

Impact of Instagram Influencers on Consumer Behaviour

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Abstract

This study aims to assess the effectiveness of influencer marketing campaigns on consumer behavior. By examining the impact of Instagram influencers on consumers' purchase decisions, brand preferences, and product evaluations, researchers can gain valuable insights into the efficacy of this marketing strategy. Identifying the factors that drive consumer response to influencer content will help marketers refine their strategies and maximize the impact of their influencer partnerships. In addition, understanding the characteristics and qualities that make Instagram influencers successful is crucial. What attributes or skills do these individuals possess that enable them to build loyal followings and engage with their audience effectively? Analyzing the influencer Characteristics will contribute to the understanding of what makes an influencer influential and how their impact can be maximized. By investigating the impact of Instagram influencers on consumer behavior, this study aims to provide valuable insights for marketers and brands. The findings will not only contribute to academic research in the field but also offer practical recommendations on how to leverage influencer marketing effectively. Ultimately, understanding the dynamics of this influential relationship will enable businesses to develop more targeted and impactful marketing strategies in the ever-evolving digital landscape.

Keywords: Instagram influencers, Consumers' purchase decisions

INTRODUCTION

In recent years, social media platforms have revolutionized the way businesses engage with their target audience, and Instagram has emerged as a powerful tool for influencer marketing. With the rise of Instagram influencers, brands have found a new way to reach and persuade consumers through individuals who have amassed large followings and influence on the platform. This study aims to investigate the impact of Instagram influencers on consumer behavior, exploring the role they play in shaping consumers' attitudes, preferences, and purchase decisions. Instagram, with its visual-centric nature and massive user base, provides a unique environment for influencers to showcase products, endorse brands, and share their experiences with millions of followers. These influencers, often admired for their aspirational lifestyles and perceived expertise, have the ability to sway consumer opinions and influence their purchase decisions. Consequently, understanding the dynamics of this influential relationship and its implications for consumer behavior is of paramount importance to marketers and researcher's alike. One key aspect to explore is the attitudes consumers hold towards Instagram influencers. Questions regarding authenticity,

credibility, trustworthiness, and expertise arise as consumers navigate through a sea of sponsored content and endorsements. Are influencers seen as reliable sources of information, or are they viewed as mere vehicles for brand promotion? Investigating these attitudes will shed light on the underlying factors that contribute to consumer engagement and receptivity towards influencer marketing. Moreover,

CONCEPTUAL BACKGROUND AND LITERATURE REVIEW

CONCEPTUAL BACKGROUND

In recent years, the rise of social media platforms has transformed the marketing landscape, with influencer marketing emerging as a powerful strategy for brands. Instagram, with its large user base and influential content creators, has become a significant platform for influencer marketing. This study aims to investigate the impact of Instagram influencers on consumer behavior, specifically how they influence purchasing decisions and consumer attitudes.

Social Media and Influencer Marketing: Social media platforms have revolutionized the way people communicate and interact online. They have also given rise to a new type of content creator known as influencers, who have gained significant followings and wield influence over their audience's preferences and behaviors. Influencer marketing leverages the influence and credibility of these individuals to promote products and services, with the goal of driving consumer engagement and sales.

The Role of Instagram: Instagram, as one of the leading social media platforms, provides a unique environment for influencer marketing. It offers visually appealing content formats, including photos, videos, and Stories, allowing influencers to showcase products and services creatively. The platform's emphasis on aesthetics, lifestyle, and storytelling aligns well with influencer marketing strategies, making it an ideal platform for brands to collaborate with influencers and reach their target audience effectively.

Influence on Purchasing Decisions: One of the main areas of interest in this study is the influence of Instagram influencers on consumer purchasing decisions. Research suggests that consumers often trust and rely on influencers' recommendations and reviews when considering a purchase. Influencers' ability to create authentic and relatable content, coupled with their expertise and authority in specific niches, can shape consumer perceptions and preferences, leading to a higher likelihood of purchasing the recommended products or services.

Factors Influencing Influencers: Several factors influence the effectiveness of Instagram influencers on consumer behavior. These include the influencer's credibility, expertise, and trustworthiness, as well as the perceived authenticity of their content. Factors like the influencer's engagement with their audience, the relevance of the endorsed products or services to their niche, and the level of disclosure regarding sponsored content can also impact consumer responses.

Implications and Research Gap: Understanding the impact of Instagram influencers on consumer behavior has significant implications for marketers, as it can inform influencer marketing strategies and improve the effectiveness of campaigns. This study aims to contribute to the existing literature by providing empirical evidence on the influence of Instagram influencers, exploring the specific mechanisms through which they impact consumer behavior, and identifying potential moderating factors that influence

their effectiveness.

LITERATURE REVIEW

Mangoma, P., Chaoyi, X., Ondo Mangué, A. N., & Adouko Kouah Adjobi, R. P. (2022) The goal of this study is to find out how youth Instagram influencers use a variety of marketing strategies and how those strategies affect sales. The study also looks at the impact and reach of using celebrities, bloggers, and other popular users. The responses of 200 young people in Harare, Zimbabwe, as well as their primary influencers on purchasing decisions, are the focus of the current study. Bianka Młodkowska, (9/2019), the purpose of this paper is to investigate how YouTube and Instagram influencers influence consumer behavior. The examination technique utilized in this study was a quantitative review on the example of 160 virtual entertainment clients. An online survey was answered by 160 people. Yuvika Gupta, IMS Unison University, Dehradun Sonal Agarwal (2020) this study aims to investigate the factors that influence consumers' buying behavior on Instagram. Additionally, it explores the credibility of popular Instagram celebrities and their impact on consumers' purchasing intentions. The goal is to demonstrate the influence of Instagram celebrities and how they affect consumers' purchasing decisions. Gupta, Yuvika, Sonal Agarwal, and P. B. Singh. (2020) this paper focuses on understanding the impact of influencers on consumer behavior. It explores how consumers perceive influencers and whether they influence their decision-making processes. Therefore, the aim of this paper is to present the findings regarding the influence of influencers on consumer behavior and to determine their impact on consumers' purchasing decisions. Las Amin, Saad Husseino and Nour Kellawi. (05/01/22) The main objective of this study is to explore how social media influencers, commonly known as "Instagrammers," specifically impact the online purchasing intentions of buyers. The research aims to understand the role of Instagram influencers in shaping different trends in online purchasing within organizations that rely on these individuals for their e-commerce marketing activities. Negi, Nikita, and Vanishree Pabalkar. (2020) this study aims to explore the marketing techniques employed by Instagram influencers and their impact on consumer decision-making in the online selling of products. The study also examines the significance of utilizing various users, such as celebrities and bloggers, and their effectiveness in reaching the target audience. The research collected responses from 200 female participants in India to understand their key influencers in the purchase decision process. Frah Rukhsar Khan, Dr. Siew Poh Phung (2021) this study aims to evaluate how effective social media influencers are in advertising. Advertising is a form of marketing that uses clear messages, not directed to individuals, to promote or sell a product, service, or idea to a specific group of people. Zak, S. and Hasprova, M., 2020. The objective of this research is to organize knowledge about influencers as opinion leaders in the social media landscape, understanding their types, influencing factors, and the extent of their impact on consumer decision-making. Jin, S.V., Muqaddam, A. and Ryu, E., 2019 This study aims to examine the impact of two different types of celebrities (Instagram celebrities vs traditional celebrities) on factors such as trustworthiness, brand attitude, envy, and social presence. The theoretical model proposed includes the type of celebrity as the main factor, social presence as a mediator, and self-discrepancy as a moderator. The findings reveal that consumers who view brand posts from Instagram celebrities perceive the source as more reliable, develop a more positive attitude towards the endorsed brand, experience a greater sense of social presence, and feel more envious compared to consumers who view brand posts from traditional celebrities. Mabkhot, H., Isa, N.M. and Mabkhot, A., 2022. In the recent years, social media influencers have gained a lot of attention, especially during the COVID-19 pandemic. These influencers have a significant impact on consumer's intention to make

purchases, and credibility plays a role in connecting these factors. A survey was conducted in the Eastern Region of Saudi Arabia, with 312 participants, and data analysis was done using partial least squares (PLS-SEM). The results reveal a strong relationship between social media influencers and purchase intentions, and credibility was found to mediate this connection. Additionally, these findings contribute to our understanding of consumer behavior. The paper discusses the implications of these findings and highlights opportunities for future research in this area. Koay, Kian Yeik and Teoh, C. W. and Soh, Patrick C. H. (2021) the primary goal of this study is to explore how social media marketing activities, specifically those carried out by Instagram influencers, impact online impulse buying. Ao, L., Bansal, R., Pruthi, N. and Khaskheli, M.B., 2023 The goal of this research is to analyze various studies in order to understand the characteristics of social media influencers that impact customer engagement and purchase intention. The researchers identified eight key characteristics of social media influencers: homophily, expertise, trustworthiness, credibility, congruence with the product, entertainment value, informative value, and attractiveness. Černikovaitė, M., 2019. The aim of this article is to examine how Influencer marketing affects consumer purchasing behavior and determine the most relevant partnership opportunities. The research methodology involved analyzing existing scientific literature and conducting quantitative statistical analysis of empirical research data. The findings from the study conducted in Lithuania indicate that consumers actively seek information on social networks and rely on feedback from other customers before making purchase decisions. Kanaveedu, A., & Kalapurackal, J. J. (2022) this study, a systematic literature review was conducted from 2016 to 2021, focusing on 65 articles from the ABDC journal to identify relevant research themes, methodologies, theories, variables, antecedents, consequences, and potential research gaps. Based on this information, an integrative framework was proposed to illustrate the impact of social media influencers on consumer behavior. The study also highlights areas for future research, including gaps in theory, methodology, and settings. Overall, this research provides insights and practical implications for both theory and practice in the field of influencer marketing. Rebelo, M.F 2017 the goal of this thesis is to examine how Instagram users, also known as consumers, perceive the influencers they follow on the platform. The focus is on the consumers' perception of influencers' credibility and its impact on their intention to make a purchase. The thesis aims to identify which dimensions of credibility are most influential in explaining purchase intention. Govindan, P. and Alotaibi, I., 2021, in this paper, the author shares their experience of working as a community influencer during a digital internship at Unschool Company. The primary objective of the internship was to generate sales by promoting the courses offered by Unschool to students and individuals interested in up skilling. Djafarova, E. and Bowes, T., 2021. This study examines the effectiveness of different Instagram marketing tools on impulse buying behavior among Generation Z individuals in the fashion industry within the United Kingdom. The research applies the Stimulus-Organism-Response model to the Instagram context. Based on qualitative analysis of eight extensive focus groups, the findings reveal notable gender differences in terms of impulse buying behavior on Instagram. Shubhamandotra, Dr. Binodsinha. 2020. This research examines how Instagram influencers affect consumers' purchasing behavior specifically in the apparel industry. The study used a quantitative method, collecting data through surveys with questionnaires. The data collected was then analyzed using stepwise regressions. The findings revealed that Instagram influencers have a notable influence on consumers' buying behavior. Misshka Gupta, 2021 The purpose of this paper is to shed light on the recent surge of influencer marketing on social media during the pandemic and its impact on companies and consumers' purchasing behavior. The data for this paper was collected through a small research survey conducted with a sample size of 50

consumers to examine the influence of influencer marketing on their purchasing behavior and decisions. All data used is specific to the pandemic, focusing on the period from 2020 until now. Poushali Bagchi (2020) A study conducted by Olapic found that approximately 39% of consumers rely on influencers' expertise when considering their endorsements. Expertise on the digital platform is not new, but influencers have cleverly used their expertise to influence consumer buying behavior in an engaging way.

RESEARCH DESIGN

STATEMENT OF THE PROBLEM

What is the impact of Instagram influencers on consumer behavior, specifically in terms of their influence on purchasing decisions and consumer attitudes, and what are the moderating factors that influence their effectiveness?

NEED FOR THE STUDY

The need for the above study arises from several factors and considerations:

1. Influence of Instagram Influencers:

Instagram influencers have emerged as powerful voices in the marketing landscape, with the ability to sway consumer opinions, preferences, and purchasing decisions. Understanding the extent and nature of their impact on consumer behavior is crucial for marketers seeking to effectively engage with their target audience.

2. Growing Significance of Influencer Marketing:

Influencer marketing has become a prominent strategy for brands to reach and engage with their target market. Instagram, with its visual focus and large user base, has become a central platform for influencer collaborations. This study can shed light on the effectiveness of influencer marketing on Instagram and provide insights for marketers on leveraging this channel.

3. Lack of Comprehensive Understanding:

While there is anecdotal evidence and case studies showcasing the success of influencer marketing on Instagram, there is a lack of comprehensive research that examines the specific mechanisms through which Instagram influencers influence consumer behavior. This study aims to fill this research gap by providing empirical evidence and a deeper understanding of the impact of Instagram influencers.

OBJECTIVES

To explore consumer attitudes towards Instagram influencers, including their perceptions of authenticity, credibility, trustworthiness, and expertise.

To determine the impact of Instagram influencer campaigns on consumer behavior, such as purchase decisions and product evaluations.

SCOPE OF THE STUDY

The study typically focuses on examining the influence and effects of Instagram influencers on consumer behavior. The study explores various aspects which are limited to:

- 1. Instagram as a marketing platform:** The study may analyze the growth and popularity of Instagram as a social media platform and its effectiveness as a marketing tool for businesses and influencers.
- 2. Role of influencers:** The study would likely investigate the role of Instagram influencers in shaping consumer behavior, such as how their recommendations and endorsements impact consumer decision-making processes.
- 3. Trust and authenticity:** The study may delve into the factors that contribute to the trust and authenticity of influencers, including transparency, disclosure of sponsorships, and the perceived credibility of their content.
- 4. Purchase decisions:** The study could investigate the impact of Instagram influencers on consumers' purchasing decisions, exploring whether influencers' recommendations lead to increased purchase intention or actual purchases.

RESEARCH METHODOLOGY

1. Convenience Sampling:

This sampling method involves selecting participants who are readily available and accessible. In this case, researchers can select Instagram users who follow influencers and engage with their content. Convenience sampling allows for efficient data collection as potential participants can be easily reached through social media platforms.

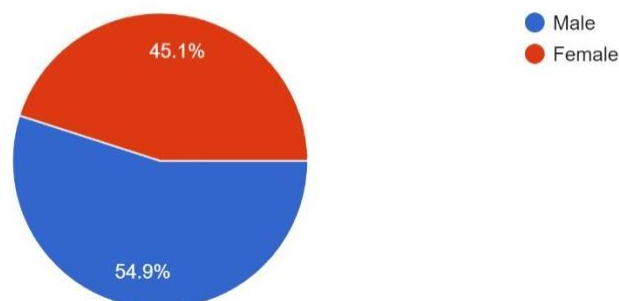
2. Purposive Sampling:

Participants are deliberately selected based on specific criteria relevant to the research objectives. This method allows researchers to select participants who possess desired characteristics or experiences that are important to the study. Therefore, for the purpose of this research the respondents who use Instagram have been considered.

ANALYSIS AND INTERPRETATION

The survey tool used was questionnaire as per which 91 responses were collected. The analysis and interpretation of the questionnaire is given below:

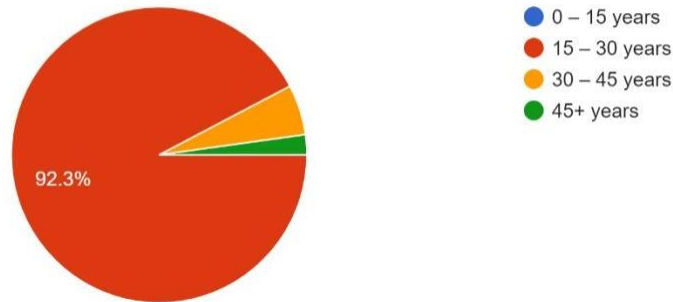
Gender
91 responses



The survey collected responses from 91 people out of which 50 are male and 41 are female resulting in nearly 55% male and 45% female. The responses were collected while the respondents were widely scattered in different places namely, Hospet, Ballari, Bengaluru, Pune, Adoni, Solapur, Mumbai, Sambalpur, etc in India and Birmingham outside India. Majority of the respondents' current city at the time of survey were Ballari (45) and Bengaluru (21).

What age group do you belong to?

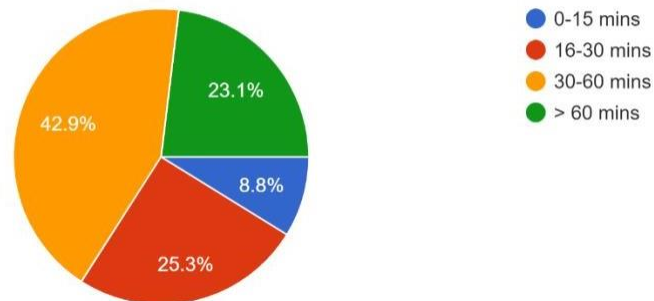
91 responses



Based on the responses provided, there were no respondents in the age group of 0-15 years, 84 respondents in the age group of 15-30 years, 5 respondents in the age group of 30-45 years, and 2 respondents in the age group of 45+ years. The majority of respondents (approximately 92.3%) belong to the age group of 15-30 years. This suggests that Instagram is particularly popular among younger individuals, who are more likely to engage with the platform and its content. The high number of respondents in the 15-30 age group indicates that this demographic is actively using Instagram. They are likely to be familiar with the platform's features, trends, and influencer culture, making them more inclined to engage with content and participate in activities related to Instagram.

On an average, how much time do you spend on Instagram each day?

91 responses



Based on the responses provided, the following is the analysis of time spent on Instagram by the respondents:

0-15 mins: Eight respondents (approximately 8.8%) reported spending 0-15 minutes on Instagram each day. This suggests that a small portion of the respondents have minimal usage of the platform, dedicating only a short amount of time to browsing or engaging with Instagram content.

16-30 mins: Twenty-three respondents (approximately 25.3%) indicated spending 16-30 minutes on Instagram daily. This shows a slightly larger group of users who dedicate a moderate amount of time to the platform, suggesting a relatively higher level of engagement and interest in Instagram content.

31-60 mins: Thirty-nine respondents (approximately 42.9%) reported spending 30-60 minutes on Instagram each day. This represents a significant portion of the respondents and suggests a more active and engaged user base, with a considerable amount of time spent browsing, posting, or interacting with Instagram content.

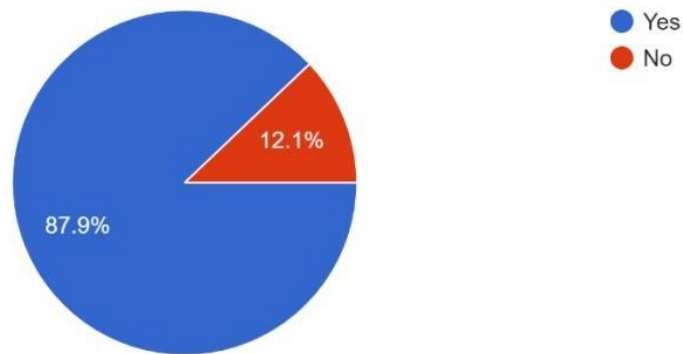
60+ mins: Twenty-one respondents (approximately 23.1%) stated that they spend more than 60 minutes on Instagram daily. This indicates a smaller, but still notable, group of users who have a significant level of engagement with the platform, potentially spending extended periods consuming or participating in Instagram activities.

Overall, the analysis suggests that the respondents vary in their time spent on Instagram each day. While some individuals have minimal usage, others dedicate substantial time to the platform. The higher number of respondents spending 30-60 minutes suggests a relatively active user base with significant engagement. It's worth noting that these figures represent self-reported data and may be subject to individual interpretation and estimation.

Understanding the average time spent on Instagram can provide insights into user behavior and help inform marketing strategies, content creation, and overall engagement efforts on the platform.

Have you heard about Influencer Marketing?

91 responses



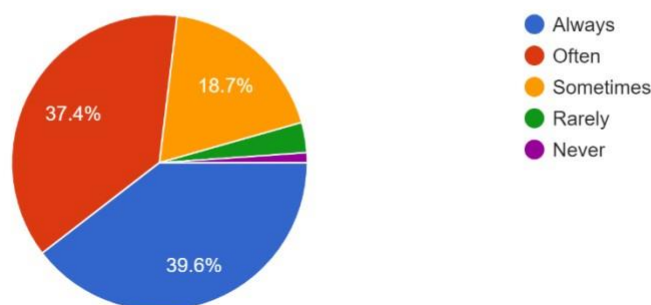
Based on the responses provided, 80 respondents (approximately 87.9%) have heard about Influencer Marketing, while 11 respondents (approximately 12.1%) have not.

The majority of respondents (87.9%) have heard about Influencer Marketing. This indicates a relatively high level of awareness and familiarity with the concept among the respondents.

The respondents' awareness suggests that they have some understanding of Influencer Marketing, which involves collaborating with influential individuals on social media platforms, like Instagram, to promote products, services, or brands. Influencer Marketing has gained traction in recent years due to the increasing popularity of social media platforms and the potential for influencers to reach and engage with their target audiences effectively.

How often do you come across posts or content created by Instagram Influencers each time you login?

91 responses

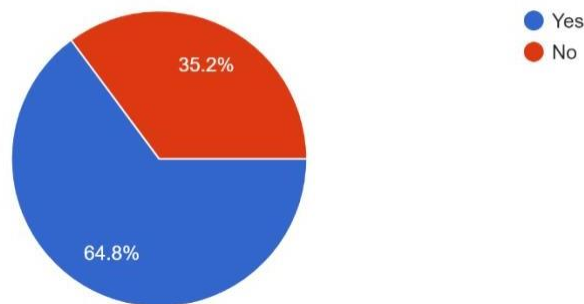


People using Instagram frequently come across the content created by Instagram Influencers. This question lets us know the frequency of interaction between the respondents and Influencers' content.

36 people always come across the content created by Instagram Influencers followed closely by 34 people who come across such content often. This shows that 70 people come across

Influencers' content most of the time they login which is an impressive detail for the study.

Do you actively engage with the content created by Instagram Influencers?
91 responses



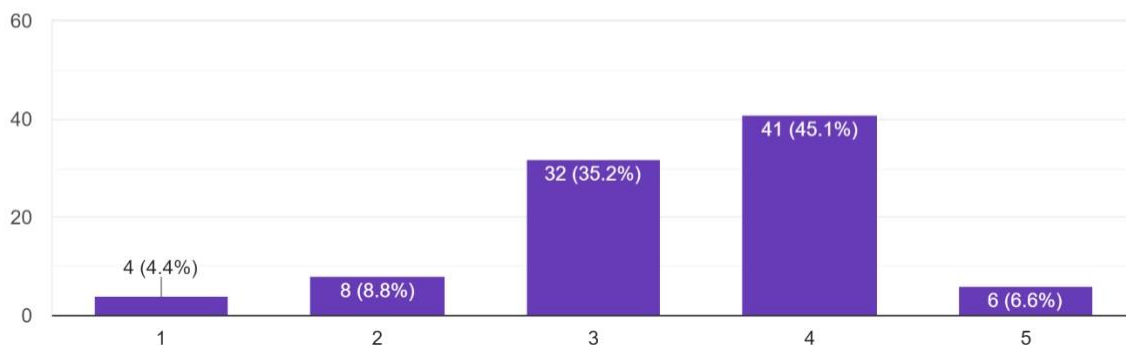
Based on the responses provided, 59 respondents (approximately 64.8%) actively engaged with the content created by Instagram Influencers, while 32 respondents (approximately 35.2%) do not.

The majority of respondents (64.8%) indicate that they actively engage with the content created by Instagram Influencers. This suggests that these individuals interact with influencer posts, such as liking, commenting, sharing, or saving the content. Active engagement indicates a higher level of interest and involvement with influencer content.

The respondents who do not actively engage with influencer content may have various reasons for their lack of engagement. It could be due to personal preferences, time constraints, or simply not being interested in the content or niche covered by the influencers. Non-engagement does not necessarily indicate a lack of awareness about influencer content but rather a different level of interest or interaction.

On a scale of 1 to 5, how credible do you find the recommendations made by Instagram Influencers?

91 responses



Rating of 1: Four respondents (approximately 4.4%) gave a rating of 1, indicating the lowest level of credibility. This suggests that a small minority of respondents find the recommendations made by

Instagram influencers to be highly lacking in credibility.

Rating of 2: Eight respondents (approximately 8.8%) rated the credibility of Instagram influencers' recommendations as 2. This implies that a slightly larger but still relatively small portion of respondents have reservations about the credibility of these recommendations.

Rating of 3: The majority of respondents, 32 (approximately 35.2%), gave a rating of 3. This indicates that a significant number of respondents perceive the credibility of recommendations made by Instagram influencers to be moderate.

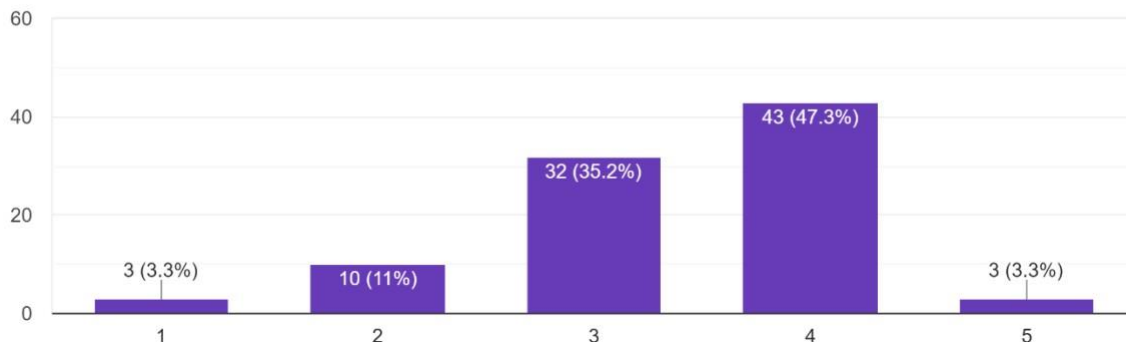
Rating of 4: The highest number of respondents, 41 (approximately 45.1%), rated the credibility of Instagram influencers' recommendations as 4. This suggests that a substantial portion of respondents find these recommendations to be fairly credible.

Rating of 5: Six respondents (approximately 6.6%) provided a rating of 5, indicating the highest level of credibility. This suggests that a small but notable minority of respondents have a high level of trust in the recommendations made by Instagram influencers.

Overall, the data indicates a range of perspectives among the respondents regarding the credibility of recommendations made by Instagram influencers. While a significant portion finds them moderately to fairly credible, there are also respondents who express doubts or a lack of trust in these recommendations.

To what extent do you trust the expertise of Instagram Influencers in their respective niches?

91 responses



Rating of 1: Three respondents (approximately 3.3%) gave a rating of 1, indicating the lowest level of trust in the expertise of Instagram Influencers. This suggests that a small minority of respondents have significant doubts about the expertise of these influencers in their respective niches.

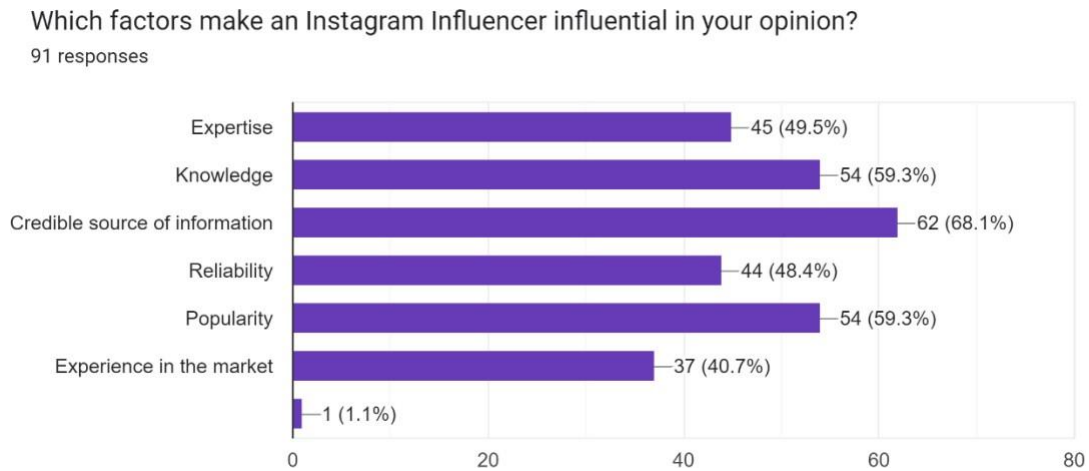
Rating of 2: Ten respondents (approximately 11%) rated the trust in the expertise of Instagram Influencers as 2. This implies that a slightly larger but still relatively small portion of respondents have reservations about the expertise of these influencers.

Rating of 3: The majority of respondents, 32 (approximately 35.2%), gave a rating of 3, indicating a moderate level of trust in the expertise of Instagram Influencers. This suggests that a significant number of respondents consider these influencers to have a reasonable level of expertise in their respective niches.

Rating of 4: The highest number of respondents, 43 (approximately 47.3%), rated their trust in the expertise of Instagram Influencers as 4. This indicates that a substantial portion of respondents have a relatively high level of trust in the expertise of these influencers.

Rating of 5: Three respondents (approximately 3.3%) provided a rating of 5, indicating the highest level of trust. This suggests that a small minority of respondents have a strong trust in the expertise of Instagram Influencers in their respective niches.

Overall, the data reveals a range of perspectives among the respondents regarding the extent of trust in the expertise of Instagram Influencers. While a significant portion has a moderate to high level of trust, there are also respondents who express doubts or have a lower level of trust in the expertise of these influencers.



Expertise: Out of the 91 respondents, 45 (approximately 49.5%) chose expertise as a desirable factor. This suggests that respondents value influencers who possess specialized knowledge or skills in a particular field.

Knowledge: A majority of 54 respondents (approximately 59.3%) considered knowledge as an important factor. This indicates that respondents value influencers who have a deep understanding or awareness of a subject matter.

Credible source of information: The highest number of respondents, 62 (approximately 68.1%), chose a credible source of information as an important factor. This implies that respondents prioritize influencers who can provide reliable and trustworthy information.

Reliability: 44 respondents (approximately 48.4%) considered reliability as an important factor. This suggests that respondents value influencers who can be counted on to deliver consistent and dependable results.

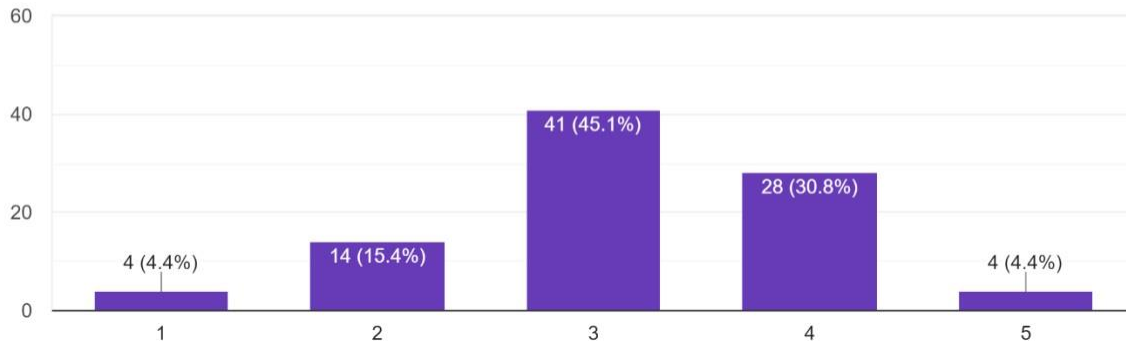
Popularity: 54 respondents (approximately 59.3%) indicated popularity as a desirable factor. This suggests that respondents may place importance on influencers who have a significant following or are well-known in a particular context.

Experience in the market: Among the given factors, the fewest number of respondents, 37 (approximately 40.7%), chose experience in the market as an important factor. This indicates that while experience is still considered valuable, it may be relatively less significant compared to other factors in the given context.

Overall, the data suggests that the respondents placed a relatively high importance on credibility, knowledge, and popularity. Expertise, reliability, and experience in the market were also valued by a significant number of respondents, although to a somewhat lesser extent.

How likely are you to choose a brand or product endorsed by an Instagram Influencer over other options?

91 responses



Based on the ratings provided by the respondents regarding the likelihood of choosing a brand or product endorsed by an Instagram Influencer over other options on a scale of 1 to 5, here is an analysis:

Rating of 1: Four respondents (approximately 4.4%) gave a rating of 1, indicating the lowest likelihood of choosing a brand or product endorsed by an Instagram Influencer. This suggests that a small minority of respondents are highly unlikely to choose such endorsements over other options.

Rating of 2: Fourteen respondents (approximately 15.4%) rated the likelihood as 2, implying that a slightly larger but still relatively small portion of respondents are not very likely to choose a brand or product endorsed by an Instagram Influencer.

Rating of 3: The majority of respondents, 41 (approximately 45.1%), gave a rating of 3, indicating a moderate likelihood of choosing such endorsements over other options. This suggests that a significant number of respondents consider Instagram Influencer endorsements as a potential factor in their decision-making, but not necessarily the sole determinant.

Rating of 4: Twenty-eight respondents (approximately 30.8%) rated their likelihood as 4, indicating a relatively high likelihood of choosing a brand or product endorsed by an Instagram Influencer. This indicates that a notable portion of respondents are inclined to consider these endorsements as influential factors in their decision-making process.

Rating of 5: Four respondents (approximately 4.4%) provided a rating of 5, indicating the highest likelihood. This suggests that a small minority of respondents are highly likely to choose a brand or product endorsed by an Instagram Influencer over other options.

Overall, the data reveals varying levels of influence and likelihood among the respondents when it comes to choosing a brand or product endorsed by an Instagram Influencer. While a significant portion of respondents consider these endorsements to be moderately influential, there are also respondents who are more likely to be swayed by such endorsements, as well as those who are less likely to be influenced by them.

FINDINGS, CONCLUSION AND SUGGESTIONS

SUMMARY OF FINDINGS:

- **Demographics:** The survey collected responses from 91 people, with approximately 55% male and 45% female participants. The majority of respondents were in the age group of 15-30 years, indicating that Instagram is particularly popular among younger individuals.
- **Time Spent on Instagram:** Respondents varied in their time spent on Instagram each day. While some spent only a few minutes, others dedicated significant time, with a notable portion spending 30-60

minutes or more on the platform.

- **Awareness of Influencer Marketing:** A high percentage of respondents (87.9%) have heard about Influencer Marketing, indicating a relatively high level of awareness and familiarity with this marketing concept.
- **Frequency of Interaction with Influencers' Content:** A significant number of respondents (70 people) come across the content created by Instagram Influencers most of the time they log in, indicating the prevalence of influencer content in users' Instagram experience.
- **Active Engagement with Influencer Content:** The majority of respondents (64.8%) actively engage with the content created by Instagram Influencers, indicating a higher level of interest and involvement with influencer posts.
- **Credibility of Influencer Recommendations:** Respondents had varying opinions on the credibility of recommendations made by Instagram Influencers. While a substantial portion found the recommendations to be fairly credible (45.1%), a small minority expressed doubts or found them lacking in credibility.
- **Trust in Influencer Expertise:** Respondents also had varying levels of trust in the expertise of Instagram Influencers. A significant number had a moderate to high level of trust (47.3%), but a small minority expressed doubts or had a lower level of trust.
- **Factors Influencing Choice of Influencer:** Respondents valued expertise, knowledge, credibility, reliability, popularity, and experience in the market as important factors when choosing an influencer to follow.
- **Influence on Decision-making:** A moderate portion of respondents (45.1%) considered Instagram Influencer endorsements as a potential factor in their decision-making, indicating a level of influence, but not necessarily the sole determinant.
- **Impact on Conversions:** A majority of respondents (54.3%) have made a purchase based on an Instagram Influencer's recommendation, indicating a positive impact on customer conversions. The remaining respondents who have not made a purchase represent potential opportunities for conversions in the future.
- **Purchase Behaviour:** More than half of the respondents (54.3%) have made a purchase based on an Instagram Influencer's recommendation, indicating a positive impact on customer conversions. The remaining respondents (44.6%) represent potential opportunities for future conversions.
- **Satisfaction with Influencer Recommendations:** Among respondents who provided feedback, a significant portion (42.9%) expressed satisfaction with their purchases based on Instagram Influencer recommendations. However, a small minority (7.7%) expressed dissatisfaction.
- **Word-of-Mouth Marketing:** The majority of respondents (68.1%) have shared or recommended products or brands promoted by Instagram Influencers, highlighting the power of word-of-mouth marketing and influencer credibility.

SUGGESTIONS/RECOMMENDATIONS:

Focus on Credibility and Expertise: Influencers should prioritize building credibility and trust with their audience by providing accurate and reliable information, showcasing their expertise, and maintaining transparency.

Build trust and credibility: Influencers should focus on building trust and credibility with their audience by consistently providing valuable and authentic content. This can be achieved through transparent and

honest recommendations, sharing personal experiences, and engaging with followers to foster a sense of community and trust.

Monitor and Improve Satisfaction: Influencers and brands should consistently monitor customer satisfaction and feedback regarding products endorsed by influencers.

Leverage analytics and data: Influencers should analyze the data and insights available through social media platforms to understand their audience better. This data can help identify trends, preferences, and behaviors, enabling influencers to tailor their content and strategies to maximize conversions.

CONCLUSION:

Based on the survey findings, it can be concluded that Instagram Influencers have a significant impact on users' engagement, purchasing decisions, and word-of-mouth marketing. The majority of respondents are actively engaged with influencer content, find their recommendations credible, and have made purchases based on influencer endorsements. However, there is a range of perspectives and levels of trust among respondents, indicating that influencer marketing effectiveness may vary depending on the individual and their preferences.

Despite the significant influence that Instagram influencers hold over consumers, the findings suggest that they may struggle to achieve the desired level of conversions. While the majority of respondents actively engage with influencer content and consider their recommendations moderately credible, the actual impact on purchase behavior appears to be relatively modest. Only a little over half of the respondents have made a purchase based on an influencer's recommendation, indicating that there is still room for improvement in converting influence into actual sales. It is important for influencers to analyze and adapt their strategies to better understand the factors that may hinder conversions and find ways to effectively bridge the gap between influence and action.

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