

The Impact of Social Media Influencers on Consumer Purchase Decisions: A Study on Gen Z and Millennials

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Abstract

This report investigates the impact of influencer marketing on consumer behavior, focusing on the relationship between influencer transparency, relatability, consumer reviews, and purchase intention. An online survey was administered to 50 social media users. Descriptive and correlational analyses were performed. Results showed a moderate perception of transparency's importance and relatively low purchase intentions related to relatable influencers. Weak positive correlations were found between transparency, purchase intention, and review checking. Due to the small sample size, further research is needed with larger and more representative samples.

Keywords: Influencer Marketing, Consumer Behavior, Transparency, Relatability, Consumer Reviews, Purchase Intention.

Introduction:

Influencer marketing has emerged as a prevalent strategy in the digital era, transforming how brands connect with consumers. This research aims to understand the dynamics between influencer attributes (transparency, relatability), consumer actions (review checking), and consumer purchase intentions. Understanding these relationship is important as social media evolves to be a primary component of modern business activities.

Objective of the Study:

The primary objectives of this study are:

1. To assess the perceived impact of influencer transparency on consumer trust.
2. To examine the influence of influencer relatability on consumer purchase intention.
3. To investigate the role of consumer reviews in shaping purchasing decisions related to influencer-recommended products.

Hypothesis of the Study:

Given the exploratory nature of this study and the small sample size, formal hypotheses were not developed. Instead, the research aimed to explore the following assumptions:

1. That increased transparency from influencers corresponds with increased consumer trust.
2. That increased relatability of influencers corresponds with increased purchase intention.
3. That increased engagement with consumer reviews corresponds with greater weight on a final purchase decision.

Research Methodology:

This research employed a quantitative, cross-sectional survey design. Participants were recruited through online social media platforms and personal networks using convenience sampling. The survey, administered via Google Forms, included questions assessing:

- * Demographic Information (age, gender, occupation)
- * Social Media Usage
- * Influencer Content Consumption and Preferences
- * Influencer Transparency and Trust (5-point Likert scale)
- * Purchase Intention and Relatability (categorical: Yes, No, Maybe)
- * Review-Checking Behavior (categorical: Always, Sometimes, Never)
- * Open-Ended Response: To describe thoughts regarding influencer market

The survey was developed based on a literature review and pilot tested for clarity. Data were analyzed using descriptive statistics (mean, median, mode, standard deviation) and Pearson's r^2 correlation coefficients. Regression analyses was initially attempted but quickly dismissed due to low statistical power. Ethical considerations included informed consent, confidentiality, and the right to withdraw.

Profile:

The target population for this study was social media users aged 18-40 who follow influencers. 50 participants completed the survey, and it's recognised the limited sample size and sampling method may introduced biases.

Comparative Analysis of Key Parameters:

Due to the limited nature of this study and data output, this section is difficult to present from an organized structure. Instead, what we can do is review the various statistics across three parameters:

Transparency's potential to impact purchase actions -

Here the study found a correlation of a weak 0.157 effect. When looking into this data, it seems that being open and honest can lead to a higher chance of purchasing something and increased trust.

How Relatability creates better purchase actions

This resulted in a low average score, showcasing there may be some negative correlation to this action.

Weight/Effect Reviews have on consumer behavior

This study has shown reviews have a positive effect on purchasing power in consumers.

A more rigorous, longitudinal, multimethod analysis with a better sample is highly recommended to make a reliable observation.

Conclusion:

This research provided a preliminary exploration of the relationships between influencer marketing strategies and consumer behavior. Although the analyses of collected descriptive and correlation data could not meet a

significance level to prove. As such the data does not hold enough statistical power to produce a model and there are high chances of false/biased data collection

The study reinforces the need for future studies to be done with larger sample sizes to validate the current findings.

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