

# IMPACT OF INSTAGRAM AND INSTAGRAM INFLUENCERS IN PURCHASE CONSIDERATION IN INDIA

Nikita Negi<sup>1</sup>, Dr Vanishree Pabalkar<sup>2\*</sup>

<sup>1</sup>Management Student at Symbiosis Institute of Management Studies,

<sup>2\*</sup> Assistant Professor at Symbiosis Institute of Management Studies,  
Symbiosis International (Deemed University), Pune, India

*Abstract: The advancement in technology has brought in lot of changes even in the world of shopping. Internet has started playing an important role in facilitating the consumers find the items which they are looking for online. With the emergence of social media platforms and Instagram in particular which has turned into a major shopping platform amongst the youth. With more and more viewers turning to Instagram influencers, their associated trust and their intention to purchase after being fascinated by them and Nowadays, companies are trying their best to establish and retain strong presence on social media platforms and Instagram being the go-to platform in order to keep the consumers aware of the latest trends. The concept of Influencer marketing is pretty new and still picking its pace in the marketing process and it being related to the human intentions for purchase. The current study is aimed at exploring the various marketing techniques by the Instagram influencers, thus having an impact on the consumer decision making process in the world of online selling of products. The study also analyzes the significant impact of employing various users such as celebrities, bloggers etc. and its effective reach. The present study analyzes the responses from 200 female respondents from India and their key influences in the purchase decision process.*

*Keywords: Instagram, Online selling, Instagram Marketing, Consumer buying decision, Influencer marketing*

## INTRODUCTION

In the past five years the viral spread of Instagram has drastically changed the manner of the traditional buying and selling process. With the introduction of social media platforms such as Facebook, Instagram, YouTube and twitter consumers do have a say on their experiences with various products and they also share reviews with their family and friends. Thus, it becomes imperative for companies to focus on generating a positive customer experiences in order to capitalize and lead the market segment without gaining negative word of mouth. The word of mouth can be generated by the influencers in terms of their messages, reviews which are religiously followed by their followers on Instagram which can in turn lead to potential customers.

Instagram has seen an emergence and has become a hot spot for fashionable women who follow the platform only for fashion blogs. The emergence of fashion blogs is considered to be one of the most effective way for influencers reach out to their followers by sharing experiences and their recommendations over the platform. This again proves that the marketing has seen a paradigm shift of marketing products directly aimed to the target customer group with low cost investments. The social media platform is not only a getaway for women to buy the products they look for but also to provides

them access to a whole new range of products where they can surf around until they stumble across products, they find desirable. This liberty of free surfing has significantly increased the amount of online sales. With the advent of Instagram there has been a drastic change on the consumer buying behaviour model which used to relate to the traditional form of purchasing of the products. Nowadays companies, businesses are investing on creating positive personas so that in order to influence the opinions of the consumers which are directed through the Instagram influencers who in turn have created a certain marketing effect where the spread of word to the thousands of users was done by just a click of a mouse.

### **1.1 Instagram Marketing**

Instagram being the most popular platform all over the world plays a integral part in bringing the change in the world of online shopping. “44% of Instagram’s active users use the platform for researching and discovering brands. 53% of Instagram users follow their favorite brands on the platform.” It is a new approach which brands are using to connect with the right consumers to market their offerings. With this new style of marketing, audience can connect with them using stories, posts, IGTV videos etc. Brands are also able to create awareness about their products on a larger scale which not only benefit the brand but also the customer to have the wider range of products. Nearly 60% of 18-30-year-old use Instagram for following the fashion brands, travel blogs, restaurants etc. Influencers plays a vital role on the platform and have a massive presence and huge number of followers on Instagram. With the ongoing trend people actually follow the path of being an Influencers on various platforms, Instagram being the most famous one. Brand collaborations with the influencers is becoming more profitable for brands as audience can connect more easily with the Influencers than the celebrities. Influencer’s reviews are more honest than the paid celebrities.

### **1.2 Influencer Marketing**

The method of finding and engaging people who have an effect upon a particular target demographic or channel can be described as an influence promotion mechanism which is deeply aligned with the brand 's strategy of achieving greater scale, “sales or interaction. Influencer marketing is an enhancement of the traditional definition of word-of - mouth marketing, which relies on a wider and more technical background. It is a means of establishing partnerships that will allow companies to grow their markets and turn them into lifelong consumers through confidence and authenticity. Marketing with influence is typically split into two sub-practices: first, marketing with influencers. It comes from unpaid or pre-existing links.”

Content marketed by influencers or third parties in order to encourage their personal social development. The second one is paying for impact promotion: the compensated promotion influencer programs can be advertised as a supporter, pre-release commercial or witness notification and may be included in the material at every point. Budgets are somewhat common and mostly dependent on distribution of the viewer. A large number of locations can have impact. Any person, party, brand or position may be an influencer. There are several uses for influencer marketing. Some advertisers use marketing strategies to build consumer reputation, some to construct their brand's social interactions, some to boost online or offline purchases of their products.”



**Fig1: Brand Post Opinion**

**Source: “[www.clickz.com/wp-content/influence-posting](http://www.clickz.com/wp-content/influence-posting)”**

### **1.3 Three R of Instagram Marketing: Reach, Relevance and Resonance**

Reach can be defined as an absolute audience size indicator. “In addition to the attributes with the ability to push change, through an individual who has an effect on a certain sector or area has a higher than normal number of followers”. Via their social media and forums, Influencers are able to attract millions of customers, while keeping the user interested. The goods and services of a company not important for it should to be endorsed by influencers. Fluctuators generate brand original marketing material that is always successful. The number of events produced by the publishing material is the number of resonances. Someone who produces content will cause a huge splash of a blog post and would get loads of momentum. With just one tweet, “as the material resonates with followers and fans. Influencers retain close ties with their fans, who have some faith in the views of the influencer.

It is crucial to understand numerous styles of influencers to know the role of influencers in any industry. There are the users who mainstream advertising companies and the actors in a particular region. These are typical influencers. these are (i) the citizens. ii) emerging (internet) influencers – these poster development blogs and emerging media influencers identify a strong public presence and accelerate creative leadership in a particular field. Blogs may even be new media influencers. iii) Connection-influencers – individuals with hundreds of contacts through Facebook and Twitter.”

In order to render consumer behaviour, company, court these individuals. iv)Topic Influencers – You want the market makers to speak to them regarding your goods or services, just as though you serve a company.

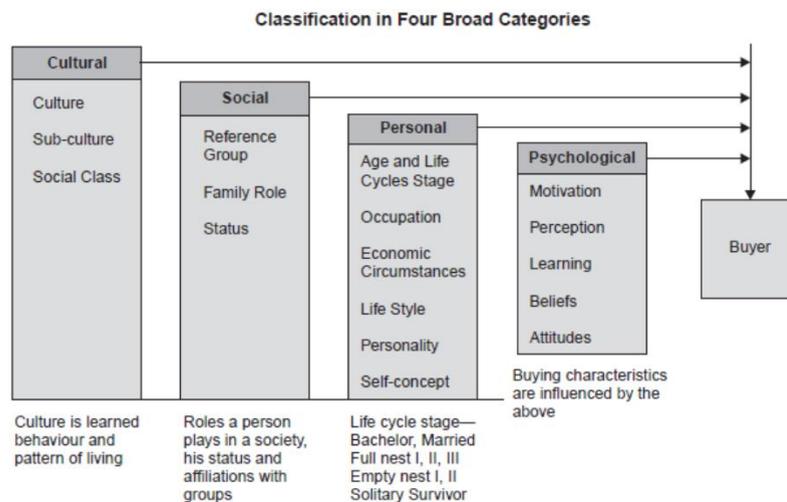
The growth in influencer marketing has made marketers aware that a change of emphasis is required. As individuals control a company rather than any corporation, the effect of direct marketing has seen a decline in the recent years and is not as effective as it used to be, increasing the importance for a personalized advertising approach to be measured. And as you seek to reach the younger demographic it becomes much more daunting when millennials prefer the branded material they are introduced to. Currently, 70% of them are chosen by non-celebrities for product advertisements and do not even get persuaded by the historically famous celebrities. In order to reap the rewards of an efficient strategy with an influencer, a company that begins with influent marketing will consider its audience.”

Influencer marketing is largely a guiding power within the apparel business. “The design industry nowadays is much more likely, however more inclusive, to utilize influencers. Fashion is one of the most accessible sectors of influencer marketing, which it has several opportunities for blogs which marketers to partner. Not just the blog and Instagram updates, but even Instagram takeovers, event planning, modelling or even product creation are feasible. Bloggers should be interested in the design phase early as they recognize their community and propose suggestions and solutions that resonate with their readers.”

The effect of Fashion bloggers towards the ever-growing fashion industry can be explained more or less indirectly or explicitly. “A blog is a type of Instagram and a forum for the exchange of messages worldwide. Bloggers use this forum to encourage their likes and dislikes and to affect the perception and enjoyment of other brands or items. Moreover, blogs will launch emerging developments within a company or speak about issues that businesses do not wish to address publicly, such as ethics or environmental factors

### 1.4 Environmental Factors Affecting Consumer buying Behavior

Consumers knowingly or unknowingly are being influenced by the various techniques of the influencers which can be internal or external influencers, thus it is crucial to take both the influencers into account in order to deeply analyze the subject. A number of specific variables impact the customer shopping cycle. Purchasing behavior of consumers are also influenced by various environmental factors which include cultural, social, Personal and psychological. It is necessary to identify external influencers in order to detect which factor affect girl behavior in purchasing circumstances before making the content f or Instagram.



**Fig. 2: “Impact of environmental factors in the consumer decision making process”**

**Source: “external environmental factors affecting consumer behavior - consumer behavior”**

These above factors don’t affect the buyers directly but indirectly they influence their decision of buying anything online. Influencers may affect the same kind of person coming from same backgrounds will encourage the purchase. After going through the reports or the consumers, brands approach the

influencers which are more likely to behave like the targeted customers.

As Instagram is primarily intended to act as a platform for the influencers to post feedback and suggestions for its followers and other users, they often function as a means of commercialization and may enable customers to purchase goods that they have not previously utilized. In spite of being a promotional resource, posts often profit in terms of sharing viewpoints from Influencers and encouraging promotions. An effective form of promotion does not adversely impact what is being marketed. When a corporation sells the goods as aggressively, the user will disregard the advertisement as characteristic of the Internet environment of today.

## **2. Scope of the study**

The decision-making method by Philip Kotler is used as a guide. “Fresh information may be obtained when gathering data from the customer viewpoint”. The work often attempts to provide prospective readers with an example of how they might affect decision taking. Since blogs primarily research the impact on purchasing habits, which should be understood to all marketers to learn how habits trends of modern shoppers are influenced by views of others.

## **3. Literature Review**

Digital media strategies become more common as interactive channels are becoming gradually integrated in marketing initiatives and interactive apps are being utilized “by individuals rather than traditional companies. As digital marketing depends on ever-growing and quickly evolving technologies.

Digital media technologies being one of the most imperative methods and would be required to have the same characteristics. Internet marketing is a crucial word for all the activities of web marketing. Business users may link to their current and prospective clients through digital platforms like Google Search, Rectagraph, email or the pages. For any client in any sector digital marketing will operate. No matter what the business offers, digital marketing also requires customers to recognize the desires of the audience and to generate useful web material. The internet advertisement (Munshi, 2012) is already monotonous ads and promotion strategies. It is also so strong that it will help stimulate the economy and offer policymakers enormous incentives to work more efficiently. Chaffey, 2013. 2013. Digital marketing is the usage of technology for communication campaigns to enhance the awareness of consumers by listening to their requirements.”

“Consumer behaviour can be defined as the study of the mechanism involved in the choosing, purchasing, utilizing or disposing goods, resources, proposals or interactions for satisfying desires and demands by individuals or groups.”

An individual who suggests that the manufacturer is prepared to purchase products or services for payment is considered the customer “(Solomon M. et al, 2006). A customer is the user. Schiffman and Kanuk (2010 ) indicated that the customer has followed the purchasing decision by means of many measures: (1) the community metric which has more impact and is the most detailed of consumer behaviour; (2 ) social metrics, which should be regarded, so that advertisers ought to grasp the effect of the political, subcultural and social groups of customers.”

“Mir and Zaheer(2012) stated their views through the “ Social Impact Theory” that, marketers now must understand how to “position themselves to benefit from fundamental changes that are occurring in

the ways people decide on which products and services to consume, and how they actually consume them.” Sedeke(2013) has reported that the blogs related to fashion control such correspondence in the apparel sector, with a personal and responsive approach to the site contrasted with structured coverage by mass media.”

Conner and Armitage “(1998) indicated that an individual may often foresee the goal of the consumer in the future if they determine their potential purchasing using their previous bought experience. D'Souza et al. (2006) postulated that if an individual is willing to take advantage of his previous purchase, he will inform the others about his experience and will buy it again and again. In the purchasing intentions of 4 customer habits like the complete plant buying the item, Muhammad Irfan Tariq et al . (2013) made explicit that they were speaking in terms of specifically buying a company where someone wants to buy it in the future and to purchasing the drug in whole after all.”

McCracken's “(1989) also shown that a marketing individual is a citizen that is well known by the public who utilizes that appreciation to act on behalf of the consumer product in a commercial. Celebrity patronage enhances shoppers' emotions and therefore impacts the consumer's reaction to the marketing and company role, which may boost buying habits and thereby raise revenue. Jensen T.D. Tripp C. T.D. Carlson and L. And L. (1994) showed that, whether a celebrity endorses one or two items, how more customers agree that it is trustworthy is far more favourable to the celebrity endorser than a celebrity who endorses more goods. He also claims that a particular event is often going to have a detrimental impact regardless of numerous assistance programs.

McCracken (1998 ) suggests that superstars are treated as memorials, entertainers or industry leaders. Research showed that spokesman patronage impacts the general attitude of shoppers and can even alter the buyers' feelings towards the advertising and goods. Maybe that would strengthen the investment process and boost exchange. That would benefit.”

“According to the Harvard Business Review, brands utilize sensory marketing with three goals in mind:

- To identify and understand consumers’ emotions,
- To explore and capitalize on new markets, and
- To grow brand loyalty”

Instagram as a social media platform provides a relatively higher level of engagement. Instagram influencers can connect with their followers on day to day basis, can interact, and share their reviews. Instagram additionally gives plenty of opportunities and way-outs to Influencers and brands for reaching out to the desired set of customers. Instagram Influencers use this platform to build brand awareness that helps brands in expanding their businesses and augment sales. Their audiences love and connect to them as they have a certain way of interacting with the audience that maximizes the sense of affiliation. Instagram influencers in their best capacity make the promotional message look more authentic leaving a long-lasting impact on the audience.

"2According to research, a whopping 77% of consumers have had relationships with brands for a decade or more. Moreover, 61% of loyal customers would make an extra effort to shop from their favourite brands."

To build the customer relationship with the brand, they choose influencers as they look like their own peer group and generally, they trust their recommendations because they are more real than the celebrities shown in the brand Ads. Influencers help brands to boost the marketing of their products. Influencers also help in increasing the customer acquisition rate.

Sedeke,(2013) “fashion is a continually evolving sector with the emergence of new goods and patterns and the introduction of new designers worldwide at any time, rendering communication with the loyal customer and his choice essential to any progress. Bloggers invest time in seeking high-quality content, including goods and patterns, to complement a blog post to draw the biggest potential public, especially in new designers whose budgets remain smaller.”

#### **4. Objectives of the study**

A “summary of the most important academic articles of the past on the retail industry and market effects has been published and scholars acknowledge that few studies on the influences of influencers on the fashion sector have been pursued. Therefore, we have set the following priorities in view of the void found by the analysis:

To identify the impact of Instagram Influencers employed in the fashion industry in order to promote their brands,

To study the impact of Instagram influencers on the consumers buying decision process in fashion industry, and

To find out the Instagram influencer marketing techniques used by fashion industries.”

#### **5. Research Hypotheses**

The formulation of the research hypotheses in order to test the objectives are as follows:

H1: “There is a significant difference between the levels of influence made by brands, bloggers, and celebrities in each level of decision-making process.

H2: There is a significant difference in the influencers, viz., brand, celebrity, and bloggers across age.

H3: There is a significant relationship between the age and what factors attracts them i.e. pictures, videos, textual contents.”

#### **5.1 Research Methodology**

Exploratory work has been carried out as no predefined issue occurs so it may offer a valuable insight into a specific case. A formal survey is established.

For the purpose of this research, responses from 200 female respondents has been collected through online and offline method. “Although sample size between 30 and 500 at 5% confidence level is generally sufficient for many researchers” (Altunışık et al., 2004, s. 125). The judgements and snow bowling methods are used by all population regions. The purpose of the study is not to have definitive proof, but it helps the researchers to analyze and correct the issue in a better manner. The emphasis is on observations and familiarity for more study.

## 5.2 Data collection techniques

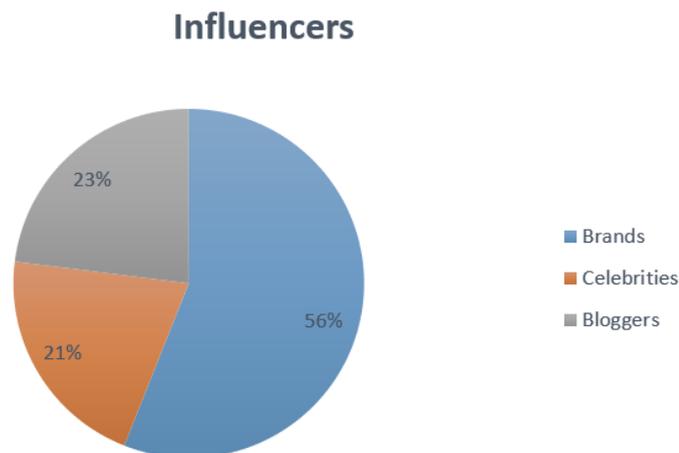
Both the main and secondary data processing procedures are conducted. “Primary data (online and offline) is obtained through questionnaire. Primary details from blogs and other prior research have been gathered for the analysis. Twenty respondents tested the study pilot. Initially the pilot test was performed to determine if the questionnaire was accurate. The key survey instrument was designed after the pilot study by modifying the questionnaire.”

## 5.3 Tools of Analysis

The employed statistical tools for the research analysis are such as chi square test, cross tabs, one-way ANOVA. “These were done using software such as SPSS and MS Excel”.

## 5.4 Data Analysis and major findings Customer Profile

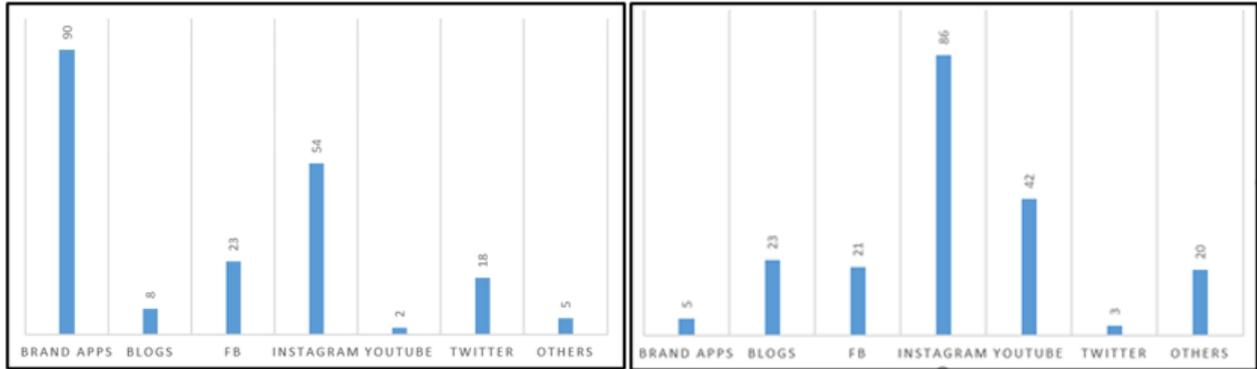
Out of the total respondents, almost 32.5% of them belong to the age category of 20-25 years and out of this given figure, 55% of them are single. For the same figure, 48% of them were students also 40 % of them used to purchase products almost 1-5 times a month and the spending on a single purchase for almost 57.5% of them was around 1000-5000. 58% of the respondents purchase products when on sale also 77% of the given figure follows the current fashion trends.



**Fig 3: Influencers among the respondents**

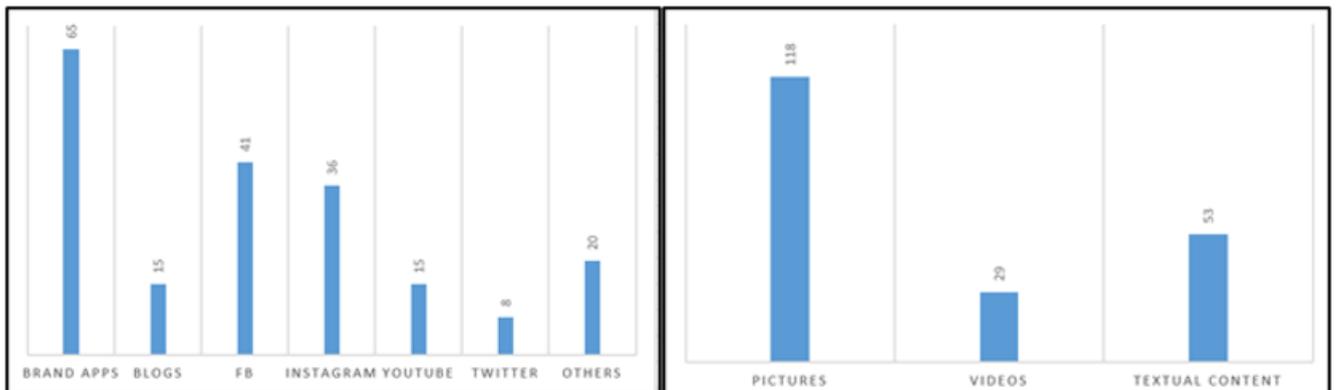
### Source: Primary Data

Brands are more likely than celebrity and writers to affect customers. “Fig: 3 shows that 56% (112) are followed by brands, 21% (42) by celebrities, while 23% (46) are followed by bloggers. Brands are using Facebook as an impact tool for the customers. Fig:4 says 11.5% support products on Facebook, while 45% support brand applications. Fig:5 demonstrates Bloggers use Instagram to attract and influence their followers.”



**Fig 4: "Platforms where the respondents are influenced by the brands" Fig 5: "Platforms where the respondents are influenced by the bloggers"**

Celebrities are utilizing Brand applications as a marketing channel. "According to the research, figure 7 indicates that images play a significant role in convincing customers to purchase garments. Of the overall respondents, "59% are drawn by the photographs and 14.5% by text and 26.5% by videos."



**Fig 6: "Platforms where the respondents are influenced by the celebrities"**

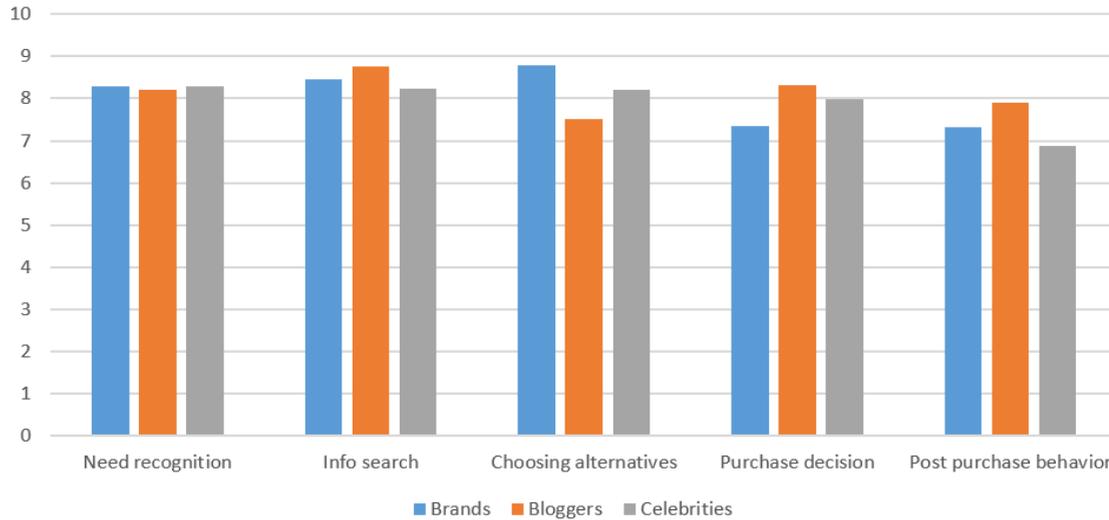
**Fig 7: "Motivation for the respondents"**

**Table1: "Impact of influencers in various decision-making stages"**

	BRAND S	BLOGGER S	CELEBRITIES
Need recognition	8.29	8.22	8.30
Info search	8.47	8.76	8.24
Choosing alternatives	8.78	7.50	8.22
Purchase decision	7.35	8.33	7.98

Post purchase behavior	7.32	7.89	6.87
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Source: Primary Data



Graph 1: “Impact of influencers in various decision-making stages”

The current study analyzes an aim to provide “prospective readers with an example of how they may use influencers to tap into decision-making and consider how behaviour trends in modern consumers may be influenced by views of others. As the main aims of the analysis depend on shaping the decision-making mechanism of pattern seekers, we proposed a theory to this end.”

### 6. Results of the statistical tests Hypothesis Testing

Study of heterogeneity was performed to determine how the impact of specific types of influencers such as labels, “blogs and celebrities were substantially different. For this reason, we have made the following hypothesis.

H1: There is a significant difference between the levels of influence made by brands, bloggers, and celebrities in each level of decision-making process.

The ANOVA output is presented in Table 2

Table: 2 Result of ANOVA Test

DEPENDANT VARIABLES			Sig.
NEED RECOGNITION	brand	celebrity	.779
		bloggers	.569
	celebrity	brand	.779
		bloggers	.471
	bloggers	brand	.569
		celebrity	.471
INFORMATION SEARCH	brand	celebrity	.742
		bloggers	.835
	celebrity	brand	.742
		bloggers	.641
	bloggers	brand	.835
		celebrity	.641
CHOOSING OF ALTERNATIVES	brand	celebrity	.511
		bloggers	.875
	celebrity	brand	.511
		bloggers	.510
	bloggers	brand	.875
		celebrity	.510
PURCHASE DECISION	brand	celebrity	.221
		bloggers	.659
	celebrity	brand	.221
		bloggers	.535
	bloggers	brand	.659
		celebrity	.535
POST PURCHASE BEHAVIOR	brand	celebrity	.344

	bloggers	.518
celebrity	brand	.344
	bloggers	.185
bloggers	brand	.518
	<u>celebrity</u>	<u>.185</u>

**Source: Primary Data**

ANOVA is used in quantitative research for such studies in which there is just a significant disparity in results. P would be 0.05. In all decision-making phases the importance point is greater than 0.05. This also denies the null hypothesis. We assume that the degree of control of the controlling parties at increasing decision-making point is a major difference.

Instagram is becoming an important part of the routine lives of many users. “Most user decisions are made on the basis of Instagram results. Previous studies have also examined the correlation between mature customer style and social sources of fashion knowledge used by the business participants category. -Segment. In the decision-making cycle, consumer age often plays a different position.” A second theory has been proposed as follows to evaluate the age of the respondents:

H2: There is significant difference in the influencers, viz., brand, celebrity, and bloggers across “age”.

The CROSS TAB: It represents the distribution of the respondents according to their age and their influence. The given table shows that the respondents belonging to the age group of 15-30 show an inclination towards brands than towards the bloggers and celebrities. For the age group 30-35, the bloggers take the pole position and for respondents above 35, it is the brand again which highly influences this age group.

**Cross Tab 1: “Distribution of Age Respondents**

		Influencers				Total
		Brand	Celebrity	Bloggers		
Age	15-20	Count	23	5	2	30
		% within age	76.6%	16.6%	6.6%	100.0%
		% within influencers	20.5%	10.4%	4.8%	35.7%
		% of Total	11.5%	2.5%	1%	15%
	20-25	Count	54	9	2	65
		% within age	83%	13.8%	3.07%	100.0%
		% within influencers	48.6%	18.7%	4.8%	72.1%
		% of Total	27%	4.5%	1%	32.5%
	25-30	Count	22	12	9	43
		% within age	55.1%	27.9%	20.9%	100.0%
		% within influencers	19.8%	25%	21.9%	66.7%
		% of Total	11%	6%	4.5%	21.5%
30-35	Count	9	9	16	34	
	% within age	26.4%	26.4%	47%	100.0%	
	% within influencers	8.1%	18.7%	39.0%	65.8%	
	% of Total	4.5%	4.5%	8%	17%	
35 and above	Count	17	5	6	28	
	% within age	60.1%	17.8%	21.4%	100.0%	
	% within influencers	15.3%	10.4%	14.6%	40.3%	

	influencers	%	%	%	%
	% of Total	8.5	2.5%	3%	14%
	Count	125	40	35	200
Total	% within age	62.5	20%	17.5	100.
	% within influencers	100.	100.0	100.0	100.
	% of Total	62.5	20%	17.5	100.

Source: Primary Data

Table 3: Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	38.170 <sup>a</sup>	8	.000
Likelihood Ratio	37.763	8	.000
Linear-by-Linear Association	23.783	1	.000
N of Valid Cases	200		

**1 cell (6.7%) have expected count less than 5. The minimum expected count is 4.83.**

Source: Primary Data

chi-square a mathematical approach to determine the performance between the logically predicted values and the values found. It is believed that the value point is 0.05. From Table 3, it is obvious that the value of Pearson chi-square indicates a value less than 0.05. The null hypothesis is denied as the P value  $\leq 0.05$ . Therefore, the understanding of influencers through age ranges is significantly different.”

The theory above illustrates the correlation between the customer's age and the opinion of influencers, namely, labels, celebrities and bloggers. This is what we are worried about.”

The outcome contributes to another research process to examine the key influences contributing to consumers being drawn to power, such considerations may also affect the buying decision of the customers. “This theory is then developed to assess the effect of affecting circumstances.

H3: There is significant relationship between age and what attracts them i.e. pictures, videos, textual contents.

The CROSS TAB: 2 shows the distribution of age of the respondent and what attracts them i.e. pictures, videos, and textual contents.

**Cross Tab 2: Relationship between Age and Source of attraction**

			attracts most			
			Pi	Vi	Textual	T
			ictures	ideos	content	otal
A ge	15-20	Count	18	6	5	30
		% within age	60	20	16.6%	10
		% within attracts most	.25%	.6%	9.4%	.25%
		% of Total	9	3	2.5%	14
	20-25	Count	50	10	5	65
		% within age	76	15	7.69%	10
		% within attracts most	.3%	.4%	9.43%	.13%
		% of Total	25	5	2.5%	32
	25-30	Count	26	5	12	43
		% within age	60	11	27%	10
		% within attracts most	.4%	.6%	27.9%	0.0%
		% of Total	13	2	6%	21
.	Count	8	4	22	34	
	% within age	23	11	64.7%	10	
	% within attracts most	.5%	.7%	41.5%	0.0%	
	% of Total	4	2	11%	17	

	Count	16	4	8	28
	% within age	57	14	28.5%	10
		.1%	.2%		0.0%
	% within attracts most	13	13	15%	42
		.5%	.7%		.2%
	% of Total	8	2	4%	14
		%	%		.3%
Total	Count	11	2	53	2
		8	9		00
	% within age	59	1	26.5%	1
		%	4.5%		00.0
	% within attracts most	10	1	100.0%	1
		0.0%	00.0		00.0
			%		%
	% of Total	59	1	26.5%	1
		%	4.5%		00.0
					%

Source: Primary Data

Table: 4 Chi-Square Test

	Value	Asymp. Sig. (2-sided)
Pearson Chi-Square	31.869a	.000
Likelihood Ratio	30.805	.000
Linear-by-Linear Association	9.299	.002
N of Valid Cases	200	

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 3.57.

Source: Primary Data

The table 4 shows that the value of Chi-Square test is significant at 5% significance level.

This states that null hypothesis is rejected and alternative is accepted. Thus, the result shows that the significant relationship exists between age of the consumer and the content which attracts them the most which includes pictures, videos and textual content.

“Sertoglu (2014) in the analysis of source credibility affects buying Intention, also the measurement of perceived credibility differences between created spokesperson and celebrity endorser found that all of the three credibility dimensions; Expertise, Attractiveness, and Trustworthiness for both celebrity endorser and created spokespersons have a positive relationship with purchase intention.”

Also, according to the study done by Stefan Zak (2019), it was observed that "Influencers promoting products and brands have become part of consumers' daily lives. We can find an advertising campaign with an influencer several times a day, especially on social networks. Influencers promote various products such as clothing, shoes, cosmetics, but also services. Using influencer marketing can bring many benefits to a brand, but most importantly, positively impact the sales of its products. Consumers, however, need not only be positively influenced, and companies that choose to implement this strategy should also be aware of the risks involved in working with influencers.", this supports Hypothesis 1 of the current study.

## **7. Conclusion**

From the study it can be established that Instagram influencer marketing plays a significant role in choosing lifestyle by various consumers and many invest their money on evolving fashion. Instagram today is deeply rooted in customers who adjust their preferences and stay up to date with the new trends in fashion. The paper analyses the effect of influencers on the apparel industry at different levels of customer decision taking. Consumers appear to know the need in the early stages of the purchasing cycle

The actions of the contact customer until the actual purchase scenario. Using forums, it illustrates the process of communicating the post. Users often say that blogs are used for users to justify their transactions. They go online and get comments written by bloggers about the product that they would be willing to purchase, and they ask blogs and other readers with the aid of blog networking resources to help them determine.”

## **8. Findings**

The current Study findings reveals that the posts and blogs have a powerful influence on the actions of young people, it is both a good development in the business and a detrimental one. When the user is pleased with the product, forums will be used for consumers to give infinite amounts of people a post regarding the positive experience. The consumers could speak about the product without forums, but more with friends, restricting to a very limited proportion the number of potential buyers. And businesses will get an understanding about what they have learned and what they need to change through blogging about feedback on forums, to get the customer's point of view. It is crucial to remember that a variety of businesses in the fashion industry appreciate and understand how blogs may affect their target buyers, as well as consider an effective means of selling their goods. Via these suggestions, the confidence of the product and consumer satisfaction may be created by participating in association with a blogger and implicitly engaging the target community of consumers in the business.

## 8. Limitations and Future Scope

The limitations of the current research can be related to the fact that only female respondents have been chosen for the purpose of this research also the choice of social media platform studies is Instagram. The further studies can take into account the impact of the influencers on other social media platforms and the change in sample size can also be considered in order to gain significant confidence levels conforming the validity of the study. Also, the demographic changes (Gender, Age etc.) can considering the sample size for the study.

Further studies can also look at the impact of influencers in creating brand loyalty amongst its viewers. Considering the fact that Instagram now is much more B2C than B2B in terms of its audience reach, also considering the role that the current users can too become an influencer and the impact of the same on the individual businesses.

## 9. Discussion

The study conducted above has examined the impact of social media marketing in particular presence of influencers on Instagram on customer relationships and purchase intention. Research objectives as well as hypotheses were developed to meet the purpose of the study and the findings recorded. Findings indicate that luxury fashion brands' SMM is a significantly effective marketing medium. Social media marketing success depends on five properties: entertainment, customization, interaction, word of mouth, and trend. The results show that the younger generation is easier to engage on Social Media platform like Instagram. This is mainly due to the entertainment factor as well as opportunity for interaction which many other platforms lack. Therefore, the platform is better suited to influence purchase intention and customer relation. These results correspond to a DEI Worldwide report that states that consumers make a purchase decision based on the information posted on social media sites, and consumers using those sites pass along information to others (DEI Worldwide, 2008). Another interesting pattern was observed. Based on age and maturity level, different forms of media attracts people. For example, in the study, the youngest group of respondents were most attracted to videos. The next group of women aged 15-20 seemed most intrigued by pictures of apparels and the group aged 20-25 by texts. For corporates, understanding the psychology of their primary customer base is imperative because they can capitalize on the opportunity. Lastly, but perhaps most importantly, the same show does not fit everyone. Not everybody prefers influencers on Instagram and targeting them via other platforms would garner better results. As seen in the study, women aged 15-20 look up to brand influencers. The same holds true for those in 20-25 age bracket. The generation Z which was born in a tech savvy world, prefer Social Media platforms. But millennials aged 25-30 prefer celebrity influencer having grown watching the actors on the big screen. Women aged 30 and above, the most influential are bloggers.

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