

International Journal of Research in Marketing Management and Sales



E-ISSN: 2663-3337
P-ISSN: 2663-3329
www.marketingjournal.net
IJRMMS 2024; 6(1): 148-154
Received: 02-02-2024
Accepted: 06-03-2024

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Study of the impact of influencer marketing on the buying behaviour of teenagers

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DOI: <https://doi.org/10.33545/26633329.2024.v6.i1b.165>

Abstract

In this research paper researcher has critically evaluated the impact of influencer marketing on the buying behaviour of the teenagers. With the help of simple random sampling, the sample size of 136 teenagers has been selected and a survey has been conducted to identify the impact of influencer marketing on teenagers. From the analysis it was found that teenagers use social media platforms to buy beauty and fashion products and their decisions are influenced by them.

It was also found that females are more influenced by influencers than males. This paper also highlights how much time the teenagers spent on social media platforms. It was found that 49% use social media platforms hours a day, 25% three to four hours a day and 26% 5 hours or more than five hours a day. 77% use social media platforms daily. 52% opined that the sponsored content on social media is authentic and genuine. On the other hand, they are aware about the paid partnership of the influencer. Attitude towards the sponsored content is positive. This study also shows that influencers have strong good will. This good will affect the buying behaviour of the teenagers.

Keywords: Influencer marketing, buying behaviour, teenagers

Introduction

Today, the digital world has influenced all facets of our lives. Going digital is the need of the hour for any business. As consumers perform various tasks varying from buying of e-books to booking online cabs by using the digital platform. Digital marketing is the advertisement of various products and services through digital technologies. Digital media is so prevalent in today's era that consumers have easy access to all relevant information related to products or services at any time at any place.

Marketing plays a very important role by acting as a link between the seller and the prospective buyer. Marketing includes activities undertaken by a business establishment or an individual to promote their services and products. Marketing includes promotion, advertisement and selling products and services to the consumer. Marketing is the main component of any business venture and includes aspects like writing product descriptions, designing website, improving customer services, establishing business & market segments and conducting market research. Philip Kotler is considered the father of marketing. The concept of marketing, suggested by him, is applicable in the present-day world also. There has a shift in the style of marketing but the core idea remains unchanged. With the emerging trend of digital marketing, we see the emergence of influencer marketing also. Influencer marketing is a mixture of old and new marketing tools. It takes the idea of celebrity endorsement and places it into a modern-day content-driven marketing campaign. The main differentiator in the case of influencer marketing is that of results of the campaign are collaborations between brands and influencers. Influencer marketing involves a brand collaborating with an online influencer to market one of its products or services. Some influencer marketing collaborations are less tangible than that - brands simply work with influencers to improve brand recognition. Influencers, unlike celebrities, can be anywhere. They can be anyone. What makes them influential is their large followings on the web and social media. An influencer can be a popular fashion photographer on Instagram, or a well-read cybersecurity blogger who tweets, or a respected marketing executive on LinkedIn. Within any industry, there are influential people - you just have to find them.

Definition: Influencer marketing is a type of social media marketing that involves endorsement and product placements from people with large social media followings, also

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known as “influencers”. It’s a way for companies to reach their target audiences through the use of someone who has a following that would be interested in their product.

Because of this, many companies and firms have started collaborating with influencers to advertise their product or services. The Popularity of influencer marketing as a form of advertising has increased during recent years. With the increase in social media usage and mobile apps for image sharing. Influencer marketing has become a great strategy to work on.

The act of promoting and selling goods or services through individuals (influencers) who have the potential to have an impact on the image of the brand is known as influencer marketing. Through their material, opinions, and unique perspectives influencers influence those who have a strong hold on users across social media. Companies and influencers work together to create the campaign's results. Many social media platforms are quite popular in India including Facebook, YouTube, Instagram, Twitter, Snapchat, etc. People keep on scrolling through their social media accounts most of the time. Whether they are working professionals or non-professionals, social media is something that connects the entire world together. Platforms may differ for different fields but the intention would be the same. People always tend to follow their interest/passion irrespective of how busy they are in their everyday life.

Evolution: Influencer marketing is a type of social media marketing that involves endorsements and product placements from people with large social media followings, also known as influencers. It’s a way for companies to reach their target audiences through the use of someone who has a following that would be interested in their product. In the past, celebrity endorsements were the primary form of influencer marketing. Companies would pay celebrities to promote their products in commercials, print ads, and other forms of advertising. However, as social media grew in popularity, everyday people began to gain large followings on platforms like Instagram, You tube, and TikTok. Influencer marketing can take many forms, including sponsored posts, product reviews, and social media takeovers. Sponsored posts involve an influencer creating content that promotes a product or service in exchange for payment. Product reviews involve an influencer trying out a product and sharing their thoughts with their followers.

Advantages

- **Increased brand awareness:** Influencer marketing can help increase brand awareness by exposing your product or service to a large and engaged audience.
- **Enhanced credibility:** Influencers are often seen as more authentic and trustworthy than traditional advertising methods, which can enhance your brand’s credibility.
- **Targeted audience:** Influencers have a following that is interested in their content, which means that your product or service will be exposed to a highly targeted audience.
- **Improved engagement:** Influencers have a highly engaged following, which means that your product or service is more likely to be noticed and engage with by their followers.
- **Cost effective:** It can be a cost-effective way to reach your targeted audience, as you can partner with influencers who have a following that matches your

target demographic.

- **Increased sales:** Influencer marketing has been shown to increase sales, as followers are more likely to purchase a product or service that has been recommended by an influencer they trust.

Challenges

- **Finding the right influencer:** Finding the right influencer that aligns with your brand values and has a following that matches your target demographic can be challenging.
- **Measuring ROI:** Measuring the return on investment (ROI) of influencers marketing can be difficult, as it’s often hard to quantify the impact of influencer marketing on sales.
- **Ensuring authenticity:** Ensuring that the influencer’s endorsement is authentic and not just a paid promotion can be challenging, as followers are increasingly sceptical of influencer marketing.
- **Managing relationships:** Managing relationships with influencers can be time consuming and challenging, as influencers often receive multiple partnership requests from brands.
- **Compliance:** Ensuring that influencers comply with advertising regulations and disclose their partnerships with brands can be challenging, as regulations vary by country.

Categories of Influencers

- **Mega- influencers:** These are influencers who have over one million followers. They are typically celebrities, athletes, and other well- known figures. They have a wide reach and can be effective for building brand awareness. Due to their large following, mega influencers are often sought after for influencer marketing by brands for endorsement deals and sponsored content partnerships. They can demand high fees for promoting products or services to their followers, and their endorsement can greatly increase brand awareness and credibility.
- **Macro-influencers:** These are influencers who have between 100,000 and 1 million followers. They differ from mega influencers by having achieved fame mostly through internet-related activity, such as blogging or producing a specialist blog. So they are considered to be experts in their field, whatever that may be. A classic feature of a macro-influencer is their ability to produce new content regularly and for a majority of these people, their social media platforms have become a full-time job.
- **Micro-influencers:** These are influencers who have between 10,000 and 100,000 followers. They have a smaller following but are often more engaged with audience.
- They can be effective for driving conversions and are more affordable than macro- influencers. These influencers are known for being authentic and having expertise in a particular niche. Additionally, micro-influencers are also highly preferred for their loyal audience base. Influencer marketing as a concept has been there for a long time but the recently added term in this umbrella is micro-influencer marketing.
- **Nano-influencers:** These are influencers who have less than 10,000 followers. They have a very small

following but are often highly engaged with their audience. Most Nano influencers aren't solely focused on monetizing their social media account the way some larger influencers are. This can lead them to be more passionate about the brands they do work with. Nano influencers often prioritize sponsored content that is an organic, natural fit with their own style and values, which leads to a better overall campaign. When it comes to cost, Nano influencers are less expensive than micro influencers and beyond. It's important to note that choosing a smaller influencer partner doesn't mean you can't scale up your outreach!

Need of the study

In business world today influencer marketing has become a very important tool for companies to promote their goods and services. Consumers are turning to social media platforms for seeking knowledge new products and services. Organizations are realizing the power of influencers' in effecting the purchasing decision. In India as well as in foreign countries, various studies are being conducted to check the effect of influencers on the purchasing decisions of the consumers. From the review of related literature, it was found that most of the studies were conducted only on buyers of big cities. In India the largest population of buyers using social media platform is of youngsters. To analyse the emerging trend and impact of influencer marketing on youngsters will give us conclusive results. This research paper aims to study the impact of influencer on buying decision of teenagers living in Mandi Dabwali city of Haryana State in India.

Statement of problem

Study of the impact of influencer marketing on the buying behaviour of teenagers

Literature Review

Chopra, Avhad & Jaju (2020) ^[1] The study revealed that both attitudes toward influencers and perceived behavior control that allows increase in domain knowledge had a favorable impact on consumer behavior while the influence of peers had no effect. Further additional constructs namely personal relevance, inspiration, and trust had a positive impact on behavior while perceived risk did not have any effect. Product influencer fitment was an important criterion for consumers, as they followed the specific type of influencers for different product categories. Depending on the posts shared by influencers, consumers are impacted at four levels: increase in brand awareness, subject matter expertise, brand preference, and preference.

Trivedi & Sama (2020) ^[5] observed the impact of an expert influencer vis-à-vis an attractive celebrity influencer on brand attitude (AB), which further influences brand admiration (BA) and finally resulting in online purchase intentions. Both EI (Expert influencers) and ACI (Attractive celebrity influencers) exhibited a significant impact on AB, However, these two studies did not focus on observing the impact of influencer marketing from the context of the consumer electronics industry, making the current results a unique contribution. Moreover, the beta values obtained indicate a stronger effect of EI as compared to ACI. AB exhibited a significant effect on BA. The impact of BA was significant on online PI (Purchase intentions). The moderating role of MPI between expert influencer

marketing and brand attitude (AB) was also observed. The moderating role of MPI between attractive celebrity influencer and brand attitude was also tested. The mediating role played by AB and BA was also established. This study established the mediating role played by BA, thus unravelling the role of this relatively new variable in the consumer-brand relationship. The effectiveness of influencer marketing from an emerging market perspective. Parkash (2021) ^[3] studied that how various factors related to influencer marketing affect the behaviour of young Indian adults. The statistical tests indicate that an influencer's physical appearance, level of expertise, and trustworthiness affect young Indian adults. These factors affect their opinions of a product and affect their online behaviour, such as making purchasing decisions and recommending it to someone else. The analysis shows that the influencers should only promote a product or service if they are genuinely interested in it or if the influencer has good knowledge about that niche. Influencer marketing can be a credible word of mouth advertisement only if it is executed properly. Influencers can create engaging content that resonates with their audience, and collaboration will lead to brand awareness by reaching a new audience and potentially higher sales. Working with influencers who create informative content that helps users make an informed decision will lead to better results in an influencer marketing campaign, as analyzed in the research. The influencers should also be transparent and mention the paid advertisement while promoting a product. Study indicates that young Indian adults are highly influenced groups due to social media.

Hota (2022) ^[2] from the entire analysis, it can be concluded that most of the social media influencers are able to make an impact on the teenagers who are mostly associated with social media. 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. Furthermore, the influencers are able to increase their level of impact on the followers who belong to the age group of 11-15 as they have agreed with the fact that they intended to buy almost everything that their favourite influencers are promoting on any social media platform. Moreover, according to the survey analysis that has been conducted in this research paper, it has been identified that gender is also able to play a significant role, as the female teenagers are able to get affected by the influencers compared to the make of their age group. Therefore, the positivism research philosophy has helped to analyse the different aspects of the research phenomena in terms of developing the different aspects of influencer marketing.

Venkatesh, Cholle, & Meelet (2022) ^[7] The effectiveness of influencers as brand advocates can be determined by the positive correlation between various influencer traits and customer purchase intentions. The most effective instrument for influencing business marketing tactics is social media. Data demonstrates that influencer marketing has a wider audience reach than conventional marketing techniques. The majority of Gen Z consumers use social media, and they follow a variety of social media influencers. The endorsement of influencers creates a favourable attitude toward the brand, which influences the consumer's desire to make a purchase. A few of the factors that determine the influence of influencers include knowledge, popularity, and fan base. According to research, influencers may be used

effectively to target Gen Z. For marketers, this presents the most cost-effective possibility for successful results. Today's consumers are able to make informed selections and conduct in-depth research before making a purchase because they can quickly obtain the information with a simple Google search. Therefore, customers would easily move to another influencer since there are plenty of options. But when paired with other circumstances, these characteristics may increase or decrease the purchasing intention. The need for a product, perceived value, price, brand perception, and other factors, in addition to the influencer's attributes, all affect buy intention. Therefore, while a buyer may not be able to buy a product solely based on an influencer's traits, they may contemplate doing so when the time is right and the other circumstances are favourable.

Dewangan, Siddiqui & Trehan (2022) ^[8] By reviewing 50 articles, this study provides an overview of the trends and themes covered by relevant literature such as the role of social media influencer in buying behaviour, the impact of social media influencers on firm's image and performance, and highlights the domains where influencers play a significant role. The findings of the review throw light on geographical locations, context, and journal type of the articles taken in the study.

Rahman (2023) ^[9] found that the type of product or service being promoted and the demographic of the influencer's audience were significant factors in the effectiveness of influencer marketing. Additionally, the study revealed that the use of influencers can impact consumer decision-making, including purchasing behavior and brand loyalty. However, ethical considerations were also identified, with some consumers expressing concerns about the transparency of influencer marketing and the authenticity of the influencers' endorsement. Overall, this study provides valuable insights into the impact of influencer marketing on consumer behavior and highlights the need for brands to carefully consider the selection of influencers and their marketing strategies to ensure their campaigns are effective and ethical.

Objectives of the Study

1. To study the factors that affects the purchase decisions of teenagers.

2. To examine the buying behaviour of teenagers. (On beauty or fashion).
3. To study the impact of influencer marketing on the buying behaviour of teenagers.

Research Questions

1. Which factors effects the purchase decisions of teenagers?
2. Which media affects the purchase decisions the most?
3. How often does the teenager go for buying?
4. How frequently is the influencer advertisement of the product instigating the teenager to buy?
5. What is the goodwill of the influencer in the market?
6. Does this goodwill affect the buying behaviour of the teenager?

Methodology

Method

Descriptive research method was used to study the impact of influencer marketing on buying behaviour of teenagers.

Sample

Sample was selected from Mandi Dabwali (Sirsa District of Haryana). It comprises of 136teenagers between the age group of 15-19 years.

Tools

Self-made questionnaire was used in order to study the impact of influencer marketing on buying behaviour of teenagers. The questionnaire included open ended and close ended questions.

Statistical Techniques

Percentage and Content analysis will be done in order to study the impact of influencer marketing on teenagers.

Analysis and Interpretation

After collecting the data, analysis and interpretation of the data was done according to the objectives. 136 respondents give their responses about the questionnaire that is made by the investigator. Most of the respondents are of teenagers. Out of which 61% are female and 39% are male.

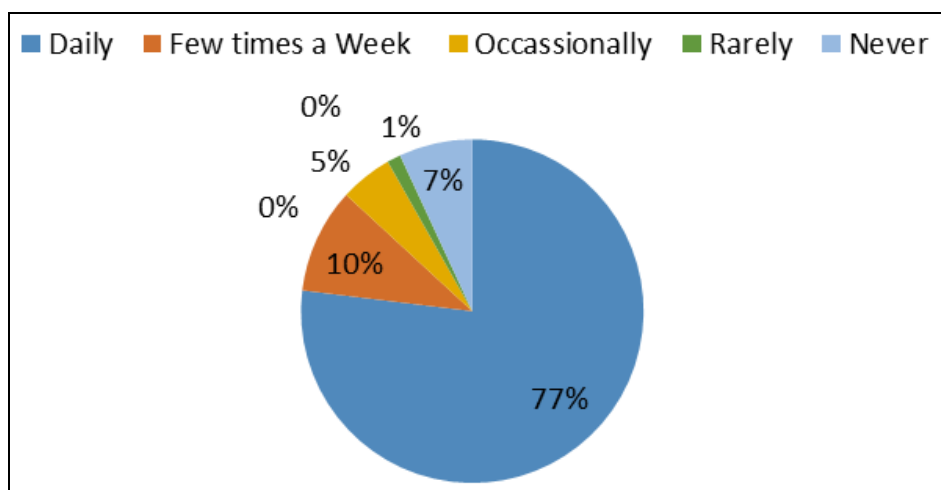


Fig 1: Graph showing the use of social media platforms

Fig 1: Shows that 77% teenagers use social media platforms daily, 10% few times a week, 5% occasionally, 1% rarely and 7% never use it. This shows that most of the teenagers are habitual to use social media platforms

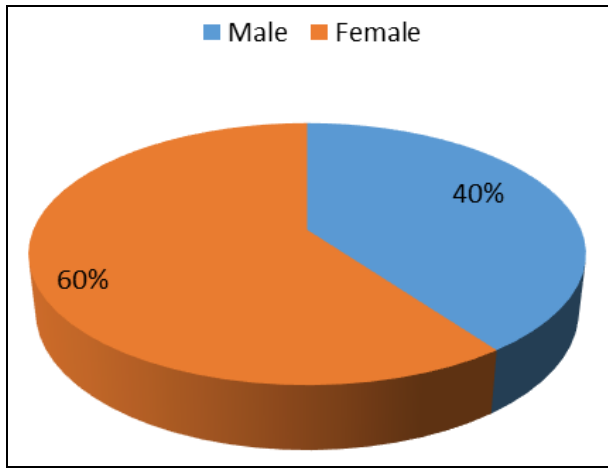


Fig 2: Graph showing percentage of male and female respondents

Fig 2: Shows that out of 136 respondents 60% are female and 40% are male.

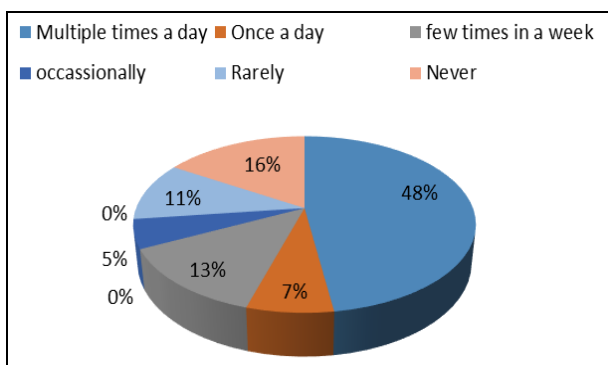


Fig 3: Graph showing influencer marketing content on social media platforms

Fig 3: Shows that how many times teenagers used to see content on social media platforms. 48% used to see multiple times a day, 7% once a day, 13% few times in a week, 5% occasionally, 11% rarely and 16% never

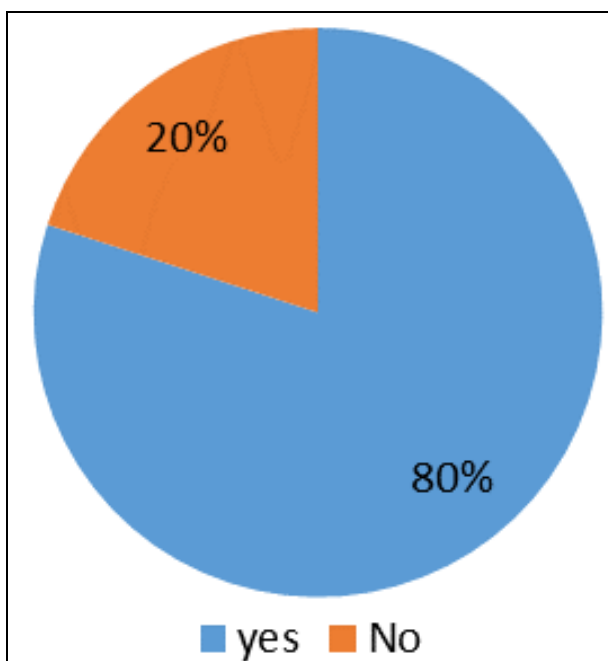


Fig 4: Graph showing the followers of influencers

Fig 4: Indicates that 80% teenagers follow influencers. This shows that teenagers buying behaviour is very much influenced by influencers

Most of the teenagers follow influencers like Kritika Khurana, Komal Pandey, Manav Chabra and Prajakta Koli. Kritika Khurana started her career as a social media influencer and used to post OOTD – outfit of the day pictures on Instagram. She then started working as a blogger with her blog “That Boho Girl” where she wrote stories about fashion and styling. Kritikakhurana has collaborated with many brands like: Maybelline, Daniel, H&M, Forever21 and she also collaborated with Myntra, Flipkart, Amazon for various fashion- related campaigns. She promotes their products, shares discount codes, and give her followers exclusive access to special deals. She also have her own clothing brand “Dee Clothing” where she design and curates trendy and stylish clothing pieces for women.

Komal Pandey is a popular social media influencer known for her fashion and lifestyle content. She has a strong presence on platforms like Instagram and YouTube, where she shares her personal style, fashion tips, and lifestyle advice. She often collaborated with various brands to showcase their products. She has also worked with designers like Masaba Gupta and Payal Singhal. Her fashion collaborations involve creating exclusive collections, curating looks, and promoting the brand’s latest offerings. PrajaktaKoli is a popular social media influencer and you tuber. She started making videos on her you tube channel. Her videos feature entertaining skits, vlogs, entertainment, and discussion on social issues. She has collaborated with various celebrities and brands throughout her career. She has worked with popular fashion labels like Nykaa, Myntra and Lifestyle. Prajakta has shared her fashion and beauty tips, recommendations, and even done makeup tutorials in collaboration with these brands. Through these collaborations, she excited her audience and provided them with information about various products and services.

ManavChhabra is a popular social media influencer who shares various videos on his you tube channel. On his channel, you can watch fashion, lifestyle, travel, and personal videos. In Manav’s videos, you will find enjoyment in his interest, makeup tutorials, and vlogs. Manav has collaborated with several brands such as Myntra, Oneplus, Beardo and many more. His collaborations often involve creating engaging content and promoting the products or services of these brands to his audience.

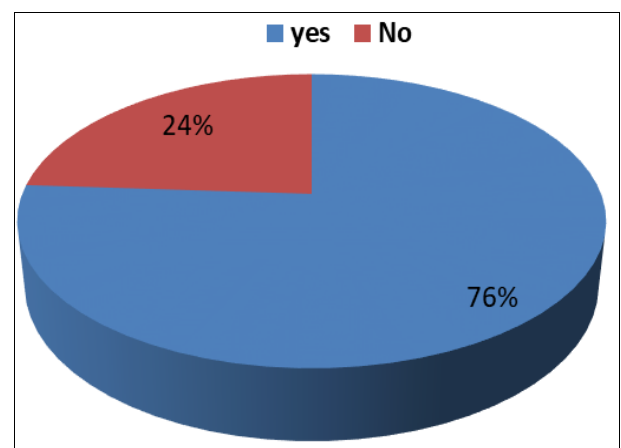


Fig 5: Graph showing the effect of influencers on buying behaviour of teenagers

Fig. 5 indicates that 76% agreed to this fact that their buying behaviour is influenced by influencers.

are aware about the sponsorship and 33% are not aware.

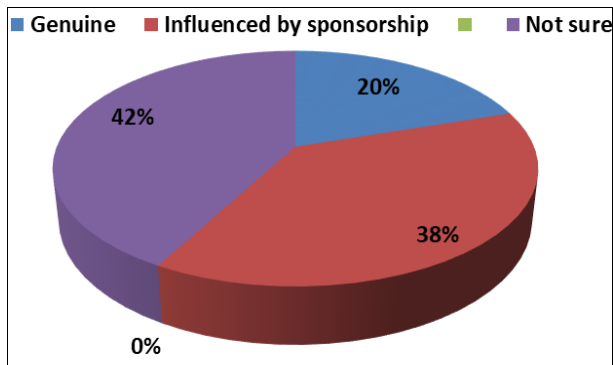


Fig 6: Graph showing the genuineness of influencers' opinions on products / services

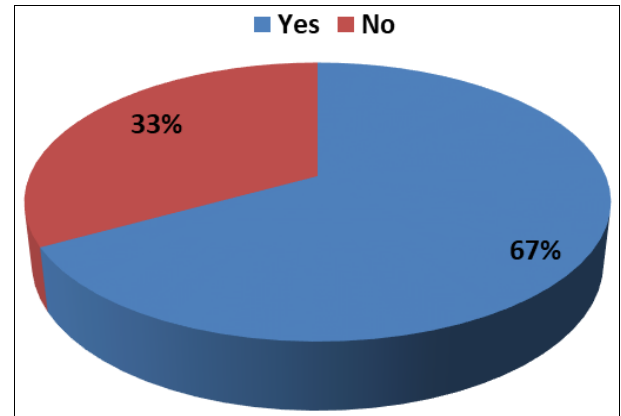


Fig 9: Graph showing respondent's opinion regarding the disclosure of sponsorship or paid partnership.

Fig. 6 shows the results about the genuineness of the opinions of the influencers regarding the products or services. 42% teenagers opine that the influencers' opinions are genuine. 38% said that their opinions are influenced by sponsorship and 20% are not sure about this.

Fig.9 shows that 67% respondents are of the view that influencers should disclose sponsorship or paid partnership while promoting the products or services. On the other hand 33% do not consider it essential.

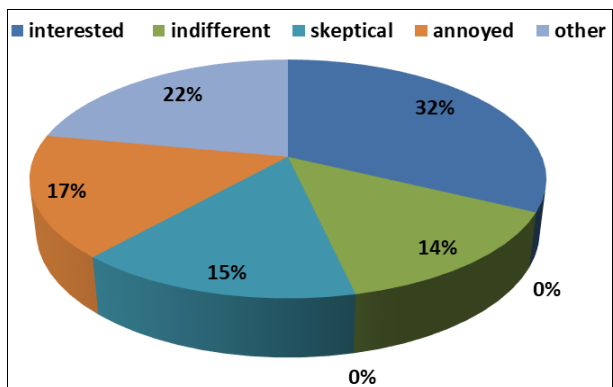


Fig 7: Graph showing the attitude of the respondents towards the sponsored content on social media feeds

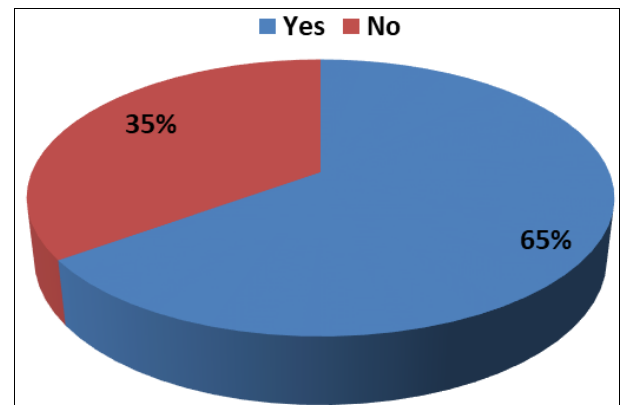


Fig 10: Graph showing the effect of influencers marketing on purchasing decisions

Fig. 7 shows the attitude of the respondents towards the sponsored content i.e. on social media platforms of the influencers. 32% are interested, 14% are indifferent, 15% are sceptical, 17% are annoyed and 22% have shown no interest.

Fig.10 shows how much purchasing decisions of the teenagers are influenced by influencers. 65% are of the view that their purchasing decisions regarding products are influenced by influencers. 35% opined that they are not affected by influencers.

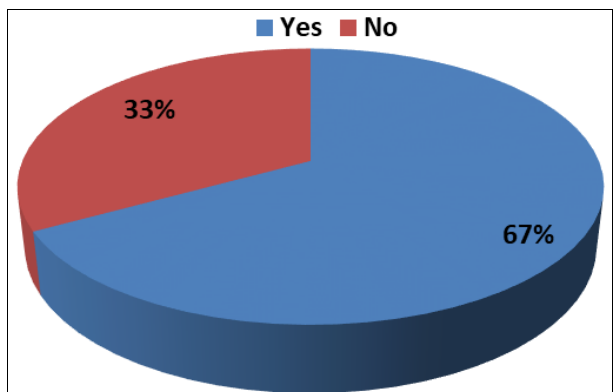


Fig 8: Graph showing the awareness of paid partnership or sponsorship in influencer posts

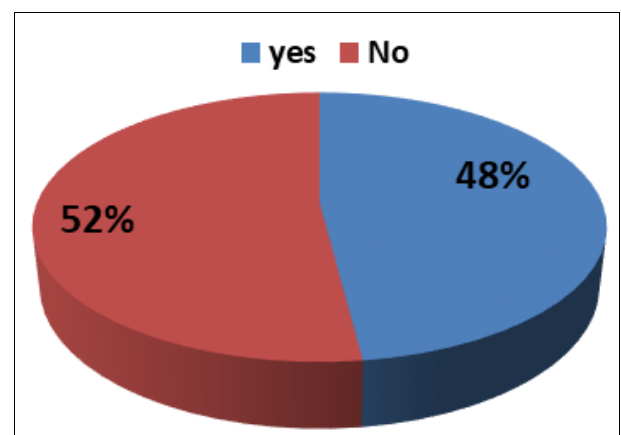


Fig 11: Graph showing the authenticity of the influencers' content

Fig. 8 shows the awareness level of the respondents about the paid partnership or sponsorship in influencer posts. 67%

Fig. 11 shows what the teenagers thought about the

authenticity of the content of the influencers. 52% respondents are of the view that the content regarding the products' review is authentic and 48% says that it is not authentic.

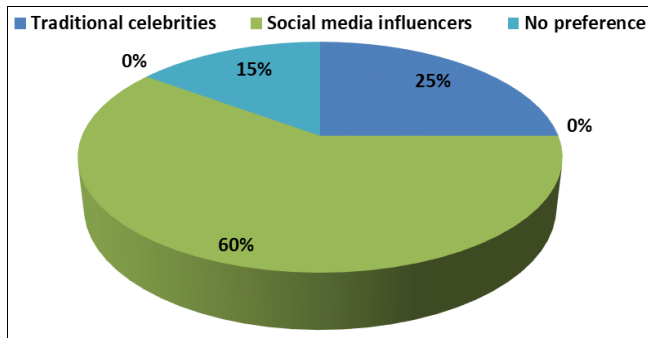


Fig 12: Graph showing the preference for advertisement

Fig. 12 shows what type of advertisement preferences teenagers have. 60% teenagers like advertisement by social media influencers and 25% like advertisement by traditional celebrities (Amitabh Bachchan, Priyankachopra, etc.) 15% have no preference.

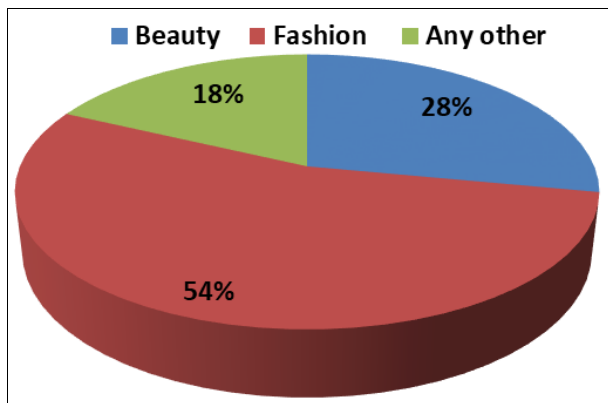


Fig 13: Graph showing the types of product that are influenced by influencer marketing

Fig.13 shows the impact factor of influencer marketing on different type of products. 54% teenagers are of the view that fashion products are influenced by influencer marketing and 28% thinks that influencer marketing also have impact on beauty products. 18% responded that other products are also influenced. It indicates that fashion products are most influenced by the influencer marketing.

Conclusion

From the analysis it was found that teenagers use social media platforms to buy beauty and fashion products and their decisions are influenced by them. It was also found that females are more influenced than males. 49% use social media platforms hours a day, 25% three to four hours a day and 26% 5 hours or more than five hours a day. 77% use social media platforms daily. 52% opined that the sponsored content on social media is authentic and genuine. On the other hand, they are aware about the paid partnership of the influencer. They also think that they should disclose this fact. Attitude towards the sponsored content is positive. In the market influencers have strong good will. This good will affect the buying of the teenagers.

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