Effect of Social Media Influencers on Buying Behavior of Consumers and Impact on their Decision

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ABSTRACT

Most of the companies nowadays focus on what the customer wants, and overt advertising has given way to more subtle forms. The term "influencer" refers to a broad category of non-decision makers who can sway consumers' opinions. Knowledge, experience, and widespread recognition are just a few of the reasons why they've been so successful and effect consumer purchase behavior. They have a dedicated fan base because of their status as leaders in their field on social media. 80consumers in Haryana will be surveyed by non-probability sampling for this study. Across the board, the examined studies show that social influence is significant when it comes to using social media. Understanding social impact systems, choosing the right metrics, collecting the right data, and testing the effect opportunities in online social media are all crucial for businesses.

Keywords: media, influencer, consumer, decision, purchase

I. INTRODUCTION

Brands may boost their visibility, traffic, and engagement with consumers through influencer marketing by tapping into the expertise of popular online content providers in their respective niches (Adams, 2013). This is an example of creators and brands working together to increase brand awareness and sales. Without a thorough operational guide regarding marketing, influencer marketing aids in capitalising on the key brands. Therefore, marketers need to compete with influencers on social media and video sharing sites like YouTube for the engagement of influencers' subscribers. The majority of firms (94%) are using influencer marketing to promote their products, as shown by studies on social media trends. As a result, this is the company's best option for reaching its intended demographic (Godey et al., 2016).

What's more, with the help of influencer marketing, businesses of all sizes may tap into the influencers' professional knowledge in order to shape consumers' opinions. This study sets out to define influencer marketing and its effects on businesses. The influencer market is enormous, and it helps to break it down into submarkets so that you can better grasp the variety of influencers out there. The following are some broad classifications for influential people: Influencers in the entertainment sector, bloggers and other content producers, micro- and Nano-influencers, and established specialists and leaders in the field. Most modern day social influencer marketing is conducted online, on social media platforms, primarily through the use of Nano-influencers and blogging. Finally, there are the celebrities who wield enormous sway (Akdogan & Altunas, 2015). They were among the first influencers to be documented, and as such, they enjoyed immense popularity; they continue to play a role, although their impact is waning. Nano-bloggers and other social media influencers currently have the highest levels of credibility and audience loyalty. However, consumers are less moved by traditional forms of advertising. People are less interested in advertisements and more interested in information, and because of this, influencers are in a better position to spread the word about a brand than traditional advertisers are. This is because, in contrast to traditional advertisements, influencers' communications come across as more natural and less like a marketing gimmick. The rising prevalence of ad blockers is also likely to have contributed to the rise of influencer marketing. Even while ad blockers are becoming increasingly popular and have significantly reduced the efficacy of internet advertising, they have no effect on influencers and their content because their messages still get through (Hanifati, 2015).

II.   LITERATURE REVIEW

Lim et al. (2017) investigated the potential of influencers, mostly to create buzz in the youth markets and raise the organization's social media coverage. Focusing on source authenticity, source attractiveness, product match-up, and meaning transfer, the study seeks to check the efficacy of social media influencers. It is claimed that consumer attitude acts as a mediator between exogenous factors and endogenous variables. Purposive sampling was used in the planning stages of data collection, and the PLS-SEM approach was used to analyse the data from 200 respondents. Excluding the trustworthiness of the sources, we find that all of the hypotheses hold water. A consumer's mind-set is also found to have a mediating role. In addition, we examine the study's implications, its shortcomings, and the directions we think future research should go.

Negi and Pabalkar (2020) as with many other aspects of modern life, the retail industry has been profoundly affected by technological development. The Internet has emerged as a crucial tool for helping shoppers locate the products they need on the web. With the rise of social media and particularly, Instagram, which has become the key buying site among the young, this has changed. Companies are making a concerted effort to maintain a strong presence on social media platforms, with Instagram being the most popular platform, in order to keep consumers apprised of the recent trends, as more and more viewers turn to Instagram influencers for guidance on what to buy after being fascinated by them. As a relatively new marketing strategy with direct ties to consumers' decision-making processes, influencer marketing is still finding its footing. The purpose of this research is to better understand how Instagram influencers use various forms of advertising to sway online shoppers' purchasing decisions. The substantial influence and effective reach of using different users like celebrities, bloggers, etc. are also analysed in the study. This research looks at the important factors that influence the purchasing decisions of 200 Indian women.

Serman and Sims (2020) to better understand the reason why social media bloggers are becoming role models in people's life, longitudinal studies that measure the impact of bloggers on consumer buying are crucial. The proliferation of blogs and writers has prompted a shift in readers' purchasing patterns. Some conceptual studies have been undertaken about the rise of technology and social media. Some of these have focused on the various types of blogs. However, the characteristics such as social attractiveness, reliability, knowledge, and sponsorship that contribute to the influence have not been the subject of any research. In order to address this knowledge gap, this research proposes and evaluates a model to explain the elements that influence consumers' intentions to implement suggestions. To determine what factors influence blog readers' inclinations to adopt advice, a total of 202 surveys were returned. At first, information was used to establish the responder sample's demographic make-up. The reliability and validity of the factors were then evaluated by an explanatory factor analysis. Linear regression was used to test nine hypotheses. In the end, Structural Equation Modelling (SEM) was carried out. According to a survey of 202 people, consumers are influenced to follow bloggers' advice because of trust, trustworthiness, prior knowledge, perceived utility, sponsorship, social appeal, and personal norms. The result also confirms that beauty in social settings mediates the link between attitudes and behaviors. Detailed discussion of the ramifications of these findings for both bloggers and consumers is provided.

Kadam et al. (2021) investigated that many companies today focus on customer satisfaction and use digital and social media marketing. When it comes to advertising on social media, influencers are a prime example of the delicate, almost imperceptible approach taken by many brands. In the long run, this isn't the kind of marketing that will influence consumers if interactive, engaging, and connecting if done well, instead of simply appealing to the consumer's rational side. Study Incorporate both, primary and secondary sources, attempt to draw connections between them. The purpose of this study was to examine the connection between the consumer's faith in influencers and the ensuing consumer behavior among young people (age 15-25) of Pune. A questionnaire was used to obtain primary data. Due to its status as India's second-biggest university centre, its importance as an information technology hub, and other considerations, Pune boasts one of the country's greatest youth populations. The purchasing habits of today's youngsters are heavily influenced by the lifestyle and electronic sectors. The most recent fad is the lifestyle genre, which excels in visual content creation with the support of influencers fororganic products, exercise, food, etc. Most influencers promote electronic goods because they are popular with tech-savvy young people.

Murtaza (2021) these days, social media networks like Facebook, Twitter, and Instagram are among the most frequently used means of online interaction. Nowadays, people all over the world use social media to communicate with one another. More and more people in recent years have turned to social media to talk about their lives and the things they've learned. This also encompasses individual's impressions after utilising a service or platform. Every day, thousands of individuals read these product reviews provided by social media users, and these reviews have become a source of influence on consumer purchasing decisions. Understanding the potential of social media, businesses have begun promoting their wares on these platforms. Nowadays, businesses use social media to advertise their wares to a large audience. The focus of this study was to determine the various ways in which social media can affect consumers' decisions to make a purchase.

III.   OBJECTIVES OF THE STUDY

- To know about influencer marketing and study the existing research of few authors on this topic.
- To evaluate the effect of social media influencers on consumer buying behavior and its awareness and impacts on consumer buying decision.

IV.   RESEARCH METHODOLOGY

The rise of influencers and their impact on buying behavior serves as the research approach tested in this study's bigger investigation. Relevant information, such as research strategy used to answer the question, the rationale for using a survey to gauge consumers' attitudes toward social media influencers, and their final purchasing decision, is outlined here. Questions of sampling methods and questionnaire construction are briefly discussed as they pertain to this talk. All of the participants in the study were located in Haryana, and the survey was distributed to them via various online platforms (like Facebook, Twitter, and WhatsApp) to collect data. Participants experienced the 23-question survey via social media influencers and buyer behavior at the URL presented on these platforms. The goal of the study was to focus academic inquiry into consumers' attitudes toward and preferences for receiving product information from social media influencers. "At the present time, Facebook is the most popular social networking site in Haryana. Criteria for the sample framework are drawn from a quantitative and data-driven methodology. To compile a representative cross-section of Haryana's resident population, we asked survey takers basic questions about their age, gender, and citizenship status. Male and female respondents between the ages of 16 and 40 were considered. Consumers who rely only on social media platforms like Facebook can now learn about and make purchases of products without ever leaving the platform.

The Virtual Snowball Sampling Technique is a Non-Probability Sampling (or Survey) Method (Bagozzi & Yi, 2012). This study made use of quantitative methods. Research was conducted using a questionnaire survey as the instrument, with a chain sampling strategy and non-probability sampling as the research strategies; a total of 80 respondents were then categorised and evaluated. Respondents identify as cyber-consumers and range in age from 16+.

V.   DATA ANALYSIS

The aim of this study is to recognize the opinion of the public who see the advertisement in Haryana.The survey findings and analysis are presented here (Chan et al., 2013). Here are the four most important pieces of information regarding the gathered variables:

Table1: Following Influencers for opinion

Choices	Respondents (in percentage)
Highly likely	7.7
Quite likely	23.7
Moderately likely	32.00
Slightly likely	25.6
Not at all	11.00
Total	100

Figure 1 below demonstrates why people listen to social media influencers when looking for product reviews and facts. 32% of respondents rated their level of certainty as moderate, 25.6% as slightly likely, 23.7 as quite likely, 11.0% as not at all likely, and 7.7% as highly likely.
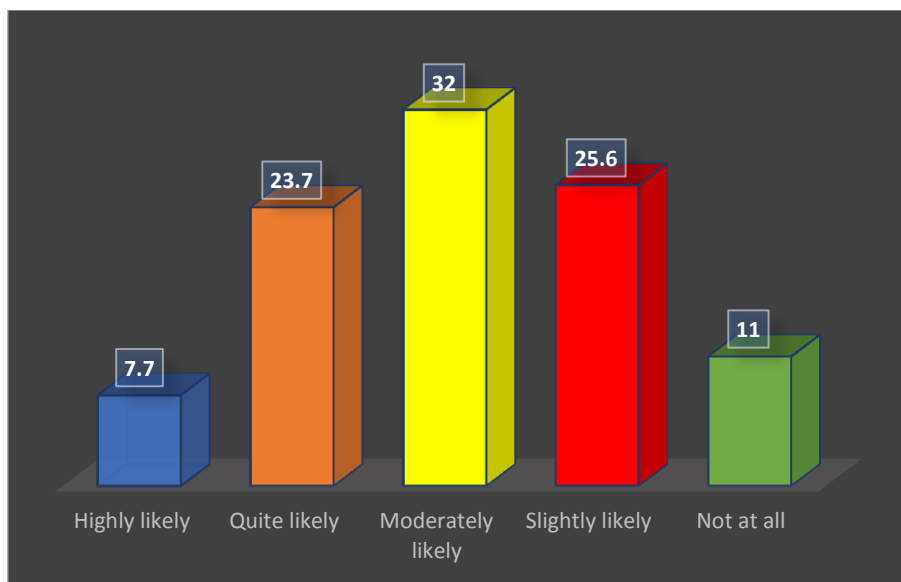
Figure 1: Following Influencers for opinion

Table 2: The impact of an influencer's use on a purchase decision of consumer

Choices	Respondents (in percentage)
Highly likely	4.1
Quitelikely	18.00
Moderately likely	43.0
Slightly likely	23.0
Not at all	11.9
Total	100

As seen in Figure 2, consumers are influenced by an influencer's use of a product before making a purchase. It was determined that 43.0% of respondents would at moderately, 23.0% would slightly likely, 18.01% would quite likely, 11.9% would not at all, and 4.1% would Highly base their shopping decision on influencer's usage.
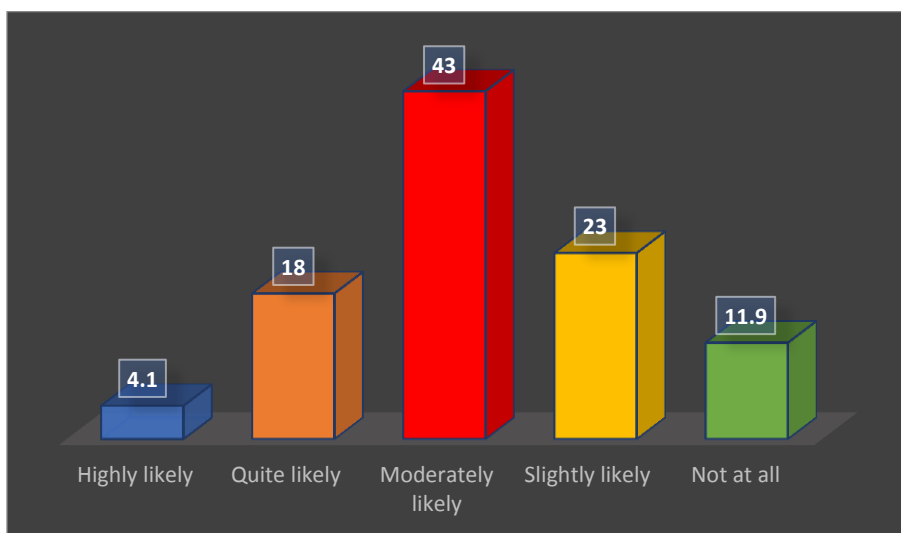

Figure 2: The impact of an influencer's use on a purchase decision of consumer

Table 3: Pay close attention to feedback and review of influencers

Choices	Respondents (in percentage)
Highly likely	14.60
Quite likely	40.9
Moderately likely	30.0
Slightly likely	12.5
Not at all	2.00
Total	100

Figure 3 below is derived from the discussion of consequences. There's a question over whether or not customers consult social media for product feedback before making a purchase. Forty-nine percent of respondents said that a favourable comment or review about a product greatly increases the likelihood that they will make a purchase of that product. Thirty percent gave a response in the moderate range, 14.60% gave ahighly likely response, 12.5% gave a response in the slightly likely range, and only 2.00% gave a not at all.
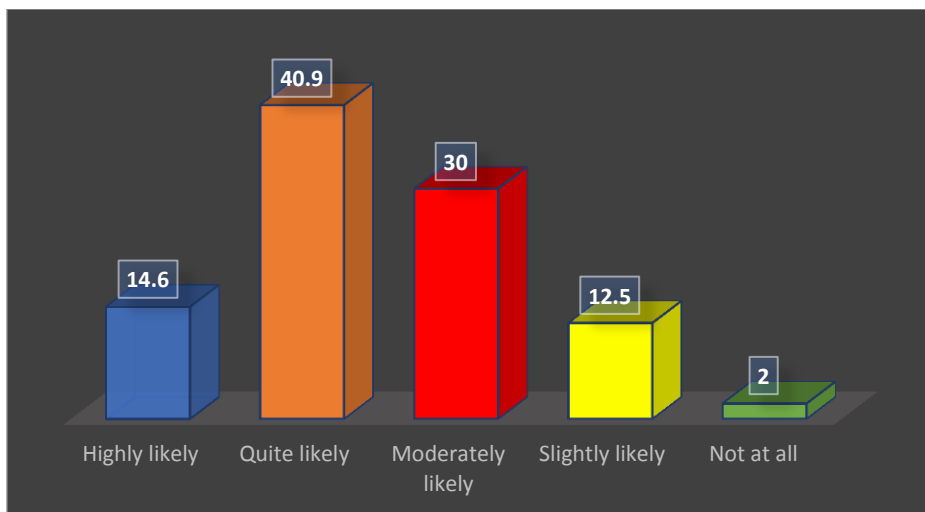

Figure 3: Pay close attention to feedback and review of influencers

Table 4: Shaping consumer mind to make a purchase decision

Choices	Respondents (in percentage)
Highly likely	6.5
Quite likely	33.5
Moderately likely	31.0
Slightly likely	19.0
Not at all	10.00
Total	100

A consumer's confidence in the power of social media to influence their purchasing behavior is depicted in Figure 4. With respect to how probable anything is to occur, the responses were as follows: 33.5% quitelikely, 31% moderately likely, 19.0% slightly likely, 10% not at all likely, and 6.50 % highly likely.
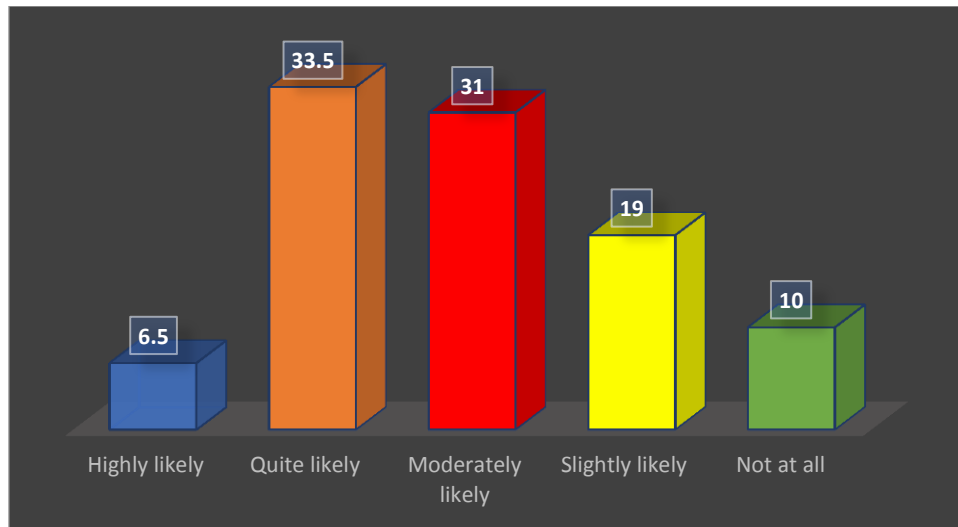
Figure 4: Shaping consumer mind to make a purchase decision

VI.   DISCUSSION

By means of blogs, tweets, and the utilisation of other online networks, social media influencers communicate with a different type of unpaid independent endorser who changes audience dispositions. There is a remarkable proliferation of new communication channels that advertisers must contend with today. Blogs, online video, podcasts, and social network are only few of the Internet-based social media technologies giving a voice to the feelings of a vast audience of customers. The findings of this study showed that customers are influenced by electronic speech advertisements when making a purchase decision either immediately before or after hearing the ad. When it comes to making purchases, customers are heavily influenced by internet material and, even more so, social interactions.

There is a lot of room for growth in the studied field of study, which has opened up numerous avenues for further investigation. Finding social influence measurements that correlate with users' actual influence requires more investigation. While Facebook has been the primary focus of this inquiry thus far, it is important to broaden the scope to include other social media platforms. Plus, debate persists over influence maximisation, and improved algorithms can be created. It's possible to try out a new research methodology, which is a crucial step toward understanding it in greater depth. Using Snowball Sampling, researchers can collect data from more than 200 participants—possibly as many as 500 participants—in response to a single survey question. Research in the future should also analyse how well the tactic works on the recipient of the message.

VII.   CONCLUSION

After looking at data from 80 people, we can say that most of the consumers are impacted by electronic word-of-mouth advertising before or after making a purchase and those social media influencers play a role in this. Consumers and advertisers alike are adapting to a new era of technological possibility. Consumers know precisely what they want, where to acquire it, and how to obtain it. When considering the quantity of message exposure and the relation created among the range of information offered and the shopper who makes a purchase, social networks increasingly play a role in influencing consumer behavior in the environment. Nowadays, consumers are less likely to go directly to a company's website for information and instead rely on their networks of friends, family, and social media influencers. Customers want trustworthy recommendations from individuals they know and respect in addition to useful product information and reviews. The Online Social Influence model was developed to illustrate these facets, enabling abnormal state businesses to monitor social influence via online social networking.

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