Impact of Influencer Marketing on Customers Perception in Lifestyle Segment in Delhi NCR

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ABSTRACT

Since it was first coined, the concept of "influencer marketing" has evolved into something quite different. Traditional advertisers often point to the Middle Ages as the earliest example of an influencer, before the rise of the influencer in the film, music, sports, and reality TV sectors. This was a time when the ruling class heavily influenced (or dictated) the behaviour of their people. Their influence is still felt in today's media and economy. However, influencer marketing's effectiveness is on the decline. Due to the rise of social networking sites on the web, many businesses have shifted their ad budgets away from more established advertising channels like television, radio, and billboards. Adopting influential people as brand ambassadors is not a new concept, but it has become more closely associated with the digital era.

Keywords: Influencer, Choosing to Purchase, Endorsement, Focused on both cost and quality

INTRODUCTION

What is an influencer

You are an influencer if you can persuade your audience to change their minds about a purchase based on your expertise, credibility, or other factors.

a devoted following of members of a particular subculture. The size of his or her audience in that niche is directly correlated to the level of interest in the niche's central topic.

The social connections of these individuals are assets that brands can use to their advantage in marketing.

Types of influencers

By Follower Numbers

Mega-Influencers

Those who have a sizable fan base on more than one social media platform are considered mega influencers. There is no agreed-upon definition of the term "mega-influencer," However, in the broadest sense, it is used to describe someone who has amassed over a million online followers.

Online fan bases have grown exponentially for offline celebrities like actors, athletes, musicians, and even reality TV stars. However, there is a small number of mega-influencers whose massive fan bases are built almost entirely on their online actions.

On the other hand, mega-influencers will only engage with major companies. One of their articles could cost you a cool million dollars, and they might be picky about who they partner with. Mega-influencers frequently hire representatives to negotiate endorsement deals on their behalf.

Macro-Influencers

Because of their lower profile, macro-influencers may be easier to work with than mega-influencers in terms of influencer marketing. The number of people who follow "macro-influencers" on the internet ranges from 40,000 to a million.

There are two major demographics living in this area. They are either on the cusp of major success or are still relatively unknown at this time in the entertainment industry. As an added bonus, they may be industry leaders who have amassed massive online followings in comparison to typical "micro-influencers." Businesses that use influencer marketing are more likely to benefit from the second type of macro-influencer.

Using "macro-influencers," or people with a lot of followers, to get the word out is the most effective strategy. Macro-influencers can be found in abundance, in comparison to mega-influencers. They are more comfortable interacting with brands than micro-influencers are, which makes communication simpler.

Regular people who have gained notoriety for their expertise in a specific field are known as "micro-influencers." The true measure of a micro-influencer's impact is not the number of followers but rather the quality of the relationship and interaction with those followers, and as a result, they typically have a sizable online following among the true believers of the subculture.

There is no agreed-upon definition of a "micro-influencer," but most people agree that they have between 1,000 and 40,000 followers across all of their social media platforms.

Until a company makes direct contact with a micro-influencer, that person might not even know the company exists. The company needs to prove its worth to the influencer before they will trust it. Micro-influencers are wary of endorsing low-quality goods because of their loyal fan bases. Because they know how important it is to reach their target demographic, many influencers are selective about the brands they partner with. Micro-influencers can

be found who are willing to give away free product promotion. There will always be those who are in need of charity. Even if they were paid a lot of money to promote something they thought was inappropriate for their audience, no influencer would do that.

Influencer marketing has recently seen a rise in the use of nano-influencers. They may have a large fan base, but their expertise is probably limited. A good metaphor for nano-influencers, in my opinion, is the proverbial "big fish" in a small pond. Nano-influencers' fan bases may be small, but they tend to be very devoted to them and their opinions. Some brands may not see the value in working with nano-influencers, but those who create niche or specialised products can benefit greatly from working with them.

However, most businesses find nano-influencers useless because of their relatively small followings. Nano-influencers are able to make a big splash with a small audience for little investment. cost, but you'd need to work with hundreds of them to reach a significant number of people.

LITERATURE REVIEW

It is estimated that as many as 4.2 billion people around the world will have regular access to the Internet by 2020. One in five adults spends more than two hours per day, on average, on social media. This is the reasoning behind why businesses promote their brands online. However, as the internet market has become saturated, a significant phenomenon known as "bannerblindness" has emerged, in which people actively avoid clicking on advertising banners on websites. Users are more likely to abandon a site that takes longer than three seconds to load, according to a survey conducted by Google. We had to do something out of the ordinary if we wanted people to notice us. Since this was the case, content was created by genuine influencers (Kramarova, 2019).

The concept of "influencer marketing " has been the focus of many books and academic studies.. An "influencer" is a well-known person who has been recruited to persuade consumers to buy a product or service because of their expertise, popularity, or standing in the industry. An influencer is someone

who can sway the opinions of their circle of friends, acquaintances, and the general public. Influential people include journalists, experts in their fields, prominent politicians, and celebrities. As a result of their active participation in social media platforms like Facebook and Twitter, they have amassed a sizable online following and a prominent position within their local communities. (Rouse, 2016) There is no shortage of powerful figures in the IT sector.

Influencer marketing's effect on buying habitsAs a subset of digital marketing, "influencer marketing" is generally accepted to use "key opinion leaders" to sway the opinion and actions of a sizable audience.

Businesses benefit from influencer marketing because it boosts product sales through high-profile endorsements. The best definition of influencer marketing is what Gallegos calls "the practise of utilising the status and popularity of pre-existing online influencers to spread the word about a brand, product, or service." Instead of investing in organic customer growth, many businesses would rather pay prominent "influencers" to promote their products. The research of Drs. Vrana and Vranova from 2017 lends credence to this.

The term "influencer marketing" refers to the method of advertising a product or service by using highly influential people within the target market. According to him, the most popular YouTubers will soon become the vanguard of online activism. He thinks that videos posted online are a fantastic method of advertising. Thus, it is becoming increasingly obligatory for commercials to coincide with streaming video content. Video advertising is becoming increasingly popular among businesses, and with that comes a higher demand for content produced by influencers (Iwashita, 2019).

This form of marketing relies heavily on sponsored content to reach the audiences of popular social media influencers. Consumers put more stock in the opinions of their friends and family than they do in "traditional" commercials, making influencer marketing a powerful tool. This is why it's so important for influencers to build a reliable and positive fan base (Sammis et al., 2015).

When consumers have a positive experience with a product, they are more likely to recommend it to others. When consumers hear positive feedback about a product from an influencer they look up to and trust, they are more likely to try it than they would be with traditional advertising. Jin et al. compare the effects of two types of celebrities (Instagram celebrities and traditional celebrities) on source credibility, brand attitude, envy, and social presence to better understand the effects of influencer marketing. Capova (2017) found that after seeing brand posts from Instagram celebrities, consumers had a more positive impression of the brand and had more trust in the source.

In light of these results, it is clear that it is crucial to recruit influential people to help disseminate a brand's message. Some people think that influencer marketing only works for already established names, but others are sceptical. Their services as a distribution and sales broker have been instrumental to the growth and success of many small businesses. All of these justifications show how useful influencer marketing can be. Having a major impact on the lives of your intended audience is much more likely if you narrow your focus. The result is increased brand recognition and loyalty (Ladrova, 2017).

Marketers and public relations professionals expect "influencers," or social media users who promote lifestyle brands, to play an increasingly important role in the years to come. Products created by companies that partner with well-known personalities on the Internet tend to have broad appeal. Influencer marketing has been shown to increase product awareness and demand among consumers (Glucksmann, 2017).

How exactly did influencer marketing cause shifts in consumer behaviour? An outcome like that is not intended by the system. According to Waller and Rogers, few consumers give the cooperative label any thought or go out of their way to purchase items that carry it. Furthermore, trustworthiness is essential for both the influencer and the brand. These results demonstrate the usefulness of advertising through social media influencers. Even after repeated exposure, consumers do not respond to traditional advertising (Kramarova, 2019).

RESEARCH METHODOLOGY

Because it allows the analyst to answer questions like "who," "what," "where," "when," and "how," Descriptive Research Design has been used. The study's complexity and stakes necessitate a high degree of focus, logic, and determination. Studies rely on polling data, and pilot studies were conducted before the full review began.

OBJECTIVES:

• To assess how well-known influencer marketing is in the Delhi-National Capital Region (NCR).

• Determine what fraction of buyers are focused on cost rather than quality.

• Examine the share of swayed purchases.

MODES OF DATA COLLECTION

Primary data, Distribution of the questionnaire to various customers and users in the Delhi NCR area constitutes the survey method of data collection. This information is being gathered for the first time as part of the analysis procedure.

Methods of data collection: • In-depth observations
• Carrying out Surveys
What we call "secondary data" has already been processed by a number of publishers in a number of different countries. Books, articles, and scholarly journals. All of this data has already been collected. We used both internal and external resources to gather data. The Internet and scholarly journals were used.Collected by following method –

•   Internet
•   Books

SAMPLE SIZE

The total number of actual people who filled out the survey was 87. Since I have incorporated a simple arbitrary testing technique for looking over reason, each example has an equal chance of being selected on an equivalent premise.

SAMPLING METHOD

Sampling at random

Grab sampling, accidental sampling, and "sampling of opportunity" are all names for the same non-probability sampling method known collectively as "convenience sampling." LinkedIn, Messages, Instagram, and WhatsApp were used to make personal and family connections with respondents from far and wide. Since this population was close at hand, a convenience sample was taken.

CONCLUSION, SUGGETION & LIMINTATIONS

Conclusion

The data shows that consumers value Brand Influencers more than alternative brands. It was unanimous amongst participants that they'd rather

view the commercial online than on television. It's also been concluded that consumers are more likely to recognise and identify with a brand when they see their favourite influencers associated with that brand. As was previously mentioned, a consumer's propensity to buy a particular brand can be significantly impacted by influential people in that consumer's life. The physical attractiveness of the influencer is the single most important factor in determining whether or not a customer will make a purchase.

Suggestions

More time can be allotted, which increases the likelihood that accurate data will be gathered, and other programmes and tools for analysis can be used.

Businesses can benefit from enlisting famous Bollywood actors and actresses as brand endorsers and advocates.

Advertising content should be published more widely across the web, as this is where most people now spend their time.

When making a product, businesses should balance the two factors of price and quality.

Limitations

Exploratory studies do not have expected outcomes, in contrast to descriptive studies where empirical analysis may have been possible. It's possible that the provided conceptual framework won't work for your specific application or population. Perhaps not all respondents were completely forthright in their assessments.

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