

IMPACT OF SOCIAL MEDIA INFLUENCERS ON CONSUMER BUYING DECISIONS: SPECIAL REFERENCES IN CHENNAI CITY

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ABSTRACT

Online media was familiar with carefully associate individuals who in any case may not be having opportunity to have constant gathering and collaboration. From Six degrees to Facebook, the world changed in the manner individuals' interface and associate. Social media as an industry has developed that gives individuals the capacity to interface as well as are presently giving positions open doors that were rarely envisioned. From content essayist to forces to be reckoned with, online media has given an open door to acquire name, distinction and cash and go about as a stage for web-based shopping also. One of the web-based media showcasing structure is affecting where an individual having ace information on their field of their field utilizes it to advance the brand and result of others. The motivation behind this study was to look at what web-based media force to be reckoned with mean for purchasing conduct of clients. This information for the review is gathered from 210 web-based media clients through internet-based poll overview. This examination centers significantly around two free factors to be specific disposition and believability of forces to be reckoned with and test its effect on buy aim because of S-Commerce media influencers. A straight relapse demonstrating was done which showed that there is critical impact of noteworthiness what's more demeanor of web-based media powerhouses on Consumer's purchasing conduct. The review can be helpful to the advertisers, publicists and brand directors to distinguish the right forces to be reckoned with and inserting sponsorship advertisements by setting their items and administrations in the substance of these online media forces to be reckoned with.

Keywords: *Social Media Influencers; Testimonial Advertising; Credibility; Behavioral Responses.*

INTRODUCTION

Nowadays, Consumer purchases Goods and services based on proposals of individuals they trust. The Influencers and the superstars are the ones who start the sensation of confidence in individuals following them, because of which numerous customers watching the way of life of these forces to be reckoned with attempt to take on the tendencies in their everyday practice except they disregard their expectation for everyday comforts, their own decisions and their Essential necessities that is on top of their need list. Prior to concentrating on the piece of social media powerhouses on shopper and the decisions they make in the internet-based climate, it is critical to comprehend the sorts of to select the right forces to be reckoned with for item situation. Online media inspirations can be convened in numerous ways. The typology of social media influencers (<https://grin.co/blog/kinds-of-social-media-influencers>). Bloggers and Vloggers: They are the people who practice their text related substance to flow

their blog often. They are dynamic on countless foundation of social media to support their constituent. Vloggers share their data as video. To publicize the substance stages like YouTube also Instagram are utilized by them. Unscripted television Stars: Many competitors of different shows like Large Boss, Roadies, and so on, have intrigued loads of allies on different web-based media stages. They regularly cooperate with restorative, electric, and style brands.

They generally have a few thousand or even a lesser number of followers. However, their fan community is highly engaged and because of that they motivate their followers easily and make them taking any desired action. It helps them to attract their viewers to a particular brand.

The idea they have is to announce some sort of the constructive change in society by influencing others. Brands should be very careful while working with them because on current issues they have deep-seated views and they share their views on social media. Journalists: They are effective media identities that can alter the way individuals see a specific brand. Social media users follow entrepreneurs and top-level decision-makers to know the latest developments and trends in their industries. Their followers always entrust with the recommendations they give. Mainstream Celebrities: These contain movie stars, athletes, sportspersons, musicians, models, and other current public figures of conventional media. These are often appointed as brand ambassadors and become the appearances of these brands.

LITERATURE REVIEW:

Reviews of previous writing about s-commerce forces to be influences with has been done before direct the essential examination. Web-based media is on quick increment prior individuals used to post their photographs or talk through online media however these days online media is utilized as an advertising apparatus, Pranav and Suryawardani (2020), did a study to see if advertising through e-commerce affect the shopping decisions of the consumers. The researcher found out that marketing through e-commerce do affect the shopping decision of the consumer. As the quantity of blog posts and bloggers are increasing rapidly, this rapid growth is causing variations in people purchasing habits (Serman and Sims 2020). Social networking sites have developed.

RESEARCH GAPS AND OBJECTIVES OF THE STUDY

- Consumer purchase product and services based on the recommendation of the celebrity they trust.
- In Indian setting, each individual doesn't follow social media influencers on various social Media stages. What's more because of trust issues, it is difficult for social media forces to be reckoned with to impact the buyer.
- Albeit social media influencers are acquiring the acknowledgment and ubiquity in online buy, still there is a need to investigate which variables makes them an impactful of influencers.

PRIMARY OBJECTIVES

- To identify the effect of creditability and attitude of online media Influencers on buying behavior of consumer.
- To know the category of social influences having the most media influence on consumers.

SCOPE OF THE STUDY

1. To recognize the social media influencers to influence the buying attitude of consumer.
2. To know about the age group purchase more on online.
3. To determine the reason for purchase goods the word of influencers.

LIMITATION OF THE STUDY

1. The study is covered only Chennai city.
2. This article analyzed only consumer buying decision based social media influencers not for everyone.
3. Due to shortage of time and other constraints, the study has been limited 210 respondents.

RESEARCH METHODOLOGY

To achieve the research objective, the data was collected from 210 social media users of Chennai through a structured questionnaire. The survey link was sent through email and WhatsApp. Probability sampling is used in case to produce results that are representative of the whole population. The Target Population was respondents of age 20-50 years. The research is only limited to Instagram, Face book and YouTube users and to 4 categories of product, namely home & living, mobiles, cosmetics and clothing. The questionnaire consists of two sections, in the first section questions related to the demographic details of the respondent were asked. The second section consist of questions related to the various factors like credibility, attitude and buying behavior of social media users. To measure credibility, six questions were asked, to measure attitude of social media influencers on social media three questions were asked and for measuring buying behavior only one question was asked. Descriptive analysis was done using bar graph and pie chart. Regression modelling analysis was used to know the impact of credibility and attitude of social media influencers on consumer buying behavior.

ANALYSIS AND INFERENCE

Table1: Agreement of respondents regarding attitude of social media influencers

Statements	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
You will purchase the item from influencers if the influencers give the great reaction to you?	69	70	41	20	10
Before you purchase the item, you want to get some information about the product details.	58	85	50	15	2
Are you believe the influencers who speak with their adherents are more reliable	60	83	50	16	1

From the above table-1 shows that 69 respondents strongly agreed that they will buy the product from influencers if the influencers give the good reaction to them, 58 respondents strongly agreed that before purchase the product, they are getting

information about the product. 60 respondents says that they are believed who communicate with them.

Table 2: Agreement of Respondents Regarding Credibility of Social Media Influencers

Statement	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Would you likely recommend any influencer to your family/friends?	79	59	40	21	11
Does Social media influencer persuade you to dress/buy like the picture they post?	61	83	37	19	10
Do you find the information provided by the influencers credible enough	45	98	46	12	9
Your favorite influencers are important to you before buying any new product	41	68	52	32	17
Do you think Influencers will not purposely endorse a brand that will harm you?	47	63	56	30	14
If your favorite blogger/online personality recommends a brand, you are more likely to try it?	42	75	52	28	13

From the above table 2 shows that 79 respondents strongly agreed that they are likely recommend any influencer to their family/friends. 61 respondents strongly agreed social media influencer persuades them to dress/buy like the picture they post while 4.28% of the respondents strongly disagree to the same. 45 respondents strongly agreed that the information provided by the influencers credible enough. 41 respondents strongly agreed that their favorite influencers are important before buying any new product. 47 respondents strongly agreed that Influencers will not purposely endorse a brand that will harm them. 42 respondents strongly agreed that when their favorite blogger/online personality recommends a brand, they are more likely to try it.

Regression framework

The author found that creditworthiness and character of social media influencers are the factors of the study and it was additionally and using regression modelling where the dependent variable was buying behavior of social media users. Independent variable is creditability and attitude of social media influencers.

H0: There is no significant influence of creditability of social media influencers on Consumer’s buying behavior.

H1: There is a significant influence of creditability of social media influencers on Consumer’s buying behavior.

Table 3: Regression Analysis of Creditability of Social Media Influencers and Buying Behavior of Consumers.

Model	R	RSquare	AdjustedRSquare	Std.ErroroftheEstimate
1	.658 ^a	.432	.430	.79646
a.Predictors:(Constant),creditability				

R: The value of R is 0.658 its shows a positive connection between creditability of social media influencers and purchasing behavior of customers. R²: The worth of R² is 0.432.

This value proves that 43.2% of the variation in purchasing behavior of buyer can be anticipated from the respectability of social media influencers.

H0: There is no significant influence of attitude of social media influencers on Consumer’s buying behavior.

H1: There is significant influence of attitude of social media influencers on Consumer’s buying behavior.

Table 4: Regression Analysis of Attitude of Social Media Influencers and Buying Behavior of Consumers

Model Summary				
Model	R	RSquare	AdjustedRSquare	Std.ErroroftheEstimate
1	.612 ^a	.374	.371	.83644
a.Predictors:(Constant),attitude				

R: The value of R is 0.612 which indicates a positive relation between attitude of social media influencer and buying behavior of consumers R²: The value of R² is 0.374. This value

Indicates that 37.4% of the variance in buying behavior of consumer can be predicted

from the attitude of social media influencers.

The study reveals that credibility of influencers and the information provided by them is credible and therefore this is the major reason behind customer following them and which in turn, influences their buying behavior. The study also shows that how the attitude of influencers is towards their followers, the influencers are more likely to influence the buying behavior if they have good response and behavior towards their follower's problems and queries.

FINDINGS

The results indicate that majority (54.8%) respondents were female while the rest were male. Majority (70.6%) of the respondents belong to age group 20-30 years, 18.1% of respondents belong to age group of 30-40 years, 11.5% respondents are from age group 40-50 years. The data on most used application reveals that 61.9% of the respondents use Instagram, 24.8% respondents use YouTube, 10.1% use Facebook while 3.3% respondents use other social media platforms. The other characteristics of influencers that can impact the consumer's buying decision can be authenticity, experience in the field, community management techniques, engagement through content creation, etc. Though I have considered two characteristics i.e. credibility and attitude of social media influencers in influencing the buying behavior of social media users.

The author discovered that most of respondents are impacted by bloggers and vloggers, lagged by experienced online media inspirations. Trust assumes a significant part in impacting the choice of the believers. The majority of respondents agree that they prefer social media for recommendation and actively seek out social media influencer's review before making purchase decision and has purchased less than 5 products after looking at promotions by influencers on social media, they also have spent up to Rs. 500 to Rs.1000 on products after being influenced.

SUGGESTION AND CONCLUSION

The Objectives of this study was found out the social media forces to be influencers with on buyer purchasing behavior. From this concentrate on it was observed that the validity and behavior of social media forces to be influencers with influence the purchasing attitude of buyers. It was observed that the respondents get convinced by the image/post of online media forces to be influencers and influencers they convince them to attempt the items they use. Relapse examination brought about showing that two factors demeanor and validity of forces to be influencers with have the huge effect towards buy expectation impacted by social media influencers. Consequently, the online media influencers can attempt to convey to additional with the supporters as it expands the trust of individuals on forces to be estimated with. The social media forces to be influencers with to build their responsiveness towards supporters, this assists the supporters with having faith in the influencers and their substance. The online media powerhouses should abstain structure the advancement of affected and inferior quality items as it might prevent their creditworthiness and it may prompt losing lot of followers and must reveal to its followers if it is paid endorsement. Cooperating with influencers with high numbers of followers might not be

the best marketing choice for promoting divergent products, as this decreases the brand's perceived uniqueness and consequently brand attitudes or consumers could react negatively to influencers' posts when they do not appear with the products, they endorse, and future studies can also be done in this area.

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