

## THE IMPACT OF INSTAGRAM INFLUENCERS ON CONSUMER PURCHASING BEHAVIOUR IN CHENNAI

**Mrs. Radhika J - M.Com., CA (Inter), NET.,(Ph.D)** (Assistant Professor, Department of Commerce -  
B.Com & M.Com, Sri Krishna Arts and Science College, Coimbatore)

**Aravinth.C** (II M.Com, Department of Commerce – B.Com & M.Com, Sri Krishna Arts and Science  
College, Coimbatore )

**Subhitsha.C** (II M.Com, Department of Commerce – B.Com & M.Com, Sri Krishna Arts and Science  
College, Coimbatore)

### INTRODUCTION:

Marketing refers to activities a company undertakes to promote the buying or selling of a product, service, or good. It is one of the primary components of business management and commerce. Marketers can direct their product to other businesses (B2B marketing) or directly to consumers (B2C marketing). Regardless of who is being marketed to, several factors apply, including the perspective the marketers will use. Known as market orientations, they determine how marketers will approach the planning stage of marketing. The marketing mix, which outlines the specifics of the product and how it will be sold, is affected by the environment surrounding the product, the results of marketing research and market research and the characteristics of the product's target market. Once these factors are determined, marketers must then decide what methods will be used to promote the product, including use of coupons and other price inducements. The term marketing, what is commonly known as attracting customers, incorporates knowledge gained by studying the management of exchange relationships and is the business process of identifying, anticipating and satisfying customers' needs and wants.

### REVIEW OF LITERATURE:

Xin Jean Lim , Aifa Rozaini bt Mohd Radzol ,Jun-Hwa Cheah (Jacky) ,Mun Wai Wong Volume 7, Issue 2, 2017

In the extent of theoretical implication in this study, the researcher applied the social learning theory from marketing field to strengthen the understanding of relationship between effectiveness of social media influencers towards consumer purchase intention. Compelling social media influencers were found to exert a positive impact on consumers' purchase intention. The social learning theory proposes that behaviours are learned from the environment through observational learning process (Bandura 1963), hence it aptly supported findings in this study. Underlying the social learning theory in this study, four

variables were used, namely source credibility, source attractiveness, product match-up, and meaning transfer which could influence consumers' attitude and consequent purchase intention. Hence, the outcome of this study validated the mediating effect findings of consumer attitude between the effectiveness of social media influencers (i.e., Meaning Transfer, Product Match-up, and Source of Attractiveness) and purchase intention. From a managerial implication perspective, this study offered marketers several practical considerations in selecting a social media influencer, tailored for an advertisement to gain competitive advantages in the market. It is the marketer's prerogative and discretion to select a social media influencer who can attract targeted audience and captivate them with an impressive advertising message. Based on the data analysis, consumer attitude has the most influential effect size towards purchase intention. Therefore, marketers should pay attention on selecting an appropriate social media influencer to increase consumer attitude as well as influence purchase intention.

#### **OBJECTIVES RESEARCH METHODOLOGY:**

India, with the second largest population, has a vast consumer market. With growth in technology, increased access to mobile phones and consumption of online content, the function of marketing is now transforming.

The study tries to understand the impact of Instagram influencers on consumer purchasing behaviour in Chennai

- To analyse whether adult consumers in Chennai are influenced by Instagram Influencers
- To gain insights about the demographics of the consumers
- To understand the impact created by Instagram Influencers at each stage in consumer purchase decision process
- To understand preferences in attributes of Instagram influencers among various genders

**RESEARCH METHODOLOGY:****SCOPE OF STUDY:**

The study is limited to the adult population of Chennai city of age group above 18 years

This age group was selected to effectively understand impact of Instagram Influencers on buying behaviour of adults. Children generally would not play the “Buyer” role and their responses may add noise to the survey. Hence, they have been excluded from this study.

**DATA:**

Facts and figures which can be numerically measured are studied in statistics, such data are collected through sample surveys and experiments keeping in view the objectives of the study. This study uses Primary and Secondary data.

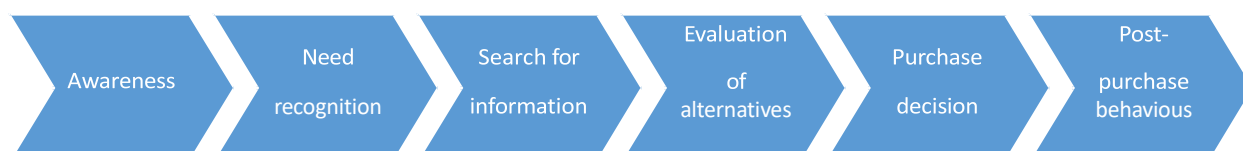
**PRIMARY DATA:****QUESTIONNAIRE:**

This study uses a structured questionnaire. **QUESTIONNAIRE DESIGN:**

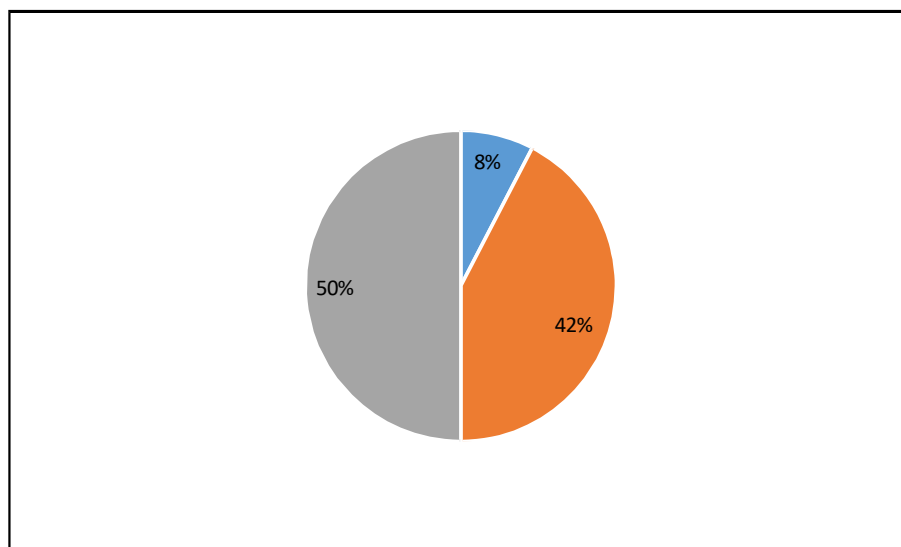
The two most common types of survey questions are closed-ended questions and open-ended questions. This study exclusively used closed-ended questions to enable quantitative analysis of the responses. The survey also had several Likert Items-based questions.

**CLOSED-ENDED QUESTIONS****ANALYSIS:****I. CONSUMER DECISION ANALYSIS**

This section tries to understand the impact of Instagram Influencers’ endorsements at each stage in the consumer decision process.



## A. PURCHASE DECISION:



**INTERPRETATION:** The survey conducted states that 50% of the respondents prefer in depth research of the product before making buying decisions while 42% of the respondents read the reviews before making purchase decisions. This indicates that very few make a quick purchase solely based on their favourite Influencers' recommendation. This indicates that Influencer marketing may have to be combined with other tools to persuade the customers to make the final decision to buy the product.

## SUMMARY OF FINDINGS AND CONCLUSION:

The marketing function has changed over time. With the growth in technology and social media, the platforms for marketers to advertising their products, and consumers to seek information have increased drastically. One of the newest forms of marketing is Influencer marketing. Similar to celebrity endorsements, this form of marketing tries to market their offerings to the followers of prominent people on social media. By posting photos, videos, etc via an "Influencer" on a social media platform, a business tries to capitalise on their existing follower-base.

This study tries to gain key insights of consumers and their attitudes towards Influencer marketing with concentration on Instagram platform. The objective of the study was 3-fold. First, to understand basic demographics and usage patterns of Instagram. Second, to analyse the impact of Instagram Influencers at each stage of the consumer purchase decision process. And finally, to understand the perceived importance of various attributes of Instagram Influencers amongst consumers based on gender. These insights are intended to help businesses on understanding the right stage to use influencer marketing and the right selection of Instagram Influencers in reaching out to the intended the target consumers.

A sample of 208 residents of Chennai of age group above 18 was selected and questionnaires were

circulated. Their responses were coded, tabulated, and analysed. Some of the key finding are listed below:

76% of the respondents use Instagram and 5% of the respondents use Instagram for more than 5 hours a day. This shows substantial use of Instagram by the respondents.

68% of the sample get to know about products through their Instagram feed. 48% of the respondents feel the need for the product after seeing endorsements of Influencers. 47% of the respondents are more likely to check out the product in the official website. All this indicates that Influencers have a great role in creating awareness of products, inducing need recognition and interest in consumers to search for information about the product.

Only 8% of the respondents make a quick decision to buy solely based their favourite Influencers' endorsement. Price and Unique Features are key considerations by majority of the respondents in making the final decision to buy. This indicates that business should persuade consumers about the value addition they are creating in terms of price or product differentiation to ensure that the consumer interest materialises into final sales.

Mere Influencer Marketing is not sufficient to induce increase in sales. Mean score of perceived importance for previous success of the influencer is 2.96 for males,

2.99 for females and 2.00 for others. Also,  $p=0.048 < 0.05$ , indicated that this difference is statistically significant for different genders at 95% confidence level. Thus, when the target consumers belong to the female gender, Instagram influencers with previous success in similar products must be selected as female consumers perceive previous success factor more important than consumers of other genders.

Irrespective of the gender of the target audience, good videos of the Instagram influencers trying out the product must be provided as the mean score of perceived importance (overall) exceeds 2.5

Irrespective of the gender of the target audience, looks of the Instagram influencer is not to be given much importance as the mean score of perceived importance (overall) falls below 2.5

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