



# To Study the Psychology of Influencer Marketing Amongst Youth of Mulund Region

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## ABSTRACT:

The majorities of organizations today focus primarily on the customer and favors social media & digital marketing. Social media advertising is carried out extremely subtly, nearly subconsciously. A prime illustration of that are influencers. The people are affected by this kind of advertising for a long time. When executed well, it fosters interaction, engagement, and connection rather than only appealing to the consumer's logical side. Due to its status as an IT powerhouse, second-highest university density, and big youth population, Mumbai {MULUND Region} is one of the most youthful cities in India. These young people's purchasing habits are greatly influenced by the lifestyle and electronics sectors. Lifestyle is adept in producing images for food, fitness, organic products, and other topics with the assistance of influencers. It is also the newest tendency. Electronics are popular among young people who are tech-savvy and are frequently promoted on several platforms by nearly all influencers. With the aid of primary and secondary data, this research article seeks to establish a connection between all these variables. The aim of this study is to examine the relationship between the general customer's level of trust in influencers and the consequent consumer behavior of Mumbai {Mulund Region} youth, specifically in between from 12 - 25 age range. To collect primary data, a methodical questionnaire will be employed. After analyzing the observations, conclusions will be drawn and presented.

**Keywords: Social Media, Youth, Consumer Logical Side, Lifestyles.**

## INTRODUCTION:

The advertising landscape has changed dramatically and irrevocably as a result of social media. Social media users are growing quickly—in 2020, 3.6 billion people using social media worldwide in 2020. They receive a significant contribution from India. India will have 490 million social media users by January 2023, with an annual growth rate of 30 to 50 million people. There is a lot of promise for social media marketing in India, despite the fact that these figures could be interpreted in a variety of ways. Children today have shorter attention spans, are used to utilizing technology, and don't like being exposed to advertisements all the time. Businesses look for situations that benefit both the customer and themselves. Most businesses these days concentrate on the demands of their clients, and most advertisements. Although they never take on decision-making responsibilities, influencers are a range of external parties with the ability to change customers' minds. Their success can be attributed to a variety of things, including their popularity, expertise, and competence. They are regularly recognized as authorities in their industry and have a distinctive social media following. The public is more likely to trust influencers than traditional business ads. Influencers create original content and give followers ongoing product usage advice. The purpose of the study is to look into how Gen Z influencers affect consumer behavior in urban settings like Mumbai. Its objectives are to evaluate the potential conversion rate of this marketing approach and the extent of the connection between influencers and the general audience. The city we chose for the investigation was MUMBAI. The "City of Pensioners" has transformed into one of India's fastest-growing cities. It has also been recognized as one of the most liveable cities in India.

## Review of Literature

1. **Sweeney, E., Lawlor, M. A., & Brady, M. (2022). *Teenagers' moral advertising literacy in an influencer marketing context. International Journal of Advertising, 41(1), 54-77***:- According to the study, this paper reports on a study of 29 teenagers aged 15–17 years are majorly getting affected by the influence marketing. The findings also indicate that the participants were having a positive approach towards the practice of influence marketing. The youth is having a very good bond or attachment with the influence marketing as the study has been done by the researcher.
2. **Chaudhary, M., Anusuya, S. P., Peddi, Y. S., & Thalla, S. (2023). *The Psychological Impact of Influencer Marketing on Self-Destructive Behaviour and Poor Mental Health Outcomes in the Teenage. Journal for ReAttach Therapy and Developmental Diversities, 6(9s), 833-843***:- According to the study, it concludes that the younger groups are the major viewers of internet/social media platform which is creating most impact on the youth who beliefs that the information been provided is reliable and been getting from the correct resource person i.e. the Influencer. As the younger generation is proactively using the technology they are getting very much influenced and without concerning their parents, family and friends the younger people are having a trust on the influencers which is a very big problem for today's scenario.

**Research Methodology:**

To study the reference of “To Study the Psychology of Influencer Marketing Amongst Youth of MULUND Region” a questionnaire was designed and the primary data was collected. The secondary data was collected through various sources like internet, Journals, Research Papers, books etc. The sample size is determined as **72 respondent’s** opinion from the students who are influenced by their influencer whom they follow on Social Media for purchasing any products or availing any services Maharashtra (MULUND Region).

**Sampling:** The Sample collected from **72 respondents** from MULUND Region Maharashtra.

**Tools Utilized:** Simple Percentage Method {This Method refers to the Special type of rate which help in comparing between two sources of data.

$$\{P = X/Y*100\}$$

WHERE X = No of respondents in a Specific Category to be measured.

WHERE Y = Total No of respondents.

**OBJECTIVES OF THE STUDY:**

1. To comprehend how the endorsements of social media influencers affect consumers' propensity to buy.
2. To Study which category of social media influencers have the maximum audience.
3. To Study how changes in customer loyalty affect youth behavior towards buying intention.

**STATEMENT OF PROBLEMS:**

1. How do social media influencers in the beauty and fashion sectors use their platforms?
2. How does the influencer marketing approach affect the purchasing habits and behavior of teenagers and young adults?

**Data Interpretation:****Total Respondents: 72 respondents.****1) Gender: -**

OPTIONS	%	COUNT
MALE	30.55	22
FEMALE	69.45	50

**INTERPRETATION:** The above question is the gender respondents and the two options are Male and Female.

Total Male respondents are 22

Total Female respondents are 50 in count.

Total male respondents are 30.55% of the whole number of respondents and total female respondents are 69.45 % out of 100%. This shows that there are more female respondents as compared to male respondents in our study.

**2) Age?**

Age	%	COUNT
12-15 Year	1.38	1
15-18 Year	4.16	3
18-21 Year	55.55	40
21-25 Year	38.88	28

**INTERPRETATION:** The above question is the gender Age wise respondents from 72 response.

This shows that there are more respondents from age group of 18 -21 years as compared to other age group respondents in our study ie 55.55%.

## 3) Do you follow any influencers on social media platforms?

OPTIONS	%	COUNT
YES	79.17	57
NO	12.5	9
MAY BE	8.33	6

**INTERPRETATION:**

The above question is the Percentage wise influences on social media platforms from 72 responses.

This shows that many youth follow influencer on social media for their concern. ie 79.17%.

## 4) What types of influencers do you follow?

OPTIONS	%	COUNT
Fashion, Fitness, Travel, Lifestyle, Gaming	48.61	35
Fashion, Travel, Lifestyle	16.67	12
Fashion, Beauty, Fitness, Travel	13.88	10
Fitness, Travel, Lifestyle	11.11	8
Others	9.72	7

**INTERPRETATION:** The above question is the Percentage wise influences on social media platforms for which they follow them from 72 responses.

This shows that many youth follow influencer on social media for Fashion, Fitness, Travel, Lifestyle & Gaming ie 48.61%.

## 5) Why do you follow influencers?

OPTIONS	%	COUNT
To get inspiration	15.28	11
To follow the newest trend	11.11	8
To learn about new brand / product / service	50	36
To enjoy the content on the profile	16.67	12
Others	6.94	5

**INTERPRETATION:** The above question is the Percentage wise why youth follow influencer on social media platforms from 72 responses.

This shows that many youth follow influencer on social media for to learn about new brand / product & service. ie 50%.

## 6) What social media platforms do you primarily use to follow influencers?

OPTIONS	%	COUNT
Instagram	73.62	53
YouTube	20.83	15
Facebook	5.56	4
Others	0	00

**INTERPRETATION:** The above question is the Percentage wise from youth regarding which social media platform they highly use from 72 responses.

This shows that many youth use Instagram Social Media ie 73.62%.

## 7) How often do you engage with influencer content on social media platforms?

OPTION	%	COUNT
Frequently	51.38	37
Occasionally	25	18
Rarely	19.44	14
Never	4.17	3

**INTERPRETATION:** The above question is the Percentage wise from youth regarding How often do you engage with influencer content on social media platforms from 72 responses.

This shows that many youth use frequently way ie 51.38%.

## 8) Have you ever made a purchase based on an influencer's recommendation?

OPTIONS	%	COUNT
YES	45.83	33
NO	27.77	20
MAY BE	26.38	19

**INTERPRETATION:**

The above question is the Percentage wise from youth regarding Purchase bases through influencer recommendation from 72 responses.

This shows that many youth Purchase through social media ie 45.83%.

## 9) How satisfied are you with the products you have purchased on the basis of influencer's recommendation?

OPTION	%	COUNT
Very satisfied	15.27	11
Satisfied	33.33	24
Neutral	47.22	34
Dissatisfied	1.38	1
Very dissatisfied	2.77	2

**INTERPRETATION:**

The above question is the Percentage wise from youth regarding satisfaction of products from 72 responses.

This shows that many youth are satisfied while using products ie 47.22%.

10) Does the collaboration with the influencers impact your perception of the brand??

OPTIONS	%	COUNT
YES	41.68	30
NO	31.94	23
MAY BE	26.38	19

### **INTERPRETATION:**

The above question is the Percentage wise from youth collaboration impact towards perception of brand from 72 responses.

This shows that many youth make collaboration with influencers towards brand ie 41.68%.

11) Do you believe influencers should have a responsibility disclose when they have a relationship with a brand they are promoting?

OPTIONS	%	COUNT
YES	69.44	50
NO	11.11	8
MAY BE	19.44	14

The above question is the Percentage wise from youth believe influencers should have a responsibility disclose when they have a relationship with a brand from 72 responses.

This shows that many youth make collaboration with influencers towards brand ie 69.44%.

11) Have you faced a bad experience in past after buying a product / service on the basis of the recommendation of an influencer?

OPTIONS	%	COUNT
YES	27.78	20
NO	50	36
MAY BE	22.22	16



The above question is the Percentage wise from youth regarding bad experience after buying the product or availing the service from 72 responses.

This shows that many youth make bad experience after buying the product or availing the service from 72 responses Brand ie 50%.

**12) Would you consider purchasing products recommended by influencers in the future?**

OPTIONS	%	COUNT
YES	41.67	30
NO	12.5	9
MAY BE	45.83	33

The above question is the Percentage wise from consider purchasing products recommended by influencers in the future 72 responses.

This shows that many youth make purchasing products recommended by influencer's responses ie 45.83%.

**FINDINGS OF THE STUDY:**

- 1) From Table No: 1: Out of 72 response, 69.45% were from Female Respondents.
- 2) From Table No: 2: Out of 72 response, 55.55% were from Age group of 18-21 years.
- 3) From Table No: 3: Out of 72 responses, 79.17% were influence to follow on social media.
- 4) From Table No: 4: Out of 72 response, 48.61% were following influence on social media to by influencer for Fitness, Gaming, and Lifestyle etc.
- 5) From Table No: 5: Out of 72 response, 50% were following influencer to learn about new products & services.
- 6) From Table No: 6: Out of 72 responses, 73.62 % were instagram user.
- 7) From Table No: 7: Out of 72 responses, 51.38% were frequently following influencer on social media.
- 8) From Table No: 8: Out of 72 responses, 45.83% were purchase on the basis of their influencer on social media.
- 9) From Table No: 9: Out of 72 responses, 47.22% were satisfied while purchasing product or availing services through influencers they follow on social media.
- 10) From Table No: 10: Out of 72 responses, 69.44% were regarding collaboration done by influencer.
- 11) From Table No: 11: Out of 72 responses, 50% were having bad experiences while purchasing goods and availing services through influencers on social media
- 12) From Table No: 12 : Out of 72 response, 45.83% were in a stage regarding ie May be

Purchase any product or services recommended by their influencer or any other on social media

### **LIMITATION OF STUDY:**

The limitations of our study are discussed in this subsection, which may be useful to take into account for any future research in the same topic. First of all, the influence is subjective and always has a unique effect based on each person and their knowledge and viewpoint. Therefore, it must be realized that if more people had been questioned, our conclusions about the impact influencers can have on followers might have been different. Subjectivity also affects this thesis, and some analysis may have been impacted by the writers' opinions. Three perspectives—that of the influencer, the follower, and the brand—were included in an attempt by the writers to address the restricted reason. Secondly, it is imperative to take into account some constraints pertaining to the observational research. Since influencer marketing is a relatively new marketing tactic that is always changing, the answers to the exact same study questions could alter depending on when they are investigated. Furthermore, because our study concentrated on beauty and lifestyle influencers and their followers, the results may alter if the study had been conducted in a different sector or with a different set of influencers. It's true that not all influencers are trustworthy, and it can be difficult to tell which ones are. Additionally, the majority of the participants in our study were French, which limited the results we could draw from a cultural perspective because it introduces another variable of variation.

### **SUGGESTIONS:**

1. Many of the respondents are following influencers to learn about new products and services which are available in the market.
2. Many of the respondents are in confusion of whether to purchase the product or not which has been recommended by the influencer.
3. Many of the respondents felt that they had a bad experience of consuming the product after purchasing it by getting influenced.
4. Many of the respondents felt that the influencer should take some responsibility disclosing when they are promoting a brand.
5. Many of the respondents feel that if the influencer collaborates with the brand, their perception changes towards the brand with a good impact on it.
6. Frequently the respondents get engage with influencer content on social media platforms

### **CONCLUSION:**

The research on the psychology of influencer marketing among youth reveals the impact of influencers on youth's behavior of MULUND, particularly in shaping attitudes, preferences, and purchase intentions. By analyzing the underlying mechanism such as demographics, preferences and psychological profiles it was concluded that in today's time it has become crucial for marketers to effectively use influencer campaigns to

engage with youth audiences in MULUND region. The influencers act as a social agent who have strong power over youth of MULUND. Additionally, ethical considerations regarding authenticity, transparency, and the potential for exploitation do not stop the youth from future purchase decisions. Certainly, the research also highlighted the complex interplay between influencers, social media platforms, and youth audiences. It revealed how brands take help from influences from various categories such as Fashion, Fitness and Lifestyle to create a cultural trend within online community. The finding helped to understand the transformative role of technology in facilitating direct, personalized connections between influencers and youth of MULUND. However, the research also helped to understand certain drawbacks and challenges associated with influencer marketing among MULUND youth. One of the issues highlighted was that the youth believed influencers should have a responsibility disclose when they have a relationship with a brand they are promoting. Moreover, the research helped to understand the need for continuous evaluation and adaptation of influencer marketing strategies by brands to remain relevant in a rapidly changing digital landscape. Marketers must stay attuned to shifting youth preferences, platform algorithms, and cultural trends to ensure their campaigns relate authentically with MULUND youth. By creativity, and authenticity, brands have used the full potential of influencer marketing to make meaningful connections with MULUND youth consumers and have made business growth in the digital age.

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