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## Impact of Social Media Influencers on Consumer Purchasing Behaviour

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### ABSTRACT:

Social media was introduced to digitally connect people who had no other means for regular communication and interaction. From Six Degrees to Facebook, the world has changed the way people connect and socialize. The growth of social media as a business has not only provided people with the ability to connect, but also opens up career opportunities never before imagined. From content creators to influencers, social media has the opportunity to gain fame, popularity and money and become a platform for online shopping. One form of marketing is influencer, used by people knowledgeable in their field to promote others' brands and products. The aim of this study is to examine how social media phenomena affect consumer behavior. Data for this study were collected from 210 social media users through an online survey. This study focuses on two independent variables, personality traits and trust, and evaluates their impact on the impact of social media on purchasing. The linear regression model shows that the credibility and attitude of social media users have a significant impact on consumer behavior. Research helps marketers, advertisers, and product managers identify the right prospects and engage in promotional activities by placing their products and services in the context of social media influencers.

### INTRODUCTION

Today's consumers purchase products and services based on recommendations from people they trust. Because influencers and celebrities are people who give trust to their followers, many consumers who watch the lifestyles of these influencers try to accept such behavior in their daily lives, but are forgetting their own lifestyles, choices, and values. There are many cases. What matters is what matters. Before we look at the impact social media has on consumers and the choices they make online, it's important to understand the types of influencers you have in order to choose the right influencers to feature. Social media influencers can be classified in many different ways.

Types of social media influencers (<https://grin.co/blog/types-of-social-media-influencers/>). They are the driving force of countless social media platforms that recommend their content. Video bloggers share their messages in the form of videos. They use content platforms like YouTube and Instagram to spread the word. Reality TV Stars: Big Boss, Roadies etc. Many contestants in various programs such as have attracted a large number of supporters on various social media sites. They mostly collaborate with cosmetics, electronics and fashion brands. Micro-influencers: They typically have thousands of followers or fewer. But since the fan community is involved, it's easy to inspire followers and get them to do what they want. It helps them draw the audience's attention to a specific goal. Nano influencers: The increasing demand for influencers has led to the rise of nano influencers. Like micro-influencers, they have a small but promising following on social media. Usually nano-influencers have thousands of followers (sometimes even fewer). Employees: They are often motivated by bureaucratic or social support. The idea is to announce some social change by influencing others. Brands must be very careful when working with them because they have deep feelings about current issues and share their thoughts on social media. Journalists: It's good information that can change the way people view a brand. Knowing and working with these writers will have a positive impact on the content you share. Photographers: They often use photos to showcase their work on social media. They are perfect for travel, fashion and lifestyle. Thought leadership: Social media users follow entrepreneurs and key decision makers to learn about new developments and trends in their industry. Their followers always trust the advice they give. Mainstream Celebrities: Includes movie stars, athletes, football players, musicians, models, and other public figures currently featured in mainstream media. They are often chosen as brand creators and the face of these brands.

### LITERATURE REVIEW

Before conducting the preliminary research, a review of the existing literature on social media impact was conducted. Social media grew very fast in the early days, people were posting pictures or communicating through chat, but now in Pranas social media is used as a business and

Suryawardani (2020) conducted a study to understand the business through e-commerce. consumer decision making? Researchers have found that marketing through e-commerce influences consumers' purchasing decisions. This rapid growth leads to a change in people's purchasing habits, as the number of publications and bloggers increases rapidly (Serman and Sims 2020). content, sharing information, sharing ideas, expressing opinions. These sites lead to changes in customers and multi-owner products, and valuable information is generated through these interactions. This research shows that it is important to have a clear understanding of mobile phone usage and how they access and use social media (Heinrichs and Lim, 2011) Social media influencers can be the ones connecting with potential customers and increasing their engagement. influence A way to influence. People are increasingly using social media to gather information to make purchasing decisions. Opinion leaders are now valuable members of online communities and have proven to be a source of guidance in purchasing decisions for those seeking advice. The results of this article show that emotional leadership is positively affected by transparency and inconsistency and is also associated with the willingness to remain on the account of leadership (Casalãa, Carlos et al., 2020) > Donnellan et al. As the proliferation of the Internet continues into the next decade, business leaders will need to prioritize understanding changing consumer purchasing patterns through repeated use and identifying consumer purchasing patterns through pure disclosure. These people build a following around their interests, but on the other hand, they generally only promote products they have carefully considered, otherwise they will lose followers. That's why their audiences trust them. Self-confident. Research shows that the personality and trustworthiness of social media influencers has a strong relationship with consumer purchase intent. These findings indeed provide sufficient evidence for the hypothesis that the personality and trustworthiness of social media influencers should be investigated to analyze their impact on consumers' purchasing decisions.

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## RESEARCH GAPS AND OBJECTIVES OF THE STUDY

Nowadays, consumers buy products and services based on the recommendations of people they trust. However, in the Indian context, not everyone follows the social media influence of various social media sites. It is difficult for social media influencers to influence users due to trust issues. Although social media influencers have gained recognition and popularity in online shopping, it is still necessary to analyze what factors make them influential. The main purpose of this study is to analyze the impact of the credibility and personality of social media influencers on consumer behavior. The study also aims to identify categories of social media influencers that have the greatest impact on consumers.

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## DATA AND METHODOLOGY

To achieve the research objectives, primary data was collected through a survey of 210 social media users in Bangalore and Lucknow. The survey link will be sent via email and WhatsApp. Probability measures are used to obtain results that are representative of the entire population. Target group: Participants aged 20-50 years. The subjects of the study were limited to users of Instagram, Facebook, and YouTube, and four products: Home & Life, mobile phones, cosmetics, and clothing. The survey consists of two parts, the first part asks respondents questions about the topic. The second section contains questions related to various factors such as trust, behavior, and purchasing behavior of social media users. Six questions were asked to measure reliability. Three questions were asked to measure social media behavior. Just one question is enough to measure purchasing behavior. The collected data was analyzed using SPSS. Descriptive explanations are provided through diagrams and graphs. Use regression models to understand the impact of social media on consumer behavior, trust, and attitudes.

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## FINDINGS

### *DESCRIPTIVE STATISTICS:*

The results indicate that majority (53.8%) respondents were female while the rest were male. Majority (68.6%) of the respondents belong to age group 20-30 years, 17.1% of respondents belong to age group of 30-40 years, 14.3 % respondents are from age group 40-50 years. The data on most used application reveals that 51.9% of the respondents use Instagram, 24.8% respondents use YouTube, 17.1% use Face Book while 7.1% respondents use other social media platforms. The other characteristics of influencers that can impact the consumers Purchasing decision can be authenticity, experience in the field, community management techniques, engagement through content creation, etc. Though I have considered two characteristics i.e. credibility and attitude of social media influencers in influencing the Purchasing behaviour of social media users.

**Table 1: Agreement of respondents regarding attitude of social media influencers**

Statements	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
You will buy the product from influencers if the influencers give the good response to you?	60	89	47	12	2
Before you buy the product, you need to ask the influencers about the product information	48	75	54	24	9
Do you think the influencers who communicate with their followers are more trustworthy	56	85	49	17	3

Note: Extracted from Questionnaire

As seen in Table-1, 60 participants agreed to buy products from Influencers if the Influencers gave them positive feedback, while 48 participants agreed that they should ask relevant people about the product before purchasing. The 56 participants in the data agreed that they believe people who have relationships with their followers are more trustworthy.

**Table 2: Agreement of Respondents Regarding Credibility of Social Media Influencers**

Statements	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Would you likely recommend any influencer to your family/friends?	59	79	46	18	8
Does Social media influencer persuade you to dress/buy like the picture they post?	51	83	47	20	9
Do you find the information provided by the influencers credible enough	45	98	46	12	9

Your favourite influencers are important to you before Purchasing any new product	41	68	52	32	17
Do you think Influencers will not purposely endorse a brand that will harm you?	47	63	56	30	14
If your favourite blogger/online personality recommends a brand, you are more likely to try it?	42	75	52	28	13

Note: Extracted from Questionnaire

As can be seen from Table 2, 59 participants agreed that they would recommend someone useful to their family/friends. 51 of the participants strongly agree that social media influencers persuade them to dress/buy based on the images they post, while 4.28% disagree. 45 participants think that the information provided by authoritative sources is sufficient. 41 respondents agreed that their preferences are important before purchasing a new product. 42 participants agreed that they were more likely to try a drug if their favorite blogger/internet celebrity endorsed it.

### REGRESSION MODELLING

The author found that credibility and attitude of social media influencers are the factors of the study and it was further investigated using regression modelling where the dependent variable was Purchasing behaviour of social media users. And the independent variables were credibility and attitude of social media influencers, following two hypotheses were framed:

- H0: There is no significant influence of credibility of social media influencers on Consumer's Purchasing behaviour

**Table 3: Regression Analysis of Credibility of Social Media Influencers and Purchasing Behavior of Consumers.**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.658 <sup>a</sup>	.432	.430	.79646
<b>a. Predictors: (Constant), credibility</b>				

R: The value of R is 0.658 which indicates a positive relation between credibility of social media influencer and Purchasing behavior of consumers.

R<sup>2</sup>: The value of R<sup>2</sup> is 0.432. This value indicates that 43.2% of the variance in Purchasing behavior of consumer can be predicted from the credibility of social media influencers.

**Table 4: ANOVA of Regression Analysis of Credibility of Social Media Influencers and Purchasing Behavior of Consumers**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	100.538	1	100.538	158.491	.000 <sup>b</sup>
	Residual	131.943	208	.634		
	Total	232.481	209			

a. Dependent Variable: Purchasing behaviour

b. Predictors: (Constant), credibility

The P (.000) value is less than 0.05 hence null hypothesis (H0) is rejected and the alternative hypothesis (H1) is selected which implies that there is significant influence of creditability of social media influencers on Consumer's Purchasing behavior.

- H0: There is no significant influence of attitude of social media influencers on Consumer's Purchasing behaviour

**Table 5: Regression Analysis of Attitude of Social Media Influencers and Purchasing Behavior of Consumers**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.612 <sup>a</sup>	.374	.371	.83644
a. Predictors: (Constant), attitude				

- R: The value of R is 0.612 which indicates a positive relation between attitude of social media influencer and Purchasing behaviour of consumers
- R<sup>2</sup>: R<sup>2</sup> value is 0.374. This result shows that 37.4% of stakeholders can predict the difference of customer behavior from social behavior.

**Table 6: ANOVA of Regression Analysis of Attitude of Social Media Influencers and Purchasing Behavior of Consumers.**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	86.958	1	86.958	124.291	.000 <sup>b</sup>
	Residual	145.523	208	.700		
	Total	232.481	209			
Dependent Variable: (Purchasing) behavior						
a. Predictors: (Constant), attitude						

The P (.000) value is less than 0.05 hence null hypothesis (H0) is rejected and the alternative hypothesis (H1) is selected which implies that there is significant influence of attitude of social media influencers on Consumer's Purchasing behaviour

The authors found that most respondents were influenced by bloggers and video bloggers, followed by people who are social media savvy. Trust plays an important role in influencing people to make decisions. Majority of the respondents said that they prefer to seek advice from social media, get reviews from social influencers before making purchasing decision and buy after reviewing advertisements through social media on less than 5 pieces, also after related products cost Rs 1,000. sold. Most of the respondents are students and most of them spend 2-4 hours on social media every day. This is mainly because customers pay for them, which affects their purchasing behavior. The research also shows that how the influencer treats their followers, if the influencer responds well to their questions and queries and behaves well, this is likely to influence the purchase. Media influencers will have some understanding of the important factors to consider when publishing content about a product/service on social media and how to use this research to attract and retain more people.

## LIMITATIONS AND FUTURE SCOPE

The research focuses on social media influencers who influence consumer behavior. Factors affecting online shopping usage were determined. However, the study was limited to Indian consumers and only 210 participants were considered; this may not be representative of the vast majority of online shoppers in India. Future research could also be conducted from a cross-country perspective to understand the overall growth of influencer marketing worldwide. Companies using influencer marketing can influence customers by connecting with influencers online to share their experiences and opinions, which can enable users to better engage with their products and do things better and easier. Companies will benefit from collaboration with influencers, which opens the door to new opportunities. Global influence prices are starting to rise, so companies are increasingly working with micro-influencers. It is important for marketers to spend a lot of time communicating with customers immediately to promote their products. Promotional content is designed to better align with your audience while increasing reach. Therefore, future research can be conducted to gain a better understanding. Consumers may react negatively to the message if the influencer does not appear with the product, and the area they say can be searched in the future emerges.

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## CONCLUSION AND MANAGERIAL APPLICATION

The purpose of this study is to study the impact of social networks on consumer behavior. This study found that trust and attitudes toward social media influence consumer behavior. Studies have shown that participants are persuaded by social media influencer images/posts that encourage them to try products they are already using. As a result of regression analysis, attitude variables and belief variables were found to be related to the purchasing behavior of people with social influence. Therefore, social media influencers can try to communicate more with their followers, which will increase people's trust in the influencer. Social media influencers try to be responsive to their followers. This helps followers trust the influencer and his content. It has been announced that social media influencers should not share fake and defective products as it may damage their credibility and if the endorsement is paid out, they will lose the trust of many people and should announce this to their followers.

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