

# IMPACT OF INSTAGRAM INFLUENCERS ON CONSUMER BUYING BEHAVIOR ON APPARELS IN PUNE

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## RESEARCH ABSTRACT

*This study assesses the impact of Instagram influencers on the buying behavior of consumers, considering the apparel section. The study used the quantitative approach to collect data through questionnaires-based survey. The collected data was analyzed through stepwise regressions. Results indicated that Instagram influencers have significant effects on the buying behavior of the consumers.*

**Keywords:** *Influencers, Instagram, Social Media influencers, Product match-up, Meaning Transfer*

## 1. INTRODUCTION:

Influencer marketing features the use of influencers to propel a brand's message to reach the target market. In this age of the internet, social media influencers have developed as a third-party endorser. Leveraging on a surplus of social media platforms like Facebook, Instagram, Twitter, and YouTube and many more. Social media influencers are using this platform to promote the brand and create awareness among the people. Social media influencers do connect with their followers on regular basis and keep them updated about the latest information.

In marketing, the endorsement does play a vital role to achieve a good reputation in the market and to achieve the goals. In recent years, social media influencers have ascertained themselves as potential endorsers in the market by creating more awareness as compared to other marketing tactics like celebrity endorsement and are cost-efficient and effective marketing trends.

The principle of influencer marketing is followed as the companies invite social media influencers such as bloggers who have thousands of followers in their social media accounts and who can become their brand ambassador. Messages which is been given by social media influencers are often distinguished as more reliable to consumers and are reported to be more likely to follow their chosen influences suggestions. As compared to celebrity endorsement promotion strategy, the use of social media influencers is regarded as more dependable, honest, and up-to-date due to their amiability in building compatibility with users, especially for businesses that target the younger generations.

## **2. LITERATURE REVIEW**

### **Chapter 1. Instagram**

The first chapter gives us information about how Instagram evolved as the best social media platform to promote the business and to connect with the audience.

Instagram is a mobile photography application, which was launched in 2010 by Systrom and Krieger, which was then acquired by Facebook for one billion dollars in 2012. In 2013, Instagram was observed as the “fastest-growing media among mobile-savvy users” (Abidin, 2015). In 2016, it brought 1.53 billion dollars in mobile ad revenues, which is 8.4% of Facebook’s global mobile ad revenues. Over 80% of the Instagram users live outside the United States, while the mobile ad revenues are much higher in the United States than externally. In 2017, 2.3 billion dollars were brought in by mobile ad revenues in the United States, while only 0.71 billion dollars were brought in outside this region. This difference in trend seems to remain stable in the following years (Brooke, 2017).

### **Chapter 2. Using Instagram as a Marketing-tool**

Most of the brands do have a professional Instagram profile to communicate directly with their followers. In this second chapter, we introduce another way for companies to use Instagram as an effective marketing tool: “Influencer Marketing”.

A study was conducted in the United Kingdom that revealed 70.7% of brands were using Instagram in 2017 and these companies post on average 4.9 times a picture per week. Business Insider reports that more than 90% of Instagram users are under the age of 35. This makes it a very attractive social medium for brands focused on the 18- to 34-year-old target group. Facebook is restricting fan base access to companies increasingly that is one of the reasons that companies find their way with Instagram, which offers an image-based storytelling capability, more than any other platform.

### **Chapter 3:**

#### **3.1 Instagram Influencers**

In this chapter, one can understand the concept of influencers. An influencer is a person who is famous to a niche group of people” (Marwick, 2013, in Abidin, 2016). An Instagram influencer has established credibility in a specific niche, sector, or industry, because of his or her reach and authenticity. This user has access to a large audience, can persuade others, and creates trends on social media. Hence, for these people, taking pictures of their daily life has become a commercial business. They do this on blogs, but nowadays, increasingly on Instagram. Commercial lifestyle bloggers are in general young women, between 18 and 35 years old and their followers are on average 70% female, between 15 and 35 years old (Abidin, 2015).

Fashion Blogs play an important role in influencing the consumer to buy the product because they are usually maintained by an individual or business with regular entries of commentary, description of events, or other material such as graphics or video. From 2011 fashion blogging has become famous, blogs often cover the industry, personal style, reviews of clothing items, and collections. Fashion bloggers have to maintain their account with very high status of legitimacy and those with large followings have power in the fashion world. People want to keep themselves with upcoming fashion trends, so they follow these influencers on Instagram.

People follow Instagram Influencers because they find them more connected to them as influencers are expected to give real reviews about the product.

### 3.2 Selecting Influencers



**Figure 1**

Selecting a proper influencer to promote the brand plays a very vital role because that influencer becomes a public face who represents the brand company. Some profiles have a huge number following followers, while some are very popular in a niche category of followers. For certain profiles number of followers does not play an important role because they have a strong influence on their followers. They can reach various social groups in a brand's target audience.

Seeking for influencers is a responsibility, associations and public relations agencies consider several factors. The greater number of followers is considered to get more reach. Nevertheless, this number is not always guaranteed. Some profiles pay to get more followers, fake followers, in that case, to get the "engagement rate", or "authorization". This is a percentage that exhibits the number of "real" followers a profile has (Gilbreath, 2017).

### Chapter 4:

Factors that has impact on consumer buying behaviour:

#### 4.1 Source Credibility:

A trustworthy influencer does have a positive impact on the follower's perception. Loyalty and expertise are the two important things that play a vital role in source credibility.

Influencers can affect views, feelings, emotions, and behaviors of the customers. Influencers do have a positive impact on attitude as well as on purchase intention. Honesty describes influencers fame, believability, and faith. Influencers who are recognized as highly trustworthy and experienced would direct to customers disregard towards the advertisement information, resulting in greater recognition of the addressed message. Similarly, Instagram influencers who are highly expertise and trustworthy are viewed as being more influential on their followers' behavior's. So credible source acts as an important factor.

#### 4.2 Source Attractiveness:

The physical attractiveness has a high impact on consumers to attract them and to increase the impact rate of getting accepted through advertising made by the influencers. Source attractiveness directs on influencers physical traits or attributes. Much past research has found that there is a positive relationship between source attractiveness and consumer attitude to make a purchase decision. Source attractiveness directly has an impact on the advertisement. An engaging influencer can have more conversion rate for the products. Influencers with more attractive appearance are more tending to capture followers' attentiveness and that has an impact on consumer purchasing behavior.

#### 4.3 Product Match-up

The most important is the relation between the product and endorser, if the relationship

between them is good then the results are expected to be excellent. A suitable fit between an endorser and the brand can serve as a triumphant marketing tactic. As influencers are the spokesperson of the brand, they must create a proper match between the products and customers. The customers should feel a match with the product which influencer is promoting on social media that will affect the purchase intention of the consumers, that will strengthen the results of the advertising.

#### **4.4 Meaning Transfer**

The impact of an advertisement is made through the meaning transfer by the process, whereby an endorser's effectiveness usually relies on the capabilities to convey the meaning of the product adjacent to the advertisement manner. The endorser has to make sure that the meaning is been conveyed to the buyer in a conventional way concerning the product so that the consumer understands the product and thinks about buying the product. The meaning transfer makes a huge difference while making a purchase decision because if the customer does not have proper knowledge about the product or service, the buyer will not buy the product. Marketers do believe that buyers tend to consume products which are subscribed by their favorite influencer. The influencers blend with products, leading to outcomes that will result in the product's opinion. So, there is a distinct correlation between consumers' buying purpose towards brands validated through meaning transfer.

#### **4.5 Electronic word of mouth (e-WOM)**

Electronic word-of-mouth (e-WOM) is a positive or negative statement which is made by the buyers about a product or the band. It is part of digital marketing, which increases the popularity of the brand among the consumers.

Now, buyers, and primarily youngsters are becoming more conscious of products or services they acquire and utilize. Before making a purchase decision they often look for customer reviews, rather than depending simply on the product advertisement itself. So, here word of mouth plays an important role to make a purchase decision, word-of-mouth helps to create positive feelings about the outcomes and services, which helps to create a good image in market. Providing support—such as tips, data, and reports—gives the customers an easy means of receiving information about the company while building the brand.

### **PROBLEM STATEMENT**

One of the newest forms in Digital Marketing nowadays is the use of social influencers, especially through the social media platform Instagram. It is a combination of e-WOM and product placement. It is a very subtle way of advertising, and that is why it seems to work so well. The questions that therefore arise is: **Do Instagram influencers really impact the consumers buying behavior?**

### **RESEARCH OBJECTIVE**

#### **PRIMARY**

1. To study how Instagram influencers, impact the consumer buying behaviour on apparels in Pune.
2. To identify the factors that attract consumers towards Instagram influencers.

#### **SECONDARY**

1. To understand consumer attitude while buying apparels on Instagram.

**HYPOTHESIS:**

**H1:** There is a significant impact of Instagram influencers on the consumer buying behavior on apparels in Pune.

**H2:** Factors have a significant impact on attracting consumer towards Instagram influencers.

**3. RESEARCH METHODOLOGY**

Research Design	Descriptive Research
Research Type	Primary & Secondary Research
Data Collection Method	Survey Method
Primary Data collection Instrument	Questionnaire
Sampling methods and techniques	Convenience Sampling
Sample Size:	158

**4. DATA ANALYSIS & INTERPRETATION:**

Software used: MS Excel and SPSS

Statistical Tools/Technique used: Reliability Analysis, Multiple Linear Regression, Cross tabulation.

**Reliability Test**

Case Processing Summary			
		N	%
Cases	Valid	151	96.2
	Excluded <sup>a</sup>	6	3.8
	Total	157	100.0
Table 4.1			

Reliability Statistics	
Cronbach's Alpha	N of Items
.903	17
Table 4.2	

**Inference:** From Table 4.2, we can see that Cronbach's alpha is **0.903**, which indicates a

high level of internal consistency for scale with this specific sample.

### Hypotheses Testing:

To check the impact of Instagram influencers on consumer buying behavior, the factors which we have considered are **Research products, Purchased an item because of an Instagram influencer, Instagrammers' reviews of products, Click on provided link, Trust the recommendation of Instagram influencers.**

### Regression

Model Summary								
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics			
					R Square Change	F Change	df1	df2
1	.787 <sup>a</sup>	.619	.606	.459	.619	47.079	5	

**Table 4.3**

**Inference:** The R Square value indicates that 61.9% of the variance in impact of Instagram influencers can be predicted from the independent variables.

ANOVA <sup>b</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	49.620	5	9.924	47.079	.000 <sup>a</sup>
	Residual	30.565	145	.211		
	Total	80.185	150			
a. Predictors: (Constant), Trust the recommendation of Instagram influencers], Instagrammers' reviews of products, I have purchased an item because of an Instagram influencer, Research products, Click on provided link						
b. Dependent Variable: Instagram has an influence on my behaviour						

**Table 4.4**

**Inference:** The p-value associated with this F value is very small (0.00) these values are used to answer the question “Do the independent variables reliably predict the dependent variable? The p-value is compared to your alpha level (typically 0.05) and, if smaller, you can conclude “Yes, the independent variables reliably predict the dependent variable”. So, we can say that the group of independent variables can be used to reliably predict the impact of Instagram influencers (the dependent variable).

<b>Coefficients<sup>a</sup></b>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.008	.129		7.815	.000
	Research products	.082	.042	.133	1.950	.051
	I have purchased an item because of an Instagram influencer	.095	.041	.151	2.339	.021
	Instagrammers' reviews of products	.123	.049	.155	2.508	.013
	Click on provided link	.229	.050	.333	4.610	.000
	Trust the recommendation of Instagram influencers	.180	.050	.251	3.595	.000
a. Dependent Variable: Instagram has an influence on my behavior						
<b>Table 4.5</b>						

**Inference:** From **Table 4.5** it can be observed that the sig. value for Research Product is 0.051 which is less than 0.05 ( $0.051 > 0.05$ ), thus we fail to reject null hypothesis and we can say that there is no significant effect of Research product on buying behavior. Similarly, if we observe, for purchased an item because of an Instagram influencer sig. value is ( $0.021 < 0.05$ ), thus we reject null hypothesis in this case, and it can be inferred that this factor has a significant effect on buying behavior. Now, for Instagrammers' reviews of

products the sig. value is ( $0.013 < 0.05$ ), thus we reject null hypothesis in this case also and thus it is proved that there is significant effect of this factor on buying behavior. Also for other factors like Click on provided link, better offers, Trust the recommendation of Instagram influencers sig.value  $< 0.05$  so we reject null hypothesis in these cases.

### CHI-SQUARE TEST

Factors	Pearson Chi-Square	Comments
Research Product	-	-
Click on provided link	.000	Significant.
Trust the recommendation of Instagram influencers	.000	Significant.
Instagrammers reviews of products	.000	Significant.
Purchased Item.	.000	Significant.
<b>TABLE 4.6</b>		

**Inference:** On the four factors which where  $< 0.005$ , we have applied cross tabulation and we have observed its Pearson chi-square value, its p-value is less than .05. Hence we can say that there is a significant impact of Instagram influencers on the consumer buying behavior of apparels in Pune. Hypothesis 1 is been accepted.

### Factor Analysis

(From here we will see the data analysis of second hypothesis)

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.737
Bartlett's Test of Sphericity	Approx. Chi-Square	151.056
	df	10
	Sig.	.000
<b>Table 4.7</b>		

**Inference:** The Kaiser Meyer Olkin value has come 0.737 that means we can apply factor analysis on this data. It should be above **0.5**, to perform factor analysis.



The factors which we have considered are **Source Attractiveness, Product Match-up, Source Credibility, Meaning Transfer, Electronic word of mouth.**

<b>Communalities</b>		
	Initial	Extraction
Source Attractiveness (physical appearance of influencer)	1.000	.619
Product Match-up(you get what are you looking for in their profile)	1.000	.636
Source Credibility(genuine profile)	1.000	.543
Meaning Transfer(Influencer is able to deliver himself/herself and brand properly)	1.000	.891
Electronic word of mouth(heard about influencer)]	1.000	.691
Extraction Method: Principal Component Analysis.		
<b>Table 4.8</b>		

<b>Total Variance Explained</b>							
Component		Initial Eigenvalues			Extraction Sums of Squared Loadings		
		Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
dimension0	1	2.370	47.394	47.394	2.370	47.394	47.394
	2	1.009	20.186	67.580	1.009	20.186	67.580
	3	.639	12.775	80.354			
	4	.570	11.391	91.745			
	5	.413	8.255	100.000			
<b>Table 4.9</b>							

<b>Component Matrix<sup>a</sup></b>		
	Component	
	1	2
Source Attractiveness (physical appearance of influencer)	.694	-.370
Product Match-up(you get what are you looking for in their profile)	.785	.140
Source Credibility(genuine profile)	.733	.076
Meaning Transfer(Influencer is able to deliver himself/herself and brand properly)	.321	.888
Electronic word of mouth(heard about influencer)]	.795	-.243
Extraction Method: Principal Component Analysis.		
a. 2 components extracted.		
<b>Table 4.10</b>		

<b>Rotated Component Matrix<sup>a</sup></b>		
	Component	
	1	2
Source Attractiveness (physical appearance of influencer)	.773	-.144
Product Match-up(you get what are you looking for in their profile)	.707	.369
Source Credibility(genuine profile)	.676	.293
Meaning Transfer(Influencer is able to deliver himself/herself and brand properly)	.039	.943
Electronic word of mouth(heard about influencer)]	.831	.007
Extraction Method: Principal Component Analysis.		
Rotation Method: Varimax with Kaiser Normalization.		
a. Rotation converged in 3 iterations.		
<b>Table 4.11</b>		

**Inference:** From the factor analysis test the two most significant components are been selected those are **Electronic word of mouth** and **Meaning transfer**. And on these two components Cross tabulation is been performed.

Chi-Square Tests				
	Value	df	Asymp. Sig. (2-sided)	Factor
Pearson Chi-Square	65.059 <sup>a</sup>	16	.000	Electronic word of mouth
Pearson Chi-Square	18.654 <sup>a</sup>	8	.017	Meaning transfer
a. 16 cells (64.0%) have expected count less than 5. The minimum expected count is .01.				
Table 4.12				

**Inference:** The Cross tabulation have been applied on the both two components which where most significant via factor analysis and the result which we got is that the coefficient of both the component is statistically significant because the Pearson chi-square value is less than .05. That means our second hypothesis is been accepted.

Hence, Factors has a significant impact on attracting consumer towards Instagram influencers.

#### Summary of Hypotheses results

Hypotheses	Result
There is a significant impact of Instagram influencers on the consumer buying behavior on apparels in Pune	Reject Null Hypothesis.
Factors have a significant impact on attracting consumer towards Instagram influencers	Reject Null Hypothesis.

#### SECONDARY OBJECTIVE:

To understand consumer attitude while buying apparels on Instagram, cross tabulation has been done on the following factors and the significance value justifies the attitude affects the consumer buying behavior.

The factors which where consider are **Trust the recommendations, Trust Instagram influencers more than celebrities, Easy to relate, More followers more trust, Perception of their credibility.**

Factors	Pearson Chi-Square	Comments
Trust the recommendations	.000	Significant.
Trust Instagram influencers more than celebrities	.000	Significant.
Easy to relate	.000	Significant.
More followers more trust	.000	Significant.
Perception of their credibility	.000	Significant.
<b>Table4.12</b>		

**Inference:** The coefficient for all the independent variable is statistically significant because all the Pearson chi-square value is less than .05, So with these we understand the consumer attitude while buying apparels on Instagram and all these attitudes do matter while purchasing on Instagram.

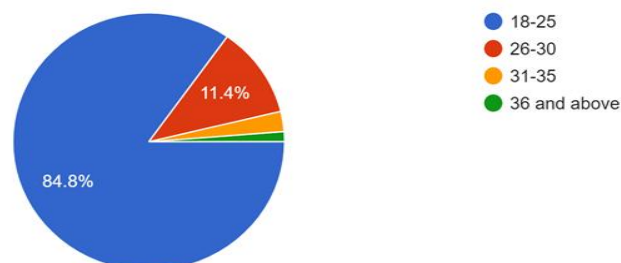
## 5. RESULTS AND DISCUSSIONS

### 5.1 Finding and Recommendation

1.It was found that the age group people who are above 30 are less involved with the Instagram influencers, so the company (brand) and the influencers should come up with exciting offers for these users get make their involvements.

Please indicate your age

158 responses



**Figure 2**

2. It was found that the factors i.e. Purchased Item, Instagrammers' reviews of products, Click on the provided link, Reliable source of information and trust the recommendation of Instagram influencers have impact on the consumer buying behaviour.

3. **Recommendation** for the same, as it was found that the research product lies into insignificant scale because of few points ,so the influencers and the Brand company could focus on that factor.

4. It was found that the factors that attracts the consumer towards Instagram influencer, respondents were asked questions based on 5 factors that included Source Attractiveness, Product Match-up, Source Credibility, Meaning Transfer, Electronic word of mouth.

### 5. Recommendations

A. Trust plays a very important role while making a buying decision, so company should select the influencers who retain the trust of the followers and belong to the same field.

B. To promote more the brand and the influencers can have the communication with the followers, so that the consumer/followers connect to them.

### 5.2 Discussion

Trust plays a very important role while making a purchase decision so the brand company and the influencers should build trust among the customers/followers on the Instagram account because by building trust between influencer and customers, one is establishing better work ethics in your customers, improving business's reputation and, most importantly, one is providing something of worth to the customers. Here is why you need to build trust, and the best business processes to do so.

### 5.3 Limitation

In this study, the data should primarily be based on a larger sample size to explore this topic and ultimately produce highly extensive results. The respondents' backgrounds were also a restricting factor, as they were predominantly teenagers with minimal income. Therefore, they may not be a good predictor of purchasing power. Future studies should expand to a wider range of millennial consumers, and potentially other generation cohorts to achieve a set of more credible findings. In addition, respondents Questionnaire answers were generally based on their prior purchasing experiences. As an example, respondents with previous positive or negative purchasing experience could inevitably influence their attitudes and purchase intentions. This could lead to a high probability of bias in the questionnaire answers, hence highly impacting the collected data.

### 5.4 Conclusion

The goal of this research was to determine how consumer buying behaviour is affected by social influencers on Instagram, considering apparel. We did this with the help of some factors that we thought would affect the consumer while making a buying decision. Additionally, we studied which are the factors that the consumer is looking for while they are following an influencer on the Instagram platform of their interests. Moreover, we studied their attitude towards influencers on Instagram. One of our objectives was researching the attitudes of the consumer, what is their attitude while buying the products suggested by the influencers. The literature review provided theoretical fundamental and interesting theories regarding this topic. During the qualitative phase, we were able to compare these theoretical findings with practical opinions of potential consumers, we created two hypotheses related to the impact on Instagram and proved those hypotheses by applying reliable test.

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