

THE IMPACT OF INFLUENCER MARKETING CONSUMER BEHAVIOUR OF MILLENNIALS THROUGH INSTAGRAM.

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Abstract: *The purpose of the study is to look into how influencer marketing affects millennials' Instagram purchasing decisions. It emphasizes: evaluating how influencer marketing has affected millennials' brand awareness, perceptions of its quality, associations with other brands, and brand loyalty. Identifying crucial aspects of Instagram influencer marketing, such as influencer legitimacy, attractiveness, resemblance to customers, and genuineness, that affect millennials' intents to make purchases. Recognizing how Instagram influencer marketing differs from other marketing tactics and how it influences millennials' purchasing decisions.*

Methodology: Data gathering methods used in the research methodology include probably surveys, interviews, or content analysis on Instagram. It can entail a qualitative evaluation of influencer content and a quantitative analysis of reactions. To get findings, sampling techniques, data collection instruments, and statistical analysis would be used.

Primary Findings: Influencer

Keywords

Influencer marketing, millennials, Instagram, marketing, consumer behaviour, and online marketing

1. INTRODUCTION

Influencer marketing has evolved as a powerful and dynamic force that is changing customer behavior in the age of digitization and social media dominance. Among the different channels accessible, Instagram has distinguished itself as a crucial area where influencers have a significant impact on the choices and preferences of the millennial age. This study uses Instagram to examine the significant effects of influencer marketing on millennial consumers' buying habits.

The millennial generation, which comprises those who were born between the early 1980s and the middle of the 1990s, not only grew up in the internet era but also played a crucial role in the transition of traditional marketing methods to digital ones. Millennials, who were raised in the digital age, are renowned for being very active users of social media.

In this context, this topic aims to explore the impact of influencer marketing on the consumer behavior of millennials on Instagram. The research will focus on the following research questions:

- How does influencer marketing on Instagram affect millennials' brand awareness, perceived quality, brand associations, and brand loyalty?

- What are the key factors that influence millennials' purchase intentions through Instagram influencer marketing, such as social media influencers' credibility, attractiveness, similarity to consumers, and perceived authenticity?
- What is the role of Instagram influencer marketing in inspiring and motivating millennials' purchase behavior, and how does it differ from other marketing strategies?

Influencer marketing

Influencer marketing, often referred to as influence marketing, is a type of social media marketing that involves product placement and endorsements from influencers, or individuals and groups with a supposedly high level of knowledge or social influence in a particular sector. Influencers are those who (or things) have the ability to change other people's purchasing behaviors or quantifiable actions by posting unique content—often sponsored content—to social media sites like Instagram, YouTube, Snapchat, and other online channels. Influencer marketing is the process through which a brand hires influencers with a social media following and established credibility to talk about or reference the brand in a post. Influencer content may be presented as endorsement marketing. Instagram marketing.

Millennials, also known as Generation Y or Gen Y, are the demographic cohort following Generation X and preceding Generation Z. Researchers and popular media use the early 1980s as starting birth years and the mid-1990s to early 2000s as ending birth years, with the generation typically being defined as people born from 1981 to 1996. Most millennials are the children of baby boomers and older Generation X; millennials are often the parents of Generation Alpha. Across the globe, young people have postponed marriage. Millennials were born at a time of declining fertility rates around the world, and are having fewer children than their predecessors. Those in developing nations will continue to constitute the bulk of global population growth. In the developed world, young people of the 2010s were less inclined to have sexual intercourse compared to their predecessors when they were at the same age. In the West, they are less likely to be religious than their predecessors, but they may identify as spiritual.

Significance of the study:

The way brands interact with their target audience has undergone a significant change in recent years due to the digital environment. Influencer marketing has become a potent tool for reaching consumers now that social media platforms are more widely used. Instagram has distinguished itself among these platforms as a dominant force, altering the way businesses advertise their goods and services. This study intends to investigate the growing importance of Instagram as a medium for marketing, with an emphasis on how influencer marketing has affected millennials' purchasing habits.

The Predominance of Instagram as a Marketing Platform Since its 2010 introduction, Instagram has quickly grown from a simple photo-sharing software to a comprehensive platform with more than one billion monthly active users globally. Due to its emphasis on visuals, user-friendly design.

For many compelling reasons, marketers and organizations must prioritize understanding the connection between influencer marketing, Instagram, and millennial customer behaviour.

A Significant Consumer Segment Is Millennials: A sizeable and important consumer category is the millennial generation. They are noted for being early adopters of new items and trends and have substantial purchasing power. A company's bottom line can be directly impacted by knowing how to engage and persuade millennials through influencer marketing on Instagram.

Adapting Marketing Environment: With the emergence of digital platforms and social media, the marketing environment has drastically changed. Reaching millennials, who are skilled at ad-blocking and favour ad-free or ad-light environments, requires less traditional advertising. To stay relevant in this shifting environment, marketers must adapt.

2. LITERATURE REVIEW

Influencer marketing is a marketing strategy that involves collaborating with individuals who have a significant and engaged following on social media platforms or within specific niches. These individuals, known as influencers, use their credibility and authority to promote products, services, or brands to their audience. The aim is to leverage the influencer's reach and influence to generate brand awareness, credibility, and ultimately, drive consumer actions like making purchases or engaging with content. Evolution of Influencer Marketing: Early Beginnings: The concept of using celebrities and prominent figures to endorse products has been around for decades. However, influencer marketing, as we know it today, started to gain traction with the rise of social media platforms like My Space and early blogs in the mid-2000s. Emergence of Social Media.

Millennial consumer behaviour Understanding these aspects is crucial for businesses and marketers looking to engage with and cater to this generation effectively. Millennials, also known as Generation Y, are a demographic cohort born roughly between 1981 and 1996. They represent a significant and influential consumer group with distinct characteristics, preferences, values, and attitudes.

Theories of consumer behaviour

Consumer behaviour is a complicated area of study that looks at how people and groups decide whether to buy, utilize, and discard products and services. To better explain and comprehend consumer behaviour, several theories have been established. The following are some of the popular theories:

TPB: Theory of Planned Behaviour: TPB, which Icek Ajzen developed in 1985, contends that three major variables—attitude toward the conduct, subjective standards, and perceived behavioural control—have an impact on behavioural intentions. Subjective norms are the societal pressure to engage in or refrain from engaging in a behaviour, attitudes are an individual's positive or negative judgment of the behaviour, and perceived behavioural control is the perceived ease or difficulty of engaging in the behaviour.

Theoretical Realism in Action (TRA)

planned TRA

Madiha and Abid's research (2022): Social media celebrities: The persons who have amassed a sizable social network of followers on their social media profiles are considered social media influencers. They are solicited by various firms to promote their products because they are respected tastemakers. By include the audience in their daily activities, they also increase their fan base. Because of their greater credibility and authenticity, digital influencers have recently been given more weight than conventional influencers. As we all know, traditional marketing has been delayed for a number of reasons. Digital influencers

also have a far wider audience and are more reasonably priced. Previous research demonstrates that consumers' perceptions of influencers on Instagram are influenced by their number of followers. Thus, it will be accurate.

Chopra's research,2021: The term "influencer" has only recently become more popular in marketing literature. The term "influencer" has no theoretical definition as of yet. Influencer marketing, according to Brown and Hayes, is the act of a third party influencing a consumer's purchase decision. In order to reach the appropriate target group and spread a brand's message, influencer marketing focuses on influencers who have a large following on digital platforms (Smart Insights, 2017). According to Conick, consumers are more likely to trust influencers than other internet sources. Using ad blockers, consumers make every effort to avoid adverts. Influencer marketing is regarded as being less obtrusive and more interesting than conventional online advertisements like pop-ups, banners, etc. in such a situation. Influencers operate in the digital sphere.

Chen and Yao (2020), the researchers found that social media influencers' posts on Instagram have a significant impact on millennials' purchase intentions. The study found that millennials are more likely to purchase products recommended by influencers if the products are perceived as relevant and useful to them.

Kim and Ko (2019): found that millennials are more likely to trust and follow social media influencers who have similar values and lifestyles as them. The study also found that millennials perceive social media influencers as more authentic and trustworthy than traditional celebrities.

Lee and Kim (2018): found that social media influencers have a significant impact on millennials' purchase intentions. The study found that social media influencers' credibility, attractiveness, and similarity to consumers are key factors that influence their purchase intentions

Keller and Berry (2017): on brand equity found that brand awareness, perceived quality, brand associations, and brand loyalty are crucial components of brand equity. These components can be influenced by a brand's marketing communication, which includes influencer marketing.

3. OBJECTIVES OF THE STUDY

The study aims to achieve two primary objectives:

- **To study the impact of Influencer marketing on consumer behaviour of Millennials:**

This objective seeks to analyse how influencer marketing strategies resonate with the preferences, attitudes, and purchasing patterns of millennials. By employing both quantitative and qualitative research methods, we aim to uncover the nuanced ways in which influencers shape the decision-making processes of this demographic.

- **To study the impact of Instagram influencers on the consumer's buying decision process:**

Focusing on the Instagram platform, this objective aims to explore the direct influence that Instagram influencers wield over millennials' purchasing decisions. Through surveys, interviews, and content analysis, we intend to unveil the factors and mechanisms through which these influencers impact the various stages of the buying decision process."

4. RESEARCH METHODOLOGY

Measurement: The research questionnaire prepared on google docs and data is presented as a pie chart.

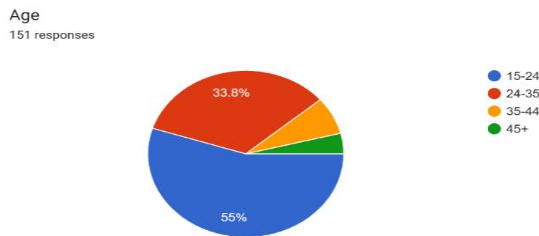
Sample Area: Throughout Greater Noida, Noida and Faridabad

Data collecting instruments used: One online survey that was self-designed and had 16 questions was made.

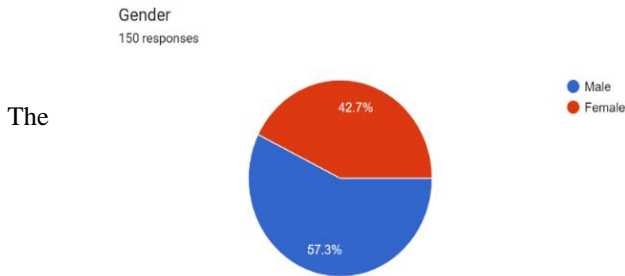
To collect replies for the online survey, the google form was distributed across different internet platforms.

The questionnaire was made to collect information via online responses, which was useful in achieving the study's goal.

Research Design: The study would use a quantitative research design, which involves the collection and analysis of numerical data. The research design would involve an online survey of millennials who use Instagram.



Sample Size: 151 people who replied to the online survey were included in the sample. Convenience sampling would be the



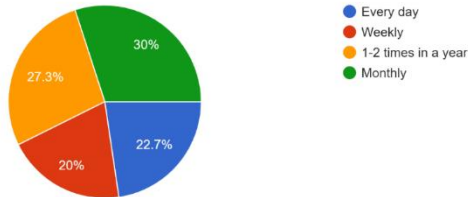
sampling methodology employed, and study participants would be chosen based on their availability and willingness to participate. sample size would be determined by the research's goals and the requisite statistical power.

Sampling technique: A convenience sampling technique was employed.

5. DATA ANALYSIS

Interpretation: According to this survey 55% peoples out of 100 are 15-24 age group and 33.8% of peoples are 24-35 age g

How often do you do online shopping?
150 responses

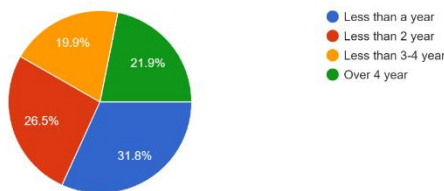


Interpretation: According to this survey 57.3% peoples out of 100 are Male and 42.7% of peoples are Female.

Interpretation: According to this survey 76.7% peoples out of 100 are follow any brand Instagram and 23.3% peoples are not follow any brand of Instagram.

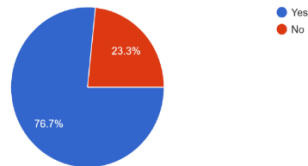
Interpretation: In this pie chart shows 30% out of 100 peoples are purchasing online shopping in monthly basis,27.3% peoples are 1-2 times in a year basis, 20% peoples are weekly purchasing online shopping and 22.7% peoples are everyday purchasing online shopping.

How long have you been using Instagram?
151 responses



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21.9% using

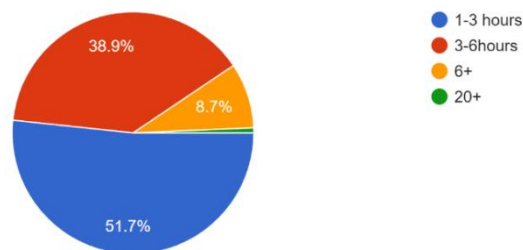
Do you follow any brand Instagram?
150 responses



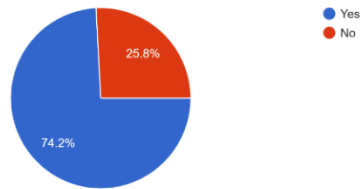
Interpretation: In this pie chart shows 31.8% using Instagram less than in a year,26.5% using Instagram less than 2 year, 19.9% Instagram less than 3-4 times in a year and Instagram overall in a 4 year.

Interpretation: In this pie chart shows 51.7% peoples out of 100 are 1 to 3 hours per day spend on time in our instagram, 38.9% peoples using 3 to 6 hours spend on time and 8.7% people using more than 6 hours .

How Many Hours Per Day Do You Spend on Instagram?
149 responses

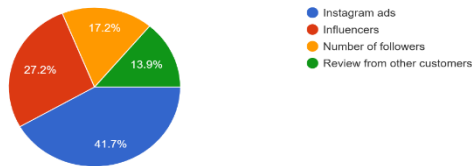


Have you ever bought any product or service from Instagram?
151 responses



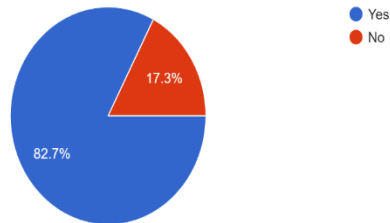
Interpretation: In this pie chart shows that 74.2% of people bought any products or service from Instagram while 25.8% of people have not bought any product or service from Instagram.

What are the primary factors that influence your purchasing decision on Instagram?
151 responses



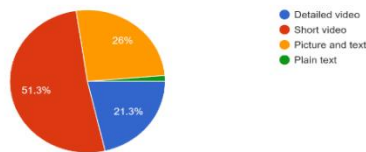
Interpretation: In this pie chart shows that 41.7% of people think that Instagram ads that factors that influence your purchasing decision on Instagram, 27.2% people think that influencers factors that influences them purchasing decision on Instagram, 17.2% of people think that Number of followers that influence your purchasing decision on Instagram while 13.9% of people think that Review from other customers that influence your purchasing decision on Instagram.

Do you follow any influencer, celebrity or any other popular accounts on Instagram?
150 responses



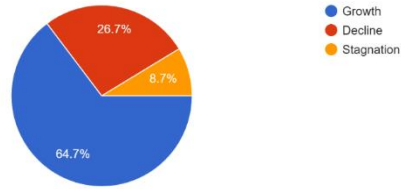
Interpretation: In this pie chart shows that 82.7% of people follow any influencer, celebrity or any other popular accounts on Instagram, while 17.3% of people do not follow any influencer, celebrity or any other popular accounts on Instagram.

Among the review types that are published which of the following you prefer to follow the most?
150 responses



State of the influencer marketing in the past year-2019.
150 responses

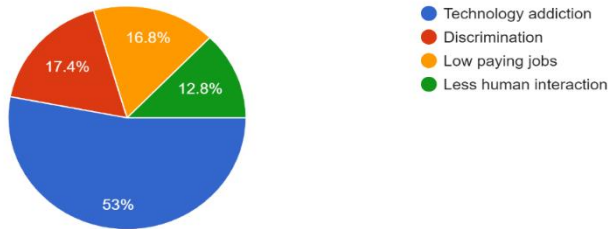
and



Interpretation: In this pie chart shows 51.3% peoples out of 100 are prefer short video, 26% peoples prefer picture and text on Instagram 21.3% peoples prefer detailed video on the Instagram.

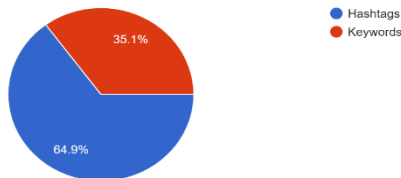
Interpretation: In this pie chat shows 64.7% people out of 100 are growth stage in a past year and 26.7% people are decline stage in a past year and 8.7% people are stagnation

What are the most common challenge among millennials through Instagram?
149 responses



Interpretation: In this pie chart shows 53% people out of 100 are technology addiction in millennials through Instagram ,17.4% are discrimination and 16.8% low paying jobs through Instagram

Which is more effective for organic results during influencer marketing in Instagram?
148 responses



Interpretation: In this pie chart shows that 64.9% of people agree with Hashtags is the more effective for organic results during influencer marketing in Instagram, while 35.1% of people think that keywords is the more effective for organic results during influencer marketing in Instagram.

6. FINDING OF THE STUDY

The following may be among the conclusions of a study on how influencer marketing affects millennials' purchasing decisions on Instagram:

Social media influencers have a big impact on millennials: Given that a sizable portion of millennials report having bought goods or services that influencers on Instagram had advised, the study may find that millennials are heavily affected by social media influencers.

Influencers' sincerity and reputation are essential: According to the report, millennials prize influencers who are credible and sincere. Influencers are more likely to have an impact on millennials' purchasing decisions if they are seen as sincere and reliable.

Influencer engagement and reach are crucial: According to the survey, influencers' participation and following on Instagram are crucial components in their capacity to sway millennials' opinions.

7. CONCLUSION

Finally, influencer marketing on Instagram has become a well-liked and successful method for firms to connect with their target demographic, particularly millennials. Millennials regard Instagram influencers as reliable sources of information, and their advice has a big impact on what they decide to buy. Influencer marketing on Instagram also has a higher return on investment than other traditional digital marketing strategies, making it a powerful tool for promoting brands and fostering good brand perception. Influencer marketing on Instagram is anticipated to keep playing a big role in influencing millennials' purchasing decisions as social media usage rises. In order to effectively engage with consumers, brands must understand the potential of influencer marketing.

8. SUGGESTIONS/RECOMMENDATIONS

The following suggestions can be made based on the results of the study on the influence of influencer marketing on millennial consumer behaviour through Instagram:

Pick influencers wisely: Marketers should choose influencers with caution depending on their sincerity, reputation, level of engagement, and reach. They should take into account whether the influencer's ideals coincide with those of their own brand. Marketers should concentrate on establishing long-term connections with influencers in order to establish credibility and trust. Better ROI and more successful influencer marketing initiatives may result from this.

Marketers should keep an eye on influencer content to make sure that it supports the principles and messaging of their brands. To maintain openness, they should make sure that influencers disclose any sponsored content.

Marketing professionals should employ data analytics.

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