

A STUDY ON EFFECT OF SOCIAL MEDIA INFLUENCERS' ENDORSEMENTS ON THE BUYING BEHAVIOUR OF CUSTOMERS FOR LIFESTYLE AND ELECTRONICS PRODUCT

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Abstract

Today most businesses are consumer centric in their approach and prefer digital marketing and social media marketing. Advertising on social media is done in a very subtle manner, almost at a subconscious level and influencers are a good example of that. This type of advertising has a long lasting impact on the public. If done right, it is interactive, engaging and forms a connection rather than only appealing to the rational side of the consumer. Lifestyle and electronic industries play a massive role in the buying behavior of this youth. Lifestyle is good at creating visuals with the help of influencers for food, fitness, organic, products, etc. and is the latest trend. Electronics appeal to the tech-oriented youth and are commonly advertised by almost all influencers on various platforms.

This research paper aims to connect all these factors together with the help of primary and secondary data.

Keywords: Social media, Youth, Consumer behavior, Lifestyle, Electronics, Influencers.

Index Terms— online shopping, internet marketing, purchase intention

I. INTRODUCTION

Social media has changed the advertising game forever and in a big way. The growth of social media users is rapid- in 2020.3.6 billion people were using social media worldwide in 2020. Of these, India contributes a significant number. With 25- 30 million users increasing per year, there are approximately 400 million social media users in India as of January 2021. These figures can be viewed in different ways, but make one thing clear- there is tremendous potential for social media marketing in India. The youth of today is very well versed with technology, have less of an attention span and don't want to be force fed advertisements. Companies want a win-win situation for them and the consumer. Today most businesses are also consumer centric in their approach, and most advertising has been changed from 'in your face' advertisements to more discreet ones. Influencers are range of third parties who have capacity to shape the minds of consumers but never take the responsibility of the decision. Their expertise, knowledge, popularity are few of the antecedents of their success. They are always considered as expertise in their Niche and they have their special social medial following. They are organic as well as sponsored. People believe in influencers more than traditional advertise from company. Influencers create their own content and they always provide guidance to followers about the usage of product.

Digital marketing is advertising delivered through digital channels such as the radio, TV, social media, mobile applications, email, web applications etc. It refers to the strategies used to market the products and services online.

If most of the customers interact with social media, firms should also interact with social media. In the past, marketers have used email, direct marketing, telemarketing, information websites, radio and other mechanisms to disseminate information related to the firm or its products.

Instagram is great for businesses in certain sectors. Not only does this platform offer more visual and artistic ways of promoting a business, it also helps more people to discover your business and almost rewards those that post frequently. Instagram's focus on pictorial sharing proposals a unique platform to display your culture and society in addition to goods and services. Depending on your business, make and key performance indicators

Social Media Platforms:

In order to attract attention of public and gain website traffic in business or organization social media marketing is very much helpful. It makes conversation and connection with friends, families, and find product reviews or information. Current study insist that students are hyper connected and consume content on various social media platform and devices. These connections with social media influence the students purchase intention, engage with both online and offline. However there are some social media platforms used to identify which one is mostly followed by students to go for online purchase.

Facebook:

Facebook is commonly used to be the fore runner of all social media platforms and its best simple functions consist of providing a channel for its followers to interconnect with one another, as well with private companies, through several [Facebook marketing promotions](#). Facilities or a brand's media page is regularly home to a constant conversation of praise, blame, and reports of consumer experiences. And while this real time communication can be a trial for community managers, it also offering smart possibilities for strengthening customer faithfulness. Resembling no other social media platform, Facebook propose businesses to reach large groups and gaining new customers. It also agrees for interaction between the industry and consumers with comments, reactions, distribution and live video. Three advertising goals of Facebook are increase global exposure and awareness, create a trustworthy, promised community, and create experts and to showcase knowledge.

Pinterest

According to assessments, there are approximately 100 million Pinterest users, with 81% of consumers identifying as female. Several use the platform as a foundation of motivation for topics regarding fashion, lifestyle, and tourism. It is a great instrument for growing customer faithfulness and strengthening the brand. [Pinterest](#) is one of the fastest rising social media marketing tendencies. Pinterest's image-centered platform is perfect for retail, can benefit from using Pinterest for social media determinations or [sales-driving ads](#). Pinterest permits businesses to display their product contributions while also emerging brand behavior with eye-catching, exclusive pin boards. When rising your Pinterest policy, recollect that the social network's key audience is female. If that's demographic, need a presence on Pinterest!

Twitter

Twitter is fantastic for quickly connecting with others. Similarly to Facebook, Twitter allows users to post text updates, photos and videos as well as polls. In fact, in some ways, Twitter outdoes its opposite number in customer interaction. Twitter is the [social media advertising instrument](#) that lets the broadcast of updates across the web. Mix up of official tweets about new brands, new insertions, concessions, and news with pleasurable, brand-building tweets

Instagram's focus on pictorial sharing proposals a unique platform to display your culture and society in addition to goods and services. Depending on your business, make and key performance indicator, Instagram promotion strategy should aim numerous of these below objectives:

- Increased brand awareness
- Demonstrate company culture
- Showcase your team and recruit new talent
- Increase customer engagement and loyalty
- Showcase products and services
- Enhance and complement event experiences
- Incentivize consumer engagement

- Share company or industry news
- Build a more engaged community
- Connect with influencers
- Drive sales through traffic

1. LITERATURE REVIEW

(Pantano, 2021), constituting a profound challenge to traditional branding theory and practice (Leitch & Merlot, 2017). Social media research remains inherently susceptible to the ever-changing technological environment, given the accelerated rate of innovation and user adoption; however, an incongruity exists as the volume of empirical studies across the branding literature is low (Hollebeek et al., 2014), a surprising discrepancy given previous calls that the novel complexities of these new technologies warrant investigation (Felix et al., 2017).

Research has adopted both a consumer perspective, through the investigation of consumer attitudes and behaviour towards brands' social media activities, and a firm-level perspective, in proposing how brands can extract the maximum value from these platforms (Alves et al., 2016). Prior studies demonstrate social media's ability to satisfy brand objectives, such as growing sales, increasing brand awareness, enhancing brand image, stimulating traffic to brand websites and fostering communication and interactivity through the creation and sharing of user-generated content (Felix et al., 2017; Kumar et al., 2016; Schultz & Peltier, 2013). Some brands seek to utilize social media to create and nurture relationships with customers, employees, communities and other stakeholders, while others may simply employ such platforms as additional information push outlets, with comparatively little relationship building (Felix et al., 2017). Such varied approaches may be attributed to a lack of understanding of the most effective ways to utilize these platforms (Schultz & Peltier, 2013). This reality seems to have transferred to academic research, given the relatively low volume of studies taking a managerial perspective into the impact of digital communications on firm performance (Alves et al., 2016; Leeflang et al., 2014)

Adan VeyselErtemel and Ahmad Ammoura (2016), web 2.0 bring tremendous change in e-commerce industry, but it is badly affect the traditional marketing approach. Advertisement plays a major role and in any mass media all kind of business activity which refers to unidirectional way of communication in any mass media. A definition of American Marketing Association is, "the placement of announcement and persuasive messages in time or space purchased in any of the mass media by business firms, non-profit organisation, government agencies and individuals who seeks to inform and/or persuade members of particular target market or audience about their products, services, organisation or ideas". Ghania Bilal (2014), marketer using social media sites to gain knowledge and understanding human psychology that what consumers actually want. This helps to produce and deliver valuable items and make its customer loyal. New-born business firms as well as people who have no prior experience in traditional sales have also started selling their products and services in online including readymade garments, handmade items etc. Elisabetaloanas and IvonaStoica (2014), by aiming social media consumer have power to influence other buyers through review of product and services used with various demographic characteristics like age, disposable income, occupation, gender, etc. It is more valuable and reliable

Walid Nabil Iblast et al. (2016), consumers can speak and share the information about product and services each other that tend to influence purchasing decision by using social media. Website places abundant place for E-marketing and aimed at consumers buying choice.

NufazilAltaf (2014), In early 90's world wide web introduced in India, on that time 0.2% of people using internet, gradually it increases year by year and now it's percentage of internet users in India is 19% in 2015, and it expect to increase 25% by 2020. This result shows that internet users and technology are in increasing trend in India.

2. IMPORTANCE OF THE STUDY

"Social networks are one of the fast developing industry in the world". The main purpose of the study is how social media sites help the marketers to build their product in the minds of their loyal consumers. Now-a-days young people have been the majority of shoppers online and this study helps to find out how social media sites induce the students to go for purchase product in online via internet. As well as this study would help the dealers to study the real time cost of social media when it is use an E-marketing network. The times during

the journey when shoppers use social platforms also vary. We found that shoppers are more likely to turn to YouTube, Facebook and Pinterest at the beginning of their shopping process when they're looking for hard facts or general inspiration. Then, they move to Twitter and Snapchat when they're closer to purchasing and looking for dialogue to validate their final choices.

3. STATEMENT OF THE PROBLEM

Social media sites are playing crucial role for retail sales and Business to Business, Consumers to Consumers and Business to Consumers interaction. These social media sites and its activities can induce students purchase goods in online. From the detailed literature review researcher's conducted their studies how social media influence consumer purchase decision and word of mouth and E-advertising have positive significant relation with purchase intention studied in general way not focused target customer. However there is need to concentrate how word of mouth and E-advertising have an effect of social media sites in students purchase pattern in online. Current study helps to understand marketing managers to target the market in an effectively and efficiently. Consequently the research question is, summarized below:

Which type of social media mostly used by the students?

To identify the effect of using social media advertising as a marketing tool in a business on student purchase intention?

OBJECTIVES OF THE STUDY-

1. To understand the impact of Social Media Influencers and their endorsements on the consumer's intention to buy.
2. To understand the level of trust that different gender has on social media influencers.
3. To study which category of social media influencers have the maximum audience.

HYPOTHESIS OF THE STUDY-

1. Impact of Social Media Influencer on consumer's intent to purchase is dependent on gender.
2. Impact of Social Media Influencer on consumer buying behaviour is dependent on gender.

ANALYSIS- Overall data is collected from 157 samples was coded and edited in MS Excel. The data was tabulated in to frequency tables. Descriptive statistics is used to understand the different dimensions of the data. Inferential statistics like Chi2 Test is performed for testing hypothesis.

The total sample size is of 157 out of which 69 were males while 88 are females. The sample size consists of youth between the age of 15-25 which is again categorized in to three age groups. Close to 90% the respondents are between the age of 18-25. The majority of respondents are students. Among the sample size of 157, on;y two respondents said that they don't use social media. It itself talks about the immense reach that social media has into the lives of youth at current time.

The data shows the popularity that Youtube, WhatsApp and Instagram have in youth. This also supports the fact that most of the social media influencers are often active over Instagram and Youtube as it provides them better reach.

Nearly 3/4th of respondents follow celebrities or social media influencers on social media. From data it is clear that average number of influencers followed is 5, Nearly 20 % samples follow more than 10 influencers.

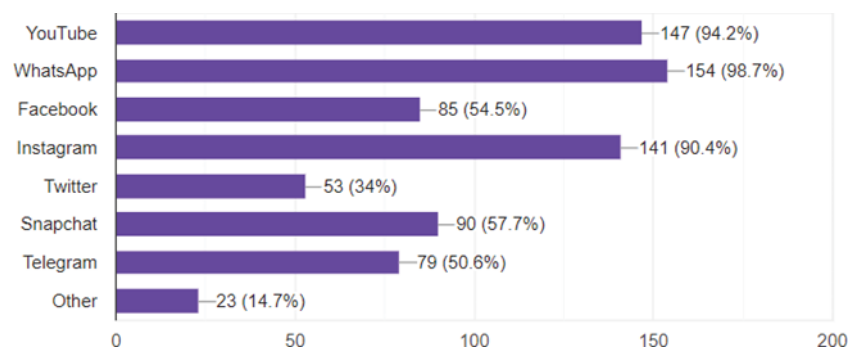


Diagram 1: Most used social media platforms.

4. RESEARCH METHODOLOGY-

The research is a descriptive research as it analyses the existing facts. In this research, consumer Behaviour is a dependent variable and impact of social media influencers is the independent variable. Influences is measured in forms of intent to buy, buying decisions, frequency of buying, trust towards influencers. The research conducted is quantitative and descriptive. Both primary and secondary data has been used by the researcher. Secondary data has been collected from magazines, white books of marketing, websites and other research papers. Primary data has been collected through a structured questionnaire, the sampling is done from youth aged 14-25 from Pune city. Sample size of the data is 156. Convenience sampling method is used for collecting samples.

The collected data is edited and coded in MS-Excel. Differential statistic is used for understanding the data. Data analysis is done to prove the hypothesis with the help of Chi-Square test as a test of independence. Observations are presented as findings.

5. ANALYSIS-

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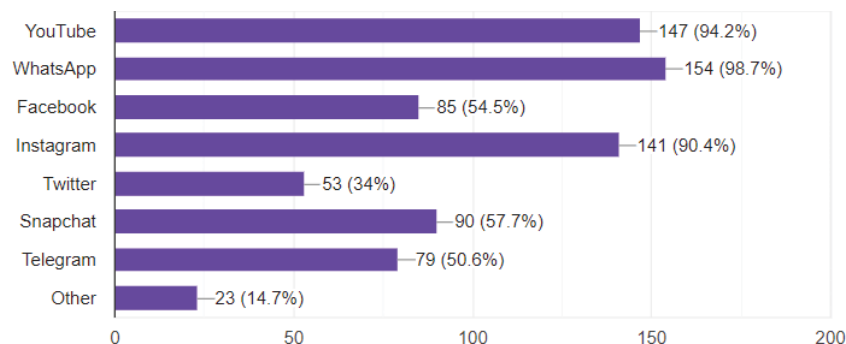


Diagram 2: Most followed category of social media influencers.

The data collected from the survey suggests that most of the youth follows fitness related social media influencers. With the growing awareness about organic products and organic living, the influencers in these segments also enjoy a large follower base. Close to 50% people also agree to checking out technology related social media influencers as and when the need arises.

Majority of the respondents agreed that they come across product advertisements by influencers in their use of social media. It shows the amount of advertisements and endorsements that are currently done and the penetration of social media advertisement along with mainstream

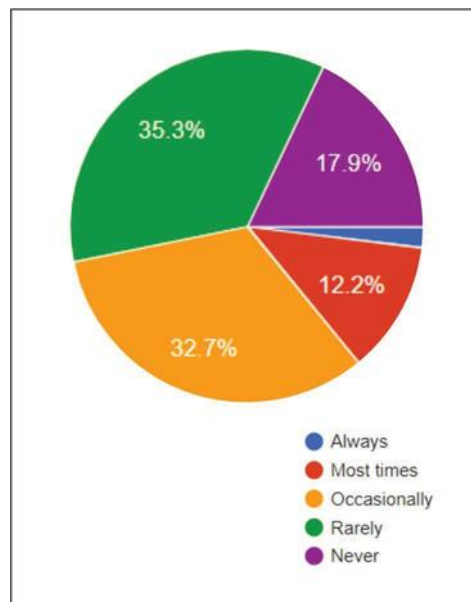


Diagram 3: Percentage of respondents who actually check out the product/service promoted by the social media influencer

6. FINDINGS-

The penetration of usage of social media influencers and their brand image for promotion of products and services is deep and almost all types of influencers tend to promote some brand or another in their interaction with audience, which may be in form of a video or a post or anything of that kind. Though the appearance of social media marketing is growing, the actual amount of people considering or buying the promoted products stays low. The sample tends to trust reviews conducted by reviewers which are not sponsored over the endorsements and promotions of social media influencers.

7. LIMITATIONS AND DIRECTIONS OF FUTURE-

Owing to period constraint, data collection absorbed primarily surrounded by college learners. The products purchased by the students by using social media sites are generalized in nature not narrow down any specific product. We chose the respondent's as college students who are pursuing under graduate and post graduate students and data's are collected through only in online according to our convenience. In future this limitation should overcome in an effective way. Researcher could concentrate on some constructs such as prior online shopping experience on social media sites, customer engagement and social influence, need to collect more samples to get depth knowledge on online shopping through social media sites.

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