

“THE ROLE OF INFLUENCER MARKETING ON THE CONSUMER BUYING BEHAVIOUR – A PERSPECTIVE ON D2C BRANDS.”

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Abstract

Influencer marketing has become an essential aspect of direct-to-consumer (D2C) brand strategies as it offers a more trustworthy and authentic form of promotion compared to traditional advertising. Influencers have established relationships with their followers who value their advice, making it easier for D2C brands to connect with new demographics and increase their reach

Keywords: Influencer Marketing, Consumer Buying Behaviour, D2C Brands

Introduction

Influencer marketing has become an essential aspect of direct-to-consumer (D2C) brand strategies as it offers a more trustworthy and authentic form of promotion compared to traditional advertising. Influencers have established relationships with their followers who value their advice, making it easier for D2C brands to connect with new demographics and increase their reach. By using influencer marketing, D2C brands can create more relevant content for their target audience and track the impact of their campaigns, allowing them to make data-driven decisions that promote growth and success. Overall, influencer marketing plays a crucial role in shaping consumer purchasing behavior and should be incorporated into any effective D2C marketing plan

AIM

To determine the amount of impact of influencer marketing on consumer buying behavior particularly to know the impact of social media influencers and the usefulness of influencers marketing.

PROBLEM STATEMENTS

Market volatility, largely caused by technology, has had a significant impact on our lives, markets, and purchasing habits. Influencer marketing has become popular due to the emergence of social media marketing, which has been accelerated by the younger demographic's digital agility. This study focuses on understanding how influencer marketing affects millennials in India, particularly in terms of their purchasing decisions. The objective is to evaluate the impact of influencer marketing on customer purchasing decisions and the role that rising marketing trends play in shaping consumer behavior.

TYPE OF RESEARCH

This study utilized descriptive research with primary data, focusing on observation, case studies, and surveys. The research plan utilized convenience sampling to gather samples from the general community. Data was collected through closed-ended questions in surveys and observation. SPSS software was used to analyze the data. The study aimed to investigate how influencer marketing affects millennials in India in terms of their purchasing decisions and the impact of rising marketing trends on consumer behavior.

HYPOTHESIS

- Ho1: There is a significant relationship between social media marketing and consumer buying behavior (Obj 1)
- Ha1: There is no significant relationship between social media marketing and consumer buying behavior (Obj1)

To examine the emerging social media marketing trends and their role in consumer buying behavior and the outcome by analyzing it was found that the P value is not significant, so accept Ho1

Ho1: Social media marketing significantly influences consumer buying behavior (Obj 1)

- Ho4: Influencer marketing significantly impacts consumer buying behavior (Obj 4)
- Ha4: Influencer marketing does not significantly impact consumer buying behavior (Obj4)

To examine linear regression found a weak and insignificant correlation between influencer marketing and consumer buying behavior, with a constant value of 2.339 indicating no change without a predictor variable P value is not significant, so accept Ho4

Ho4: Influencer marketing significantly impacts consumer buying behavior (Obj 4)

Research explores the link between influencer marketing, social media marketing, and consumer purchasing patterns. Businesses can use this knowledge to improve their marketing strategies and better understand their customer's behaviors.

Findings

Influencer marketing has a growing impact on customer behavior, with 32% of participants claiming it influenced their purchase decisions. More marketers are adopting influencer marketing, as 39% of participants follow influencers. Reviews from influencers have a significant impact on 87% of participants. However, the majority of followers stick with one influencer for less than two hours, and participants spend 68% of their time watching influencers for less than an hour, suggesting that people use influencer marketing more as a source of ideas than reliable advice.

Suggestions for Further Research

The study suggests that more investigation is needed on the variables that affect the effectiveness of influencer and social media marketing, the long-term consequences of influencer marketing, their effects across cultural boundaries, and their impact across various industries. These areas require further research.

CONCLUSION

In conclusion, the study found that influencer marketing and social media marketing have a significant impact on consumers' purchasing decisions. These marketing techniques can help companies reach potential customers and influence their purchase decisions. However, further research is needed to fully understand the effects of these marketing methods on consumer behavior. There is still much to learn about how social media marketing and influencer marketing affect customer behavior.

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