

A STUDY ON INFLUENCER MARKETING'S EFFECT ON CONSUMER BEHAVIOUR

Pooja R

II MBA, School of Management

Dwaraka Doss Govardhan Doss Vaishnav College, Chennai, Tamil Nadu

Abstract

The article's objective is to examine and assess the impact of marketers' marketing initiatives on customers. A comprehensive review of the scientific literature was conducted in order to study the subject, and many theories and scholarly sources were then systematically arranged and generalized. According to the study, using a variety of marketing strategies, including advertising and online communication via blogs or social media, can increase visibility and positively influence consumer behavior. However, it's crucial to remember that both the macro and micro settings must be considered because people may make various choices depending on the market, social, and cultural contexts in which they live. . Based on the proposed theoretical model of the influence of marketing tools on consumer behaviour, there is a positive correlation between sociological variables, external stimuli, and marketing communications. The holistic model should be empirically validated and revised once investigated in practice.

Keywords: *Influence of Marketing Tools, Marketing Efforts, Consumer Behaviour, Advertising, Purchasing Decision.*

Introduction

Marketing is the practice, collection of organizations, and procedures for developing, promoting, providing, and trading products and services that are valuable to consumers, clients, partners, and society as a whole. All of these efforts aid companies in efficiently reaching their target market. In our daily tasks, marketing is crucial. In terms of how brands interact with consumers, influencer marketing has revolutionized the field. But what specific effects does it have on consumer behavior? The following are important factors:

- **Authenticity and Trust:** Influencers offer a more relatable and reliable experience than traditional advertising. They have established a reputation in particular niches, which has allowed them to interact with their audience on a real level. This lends credibility to their product endorsements compared to a faceless corporate effort.
- **Social Proof and Recommendations:** Individuals are more inclined to believe peer reviews and suggestions. By establishing influencers as reliable consultants in their communities, influencer marketing takes advantage of this. A layer of social proof is added when a product is used or recommended by an influencer they follow, which encourages customers to think about or purchase it.
- **Targeted Reach & Brand Awareness:** Influencers can reach particular demographics and interests because of their tailored followings. By ensuring that the message reaches the most responsive audience, this focus increases brand exposure and conversion potential.
- **Influencers have the ability to create emotional stories about items by demonstrating how they fit into a desired lifestyle.** Because of this, the product becomes more than just a purchase; it becomes a means of achieving a desired image or experience, appealing to the expectations of the buyer.
- **Influencer marketing isn't a magic bullet, though.** Consumers are savvier now and can spot inauthentic promotions. For a campaign to succeed, the influencer-brand fit needs to be genuine.

Transparency about sponsorships is also crucial to maintain audience trust.

In general, influencer marketing affects consumer behavior through establishing emotional bonds, reaching specific audiences, utilizing social proof, and fostering trust. Through the creation of genuine message and collaboration with the appropriate influencers, brands may successfully encourage customers to buy their products and foster enduring brand loyalty

Literature Review

Gabriele Troilo (2016) The findings of this study clarify how and why dispersion of influence between Marketing–Sales interface and customer-oriented culture mediates the effects of DIMS on superior customer value.

Krohmer (2002) Our study confirms that an increased dispersion of influence across Marketing and Sales positively contributes to market performance through the mediation of superior customer value.

Anand Kumar Jaiswal (2020) The findings of this study reflect the reach of marketers in India where companies have successfully penetrated the urban and semi-urban markets with products and promotional programs. They show a high level of brand awareness, significant expenditure on products outside of the core bundle of consumption, susceptibility to advertising and sales promotion, and aspirational-driven choices amongst the consumers.

Dr. Shruti P Maheshwari (2018) Customer's attitudes are changing towards the environment to encourage innovation for conservation and the benefits from this source of innovation are certain to outlive our current generation. This article investigates consumer beliefs and attitudes on environment protection and their purchasing behaviour of eco-friendly products. This article also focuses on the success of efforts put by marketers in bringing green brands awareness in consumers' minds.

Viktoriaja's (2019) use of various marketing tools allows gaining exposure for the business and influences behaviour consumer behaviour. When reviewing factors that have a positive effect on the consumer decision- making process, both micro-and macro- environment have to be taken into account as individuals might make different decisions based on the surrounding cultural, social, and market contexts. The marketer's goal is, therefore, to identify the means of increasing the consumer's willpower to execute the purchase.

Research Gap

- The study's findings are based on a limited sample size, meaning they may not fully represent the broader population. A larger sample would provide more reliable insights into influencer marketing's effect on consumer behavior.
- The research assumes that consumer behavior is similar across individuals, which may not always be accurate. Personal preferences, cultural influences, and individual experiences play a crucial role in purchasing decisions, making it difficult to generalize findings.
- The study does not analyze the relationship between product quality and price, which is a significant factor in consumer decision-making. Consumers often balance these aspects when making purchases, and excluding this factor limits the depth of the analysis.

- The research primarily focuses on qualitative aspects, such as perceptions and attitudes toward influencer marketing, rather than quantitative metrics. A stronger emphasis on statistical data, such as conversion rates and engagement metrics, could provide a more comprehensive understanding of influencer marketing effectiveness.

Conceptual Framework

The framework of this research explores the impact of influencer marketing on consumer behavior through the lenses of trust, social proof, and engagement. It emphasizes three main components: Influencer Marketing Strategies (including content quality, credibility, and outreach), Consumer Psychological Factors (which consist of trust, authenticity, and emotional connection), and Consumer Behavioral Outcomes (such as purchase intent, brand loyalty, and word-of-mouth). Successful influencer marketing improves brand perception and affects buying choices, yet elements like authenticity and transparency are vital. This research intends to examine these interactions to enhance influencer marketing tactics for better consumer engagement and sustained brand loyalty. The conceptual model on the topic –A STUDY ON INFLUENCER MARKETING'S EFFECT ON CONSUMER BEHAVIOUR| are

Influencer Marketing (IV) → Mediating Variables (Perceived Authenticity, Expertise, Transparency) → Consumer Behavior (DV: Purchase Intention, Brand Loyalty, Engagement)

Objective of the Study

- Understanding the Power of Marketing Tools: Marketing goes beyond catchy ads—it shapes consumer perceptions and influences decisions. By analyzing motivations, brands can enhance recognition, build trust, create desire, and drive purchases through strategic messaging and incentives.
- Analyzing Real-World Marketing Impact: Studying A/B testing and marketing data helps identify the effectiveness of different strategies. Insights from consumer behavior trends, demographics, and cultural influences enable continuous improvement in marketing approaches.
- Developing a Consumer-Centric Marketing Model: A well-structured marketing model leverages key factors—target audience, messaging, brand positioning, and value-driven offers—to create lasting positive effects on consumer behavior. Data-driven strategies ensure marketing remains impactful and relevant.

Research Methodology

The proposed quantitative research aims to examine the impact of influencer marketing on consumer behaviour. Specifically, it seeks to identify the key factors influencing consumer attitudes, perceptions, and behaviours related to products or services promoted by influencers. The study will employ a structured questionnaire to collect data from a representative sample of consumers who are exposed to influencer marketing content on social media platforms. The primary data was collected through a survey or questionnaire framed and circulated by the students. Secondary data was collected by referring to various articles related to the topic. A combination of both qualitative and quantitative methodologies was used. We collected responses from about 110 people by circulating a questionnaire with predetermined questions based on the influence of marketing on consumers. The questionnaire was framed to understand

the view of consumers on the marketing efforts put by marketers. Pie charts were made to get a bird-eye's view of the questionnaire filled by people. Both statistical and theoretical data had been collected.

Relevance of the Study

Constantly increasing market competition requires each organization to undertake certain actions that would help to attract the attention of consumers. Marketing actions and the use of marketing tools are often targeted directly at the consumer therefore, it is important to know the factors that influence consumer behaviour.

In marketing literature, it is often mentioned that loyalty, as part of consumer behaviour, is the main goal not only for marketing but also for each organization. Entrepreneurs agree that long-term business success is not based on the acquisition of new users. Attraction needs to be matched with consumer retention and loyalty formation - building relationships with consumers. It is believed that when consumers receive incentives from the organization (through marketing tools) that meet their needs, their trust, dedication, and satisfaction are formed, resulting in customer loyalty.

Results and Discussion

Frequency Distribution

Category	Findings
Gender Distribution	Male: 46 (41.8%), Female: 64 (58.2%) - Higher female participation.
Age Distribution	73.6% of respondents were aged 18-25 - Youth-dominated demographic.
Expenditure Patterns	Electronics (28.2%), Clothing (27.3%), Medical Care (20.9%), Food (10.9%).
Purchase Decisions	Price (38.2%), Packaging (25.5%), Brand Name (23.6%), Ease of Access (12.7%).
Quality vs. Quantity	89.1% preferred quality over quantity at the same price.
Shopping Preferences	Malls (34.5%), Dept. Stores (31.8%), E-commerce (19.1%), Street Shopping (14.5%).
Preferred Payment Methods	UPI (54.5%), Cash on Delivery (33.6%), Cards & Net Banking (Less Popular).
Influencer Preferences	Engagement Quality (53.6%), Reach (33.6%).

Statistical Analyses

Chi-Square Tests

Purchase Decision and Brand Loyalty: The chi-square test revealed a Pearson chi-square value of 36.441 ($p = 0.448$), leading to the acceptance of the null hypothesis (H_0), which indicates no significant association between purchase decision and brand loyalty. This suggests that brand loyalty does not strongly influence purchase decisions in this sample.

Purchase Attributes and Shopping Preference : The chi-square value of 48.687 ($p = 0.009$) indicates a

significant association between purchase attributes and shopping preferences, leading to the rejection of the null hypothesis (H0). This suggests that consumer preferences in shopping locations are influenced by factors like product attributes (e.g., price, brand, packaging).

Advertising and Celebrity Endorsement : With a Pearson chi-square value of 65.371 ($p = 0.995$), the null hypothesis (H0) is accepted, indicating no significant association between advertising and celebrity endorsement. This suggests that celebrity endorsement does not have a strong effect on consumer attitudes toward advertising.

Reliability Analysis

A Cronbach's Alpha of 0.678 (for 4 items) indicates moderate internal consistency among the measured items, suggesting that the survey items are somewhat reliable.

A lower Cronbach's Alpha of 0.314 (for 6 items) indicates poor internal consistency, implying that the items may not be effectively measuring the same construct.

T-Test

Variable	Mean	t-value	p-value	Significance
Purchase Attributes	3.4218	5.472	0.002	It significantly impact consumer behavior.
Brand Loyalty	3.1982	1.893	0.061	It does not have a strong statistical influence
Advertisement	3.2727	6.138	< 0.001	It have significant effects, indicating their importance in influencing consumer perceptions.
Celebrity Endorsement	3.3023	5.982	< 0.001	Statistically significant

One-Way ANOVA

ANOVA					
Advertising					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	4.427	3	1.476	2.986	.034
Within Groups	52.391	106	.494		
Total	56.818	109			

The ANOVA results for advertising methods indicate a statistically significant difference among groups ($p = .034$), suggesting that at least one advertising method's effectiveness differs from the others. However, the effect size is moderate ($\eta^2 = 0.077$). The between-groups variation (Sum of Squares = 4.427) is larger than the within-groups variation (Sum of Squares = 52.391), implying that advertising methods have some influence on perceived effectiveness.

1. Correlation Analysis

The correlation between gender and product preference ($r = 0.176$, $p = 0.065$) suggests a weak nonsignificant tendency for gender to influence product selection at the same price. Although the

correlation is positive, it is not statistically significant, indicating that gender may not be a strong determinant in this context.

2. Regression Analysis

Regression analysis showed that age has no significant effect on the perceived effectiveness of advertising methods ($p = 0.143$). While there was a slight negative relationship, it was not statistically significant, indicating that age may not be a critical factor in shaping attitudes toward advertising methods

3. Findings

- The most essential part of brand image is of quality products or services and appropriate way of promoting it.
- Marketing not only involves selling and advertising but various other steps such as research, promoting, customer service, customer satisfaction, brand building, etc.
- People need things, but the final demand they formulate is completed with their wants, and sometimes companies take the advantage of this by proposing useless but wanted products. Moreover, we noticed that every buying act is related to the customer's own beliefs and cultural and social factors.
- With the growing awareness of global warming, people have shifted towards a more eco-friendly lifestyle and opt to see more of that in the brands. Most of the consumers spend most of their money on food and groceries, followed by clothes and accessories which are marketed by the brands in such a way that it has become a necessity
- The price of the product/service is the most important and essential aspect of decision making by the consumers
- Most consumers prefer quality over quantity with the same price as it saves time and effort promoting sustainability.
- The studies show that the majority prefer to shop at shopping malls as they are extremely convenient, time-saving, and provide a great shopping experience.
- On the other hand, there is a gradual increase and growth of shopping at e-commerce sites as they are far more convenient, easy to access with a wide range of variety as the convenience of your house.
- The rising use of social media has led to making it a more impactful marketing tool for marketers as the time consumption of social media by consumers has gone up tremendously.

Conclusion

As stated by various researchers, different marketing tools can expose yourself to the company and influence consumer behavior. When examining factors that have a positive effect on consumer decision-making processes, micro and macro environments must be considered as different decisions can be made depending on the cultural, social and surrounding markets. Therefore, the goal of a marketer is to determine the means to increase the will of the consumer and satisfy the purchase.

Empirical data from the research demonstrates a positive relationship between the consumer's decision-making process and the impact of a variety of marketing tools, including advertising and online

communications through social networks and blogs. On the other hand, the impact of marketing tools on consumer behavior is always an appropriate subject, and it is necessary to study more carefully and more quantities. A theoretical model of the impact of marketing tools on consumer behavior has been introduced. It suggests that there is a correlation between sociological variables, external stimuli, and marketing communications, hence a combination of these factors might favourably influence consumer buying behaviour. However, the holistic model should be empirically validated and revised once examined in practice.