

# ANALYSIS OF INFLUENCER MARKETING IMPACT ON BUYING BEHAVIOUR AMONG TEENAGERS

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## Abstract

In this research different effects of influencer marketing in the teenagers have been critically evaluated. With the aid of simple random sampling, the sample size of 25 people has been developed and a survey has been conducted to identify the effectiveness of influencer marketing on teenagers. 72% of the research participants, most of the teenagers found products reliable while the different social media influencers were promoting the products. 80% of the teenagers from all over the globe have agreed with the fact that as a result of a similar lifestyle the social media influencers are able to make a strong impact on teenagers regarding brand perceptions. Hence, this is able to state that females are able to get strongly affected compared to the male of their age.

## Keywords

*Gender, Age, Influencers, Social media, Followers, Marketing Buying behaviour*

## Introduction

Influencer marketing helps the brands to employ the niche, leading content creators for improving brand awareness, increasing traffic, and driving messages to the target audiences. This is collaboration between creators and brands, which allows organisations to expand their reach across their target audiences. As mentioned by Campbell & Farrell (2020), influencer marketing helps to capitalise on the major brands without any kind of detailed operational guide regarding the marketing. Therefore, the brands are required to deal with the different content creators in different platforms such as social media, YouTube in terms of grabbing attention from the subscribers of the influencers. On the other hand, Lou & Yuan (2019) have stated that according to the researches on social media trends this has been identified that 94% of brands are successfully utilising influencer marketing in their product promotions. Hence, this is the way of getting easy access to the target audience of the firm. Furthermore, with the aid of influencer marketing, different brands are able to utilise the expert level of knowledge of the influencers in terms of affecting people with their thoughts. This paper aims to identify the different aspects of influencer marketing and its impacts on brands.

## Literature review

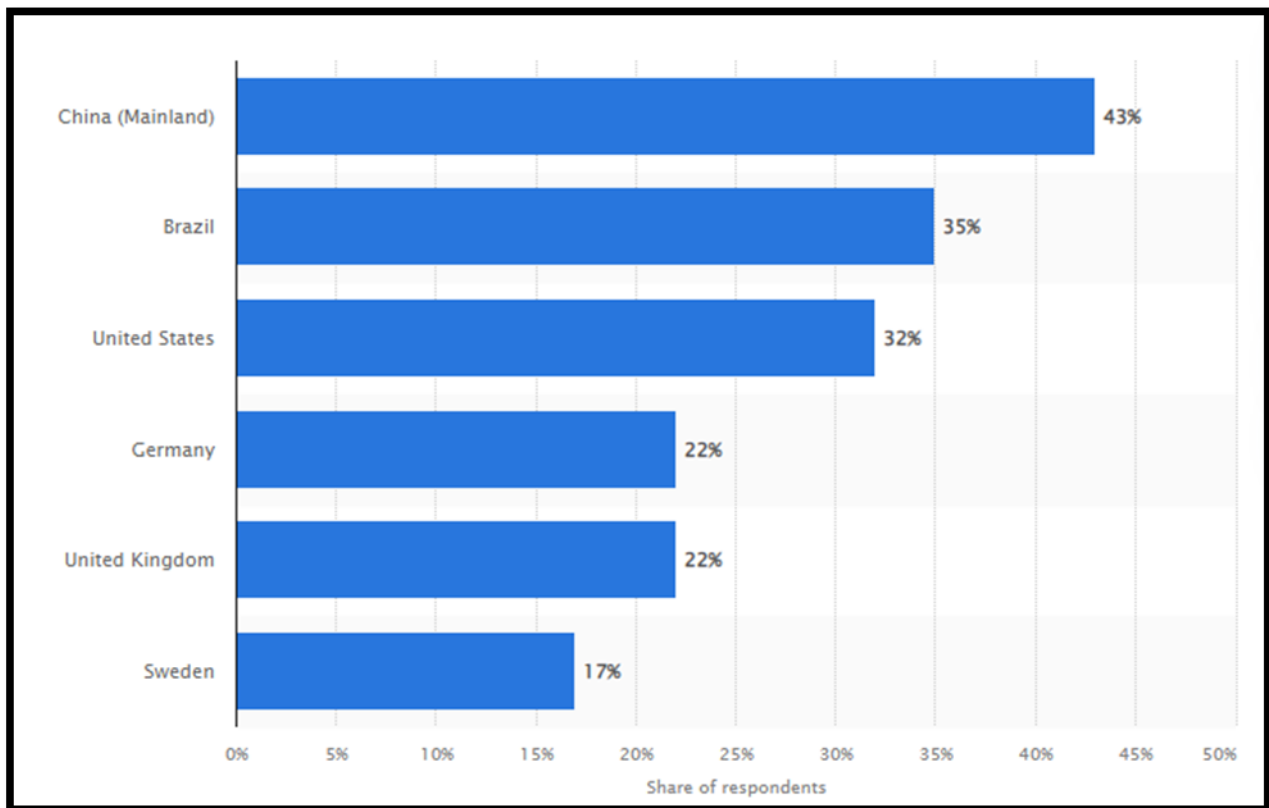
### *Different types of influencers*

There are different kinds of social media influencers available based on the platforms where they are creating their content in terms of being famous. Such as some of the influencers are working on Instagram, some are working on Twitter, and some are on YouTube. They are utilising these social networking platforms in terms of their business and influencing different paths. As narrated by Blakemore et al. (2020), identifying the level of influencers in the social media platform is that they have a follower's number of more than 10,000 followers and have a blue tick on the left side of their name in the case of Instagram. Depending on the size of followers that the influences have, there are five kinds of social media influencers as **Mega-influencers** who have followers of more than one million, **Macro-influencers** (followers: 500 K to 1 million), **Mid-tier influencers** (followers: 50K to 500K), **Micro-influencers** (followers: 10K to 50K) and **Nano-influencers** (followers: 1K to 10K). Therefore, depending on the number of followers that the influencers have, they are able to demand their charges from the brands along with that the numbers of followers that the influencers have are associated with their effectiveness on their range of followers.

### **Theories that influences buying behaviour of teenagers**

#### *Psychoanalytic Theory*

Social media is the most active platform that is being used by teenagers nowadays. As demonstrated by Jarrett and Vince (2017), it has been noticed that psychological threats are being found in teenagers in terms of buying behaviour. In most cases, it has been noticed that there are threads that are being found among teenagers that deal with the perspective of buying anything just by seeing the advertising on social platforms.



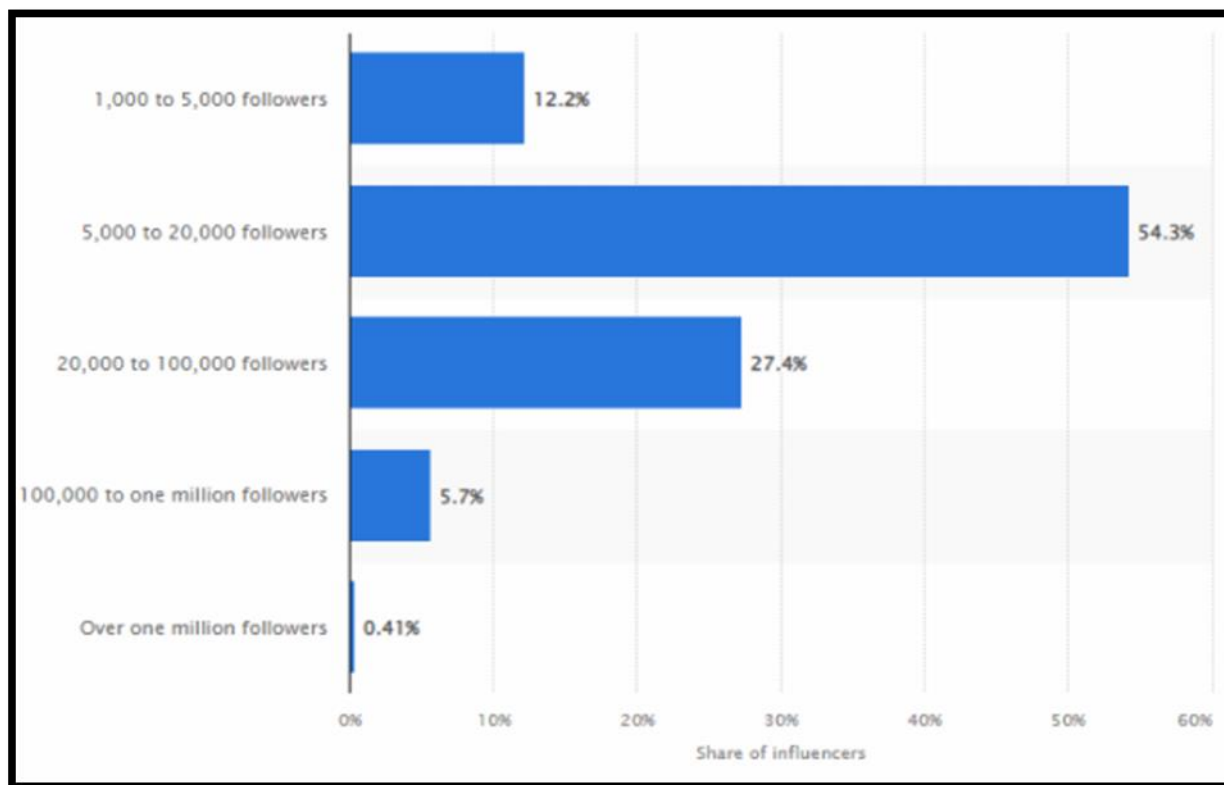
**Figure 1: Share of online purchasers by getting a direct connection from the sellers of different countries**

(Source: Statista.com, 2021)

From the above-mentioned figure, it can be stated that the direct connections in the online platforms are nowadays have become accessible to almost every single individual. However, the most influencing individuals are the teenagers that follow the social media influencers in terms of buying anything from any platform. On the other hand, Hossain (2017) has cited that the Psychoanalytic theory is the only way of analyzing the effect of social media influencing on teenagers. It is thus necessary to develop the theoretical analysis of the factors that are solely responsible for influencing teenagers. Contrarily, Jarrett and Vince (2017) have illustrated that the personality of individuals can be determined by giving rise to the influences of personal life. The fictional influencers have been found to be influencing teenagers in different aspects by giving several advertise. It might not include the teenagers; however, most of the individuals are facing challenges of losing personal data and online breaching because of wrong purchases from different vague sites.

#### ***Maslow's Motivation-Need Theory***

People buy the equipment in order to fulfil their needs. However, in some cases, it has been noticed that teenagers are urged to buy the products even when it is not necessary or in need. As demonstrated by Simamora (2021), it has been noted that as per Maslow's theory of motivation buying deals with the perspectives of safety, love along with self-esteem and actualization processes in terms of buying the necessary things. Moreover, it has been noted that in the case of teenagers there is no such value of the things and are influenced by observing what they visualize in the social media platform. It is necessary to demonstrate that most of the purchase rate is based on the promotional content that is available on social media. As illustrated by Simamora (2021), it has also been noted the implied theory would develop the perspectives of the trends that are solely influencing teenagers in terms of buying activities. As per Maslow's motivation theory, some teenagers are being influenced negatively influenced by observing the trends. However, the chances of increasing threats in the online platforms are being increased because of such perspectives.



**Figure 2: Distribution of Instagram influencers in India**

(Source: Statista.com, 2021)

It has been noted that since January 2020, the views and flowers for Instagram influencers have been increased to a large extent (Statista.com, 2021). It can thus be analyzed that increasing influencers have called the teenagers insists to follow them because of not having any other knowledgeable resources. It has thus directly contributed to their buying behaviour by observing their favourite celebrities.

### Methods

In conducting the primary quantitative research, a survey method has been implemented in this research article. Therefore, this paper has been established based on the survey result gathered from the randomly sampled participants. Hence, in this research paper, with the aid of a simple random sampling method, 25 people have been included. As commented by Attia & Edge (2017), the survey method helps to gather conventional datasets that are associated with the research phenomenon. The survey questionnaire was uploaded to the social networking site, and the age was limited for the teenagers. Therefore, this research article is based on the target audience who belong to the age group of 13-19 years as they are able to stay more connected in the social media platform as a result, of which they are able to get easily influenced by the social media influencers. Therefore, a graphical analysis of the survey result has been performed. As narrated by Kothari (2004), graphical representations are able to enhance the capabilities of understanding the collected data sets as this eliminates language. The survey analysis has helped the researcher to evaluate the lack of knowledge regarding the different aspects of the influencer marketing strategies that are able to make influence teenagers. The role of Gender differences has also been utilised in this research article. Due to a lack of knowledge, organisations are using different aspects of influencer marketing that are negatively affecting their business performances.

### Methodology

**Positivism research philosophy** has been incorporated in this research in order to identify the different effects of influencer marketing in the teenagers of different countries. As described by, Ørngreen & Levinson (2017), positivism research philosophy help to analyse the different relationships based on the different factual pieces of knowledge that are able to be gained by trustworthy measurements. Therefore, the survey method has helped to implement this philosophy. This helps the researcher to bring a negotiation between the different research phenomena. Hence, this research is able to state the different relationships between the different aspects of influencer marketing strategies of the firms and their influence on the teenagers as customers.

**A deductive research approach** has been incorporated in this research paper. As highlighted by Snyder (2019), the deductive research approach helps the researchers to analyse the different available hypotheses and theories in terms of analysing the different aspects of the research phenomena. Therefore, this research paper is able to analyse the different aspects of influencer marketing along with different factors of customer behaviour and perspective in terms of analysing the effect of influencer marketing in teenagers. Furthermore, **Exploratory Research Design** has been implemented in this research paper in order to explore the effect of influencer marketing strategies of different brands on their teenage customers. As commented by Mohajan (2018), this research design is able to help the researcher to develop a specific structure for the research and explore new dimensions for the research phenomenon. Hence, the researchers are able to explore the ways in which the influencers are able to affect teenagers.

## Ethical considerations

Participant consent form had been attached with the survey questionnaire, and only after agreeing to all the different terms and conditions of the consent form the participants were allowed to fill up the questionnaire. Therefore, the participants were allowed to quit the research survey whenever they wanted to or felt uncomfortable answering any question. Along with this, any kind of personal identification information was not collected from the research participant. No participants were forced to participate in the survey. Participation in the survey was voluntary. All the gathered information was kept password protectively, and the access was only available for the research team. After completing the research, the collected data sets have been destroyed completely for maintaining safety. The commercial use of the data has not been performed. Any kind of corporate use has been performed with the collected results. The data sets were only being used in terms of academic purposes. All the secondary resources that have been used in this paper have been utilised after proper paraphrasing and proper citation for avoiding plagiarism issues.

## Results

**Question one** of the surveys is trying to evaluate the ratio of age group among the respondents of the survey. Hence, 48% of the respondents are belonging to the age group of 15-20, while most of the participants (52%) belong to the age group of 11/15 years. Therefore, the datasets that have been gathered are able to be generalisable among teenagers of any age.

**The second question** of the survey is concerned about the genders of teenagers that are mostly being influenced by the influencer marketing strategies of the firms. Therefore, the survey has been identified that 60% of the respondents are female. In comparison, only 40% are male teenagers who are able to be influenced by the influencer marketing strategies of different brands.

**The third question** of the survey was about whether the teenagers found the different products more reliable whenever their favourite influencers suggested these. Therefore, 72% of the teenagers in this survey have agreed for the research question, while 20% have denied this fact.

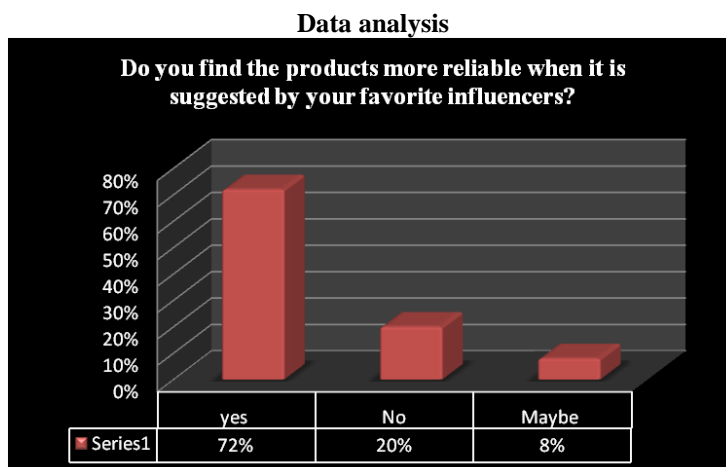
From the **fourth question** of this survey, it has been identified that as the influencers and the teenagers are mostly belonging to the same culture, they are more dependable on the influencers. 68% of the participants have agreed with this fact while only 12 have stated that they do not make sure about the effect of belonging to the same culture, while 20% of themes have disagreed with this culture related fact.

According to the **fifth question** of the survey, mostly the lifestyle of the influencers and the followers' teenagers are similar and that is making influencer marketing more effective to attract teenagers. Hence, with this fact regarding similar lifestyle, 13% of the respondents have disagreed while 80% of them have agreed with this fact.

In the **sixth question** of this survey, awareness regarding brands is getting positively affected due to influencer marketing in recent days, according to the 76% of teenagers who have taken part in this research survey. Hence, 20% of the research participants have disagreed with the fact that influencer marketing is increasing their awareness about different brands.

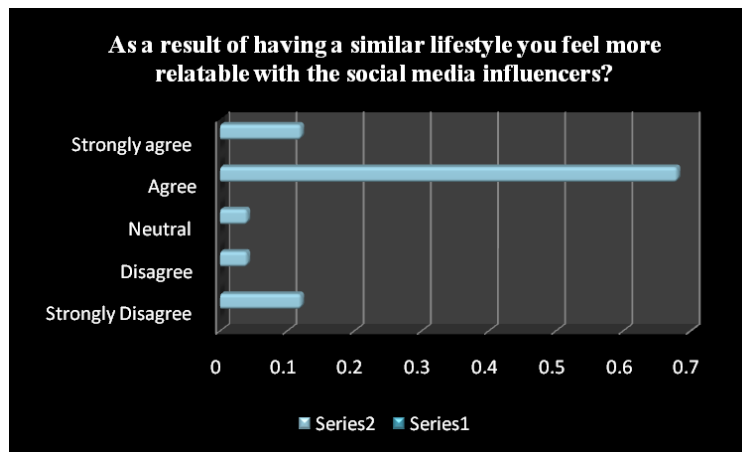
88% of the research participants have stated that due to the increased level of followers of the social media influencer, the trend of influencer marketing is being enhanced among the different brands of the different industries in the **seventh question** of the survey. Hence, only 12% of the participants have disagreed with this fact mentioned in the question.

As per the responses from **question 8**, 76% of the respondents have agreed with the fact the brand is effectively utilising the different influencers in terms of enhancing their market reputation in the industry at the global level. Therefore, only 20% of the respondents have disagreed with the fact that the brands are able to create a positive impression on the global market among international customers. Therefore, this is able to state that 88% of the teenagers all around the globe use those products that are being promoted by their favourite influencers in their contents according to the **last question** of this survey. On the other hand, there are only 12% of teenagers who have stated that they do not use all the products that their favourite influencers are promoting.



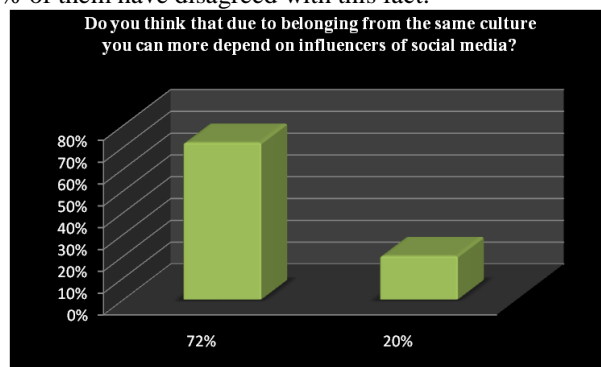
**Figure 3: Question 3**

According to the 72% of the research participants, most of the teenagers found products reliable while the different social media influencers were promoting the products. As mentioned by Radwan et al. (2021), most of the people in recent days are effectively connected with social media. As a result, they feel more connected with the different social media influencers. However, 20% of the research participants have disagreed with this fact. Hence, they are able to be affected by other factors such as they are less active on social media or does not get easily affected due to their personality characteristics.



**Figure 4: question 5**

As highlighted by the survey respondents, 80% of the teenagers from all over the globe have agreed with the fact that as a result of a similar lifestyle the social media influencers are able to make a strong impact on teenagers regarding brand perceptions. As commented by Ntapiapis (2021), social media are connecting different people from different sides of the world and impacting their lifestyles. At the same time, 16% of them have disagreed with this fact.



**Figure 5: Question 4**

The same culture among the people is able to enhance their level of trust. Therefore, 72% of the participants have agreed with the fact that due to belonging to the same culture. As commented by Ntapiapis (2021), social media are connecting different people from different sides of the world, therefore, affecting their culture as a result, of enhancing their capabilities to be influenced by other people. As a result, of this, the people are able to get easily affected form the people of similar cultures.

## Discussion

### *Social media is connecting people and mixing their lifestyles, which improves the path of influencer marketing.*

The extensive use of social media among teenagers is engaging their connectivity with the people. Therefore, this is able to increase their chances to be influenced by other people. In this situation, while the brands are promoting their products with influencer marketing strategies, they are able to make an easy impact on them. The development of similar lifestyles among the followers and influencers are able to be common as they are highly connected with each other. As a result, of this, the influencers are able to make easy effects on the followers with any product. In this context, Chwialkowska (2019) has narrated that social media influencers are able to make strong impacts on the people with whom they are associated. However, they try to maintain their ethical values in terms of staying maintaining in their position as social media influencers.

### *Specific Age groups of teenagers are able to get easily affected by the influencers.*

According to the above-represented survey, the age group of 11-15 are more able to be influenced by the social media influencers as identified in the survey. Therefore, the influencers are able to engage the teenagers, as the age group is not very much concerned about the real lice compared to the other people of the world. Therefore, this is able to state that the social media influencers are able to make a strong impact on the age group as they have agreed with the fact that they try to buy almost all the products that are promoted by their favourite influencers. As narrated by Campbell & Farrell (2020), social media influencers have also stated in different studies that influencing teenagers is easier than the other age group. Therefore, teenagers who have a higher level of activity in social media are able to be influenced more easily.

## Conclusion

From the entire analysis, it can be concluded that most of the social media influencers are able to make an impact on the teenagers who are mostly associated with social media. Therefore, the influencer marketing strategies are able to utilise the connectivity among the followers and the influencers associated with the cultures and lifestyles of the people. Furthermore, the influencers are able to increase their level of impact on the followers who belong to the age group of 11-15 as they have agreed with the fact that they intended to buy almost everything that their favourite influencers are promoting on any social media platform. Moreover, according to the survey analysis that has been conducted in this research paper, it has been identified that gender is also able to play a significant role, as the female teenagers are able to get affected by the influencers compared to the make of their age group.

Therefore, the positivism research philosophy has helped to analyse the different aspects of the research phenomena in terms of developing the different aspects of influencer marketing.

### Limitation and future studies

This research paper is being developed with a primary data set. Therefore, the topic relevance has been maintained appropriately; however, maintaining the reliability at a higher level is not possible as the participants are able to provide fake information in the survey form. Furthermore, these research questions are also not utilised in previous researches.

Therefore, this research paper evaluates the different phenomena that are associated with buying behaviours of teenagers along with the effect of influencer marketing. Hence, based on this research, mixed methodology oriented research is able to be developed in terms of analysing the effectiveness of influencer marketing in different industries. Furthermore, they are able to make an influence on the different age groups, and this research paper is able to guide on that topic.

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