Social Media Influencers and Consumer Behavior

Dr. Neerja Devi
Assistant Professor
Department of Commerce
Veer Bahadur Singh Mahila Mahahvidyalaya,
Sanjay Gandhi Puram, Lucknow.

ABSTRACT

This research aims to assess the effectiveness of social media influencers in terms of consumer behavior. Today most businesses are consumer centric in their approach and prefer digital marketing and social media marketing. Advertising on social media is done in a very subtle manner, almost at a subconscious level and influencers are a good example of that. This type of advertising has along lasting impact on the public. If done right, it is interactive, engaging and forms a connection rather than only appealing to the rational side of the consumer. Advertising now has upgraded itself from traditional media to new media such as social media, not only did they found a media but also new ways to advertise. Online Social Networks, for instance, Facebook, Instagram, and others have ended up being the most standard online destinations in the current years. The organization has also started to buy their fans and they are called the social media influencers. Today, we are in 21st century and people do not find time to come & interact with each other. Social media helps in connecting themselves with social networking sites through which now people can stay far and yet remain connected. Apart from this media like Facebook create a loyal connection between product and individual which leads to large advertising opportunities. The best way to do this is to focus on consumer-oriented marketing strategies such as Product placement, native advertising, content marketing, and influencer marketing to avoid the noise that is created on social media. Social media influencer marketing is a term that refers to leveraging the ability of key people to support a brand and spread the word to their followers. It has been established as a new as well as a highly effective method for brands to build and engage with audiences on social media.

Keywords: Social media, Consumer behavior, Twitter, Facebook, Instagram, Snapchat.

Introduction

In today's technology driven world, social networking sites have become an avenue where retailers can extend their marketing campaigns to a wider range of consumers. Defines social media marketing as a "connection between brands and consumers, while offering a personal channel and currency for user centered networking and social interaction." The tools and approaches for communicating with customers have changed greatly with the emergence of social media; therefore, businesses must learn how to use social media in a way that is consistent with their business plan. This is especially true for companies striving to gain a competitive advantage. This review examines current literature that focuses on a retailer's development and use of social media as an extension of their marketing strategy. This phenomenon has only developed within the last decade, thus social media research has largely focused on (1) defining what it is through the explanation of new terminology and concepts that makeup its foundations, and (2) exploring the impact of a company's integration of social media on consumer behavior. Although social media marketing is a well-researched topic, it has only been studied through experimental and theoretical research; studies never precisely describe the benefits retailers gain from this marketing tactic. In reviewing the rich plethora of multi-disciplinary literature, it is has become clear that studies are focusing on describing what social media marketing is as well as examining what factors affect consumer behavior relative to social networking. Despite the initial progress made by researchers, development in this area of study has been limited. Research needs to expand by providing a deeper understanding of the longterm promotional gains retailers obtain from social media marketing. More formalized studies are also needed to progress beyond theorized or predicted outcomes in order to gain knowledge of real-life applications. This review of literature touches upon the gaps that currently exist within social media marketing research and points out the need for future studies to explore the benefits gained by marketing on social networking sites, especially for small retailer.

media influencers since about 88% of the advertisers use social media as a bit of their promoting media mix and permitting influencers to develop in Malaysia and making Facebook the commanding lead in the digital era, allowing numerous multinational organizations to capture market share. Also, to understand whether social media influencers are playing a major role in purchasing decisions since Social media in Lucknow has become generic to the straight forwardness of Internet affiliation, especially around the urban areas in Lucknow. Consumers trust friends and family when choosing what items to purchase over branded messaging. The advantages of influencer showcasing are various. Partnering together with an influencer can be a savvy kind of radiant substance with worked in dispersion. It is profoundly quantifiable and can be engaged in specific gatherings of crowds to get fantastic leads and engagement.

Objectives

1. To understand the impact of Social Media Influencers and their endorsements on the consumer's intention to buy.
2. To study which category of social media influencers have the maximum audience.
3. To study the role of influencer marketing in consumer decision making.

Research Methodology

The study is based on descriptive research design. A well-structured 80 questionnaire was prepared for the purpose of collection of data. First part of the questionnaire contains information regarding demographics and usage pattern of social media of the respondent. Second part has series of close-ended indirect questions which are based on impact of social media in making consumer buy a product and expectation from such media. For visual representation of finding and results bar charts, pie charts and tables etc.

Data Processing and Analysis

This process has some specific goals for completion of study. The data were analysied with the help of percentage method. In this study respondents are selected from among the population of *Social Media Influencers and Consumer Behavior* in Lucknow

Impact of Social Media Marketing Trends on Digital Marketing

The growth of social media marketing platforms has become a major part of building social signals that are very important in any SEO digital marketing campaign. Perhaps you are unaware that the emergence of different social media channels offers internet marketers like you a wider marketing opportunity in building brand visibility over the web. How your website ranks on the search engine can make a big impact regarding your customer and lead acquisition and conversion rate for your site. Social media marketing integrated with search engine optimization strategies is effective in building an organic for website traffic. There are different social media marketing trends that will affect the way digital marketers will undertake their search engine optimization campaign to boost their lead generation process and website conversion rates this year.

From the insights of digital marketing experts, here are some of the social media marketing trends that can impact the growth and success of your digital marketing and search engine optimization campaigns. Are you ready to embrace these trends into integrating them to your internet marketing structures?

Investing in social media marketing - A need than a want

Online marketers now view the value of social media marketing for their business from a different perspective. There is a significant explosion in the number of consumers who are using socials as a means of finding products and services that they need. According to prestigious social consumer statistics: • Social networking is used by about 76% of businesses to achieve their marketing objectives. • Business retailers experience about 133% increase in revenues after marketing their business in the mobile market that promotes social media marketing value for their business. • 40% of online shoppers from the US use the Smartphone for in-store shopping. • About 71% of the consumers respond according to the feedback and recommendation of social users regarding a particular brand. • Consumer reviews are regarded by shoppers as trustworthy than the marketing promotion coming directly from the brand site. • The majority of successful brands have a social media page to widen their marketing coverage of making their brand more accessible among social media users.

Overview of framework for the future of social media in marketing

In the following sections we present a framework for the immediate, near, and far future of social media in marketing when considering various relevant stakeholders. Themes in the immediate future represent those which already exist in the current marketplace, and that we believe will continue shaping the social media landscape. The near future section examines trends that have shown early signs of manifesting, and that we believe will meaningfully alter the social media landscape in the imminent future. Finally, themes designated as being in the far future represent more speculative projections that we deem capable of long-term influence on the future of social media. The next sections delve into each of the themes in Table 1, organized around the predicted imminence of these theme's importance to marketing (i.e., the immediate, near, and far futures).

**Table:-1 what social media channels are you most active on?**

S.No.	Channels	No. of Respondents	Percentage (%)
1	Facebook	38	47.5
2	Twitter	8	10
3	Instagram	22	27.5
4	Snapchat	12	15
	Total	**80**	100
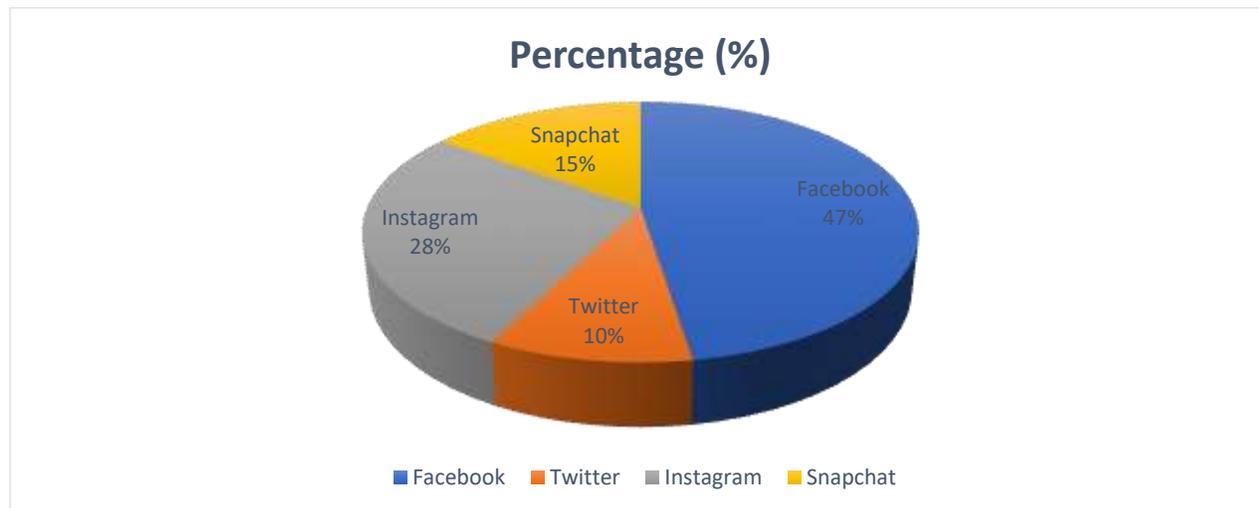
Figure 1: Following Influencers for opinion

The following figure 1. explains if consumers would follow social media channels. Respondent answered highest with 47.50% facebook, instagram at 27.50%, twitter at 10.00%, snapchat at 15%.

Table no. 2 To study the role of influencer marketing in consumer decision making.

S.No.		No. of Respondents	Percentage (%)
1	moderately base	34	42.5
2	extremely likely	8	10
3	slightly likely	24	30
4	very likely	14	17.5
	Total	**80**	100
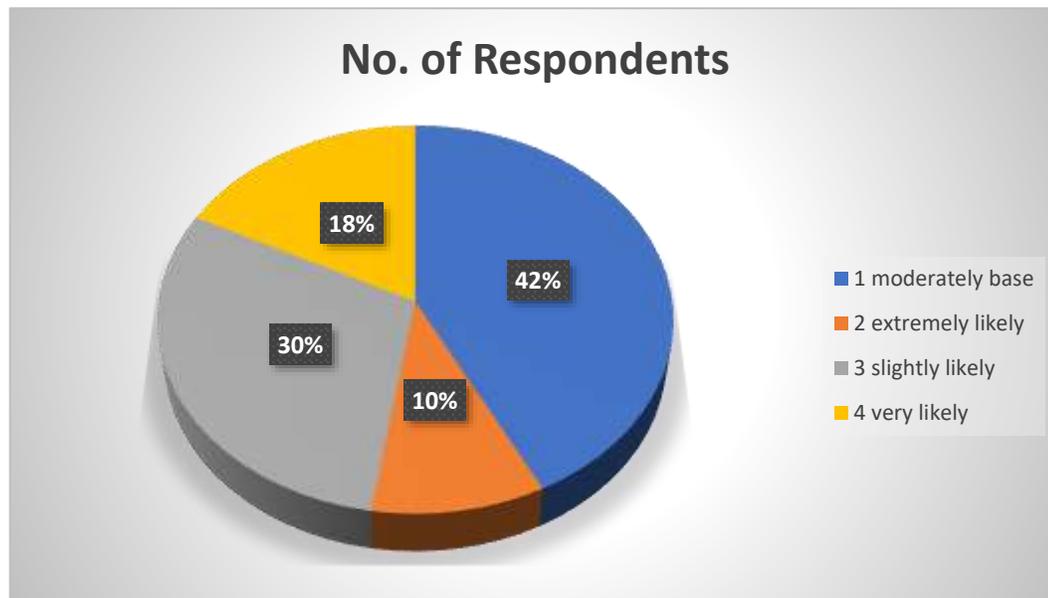
The following figure 2. explains how consumers would base their purchasing decision on the moderately base their purchase decision on the influencer's usage, 42.5% would slightly likely30%, very likely 17.5% would not at all, and lastly, 10% would extremely likely.

CONCLUSION

Social platforms each have an ecosystem of their own. Creating a basic social media presence is easy enough, getting your community to actually do something is more difficult. Make sure your site is included in local business directories in order to help ensure that consumers find you when they need you. Customizing messages across sites help the message spread but it keeps users from receiving multiple identical communications. By giving exclusive coupons to your social community, you're rewarding and reminding them that you are not only a brand to engage with, but also to buy from. Taking advantage of these strategies can help you build your community, make your marketing more effective, and incentivize buying.

Consumers are aware of what product they want, how to get it, and where to get it. Social networks have now a role in influencing the behavior of the consumers in the environment, especially when the level of exposure of messages and the relation made between the variety of information given and the consumer who make a purchase. Consumers now prefer to get their information from their friends, family, and social media influencers as the trust are there compared to a company's website. Consumers do desire meaningful content and relevant information to help them make purchase decisions and they want opinions from people they trust. All reviewed studies demonstrate the high impact of social influence with regards to social media. It is basic for organizations to comprehend social impact systems, select the correct measurements, gather the correct information, and endeavor the impact openings in web-based social networking. To display these components, the Online Social Influence model was made, which gives abnormal state ventures to oversee social impact through web-based social networking.

REFERENCE

1. Social Media Marketing by www.wikipedia.com

2. Anand, P. P. (2006). Impact of Online Advertising on Consumers. Tactful Management Research Journal, 80-83.

3. Arens, C. L. (1992). Contemporary advertising. Illinois: Homewood.

4. Bandura, A. (1971). Social Learning Theory. General Learning Corporation, 1- 46.

5. Chiosa, A. R. (2014). Word of Mouth on Social Media. SEA-Practical Application of Science, 37-42.

6. David. (2015, March 31). Malaysia Social Media Statistics 2014. Retrieved from Malaysia Asia: http://blog.malaysia-asia.my/2015/03/malaysia-social-media-statistics-2014.html.