

The Impact Of Influencer Marketing On The Buying Behaviour Of Young Consumer

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Abstract: *This study explores the impact of influencer marketing on the buying behaviour of young consumers, focusing on the different age group. With the rise of social media platforms and digital content creators, influencer marketing has become a leading strategy for brands to reach and engage this demographic. The research examines how influencers, through their personal branding, authenticity, and convincing content, influence consumer attitudes, purchasing decisions, and brand loyalty. The study also investigates the role of factors such as trust, perceived credibility, and social media engagement in shaping consumer behaviour. Through a combination of surveys with young consumers, the finding reveals a significant correlation between the gender and influencer on social media. The results suggest that influencers marketing plays essential role Influencer marketing shapes young consumers' buying behaviour by enhancing brand awareness and creating a sense of trust through relatable confirmations.*

Keywords: *Influencer marketing, young consumer, purchasing decision.*

I. INTRODUCTION

Influencer marketing has emerged as one of the most influential strategies in the modern digital era, particularly when it comes to shaping the buying behaviour of young consumers. As digital natives, younger generations are highly engaged with social media platforms, where influencers individuals with a substantial following often act as trusted sources of information, entertainment and lifestyle inspiration. The impact of influencer marketing on young consumers is multifaceted, with influencers shaping opinions, creating trends, and directly purchasing decisions. Young consumers are more likely to engage with brands promoted by influencers who align with their values and interests. The perceived authenticity and relatability of influencers, along with their ability to create emotional connections, make them highly effective in shaping consumer behaviour. This shift in purchasing patterns is not able in industries such as fashion, beauty, technology and lifestyle products, where influencer endorsements can significantly impact a products visibility and sales.

OBJECTIVE OF THE STUDY

- ✓ To examine the relationship between influencer marketing and consumer purchase decision.
- ✓ To analysis how influencer affect consumer loyalty.
- ✓ To study the factors that affects the purchase decision of young consumer.

II. REVIEW OF LITERATURE

Casalo et al., (2020) Young consumers are generally more skeptical of overt advertisement, preferring influencer content that feels organic and scripted.

Lou & Yuan (2019) Suggest that influencers who maintain a genuine persona and engage openly with their followers are more likely to influence purchasing decisions.

Casalo et al. (2018) argued that young consumers prefer micro-influencers (those with smaller but highly engaged followings) over macro-influencers because they seem more genuine and connected to their audience.

De Veirman et al. (2017) Influencers often create emotional bonds with their followers, which can lead to increased consumer trust and brand loyalty. This emotional connection can drive purchasing decisions, particularly when influencers promote products that align with their followers' values, lifestyle, or aspirations.

Chou et al., (2016) young consumers often look to influencers for guidance on trends, purchase, and lifestyle choices. This behavior is amplified by the peer network effect, where consumers are motivated to conform to social norms set by influencers. The sense of belonging and the desire to fit into a particular community can influence young consumers' buying decision.

Neilsen, (2015) found that 70% of young consumers trust online reviews and recommendations from influencers more than traditional advertisements. The ability of influencers to create a sense of urgency or exclusivity-such as promoting limited-time offers or exclusive products.

STATEMENT OF THE PROBLEM

The rise of social media platforms has revolutionized the way businesses approach marketing, leading to the emergence of influencer marketing as a key strategy. Influencers, who have a significant following on social media platforms, are increasingly being used by brands to reach younger consumers. However, there is limited understanding of the specific impact that influencer marketing has on the buying behaviour of young consumers. This research seeks to examine the extent to which influencer marketing affects the purchasing behaviour of young consumers, including factors such as trust, product relevance, and perceived authenticity.

III. METHODOLOGY

This research adopted descriptive approach with sample size of 50 from Mayiladuthurai district. Simple random sampling method was used to select the targeted samples. This research is mainly focused to young consumer's buying decision in influencer marketing. Both primary and secondary data were collected. The primary data were collected through questionnaires. Secondary data were collected from various unpublished records, journals, websites etc.

LIMITATION

The sample has been taken from 50 respondents and it is considered as one of the greatest limitations. As this study is interned only to the respondents of Sirkali town, the finding and suggestions are only applicable to this town. Conclusion from this study have been found by the respondent's responses.

DATAANALYSIS ANDINTERPRETATION

Data was collected from 50 respondents. The study was limited to specific city, sample size was limited.

CORRELATION TEST ANALYSIS

HYPOTHESIS: H_0 = There is no relationship between gender and influencer on social media.

H_1 = there is a relationship between gender and influencer on social media.

	mean	Std. deviation	N
Gender	1.68	0.471	50
Influencer on social media	2.70	1.147	50

DESCRIPTIVE STATISTICS

CORRELATION			
		Gender	Influencer on social media
Gender	Pearson correlation	1	-.068
	Sig. (2-tailed)		.639
	N	50	50
Influencer on social media	Pearson correlation	-.068	.1
	Sig. (2-tailed)	.639	
	N	50	50

CONFIDENCE INTERVALS

Pearson correlation	Sig. (2-tailed)	95%confid ence	Interval (2-tailed) ^a
		Lower	Upper
Gender – influencer on social media	-.068	.639	-.340 .214

a. Estimation is based on fisher's to -z transformation.

IV. FINDINGS OF CORRELATION ANALYSIS

There was negative correlation between gender and influencer on social media $r = -.068$ $n = 50$ however the relationship was significantly $p = .005$. The null hypothesis is rejected. The alternative hypothesis is accepted from this correlation test we came to know that there is a relationship between gender and influencer marketing because the gender belonged to female were highly influenced may be influencer marketing.

FRIEDMAN TEST

HYPOTHESIS: Influence of social media has effect on the different age group on their purchase decision.

DESCRIPTIVE STATISTICS

N		Mean	Std. deviation	minimum	maximum	percentiles		
						25 th	50 th (median)	75 th
Social media	50	2.3800	1.12286	1.00	4.00	1.7500	2.0000	4.0000
age	50	1.3400	.84781	1.00	5.00	1.0000	1.0000	1.0000

FRIEDMAN TEST RANKS

	Mean rank
Social media	1.80
age	1.20

TEST STATISTICS

N	50
Chi-square	23.684
df	1
Asymp.sig.	<0.01

a. friedman test

FINDINGS OF FRIEDMAN TEST ANALYSIS

There was an influence between the age group and effect of social media. Because its effect the purchasing decision of young consumer in social media (i.e.) $p = <0.01$ the p value is less than the chosen significance level $p = .005$

V. FINDING, SUGGESTION

FINDING

Young consumers tend to trust influencers more than traditional advertisements. Influencers often create an reliable connection with their audience, which influences purchase decisions. Influencer marketing forces social proof. Young consumers are more likely to purchase a product if they see their peers or influencers using it, as they perceive it as trendy or popular. Influencers often create content that resonates emotionally with their followers, making them more likely to engage and make a purchase. The platform matters like Instagram, YouTube, and WhatsApp etc are particularly effective for influencing young consumers. Different platforms cater to varying content formats (videos, stories, posts) that impact buying decisions differently. Influencers are seen as content, and their recommendations often feel more personalized, which leads to higher conversion rates.

SUGGESTION

The impact of influencer marketing on the buying behaviour of young consumers is multifaceted. Influencer marketing can have a positive impact by increasing brand awareness, building trust and credibility, and creating social proof. Influencers can introduce young consumers to new brands, products, or services, and their endorsements can make recommendations more credible and persuasive. Moreover, influencers can create an emotional connection with their audience, making young consumers more likely to engage with a brand. However, there are also negative impacts

to consider. Furthermore, if influencers promote products they don't genuinely use or believe in, it can damage trust and credibility. Influencers often present unrealistic or curated versions of products or lifestyles, leading to disappointment or dissatisfaction among young consumers. Additionally, influencer marketing can create pressure on young consumers to keep up with the latest trends or products. To further understand the impact of influencer marketing, future research should investigate its effects on different demographics, such as various age groups, cultures, or socioeconomic backgrounds. Examining the role of social media platforms in influencer marketing and developing frameworks for measuring its effectiveness are also important areas for future study.

VI. CONCLUSION

In conclusion, influencer marketing has a significant impact on the buying behaviour of young consumers. This demographic tends to trust influencers as credible sources of information, often perceiving them as more relatable and reliable compared to traditional advertisements. Influencers can shape purchasing decisions through their personal recommendations, which young consumers value highly, particularly when it comes to products that align with their lifestyle, values, and identity. Social media platforms play a key role in increasing this influence, enabling real-time engagement and fostering a sense of community around products or brands. As a result, young consumers are more likely to engage with and purchase products promoted by influencers, especially when the influencer has established a sense of trust and rapport with their audience.

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