Influencer Marketing in the Digital Age: Exploring the Influence of Social Media Influencers on Consumer

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Abstract - Through the research we are going to discover how social media influencers do impact consumer behavior, especially that of purchasing. It brings forth the existential question of how much influential the lifestyles of social media stars have on consumer behavior as among the younger generation there is a strong tendency to copy the lifestyle of influencers. The research demonstrates information which illustrates that there is a considerable number of both male and female consumers that are mostly guided by what social media influencers recommend, with this having the highest proportion among the youth. Views of influencers influence the probability of buying products or services most likely, among female participants and individuals between 20-25 years old. The study finds that the credibility of influencers is positively related to the probability of ordering everything they advertise, especially on the young people. The effect of influencers on the buying decision is likewise inherently related to the trustworthiness of the product endorsed, showing how significant the authentic content is. The report highlights the importance for these brands to comprehend how influencer marketing works, relate it to consumer trust and purchasing behavior, so that they may effectively take advantage of this aspect of social media.

*Key Words***:** *Influencer marketing, Consumer behavior, social media, Purchasing decisions, Authenticity, Brand management, Online marketing, Consumer trust.*

1. INTRODUCTION

From the studying output, marketers will gain an insight which they need to adjust their influencer marketing strategy to gain better result. By knowing the demands and barriers which millennials must determine diverse categories of product, marketers will be able to realise an effective plan for influencer marketing.

Our whole life has been reshaped by the widespread influence of digital technology to the extent where we cannot imagine our days without turning to our smartphones to watch the news, update social media and purchase groceries and hail a ride. Time-deficient environment has made consumers expect quick gratification. When prompted by any distraction, it is seen as an unwelcome nuisance – this may include alerts, prompts, or ads. The old media environment represented by printed and TV media is gradually being pushed away by gain-free streaming platforms Amazon Prime and Netflix. Meanwhile, marketers would rely on digital and conventional media to influence purchasing decisions yet, gaining the attention of a distracted audience poses great challenges. Recent research submits that consumers have trouble in knowing what the brand messages and many people hardly remember the add. What's a business to do in the face of heavy competition and noise when trying to set themselves apart, and engage consumers with their brand? Marketers increasingly go for emotional storytelling that can establish a connection with target audiences. Thus, brands are no longer limiting their campaigns to their own social media accounts but instead they are also engaging various influencers with their own

large social media followings which results in greater connection between brand and consumer. It is the fact that today, the influencers could be anybody, no matter what background they possess, and they exploit multiple social media platforms to suggest and sell goods and services. As the number of influencers rise and their opinions are increasingly what consumers follow to make decisions they can trust, this is now how influencers are more relevant to brands in shaping consumer attitude.

As revealed by the research done by Berger and Keller Fay Group back in 2016, the influencers were perceived as more believable and knowledgeable by the consumers. Hence, it is likely that they will follow influencer recommendations instead. Despite hiring influencers for branding to increase their customer base and engagement with their brand, the selection of influencers that will convey the right message of the brand to the appropriate target group is the hardest thing as quoted by (Wong, 2014). The upsurge in influencer marketing is attributed to the effectiveness of it to bring higher return on marketing investment, content marketing that engages and inspires, targets the right audiences and content that delivered in real time. Even though the active involvement of social personalities is becoming more and more frequent in India, there is relatively little academic research on influencer marketing which concentrates on the competitive edge of millennials. Moreover, one comprehensive definition of influencer marketing is still lacking (Johansen & Gulvdik, 2017). On Instagram, there has been a growth of influencers so much that right now, there are more than 6 million in India and, there are over 44 million globally (Economic Times, May 24, 2018). Influencer marketing has been widely used and is the current trend in India, but the systematic study of its effects on millennials in the emerging economy is not available. This paper addresses this gap by examining the influencer marketing landscape in the country,

concentrating on the reactions of people of millennials generation to such marketing approach.

College students' preferences for the clothes and cosmetics of international brands provide a higher influence on purchase intention of Indian customers. It confirmed the fact that India is devoid of any of these aspects of culture that are typical of Confucianism. Customers preferences in India to branded and non-branded items differ about the respective goods category, and there are spatial variations in the demand patterns of the Indian consumers. Users of branded items choose these products based on good looks, comfort, durability, and general quality of the product. The reach of the international brands among Indians is widening, and around 83 percent of the respondents endorsed the idea of enabling more foreign companies to market their products in Indian market. The overall generalization is that Indians have low awareness and utilization of luxury brands because expensive brands are limited, prices are high and they are not affordable for all people. The fact, however, is that Indian customers usually prefer national brands but will try products made in other countries if they are interested in either the brand or the item. On the one hand, it is found out that Indian people with higher income have a bias towards international brands and that there is a clear, positive link between the consumer's income and brand origin.

Indian buying behavior (Indian culture)

The common Indian consumer usually associated brands originating from Western countries with more superior quality. Besides, there are also people who believe that international brands are for the upper-class people because they are technologically advanced, have good design, good quality, sell at fair prices and they are dependable. However, Indian brands are perceived to be common and imitative, being technologically backward, and they are designed for less educated consumers.

Influencer Marketing

Influencer marketing is also noteworthy, and it is of the social media type. It is these online consumers (of the products) who as well promote those goods and companies to their followers that can be categorized as influencers. Afterward brand influencer advertising and eWOM ads gain in importance. But the influencer might be a well-known face from among the celebrities, figureheads, or athletes who have many followers on their social accounts. Influencers, to some extent, are thought to be like media actors on social media. They show different notions of their lives which might not happen in real life. These influencers use their skills to build personal brands for themselves (Glucksman, 2017). Promotion of individuals as a brand is another marketing tactic which companies are leveraging on social media. As a result, influencer marketing entails collaboration with two brands: They said that there is a "social network influencer" and the "company that he or she promotes" (Stubb et al, 2019). According to the comment from Campbell and Farrell (2020), these NC fans can pay as much as half a million dollars per tweet. The price depends on the unilateral number of followers and the media that is used. Different types of niche Internet celebrities enjoy diverse yet equally significant popularity – including lifestyle, design, comedy, politics, and gaming (according to Taylor, 2020). Influencer marketing is set to triple, growing from $5 billion to $10 billion industry by the year 2020. Moreover, there is a wave of gaming influences in the online marketing that cannot be ignored.

Social Media

When someone does Google for the word social, about 7.12 billion results show on screen in about 0.75 seconds. As per Google search, social media is marked as websites and applications that allow user to create and share their contents and likewise, or the Cambridge definition, social media is described by all the websites and applications that gives an opportunity to the people to create and/or share contents and that to participate in social networking too. But on the contrary, this definition can dispell all websites available to internet users nowadays. Thus, they might come up with a narrower perceptions and social media is intimate the same as social networking for them. For some no cognition there may not even be such a thing as a blog social media. After all, our various perceptions of the similar events may vary so we get very diverse opinions quickly.

Brand awareness and intention for purchase.

By looking up the trends and understanding the influence of social media on customers has proven to be an effective practice in implementing the brand recognition together with intention to purchase. The notion, which brands are no longer mere channels for transmitting information about the product, but they live as part of a dynamic complex with consumers, is the main aspect for deepening the relationship. Brand awareness and brand value are interrelated to social talks and responses from social networks where value becomes part of an exchange embracing the mechanism of social process. Researchers progressively recognize the social status of the brand and the contribution of the brand in the process of creation of its value and supporting the consumers in the process of making the decision.

Strategic Approaches

While assessing if social media helps form competitive advantage, often, marketing and advertising channels available today are not suitable. "A labeled social campaign can provide auxiliary channels and touch points through the day which can stimulate ongoing interaction between users and the brand message, which in turn can be utilized to locate themes in consumer feedback and turn users into content online consumers."

The report says. These include companies with social media presence and their ability to engage customers. Companies need to come up with an appropriate strategy that will guarantee that their marketing strategies create a following and allow them to offer customer service that is better and more productive.

Social media serves to make PC communication, especially the word-of-mouth character, to become of much larger scale in terms of influencing the image of the brand. Since customer can share company's information with thousand other followers only by single post, business owners should be aware of how they will deal with social media when their company is still at bare existence stage. It becomes rare once its values have been discussed on internet forums. Unlike this, insufficient positive consumer participation is considered as the first problem that the organization may need to improve the undesirable feedbacks from social media.

Consumer behavior critically depends on the following elements:

Psychological Factors: This aspect is about the internal reasons why a customer is inclined to buy one product or another. These reasons can be "internal motivations, perceptions, attitudes, beliefs and emotions" that guide the individual's buying. With knowledge of these factors such as the basis of motivation, how consumers perceive things and how they learn, memory and personality will play a big role in shaping their consumer behavior (M. R. Nizam,2016).

Social Factors: One can hardly stay a consumer if he is surrounded by consumers. The social circle of a person may have a tremendous effect on the shopping behavior of a person. The socialization processes and social conventions are a complex combination of family, peers, social status, culture or subculture that is the continued informal and formal learning that takes place throughout a person's life; the familial, peer, societal, cultural and subcultural influences impact people's tastes, outlook and spending habits.

Personal Factors: Numerous personal characteristics, say, gender, age, income status, way of life, and point of their life would maybe comprise their choice in terms of shopping behavior and preference to buy certain items. To achieve their goals more efficiently and effectively, marketers are quite likely to use the segmentation of their audience into smaller subgroups they are going to address according to their personal features.

Environmental Factors: Industries also must deal with several external challenges, for instance, "economic climate, technological change, political and legal pressures, and cultural development". Cz alterations may lead either to potential threats and problems or to competitive advantages for companies, implying modifications in their marketing strategies. (K. Kaur, A. Mishra, and V. Mallik,2021)

Decision-Making Process: In general, a consumer would have to go through several steps in the decision-making process: firstly, the needs analysis, followed by data gathering, researching the available options, the choice of product to buy which ultimately comes to evaluation after using the product. Marketing identifies touchpoints at every stage of the buyer's journey as they learn about problems, solutions, and brands to provide the most helpful information to consumers at the right time and optimize their marketing strategies.

Consumer Segmentation: By acknowledging that your market consists of heterogeneous individuals, marketing professionals proceed by coming up with the decision of dividing the consumers in different market segments based on some common characteristics, behaviors, or needs. Customer segmentation facilitates goal-oriented marketing with the inbuilt capacity to customize the

messages for the specific group of consumers, which eventually translates into higher effectiveness of marketing strategies.

Consumer Trends and Insights: It is highly relevant for companies always to keep a close eye on consumer trends and getting valuable information about evolving preferences, behaviors and purchasing patterns to maintain the lead in the market. Research methods like surveys, focus groups, and data analysis get used by marketers with a purpose of "revealing consumer behavior and predicting future developments".

Organizations could have a perfect sales and profit environment only when they understand consumer behavior and have it under their control. The same applies to customer loyalty and experience. With more research, campaigns and products will better respond to the demographic division and tastes shifts of the audience affecting their purchasing decisions.

Objective:

1.   To understand the mechanisms through which social media influencers influence consumer buying behavior.

2.   To explore the factors that determine the effectiveness of influencer marketing campaigns in driving consumer purchases.

3.   To assess the implications of influencer marketing strategies for brands, consumers, and digital platforms.

Research Gap:

1.   Limited Understanding of Specific Mechanisms: The acceptance of the role that social media influencers play in the influencing the shopper behavior ports just a gap in the understanding of how the influence is done by the influencers on the shopping decisions. The research

could take it further into the psychological processes, for instance, social comparison theory and identification theory that provide explanations why consumers follow the influencers recommendations and thus choose their products.

2.   Lack of Consensus on Key Determinants of Effectiveness: Many different elements as a decisive factor for the effectiveness of influencer campaigns showed, e.g. identification, trust, authenticity, and interactions, however there is still no unanimity which one of them is crucial. The future research directions in the present context could aim to reveal the top list of these factors and clarify the importance of this list for the consumers' buying choices.

3.   Limited Examination of Long-Term Implications: Often, studies give particular attention to the ultimate shallow results influencer marketing campaigns have on customer behavior and brand reputation. Nevertheless, it is still needed to assess the consequences of data protection regulation. Follow up studies may be directed at entity level measures like brand loyalty, retention, and recognition of the brands through time.

Review of Literature

2.1 Influencer Impact: Consumers' Behavioral Patterns

In recent years influential marketing has become a potent way for brands to reach consumers build brand engagement and boost sales. Thakkar & Halvadia (2023) investigated factors that influence online shopping behaviour in India which includes acknowledging millennials as the tech-savvy, brand-conscious consumer. They placed a significant emphasis on the impact of globalization and social media on shoppers' buying behaviour, thus making the behaviour of consumers as critical in the improvement of shopping experience

online. In his research of online marketing tactics, Srinivas Kumar (2021) observed influencer marketing, social network marketing, eWOM and viral marketing to be one of the crucial aspects of selling intention thus, emphasizing the tremendous role of influencer marketing in producing purchasers' behaviour. Pandey et al. (2024) examined the digital marketing effect on consumer shopping behaviour, giving preference to authenticity and relevance as the main ingredients of a digital marketing strategy. They discussed how digital marketing channels influenced consumer perception and purchase behaviour and proposed the joint venture of the academia, industry, and the government to navigate the digital arena. Mehta discovered that social media marketing has impressive effect on consumers' perceptions and purchasing choices in the village of Gujarat, an indication that digital marketing is being strengthened in the non-urban areas. On celebrity as a brand, Rastogi et al. (2024) focused on Indian market and proposed strategic role of celebrities in advertising that have implications on brand perception and consumer choices. Hence, we can conclude that influencer marketing has proved to be the key component of present marketing strategies in India.

2.2 Determinants of Influencer Marketing Campaign Success.

The highly influential marketing has built up its position and became the dominant force in the digital era, changing the way how the consumers think before purchase. Thakkar and Halvadia demonstrated the factors responsible for e-shopping behaviour in the country, which additionally includes fashion decorum, perceived value and, utilizing the example of millennials, inter-generational impedes As per Kumar (2021), marketing online strategies are the all-important component, which is based on the key purpose of the influencer marketing, social media marketing, and viral marketing which have a vital role in the decision to buy. The digital marketing influence upon customer's behaviour buying was

discussed by Pandey et al. (2024), where they emphasized the features of the authenticity and the relevance Mehta (2024) investigated social media marketing and the way it is influencing consumer behaviour in the rural parts of Gujarat. Through his research, he investigates how the connectivity merger of marketing and social media is changing marketing strategies. The relevance of celebrity as a brand on consumers' behaviour in the Indian market is not a new subject; what is new though is the strategic role a celebrity brands is playing in the advertising and brand perception, as researchers Rastogi et al. (2024) found. Srikanth and Bhojanna (2019) studied the effects of social media on retail consumer behaviour in India, showing that social media too holds a quite prominent effect on consumers' decisions regarding the purchase of commodities. The literature shows that these factors are meaning hence, businesses need to take them into consideration to create effective and engaging marketing campaigns that will promote brand loyalty in the digital era.

2.3 Brand Implications: Influencer Marketing's Performance Driving Aspect

Even though influencer marketing has lately been enjoying the patronage of many people in the dynamic marketing industry because of the impact it has on consumer behaviour and the resultant implications on brands, it is however important to bear in mind that there are as well both negative as well as positive marketing attributes surrounding the same marketing approach. The authors focus especially on the significant role of influencer marketing in this case, including factors such as the development of a certain social status and the influence of age, working in the Indian luxury consumption. Marathe and Jagdale's (2023) centre the fact that influencer marketing influences consumer buying behaviour concerning water purifiers. Hence, they highlight the relationship between this type of marketing and consumer behaviour. The paper by Syed and Zaidi

(2023) discusses the effectiveness of social media influencers as a marketing channel in generating brand purchase intention based on credibility and attractiveness theory. According to Saini, et al. (2021), the present trend of influence social media and celebrity endorsement is covered by the authors specifically addressing how the two can affect brand loyalty through brand image and the importance of authenticity. Dhingra (2022) explores the influencer marketing of retail stores in India for social media as having authenticity and respecting regulations across boards, as critical. Hence, the reviewed literature proves that influencer marketing is the essence of another segment of marketing in the age of digitalization which determines the consumer perceptions, purchases, and the loyalty.

2.4. Consumer Effects: Influencer marketing: A tool that used by the marketer to reach to the targeted consumers and influence the decision.

Thakkar and Halvadia (2023) have stressed the way influencer marketing changes the pattern of consumption of luxury goods laying the focus on parameters like style consciousness and source of inspiration followed by the older generation. On the other hand, Marathe and Jagdale have explored the influence of influencer marketing on consumer choice regarding water purifiers discovering a strong relationship between influencer marketing and consumer behaviour. Syed and Zaidi (2023) scrutinize the implementation of social media influencing plan to transport the brand purchase intention of consumer focusing on credibility and attractiveness. Saini et. al. (2021) extends the line of thought about the role of social media influencers and celebrity endorsers on building a brand loyalty right on the starting of brand image due to flawlessness. Yang (2022) conducts a study on the effect of influencer marketing in boosting Indian retail brands through social media, putting the stress on the authenticity and compliance, and delivering recommendations to the businessmen who want to use

influencer marketing for the sake of strengthening brand loyalty and popularity in the digital age. Also R. Dhivya (2013) in their study places the point wide consumer behavioural changes in India' rural market, by raising disposable income and economic development simultaneously while Srikanth and Bhojanna (2019) reveal the dynamism of social media in retail, indicating its receptive nature to foreign direct investment and the changed dynamics in growth/shift of geography which has moved more from Pandey et al. (2024) are in to effect of digital marketing on consumer purchasing behaviour in Ludhiana by authenticity, relevancy and ethical engagement which create consumer's trust and loyalty whereas Mehta (2024) stipulated that consumer behaviour in rural Gujarat effects because of connectivity resulting that digital marketing and social media hugely affects consumer behaviour.

2.5 Platform Roles: Organizing Influencer's Promotional Strategies

Thakkar and Halvadia (2023) focused on the effect that globalization inflicts on luxury goods and brand management practices, focusing on the factors such as brand consciousness and generational variations among the online buyers. Dhivya (2013) expected how the rural marketing potential is evolving in India, noting that the attention on the business sector is increasing with the growth of disposable incomes and economic booms, while still acknowledging the significance of social and cultural factors in rural consumer behavior. Kaur (2021) concentrated on online marketing which stressed the role of influencer marketing and social network marketing in the purchase decide, as well as the significance of defining consumer behaviour for adapting web advertising plans. According to Pandey et al. (2024), authenticity and relevance should be the main objects of digital marketing strategies, where educational programs and better data security procedures are developed to resolve the problem of information overload and

concerns on privacy. Mehta (2024) has discovered the impact of social media marketing on buying behaviour in rural Gujarat. He opined that social media influences consumer perception and purchase decisions in rural settlements. Rastogi et al. (2024) portrayed a critical function of celebrities in advertising and the significance of relating celebrity personality with brand image, addressing the altered trend in marketing space to more authentic and relatable influencers. In their article, Srikanth and Bhojanna (2019) recommend companies to shift their traditional marketing strategies to digital considering the growing millennium influence on social media shopping.

2.6. Credibility's Influence: Influencer Marketing is Ever Present.

The Research on Influencer Marking, Carry Scientists Knowledge on the Influence of Credibility to the Shaping of Consumer Behaviour and Purchase Decision As per Marathe and Jagdale (2023), consumer notice products as being more dependable when there are influence by influencer. Additionally, Authenticity, Relatability and Ethics are also a focus of the works from Savita and Dr. Ishwar Mittal, and they explain, how influencer marketing can help to build trust and loyalty among the customers. The study of Vidani, et al. in 2023 found that there has surely a link between gender and buyers' preference while shopping when they are influenced by many social media fashion influencers. They marked that gender graduated to the central factor when it came to determining customer choice of a specific variant of clothing and so supplied the makers and marketeers with relevant details. The paper by Syed and Zaidi in 2023 states a comprehensive model to assess the extent of influence by social media influencers on strength of factors including credibility, attractiveness, and closeness to consumers. Such research generally provides insights into the role of brand selection of influencers who carry

its value for the target audience, which is in essence the right match for an effective influencer campaign.

2.7. Attractiveness' Role: Shaping Consumer Purchase Decisions

The literature highlights the role of attractiveness in shaping consumer purchase decisions across various marketing strategies and industries. Thakkar and Halvadia (2023) emphasize brand management and the influence of globalization on luxury goods accessibility, particularly among brand-conscious millennials. Pandey et al. (2024) and Srikanth and Bhojanna (2019) explore digital marketing's impact, noting that authenticity and relevance are key in shaping consumer trust and loyalty. Rastogi et al. (2024) and Vidani et al. (2023) discuss the strategic use of celebrities and influencers to enhance brand attractiveness and consumer appeal. Singh and Pandoi (2023) and Goyal and Singla (2023) highlight social media's role in influencing purchase decisions, underscoring the need for brands to maintain an attractive presence on these platforms. Dr. Rachna Thakkar's research (2024) emphasizes the importance of personalized e-marketing strategies in shaping consumer interactions and decision-making, further emphasizing the significance of maintaining an attractive online presence. Overall, the literature underscores the importance of attractiveness, encompassing brand image, digital strategies, celebrity endorsements, and social media presence, in influencing consumer behavior and purchase decisions.

Research Methodology:

Data Collection Method

The purpose of the study was to examine the routes of the social media influencers impact on consumer buying behavior. In addition, I intended to overview several factors that make the influencer marketing campaigns more effective and evaluate the implications of influencer

marketing strategies on both brands, consumers, and digital platforms themselves. The data was gathered from questionnaires which were distributed online through Google Forms.

Survey Design

The survey instrument was a multi-prong one and was meant to address the various facets related to how social media influencers affect consumer behavior and the efficacy of influencer marketing campaigns. Survey items were formulated because of a synthesis of research done on influencer marketing, consumer behavior, and digital marketing methods. The survey incorporated questions regarding the perceived credibility of influencers, the types of content that catch consumers' attention, the effect of influencer endorsement on consumers buying decisions and the perceived benefits from both the brand and consumer perspectives as well.

Sampling Procedure

In the context of gathering data for the survey, the convinced sampling method was applied to recruit participants to do it themselves by filling in the questionnaires. The survey link was shared on the various social media platform like Facebook, Twitter etc. In addition to LinkedIn, email, and online communities, the college students interrelate within. Through different practices, like getting persons from diverse age groups, gender, and geographical locations, the sample was made representative enough.

Data Analysis Method

This research application was based on the wide-spread SPSS software application, which was indicated by Majis

(2011), as well it is the common instrument adopted in virtually all the quantitative research investigations. With the help of SPSS, we have at our disposal an arsenal of statistical tools.

The use of quantitative analysis through SPSS provided the set-up of routine and systematic approach to collect and check a structured data, which was directly related to the research topic about influencer marketing and the way it impacts consumer behavior and results of the brand. This study was able to dig deeper into the correlation of these variables namely influencer credibility, content resonance, and purchase behavior with the help of SPSS, capacity analysis.

Analogously to the ways in which Majis (2011) is implemented and as it is done while analyzing efficient manufacturing procedures, SPSS was employed to diagnose the extent of which Influencer marketing campaigns serve the purpose of driving in sales. The software has enabled the statistical examination on many factors that may affect the consumer behaviour, including not only the effectiveness of influencer endorsements on purchase decisions, but also having seen different types of content, and consumer ultimate intention.

Statistical Analysis and Interpretation

Table 1st distribution of respondents based on their responses regarding influence of social media influencers on purchasing decision.

Background Characteristics		Social media influencers affect my purchasing decisions]										total
		1		2		3		4		5		
		NO.	%	NO.	%	NO.	%	NO.	%	NO.	%	
Gender	male	10	16	4	7	8	13	11	18	28	46	61
	female	1	2	4	7	0	0	7	12	47	80	59
Age	15 - 20	7	37	0	0	3	16	4	21	5	26	19
	20 - 25	4	5	5	7	3	4	12	16	50	68	74
	25 - 30	0	0	2	9	2	9	2	9	16	73	22
	30 - 35	0	0	1	20	0	0	0	0	4	80	5

Source: Field survey

Table 1 reveals that out of 61 males, 16%

The results from the research show that 61 of men and 59 of the total female respondents consider social media influencers as factors which affect their shopping decision making. Also, the highest rates concerning the age groups from 20-25 and 25-30 were seen (68% and 73% respectively) are strongly agreed among those who believed that influencers affect their purchasing decisions. In comparison, the respondents from other age groups showed a lower rate of influence of influencers on their shopping behavior. This infers that the social media influencers could exert a really large impact on consumers' buying activities, that mainly comes from young group.

Table 2nd distribution of respondents on the basis of their responses regarding whether they are influenced by lifestyle of social media influencers

basic characteristics		I feel influenced by the lifestyle portrayed by social media influencers										total
		1		2		3		4		5		
		NO.	%	NO.	%	NO.	%	NO.	%	NO.	%	
Gender	male	8	13	7	12	8	13	22	37	15	25	60
	female	1	2	1	2	5	8	26	43	27	45	60
Age	15 - 20	5	28	2	11	2	11	6	33	3	17	18
	20 - 25	3	4	4	5	7	9	32	43	29	39	75
	25 - 30	1	5	2	9	3	14	9	41	7	32	22
	30 - 35	0	0	0	0	1	20	1	20	3	60	5

Source: Field survey

It is about how the responses of 60 of males to and 60 of female respondents giving the positive reply about the influence of the lifestyle demonstrated by social media celebrities. As age group matters, most twentysomethings 20-25 years old and follow with 25-30 years old show higher prominence in feeling social media stars' lifestyle. It is the living evidence that the lifestyle profiles of social media celebrities are a source of influence and emulation among many consumers, especially youngsters.

Table 3ʳᵈ distribution of respondents based on their responses regarding.

Background Characteristics		I trust recommendations made by social media influencers.									
		1		2		neutral		4		5	total
		NO.	%	NO.	%	NO.	%	NO.	%	NO.	%	
Gender	male	11	18	4	7	8	13	13	22	24	40	60
	female	0	0	4	7	0	0	14	24	41	69.5	59
Age	15 - 20	6	32	1	5	2	11	4	21	6	31.6	19
	20 - 25	3	4	5	7	5	7	17	23	44	59.5	74
	25 - 30	1	5	2	10	1	5	3	14	14	66.7	21
	30 - 35	1	20	0	0	0	0	3	60	1	20	5

Source: Field survey

The information shows that 40.00% of male contestants and 69.5% of women rely on the recommendations they read in social media influencers posts. As for age, the one that makes the least active the inclinations towards influencer advice belongs to the age group 20-25 years whereas in the group of 25-30 years, it slightly increases (59.5% and 66.7% respectively) strongly agree. Those results imply that the amount of confidence in influencer recommendations varies depending on the character of a certain demographic group, with the younger age bracket being especially distinct in manifestations of confidence in influencers.

Table 4ᵗʰ distribution of respondents based on their responses regarding.

Background Characteristics		Social media influencers' endorsements make me more likely to buy products/services.									
		1		2		neutral		4		5	total
		NO.	%	NO.	%	NO.	%	NO.	%	NO.	%	
Gender	male	7	12	8	13	7	12	26	43	12	20	60
	female	1	2	0	0	5	8	40	68	13	22	59
Age	15 - 20	5	26	1	5	2	11	7	37	4	21.1	19
	20 - 25	3	4	5	7	7	9	44	59	15	20.3	74
	25 - 30	0	0	2	10	3	14	11	52	5	23.8	21
	30 - 35	0	0	0	0	0	0	4	80	1	20	5

Source: Field survey

43% of Male respondents and 68% of Female respondents have a high tendency to buy products/services in case they get recommended by social media influencers. The ratio of purchasing products endorsed by influencers is 59% agree among 20-25 years age group and 52% agree among 25-30 years age group which shows a relatively higher appealed to those in this age bracket. This research proves that selected endorsement statements of well-known and appealing individuals have the highest rate of conversion especially among the younger audiences.

Table 5th distribution of respondents on the basis of their responses regarding

Basic characteristics		Perceive social media influencers as experts in the products/services they endorse										
		1		2		3		4		5		total
		NO.	%	NO.	%	NO.	%	NO.	%	NO.	%	
Gender	male	6	10	6	10	8	14	29	49	10	16.9	59
	female	1	2	1	2	11	19	33	56	13	22	59
Age	15 - 20	4	21	3	16	2	11	7	37	3	15.8	19
	20 - 25	3	4	3	4	12	16	41	56	14	19.2	73
	25 - 30	0	0	1	5	3	14	13	62	4	19	21
	30 - 35	0	0	0	0	2	40	1	20	2	40	5

Source: Field survey

The statistics reveal that 16.9% of men and 22% of women think that the endorsement of products/services by social media influencers makes them experts in the products/services they recommend. Between different age categories, the respondents/people of 20-25 are perceived by others as experts the most (19.2%) strongly agree and 25-30 are hold 19% are also strongly agree experts' perception. These results indicate that although there is an opinion among respondents that influencers are certified experts, as revealed in the subsequent findings, there is a variation in the perception of influencers as a function of gender and age.

Table 6th distribution of respondents based on their responses regarding

basic characteristics		Believe that social media influencers genuinely use the products/services they endorse										
		1		2		3		4		5		total
		NO.	%	NO.	%	NO.	%	NO.	%	NO.	%	
Gender	male	8	13	5	8	9	15	26	43	12	20	60
	female	2	3	0	0	12	20	29	48	17	28.3	60
Age	15 - 20	5	26	1	5	2	11	5	26	6	31.6	19
	20 - 25	5	7	2	3	14	19	38	51	15	20.3	74
	25 - 30	0	0	2	9	5	23	9	41	6	27.3	22
	30 - 35	0	0	0	0	0	0	3	60	2	40	5

Source: Field survey

For men that figure is 20% and for women it is 28.3%. This shows that social media influencers really use the products and services they endorse 20% of the time for men and 28% for women. Out of the age group exceeding 20- 25 years old (20.3 %) and 25-30 years old (27.3 %) strongly agree, they tend to be more convinced about product/service use credibility of influencers. Apparently, some people treat celebrities as real customers of such promoted services/products, but those variations exist among genders and age groups.

Table 7th distribution of respondents based on their responses.

Basic characteristics		Social media influencers' content convinces me to try new products/services										total
		1		2		3		4		5		
		NO.	%	NO.	%	NO.	%	NO.	%	NO.	%	
Gender	male	7	12	6	10	12	20	19	32	16	26.7	60
	female	2	3	0	0	10	17	29	49	18	30.5	59
Age	15 - 20	4	21	3	16	2	11	4	21	6	31.6	19
	20 - 25	5	7	2	3	17	23	32	44	17	23.3	73
	25 - 30	0	0	1	5	3	14	9	41	9	40.9	22
	30 - 35	0	0	0	0	0	0	3	60	2	40	5

Source: Field survey

This data indicates that 26.7% of male consumers and 30.5% of female consumers who watch influencers' content are convinced to try new products/services by this content. Regarding age groups, the age groups between 15-20 years old (31.6%) and 25-30 years old (40.9%) have strongly shown a higher percentage in the convinced group. This evidence shows that the content by social media influencers is quite relevant in encouraging a lot of shoppers, especially the youth, into trying new products/services.

Table 8th

Basic characteristics		lifestyle to that of social media influencers and make purchasing decisions based on that comparison										total
		1		2		3		4		5		
		NO.	%	NO.	%	NO.	%	NO.	%	NO.	%	
Gender	male	8	14	6	10	9	15	14	24	22	37.3	59
	female	1	2	1	2	11	18	27	45	20	33.3	60
Age	15 - 20	5	26	2	11	3	16	3	16	6	31.6	19
	20 - 25	2	3	5	7	15	20	28	38	24	32.4	74
	25 - 30	2	10	0	0	2	10	6	29	11	52.4	21
	30 - 35	0	0	0	0	0	0	4	80	1	20	5

Source: Field survey

Men and women alike consider other people's lifestyle and buy stuff after comparing theirs with social media influencers and the percentage of them who do that is 37.3% and 33.3% respectively. Precisely in the age category of individuals between 25-30 (52.4%) strongly agree, those who compare their lifestyle to the influencers' and make their purchasing decision accordingly, the highest rate is noted. These results confirm that, for a considerable number of surveyed people, and especially in the age group of 25-30, influencers' lifestyles have a larger effect on their shopping decisions.

Table 9th distribution of respondents based on their responses

Basic Characteristics		The relevance of influencer content impact purchases										total
		1		2		3		4		5		
		No.	%	No.	%	No.	%	No.	%	No.	%	
Gender	male	9	15	6	10	15	25	19	31	12	19.7	61
	female	1	2	3	5	12	20	12	20	32	53.3	60
Age	15 - 20	5	26	3	16	3	16	4	21	4	21.1	19
	20 - 25	3	4	3	4	19	25	23	31	27	36	75
	25 - 30	2	9	2	9	5	23	4	18	9	40.9	22
	30 - 35	0	0	1	20	0	0	0	0	4	80	5

Source: Field survey

The stats shows that 19.7 per cent of the male population and 53.3 per cent of female population offer that the value and relevance of influencer campaign they watch affect their purchasing decision. As for age groups, replies in the 25-32 range (40.9%) strongly agree get the highest percentage among those consider the value of influencer's opinion content. As a result, the numbers can be concluded that the crucial stake of respondents, mainly, females, take into the account relevance of influencer content during their purchasing as well.

Table 10th distribution of respondents based on their responses

Basic Characteristics		Trust in an influencer increase the likelihood of purchasing recommended products										total
		1		2		3		4		5		
		No.	%	No.	%	No.	%	No.	%	No.	%	
Gender	male	6	10	5	8	15	25	19	32	15	25	60
	female	3	5	1	2	12	20	17	28	27	45	60
Age	15 - 20	3	16	1	5	6	32	6	32	3	15.8	19
	20 - 25	4	5	3	4	15	20	22	29	31	41.3	75
	25 - 30	2	10	2	10	5	24	7	33	5	23.8	21
	30 - 35	0	0	0	0	1	20	1	20	3	60	5

The data reveals that 25% of male participants and 45% of female participants seem to be more inclined to buy products up on recommendation of a trusted influencer. Concerning age groups, for ages 20-25 years (41.3%) strongly agree, the most prominent share was there among the group of people who are potential followers of influencers to whom they trust. The fact that the outcomes of the research show that trust in these influencers can impact the decision to buy, and that the higher the age the less the impact is, indicates that the trust of influencers is what makes them to be able to influence people in their purchase decision especially among younger age groups.

Findings:

There are several key findings of the research related to the influence of social media influencers on purchasing decisions: There are several key findings of the research related to the influence of social media influencers on purchasing decisions:

1. The research reflects that both male and female groups (as stated in respondents) define social media influencers as influential in their shopping decision-making, about 61% of men and 59% of women agreeing that social media influencers impact their purchases' decisions.

2. Moreover, the groups of younger age brackets of the ages 20-25 and 25-30 presented higher probability to one study's point which is social media influencers impact their buying actions. This demonstrates that social media influencers are pivotal in steering the purchasing pattern among the younger generation through their endorsements.

3. In their survey results, of course, a lot of the people, especially young people of 25 to 30, brought up that influencer's lifestyle and tendency to make purchasing decisions accordingly, influenced them the most. This way of life reveals that the life of the followers and their choice of shopping depend on influencers lifestyles.

4. The figures also show that trustworthiness of a given influencer makes it possible to strengthen the chances of the acquirement of the proposed products; 19.7 percent of the male population and 53.3 percent of the female population state that value and relevance of content of a given influencer impact on their purchasing decisions.

5. These findings establish, therefore, a considerable effect of bloggers on consumers' conduct and buying decisions, unless we speak about the young generation

Conclusion:

The balance of the research paper on the influence of social media on consumer buying habits states that the influencers occupy the space of a man, not only among the youngers. It lays emphasis upon the fact that they must display aesthetic look of their website in order to retain their customers, well –enough planned electronic(e-)marketing campaigns, and consistent reliance on influencer endorsements drives the potential of consumers to buy. Such analysis shows that social media influencers are of a great significance for consumers' purchasing decision, with the maximum effect registered for the age groups 20-25- and 25–30-year-old. Individuals above 31 are more confident about their buying choice. Due to trust, authenticity, expertise, and perceived product usage by the influencers these were primary factors that influenced the credibility of products among consumers. The graphs proves that the percentage of conversion rate of the Instagram endorsement among the teenagers and young people was clearer, showing why celebrities are more powerful in nowadays world of digital ads. Generally, the article underlines the contribution of social media influencers to the consumer decision making and offers crucial tips to the industry ready to use influencers to enhance their sales gain and their client's engagement.

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