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Impact of influencer marketing in online consumer purchase behaviour

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Abstract

Aim: The purpose of this study is to find the consumer awareness & satisfaction level, the consumer engagement with influencer & influencer promoting brands and the purchasing behavior of consumers.

Design of the study

Methodology: The sampling technique used is purposive sampling. Data was collected from consumers who took note on influencers to purchase the products through online platform. The study was conducted with all various age of consumers. A total sample of 55 respondents, were taken for the study. Tools used for analysis were percentage analysis and Henry Garrett's ranking technique.

Findings: Most of the respondents were female and under graduates and they were ardent users of internet. The purchase frequency is rare. Gifts and books were major products bought through the online platform. The consumer purchase product through the promotion of influencers and most used platform by consumers are instagram & youtube. Consumer online purchase decision was highly influenced by micro influencers.

Keywords: Online shopping, factors influencing purchase, influencer and influencer marketing

Introduction

Consumers are increasingly using social media like instagram and Facebook to gather information, to socialize, to find products that they like to buy. More affordable smartphones and mobile data plans as users access their preferred platforms via mobile devices. Nowadays the traditional word-of-mouth has developed into a new way of communication, namely electronic word-of-mouth (eWOM). Consumers got more critical of commercial messages, marketers were forced to find a smart way to reach their target audience. As a result, influencer marketing was born. All marketing techniques are centered on an individual's influence in order to convey messages and achieve objectives. Brands from all industries are increasingly using influencer marketing, not only to reach old consumers but also to connect with new audiences through trusted relationships with influencers. Customers trust an influencer more than an advertisement or traditional celebrity as they are seen as more authentic and trustworthy. Simply someone who has influence over others buying decisions. Influence through their authority, knowledge, position or relationship with their audience. Influencer promote a brands product & gets a commission based on sales through influencer platform. They have built a huge amount of trust from their followers.

Literature reviews

Johan grafstorm *et al.* identified that millennials attitudes are affected by influencer marketing due to a alignment of promotions and presented by an influencer. The degree of

credibility and trustworthy of the messages.

Michael Haenlenin *et al.* claimed that Instagram and Tiktok is the most used platform for influencer marketing. Youngster based platform. In instagram, IGTV allows videos (15-60 min) where the product can be promoted in detail. Tiktok also allows for sponsored content.

Ayuphita tiara silalahi *et al.* reported that different methods of delivering a brands messages can be utilized to achieve the brand communication goal. High intensity of engagement between the influencer & their followers is core strength for the success of communication activity.

Christian hughes *et al.* implied that the level of platform involvement and the campaign intent matter for the degree of success. Network blogger characteristics affect multiple type of sponsored blogger engagement.

Marike De Veriman *et al.* identified that more number of followers increases likeability for most through higher perception of popularity and they consider as small part of opinion leader. Divergence has a positive effect which in turn increases attitude towards the brand.

Chrysoula Chatzigeorgiou *et al.* implied that the number of followers, the personality and the authenticity of the activities strongly influence the trust of millennials in an influencer marketing when discussion tourism in rural areas who in turn influence the millennials when they make a decisions to visit a rural tourism area.

Materials and Methods

This study was empirical in nature, since the purpose of the study was to understand the consumer's awareness,

satisfaction level and the consumer engagement with influencer & influencer marketing. Data was collected from customers who have purchased products through online platform. The study was conducted with various age of consumers. A total sample of 55 respondents, were taken for the study. Tools used for analysis were percentage analysis and Henry Garrett’s ranking technique.

Results and Discussions

The demographic characters include age, gender, education, occupation, family income. The demographic information of the sample respondents are given in the table1. As can be seen from the above Table1, the sample respondents were categorized based on various demographic characteristics, and most of the respondents were female respondents (76%) followed by male respondents (24%). Majority of the sample respondents come under the age category of 9-22years (74%) followed by 23-40 years (22%) and 41-56 years (4%). In case of education, majority of the respondents were under graduates (74%) followed by post Graduates (18%) then occupation (4%).

The details about consumer internet usage per day is given in table 2. It could be concluded from table 2 that majority of the sample respondents browse through the internet for several times a day (18%) followed by once in a day (20%). It could be concluded from table 3that the social media platform used by majority of the respondents is YouTube and Instagram which is (25%) and (25%) respectively. Followed by Facebook (20%).

With regard to consumer online shopping frequency, it could be inferred from table 4that majority of the sample respondents following influencers through social media, less than 10 (50%) followed by 10-15 influencers (25.50%).

With regard to the table 5 thematic areas preferred by the consumer is food (21.80%) followed by fitness & nutrition and photography which is about (18.20%) and (16.30) respectively.

With regard to products preferred by consumers to buy online, from table 6 it could be inferred that majority of the respondents preferred to buy gifts (24%), followed by books and (23%), cosmetics (18%) the least preferred item was apparel (2%).

With regard to the table 7 the product purchased by the consumer, about (49%) had purchased products through the influencers and (51%) had not purchased product through the influencers.

With regard to the table 8 the purchasing frequency of the consumers through the influencers is rare (40%) followed by not purchased (36%) and the least preferred is very often (10%).

With regard to the table 9 the purchase satisfaction of the respondents, the satisfied consumers through the online purchasing under influencer marketing (30.20%) followed by dissatisfied consumers (69.80%).

With regard to the table 10 the reason for consumer not purchasing the product through the influencers is no trust (53%) followed by no awareness (16%), high price (11%).

Table 1: Demographic details of sample respondents

Characteristics	Category	No. of sample respondents(n=55)	Percentage
Gender	Male	23	24
	Female	32	76
	Total	55	100
Age	9-22	41	74
	23-40	12	22
	41-56	2	4
	Total	55	100
Education	Higher secondary	1	2
	UG	41	74
	PG	10	18
	PHD	1	2
	Occupation	2	4
Total	55	100	

Table 2: Social media usage

S. No	Particulars	No. of sample respondents	Percentage to Total
1	Once a week	4	3
2	Several time a week	5	8
3	Once a day	6	11
4	Several times a day	40	78
	Total	55	100

Table 3: Social media platform

S. No	Particulars	No. of sample respondents	Percentage to Total
1	Youtube	15	25
2	Facebook	10	20
3	Instagram	15	25
4	Whatsapp	6	15
5	Twitter	4	7
6	Snapchat	5	8
	Total	55	100

Table 4: Following influences by consumers

S. No	Particulars	No. of sample respondents	Percentage to Total
1	Less than 10	27	51
2	10-15 Influencers	14	25.50
3	More than 15	9	16.30
4	None	5	7.20
	Total	55	100

Table 5: Thematic areas preferred by consumers

S. No	Particulars	No. of sample respondents	Percentage to Total
1	Photography	9	16.30
2	Travel	8	14.50
3	Food	12	21.80
4	Fitness and Nutritions	10	18.20
5	Lifestyle	6	12.7
6	Fashion	5	8
7	Cosmetics	5	8.5
	Total	55	100

Table 6: Product preference

S. No	Particulars	No. of sample respondents	Percentage to Total
1	Cosmetics	10	18
2	Food product	7	14
3	Apparel	1	2
4	Books	12	23
5	Grocery	4	5
6	Electronics	7	14
7	Gifts	14	24
	Total	55	100

Table 7: Product purchased

S. No	Particulars	No. of sample respondents	Percentage to Total
1	Purchased	27	49
2	Not purchased	28	51
	Total	55	100

Table 8: Purchase frequency

S. No	Particulars	No. of sample respondents	Percentage to Total
1	Very often	6	10
2	Often	9	14
3	Rare	21	40
4	Not purchased	19	36
	Total	55	100

Table 10: Scarcity offer motivating consumers to purchase online

Factor no.	Factors	Average Score	Rank
1	I would buy the product	2.9	III
2	I would be interested to know more about the product	3.4	I
3	I would think about buying the product	3	II
4	I would not be affected by influencers	2.7	IV

Conclusion

Majority of the sample respondents are female, pursuing their under graduate degree. The internet browsing time is several times a day and they the mostly used platforms YouTube and Instagram. The respondents follow the influencers is less than 10. Majority of the respondents shop online rare and often. Gifts and Books, are the major products bought through the influencers. The major factor influencing the consumer towards online purchase is they would be interested to know more about the product. Influencer marketing has increasingly become necessity for marketers, also strengthens the brand reputation, improving audience engagement and increases revenue.

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Table 9: Purchase satisfaction

S. No	Particulars	No. of sample respondents	Percentage to Total
1	Dissatisfied	42	69.80
2	Satisfied	13	30.20
	Total	55	100

Table 10: Reason for not purchasing

S. No	Particulars	No. of sample respondents	Percentage to Total
1	No awareness	9	16
2	High price	6	11
3	No trust	29	53
4	Not interested	3	6
5	Description does not match	4	7
6	Due to quality	4	7
	Total	55	100

3.1 To Identify when a favorite influencer introduce a certain product in social media

The four major statements were identified in the prelisted interview schedule and asked for sample respondents to rank. Likert scale technique was used to rank the preference. The statements are listed in the table.

It could be inferred from the table that I would be interested to know more about the product was the major motivating factor (3.4) followed by I would be think about the product (3), I would by the product (2.9), I would not affect by the influencers (2.7) which has the lowest rank.

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