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The Impact of Change of Control in Influencer Marketing on Young Consumers Buying Behavior: A Social Media Perspective

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ABSTRACT :

Today, we find ourselves deep in the age of digitalization, which has been shaping our lives for several years now. The world around us is constantly evolving, with digitalization making its mark across various industries and in our everyday routines. Whether it's through our smartphones, laptops, social media platforms, or even the smart appliances in our homes, the influence of technology is undeniable.

We belong to Generation Z, a term typically used to describe those born from the late 1990s to the early 2010s, who are incredibly connected to the digital environment. Younger generations, including children and teenagers, have grown up surrounded by this digital landscape, incorporating it into their daily lives. On the other hand, Generation Alpha has already started to shape trends in marketing, technology, and what their millennial parents prioritize. Recognizing this impact, companies have adapted their strategies to stay competitive.

Additionally, the nature of interactions happening on social media and the reasons behind why influencers are adopted have garnered attention in recent years. This current study takes a systematic look at over 20 years' worth of research on social media influencer marketing, highlighting key themes in the literature. By integrating and synthesizing what we know about this field, the study also suggests important avenues for future research that could significantly influence digital marketing practices and theories. Plus, it dives into discussions on influencer marketing and social media marketing (SMM), particularly on platforms like Instagram.

Keywords: Digitalization, Z generation, Influencer, Youtube, Instagram, etc…

Literature review :

Influencer marketing has really become a big player in shaping how young consumers make their purchasing decisions, especially on social media platforms. This strategy puts influencers in charge of the marketing message, making it feel a lot more authentic and relatable than traditional ads. Instead of brands dictating the narrative, it's the influencers who mold the messaging, which tends to resonate better with younger audiences who prioritize trust and authenticity.

There are theories like social influence and social proof that help explain why young consumers are impacted so much by what influencers say. Platforms like Instagram, TikTok, and YouTube play a crucial role in steering their buying choices. That said, the success of influencer marketing really hinges on keeping content genuine; if it feels too commercialized, it could backfire and erode trust.

There are also ethical concerns to consider, such as the need for transparency and the risk of exploitation. Overall, influencer marketing works well because it connects with consumers on a personal level, but its effectiveness depends on maintaining that authenticity and carefully managing brand partnerships.

Influencer Marketing :

Meaning of Influencer Marketing

Influencer marketing is all about brands teaming up with online influencers to promote their products or services. But sometimes, it's more about boosting brand awareness than directly selling something. A classic example of this type of marketing happened when a YouTube star collaborated with the producers of a horror movie set in the eerie catacombs of Paris. He created a series of entertaining videos where he faced challenges in those spooky tunnels.

(taken by google for the reference of above sait tobic)

Impact marketing has become a new approach that companies use to promote their products and services. This is distinguished as a single tool for communication and brand advertising, providing a more direct and influential connection with the public compared to traditional advertising (Bakker, 2018). The owner's perspective: this form of online communication allows owners of brands to achieve their communication objectives (Brown and Hayes, 2008). It plays an essential role in increasing interaction with consumers, improving the image of the brand and views, as well as in the traffic movement, which allows brands to cover an increasing audience. This strategy is also highly applicable on social media platforms.

Research Methods of this study:

Aim: To identify the mindset of present trend young consumer behavior in digital marketing.

Research Objectives:
1.   To identify the pros and cons of influencer marketing

Data collection Method:

This study is used by purely secondary (online data collection) method and birred eye view technic followed.

Sampling Method:

Convenience sampling method is used for this study

Limitations of this Study:
1.   it depends on Z generation customers
2.   Higley time bounded.

Influencer perspective

For today and for several years now, we are living in an age of digitalization. The world is in a constant state of change and development. Digitization is everywhere—it's integrated into nearly all industries and is a part of our daily lives. From smartphones and computers to software, social networks, and even our household appliances, our generation, often referred to as Generation Z, includes those born between the late 1990s and the early 2010s. This group is deeply immersed in connectivity. In fact, young people—children, teenagers, and young adults—who belong to this generation have grown up in this digital era and engage with technology every day. Generation Z entered the world just as the internet began to take hold, while Generation Alpha, starting in 2015, has witnessed the rise of devices like the iPad and platforms like Instagram. Both generations have experienced a period of rapidly advancing technology (Arora and Jha, 2020). As JJ notes, the Alpha Generation is already starting to shape the marketing, technology, and prioritization trends of their Generation Y parents.

One issue with this trend is that some brand followers simply lack the influence to make a significant impact. Most everyday social media users have relatively small networks, usually connecting with hundreds of friends who have diverse preferences and interests. Meanwhile, brands are striving to create engaging content that resonates with their audience while keeping up with the usual interactions on their feeds.

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CUSTOMER PURCHASE BEHAVIOR :

Understanding consumer behavior is crucial to creating a successful marketing strategy. In simple terms, consumer behavior is described as "the decision-making process and the physical exercises in which people participate in the assessment, acquisition, use or elimination of goods and services" (Loudon and Della Bitta, 1993, p.553). Hoyer, Chandi, Dorotik, Kraft and Singh (2010) indicate that the identification of specific personality traits helps explain the differences in the purchase, use and elimination of customer behavior. \ "Hoffman and Turley (2002) also support this perspective.

Social Media Marketing (SMM)

Marketing on social networks has emerged as a powerful avenue for businesses to promote their products and services across various platforms (Shamsudeen and Ganeshbabu, 2018). This effective tool not only aids in selling offers but also helps in building a strong brand image and fostering consumer loyalty (Saravanakumar and Suganthalakshmi, 2018). Social media marketing signifies a notable shift in marketing strategies. Companies can now connect directly and indirectly with both existing and potential customers in a straightforward, cost-effective, and efficient manner (Vanciute, 2018). Platforms like Instagram, YouTube, Twitter, and blogs are integral to this landscape, facilitating engagement with audiences and stakeholders (Tuten and Solomon, 2018). Additionally, social media fosters connections among consumers who share similar values, needs, and desires (Shamsudeen and Ganeshbabu, 2018). By personalizing interactions, businesses can enhance engagement and strengthen consumer loyalty (Shamsudeen and Ganeshbabu, 2018).

Information and Diffusion

Social networks are designed to promote sharing and connections with friends, family, and new acquaintances. Users can effortlessly share, publish, and create content (Vanciute, 2018), enabling information to spread rapidly and effectively. Social media transcends geographical and temporal boundaries, allowing individuals worldwide to connect based on diverse interests (Holt, 2016). This modern form of communication has become a valuable asset for businesses, as it allows for the easy dissemination of information globally, helping to maintain relationships with current customers while also reaching new ones (Saravanakumar and Sugathalakshmi, 2012; Vanciute, 2018). However, companies must be mindful of the rapid spread of messages across social networks and remain vigilant in their advertising efforts (Saravanakumar and Sugathalakshmi, 2020). For businesses, it is crucial to avoid disseminating negative messages.. For business, we need to avoid spreading negative messages and predict how consumers will respond to advertising (ibid.).

CONCLUSION :

This paper begins by exploring current literature on impact marketing, social media marketing, customer buying behavior, and similar subjects. A theoretical framework was presented and research methods were established. For our quality study, we interviewed influential people, brands and their subscribers. We believe that we have created an attractive criticism of the influence of influence, the way it is used by brands and its influence on consumers and purchasing behavior. Our research has a clear impact on consumers, especially in the modern world where social networks exist every day and play a central role in people's lives, as it influences marketing, in addition to social media and the use of influential people.

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