internet social media influences are considered as a dynamic third-party endorser (Freberg *et al.*, 2011) compared to superstar endorsement advertising strategy the utilization of social media influencers is viewed as more dependable trust due to their amiability in building rapport with consumers (Berger *et al.*, 2016). Social media influencers can directly affect the buying choice of their supporters and followers since they are viewed as a solid well spring of information. This is on the ground that audience can connect with them and consider them one of their own. As brands continue to abandon traditional advertising technique efforts are progressively Centre on these forces to endorse their item among their followers and other audience. (De vierman *et al.*, 2017). Social media influencers as a brand developer have developed more sought after particularly among new and small online businesses. Media kid marketing announced that almost 80% of online marketers guaranteed that the major reason behind marketers switching to influencer marketing is that it is cost effective, and consumer or audience feel close to influencers than celebrities. Previous research also confirmed that followers trust influencers more and when an endorsed brands have influencers over a traditional celebrity then they have a positive attitude towards that brand. Social media influences are potential endorsers who support their online businesses and takes it to the higher levels. These factual confirmations can approve the effectiveness of social media influencers in stimulating customers purchase intention. Recent influence marketing reports demonstrated 50% of brands earmarked an uptick fund allocation in hiring social media influencers to promote their brands. (Forbes 2017). The major reason behind marketers switching to influencer marketing is that it is cost effective, and consumer or audience feel close to influencers than celebrities. Previous research also confirmed that followers trust influencers more and when an endorsed brands have influencers over a traditional celebrity then they have a positive attitude towards that brand. (Jin *et al.*, 2019). The studies have found there is a definite benefit of using a social media influencer in terms of purchase intention. It has also shown that influencers' closeness to follower is a significant reason that allows them to have their influence on them (Ki *et. al.*, 2020)

Table 1. People looking for purchase

Inspiration from social media influencers

In the above table 20% respondents strongly agree that they look for purchase inspiration from social media influencers, 62.1% of the respondents look for a purchase inspiration from social media influencers. 9% of the respondents do not look for purchase inspiration from social media influencers.

Percentage	
Strongly agree	20%
Agree	62.1%
Disagree	9%
Nither agree nor isagree	8.9%

Table 2. People using social media to research product that they are considering to buy

Percentage	
Strongly agree	13%
Agree	52%
Disagree	21.1%
Nither agree nor isagree	13.9%

In the above table 13% of respondents strongly agree they use social media to research product that they are considering to buy.52% of respondents said they use social media to research product that they are considering to buy.21.1% respondents do not use social media to serach out product that are going to buy.13.9% respondents neither agree nor disagee.

Table 3.People thinking influencers are reliable source of information about the product they desire

Percentage	
Yes	48 %
No	15 %
May be	24 %
Some times	13 %

48% respondents thinks influencers as a reliable source of information about the product they desire.15% of respondents does not agree that influencers are areliable source of information about the product they desire.24% respondents said may be they are reliable source of information and 13% thinks sometime influencers can give them a good idea about the product they are going to buy.

Table 4.Does influencers influence purchasing decision

Percentage	
Yes	58.8 %
No	8.2%
May be	13 %
Some times	20 %

In the above table 58.8% of respondents thinks influencers influence their purchasing decision.8.2% of the respondents said influencers do not influence their purchasing decision.13.2%of respondents said may be influencers can influence the purchasing decision.20% of the respondents said sometimes influencers can affect our purchasing decision.

Table5. People purchase items because of reviews given by influencers

44% of the respondents said they purchase items because of reviews given by influencers.21% of the respondents said influencers reviews does not affect their purchasing decision.15% of the respondents said may be reviews of influencers can affect the purchasing decision.20% of the rspondents agree that sometimes influencers reviews can make us to purchase product.

Percentage	
Yes	44 %
No	21 %
May be	15 %
Some times	20 %

Table 6. People following influencers to discover new products of market

Percentage	
Yes	41 %
No	23 %
May be	15 %
Some times	21 %

41% of the respondents follow influencers to discover new product of market.23% of influencers does not follow influencers to discover new product of market.15% respondents agree that may be they follow influencers to discover new products of market.21% of respondents said sometimes they follow influencers to buy new products of market.

Table 7.People buying products that influencers have because they are approved by others

Percentage	
Strongly agree	14 %

Agree	48 %
Disagree	21 %
Neither Agree nor disagree	17 %

14% of respondents strongly agree that they buy product that already influencers have. 48% respondents said they buy products that influencers have because they are approved by others. 21% of respondents do not buy products that influencers have. 17% respondents neither agree nor disagree on this.

Table 8. Category in which the influencers lies

31% of the respondents said their influencers' lies in lifestyle category. 27% of the respondents follow travel influencers. 16% of the respondents influencers are food influencers. 13% of the respondents follow fashion influencers and 7% of the respondents influencers fall under diy category.

	Percentage
Life style	31 %
Travel	27 %
Food	16 %
Fashion	7 %
Diy sport	19 %

Conclusion

The majority of consumers gets influenced by influencers and purchases the products. This is because influencers have proficient knowledge and information about the items which they endorse. People also trust influencers and prefer to buy products which they endorse. The research has revealed that reviews and feedback given by the influencers on social media platforms has a positive impact on consumer buying behaviour. Influencers shared recommendations helps consumer in awareness towards particular products and services. It also helps consumers to be more mindful and try not to consume dishonest restorative brand items that contains harmful ingredients. Furthermore, based on positive remarks of influencers and their shared experiences, consumers are impacted to want to consume similar items to get a similar and charming experience. The findings have shown that consumers are more prone to listen to influencer's recommendation and suggestions and influencers create positive impact on consumers and affect the consumers buying behaviour.

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