

A STUDY ON EFFECTIVENESS SOCIAL MEDIA INFLUENCER MARKETING IN THRISSUR

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ABSTRACT

The internet has become much more personal since social network sites (SNS) were introduced and embraced by the masses. Since their introduction, social networking websites have attracted millions of users, many of whom use these sites daily. Its excessive usage can influence physical health of their users. Social media has expedited unparalleled growth in human interaction in modern Times this new media has got the attention of organisation communication and individuals through their ability to facilitate the collaboration of virtual communication and to provide a environment for mutual sharing and interaction the adoption of social media for advertising by comporations worldwide is on the rice many corporation today have official Facebook pages Twitter accounts as well as corporate blogs . All these are science that social media has become a vital part of consumers daily lose as well as date today operations of corporate organisation the study also to provide insights of all social media use of generation of consumers

I. INTRODUCTION

Influencer marketing can be defined as a form of marketing in which focus is placed on specific key individuals rather than the target market as a whole. Traditionally, when people think of influencer marketing, they think of a celebrity appearance in a TV commercial or a famous person posed on a billboard along a highway. Companies hope that by showcasing people of interest to their target markets, consumers will be more inclined to try the product or service that the company offers. As media and technology have become more advanced, companies can choose from a range of options in outlets to market their products. These options have also led to the evolution of social media influencer marketing. Influencers truly serve as the ultimate connection between a brand and a consumer. Through their candidness and openness with consumers, influencers have high social clout and credibility, which is what makes the phenomenon so successful. Where traditional marketing targeted mostly mass audiences, influencers have the unique ability to target niche audiences that have until now been unreachable.

OBJECTIVES OF STUDY

- To find customers' attitude towards social media influencer marketing
- To analyze the type of product mostly purchased due to social media influencer marketing.
- To predict the future trend of social media influencer marketing.

II. REVIEW OF LITERATURE

1. Farivar, Wang and Yuan (2010) in the study "Opinion leadership vs para social relationship: key factors in influencer marketing" provided a comprehensive understanding of the effects of the two key constructs by combining and comparing in a model with moderators of post characteristics and correspondent inference. The study identified that in influencer marketing, parasocial relationships are more prominent over opinion leadership in affecting followers' purchase intention.
2. Jalilvand, Karchizadeh and Samiei (2010) has conducted a study which provides a theoretical framework of electronic word of mouth. The study revealed that customers are going online in increasing numbers and that in their electronic universe, these consumers are exposed to and are influenced by many sites devoted to the selling or discussion of products or service. In conclusion, the new breed of electronic intermediaries does not provide face to face contact and diminishes the power as opinion leaders.
3. Tejavibulya and Eiamkanchanalai (2011) studied the impact of opinion leaders towards purchase decision engineering under different types of product involvement. The study identified that opinion leadership is a strong factor causing a purchasing decision, but it does have an equal weighting on the purchase decision of

opinion seekers. The consumers' purchase decision also varies due to different cultural backgrounds. In conclusion, the study reveals that different types of products require different marketing techniques.

4. Barreda, et.al (2015) conducted a study on generating brand awareness in online social networks. The study results indicate that building brand awareness in online social networks increases word of mouth traffic, and it is important to create a virtually interactive environment, enabling users to exchange reliable, rich and updated information in a timely manner to foster brand awareness in social networks.

5. Isosuo (2016) examined the factors that affect how the followers of chosen influencers perceive content marketing in the study "Social media influencer marketing". The study concluded that social media brings influencers closer to their followers as influencers are regarded as peers and their opinion is valued.

III. RESEARCH METHODOLOGY

Research methodology and systematic study in some field of knowledge which undertakes to facts of principles, the study is to analyst the effectiveness of social media influencer marketing among the students.

RESEARCH DESIGN

The study will analyse the popularity of effectiveness of social media influencer marketing among the students this discusses the method used in gathering the necessary information and procedure for collection of analysis of data collected

AREA OF STUDY

The study is under taken in Thrissur

SAMPLE SIZE

Sample size measures the number of individual samples measured or observation used in a survey as sample size of 70 respondents was taken to conduct of study

SOURCE FOR DATA COLLECTION

Primary data or those collected by the researcher directly from the source of the interview survey etc the primary data was collected from 70 response using a structured questionnaire

Secondary data is research data that has previously been gathered and can be assessed by researchers secondary data for his study was also collected through secondary data such as internet

SAMPLE TECHNIQUE

The sampling techniques used for the project is convenience sampling method convenience sampling is a type of nonprobability sampling method that releases data collection from population members who are available to participate in the study.

STATISTICAL TOOLS

Percentage analysis

FREQUENT USAGE OF EFFECTIVENESS OF SOCIAL MEDIA INFLUENCER IN MARKETING IN THIRUSSUR

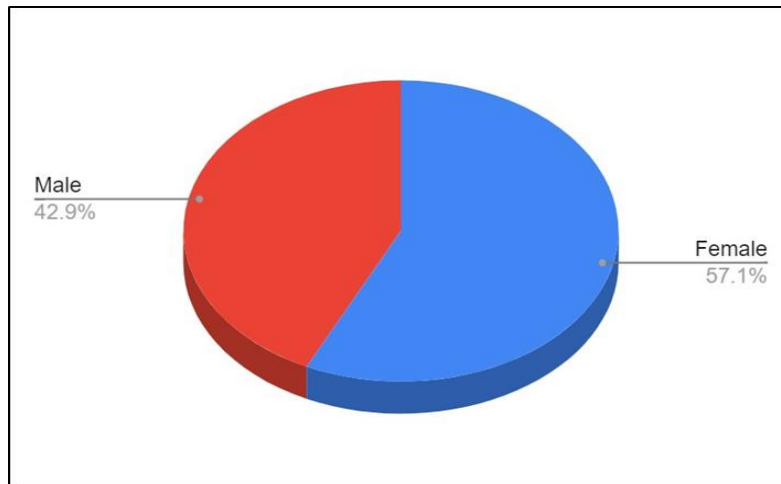
1. Classification on the basis of gender

Particulars	Frequency	Percentage
Male	30	42.9%
Female	40	57.1%
Transgender	0	0.00%
TOTAL	70	100%

Interpretation

From the table only 42.9% of the respondents belong to the male category whereas 57.1% of respondents are belonging to the female category. No respondents are from transgender category.

Classification on the basis of gender



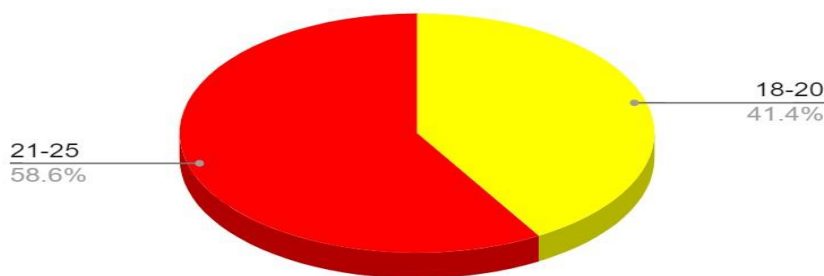
2. Classification on the basis of age

Particulars	Frequency	Percentage
18-20	29	41.4%
21-25	41	58.6%
25-30	0	0.00%
TOTAL	70	100%

Interpretation

From the table it is clear that 41.4% of the respondents belong to the age between 18 to 20 years and 58.6% of the respondents belong to the age between 21 to 25 years. None of the respondents were of the age between 26 to 30 years.

Classification on the basis of age



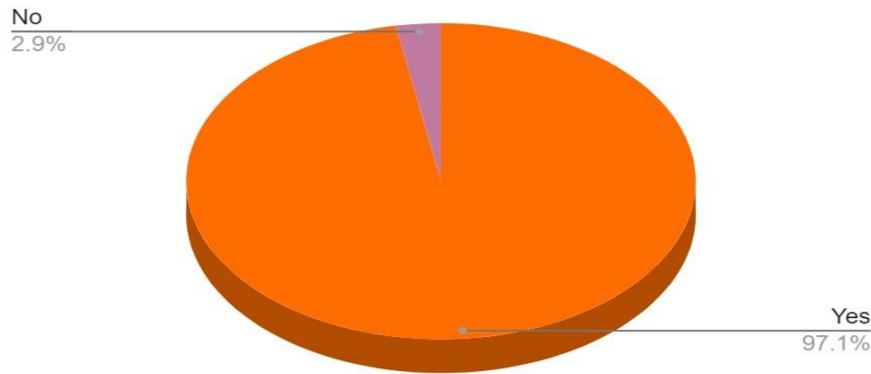
3. Instagram users

Particulars	Frequency	percentage
Yes	68	2.9%
No	2	97.1%
TOTAL	70	100%

Interpretation

From the table 97.1% of the respondents have an Instagram account, while only 2.9% of the respondents are not Instagram users.

Instagram users

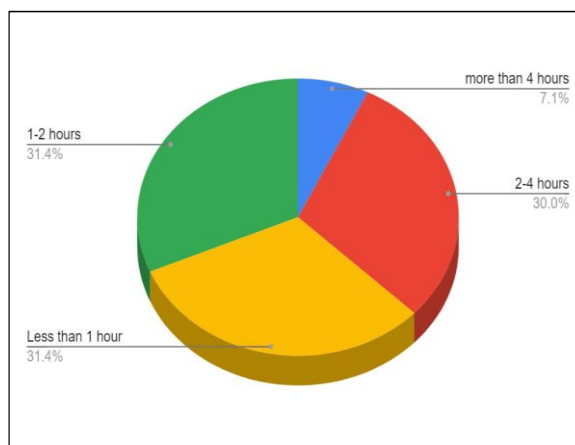


4. Instagram usage time

Particulars	Frequency	Percentage
Less than 1 hour	22	31.4%
1-2 hours	22	31.4%
2-4 hours	21	30.0%
More than 4 hours	5	7.1%
TOTAL	70	100%

Interpretation

From the table it is clear that respondents who use Instagram for less than 1 hour, respondents who use Instagram for 1 to 2 hours and respondents who use Instagram for 2 to 4 hours are almost equally distributed by 31.4%, 31.4% and 30.0% respectively. Only 7.1% of the respondents use Instagram more than 4 hours.



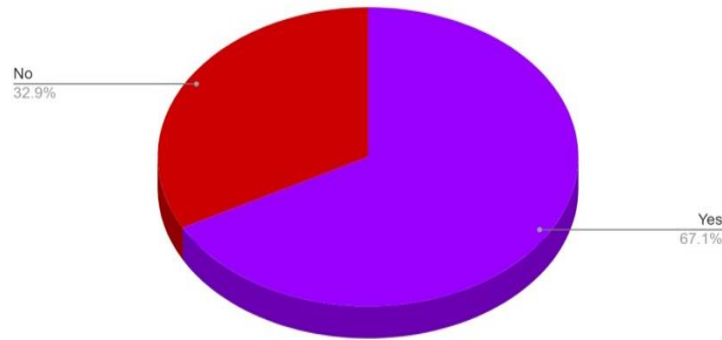
5. Respondents who prefer influencer posts over company advertisements to gain knowledge about products

Particulars	Frequency	Percentage
Yes	47	67.1%
No	23	32.9%
TOTAL	70	100%

Interpretation

From the table it is clear that 67.1% of the respondents agree that they gain more knowledge about a particular product or brand through influencers’ posts over company’s advertisement. Only 32.9% of respondents disagreed to this statement.

Respondents who prefer influencer posts over company advertisements to gain knowledge about products



IV. FINDINGS

1. Among the respondents, the majority of youth use Instagram
2. Most of the respondents spend a minimum of 1 to 2 hours on Instagram per day. Only a few of the respondents spend over 4 hours on Instagram per day.
3. Among the respondents, majority of youth follow atleast one social media influencer on Instagram. Among the 70 respondents, 28 follow over 10 influencers on Instagram.
4. It is clear that, over 68% of respondents would recommend their favorite Instagram influencers to other people.
5. Over 61% of the respondents are in favor to know more about a particular product when introduced by an influencer on Instagram.
6. 38% of respondents would think about buying the product when it is introduced by an influencer.
7. Majority of respondents are indifferent to purchase a product when introduced by an influencer.
8. Over 30% of respondents claim to be not influenced by Instagram influencers to purchase products. Although majority of the respondents stays neutral to that statement.
9. More than 45% of respondents are in favor to discuss about products with others when introduced by their favorite influencers.
10. It is clear that, 85% of respondents are sometimes interested to watch product promotion videos done by Instagram influencers. 10% opted to always watch such videos and 4.3% opted to never watch product promotion videos.
11. Majority of the respondents prefer influencer posts/videos over company posts in order to gain new knowledge about a particular product.
12. 60% of respondents trust product recommendation when done by influencers over companies.

V. SUGGESTIONS

1. Companies collaborating with social media influencers would be a great way to increase the media coverage for a product.
2. Choosing the right influencer is significant in order to create an attachment or relation with a particular group of people to influence their purchase behavior.
3. Collaborating with big time celebrities to promote products would be far more expensive than regular, nano or micro influencers with whom the regular non celebrity people could relate with.

VI. CONCLUSION

The purpose of this study is to analyze the effectiveness of social media influencer marketing among the youth. The study was undertaken with a specific aim of studying and analyzing the impact of social media influencers on the purchasing behavior among the youth in Kerala with special reference to Thrissur Municipal Corporation. According to the research, social media influencers have a great role in influencing the behaviour of consumers in the virtual environment, particularly on the consumer who is about to make purchase. Before the rise of social media influencers, advertising to consumers was one-sided. Before the days of social media, a consumer could only see a product through print advertisements, billboards, radio ads, and television commercials. Today, a consumer now can interact with a product through social media. Watching a trusted source, such as a favoured influencer, use a product allows consumers to feel as if they are making a more informed decision when making a purchase. Through research, it is evident that social media influencer marketing has, in fact, changed the way companies interact with consumers in a positive way. The success of social media influencer marketing is expected to be due to its two-way communication between the influencers and consumers.

VII. REFERENCE

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