

Major Research Project
on
“TO STUDY THE IMPACT OF
INFLUENCER MARKETING ON
CONSUMER BEHAVIOR”

Submitted By

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2K22/DMBA/17

Under the Guidance of

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CERTIFICATE

This is to certify that Annie Tripathi (2K22/DMBA/17) has submitted the research report titled “To study the impact of influencer marketing on consumer behavior” in partial fulfilment of the requirements for the award of the degree of Master of Business Administration (MBA) from Delhi School of Management, Delhi technological University, New Delhi during the academic year 2023-24.

Dr. Archana Singh

Associate Professor

DECLARATION

I, Annie Tripathi, student of Delhi School of Management, Delhi Technological University hereby declare that the Summer Internship on “To study the impact of influencer marketing on consumer behavior” under the guidance Dr. ARCHANA SINGH, Delhi School of Management in partial fulfillment of the requirement for the award of degree of Masters of Business Administration (MBA) is the original work conducted by me. I also confirm that neither I or any other person has submitted this project report to any other institution or university for any other degree or diploma. I further declare that the information collected from various sources has been acknowledged in this project.

Annie Tripathi
2K22/DMBA/17

ACKNOWLEDGEMENT

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Name and Signature of Student: Annie Tripathi

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EXECUTIVE SUMMARY

The topic of my research is “To study the impact of influencer marketing on consumer behavior”. This study aims to analyse the effects of social media influencers on consumers. It aims to explore the change or shift in consumers’ mindset owing to influencer marketing.

Influencer marketing has become highly effective way of promoting goods and services of a company since the past decade. In recent years, influencer marketing has become increasingly popular strategy for brands to reach their target audience and influence their behavior. This study aims to explore the impact of influencer marketing on consumer behavior.

The study is an attempt to bring to light the recent uproar of Influencer Marketing on social media how does it affect companies and audience purchase behavior? The data for this paper comes from a small research survey conducted on a sample of 50 consumers to see how influencer marketing impacts consumers' purchase behavior and decisions.

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CHAPTER 1: INTRODUCTION

1.1 Background

Influencer marketing has emerged as the hottest new tactic in recent years for companies trying to reach a wider audience, raise brand awareness, and enhance conversions. Influencer marketing is being used by a whopping 93% of marketers. And it's shown out that this strategy works quite well.

It's much longer than we realise that influencer marketing has existed. Before social media, consumers got their product suggestions from what they saw on television, radio, and print advertisements. However, even the first marketers realised that using well-known individuals in their advertisements may influence consumers' decisions to buy. In the early days, marketing of video games (Early 1970s) was really simple and pretty modest it had normal advertisements through use of print magazines, posters and flyers.

New marketing opportunities were created by the development of the internet. Websites, internet trailers, and promotional materials were introduced. Social media and email newsletters became into platforms for communication and mass reach. An influencer is a person who, in the context of marketing, has the power to sway the decisions of prospective customers. A literary character, a public figure, a sports star, a celebrity, or a reliable friend can all be considered influencers.

The concept of an influencer has evolved slightly in tandem with the growth of social media usage. A person might be considered an influencer if they have a sizable following on social media, friends, etc. It is a strategy that brands deploy by which they tie up with influencers to boost up the marketing of their goods and services. 92% of consumers place more trust in suggestions and reviews from friends, family, previous clients, and reliable advisors (such as influencers) than they do in commercials. It is therefore not surprising that influencer marketing has become more and more popular. Marketers have taken use of influential people's authority since the 18th century. British potter Josiah Wedgwood gained recognition as "Her Majesty's Potter" in 1765 after Queen Charlotte approved of his cream-colored creations. Wedgwood took use of his newfound prominence to market his ceramics as "Queensware," the first luxury brand in history, as he was aware that Queen was history's greatest influencer. His brand was ignited by the royal endorsement, and soon after that, customers began swarming to his establishment and demanding his services.

A new generation of fictitious characters emerged as influencers in the following age. The most well-known instance is the 1932 popularization of Santa Claus by Coca-Cola. Coca-Cola refocused their intended market and helped customers recall the pleasant attributes of the firm. During the worst of the Great Depression, a happy picture of Santa Claus was used to encourage beverage sales by bringing joy to otherwise depressing circumstances.

As a result, they can persuade people to purchase the goods they recommend. For this reason, companies like Pepsi and Nike began partnering with celebrities to promote their goods in exchange for media attention. The shows that really connected the real world with the screen were reality TV, such as *The Bachelor* and *Keeping Up with the Kardashians*. Whether we like to acknowledge it or not, most of us are drawn to the legendary characters on reality TV. The stars are viewed as more genuine and approachable than traditional celebrities to some part because these shows are built around the idea of presenting "reality." Reality TV stars paved the path for

social media by virtue of their instant celebrity and increased viewer interaction.

With the emergence of social networking platforms, people grabbed the possibility to post or repost details of their daily lives with the world. Naturally, owing to their pre-existing notoriety, celebrities, reality TV stars, and even bloggers acquired a large following on social media. However, a new phenomenon emerged very soon after a few "regular" people began to gain significant followings as well, as a result of their very engaging material and intimate relationships with their followers. These "regular" persons gained notoriety as influencers because of their capacity to sway the opinions of their audience. Influencers are more like us than superstars or even reality TV stars. The majority of them don't travel on private jets or possess enormous estates. Rather, they share relatable stuff about the highs and lows as well as the unpleasant aspects of their lives. Their followers have bestowed upon them a great degree of authority and confidence because of their unwavering genuineness.

With the rise in popularity of influencers, companies began to pay them to promote their products on social media and provide them free things in exchange for an audience-wide post. Eventually, this strategy gave rise to the well-known and thriving influencer marketing sector. It's reasonable to say that influencer marketing is at its height right now. Influencers dominate all digital communities in the modern world of business. The following numbers sum it all up:

- 74% of consumers explore products on social media before making a purchase.
- 92% of consumers trust recommendations from friends, family, and influencers.
- Influencers are more trusted by teenagers than traditional celebrities.
- The ROI from influencer marketing is eleven times higher than that of a typical digital campaign. The fact that 40% of internet users use ad-blocking software adds even more weight to the influencers' immense power: a sizable percentage of consumers never ever see the sponsored commercials that firms pay for. Working with influencers is a helpful choice in the age of ad blockers since it enables buyers to find things through content that is relevant to the social media platform they already use.
- Furthermore, 61% of marketers work with influencers to produce content., according to our internal survey. The creation of influencer-generated content (IGC) is efficient and economical. It also happens to be more diverse, relatable, and real, which is why it constantly outperforms studio-shot creativity. Companies can use it in print advertisements, emails, social media campaigns, websites, and in-store displays.

Although influencer marketing has demonstrated results, there has been much discussion in the business around fraud and inauthenticity. Despite the fact that the majority of influencers still value being open and honest with their followers, there seems to be no end in sight to the rumours of the "death of influencer marketing." Combine that with the always shifting social media scene (like Instagram hiding likes, TikTok's ascent, etc.), and it's hard to predict what influencer marketing will look like in the future.

The most astute brands understand that a change is necessary. They have therefore started interacting with their larger audience in order to increase the reach of their influencer marketing campaigns. This does not imply severing connections with influencers. Instead, it entails adding additional community members as brand associates. Seven distinct sorts of people make up a brand community; they all contribute in different ways and have the potential to be fantastic brand ambassadors. They are as follows:

- Influencers: Influencers are micro-celebrities on social media that organizations collaborate with to increase their online presence, access new markets, and establish a connection with their intended audience.
- Consumers: People who buy a company's items and adore them enough to write glowing online reviews and generate talk about the brand. Those in the creative industries, are the ones producing original material and giving common things fresh looks.
- Ambassadors are enduring brand collaborators that fervently advocate for the firms they act as brand ambassadors, educate their audiences about the companies they back, and incorporate the merchandise into their everyday routines with ease.
- Experts are people who work with brands to develop consumer trust, establish reputation in their sectors, and offer transparency. They are people with valid credentials and specialised knowledge.
- Affiliates: Business associates who receive payment for endorsing a brand's merchandise and generating leads that eventually result in sales.
- Workers: Company insiders that contribute to daily business growth and profit by working in both corporate offices and physical storefronts.
-

These community members are capable of so much more—they can co-create content, post glowing reviews, generate word-of-mouth buzz, and offer crucial input. Stronger brands, more devoted customers, greater awareness, and general success are all correlated with stronger communities.

Authenticity and relatability are fundamental components of any effective marketing effort. Because of this, even made-up figures like Santa Claus and "Mikey" from Quaker Oats have the power to affect people's opinions and purchases. Social media's accessibility allows everyone to have an impact on their peers' purchase decisions, particularly if those peers are sincere, ardent brand supporters. Brands no longer own their reputations, stories, and the like.

Its neighbourhood does.

Influencer marketing is the practice of a brand promoting one of its goods or services by working with an online influencer. Some brand-influencer partnerships aren't as obvious as that; they just involve influencers helping firms become more recognisable.

However, if influencer marketing didn't have a far broader range of uses, you wouldn't be reading about it at a website like the Influencer Marketing Hub or hearing about it from anyone. Furthermore, the word "influencer" is crucial. Influencers are everywhere, as opposed to superstars, big personalities. Their massive social media and internet followings are what make them powerful. Influencers could include a well-known fashion photographer on Instagram, an informed cybersecurity writer on Twitter, or a respectable marketing executive on LinkedIn. You merely need to locate the influential individuals in any given industry. Some will have millions or perhaps hundreds of thousands of followers. However, many will appear more typical folks. They might only have 10,000 or fewer fans. Nonetheless, they will have established a reputation as the authorities in their industry. When individuals have questions, they are the ones to go to for the responses and reactions.

Influencer Marketing Statistics

Influencer marketing is expected to reach \$21.1 billion in 2023, a 29% increase from \$16.4 billion the year before. Companies that use influencer marketing are receiving a return on investment of

\$5.2 for every \$1 invested, with the top 13% of companies experiencing a return of \$20 or more. There has been a 465% increase in the word "influencer marketing". Ninety percent of research participants believe that influencer marketing is a successful marketing tactic. 67% of brands utilise Instagram for influencer marketing. In only the last five years, 1360 platforms and firms specialising in influencer marketing have entered the market.

TV ads continued to be an effective marketing strategy for significant game releases. Cinematic trailers were frequently used in high-budget advertising to pique interest.

Gaming became even more popular thanks to product placements in movies and TV series where characters played video games. A new kind of marketing was made possible by the advent of gaming influencers on websites like YouTube and Twitch. For marketing objectives, well-known broadcasters partner with game publishers and creators. Live gameplay demonstrations and developer interviews are also possible on streaming networks, reaching a huge online audience.

Game marketing has become increasingly entwined with the expansion of digital distribution channels like Steam, Xbox Live, and the PlayStation Network.

Microtransactions and downloadable content (DLC) in games provide new revenue streams and marketing opportunities. A key component of game marketing today is the creation and upkeep of vibrant player communities through social media, forums, and gaming conventions.

1.12 Major/Popular influencers in India-

- Virat Kohli
- Rashmika Mandanna
- Bhuvam Bam
- Dulquer Salmaan
- Masoom Minawala Mehta
- Tanmay Bhat
- Ashish Chanchlani
- Kusha Kapila
- Gaurav Taneja (Flying Beast)
- Kenny Sebastian

1.2 Problem Statement

To study how influencer marketing impacts consumers' decision making and purchasing patterns and to what extent is the impact.

It attempts to investigate how brands impact young consumers' intentions to purchase endorsed by celebrities/ influencers within a industry.

1.3 Objectives of the study

The claims and information serve as the foundation for this project's research goals.

- To ascertain effects of celebrity marketing on buying behavior of audience.
- To analyse how well influencer marketing works to raise customer awareness of a brand.
- To investigate how influencer marketing impacts brand perception and consumer behavior.
- To examine the importance of authenticity and credibility of influencers in influencer marketing programmes' success.
- To identify most effective types of influencer marketing campaigns for improving brand perception and driving sales.

1.4 Scope of study

A study's scope consists of boundaries within which the project research has been performed.

According to a theoretical point of view and practical application, The goal of the study is to comprehend the difficulties and efficacy of different marketing strategies. The studies examine various factors such as social media marketing activities, virtual influencers. The research explores impressions of customization, trendiness, electronic oral message on purchase intention. It also investigates social media marketing's impact on consumers' brand engagement behaviour. Overall, these studies contribute to understanding the influence of different marketing strategies formed by influencer marketing on consumer behavior. The research will assist in learning about the actual practices used by top businesses and firms.

CHAPTER 2: LITERATURE REVIEW

Overview

Influencer marketing has become a prominent strategy in the field of marketing, especially with the rise of social media platforms. This strategy involves collaborating with influential individuals. Several studies have been carried out to comprehend the influence of influencer marketing on the behaviour of consumers. These studies have highlighted several key findings. Firstly, influencer marketing has been demonstrated to positively affect consumers' intentions to make purchases. Consumers tend to trust and rely on the recommendations and endorsements made by influencers, leading to an increased likelihood of purchasing the promoted products or services (Wielki, 2020). Secondly, influencer marketing has been found to enhance brand awareness and brand recognition. Through their social media presence, influencers are able to reach a large audience and expose them to different brands and products. This exposure leads to increased brand awareness among consumers, making them more likely to remember and recognize the brand in the future. Additionally, influencer marketing has been found to positively influence consumer attitudes towards a brand or product. Consumers perceive brands endorsed by influencers as more trustworthy and credible, which can shape their overall attitude towards the brand. Furthermore, influencer marketing has been found to have a significant impact on consumer decision-making processes.

Customers are more inclined to think about and assess goods or services that influencers suggest. The persuasive power influencers have, can sway consumer opinions and choices, ultimately impacting their buying behavior. Overall, the literature on influencer marketing and how it affects customer behaviour generally demonstrates how successful this tactic is in influencing consumers' purchase intentions, enhancing brand awareness and recognition, shaping consumer attitudes, and impacting consumer decision-making processes. To summarise, influencer marketing has become a potent instrument for influencing customer behaviour. It has the potential to drive sales, increase brand visibility, and build trust among consumers. The use of influencers in marketing has become increasingly prevalent owing to their capacity to influence the wider section of population. By harnessing the power of social media influencers, companies can tap into a vast potential customer base. Consumer behavior research has shown influencer marketing significantly affects consumers' intentions to make purchases, brand awareness and recognition, consumer attitudes towards a brand or product, and consumer decision-making processes.

Influencer marketing has become a widely adopted strategy in the realm of digital marketing, with companies using social media influencers' wide audience and power to raise brand awareness, reach new customers, and drive consumer behavior (Ghalib & Ardiansyah, 2023). These partnerships between popular social media users and brands have been prevalent since the rise of social media, but it wasn't until 2009 that the US Federal Trade Commission implemented regulations to govern these collaborations, often referred to as the "Mommy Blogger law". The increasing popularity and effectiveness of influencer marketing have prompted researchers and practitioners to examine its impact on consumer behavior. By conducting secondary research on this topic, it has been discovered that there are remarkable effects of influencer marketing on consumer buying behavior and preferences.

Conick (2018) states that influencers can be categorised into three groups based on the quantity of followers they have:

- Micro Influencers: Those who have between 25,000 and 50,000 followers.
- Influencers classified as "mid" have between 25,001 and 100,000 followers.
- Macro Influencers: Those who have more than 100 thousand followers.

An influencer's network size may be reflected in the quantity of followers they have (De Veirman, et al., 2017). More individuals are interested in the account and the content placed on it when the audience is higher (ibid). Companies find this intriguing since, in their eyes, an influencer is more qualified the more followers they have (Conick, 2018). Influencers with a large following are considered popular by customers (De Veirman et al., 2017). It is simpler for customers to follow and take into consideration the advice of influencers because of the "popularity" that has been ingrained in their minds (Cialdini, 2007). Marketing messages and electronic word-of-mouth propagate swiftly among large followings (De Veirman et al., 2017). But having a large following doesn't guarantee that an influencer is credible to their audience or a good fit for the brands (Conick, 2018; Moore, Yang and Kim, 2018). Additionally, it doesn't result in the followers' involvement, which is demonstrated by likes, comments, and shares (De Veirman et al., 2017). According to Conik (2018) and Hall (2016), brand engagement is frequently higher with micro influencers than with macro influencers. 82% of people, according to Hall (2016), would heed the advice of microinfluencers. Furthermore, even though it is a significant aspect, having a large number of followers does not guarantee that they will be active and engaged, which would benefit brands. (Hall, 2016). The influencer's status as an opinion leader is not established by this. According to Hoffman and Turley (2002), state that there are two possible customer behaviours. either the avoidance or the approach behaviour. The following sums up the outcome in terms of consumer attitude:

- a. A wish to remain or depart.
- b. A propensity to disregard it or a desire to interact and discover more.
- c. The choice to interact or remain silent.
- d. Contentment or dissatisfaction with the level of service received.

Social Media Marketing

Utilising social networking sites on purpose to market goods, services, or brands is known as social media marketing. The process entails producing and disseminating content on social websites to interact with intended audiences, build brand recognition, enhance website traffic, and eventually produce leads or sales. This marketing strategy employs a number of tactics, including content creation, paid advertising, interaction with followers, metrics analysis, and strategy adaptation depending on information obtained from social media analytics tools.

Influencer marketing and its impact on consumer behavior-

There's a reason why the topic of confidence and belief comes up so frequently nowadays discussing influencer marketing. Consumers are now aware that celebrity endorsements are paid for, and that advertisements often contain false information. However, because they run the danger of losing their fan base, influencers—people who have gained popularity via their passions—are far more inclined to only recommend products that they have thoroughly researched. Because of this, their audience has faith in them. Ad blocking plays a part in the growing popularity of influencer marketing. Upon examining these patterns and figures, it is rather evident that influencer marketing is important.

Influencer-generated marketing content, as "Cobain" noted, does have an impact on consumer behaviour since it is more believable, authentic, well styled, and visually appealing. In addition, influencers offer a content shift that traditional marketers do not, which has an instant positive effect on audiences and boosts their propensity to buy products. Peer recommendations are often

seen as more reliable than claims made in brand advertisements, thus consumers are more inclined to believe them. A commodity's reputation and associated connection are immediately enhanced if it is accepted inside their circle; hence, the most powerful voices within any group have significant influence on that initial connection. A specific type of social media marketing that has gained popularity recently is influencer marketing. The objective of this scientific contribution is to systematise knowledge about the position and roles of influencers as opinion leaders in the social media environment in order to identify their typology, influence factors, and the intensity of their impact on consumers' decision-making processes. This is based on a comparison of knowledge from the findings of international research studies and the quantitative online research study processed by authors. The survey's results indicated that some products may benefit more from influencer marketing than others. The biggest influencers will be seen when purchasing apparel, accessories, makeup, shoes, and, shockingly, services. Although consumers mostly rely on other considerations when making purchases of gadgets, jewellery, and food.

With regard to this paper, the concept of consumer and buy behaviour is approached more narrowly. This essay focuses on the ways in which the pandemic's tremendous surge in influencer marketing has affected customers' purchasing behaviours.

As the number of influencers rises, so does the diversity of marketing content that these individuals produce. We know that customers give influencers' suggestions a lot of weight, but why? Because they are seen as authorities, influencers are able to build trust within their fan base. Indeed, according to a survey by "Olapic," 39% of customers consider an influencer's level of experience when determining the worth of their recommendations. Although there is nothing new about expertise on the internet, influencers have influenced their followers' purchases by using their knowledge.

Individuals are drawn to one another. People have faith in one another. Individuals are more trusted by the public than companies or marketers. Influencers do exist. The finest influencers are truthful, aware of and respectful of their audience, and capable of providing genuine value to brands as well as their audience of friends and followers that they have accumulated over time. The key is trust. Influencers can also be entertaining and present fresh, innovative approaches to disseminating a brand's message. They are consuming all they can about individuals, goods, application techniques, and advice. Additionally, they adore the influencers who are introducing them to these products and information. Those influencers seem to adore them back, based on my observations.

Twitter influencers increase the effectiveness of your current advertising campaigns. Candidates' purchase intent increased by more than twice to 5.2 times when they were exposed to a campaign that included Tweets from both brands and influencers. (Aka, 2016).

Most marketers think that using influencers to promote their brand brings in better clients. This might be the case since people who utilise social media are typically wealthier and more inclined to tell friends and family about things. When it comes to influencer marketing, blogs and Facebook are significantly more powerful than YouTube, Instagram, and Twitter. Facebook was named as the most effective platform by 25% of respondents, and blogs by 37%.

Influencer marketing was ranked by marketers as the online customer acquisition channel with the quickest rate of growth. Email does not provides the same reach as influencer marketing. One of the most significant online marketing avenues nowadays is influencer marketing. Marketers are witnessing robust returns, and budgets are expanding rapidly. Influencer marketing is bringing in actual money for the majority of businesses. Budgets will continue to rise in the near future with

results like these. (Foster, 2019)

These numbers are noteworthy for firms looking for evaluations that lend legitimacy to their items and encourage purchases, as they surpass the average digital consumer behavior.

Principles of influence-

Marketing strategies include two components: influence and persuasion. Then, influencer marketing makes use of these elements. ("Cialdini", 2007) created six concepts that aid in comprehending people's levels of engagement. The following are these six guiding concepts:

- Reciprocity: this element relates to the sense of obligation we have to someone when we get something for free or as a gift. In this scenario, followers will feel obligated to repay the influencer if they are given the opportunity to win gifts or receive services.
- Consistency: involvement is necessary for this one. People want to continue being reliable and consistent. Therefore, if they took an active role in making the decision, their commitment will be higher.
- Social proof: this one indicates that it's important to be aware of what other people are doing. People can verify their behaviors and feel more secure as a result.
- Authority: Regardless of their legitimacy, individuals are more inclined to believe professionals and authorities than they are to trust themselves.
- Scarcity: It pertains to our yearning for autonomy. When we know a product won't be around forever, it becomes more valuable to us when making a buying decision, which reduces our discretion.
- Liking: According to Cialdini (1998), liking describes the tendency for people to favour others who are similar to them or who they find beautiful.

Additionally, agencies are essential in market research since they conduct in-depth assessments to offer insightful data on consumer behaviour, industry trends, and market dynamics. They make a substantial contribution to the creation and maintenance of a company's consistent brand image, which is essential for long-term success. The marketing and advertising agency sector is a dynamic one that is always changing in response to advancing technology and shifting consumer tastes. Agencies have had to modify and broaden their services to suit the expectations of the contemporary market due to the expansion of digital media and the internet.

To conclude, influencer marketing holds significant promise as a tool for brands to engage consumers and drive desired behaviors. However, its effectiveness depends on various factors, and moral factors should be carefully navigated to continue consumer faith and credibility in the long term.

CHAPTER 3: RESEARCH METHODOLOGY

RESEARCH is an exploration, examination, and analysis of data and sources to determine facts and bring out innovative conclusions about the topic. Research is a structured and well-planned method.

METHODOLOGY OF STUDY-

The project report comprises of the propounded problem, certain assumptions, data that has been collected, and analyzed to come up with conclusions and suggestions. It is presented in a very standardized manner.

Qualitative Survey Method was incorporated to collect and analyze the data. A questionnaire was floated among all age groups. The collected data was then be grouped and analyzed in order to detect any general tendencies within the study that can lead to conclusions about the research objectives.

Sources of data:

1. Primary Source:

Primary data is a type of data which has been gathered by the research workers themselves. It is the newly collected data. It is purely firsthand data. Primary data is collected through interviews from public and audience, and surveys in the form of questionnaire.

Primary data for this study was gathered via survey (questionnaire approach). Primary source is very reliable for any study as it presents clear, honest opinions of the people or target population. Owing to this, the method has always been favored.

2. Secondary Source:

Secondary data is that sort of data which exists already. It includes those facts and figures which were gathered by someone previously and is found to be useful by many researchers later. Secondary data is not accumulated by the person doing the research. It is second hand data but useful and important, nonetheless. It is the data from other sources. Secondary data has been used for preparing this report.

The secondary sources used are as follow:

- Internet
- Sites of social networks
- Textbooks
- A few further reports
- Additional resource

CHAPTER 4: ANALYSIS AND INTERPRETATION

4.1 Introduction to the case

The goal of the project is to investigate how customer behaviour is affected by influencer marketing. Influencer marketing has grown in popularity as a means for brands to connect with and sway the behaviour of their target audience in recent years. The purpose of this study is to investigate how customer behaviour is affected by influencer marketing.

4.2 Data collection

A sample size of 20 individuals was chosen for this project. Because the poll was done online and was anonymous, the sample was picked at random.

Because the majority of internet users value their privacy highly and do not want to divulge providing others with knowledge, especially when taking part in a survey, the poll was carried out anonymously.

The sample size includes consumers- students, working class, non- working class, old aged people.

4.4 Findings and recommendations

There were plenty of learnings involved in the everyday course of this project.

Twenty consumers from all age groups were questioned to determine effects and influence of influencer marketing on their purchasing decisions. The information is interpreted. The young individuals who participated in the poll ranged in age from 13 to 60 and were all heavy users of social sites and consumers of various social media trends. Ten questions made up the survey: name, age, and inquiries regarding respondents' familiarity with influencer marketing, firsthand experiences with it, and opinions on the trend's effectiveness.

Questionnaire

Survey to study the impact of social media and influencer marketing on consumers' buying behavior.

Thank you for participating in this survey.

1. Email *

2. Gender

Mark only one oval.

☐ Female

☐ Male

☐ Other

3. Age

Mark only one oval.

☐ Under 18

☐ 18-30

☐ 30-45

☐ 45 and above

4. Which social media platform do you use the most?

Mark only one oval.

- ☐ LinkedIn
- ☐ Twitter
- ☐ YouTube
- ☐ Instagram
- ☐ Facebook
- ☐ Others

5. Do you pay attention to advertisements on Social Media?

Mark only one oval.

- ☐ Yes
- ☐ No

6. How much time do you think you spend on the social networks per day? And how much time do you spend watching influencers?

7. Do you think Social Media Influencers (SMIs) present themselves in a realistic way?

Mark only one oval.

- ☐ Yes
- ☐ No
- ☐ Maybe

8. Have you ever purchased a product or want to purchase a product promoted by an influencer?

Mark only one oval.

- ☐ Yes, several times
- ☐ Yes, but not often
- ☐ Will buy in future
- ☐ Don't want to

9. If you have made an online purchase as a result of an advertisement on social media, what type of purchase was it?

Mark only one oval.

- ☐ Fashion
- ☐ Beauty
- ☐ Technology
- ☐ Literature/ Educational
- ☐ Sports
- ☐ Others

10. Do you think Social Media Influencers have a higher influence on your online purchasing behavior?

Mark only one oval.

- ☐ Agree
- ☐ Neutral
- ☐ Disagree

11. Does influencer marketing content appeal to you and make you want to check out a brand or buy a product?
12. What is your preferred source of information for your buying decision?

Mark only one oval.

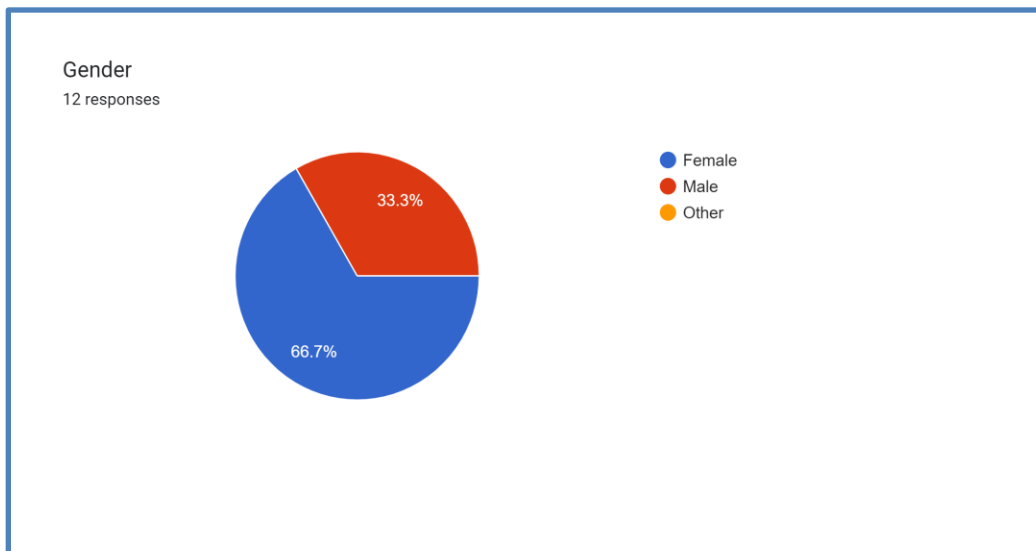
- ☐ Company's website
- ☐ Social media
- ☐ Friends and relatives
- ☐ Advertisements

This content is neither created nor endorsed by Google.

Google Forms

Analysis of findings-

Chart 1



Out of 12 participants, 4 were males and 8 were females.

Chart 2

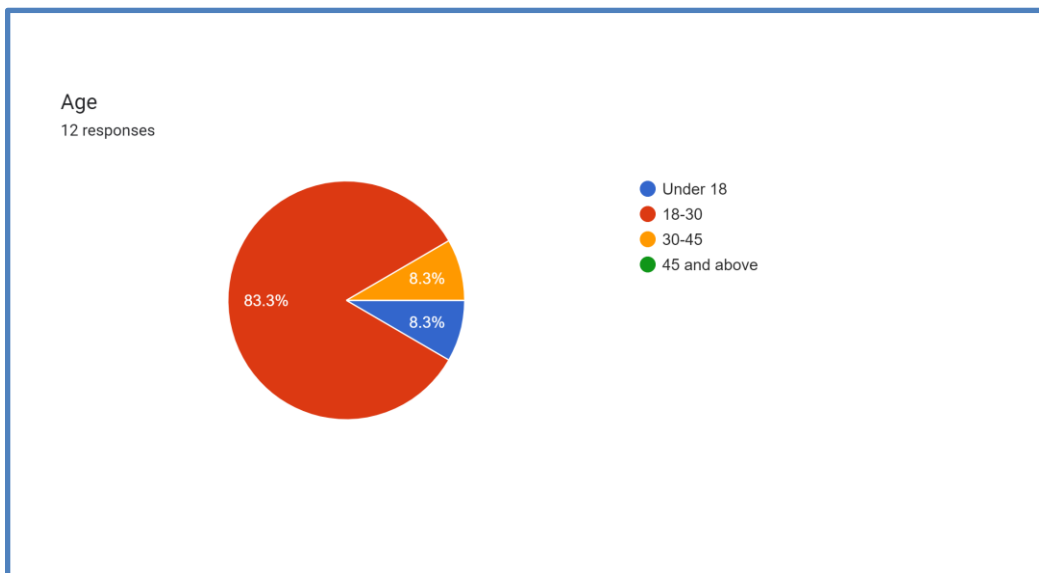
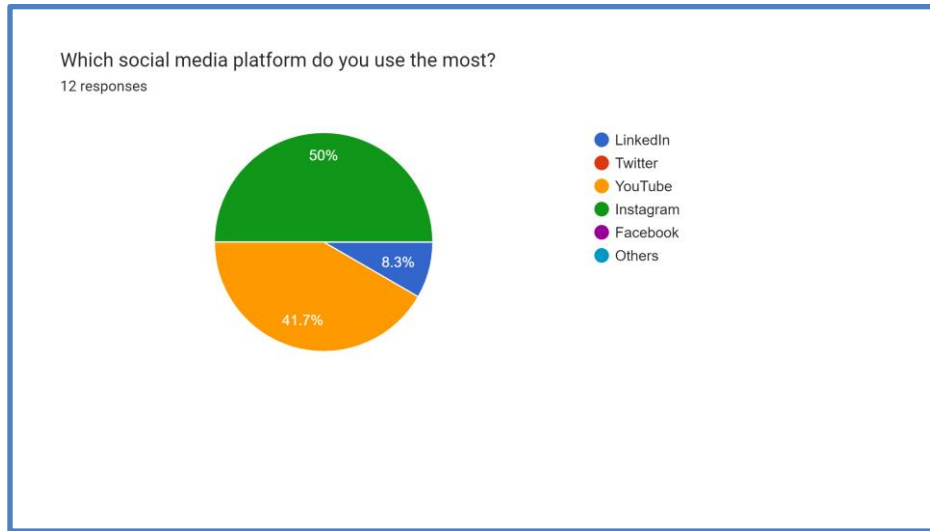
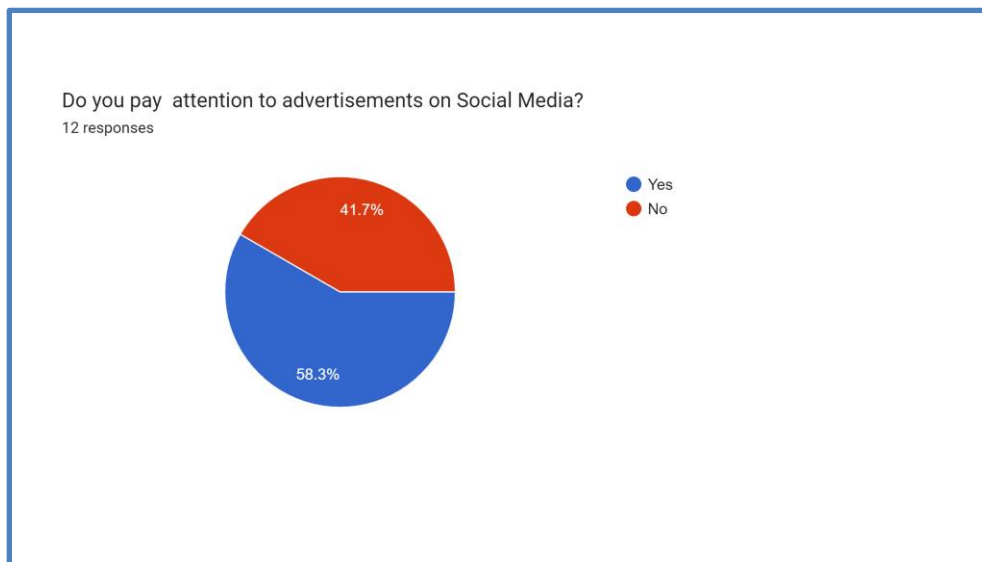


Chart 3



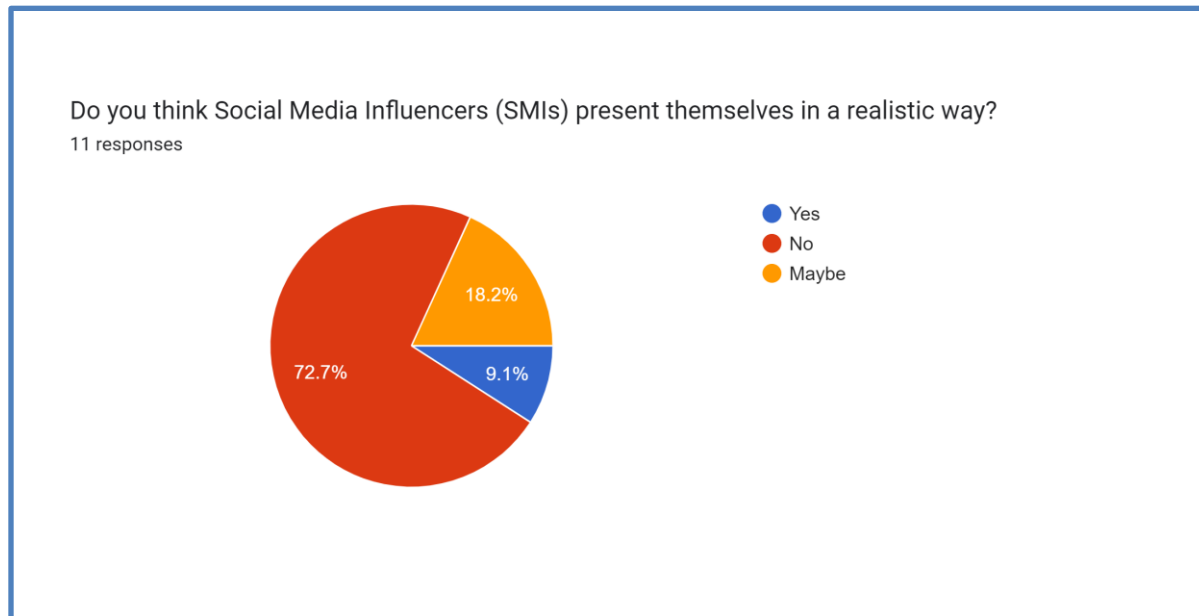
Instagram is the widely used platform given 50% of the respondents use Instagram the most, followed by YouTube and LinkedIn.

Chart 4



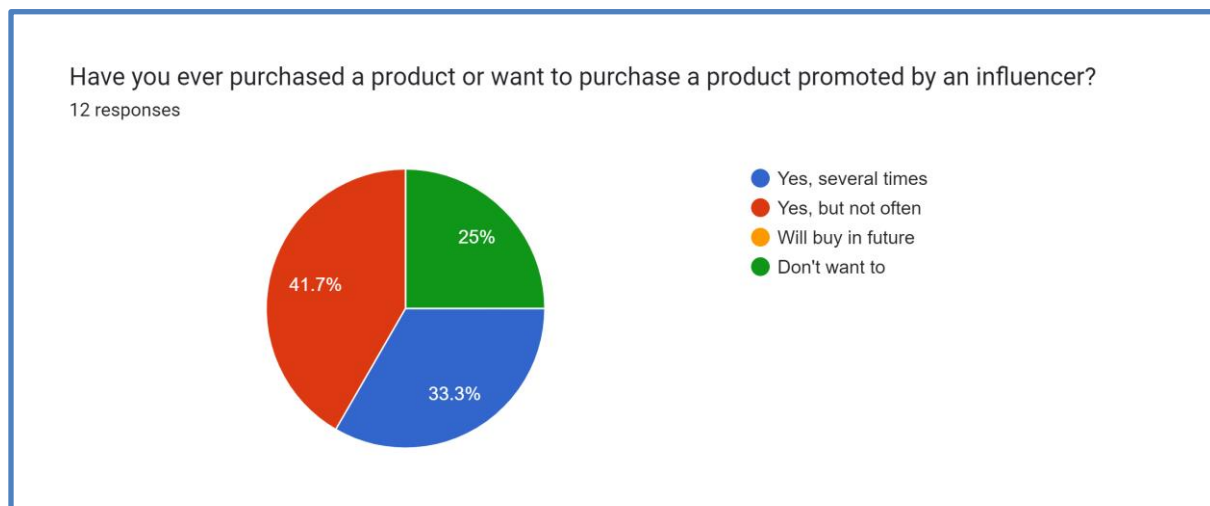
Large number of people pay attention to advertisements.

Chart 5



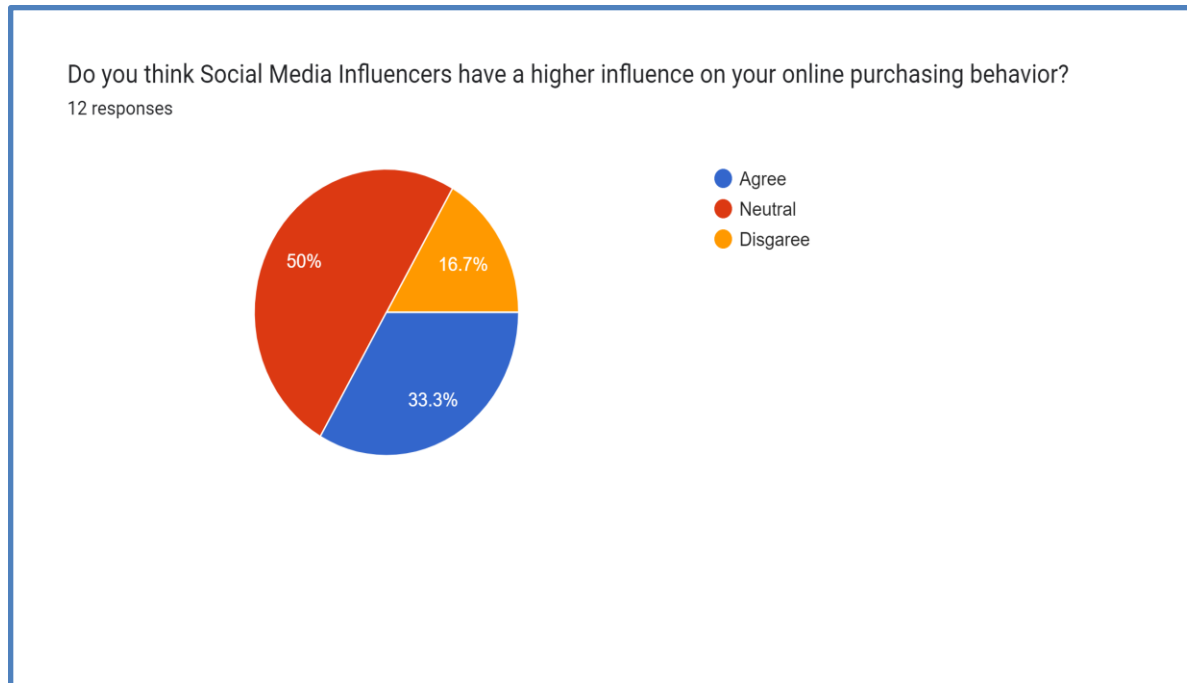
While 72% feel social media influencers do not present themselves in realistic way, 9% feel SMIs present themselves in realistic way on social media platforms.

Chart 5



Around 40% participants don't often express interest in buying the products promoted by influencers whereas 33% buy often, with 25% are not interested in purchasing the products promoted by an influencer.

Chart6



About 50% participants feel that influencer marketing does not have any major impact on their online purchasing behavior while 33% agree that they are significantly influenced by SMIs. There is also a section of participants who totally disagree that SMIs have any impact on their purchasing behavior.

CHAPTER 5: CONCLUSION

Conclusion:

Consumers between the ages of 16 and 45 have become mobile consumers due to technological advancements and the emergence of social networking. And businesses are using social platforms to create effective marketing campaigns. Social media's openness and accessibility have caused customers to reposition themselves in the market, which is unavoidable and requires businesses to develop a new marketing strategy.

From the entire analysis, it can be concluded that most people get influenced by social media influencers to an extent. Therefore, the influencer marketing strategies are able to utilise the connectivity among the followers and the influencers associated with the cultures and lifestyles of the people.

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