

Digital Divas: Exploring the Effects of Influencer Marketing on Millennial Shopping Preferences

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Abstract: In today's marketing landscape, influencer marketing has emerged as a highly effective tool for companies leveraging social media platforms and influencers to promote products and reach vast audiences. Given the digital orientation of today's millennial, who are avid users of social networks, they represent a primary target demographic for brands employing this strategy. This study aims to ascertain the factors associated with influencer marketing and consumer buying behavior, particularly among millennial, and to evaluate the impact of influencer marketing on consumer purchasing decisions. Data from 846 respondents across seven divisions of Rajasthan were collected for analysis. Through exploratory factor analysis, correlation analysis, and regression analysis, the study identifies influencer marketing as a significant driver of consumer buying behavior, highlighting the influential role of various Influencer Marketing factors. The findings underscore the importance of influencer marketing in shaping consumer behaviour.

Keywords: *Influencer marketing, Influencers, Millennial, Consumer buying behavior.*

Introduction

In recent years, influencer marketing has emerged as a dynamic and influential strategy for businesses seeking to engage with millennials, a demographic renowned for its digital savvy and discerning consumer behavior. Leveraging the credibility and reach of individuals with significant followings on social media platforms, influencer marketing has become an integral component of brands' efforts to connect with this influential cohort. Millennials, born between the early 1980s and the mid-1990s, have grown up in the age of social media, where digital content consumption is ubiquitous. As such, they often turn to influencers—individuals who command authority and trust within specific niches—to inform their purchasing decisions. Understanding the intersection of influencer marketing and millennial consumer behavior is critical for businesses aiming to capture the attention and loyalty of this demographic, as their preferences and purchasing habits shape the future of market trends and consumer culture.

While influencer marketing has garnered significant attention for its potential to sway consumer behavior, particularly among millennials, there remains a need for deeper exploration into the nuanced dynamics at play. Despite the wealth of research on influencer marketing's impact on consumer behavior, there are still gaps in our understanding of how millennials specifically respond to influencer endorsements, the factors that influence their purchasing decisions, and the long-term effects on brand loyalty. By delving into these complexities, researchers can provide valuable insights into effective influencer marketing strategies tailored to engage and resonate with millennial consumers, ultimately driving brand success in an increasingly competitive marketplace dominated by digital channels.

Literature Review

In recent years, Influencer marketing has emerged as a prominent strategy for businesses to engage with consumers and drive purchasing decisions. Influencer marketing leverages the credibility and reach of

individuals, known as influencers, who possess a significant following on various social media platforms. Scholars have extensively studied the impact of influencer marketing on consumer behavior, exploring its effectiveness in shaping purchasing decisions across diverse industries.

Numerous studies have highlighted the persuasive power of influencers in influencing consumer attitudes and behaviors. For instance, research by Brown and Hayes (2018) demonstrated that consumers perceive influencers as trustworthy sources of information, leading to increased brand credibility and positive brand associations. Additionally, Choi and Rifon (2016) found that consumers are more likely to engage with brands endorsed by influencers, resulting in higher purchase intentions and actual buying behavior.

Furthermore, scholars have examined the mechanisms through which influencer marketing influences consumer decision-making processes. Abidin (2016) proposed a conceptual model illustrating how factors such as influencer expertise, authenticity, and content relevance impact consumer perceptions and attitudes towards endorsed products or services. Similarly, De Veirman et al. (2017) conducted empirical research investigating the role of emotional appeal in influencer marketing campaigns, revealing its significant influence on consumer purchase intentions and brand loyalty.

Moreover, the advent of social media platforms has revolutionized the landscape of influencer marketing, providing brands with unprecedented opportunities to connect with target audiences. Studies by Gupta and Pirsch (2018) have explored the role of platform-specific strategies in maximizing the effectiveness of influencer marketing campaigns, highlighting the importance of aligning content with the preferences and behaviors of platform users.

Despite the growing body of research on influencer marketing, several gaps remain to be addressed. For instance, there is a need for longitudinal studies to assess the long-term impact of influencer endorsements on consumer brand perceptions and loyalty. Additionally, comparative research examining the effectiveness of influencer marketing relative to traditional advertising channels could provide valuable insights for marketers seeking to optimize their promotional strategies.

In conclusion, the literature on influencer marketing and consumer buying behavior underscores the significant influence of influencers on consumer attitudes, perceptions, and purchasing decisions. By leveraging the credibility and reach of influencers on social media platforms, brands can effectively engage with target audiences and drive favorable consumer outcomes. However, further research is warranted to address existing gaps and advance our understanding of the complex dynamics underlying influencer-consumer interactions in the digital age.

Research gap

A research gap exists in exploring the long-term impact of emotional appeal, authenticity, transparency, and content attractiveness in influencer marketing on millennial consumer behavior. While existing literature has acknowledged these factors' significance, there is a lack of longitudinal studies tracking how millennials' perceptions of these elements evolve over time. Understanding how emotional appeal and content attractiveness, alongside authenticity and transparency, influence millennials' attitudes and purchasing decisions could provide valuable insights for brands seeking to engage this demographic effectively. Additionally, investigating how shifts in these factors within influencer-brand partnerships affect millennials' brand perceptions and loyalty longitudinally can contribute to a deeper understanding of the dynamics of influencer marketing strategies among this influential consumer cohort.

Research Methodology

Research Objective

1. To explore the factors related to Influencer marketing and Consumer buying behaviour.
2. To study the association between Influencer marketing and consumer buying behaviour.

3. To determine the impact of Influencer marketing on consumer buying behaviour of Millennial

Hypothesis of the study

H₀₁: There is no significant association between Influencer marketing and consumer buying behaviour.

H_{a1}: There is significant association between Influencer marketing and consumer buying behaviour.

H₀₂: There is no significant impact of Influencer marketing on buying behavior of millennials.

H_{a2}: There is significant impact of Influencer marketing on buying behavior of millennials.

Sampling frame

Determination of Sample Size:

The determination of sample size is basically based upon the population size, precision level and confidence level. Based on the factors Morgan formula has been used to determine the sample size.

Confidence Level = 95 %

Margin of Error = 3.5%

Sample Size= 784 respondents

A stratified sampling approach was employed to gather responses from participants. The total sample was proportionately distributed across seven divisions of Rajasthan. In the present study 850 forms were distributed, forming the basis for comprehensive analysis a total of 836 were diligently completed by respondents.

For the purpose of this study, following methodology has been adopted.

Research Design	Descriptive and Quantitative
Data Collection:	
(i) Primary Data	Questionnaire
(ii) Secondary Data	Books, Magazine and Journals
Sample Area	Jaipur, Jodhpur, Bikaner, Udaipur, Ajmer, Bharatpur and Kota
Data Analysis and Interpretation	Exploratory Factor Analysis (EFA), Correlation and Regression.
Sample Size	Krejcie& Morgan formula (784 respondents)

Different variables for the analysis purpose are:

Aiming to ascertain the impact of Influencer Marketing on buying behaviour of consumers, the study classified the variables to be tested into following categories:

<i>Dependent variable</i>	<i>Independent variable</i>
Consumer Buying Behavior	Influencer marketing

Data Analysis and Discussion

Exploratory Factor Analysis (EFA) for Influencer Marketing

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.791
Bartlett's Test of Sphericity	Approx. Chi-Square 587.210

Sig.

.000

The KMO measure sampling adequacy is **0.791** which is more than standard value 0.60. The KMO score shows that the sample size is perfect for factor analysis. The P value in Bartlett test is **0.00**, which is appropriate as p value < 0.50 is considered as reliable.

Rotated Component Matrix^a

	Component					
	1	2	3	4	5	6
IM1	0.711					
IM2	0.577					
IM4						0.605
IM6				0.791		
IM7				0.851		
IM9	0.876					
IM12				0.490		
IM15						0.808
IM16					0.891	
IM17					0.559	
IM18					0.665	
IM19			0.722			
IM20			0.623			
IM22			0.680			
IM24		0.776				
IM26		0.876				
IM27		0.560				

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

The table provided offers an organized breakdown of all components included in the study, categorized into six distinct headings: Influencer's Online Presence, Influencer Marketing, Authenticity and Trust, Influencer's Expertise, Emotional Appeal, and Content Attractiveness, as well as Consumer Preferred Platform. These categories were established following Kaiser's criterion, which identifies factors with Eigenvalues surpassing 1. With a sample size of 300 and a total of 17 variables pertaining to Influencer Marketing (IM), the extraction of six factors is considered acceptable within statistical norms. Furthermore, the cumulative percentage of these factors, amounting to 69.328%, denotes a considerable portion of the total variance explained, thereby fortifying the reliability and validity of the study's analytical outcomes.

Exploratory Factor Analysis (EFA) for Consumer buying behaviour

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	0.796
Bartlett's Test of Sphericity Approx. Chi-Square	482.767
Sig.	.000

The KMO measure sampling adequacy is **0.796** which is more than standard value 0.60. The P value in Bartlett test is **0.00**, which is appropriate as p value < 0.50 is considered as reliable.

Rotated Component Matrix^a

	Component			
	1	2	3	4
CBB1	0.907			
CBB2	0.766			
CBB4	0.900			
CBB6	0.692			
CBB8			0.877	
CBB9			0.811	
CBB10				0.673
CBB13		0.569		
CBB15				0.901
CBB16		0.890		
CBB17		0.643		
CBB18		0.632		
CBB 5	0.815			

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

The presented table categorizes the components under study into four main categories: Cognitive biases Factors, Social Factors, Personal Factors, and Technological Factors. These factors were derived using Kaiser's criterion, considering those with Eigen values exceeding 1. The study encompassed a total of 13 variables related to Consumer Buying Behavior (CBB) with a sample size of 300, resulting in the extraction of four factors, which aligns with acceptable standards. The cumulative percentage of these factors amounts to 69.031%, indicating a substantial portion of variance explained and thus enhancing the reliability of the analysis.

Correlation Analysis

		Influencer Marketing	Consumer Buying Behaviour
Influencer Marketing	Pearson Correlation	1	0.726**
	Sig. (2-tailed)		0.000
	N	846	846
Consumer Buying Behaviour	Pearson Correlation	0.726**	1
	Sig. (2-tailed)	0.000	
	N	846	846

**Correlation is significant at the 0.01 level (2-tailed)

Inference

The correlation analysis underscores a significant and positive relationship between influencer marketing and consumer buying behavior, as evidenced by the correlation coefficient (r) of 0.726 and a p -value of 0.000, as indicated in the provided table. This strong correlation suggests that variations in influencer marketing strategies are closely linked to shifts in consumer purchasing patterns and behaviors. Essentially, it implies that effective utilization of influencer marketing strategies can exert considerable influence on consumer decision-making processes, prompting adjustments in buying preferences and habits.

Regression Analysis

Dependent Variable	Independent Variables	R	R ²	F (Sig.)	Unstandardized Coefficients (B)	Sig.
Cognitive biases Factors	Model	0.517	0.408	0.000	6.345	0.000
	Influencer's online presence				0.243	0.000
	Authenticity and trust				0.757	0.000
	Influencer's expertise				0.072	0.349
	Emotional Appeal				0.473	0.000
	Content attractiveness				0.245	0.001
	Consumer preferred platform				0.353	0.001
Personal Factors	Model	0.725	0.681	0.000	7.603	0.000
	Influencer's online presence				0.234	0.000
	Authenticity and trust				0.106	0.000
	Influencer's expertise				0.054	0.230
	Emotional Appeal				0.237	0.004
	Content attractiveness				0.235	0.262
	Consumer preferred platform				0.143	0.008
Social Factors	Model	0.816	0.701	0.000	4.832	0.000
	Influencer's online presence				0.159	0.000
	Authenticity and trust				0.301	0.009
	Influencer's expertise				0.06	0.132
	Emotional Appeal				0.091	0.000
	Content attractiveness				0.806	0.001
	Consumer preferred platform				0.484	0.000
Technological Factors	Model	0.867	0.724	0.000	5.463	0.000
	Influencer's online presence				0.047	0.124
	Authenticity and trust				0.078	0.002
	Influencer's expertise				0.345	0.000
	Emotional Appeal				0.125	0.000
	Content attractiveness				0.052	0.020
	Consumer preferred platform				0.124	0.021

Findings and Interpretation

To assess the impact of influencer marketing on consumer buying behavior, a multiple regression analysis was conducted, employing six factors of influencer marketing as independent variables and four derived factors of consumer buying behavior as dependent variables. The analysis yielded four statistically significant regression equations. The results, as presented in the provided table, affirm the acceptance of the alternative hypothesis and rejection of the null hypothesis, indicating a satisfactory fit between Influencer Marketing and consumer buying

behavior within the regression model. The coefficient R serves as a measure of forecasting quality, representing multiple correlation coefficients for the dependent variable, "Consumer Buying Behavior."

The ANOVA value serves to evaluate the appropriateness of the regression model in capturing the variability observed in the data. Under the null hypothesis, which states that "the model does not provide a satisfactory fit to the data," the F-test p-value falling below the threshold of 0.05 indicates statistical significance. Hence, the rejection of the null hypothesis at a 5% significance level implies that the model indeed offers a good fit to the data. Consequently, the final linear regression equation derived from this analysis stands as follows:

Cognitive biases Factors = 6.345 + 0.243 (Influencer's online presence) + 0.757(Authenticity and trust) + 0.072 (Influencer's expertise) + 0.473 (Emotional Appeal) + 0.245 (Content attractiveness

) + 0.353 (Consumer preferred platform)

(Personal Factors) = 7.603 + 0.234 ((Influencer's online presence) + 0.106(Authenticity and trust) + 0.054 (Influencer's expertise) + 0.237 (Emotional Appeal) + 0.235 (Content attractiveness) + 0.143 (Consumer preferred platform)

(Social Factors) = 4.832 + 0.159 ((Influencer's online presence) + 0.301(Authenticity and trust) + 0.06 (Influencer's expertise) + 0.091 (Emotional Appeal) + 0.806 (Content attractiveness) + 0.484 (Consumer preferred platform)

(Technological Factors) = 5.463 + 0.047 ((Influencer's online presence) + 0.078(Authenticity and trust) + 0.345 (Influencer's expertise) + 0.125 (Emotional Appeal) + 0.052 (Content attractiveness) + 0.124 (Consumer preferred platform)

The analysis conducted reveals insightful findings regarding the relationship between influential marketing and the multifaceted nature of consumer buying behavior. Through regression analysis, it was determined that influential marketing significantly impacts various components comprising consumer behavior, including cognitive, social, personal, and technological factors. The R-squared (R²) values shed light on the extent to which influential marketing contributes to the variance in each of these factors. Notably, cognitive biases factors exhibit an R² value of 0.408, indicating that influential marketing accounts for approximately 40.8% of the variability in cognitive influences on consumer behavior. Similarly, social factors display a substantial influence, with an R² value of 0.701, suggesting that influential marketing explains around 70.1% of the variability in social dynamics affecting consumer choices. Personal factors, encompassing individual preferences and characteristics, demonstrate a notable impact, with an R² value of 0.681, signifying that influential marketing contributes to approximately 68.1% of the variability in personal aspects influencing buying behavior. Furthermore, technological factors exhibit a strong relationship with influential marketing, as indicated by an R² value of 0.724, suggesting that approximately 72.4% of the variability in technological influences on consumer behavior can be attributed to influential marketing strategies. Additionally, the uniformly low p-values of 0.000 across all factors underscore the statistical significance of influential marketing in predicting consumer behavior. These findings collectively emphasize the pivotal role of influential marketing strategies in shaping various dimensions of consumer buying behavior, underscoring the importance of targeted marketing efforts tailored to cognitive, social, personal, and technological factors to effectively engage and influence consumer decision-making processes.

Conclusion

In conclusion, the analysis highlights the substantial impact of influential marketing on the diverse facets of consumer buying behavior, encompassing cognitive, social, personal, and technological dimensions. With high R-squared (R²) values indicating the percentage of variability explained by influential marketing, it becomes evident that marketing strategies wield significant influence over consumer decision-making processes. The findings underscore the importance of understanding and leveraging these various factors to craft effective marketing campaigns tailored to consumer preferences, social influences, individual characteristics, and technological advancements. Moreover, the consistently low p-values reinforce the statistical significance of influential marketing in predicting consumer behavior across these dimensions. As such, businesses and

marketers are encouraged to adopt a holistic approach, integrating insights from cognitive psychology, social dynamics, individual preferences, and technological trends to design compelling marketing initiatives that resonate with diverse consumer segments and drive favorable purchasing outcomes. This comprehensive understanding of the interplay between influential marketing and consumer behavior is crucial for businesses seeking to thrive in today's dynamic marketplace.

Suggestions and Recommendations:

- Employ targeted marketing strategies that leverage cognitive biases, such as anchoring and scarcity, to influence consumer decision-making effectively.
- Cultivate strong social engagement through social media platforms and community-building initiatives to harness the power of social influence on purchasing behavior.
- Tailor marketing messages and product offerings to align with diverse personal preferences and individual characteristics of target consumers.
- Embrace technological advancements by integrating innovative tools and platforms to enhance consumer engagement and streamline the purchasing process.
- Invest in consumer research to gain deeper insights into evolving consumer behaviors and preferences across cognitive, social, personal, and technological dimensions.
- Foster brand authenticity and transparency to build trust and credibility among consumers, thereby enhancing the effectiveness of marketing efforts.
- Continuously monitor and analyze consumer feedback and market trends to adapt marketing strategies in real-time and stay ahead of competitors.
- Develop personalized marketing campaigns that resonate with specific consumer segments, addressing their unique needs and preferences.
- Collaborate with influencers and brand ambassadors to amplify the reach and impact of marketing messages, especially within target social circles.
- Prioritize ongoing education and training for marketing teams to stay abreast of emerging trends and best practices in influential marketing across diverse consumer dimensions.

Limitations

Considering the constraints of time and resources, several limitations have been identified in this study:

- The sample size is constrained and specifically targeted towards young consumers active on social media platforms.
- The research scope is limited to data gathered from various cities within Rajasthan, potentially restricting the generalizability of findings to other states in India due to socio-cultural and economic disparities.
- Utilizing online data collection methods may introduce inaccuracies compared to more comprehensive approaches like in-person interviews or offline surveys

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