

Effect of Digital Marketing on the Young Consumers

Fatima Ishtiyaque Arai

Veer Wajekar A.S.C. College Phunde, Uran

Abstract: *A new digital marketing tool that has emerged today is that of social media influencer marketing. Social media influencers are those individuals who shape consumers perceptions regarding a brand or product through photos, videos and other updates on social media platforms. This research paper is an attempt to identify the effect of various attributes of social media influencers on their credibility and eventually on purchase intention of consumers in Panvel, India. An online questionnaire was used to collect data through Google Forms and the size of the sample was 25. The findings reveal that trustworthiness, information quality and entertainment value have significant direct effects on the credibility of influencers as well as significant indirect effects on the purchase intention of consumers. Also, the purchase intention of consumers is directly affected by an influencer's trustworthiness and credibility.*

Keywords: digital platform, Social media, Digital Marketing

I. INTRODUCTION

Day by day, we are advancing towards a digital era. People today are continuously scrolling on their smartphones or typing away on their laptops. For many people, social media has turned into a basic need and not a day passes by without them checking their social media habitually. Thus, it comes as no surprise that social media networks have also become an important marketing platform today. Social networking websites have become a popular means for brands to achieve the objectives of relationship marketing and enhance their brand value. Many social media platforms are quite popular in India including **Facebook, YouTube, Instagram, Twitter, Snapchat**, etc. The enormous popularity of social media in India can be well understood by the fact that there were 326.1 million social media users in India as of the year 2018, and it is predicted to rise to 447.9 million users in the year 2023 (Statista, 2020). With the increased use of social media, a new type of Digital Marketing has become popular, called Social Media Influencer Marketing. On the one hand, where it is quite common for brands to hire famous celebrities or public figures for endorsing their products and services through traditional advertising channels, social media influencers are common individuals who grow famous online for their knowledge and expertise on a specific topic such as food, fashion, technology, travel, education, reviews, music, movies, sports, etc. "Social media influencers represent a new type of independent third-party endorser who shape audience attitudes through blogs, tweets, and the use of other social media". They regularly create and post photos, videos and other updates related to their topic of expertise on their social media profiles, and other users follow them for their content if they are interested in that particular topic. Influencer marketing is becoming more popular nowadays as it is a modern type of celebrity endorsement which is also affordable. Also, by the time brands hire social media influencers, they have made a name for themselves in a particular domain, so when the influencers sponsor brands related to their field of expertise, then it is possible that consumers might readily believe and accept the opinion of influencers. Today, the social media is crowded with the presence of people having experience in diverse fields, and thus, using social media influencers for marketing communication has emerged as an efficient and valuable means for the brands. This type of marketing might prove to be very valuable in building a long-term relationship with the customers for the companies looking to grow their consumer base and convert them into lasting customers. Different companies can utilise influencer marketing according to their own objectives. The aim of this study is, to investigate the effectiveness of social media influencers for marketing in a developing country like India. Particularly, the research objectives are (1) to study the effect of various attributes of social media influencers on their



credibility. (2) to determine the mediating role played by credibility between these attributes and the consumer's purchase intention.

II. LITERATURE REVIEW

The extant research focused on the theory of reasoned action, source models, and brand admiration for designing a proposed model that reflected the research objectives. The theory of reasoned action has been factored in for this study because it explains the relationship between attitude and behaviour. In this study, the researchers aim to unravel the relationship between brand attitude and purchase intentions for consumer electronics products. The brand attitude is proposed to be formed due to the stimuli of endorsement by an attractive celebrity influencer or an expert influencer. Both these characteristics of the influencers i.e., attractiveness and expertise, are drawn from the source models available in extant literature.

Marketing literature has only recently seen of the rise of the term influencer. Until date, the word influencer lacks a single theoretical definition. According to Brown & Hayes (2008), influencer marketing is the act of an external person who influences the consumers buying choices. Influencer marketing focuses on influencers who command a mass following on digital media to reach the intended target audience to promote brand's message (Smart Insights, 2017). Connick (2018) stated that influencers win consumer trust compared to other online sources. Consumers try their best to advertisements by using ad blockers. In such a scenario influencer marketing is thought to be non-intrusive and more engaging than traditional online advertisements like pop-ups, banners etc. In the digital space, influencers on online platforms have emerged as reliable and trusted sources (Freberg et al., 2011). Influencers were used to create two-way brand communication across online platforms like Facebook, YouTube, and Instagram, etc. to influence their online followers towards particular brands (Market hub, 2016). Marketers are also using influencers to engage with the customer segment who normally skip or avoid advertisements (Connick, 2018).

Most Marketers understand the importance of utilizing influencer to build authentic relationships with their customers. A report by Association of National Advertisers (ANA) in April 2018 stated that approximately 58% of brands had affiliations with around 25 influencers in the year 2017 indicating that marketers want to have deeper connections between influencers and consumer (Connick, 2018).

According to research company A.C. Neilson, influencers marketing is influencer marketing is responsible for better returns as compared to digital marketing (Tap influence, 2017b). While the same report states that celebrity forging product engagement thereby leading to brand loyalty (Tap influence, 2017b). Influencers have the smaller segment and hence the communication is sharper.

The effectiveness of endorsement is often studied by measuring the source credibility (Howland & Weiss, 1951; Taghipoorreynesh & de Run, 2016). In particular, more trustworthy an endorser better is the perception of consumers toward a product/service (Goldsmith et al, 2000). Further endorsements help provide credible product knowledge (Amoateng & poku, 2013; Sassenberg et al., 2012). It is the hypothesis analyses the fit between the brand and the endorser (Kamins, 1990). Hence, in order to have a sound marketing plan, it is imperative to identify the right fitment between an endorser and the brand itself (Till & Busler, 1998). To help understand consumers purchase intention as affected by influencer marketing, this study has expanded on the TPB by breaking down the constructs (subjective norms, attitudes, and perceived behavioural control) along with social learning theory (source credibility and product influencer match-up) as the underlying framework. The authors have studied whether the intentions of an individual to purchase products is influenced by the above mentioned. Further, the study will also categorize the level of influence for various product categories and the type of influencer most suited for different product categories.

Source models play a crucial role in explaining the impact of endorsements on consumer behaviour. Source trustworthiness and expertise are the critical dimensions of the source credibility model (Howland & Weiss, 1953). This seminal study defined source expertise as "the extent to which a communicator is respondents perceived to be a source of valid assertions." The source attractiveness model (McGuire, 1985) defined attractiveness as the consumer's perceived likability, familiarity, and similarity with the endorser. Multiple studies conducted using both these models



submit that perceived source credibility and attractiveness influences consumer behaviour (Howland & Weiss, 1953; McGuire, 1985; Meaghan, 1995; Rashid et al., 2002).

III. RELEVANCE OF STUDY

Influencer marketing is happening in India in a big way. Influencer marketing have arrived in a new era of democratic media consumption where consumers choose what they listen to and who they trust. This is making the digital marketplace increasingly crowded. With the rise of the attention economy, A new form of exchange where brands seek and attain customer attention by producing appealing, entertaining content. This is where digital marketing's true genius is revealed: when consumers are willing, active participants within the marketing scheme. This study will also help to find out whether Influencer Marketing will outreach the preference of using the way of shopping or fall short of in future.

IV. SCOPE OF THE STUDY

- **Conceptual Scope:** This study is limited to study of customer preference towards influencer marketing on buying behaviour in Panvel.
- **Area:** The area selected for study is Panvel.
- **Age group:** All age group respondents are included in the study.
- **Gender:** Both Male and Female respondents are selected.
- **Education Qualification:** Includes HSLC, UG PG and Others.

METHODOLOGY

- **Class of respondent:** The Sample selected for the study is 25 respondents residing in Panvel irrespective of the Age or Qualification.
- **Sampling Method:** For collection of primary data non- probability convenience sampling method will be used.
- **Method of data collection:** In this research researchers uses both primary and secondary data.
- **Primary Data** was collected from 25 respondents in Panvel on random basis.
- **Secondary Data** will be used to support the study collected from different websites.
- **Statistical Technique of analysis of data:** Chi Square test is used to test the hypothesis.

V. OBJECTIVES OF THE STUDY

- To study the attitude and preference of consumers towards Influencers Marketing.
- To analyse the impact of Influencer Marketing on Consumers.
- To study the satisfaction level derived by adapting Influencers Marketing.
- To analyse factors which drive people to use Influencer Marketing.

VI. HYPOTHESIS OF STUDY

Hypothesis 1

- H0: There is huge impact of influencer marketing on consumer behaviour.
- H1: There is no impact of influencer marketing on consumer behaviour.

HYPOTHESIS 2

- H0: Influencer marketing can put the audience at ease, winning their trust.
- H1: Influencer marketing does not put the audience at ease, enable to win their trust.



VII. DATA ANALYSIS AND INTERPRETATION

Name:

respondents.

Gender:

Male	28%
Female	72%
Prefer not to say	0%
Total	100%

It is interpreted from the above survey that 28% respondents belong to Male category, 72% respondents belong to Female category, 0% from prefer not to say category.

Age:

Less than 18 years	16%
18 – 30 years	68%
30-40 years	4%
40 & above years	12%
Total	100%

It is interpreted from the above survey that 16% belong to age group of less than 18 years category, 68% belong to age group of 18-30 years category, 4% belong to age group of 30-40 years category, 12% belongs to age group of 40 & above years category.

Education Qualification:

HSLC	20%
UG	32%
PG	24%
Other	24%
Total	100%

It is interpreted from the above survey that 20% respondents' qualification is from HSLC category, 32% respondents' qualification is from UG category, 24% respondents qualification is from PG & other category.

Which platform of social media highly influence you?

Instagram	60%
Facebook	16%
Twitter	0%
Other	24%
Total	100%

60% sample respondents gets influence by Instagram, 16% sample respondents gets influence by Facebook, None (0%) by Twitter, 24% sample respondents get influence by other Social media platform.



Which platform of social media highly influence your purchasing decisions?

Twitter	0%
Instagram	48%
Facebook	12%
Other	40%
Total	100%

48% sample respondents get highly influence in purchasing by Instagram, 40% by other social media platform, 12% sample respondents get influence by Facebook, None (0%) by Twitter.

Which of the following social media platforms you prefer the most to get information related to various brands?

YouTube	48%
Instagram	28%
Facebook	12%
Other	12%
Total	100%

It is interpreted from the above survey data that, YouTube gives 48% information related to various brands, as Instagram provide 28% information, 12% information is provided by Facebook and sample respondent collected by other platforms.

How far is your decision on a product or brand influenced by social media?

Always	12%
Sometimes	60%
Rarely	28%
Very often	0%
Total	100%

It is interpreted that, 12% sample respondents always gets decision on product influence by social media, 60% sample respondents sometimes get influence, 28% Rarely gets influence, 0% very often gets decision on a product influence by social media.

On what factors would your buying behaviour depend?

Quality of content	72%
Language diversity of influencers	24%
Physical attractiveness	4%
Other	8%
Total	100%

Large sample respondents buying behaviour depends on Quality of content i-e 72%, 24% depends on Language diversity of influencers, 8% depends to other category, 4% depends on Physical attractiveness.

If your influencers endorse any brand, would that impact your buying behaviour?

Yes	36%
No	64%
Total	100%

64% would get not get any impact on buying behaviour, 36% would get impact on buying behaviour.



What type of content highly impacts your purchase decision?

Consumer created content	40%
Professional Brand Image	44%
Celebrity or Influencer content	12%
Other	16%
Total	100%

From the above survey table, it is interpreted that 44% sample respondents get impact by Professional Brand Image, 40% by consumer created content, 12% by Celebrity or influencer content, 16% by other.

What factors do you consider while choosing influencers on social media?

Number of followers	24%
Reach to the audience	32%
Quality of engagement	28%
Voice	0%
Other	16%
Total	100%

24% sample respondents choose Number of followers, 32% sample respondents choose Reach to the audience, 28% sample respondents choose Quality of engagement, No one chooses Voice, & 16% chosen by other.

Which type of influencers do you follow?

Beauty Influencers	16%
Sport stars	32%
Actor/ Actress	4%
Other	48%
Total	100%

It is interpreted that, 32% sample respondents follow Sport stars, 16% sample respondents follow Beauty Influencers, 4% respondents follows Actor/ Actress, & 48% follows Others.

What are the thematic areas of the influencers you follow?

Beauty & Fashion	8%
Lifestyle	28%
Fitness	20%
Food	12%
Travel	32%
Total	100%

From the above survey, it is interpreted that 32% thematic areas follow Travel category, 28% follow Lifestyle category, 20% sample respondents follow Fitness category, 12% sample respondents follow Food category, 8% follow Beauty & Fashion category.

What are the factors influencing your buying decision online?

Friend's Recommendation	28%
TV advertisements	20%



Influencer Marketing	36%
Price Promotion	20%
Other	16%
Total	100%

High factor that influence buying behaviour is Influencer Marketing i-e 36%, followed by Friend's Recommendation 28%, 20% sample respondent influence by Price Promotion & TV advertisements, 16% by other.

Please fill the following as per your views on endorsement of brands on social media platform.

1 [Most preferred]	20%
2	16%
3	40%
4	16%
5 [Least preferred]	8%

VIII. CONCLUSION OF THE STUDY

This study concludes to theory from three perspectives. Firstly, this paper concludes to the understanding of consumer behaviour towards influencer marketing in an emerging market like India. There are limited studies that have explored the effect of influencer marketing on various facts of consumer behaviour. For marketing of the consumer electronic products, this paper empirically establishes the importance of an expert influencer compared to an attractive celebrity influencer. As the usage of influencer marketing gains steam across the globe, this study confirmed the role played by influencer marketing towards the formation of brand attitude, brand admiration and purchase intentions, which is a significant contribution to the extant understanding of influencer marketing. Lastly, this paper also establishes the moderating role played by message process involvement between communication stimuli (here influencer marketing) and brand attitude, supporting the earlier results. However, as this study observed the moderating role of involvement from the perspective of influencer marketing, the result is an incremental addition to the theory of involvement.

LIMITATION OF THE STUDY:

- Only Panvel area is selected for the study.
- 25 samples are selected for the study.
- Only Digital Marketer is considered for the study.
- This is focused on observing the impact of Digital marketing on buying behaviour of consumers.
- Primary data is collected using Google Form method.

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