

# **The Impact of Digital Marketing on Consumer Behaviour and the Rise of Influencer Marketing**

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## **Abstract**

This study explains the marketing issues that are being caused in a very detailed way due to the fast change of consumers behaviour having in mind the huge increase of influencer marketing. Through a thorough research and comparison between traditional and influencer marketing, the efficiency of influencers marketing is analysed in this paper; This is done by considering the context of comparison and offering insights from the industry.

By means of this work, we consider how consumer decisions are shaped and influenced at the hands of influencer marketing, resulting in an overview of the role of influencers as well as the expectations of buyers and their buying preferences. We determine various ways develops consumer behaviour between industries and different social layers by means of examining old examples and first-hand impression of customers.

Taking into account everything mentioned above, our study enables us to better realize that digital marketing is a very powerful tool and it (is) of wide use among the consumers. Influencer marketing is brought to the forefront here and underlined as one of the main components of today's modern advertising methods. A report suggests that influencer marketing is an innovative way to grab the attention of the audience and engage and ultimately bring in the success to the brands in the digital space by pointing out the crucial facts and approaches.

Through the course of this study we will address the issues related to influencer marketing being contributing to social comparison as well as trust-building among peers. For instance, the influence of an expert in the health field flows from their established credibility and conviction with their followers by serving as a source of credible and relatable advice within their general interest. Influencer's attitude to issues of the world, their personal experience, and the information they relay help build confidence around the sale of their services or products. In addition, in addition to social testimonials, which often provide social framework on which people create judgement about products they buy, influencer recommendations can act as the main persuader for this generation. From customers' point of view, the decision magnitude, and the perceived value of the final provider is strengthened when the

influencers – who are known widely – relay their support over the goods and services, which in turn increases engagement and encourages the purchasing action.

Furthermore, various forms of audience engagement with the influencer marketing activities are highlighted in this research. Brand communication with leaders who are influential is known as influencer marketing, through which organizations can effectively cooperate with relevant influencers to attract the specific segment of the population, though typical advertisements find it difficult to interact with certain demographic groups. Brands have a great opportunity to connect with the most relevant customers by teaming up with influencers whose groups of audience are within the same demographic of the brands market segment they are targeting. Firstly, the focused strategy will not only increase the marketing effectiveness but also will ensure that strong connections are developed with customers, thus a steady rise in brand loyalty and lengthy customer relationships will ensue.

### **Keywords**

Digital marketing, Trust Building, Purchase Decisions, Influencer Recommendations, Social Validation, Online portals, Consumer behaviour, Target Audience Engagement

### **Introduction**

Digital marketing offers personalized targeting and ads, providing quick responses to relevant information for mindset decisions and compliance with company decisions.

Consumers gain better information and empowerment through online resources, including reviews from various portals, which they use to research products before accepting an offer.

Digital channels play a very significant role in how this level of involvement and even purchasing is influenced by marketing communication. The brand relationship is also a lot built here with the prevalence of social media and the interactive content in them. In this regard, consumer behaviour is shown through its consequences and it opens up some kind of paradigm change towards a more integrated or educated marketplace.

Digital channels are very active media for engagement, information transmission, spreading, and also interactive encounters that largely contribute to the development of modern consumer behaviour. With significant influence on consumer decision-making, influencer marketing has also been quite relevant.

Influencers can shape attitudes, create trust, and establish emotional connections that enable them to drive many purchase decisions. Social media channels provide platforms for customers to share their views with the brands and as well seek appropriate guidance. The social validation on these channels through peer endorsements has a high influence on consumer decision-making.

The research aims to study the impact of influencer marketing on consumer behavior in the digital era. Buyers begin to tend more to the influencers for recommendations of products since such individuals are in a sense very relatable and trusted.

The face of this form of social media has transformed the landscape of conventional adverts by stressing ways in which relationships influence people into purchasing particular products. This is a huge medium for businesses to

access and engage their target audience; therefore, they must adapt the approach to use this source that will always be present through influencers.

## **Literature Review**

Marketing is briefly addressed but at the final stage, it's all about actions carried out to strengthen bonds with customers. The research represents marketing as an idea or management of strategy that aims at the creation of a long-term relationship with customers as per Borden (1964).

The development of marketing theory has produced a “marketing mix” which helps marketers to rationally adjust a product to a specific market that is closely related to the characteristics of that market.

Consumer behaviour is a dynamic interplay of the effect, cognition, behaviour, and environment of the exchange life people. Various factors affect a customer's response to a particular marketing or advertising effort. In the digital environment, such variables get compounded and therefore digital media become unusable.

According to (Schivinski, 2016) one of the factors that affect consumer behaviour is the customer's perceived value, customer engagement was associated with ethics (Järvinen, 2015)

Marketing was not forgotten either and the digital technologies, which were changing operations of the business the world over, are embraced by more consumers. Electronic technology started replacing the traditional way of selling wares and services through billboards, and printed media in the late 1990s. Later, digital marketing came into existence.

The attractiveness of a brand to consumers depends on a whole host of factors and not the type of product or service it offers. With the consistent rise of the works in digital marketing around the world, it is observed, that millennials are more open to this, as they are more eager to patronize online shopping than any other generation.

The research focuses on the transition of media from classical to postmodern media and the consequences of such a transformation on marketing and branding relationships. The dynamics of consumer communication have changed significantly during the last decade. This alignment mirrors consumer search of products, information retrieval, and product of purchase. The development of new media and fragmented channels permits consumers to share their thoughts and data freely nowadays.

The consumer has turned into an information producer and seeker. They are now web marketers, sellers, producers, directors, and creators as well. The task of the average consumer is to subscribe to YouTube, Wikipedia, eBay, Instagram, and others. Before, such possibilities were quite rare but with the coming of information and internet freedom, anyone can take these roles and give the needed information promptly.

These changes have altered the need and the necessity. Presently, technology, access, and mobility are the most important determinants that make people perform different roles and communicate in a matter of seconds.

### Methodology:

To learn more about the impact of digital marketing on consumer behaviour: Rise of Influencer Marketing, an exploratory study was conducted. The best research philosophy chosen was interpretivism. A cross-sectional qualitative research design was used. The research requires customer reviews and insights as well as analysis of their opinions on influence and digital marketing. People who buy products online using a computer, tablet, or smartphone and are formally employed make up the study's demographics. It includes both Generation Z and Millennials and uses targeted sampling techniques. After receiving approximately 15-20 survey responses, the study was completed. Open-ended survey questions were used as a measurement tool to encourage Millennials and Generation Z to share their thoughts and ideas during data collection. After the survey, data was recorded and analysed using pie charts, graphs, and responses.

### Data Analysis and Interpretation:

First, participants were asked a series of general questions designed to learn more about their purchasing preferences, the goods and services they like to buy online, and their level of satisfaction. Participants were also asked about the type of platform they prefer to shop on. The table used below to display answers to various questions was developed using charts and pie graphs.

	<i>Influential</i>	<i>most important factor</i>	<i>engagement</i>	<i>effective</i>	<i>Purchased Because of an influencer</i>
Participant 1	Moderately influential	Quality of content	Rarely	not sure	no
Participant 2	Not influential at all	Authenticity of recommendation	Rarely	Traditional advertising	no
Participant 3	Slightly influential	Quality of content	Sometimes	Influencer marketing	yes
Participant 4	Moderately influential	Authenticity of recommendation	Sometimes	Influencer marketing	yes
Participant 5	Slightly influential	Quality of content	Rarely	Influencer marketing	yes
Participant 6	Moderately influential	Authenticity of recommendation	Rarely	Influencer marketing	yes
Participant 7	Moderately influential	Authenticity of recommendation	Never	Influencer marketing	no
Participant 8	Moderately influential	Authenticity of recommendation	Sometimes	Influencer marketing	no
Participant 9	Slightly influential	Authenticity of recommendation	Sometimes	Both	yes
Participant 10	Slightly influential	Quality of content	Rarely	Both	no
Participant 11	Moderately influential	Quality of content	Sometimes	Both	no
Participant 12	Slightly influential	Quality of content	Sometimes	Both	no
Participant 13	Slightly influential	Quality of content	Sometimes	Influencer marketing	no
Participant 14	Not influential at all	Quality of content	Never	Traditional advertising	yes
Participant 15	Very influential	Quality of content	Never	Both	yes
Participant 16	Moderately influential	Quality of content	Always	Both	no
Participant 17	Moderately influential	Quality of content	Rarely	Traditional advertising	no
Participant 18	Moderately influential	Authenticity of recommendation	Rarely	Influencer marketing	no
Participant 19	Slightly influential	Authenticity of recommendation	Sometimes	Influencer marketing	no
Participant 20	Moderately influential	Quality of content	Rarely	Both	no
Participant 21	Moderately influential	Personal connection with an inf	Rarely	Both	no

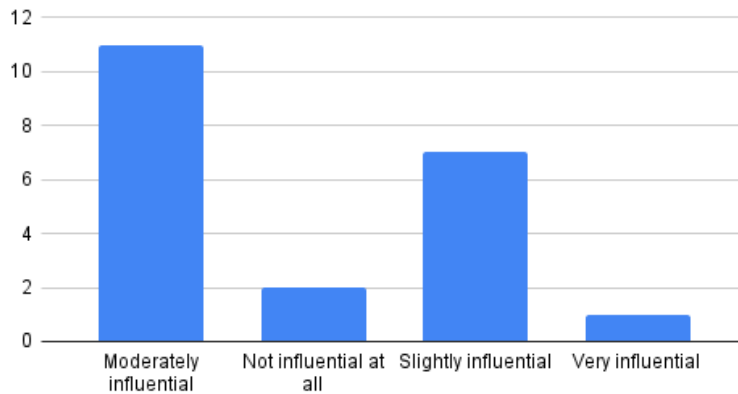
	<i>Type of influencer content you find most engaging?</i>	<i>Do you feel that influencers have a responsibility to disclose when they are being paid to promote a product or service?</i>	<i>Perseverance on brands to collaborate with influencers for marketing purposes</i>	<i>More likely to try a product recommended by a micro-influencer or a macro-influencer</i>	<i>Have you ever shared influencer content with friends or family?</i>
Participant 1	Product reviews and recommendations	Yes, always	It depends	No preference	No, never
Participant 2	Storytelling and personal experience	No, it's not necessary	Neutral	No preference	Yes, occasionally
Participant 3	Product reviews and recommendations	Yes, always	Neutral	Macro-influencer	Yes, occasionally
Participant 4	Product reviews and recommendations	Yes, always	Neutral	Macro-influencer	Yes, frequently
Participant 5	Product reviews and recommendations	Yes, always	Positive	No preference	I'm not sure
Participant 6	Product reviews and recommendations	Not sure	It depends	Macro-influencer	Yes, frequently
Participant 7	Product reviews and recommendations	Yes, always	Negative	Micro-influencer	Yes, occasionally
Participant 8	Storytelling and personal experience	Yes, always	It depends	No preference	Yes, occasionally
Participant 9	Giveaways and contests	No, it's not necessary	Neutral	No preference	Yes, occasionally
Participant 10	Product reviews and recommendations	Yes, but only if it's obvious	Positive	Macro-influencer	Yes, occasionally
Participant 11	Storytelling and personal experience	Yes, always	It depends	No preference	Yes, frequently
Participant 12	Product reviews and recommendations	No, it's not necessary	Neutral	Macro-influencer	Yes, occasionally
Participant 13	Storytelling and personal experience	Yes, always	Positive	No preference	Yes, occasionally
Participant 14	Other	No, it's not necessary	Neutral	No preference	Yes, occasionally
Participant 15	Product reviews and recommendations	Yes, always	Neutral	No preference	Yes, frequently
Participant 16	Storytelling and personal experience	Yes, always	Positive	No preference	Yes, frequently
Participant 17	Storytelling and personal experience	Yes, always	Neutral	Macro-influencer	I'm not sure
Participant 18	Product reviews and recommendations	Yes, always	Neutral	No preference	Yes, occasionally
Participant 19	Product reviews and recommendations	Yes, always	Neutral	No preference	No, never
Participant 20	Storytelling and personal experience	Yes, but only if it's obvious	Neutral	No preference	I'm not sure
Participant 21	Storytelling and personal experience	Yes, but only if it's obvious	Neutral	Macro-influencer	Yes, frequently

At the start of every survey and interview, participants were asked standard questions in an attempt to learn more about their preferences for purchases as well as the products and services they like to purchase online. The preferred platforms used by participants to make purchases were also questioned. The following table compiles their responses. According to the chart, most participants prefer to purchase gadgets and clothing online. The results showed that most individuals are not significantly influenced by influencers when making purchases, even when the frequency of these product purchases varies.

The study had to thoroughly investigate, understand, and assess millennial consumers' viewpoints about digital marketing. Quantification was not possible for the constructs used to study the behaviour of millennial consumers because they were dependent on the experiences and emotions of the participants. For this reason, it was decided that

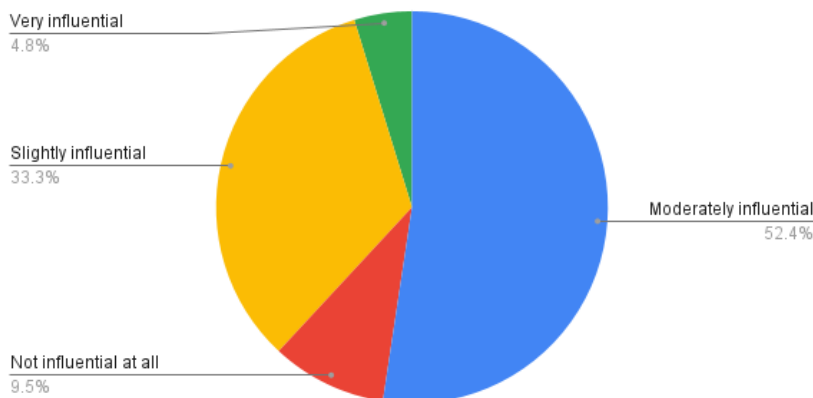
qualitative and descriptive research was acceptable. The study's target audience consisted of millennials with regular jobs who shop online on desktops, tablets, or smartphones.

Count of How influential do you find content created by content creators online?



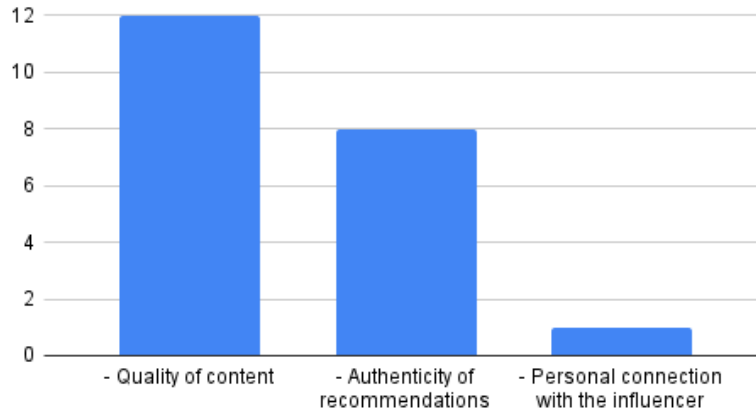
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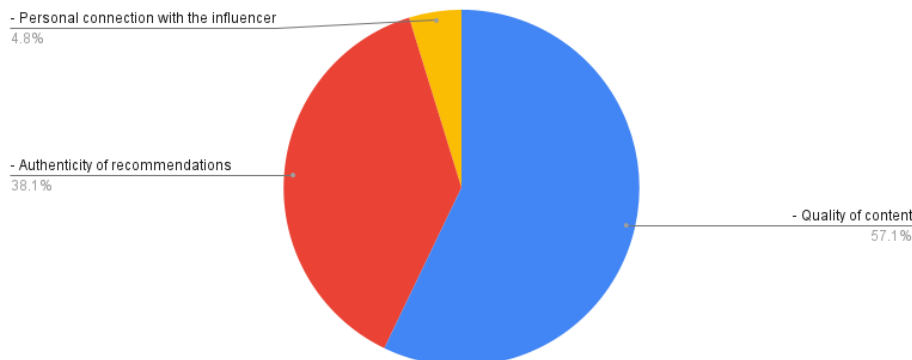
The researchers' findings show the ways of thinking that are different about how content made by online content creators affects people. The majority of the respondents (52.4%) consider such satisfaction as moderately influential, implying a recognition of its potential implications on their attitudes and behaviours. In addition, a considerable part of responders (33.3%) rated the material as somewhat effective suggesting thus that it may contribute to their decision-making but this is not considered an essential factor. However, just a few respondents (4.8%) found it extremely persuasive which suggests that only some individuals believe in the power of this substance. Additionally, a significant number of participants (9.5%) opined that the content was not impactful at all due to cynicism about content creators' genuineness or platforms, preference for other sources of information or entertainment, or non-relevance to whatever they care about most or need well as suggested by these findings. These findings indicate that online users attribute varying levels of influence on internet information depending on factors like quality, relevance, authenticity, and personal preferences.

Count of Which factor most influences your decision to follow an influencer?



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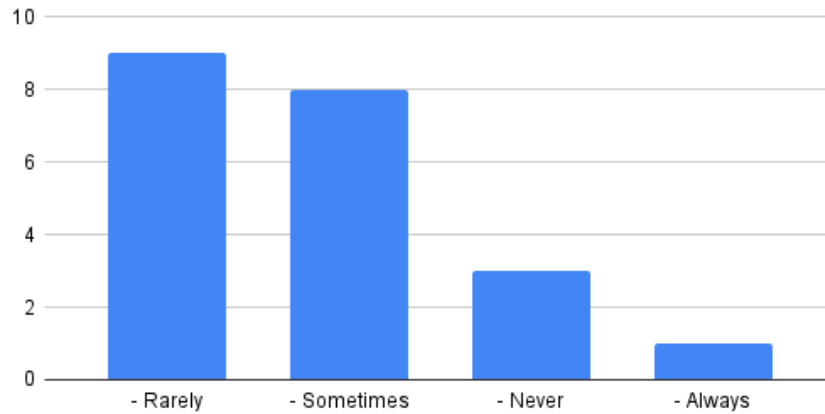
Count of Which factor most influences your decision to follow an influencer?



Study information shows that content quality is the most compelling variable in clients' choice to follow a powerhouse, with 57.1% of respondents thinking it is their goal particularly This implies that clients focus on fascinating and significant data while choosing powerhouses to follow. Besides, a critical extent of respondents (38.1%) referenced the precision of suggestions as a significant calculation of their dynamic interaction. This tracking down features the significance of trust and believability in powerhouse showcasing, as clients esteem the realness and genuineness of help from the forces to be reckoned with they follow, and on the other hand, the people who just a little level of respondents (4.8%) referenced an individual relationship with a powerhouse as a vital consider their essential impact driven by satisfied quality and valid-ness. These discoveries affirm force to be reckoned with following choices underscores various viewpoints, with clients gauging elements like substance quality, honesty, and individual cooperation in their determination cycle.

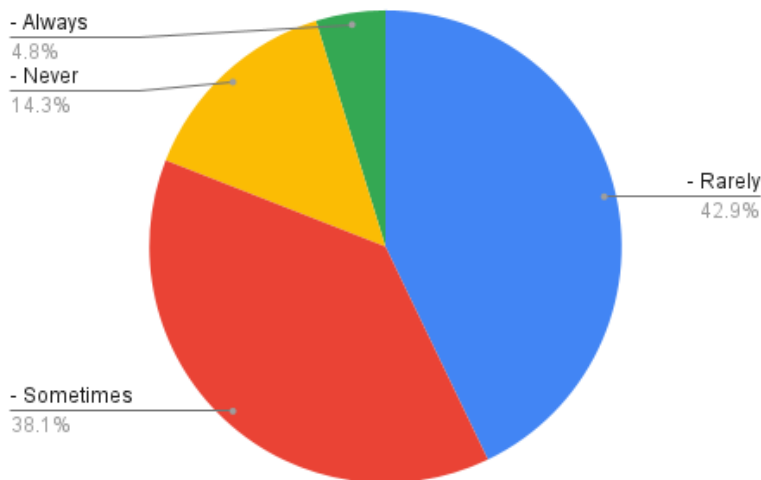


### Count of How often do you engage with sponsored content posted by influencers?



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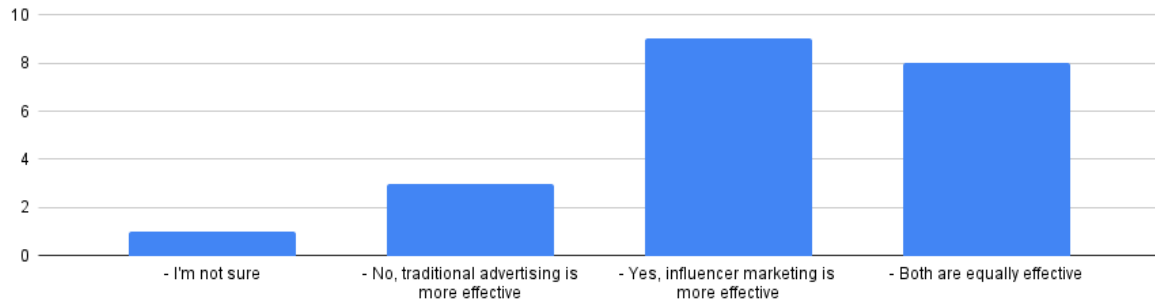
### Count of How often do you engage with sponsored content posted by influencers?



When it comes to sponsored posts, the survey results show different engagement levels among advocacy programs created by influential people. Most respondents (42.9%) say they rarely attend sponsored events, with another (38.1%) saying they sometimes attend sponsored events. But what about sponsored posts? Only 14.3% of respondents say they have never attended sponsored events, meaning they have some level of skepticism or dissatisfaction. On the other hand, only 4.8% say they consistently engage with sponsored content, which is a minority of the users who regularly engage with sponsored content. So, while influencer-sponsored posts may have some engagement, the vast majority of users rarely or never engage, which can impact their willingness to engage.

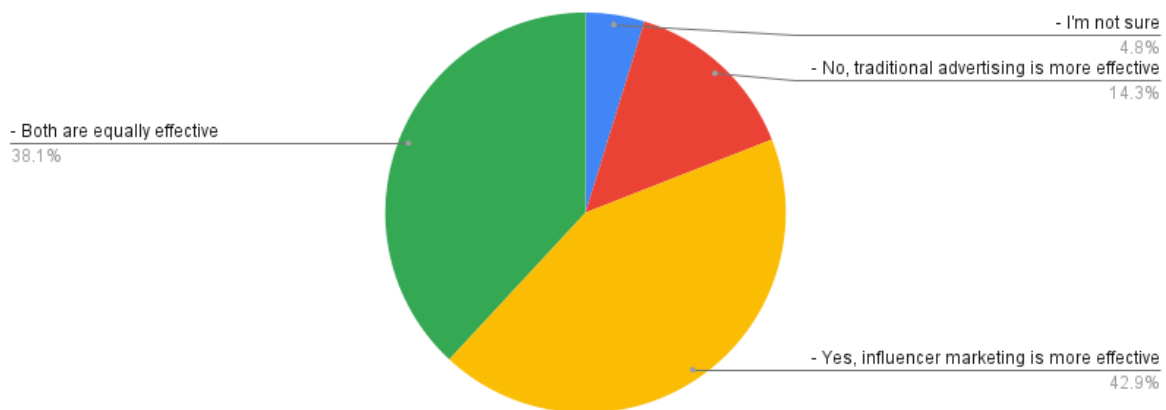


Count of Do you believe that influencer marketing is more effective than traditional advertising methods (e.g., TV commercials, magazine ads)?



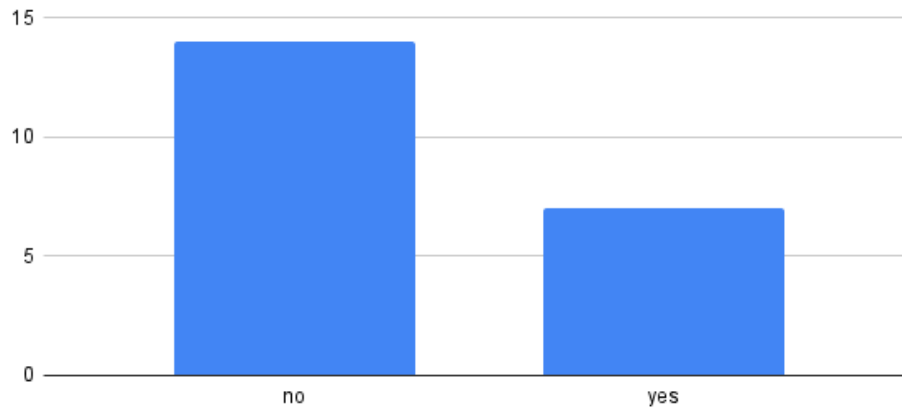
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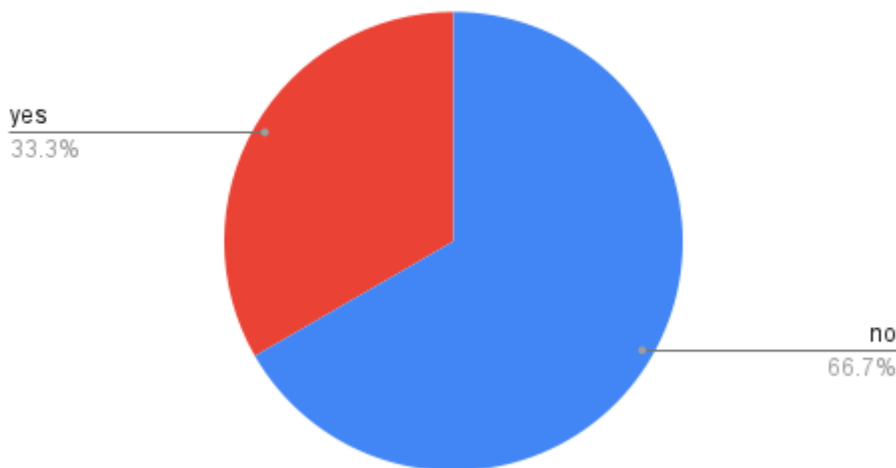
The results of the survey reveal a split on whether influencer marketing works as well as traditional advertising. While 42.9% of respondents say influencer marketing works better than traditional advertising, a similar 38.1% say traditional advertising works as well as influencer marketing. This suggests that while some users still see the value in influencer marketing, it has gained traction in terms of how effective it is. On the other hand, 14.3% of respondents say traditional advertising works better than influencer marketing. This suggests that a minority of respondents prefer more traditional forms of advertising, like TV commercials or magazine ads. Several factors can influence how influencer marketing works, such as authenticity and cost.

Count of Have you ever purchased a product solely because it was promoted by an influencer?



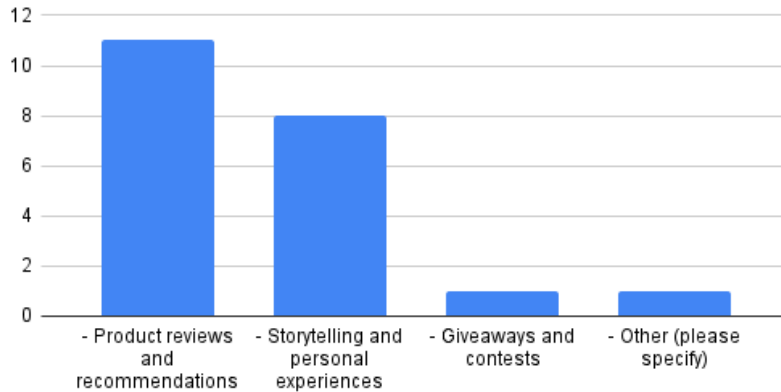
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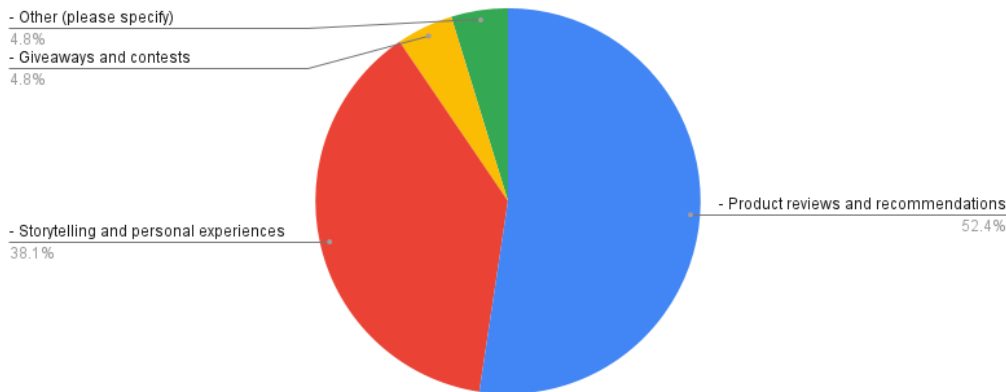
According to the survey results, 66.7% of respondents said they did not purchase the product after engaging with influencer marketing. A few said they did, but only 33.3% said they didn't buy the product. Some of the reasons why most respondents said they didn't purchase a product include: They preferred a promoted product They didn't trust the influencer They didn't have confidence in the influencer They simply didn't know what they were getting They weren't advertised in the market they were expressed in.

Count of What type of influencer content do you find most engaging?



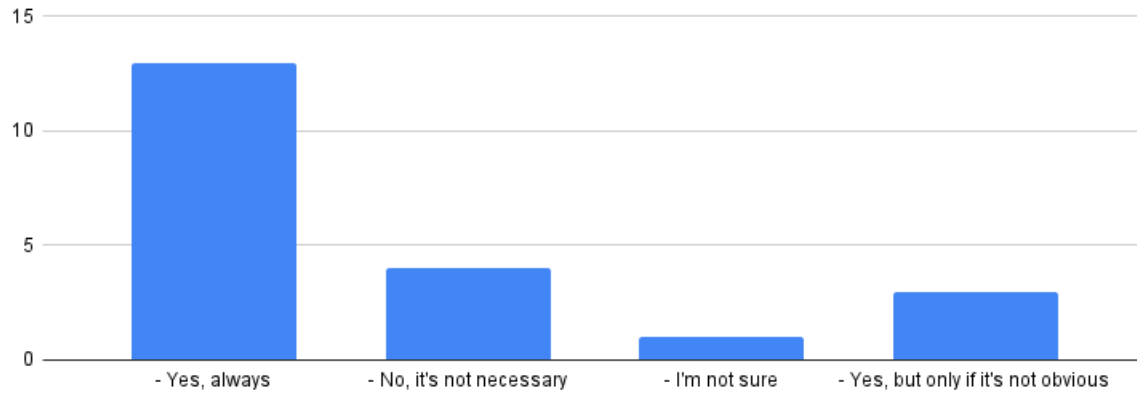
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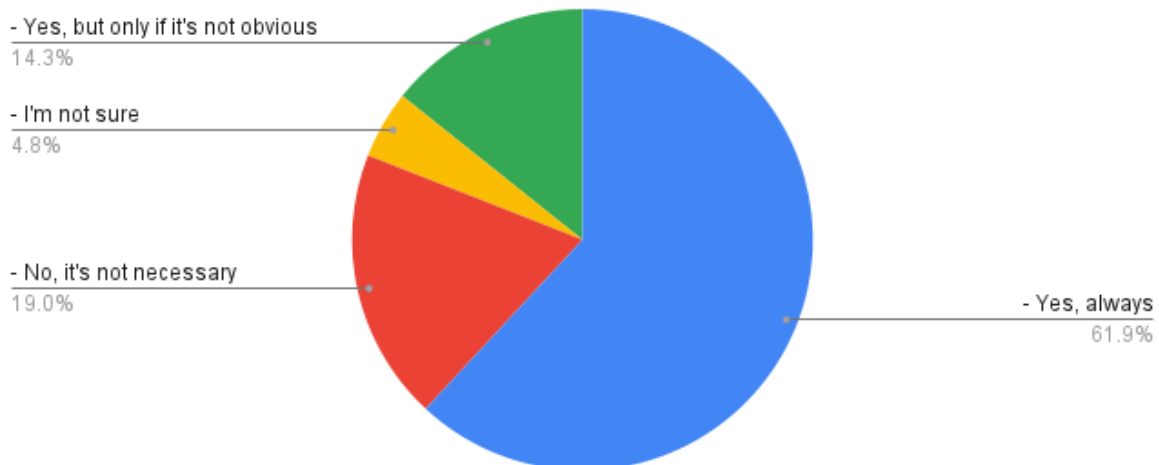
According to the survey results, 52.4% of respondents think influencers are the most involved in product reviews and recommendations. This suggests a preference for informative, actionable content that helps them make better purchasing decisions. 38.1% of respondents said they like influencers who tell stories and share their personal experiences. This indicates a preference for authentic, relevant information that aligns with their own experiences and feelings. 4.8% of respondents said eligibility was not explicitly mentioned in the survey strategies. This means that marketers need to understand and execute influencer content that matches the preferences of their target audience. The survey results highlight the importance of adding value, authenticity, and relevance to influencer content.

Count of Do you feel that influencers have a responsibility to disclose when they are being paid to promote a product or service?



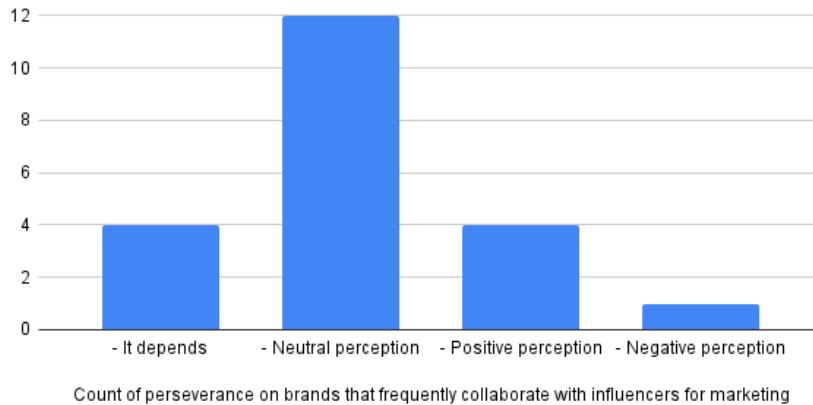
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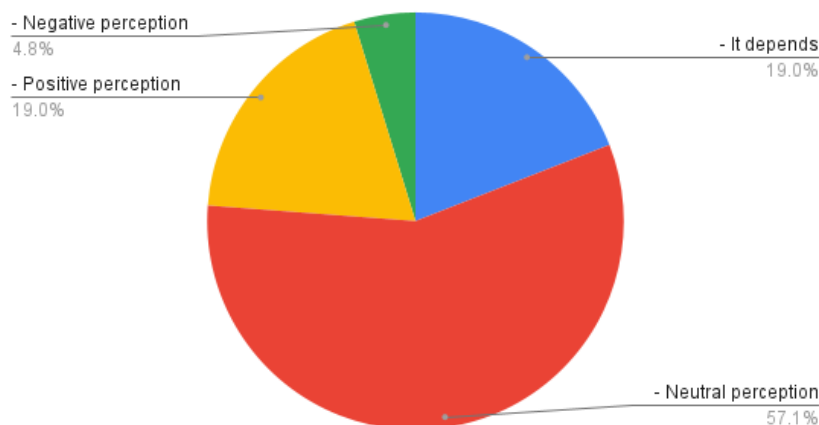


Research findings reveal and indicate significant agreement on the necessity of disclosing when influencers receive compensation for promotions. Approximately 61.9% of respondents believe that such disclosures should always be made, demonstrating the importance of transparency in providing reliable information to their audience. A smaller but still noteworthy group of 14.3% acknowledge the relevance of disclosure but only in the absence of paid promotions. This underscores the value of clear communication with followers. Conversely, 19% of participants do not think influencers are obligated to disclose paid partnerships, revealing differing opinions on the ethical obligations of influencer marketing. A mere 4.8% of respondents emphasize the challenges associated with genuine reviews of lifestyle products, underscoring the need for openness and transparency in influencer-audience relationships.

Count of perseverance on brands that frequently collaborate with influencers for marketing purposes

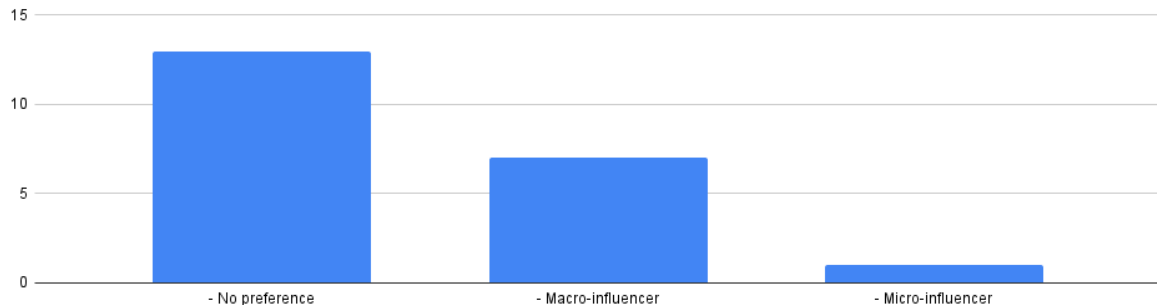


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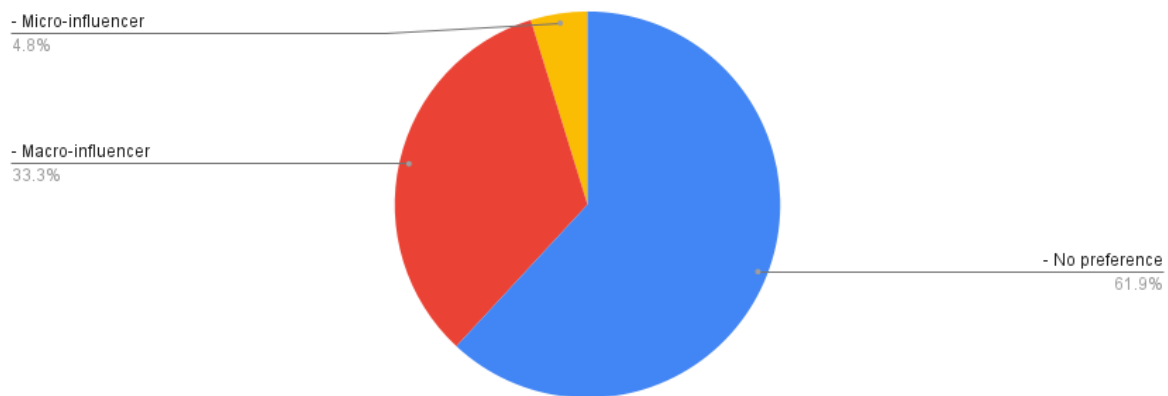
Most (57.1%) take influencer partnerships for granted in today's business environment. 19% have a positive opinion of brands working with influencers, indicating that they can help improve brand image and attract some customers. 4.8% have a negative opinion of brands that tend to be "authentic, transparent, or overly reliant on influencer endorsements." 19% of respondents say their continued presence in these products depends on product types, highlighting the nuanced attitude consumers have towards influencer marketing. Reasons for perception include factors such as authenticity and value of the influencer partnerships; alignment with personal values; and overall brand use. These findings highlight the need for brands to carefully consider how influencer collaboration impacts consumer perceptions and prioritize transparency and authenticity when driving their marketing efforts.

Count of Would you be more likely to trust a product recommended by a micro-influencer (fewer than 10,000 followers) or a macro-influencer(over 100,000 followers)



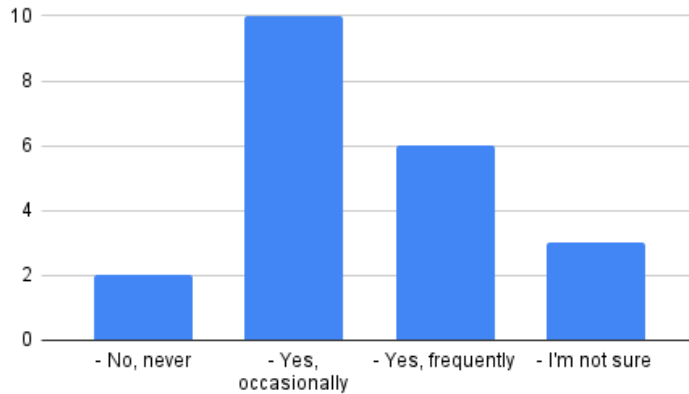
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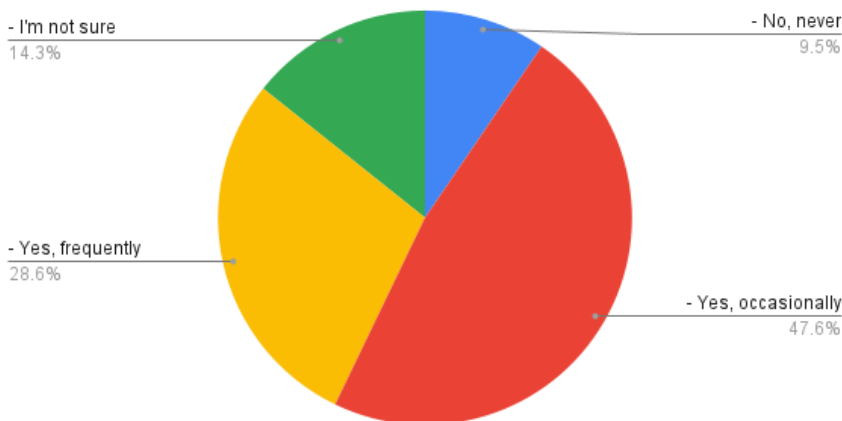
Survey results show that consumers trust product recommendations more when it comes to micro-influencers or macro-influencers, with 61.9% saying they prefer to trust them. More consumers stop relying on product recommendations based on more than just the number of their influencer's followers, such as content quality, relevance, and perceived authenticity. However, 33.3% of respondents say they prefer to trust a product recommendation from a high influencer there, likely because they have more access and are seen as more powerful in the industry, while 4.8% say they prefer a micro-influencer, who are seen as less connected and less trustworthy because of their smaller, niche audiences. This data highlights and demonstrates the strength of consumer trust when it comes to influencer marketing, which is impacted by a mix of factors.

### Count of Have you ever shared influencer content with friends or family?



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According to the survey results, 47.6% of respondents share relevant content with their family or friends, and 28.6% share content frequently. However, 9.5% of respondents say they never share influencer content. This could be due to personal preferences, context, or profitability, or it could be because it suits their social position.

The survey results also reveal that respondents have doubts about sharing their content, and emphasize how difficult it is to track user behaviour and understand their behaviour when it comes to influencer marketing. These findings highlight how influencer content has the potential to reach its full impact as an influencer marketing emphasis.



## Findings

This multitude of classes feature the mind boggling impact of online forces to be reckoned with and content on clients' way of behaving. They underline the significance of elements like substance quality, pertinence, validity, individual inclination, and so on in forming clients' decisions and dynamic cycles. Whether clients consider the effect of online specialists, picking content to follow in view of its quality and believability, choosing whether to take part or supporting data, credibility and dependability generally show up as variables generally significant, eclipsing the significance of individual connections or backing.

Discoveries demonstrate a moving discernment in regards to the viability of powerhouse promoting contrasted with customary publicizing, for certain clients leaning toward powerhouse showcasing while others actually favour conventional techniques. This proposes a unique scene where the two methodologies have their benefits, featuring the requirement for a nuanced comprehension of crowd inclinations. Research shows that individuals have various suppositions about how well force to be reckoned with promoting works contrasted with customary publicizing. Certain individuals like force to be reckoned with showcasing more, while others actually like conventional techniques. This demonstrates the way that the two techniques can be powerful, and it's critical to comprehend what your crowd needs. A few things that make powerhouse promoting compelling are that it can cause your substance to appear to be all the more genuine, it can cost less, and individuals will quite often trust it more. Individuals say they like substance that tells the truth, accommodating, and straightforward. Thus, to find actual success, force to be reckoned with missions ought to zero in on these things to get individuals to make a move and lock in.

These sections feature the significance of straightforwardness and validness in force to be reckoned with showcasing. They underline the significance of clear correspondence, divulgence prizes, and uprightness in powerhouse crowd connections to construct trust and certainty among adherents. Notwithstanding contrasts of assessment on force to be reckoned with content and sharing practices, it influences brand picture, and saw ability of forces to be reckoned with. Be that as it may, difficulties, for example, following client conduct and understanding individual inspirations highlight the requirement for consistent refinement of force to be reckoned with showcasing systems.

## Conclusion

The significance of consumer behaviour and impact of influencer marketing in online platforms such as Instagram, YouTube, Facebook and other digital platforms has a huge impact on consumers' behaviour, which is significant, with factors such as content quality, pertinence, validity, and individual inclination shaping their decisions and cycles. Credibility and dependability are often considered more important than individual connections or support when it comes to influencer marketing. People prefer more originality and love more product reviews and recommendations than giveaways and they are moderately influenced by their decisions.

There is a growing preference for digital marketing and influencer marketing promoting over traditional advertising, with some consumers favouring it more than traditional methods as the ease it brings. Influencers hand over products and services recommendations at a silver platter and make the job easier for us just to click on links and order. This highlights the need for a nuanced understanding of audience preferences and observing how consumers are reacting to the content being produced. Powerhouse promoting can make content appear more genuine, cost-effective, and trustworthy, as people prefer truthful, accommodating, and straightforward content. To achieve success, powerhouse promoting campaigns should focus on these aspects to encourage people to engage and engage.

It was concluded that the significance of clear communication and authenticity in powerhouse audience connections is also crucial. Despite differences in assessment and effectiveness that compared macro and micro influencers it showed that influencers focuses on content and sharing practices, it also influences their personal brand image and the effectiveness of showcasing. However, challenges such as following repetitive content, different trends on social media, different age gaps and target audience not being able to absorb the content being produced, consumers behaviour and understanding individual motivations highlight the need for consistent refinement in the era of digital and influencer marketing.

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