

IMPACT OF SOCIAL MEDIA INFLUENCER IN PURCHASE DECISION

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Abstract - Influencer marketing has transitioned from more traditional marketing approaches, such as digital marketing, celebrity endorsements, and print advertisements. This relatively new phenomenon experienced a notable surge in popularity around 2016. An influencer typically refers to an individual who has garnered a substantial following on social media platforms like Instagram. Businesses increasingly leverage these influencers as marketing tools to effectively engage with their target audience. Given the significant online presence of millennials, researchers have delved into how their perspectives are influenced by these promotional messages, considering the growing popularity and usage of influencer marketing (Grafström et al., 2018).

The study also sought to determine whether on social media, influencers influence the purchasing choices of their followers. Findings indicate that the influence Social media influencers impact the buying behaviours of consumers is contingent upon the positivity or negativity of their sentiments. In contrast to consumers who have bad attitudes towards social media influencers, who choose not to purchase anything, those who have positive attitudes towards these influencers are more likely to purchase what is being sold. Consumer confidence in social media influencers is bolstered by factors such as originality, a sense of connection. The methodology for data collection and survey in this study will be qualitative in nature. (Kamaldeep S., 2021).

In Lou and Yuan's (2019) study, an investigation was undertaken to comprehend the mechanisms by which influencer marketing influences consumers through social media. To consider source credibility and advertising value, they proposed an integrated approach termed the Social Media Influencer Value Model. To test this approach, an online survey was conducted among social media users who followed at least one influencer. The results revealed that followers' confidence in influencers' branded posts is positively influenced by the informative value of the influencer's content, as well as by attributes such as attractiveness, reliability, and similarity to the followers. This trust, in turn, impacts both brand awareness and purchase intentions. The study also provides an analysis of the implications for both theory and practice (Lou & Yuan, 2019).

Utilizing the Theory of Planned Behaviour (TPB) by Ajzen (1991) and the Social Learning Theory proposed by Bandura and Walters (1963), the present study employs a qualitative research approach to discern the pivotal factors of influencer marketing that influence consumer behaviour. By integrating these theories, the study aims to elucidate the multifaceted aspects of TPB and its role in shaping consumer behaviour within the context of influencer marketing. Based on the research findings, customers sought influencers whose image aligned with specific product categories, indicating a preference for a certain type of influencer for each category. Consumers are influenced at four distinct levels by the posts shared by influencers: increased brand awareness, subject matter expertise, brand preference, and ultimately, purchase preference. Effective influencer marketing hinges on identifying the appropriate type of influencer who can curate narratives, recommendations, and insights to effectively engage the audience (Chopra et al., 2020).

Index Terms - Influencer, Social Media, Purchasing Decisions, Marketing, Trust, Impact

INTRODUCTION

Firms are constantly on a lookout for finding various communication alternatives to reach out to mass audiences. Influencers are people who influence the attitude of their friends, colleagues and the people around them based on their skill and knowledge, but not status. (Vered, 2007).

Influencer marketing is an action where the businesses reach out to people who are more active and vocal, and pay them personally to promote their product to the audience. Influencer, refers to people who resonate with larger audiences mostly because of their profession of being a content creator. Businesses stand to gain significant advantages from partnerships with well-connected influencers.

Influencers usually have various social media platforms, on which they can promote products and services of the company. As it involves reaching to wider audiences, it can also lead to brand awareness and exposure. This strategy which when used by businesses can increase word of mouth. As there are a lot of consumers, who follow social media accounts of creators who they think that they share a similar value, are credible and trustworthy. Consumers often follow the recommendation of the influencer they follow.

There are various types of influencers such as sports and fitness, bloggers and vloggers, beauty, fashion, etc. The influencers' opinions these days the younger generation. It remains one of the most effective solutions for marketers because it aids in the development of relationships with their target audiences.

There are various reasons why influencers play a vital role in marketing these days, but one of the main is reason is that they help to bring in new users, create a safe community for the new users, introduce them to the brand and its benefits and how can it improve the consumers lifestyle, thereby raising awareness of the brand, but also help in development of loyalty among consumers. (Vareško,2017).

The social media platform that followers, utilize is also predefined by their age and gender. All things considered, younger age groups (19–24) prefer Instagram, while those between the ages of 25 and 34 are more likely to use Facebook. (Connolly, 2017)

If we compare the celebrities and influencers in terms of promotions, the influencers seem to be more trustworthy for the brands whose target market is the younger generations. (Lim and associates, 2017:20).

Celebrities are known because of their work, which is generally non-social media activity, whereas influencers are supposedly said to be born on social media, as it is a platform for the activities they are generally known for. (Schouten et al., 2019, Tafesse and Wood, 2021).

Influencer require multiple aspects to have a role in the “market value”. While influencers must adhere to the quantifiable requirements of readily available new age marketing data, but simultaneously at the same time must also select the appropriate brands and businesses without giving in too quickly and jeopardizing their own credibility and dependability in the eyes of the consumers.

It is important for the influencer to partner with a company which shares similar interests and values. In order for their followers to believe the promoted message and respond favourably, the influencers must design campaigns that seem natural to their audience rather than raising suspicions of ambush advertising.

Certain theories of difference, similarity, and balance, followers desire balance and wish to prevent the mental discomfort, resulting from disagreeing with an influencer they had chosen to follow previously. Influencer marketing should have a greater impact on consumers' behaviour than old fashioned celebrity promotion. (Evans et al., 2017, Müller et al., 2018)

Influencers are divided into four categories based on followers:

1. **Mega influencers:** They have more than a million and they earn a minimum of four lakh rupees or more.
2. **Macro influencers:** They have followers from 1 lakh to a million and earn a minimum of between 1.5 lakh–3.5 lakh rupees.
3. **Micro influencers:** They have followers from 10 thousand to a lakh and earn a minimum of 40,000–60,000 rupees.
4. **Nano influencers:** They have less than 10 thousand followers but report the highest engagement rate on Instagram at 8% and earn a minimum of 3-4 thousand.

REVIEW OF LITERATURE

(Abraham et al., 2022)

The study seeks to address the absence in existing research regarding the transition from traditional marketing practices to contemporary ones, specifically focusing on influencer marketing across various digital platforms in the Philippines. It aims to find benefits that cosmetic companies, marketing agencies, and future researchers can get by providing understanding of campaigns. The research seeks to identify factors influencing consumers' perceptions i.e. the purchase intention and recommendation in the beauty and cosmetics industry utilized the credibility of influencers. Employing a descriptive-correlational approach, the study surveyed a sample of two hundred twenty-six (226) respondents. Structural Equation Model (SEM) was employed to assess respondents' perceptions of influencer marketing and their overall attitudes towards the identified factors. The findings revealed that the type of post significantly influences consumer perception and interest in brands. Additionally, influencers themselves play a pivotal role in shaping consumers' purchase intentions and recommendations towards brands. However, the study indicates that the type of post and sponsorship disclosure labels do not significantly impact consumers' perceptions regarding purchase intention and recommendation. (Abraham et al., 2022)

(Daniel, 2020)

The researcher focused on studying influencer marketing, with a particular emphasis on micro-influencers. The research had three main objectives: firstly, to uncover the reasons behind the effectiveness of micro-influencers, who typically have a smaller following compared to macro and mega-influencers. Secondly, to identify the primary social media platforms utilized by influencers. Lastly, to examine consumers' perceptions of influencer marketing, whether they perceive it as aggressive, invasive, neutral, or positive. The thesis employed a combination of primary and secondary data sources. Secondary data, including literature from books, magazines, existing studies, and online sources, formed the foundation for the primary data collection. The primary data consisted of surveys targeted at consumers and an interview with a Finnish YouTuber/social media influencer. Both forms of data yielded similar results. The research found that micro-influencers' effectiveness in influencer marketing stems from their ability to engage more effortlessly with their followers, resulting in the creation of a relatable, trustworthy, and approachable image. This image is either intentionally cultivated or organically developed as a by-product. Additionally, the study revealed that Instagram and YouTube are the most frequently used social media platforms by consumers, thus holding significant potential value for influencers and influencer marketing strategies.

Finally, the findings indicate that consumers generally have a positive perception of influencers and influencer marketing. Even those who do not actively follow influencers on social media do not view paid posts negatively. Moreover, a majority of respondents expressed willingness to consider purchasing a product or service endorsed by a micro-influencer. (Daniel, 2020)

(Zrinka Blazevic Bogнар, Nikolina Plesa Puljic, Dominik Kadezabek, 2019)

The evolution of Internet has brought about huge changes in the environment, profoundly influencing individuals' behaviour. Marketing, as a strategic function within companies, has become essential in business, with the evolution of communication technology providing a new structure for marketing activities. Online networking have revolutionized communication, empowering individuals to become active content creators. Initially seen as a threat due to the loss of rule over communication, companies now actively encourage user participation. In this evolving marketing landscape, "influencers" wield significant influence over consumers. (Zrinka Blazevic Bogнар, Nikolina Plesa Puljic, Dominik Kadezabek, 2019)

(Hwang et al., 2021)

The growing popularity of content creators underscores the importance of understanding how audiences perceive influencers for the success of its marketing initiatives. This study categorized participants into four distinct consumer groups based on their awareness of and expectations for influencers and influencer marketing. The identified groups are labelled as "Advertising Tool," "Entertainer," "Information Source," and "Tastemaker," respectively. (Hwang et al., 2021)

(Lizbetinova, 2022)

Influencer marketing serves as a communication strategy utilizing influencers to target consumers, leveraging consumers' trust in individuals they know and admire to build brand loyalty. Given this premise, the purpose of this study is to establish the theoretical framework regarding the impact of influencer marketing on consumer lifestyles. This entails analysing consumers' perceptions of influencer marketing in relation to their lifestyles through a questionnaire survey focused on Slovak consumers aged 15 and above. The research sample consists of 410 respondents. Through the analysis of questionnaire survey results and the validation of statistical hypotheses, it becomes evident that influencer marketing significantly influences Slovak consumer lifestyles, particularly among consumers under the age of 35. The study concludes by highlighting the effects of influencer marketing on consumer lifestyles and proposing strategies for its effective implementation within companies. (Lizbetinova, 2022)

(Nam & Dân, 2018)

The marketing landscape is evolving alongside the digital realm, and social media influencer marketing presents itself as a promising alternative to traditional marketing methods. The authors conducted a literature review on social media influencer marketing and administered a survey in Ho Chi Minh City. The findings indicate that consumers have a strong tendency to trust influencers, and their purchasing intention is notably influenced by four key factors: the trustworthiness of the influencer, the quality of content, the relevance between the influencer and the product, and the level of consumer engagement. The results underscore the significance of influencer trust as a pivotal component of influencer marketing strategies. (Nam & Dân, 2018)

(Kanaveedu & Kalapurackal, 2022)

In the realm of marketing, influencer marketing has emerged as a significant area of interest for both scholars and professionals due to the influential role influencers play in shaping consumer behaviour. It is essential to conduct a systematic review of literature in this evolving field to gain a comprehensive understanding. Therefore, a systematic literature review was conducted spanning from 2016 to 2021, analysing 65 articles from the ABDC journal to identify relevant research themes, methodologies, theories, variables, antecedents, consequences, and potential research gaps. Based on this analysis, an integrative framework illustrating the impact of social media influencers on consumer behaviour was proposed. Additionally, future research directions were suggested, highlighting knowledge gaps in areas such as theory, methodology, and settings. This research contributes implications for both theoretical development and practical application in the field of influencer marketing. (Kanaveedu & Kalapurackal, 2022)

(Kamaldeep, 2021)

In recent years, influencer marketing has become increasingly popular among companies as a strategy for promoting their brands. This study aims to delve deeper into the influence of social media influencers on consumers' purchasing behaviour. Key factors under examination include consumers' attitudes towards and confidence in influencers. Additionally, the study seeks to determine whether Word of Mouth (WoM) or social media influencers exert a stronger influence on consumers' buying decisions. Findings indicate that the impact of social media influencers on consumers' purchasing behaviour varies depending on their attitudes towards them. Consumers with positive attitudes towards influencers are more likely to make purchases compared to those with negative attitudes, who tend to abstain from buying. Factors such as perceived connection, honesty, and expertise of influencers in their respective fields contribute to consumers' confidence in them. Interestingly, the study reveals that consumers place greater trust in the opinions and experiences of their social circles than in social media influencers. To explore influencer marketing from a consumer perspective, this study will employ a qualitative approach, utilizing semi-structured interviews for data collection and analysis. A minimum of five semi-structured interviews will be conducted to gather insights and formulate the findings of the study. (Kamaldeep, 2021)

(Lou & Yuan, 2019)

This study aims to conduct initial research to elucidate the mechanisms through which influencer marketing impacts consumers on social media platforms. It introduces a comprehensive model, termed the social media influencer value model, which integrates factors such as advertising value and source credibility. Results from partial least squares (PLS) path modelling indicate that the informative content provided by influencers. Subsequently, this trust influences both brand awareness and purchase intentions. The study concludes with discussions on theoretical implications as well as practical insights for marketers and influencers. (Lou & Yuan, 2019)

(Chopra et al., 2020b)

The current research sheds light on the various dimensions of influencer marketing that influence consumer behaviour, drawing on the Theory of Planned Behaviour (TPB) (Ajzen, 1991) and Bandura and Walters' Social Learning Theory (1963) in qualitative analysis. It is highlighting the positive effects of attitude towards influencers and perceived behaviour control, which enhances domain knowledge. Interestingly, the study found that peer influence did not significantly affect consumer behaviour. Additionally, constructs such as personal relevance, inspiration, and trust were found to positively influence behaviour, whereas perceived risk did not exhibit any effect. The alignment between products and influencers emerged as a crucial consideration for consumers, as they followed influencers based on product categories. Depending on the content shared by influencers, consumers were influenced at multiple levels, including increased brand awareness, subject matter expertise, brand preference, and overall preference. Effective influencer marketing strategies entail identifying the appropriate influencers capable of delivering curated advice, narratives, and recommendations to foster engagement with the audience. (Chopra et al., 2020b)

(Belanche et al., 2021)

In the contemporary landscape, influencers play an increasingly pivotal role in disseminating information and fostering innovation among their followers. Drawing from theories such as balance, cognitive dissonance, and congruity, this current study emphasizes the significance of a congruence psychological mechanism within influencer marketing endeavours, shedding light on its potential to enhance the efficacy of this emerging mode of persuasive communication. Through an exploration of consumers' behavioural inclinations upon encountering product endorsements from fashion influencers on Instagram, the research investigates the alignment among three key elements inherent in influencer marketing campaigns: the influencer, the consumer (or follower), and the sponsored brand. Conducted with 372 followers of a renowned fashion influencer, the findings validate that when there is a consistent and strong alignment between the influencer and the consumer. This alignment, in turn, cultivates more positive attitudes toward the product, along with heightened intentions to purchase and recommend it, thereby maximizing the effectiveness of influencer marketing initiatives. (Belanche et al., 2021)

(Renchen, 2020)

This study assesses the influence of influencer marketing on consumers, focusing on the German B2C markets where online influencers have long been established, yet research in this area remains limited. Marketing managers lack clarity on how to develop influencer marketing strategies and which influencers to engage to optimize their consumer-level marketing efforts. Drawing from a comprehensive review of theoretical and empirical literature, the study employs a mixed-method approach involving semi-structured interviews with three German fashion influencers and a consumer survey (N = 385) targeting their followers. Findings reveal that factors such as the depth of influencer network engagement, intrinsic motivation of influencers, authenticity in communication style, and the genuine nature of influencer posts positively impact consumer followership, brand awareness, and purchase intention. Consequently, the empirical investigation sheds light on key determinants within the German B2C fashion influencer sector. Marketing managers are strongly encouraged to carefully select influencers and align their marketing strategies with their company values and product offerings based on these findings. (Renchen, 2020)

RESEARCH METHODOLOGY

➤ Research Objectives

1. To study the role of influencers and their effect on consumers in India of different age groups.
2. To identify trends and make future projections for influencer marketing in the digital landscape.
3. Examining customer satisfaction after purchasing a product promoted by an influencer.
4. To examine if social media influencers create better brand awareness than offline advertisements (such as through televisions, newspapers, flyers, etc).

➤ The Research Approach

The research approach was quantitative, as it involved collecting numerical data through a structured survey. The survey questions were designed to collect specific information about participants' place from where they are, time spent on social media, and their views towards influencer marketing. The data was then analysed using professional methods to identify patterns, trends, and relationships between variables. This approach allowed for a systematic and objective examination of the research questions, providing valuable insights into the impact of influencer marketing on consumer behaviour.

➤ Sampling Method

We used a random sampling method to select 126 students aged 15 to 25 for our survey on influencer marketing. The survey aimed to get to know the impact of influencer marketing on consumer behaviour, particularly among young adults. Data was collected through a Google Form, and the majority of respondents reported spending 1-3 hours on social media daily. The most preferred social media platforms were Instagram and YouTube. The survey also revealed that social media influencers have a significant impact on purchasing decisions, with many respondents admitting to buying products based on influencer recommendations. Overall, the research provides valuable insights into the role of influencers in shaping consumer behaviour among young adults.

➤ Sample Size

In our research, we surveyed a total of 140 individuals to gather data on consumer behaviour influenced by social media influencers. Out of these, 126 respondents completed the survey, providing valuable insights into their preferences and purchasing patterns. This sample size of 126 represents a significant portion of the target population, allowing for meaningful analysis and drawing reliable conclusions about the impact of influencer marketing. The high response rate indicates a strong interest in the topic among the surveyed individuals, enhancing the validity and reliability of our findings.

➤ Location of Study

The location of the study for this research is primarily online, as data was collected through a Google Form survey. Participants were able to access the survey from any location with internet access, making it a convenient and accessible method for data collection. Since the study focused on social media usage and influencer marketing, the online platform was well-suited for reaching a wide range of participants across different geographical locations. The online nature of the study also allowed for a larger sample size and increased diversity among participants, enhancing the reliability and generalizability of the findings.

➤ **Data Collection Method**

The data for this research was collected using a primary method through a Google Form survey. The survey was designed to collect information on various aspects of influencer marketing and its impact on consumer behaviour. Participants were selected using a random sampling technique, by making sure that each member of the target population had an equal chance of being included in the sample.

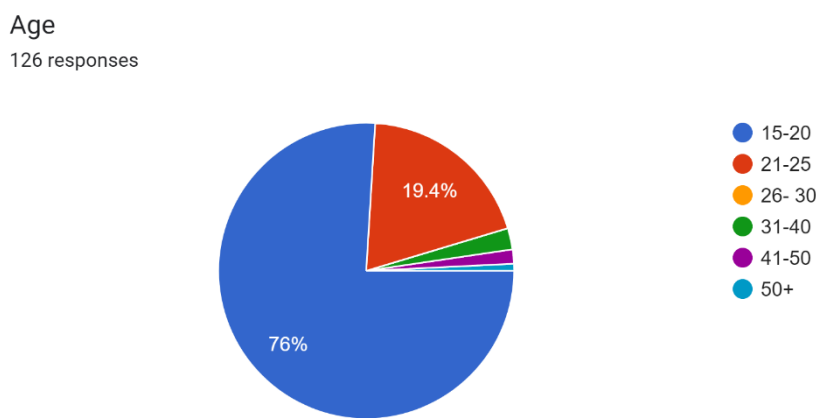
The survey included questions about the participants' age, profession, social media usage habits, preferred social media platforms, online shopping behaviour, and the influence of social media influencers on their purchasing decisions. The responses were then compiled and analysed to draw conclusions about the role of influencer marketing in shaping consumer behaviour.

FINDINGS

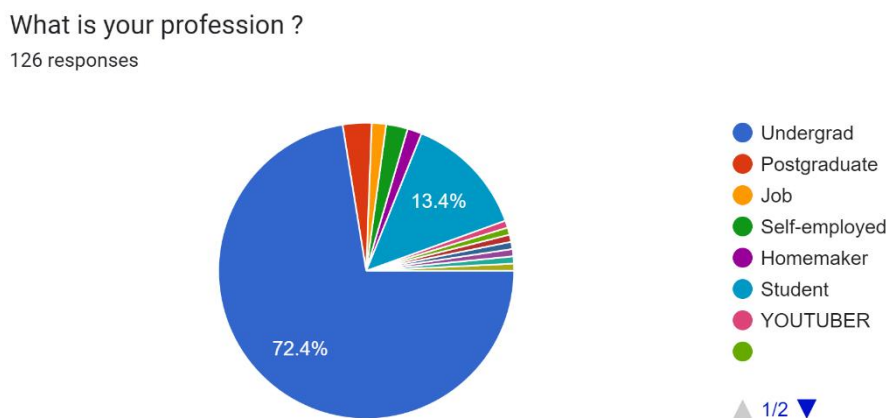
The data highlights the influence of content creators and the importance of consumer reviews in shaping purchasing decisions among the surveyed participants. These insights can be valuable for brands looking to leverage influencer marketing and social media advertising to reach their target audience effectively.

The data from the survey we conducted provides valuable insights into social media usage and purchasing behaviour of the respondents.

1. **Age Distribution:** Participants' ages range from 15 to 25 years old, with some responses indicating a broader age range, suggesting a predominantly young audience.



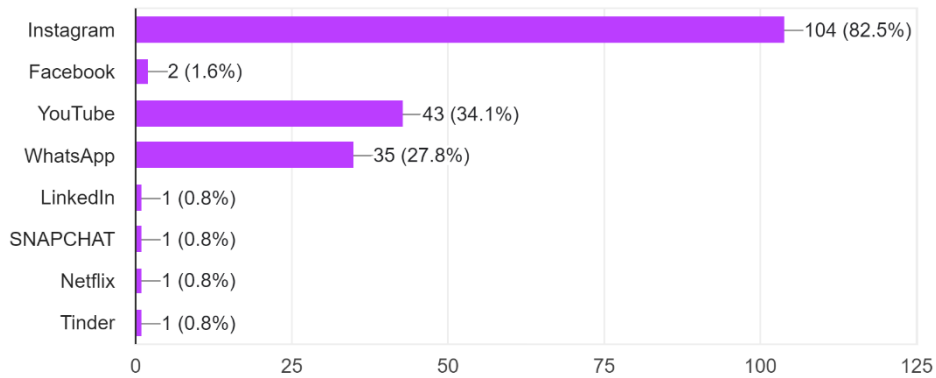
2. **Professions:** The majority of respondents are students or undergraduates, indicating that this demographic is highly engaged with social media and online shopping.



3. **Preferred Social Media Platforms:** Instagram and YouTube are the most commonly used platforms among the respondents, highlighting their popularity for both entertainment and shopping purposes. WhatsApp also appears to be popular, likely for communication rather than shopping.

Which app do you use the most?

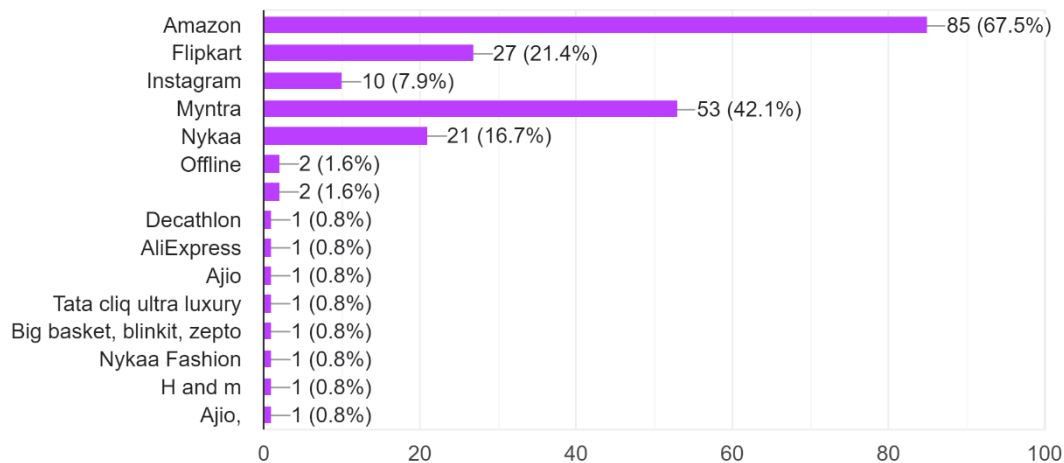
126 responses



4. **Most Used Shopping Apps:** Amazon, Myntra, and Flipkart are the top choices for online shopping, indicating that these platforms are trusted and widely used among the participants.

Which app do you mostly prefer for online shopping?

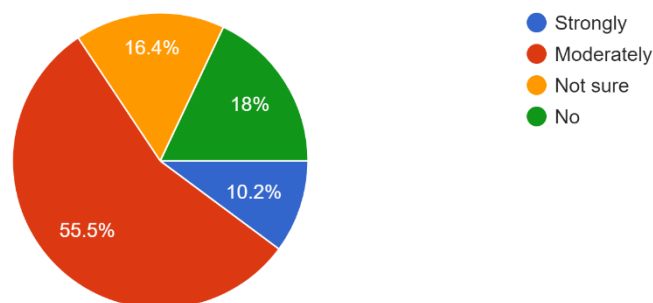
126 responses



5. **Influence of Social Media Influencers:** A significant number of participants indicate that social media influencers moderately or strongly affect their purchasing decisions, highlighting the impact of influencer marketing.

Do social media influencers affect your purchasing patterns?

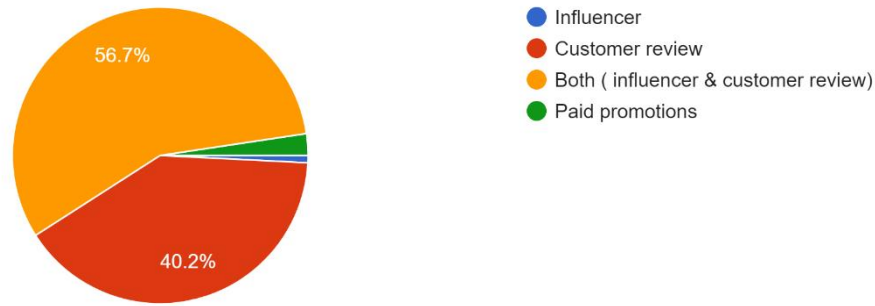
126 responses



6. **Impact Factors on Purchasing:** Customer reviews and influencer recommendations are cited as influential factors in purchasing decisions, indicating that social proof plays a crucial role in consumer behaviour.

What impacts you more while purchasing a product?

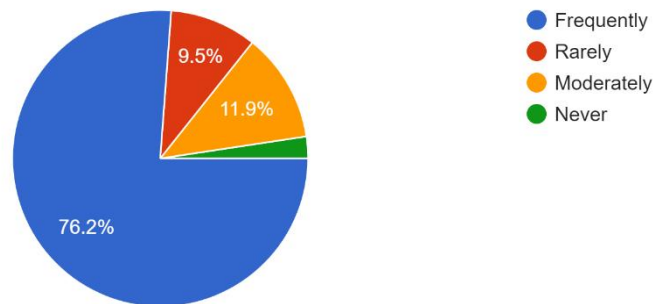
126 responses



7. **Frequency of Sponsored Ads:** Participants frequently encounter sponsored ads on social media platforms, suggesting that advertising on these platforms is effective in reaching the target audience.

How often do you see sponsored ads on social media apps?

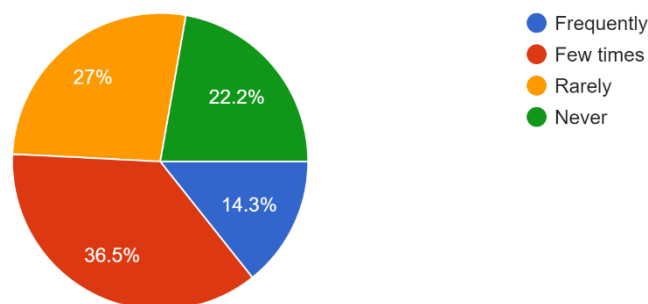
126 responses



8. **Unfollowing Influencers:** Some respondents admit to unfollowing influencers due to excessive sponsored content, indicating that authenticity and balance in content are important to maintain audience engagement.

Have you ever unfollowed an influencer due to excessive sponsored content?

126 responses



9. **Favourite Influencers:** Various influencers are mentioned as favorites, including Bhuvan Bam, Prajakta Koli, and Kylie Jenner, suggesting that influencers from different genres and regions have a significant impact on the audience.

Some respondents mention specific products they have purchased based on influencer recommendations or customer reviews, indicating a direct link between influencer content and purchasing behaviour.

Based on the survey outcome, considerable number of participants place trust in influencers. This is evidenced by the significant proportion of respondents who stated that creators play a moderate to strong role in affecting their purchasing decisions. Moreover, the fact that respondents mentioned specific products they purchased based on influencer recommendations indicates a substantial level of trust and influence that influencers have over their audience's purchasing behaviour.

However, degree of trust in influencers can change among individuals and depending on the context of the recommendation. Factors such as the influencer's credibility, the relevance of the recommendation to the individual's needs, and the perceived honesty of the influencer's content can all impact the level of trust placed in influencers.

DATA INTERPRETATION

- Many of the respondents were of the age 15-20 years, accounts for 76% of the total sample size.
- About 72.4 % of the respondents were students currently pursuing their undergrad studies.
- Instagram had a high percentage of users as they had roughly 82.5% with YouTube being the second most popular at 34.1%, followed by WhatsApp of 27.8%.
- 51.2% of the respondents spent their time on social media for 1-3 hours, while 41.1% of them spent it for 4-6 hours.
- Major platforms for online shopping are Amazon, Myntra and Flipkart accounting for 67.5%, 42.1% and 21.4% respectively.
- About 55.5% people believe they are moderately influenced by influencers affecting their purchase patterns and 18 % refuse to say the same.
- 56.7% respondents considers both reviews and influencers while purchasing a product, while 40.2 % stresses only on customer reviews.
- 76.2% respondents come across sponsored ads frequently.

SUGGESTIONS AND RECOMMENDATIONS

1. **Select Genuine Influencers:** Opt for influencers who authentically connect with their audience and share your values and interests. Their genuine content indicates a more reliable recommendation.
2. **Expand Your Platforms:** While Instagram and YouTube are popular, explore influencers on other platforms like Snapchat and WhatsApp for fresh perspectives and new discoveries.
3. **Stay Open to New Experiences:** Be receptive to products recommended by influencers, but conduct your research to ensure they meet your expectations.
4. **Content Authenticity:** Create genuine content that matches the influencer's style and voice. Authenticity is valued by consumers, and honest recommendations from influencers are more likely to influence their purchasing decisions.
5. **Monitoring and Evaluation:** Regularly monitor influencer marketing campaigns using (KPIs) such as engagement rate, reach, and conversion rate. Such data can help businesses refine and optimize future campaigns.

SCOPE OF RESEARCH

This study aims to deeply examine influencer marketing dynamics, particularly its impact on consumer behaviour across various demographic segments like age groups and professions. By assessing influencer marketing's effectiveness on different social media platforms, the research aims to reveal the most influential platforms and the reasons behind their impact. It also seeks to pinpoint the critical factors contributing to trust in influencers and their content, which is essential for successful marketing endeavours.

Furthermore, the study intends to illuminate influencer marketing's role in shaping not only individual purchasing decisions but also broader brand perceptions. Through trend analysis and future projections, it aims to anticipate how influencer marketing strategies might evolve and how businesses can adapt in this dynamic environment.

Additionally, the research will compare the effectiveness of different influencer types, including macro, micro, and nano influencers, to understand their relative impact on consumer behaviour. This comparative analysis will offer valuable insights for marketers seeking to enhance their influencer partnerships.

Moreover, ethical considerations and transparency issues in influencer marketing will be addressed to ensure practices align with consumer expectations and regulations. Lastly, by evaluating the ROI and performance metrics of influencer marketing campaigns, the study will provide data-driven insights for businesses to measure campaign success and refine their strategies for improved outcomes.

LIMITATIONS OF RESEARCH

1. **Limited Age Range:** The survey mostly targeted individuals aged 15 to 25, potentially skewing the results and limiting their generalizability to a broader age range.
2. **Sampling Bias:** The majority of respondents were students or undergraduates.
3. **Self-Reported Data:** Relying on self-reported data introduces the possibility of bias and inaccuracies in responses, affecting the reliability of the outcomes.
4. **Qualitative Nature of Data:** The research is qualitative because it relies on open-ended questions, providing subjective insights that are not easily quantifiable or generalizable.
5. **Lack of Future Projections:** This limits the statistical rigor and ability to make precise, quantitative conclusions.
6. **Lack of Future Projections:** The survey lacked bold examples or projections for the future of influencer marketing, limiting insights into its potential evolution and trends.

7. **Knowledge Disparity:** Millennials exhibited less knowledge about influencer marketing compared to Gen Z, potentially biasing opinions and affecting the representativeness of survey results.

The survey aims to explore the nuances of consumer behaviour towards influencer marketing, which is more aligned with qualitative research objectives of exploring and understanding phenomena in depth. Overall, the survey's emphasis on collecting descriptive and subjective data through open-ended questions suggests a qualitative research approach, focusing on gaining insights and understanding rather than numerical measurements.

CONCLUSION

India has experienced a marked uptick in influencer marketing, driven by the burgeoning presence of social media. This has provided brands with a fresh channel to engage with their target demographics through influencer endorsements. Particularly in India, brands are employing this tactic to reach the highly active younger generation on social media.

As per the study's results, influencers, adept at catering to specific markets, wield significant influence over consumer perceptions and attitudes. This modern tool of influencer marketing gives agencies an edge over traditional advertising methods in engaging consumers and boosting brand visibility.

The rise of influencers has also contributed to the growth of the creator economy, encompassing businesses led by independent influencer marketers, content creators, bloggers, and other creatives. This sector represents a mix of theories and trends within the influencer marketing sphere.

In conclusion, the research indicates that we have entered the era of influencers, with a substantial impact on consumer purchasing decisions and behaviour. Brands are increasingly aiming for authenticity and a stronger connection with their audience, leading to a greater reliance on influencers as brand representatives. As social media influencer marketing continues to expand rapidly, companies are expected to collaborate with successful influencers to bolster their brand presence and influence consumer purchasing decisions.

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