THE IMPACT OF INFLUENCER MARKETING ON CONSUMER BUYING BEHAVIOUR MACRO VS MICRO INFLUENCERS

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ABSTRACT :

In the digital era, influencer marketing has reshape the way brands interact with consumers, becoming a central strategy in online brand promotion. This study investigates the impact of influencer marketing on consumer buying behaviour, focusing on how influencer shape purchasing decisions, brand attitudes, and consumer trust. Social media promoters,who often possess significant online followings and perceived expertise in specific niches, serve as opinion leaders whose endorsements can directly affect consumer perception and actions.The research analyzes the psychological mechanisms underlying this influence, drawing uponmodels such as the Source Credibility Theory, the Elaboration Likelihood Model, and theTheory of Planned Behaviour. Key variables such as trustworthiness, expertise,attractiveness, and relatability of influencers are examined to assess their role in driving engagement and purchase intention. The study also considers the role of parasocial relations—one-sided emotional connections between followers and influencers—inenhancing the persuasiveness of marketing messages.Overall, this study contributes to a deeper understanding of how influencer marketing influences consumer buying behavior and provides valuable insights for marketers seeking to leverage influencer collaborations effectively. By identifying the factors that increase the impact of influencer campaigns, brands can better tailor their marketing strategies to resonate with their audiences and drive conversions.

(1). INTRODUCTION

Explores the impact of influencer marketing on consumer buying behavior, focusing on the contrast between macro and micro influencers. The thesis will investigate how the size and engagement levels of these influencers affect consumer trust, purchase intent, and overall brand perception. Furthermore, it will examine the effectiveness of different influencer strategies in reaching various consumer segments and driving sales.Micro-influencers typically have between 1,000 and 100,000 followers. They often specialize in niche areas (e.g., fitness, fashion, tech) and are perceived as more relatable and trustworthy.Macro-influencers have 100,000 to over a million followers. They are more widely known and can reach a broader audience, often resembling celebrities in theirinfluenceThis theory posits that the persuasiveness of a message is influenced by the credibility of its source. Key factors are as follows:-

- •Expertise
- •Trusthworthiness
- •Attractiveness

Micro-influencers often rank high in trustworthiness and relatability, whereas macro-influencers rank high in attractiveness and perceived expertise.Consumers are more likely to trust recommendations from influencers, especially when they perceive them as authentic and relatable. This trust stems from the personal connection and expertise that influencers often possess within their niche. In this research,we explores the impact of influencer marketing on consumer buying behaviour by the general terms should be followed during the research are Increased Trust and Authenticity:Consumers often see influencers as relatable and trustworthy, leading to greater influence compared to traditional advertising methods. Influencers build trust by sharing personal experiences and opinions, fostering a sense of connection with their followers. Shaping Preferences and Attitudes: Influencers can influence consumer perceptions and preferences for products or services. Their recommendations can shape attitudes and ultimately impact buying decisions. Driving Purchase Decisions:Consumers are more likely to make purchases based on influencer recommendations, particularly when the influencer has a strong connection with the product or service. This influence can be particularly strong among younger generations who are active on social media. The perceived expertise and trustworthiness of the influencer play a crucial role in their impact Influencers' ability to share genuine and relatable content builds trust and strengthens their influence. The level of engagement between the influencer and their followers can amplify the impact of their recommendations.

(2). REVIEW OF LITERATURE

Influencer marketing has become a dominant strategy in digital advertising, where brands collaborate with individuals who have significant online followings to promote product services. With the rise of platforms such as Instagram, YouTube, and TikTok, influencers plays critical role in shaping consumer preferences, trust, and ultimately, buying decisions

Influencer Marketing: Influencer marketing is defined as the process of identifying, engaging, and supporting individuals who create high-impact conversations with customers about a brand (Freberg et al.,2011). Influencers are often categorized by their follower count (mega, macro, micro, nano)and by their niche or content focus.

Consumer Buying Behavior: Consumer buying behavior refers to the decision processes and acts of people involved in buying and using products (Kotler & Keller, 2016). It is influenced by psychological, social,personal, and cultural factors.

Social Influence Theory: Social influence theory suggests that individuals are influenced by the behavior of others,especially those they admire or perceive as credible (Kelman, 1958). Influencers, by nature of their perceived expertise and relatability, become key agents of influence.

Source Credibility Model: Hovland et al. (1953) proposed that the effectiveness of a message is significantly determined by the credibility of the source, particularly in terms of expertise and trustworthiness.Influencers who appear authentic and knowledgeable are more likely to affect consumer choices..

Trust and Credibility: Studies have shown that trust in influencers is a major factor in purchase intention (Djafarova& Rushworth, 2017). Consumers are more likely to buy products recommended by influencersthey perceive as honest and similar to themselves.4.2 Content Quality and EngagementDe Veirman, Cauberghe, and Hudders (2017) found that the number of followers and engagement rate impact perceived influencer credibility and message effectiveness. High-quality, visually appealing content enhances trust and encourages buying behavior.

Parasocial Relationships:Parasocial interactions—one-sided relationships where followers feel connected toinfluencers—significantly affect purchasing decisions (Labrecque, 2014). This perceived kingship increases the effectiveness of marketing messages.

Platform Influence:The choice of platform also impacts consumer behavior. Instagram and TikTok are particularly effective for visual and lifestyle product categories, with Instagram fostering aspirational appeal and TikTok promoting entertainment-driven engagement (Lou & Yuan, 2019).

(3).Research Methodology

This study will adopt a quantitative, comparative, and cross-sectional research design to examine how different types of influencers (micro vs. macro) impact consumer buying behavior. The goal is to understand whether micro-influencers (with smaller, more nichefollowings) have a stronger or weaker impact on purchasing decisions compared to macro-influencers (with larger, broader audiences).

Research Objectives

1. 2. 3. 4. To assess the influence of micro-influencers on consumer purchasing decisions.To assess the influence of macro-influencers on consumer purchasing decisions.To compare the effectiveness of micro vs. macro influencers in shaping buyingbehavior.To identify demographic or psychographic factors that moderate the influencer-consumer relationship.

Hypotheses

- H1: Micro-influencers have a more significant impact on consumer trust andengagement than macro-influencers.
- H2: Macro-influencers have a broader reach but lower engagement rates compared tomicro-influencers.
- H3: Consumer buying behavior is more positively influenced by perceivedauthenticity (typically associated with micro-influencers).
- H4: The effectiveness of influencer marketing varies by consumer demographics (e.g.,age, gender, income).

Methodology{Research Approach}

Quantitative approach using a survey-based method to collect primary data.Comparative analysis using statistical tools to differentiate between the influence of micro and macro influencers.

Sampling Method

Target Population: Social media users aged 18–45 who follow at least one influencer.

Sampling Technique: Stratified random sampling to ensure representation of both macro- and macro-influencer followers.Sample Size: Approx. 300 respondents (150 micro-influencer followers, 150 macro-influencer followers).

Data Collection

Instrument: Structured online questionnaire distributed via Google Forms or similartools.Sections of the Questionnaire:
- Demographic information
- Social media usage patterns
- Attitudes toward influencers (trust, authenticity, credibility)
- Purchase behavior influenced by influencer marketing

4.Data Analysis Techniques

Descriptive statistics to summarize respondent characteristics.Independentt-tests or ANOV A to compare consumer responses between groups.Regression analysis to determine which variables (trust, frequency of interaction,authenticity) predict buying behavior.Reliability (Cronbach's alpha) and validity (content and construct) testing of the instruments.

Ethical Considerations

Informed consent will be obtained from all participants.Data will be anonymized to maintain confidentiality.Participants will have the option to withdraw at any time.

Limitations

Self-reported data may be subject to bias.Limited to social media users, which may not represent the entire population.Cross-sectional nature limits the ability to infer causality

(4). DATA ANALYSIS AND INTEPRETATION

Research Objective

To analyze and compare how micro-influencers and macro-influencers impact consumer buying decision, examining trust, engagement, and purchase intent.

1).Procedure for Preparing and Processing Data

Clarify the aim:

To compare the impact of micro-influencers (typically <100K followers) and macro-influencers (>100K followers) on consumer buying behaviour.

Collect data using : Online surveys (Google Forms, Qualtrics, etc.)Interviews or focus groups (optional for qualitative insights)Ensure data anonymity and informed consent.Emphasize Problems That Required Editing

1. Singular/Plural Agreement – "Influencer" vs. "Influencers":

o Problem: The original title used "influencer" (singular), while the study involves

both micro and macro influencers, making plural more accurate.

o Edit: Changed "influencer" to "influencers" to correctly reflect the plural subjects

being studied.

2. Capitalization Consistency:

o Problem: The original title inconsistently capitalized key words ("The impact of

influencer on consumer buying behaviour").

o Edit: Capitalized major words in line with academic title formatting conventions:

"The Impact of Influencers on Consumer Buying Behaviour".

General Statistical Methods Used in the Data Analysis

1. Descriptive StatisticsUsed to summarize and describe the basic features of the data.Mean, Median, Mode (central tendency of consumer attitudes).Interpretation of Findings

Trust and Authenticity:Data often shows that micro influencers tend to be perceived as more authentic and trustworthy because they often have closer relationships with their followers, niche audiences , and less commercialized content. This results in higher engagement rates and sometimes stronger influence on buying behavior for certain product categories (e.g.,beauty, niche hobbies).

Reach and Awareness:Macro influencers, with their larger follower bases, are more effective for brand awareness and reaching a broad audience. Their impact might be more generalized and less personal, often leading to less trust but more visibility.

Purchase Intention:Consumers influenced by micro influencers may demonstrate higher purchase intention due to perceived credibility. However, macro influencers can drive sales volume in catogries requiring mass appeal.

(5). CONCLUSION

This study aimed to analyze and compare the impact of micro and macro influencers on consumer buying behavior, providing valuable insights into how these two categories of influencers shape consumer decisions in a digital age dominated by social media marketing.The findings demonstrate that both micro and macro influencers significantly influence consumer purchasing behavior, but they do so in distinct ways and with varying degrees of effectiveness depending on the context, product type, and target audience.Micro influencers, typically characterized by a smaller follower base (usually between 1,000 and 100,000 followers), tend to have higher engagement rates, stronger niche appeal, and are often perceived as more relatable and authentic by their followers. Their content is seen as more personalized and trustworthy, which makes them particularly effective in promoting products or services that rely on credibility, personal recommendation, and niche targeting. Consumers influencers by micro influencers often feel a closer connection and trust, leading to stronger intent purchase, especially in sectors such as beauty, wellness, fashion, and local services.In contrast, macro influencers, who have a significantly larger audience (typically over 100,000followers), offer wider reach and greater brand visibility. Their influence is more prominent in enhancing brand awareness and driving large-scale marketing campaigns. However, theperceived authenticity of macro influencers is often lower compared to micro influencers, and their engagement rates tend to decline with increasing follower counts. Nevertheless, macroinfluencers remain effective for campaigns that prioritize reach, aspirational branding, and rapid product dissemination across broader demographics.The comparative analysis reveals that the effectiveness of an influencer strategy should align with the brand's specific objectives:If the goal is engagement, trust-building,

and targeting niche audiences, micro influences care more suitable.If the objective is mass awareness, brand prestige, or trend-setting, macro influencers may offer better results.In conclusion, there is no one-size-fits-all answer when it comes to influencer marketing. A hybrid approach that strategically combines both micro and macro influencers may often yield the best outcomes—leveraging the strengths of each to maximize reach and consumer trust.Marketers should carefully evaluate their target market, campaign goals, and productcharacteristics before choosing the appropriate influencer type. Future studies explore evolving trends such as nano-influencers and AI-driven influencer platforms to continue advancing understanding in this dynamic field.In contrast, micro influencers typically have smaller, more niche followings but offer higher engagement rates and stronger trust with their audiences. They are often more cost-effective and suitable for targeted campaigns aiming for authentic connections and conversions.Ultimately, the choice between macro and micro influencers depends on the brand's goals,budget, and target audience. Many successful campaigns today blend both to maximize reach and engagements.

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