

## **A study on the Impact of Social Media Influencers on Shopping Trends**

**Dr. Mamta Rane**

**I/C Principal**

**Gurukul college of commerce.**

### **Abstract**

Social media influencers have developed into a potent marketing force that is changing how customers engage with companies and make decisions about what to buy. With a focus on important elements including perceived authenticity, influencer attributes, and trust, this study examines how social media influencers affect customers' purchasing decisions. The study looks at the impact of influencers on consumer choices and the ramifications for marketers using primary and secondary data sources.

**Key words:** Social Media, Buying Behaviour, Customers.

### **Introduction**

Social media's widespread use has drastically changed how companies interact with their target audience. Social media influencers, or people with sizable online followings and a reputation for being knowledgeable about particular niches, are essential in fostering connections between companies and clients. Influencer marketing, in contrast to conventional advertising techniques, makes use of trust and personal relationships to produce more relatable advertising content.

Influencer recommendations are having a bigger impact on what people decide to buy. The behavioral and psychological factors that influence social media personalities are examined in this study, emphasizing the value of relatability, trust, and engagement in fostering client loyalty and boosting revenue.

### **Hypothesis**

H1: People's purchases are significantly influenced by social media influencers who are relatable, genuine, and trustworthy.

H2: Micro-influencers outperform mega-influencers in terms of boosting consumer engagement and purchase intent.

### **Literature Review**

Hwang and Zhang (2020), Customers' perceptions of the credibility of influencers have a significant impact on their opinions regarding the products that are being advertised. Trust is the cornerstone of influencer marketing, according to study. Consumers are more likely to purchase products suggested by influencers they respect and find reliable.

Freberg (2011) and associates. Recommendations gain credibility through parasocial

relationships, which are one-sided interactions between influencers and consumers. Similar to friendships in real life, these ties offer a sense of intimacy that influences purchasing decisions.

Social media sites like as YouTube, Instagram, and TikTok have a significant impact on the effectiveness of influencer marketing initiatives. Instagram and other visual platforms work especially well for lifestyle and fashion brands, but YouTube's lengthy material encourages more in-depth interaction.

### Methodology

The study uses a mixed-methods approach to combine qualitative and quantitative analysis. Customers between the ages of 18 and 45 participated in online surveys to provide primary data, which focused on their interactions with influencers and subsequent purchasing patterns. Academic study on influencer marketing and case studies are two instances of secondary data.

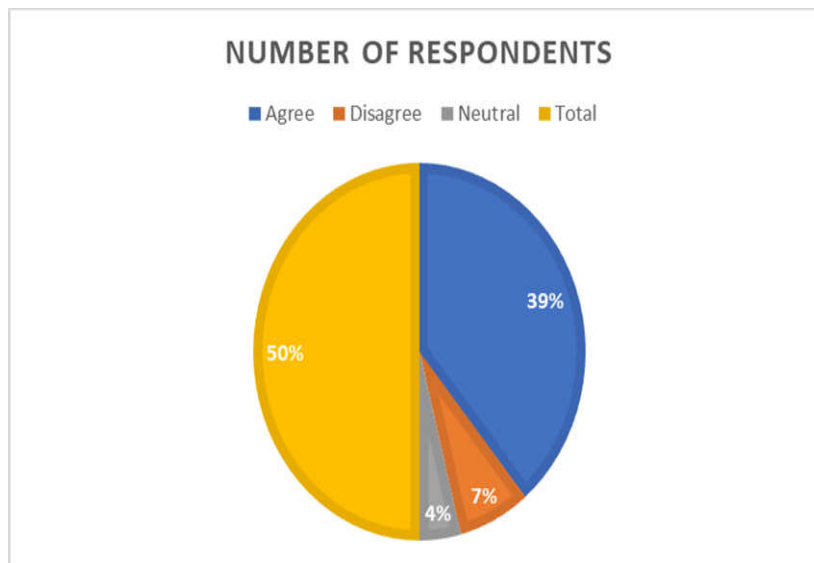
### Survey Questions:

1. How often do you purchase items recommended by social media influencers?
2. What attributes do you think increase an influencer's credibility?
3. What are the websites that influence your purchases the most?
4. Do you find suggestions from mega-influencers or micro-influencers more compelling?

### Data Summary

- Out of 150 respondents surveyed, **117 (78%) agreed** that influencers positively impact consumers' purchasing decisions. This shows a strong majority in favor of influencer marketing.
- Around **21 respondents (14%) disagreed** with the statement. This indicates a small segment of consumers who are not convinced about the role of influencers.
- About **12 respondents (8%) remained neutral**, suggesting that they are either unsure or indifferent about the influence of social media influencers on buying behavior.

Response	Number of Respondents	Percentage
Agree	117	78%
Disagree	21	14%
Neutral	12	8%
<b>Total</b>	<b>150</b>	<b>100%</b>



## Results and Discussion

1. According to 78% of respondents, reliability is the most important consideration when choosing whether to buy a product that an influencer has recommended. Transparency increases customer trust, especially the unambiguous disclosure of sponsored adverts. This lends credence to H1 because customer purchasing behavior is greatly influenced by trust.
2. Influencers that share personal tales and interact directly with their followers are preferred by respondents, according to the impact of relatability. Micro-influencers were preferred by most participants over mega-influencers, indicating that relatable influencers performed better than celebrities. This demonstrates how micro-influencers may effectively promote H2 and keep people interested.
3. Platform Preferences: It was found that TikTok, Instagram, and YouTube were the three platforms that most significantly influenced consumer choices. These platforms increase product visibility and engagement through their interactive and visual elements.

4. **Quality of Information Is Important:** Information that is well-written, including in-depth product reviews and instructional manuals, is crucial for swaying customer choices. Influencers are viewed as more reliable and trustworthy when they prioritize producing knowledgeable material.

**Advertiser Implications** When selecting influencers, marketers should prioritize authenticity and audience alignment. Long-term partnerships with micro-influencers can increase trust and engagement. Using a variety of platforms tailored to certain target audiences can also improve the efficacy of marketing.

**Suggestions:**

1. Support influencers that have specialized audiences for more focused ads.
2. Ensure that genuine and open communication is a part of all marketing.
3. Evaluate the effectiveness of campaigns using analytics, and adjust plans as needed.

## Conclusion

Consumer behavior is significantly impacted by social media influencers, who also give advertisers a unique way to interact with their audience. A key component of an influencer's ability to influence customer decisions is their honesty, trustworthiness, and dependability. This study demonstrates how micro-influencers and trust-building tactics have a particularly significant impact on consumer behavior. As influencer marketing develops, businesses that want to successfully navigate the digital landscape will still need to understand these components.

## References

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