
Consumer Behavior and the Role of Influencer Marketing On Purchase Decisions

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The rapid evolution of information communication technologies in the last two decades set a new pace in the every aspect for our society including marketing. This advancement of the digital sphere moves along with strategic growth of marketing space. Traditional marketing strategies have been redefined to move along with digital innovation. Not too long-ago, marketing mainly consisted of newspaper ads, TV, and radio commercials. As information became more available with Internet access and as people started spending more time online, businesses world over are slowly coming to terms with the fact that the future lies in the digital age and the various platforms that come with it. The internet has become one of the easiest and cheapest ways to do business currently. This has been precipitated by various social media platforms such as Google search engines, LinkedIn, Twitter, Instagram, Facebook, and many more. This is because the internet age has made the world become a global village, whereby, one can access information from any parts of the globe wherever they are. As information became more available with Internet access and as people started spending more time online, digital marketing assumed greater importance. Digital marketing is becoming a compelling need for both start-ups and giant corporations. More and more brands are using online media to promote their services by means of digital marketing as it not only enhances sales volumes but creates a unique opportunity for brands to personally engage with customers, which is not the case with traditional advertising.

Being online is great, but it comes with challenges. Unlike traditional advertising, the digital marketing landscape levels the playing field as everyone has the online opportunity. With this form of marketing, your competition is no longer local or isolated by region as you're suddenly competing with businesses halfway around the world and across the country through online media. Brands are faced with digital marketing competition given that their competitors are online as well. Instead of competing for billboard space or even air time on TV, they are competing for page space. Google, Facebook, Instagram, twitter and everywhere else their target market spends time online, sw is full of advertisements. Suddenly, brands are competing for attention not only with their competitors but with unrelated brands. To make profits, stand out and stay ahead, Marketers are tasked with developing a digital marketing strategy that is robust and keeps them ahead of their competitors. Digital marketing is all about creating a message that your target market will connect with and making sure it is served to them. To build a brand's perception and reach, the brand has to build a digital marketing strategy that involves knowing where their target audience is, knowing when they are there and being there at that time. A rapidly growing branch of digital marketing that helps digital marketers achieve this is Influencer Marketing also known as influence marketing.

Statement of the problem

As can be stated theoretically and on empirical investigations from other author's, the role of influencers in digital marketing communication is widespread but is not backed by enough empirical evidence. This research will enable brands to identify right influencer motives, right influencers and type of endorsement to be used in various stages of consumer buying process. This research will reveal factors which affect consumer attitude and perception like experience, trustworthiness, and credibility to assess this form of marketing. An important area to be explored is the impact of sponsored content and their disclosures.

Objectives of the study:

1. To examine the conceptualization of the impact of product endorsements by social media influencers on consumers' buying decision.
2. To examine consumer behaviour and the impact of Influence on purchasing decisions in Cameroon.

Literature Review

According to Peter Drucker (1954) the basic function of marketing is to attract and return customers at a profit. Therefore businesses need to update their marketing skills each day to meet up with the innovations of the market place. The learning of this statement is on three fold. Firstly, it places marketing in a central role for business success since it is concern with the creation and retention of consumers. Secondly, it implies that the purpose of marketing is make profit from consumers. Thirdly, it is a reality of commercial life that is more expensive to attract new customers than to retain existing ones. It cost seven times as much to acquire a new customer as it cost to get a current customer to buy from a seller again.

The way people communicate with each other has typically changed since the advent of the internet (Mortoe, 2018). People from different parts of the world can exchange information, ideas, and opinions about almost every possible topic without the restrictions and boundaries that had previously existed (Schäfer & Taddicken, 2015). ICT gadgets like the mobile phone have moved from being entertainment objects to becoming advertisement platforms where people can attract customers towards a particular product or service. Paul Kagame, President of Rwanda, said during the Connect Africa Summit, October 29, 2007: "In 10 short years, what was once an object of luxury and privilege, the mobile phone, has become a basic necessity in Africa". A necessity not just for households but an establishment upon which individuals are building brands. This shows how much evolution of ICT gadgets and the internet has changed marketing and advertising. The validity of this accession stems from online networking, which has changed how businesses speak with potential and existing customers.

The rapid evolution of information communication technologies in the last two decades set a new pace in the every aspect for our society including marketing. In today's world, the internet has opened the gateway of tremendous digital marketing opportunities for businesses. Hence bringing a new concept called digital marketing. The international telecommunication union in its 2021 report established that there are 4.9 billion internet users in the world. This means 63% of world's

population is connected to the internet. A 17% increase from 2019. These figures show how much people are taking advantage of freedom to communicate. The exponential rise in internet use goes along with rapid rise in adoption of social media by internet users. This is because social media gives different possibilities for new marketing efforts where there is a more focused and targeted approach, through the segmentation of a specific audience which is expected to be interested in the product or service that is presented– hence digital marketing (Hoffman & Fodor, 2010). By utilizing different channels of digital marketing, businesses will not only share their product and services online; additionally, they can gain clients for their business, entice them and can convert them to boost their return of investment (ROI). Therefore, internet has crushed down the dominance of traditional media (radio, television and print) in the marketing sphere. In the past people would depend just on airtime or print space to market or advertise their products. Consumers would have knowledge on products based on what was served at particular periods.

The introduction of internet has transformed the marketing environment from passive, low engaging to interactive, hyper-connected and proactive. (Aghaei et al, 2012). As internet keeps evolving every day, it is important to understand the various novelties that set in. These innovations shape the human society and set new basis in the life style of people. As people engage more, there are better updates and the web keeps growing. The development flows right in the marketing sphere where, internet has brought about a digital revolution in the creation and distribution of consumer-generated content through social media that can enable a greater media impact.(Berthon et al., 2012). Thereby setting the new connections between people, consumers, technology and brand through common networks created by dialogue (Armano, 2009). This development in the marketing sphere has crushed traditional advertising methods. Brands read these changes and look for new ways to communicate and promote their products. The flow of information and communication have significantly increased due to the Internet technologies. Hence, the way individuals keep themselves up-to-date with news and events has completely changed. Information is now on the finger tip of internet users. This means a key component for successful marketing in present times is understanding consumer behaviour. This is because consumers have embraced utilizing the internet and online socializing tools (Vinerean, Cetina, Dumitrescu, and Tichindelean, 2013). Consumer purchase behaviour is influenced by having knowledge and being brand-oriented. Also, brand awareness is coupled with good brand perception and loyalty result in a stronger brand image in consumers' mind, which will influence the consumers positively and becomes part of their purchase behaviour (Malik et al., 2013). Consumer purchase behaviour is how individuals, organisations, and groups select, buy and make use of products, services, experiences or ideas to satisfy their needs and wants (RasoolMadni, 2014).

INFLUENCER MARKETING

Improved internet use through various options like: texts, videos, blogs, pictures and status updates on social networking sites (SNS) makes communication easy. Social media is rapidly becoming the most dominant form of interaction with various platforms like Facebook, LinkedIn, Twitter winning in the market place of advertising (Nedra *et al.*, 2019; De Valck *et al.*, 2009). This enhanced form of communication gives the digital ecosystem better options on how marketers can engage customers. The new marketing format which is particularly online, consist of promoting

brands to connect with potential customers using the platforms such as email, social media and web based advertising. The progress in the last decade has been exponential as marketers now understand the importance of using influencers to build authentic relationship with customers, (Chopra A., Avhad V., & Jaju S., 2021). The term influencer recently emerged in the marketing sphere. Connection between marketing and influencer creates the appellation – influencer marketing which is a tool used to communicate and to arouse public interest in a brand or product. Brown and Hayes (2008) state that influencer marketing is the ability of an external person to impact on the purchase choices of a consumer or a group of consumers. Businesses are interested in the value of advertising and the possibility they can place their products on multiple platforms in order to reach maximum persons Saxena & Khanna (2013). The goals in 2022 is not just reach these persons but transform them in to customers. That is why social media has established itself as a vital source for communicating marketing messages in the world. Marketers develop new practices by using popular figures on the web who can ram up figures for them. This explains the prominent position influencer marketing is having in the world of business. Wong (2014) defines influencer marketing as that form of marketing that involves activities aimed towards identifying and building relationship with individuals who have the capability to influence over potential buyers. It involves producing content, that can go viral and achieve considerable marketing success, (Watts, Perretti & Frumin, 2007).

Table 1: There 5 major types of influencers and their role:

| | Type of influencers | Number of Followers | Description |
|---|---------------------|---------------------|---|
| 1 | Mega-Influencers | More than a million | Mega-influencers are highly visible on social media due to their celebrity status. They're very active on social platforms where their audience spends time, and they generate a ton of engagement. This is what makes them attractive to brands that want to leverage influencer marketing and what makes them incredibly expensive It is worth noting that mega-influencers rate of engagement may decrease as the influencer's total follower count rises. |
| 2 | Macro-Influencers | 500000 to 1 Million | Macro-influencer content is typically more professional-looking than what brands find with micro- or Nano-influencers. They may be celebrities, TV personalities, athletes, or thought leaders. Since they can leverage their reputation to gain followers on social media, brands can expect a high price tag though not as hefty as mega-influencers. Brands still get a large reach with this type of influencer but may not get the engagement rate they want. This is due to the follower to engagement ratio mentioned earlier. |

| | | | |
|---|-------------------|----------------|--|
| 4 | Micro-Influencers | 10000 to 50000 | Content from micro-influencers is less polished but may feel more authentic than content from macro- or mega-influencers. This may influence the amount of success a brand experiences with influencer marketing, depending on business goals. They have a smaller reach but brands generally consider this group to be much more effective in terms of engagement and trust. Micro-influencers have an intimate connection with their followers and tend to be more niche-focused. Eighty-two percent of consumers are more likely to buy a product recommended by a micro-influencer. |
| 5 | Nano-Influencers | 1000 to 10000 | Nano-influencers are much more cost-effective than their higher-ups, so brands with limited resources may want to start at this level of influencer marketing. Some Nano-influencers don't even charge brands, as they are building their following and partnerships with brands. They have the smallest follower count and therefore offer brands a modest reach. However, what brands lose in reach they gain in engagement rates. Nano-influencers have the highest engagement rate of any influencer type, at 8.8 percent. Content is hyper-authentic and personalized for the audience, so brands working with this type of influencer can expect a different experience in this way. |

Source: Sander R. (2022)

CONSUMER BASED INFLUENCER MARKETING

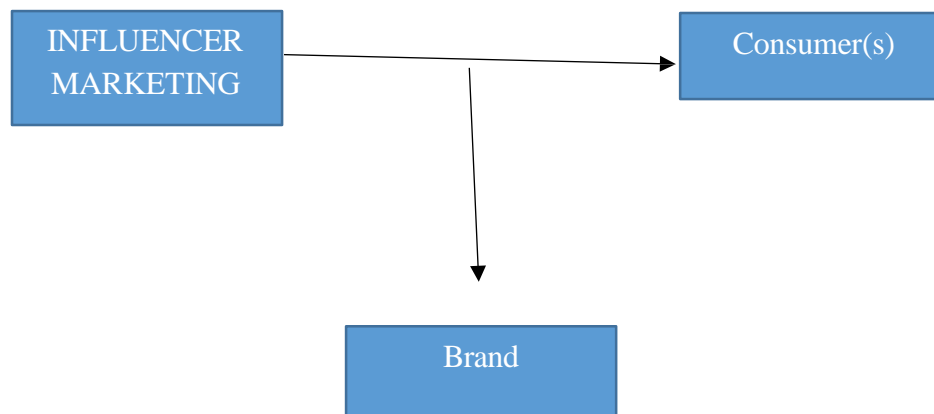


Figure 2: Consumer is the focus of influencer marketing

Influencers reach out to consumers through diverse campaigns every day. This is because through endorsement deals with brands they aim at transforming followers and fans into consumers. In the present study, reaching out to a consumer means influencers want first to attract their attention to

a particular brand. Then change their perception on brand from just a viewer of and to a buyer of the brand. As seen infra various influencers has different target groups but the goal at the end of the day is create impact in their community. Here it will constitute a consumer base for a brand. Alander (2010) affirms customer base is a company's most valuable asset. Reason why it is necessary to sustain and grow the customer base for the future of the company. Davidson, Sweeney, and Stampel (1984) describe today's market place as the age of diversity. That is, customers demand different products and services in different quantities. Hence, it is important to segment every given market according to the characteristics they exhibit.

According to Brown and Fiorella (2013), the consumer should be at the centre of influencer marketing efforts and companies can build their profile through demographic and psychographic studies. This is because consumers purchase decisions are influenced by various types of influencer marketing strategies. And the effects of influencer marketing on consumers purchase decisions are some of the most important ones for marketers. The introduction of internet led to a massive shift from single-screen to multiple-screen. This has transformed the way people consume media information they receive from the media. As people adopt more and more this new source of infotainment, they get access to varying content from different creators. These creators are persons they can easily trust and associate with because they can associate their lives. In the past television shows used product placement make known particular produce to consumers but now social media has is the order of the day. The gap between social media influencer and traditional celebrity has narrowed - Megan Savitt, vice-president of strategy at BEN. O'Halloran and Wagner (2001) likened marketing in the new era to that of a romantic relationship. They claim that in the past much information exists only on how to spark interesting conversations between the sexes. In recent times, marketing demands the same attention romantic life requires. You need to know the good, the bad, the not-so-profitable ones, the ones for one purchase and the ones for long term and identify the best approach in reaching out to them. Worthy of note is that long term customers are hardly ever passive. They are well informed and the seriousness of the perceived relationship at times determines the way they process the information and make the right buying decisions (Bruning, 2000). In this process they may further be transformed from just consumers to advertisers of the brand through their testimonials.

Table 2: TYPES OF CONSUMER BUYING BEHAVIOUR

| Buying Behaviour | Characteristics |
|--------------------------------------|--|
| Habitual buying behaviour | Habitual purchases are characterized by the fact that the consumer has very little involvement in the product or brand category. These are low cost items that will not have a grave effect on the income of the consumer. For example checking on a cosmetic shop to get a particular lotion: People will get their preferred type of lotion. By doing this, they are exhibiting a habitual pattern, not necessarily brand loyalty. |
| Variety seeking behaviour | In this situation, a consumer purchases a different product not because they weren't satisfied with the previous one, but because they seek variety. Like when you are trying out new per of sneakers. It is an impulsive and non-conscious form of unplanned buying |
| Dissonance-reducing buying behaviour | The consumer is highly involved in the purchase process but has difficulties determining the differences between brands. 'Dissonance' can occur when the consumer worries that they will regret their choice. Here, they will purchase based on price and convenience, but after the purchase, they will seek confirmation that it is a right choice. |
| Complex buying behaviour | This type of behaviour is encountered when consumers are buying an expensive, infrequently bought product. They are highly involved in the purchase process and consumers' research before committing to a high- value investment. Examples of a complex buying behaviour: buying a house or a car |

Source: Radu V. (2019) Consumer behavior in marketing – patterns, types, segmentation: Rani P., (2014) Factors influencing consumer behaviour

All in all, consumer behaviour goes with their buying habits Consumer buying habits are determined by looking their behavioural patterns. Every consumer has unique buying habits, while buying behaviour patterns are collective and offer marketers a unique characterization. (Radu V., 2019). The way a customer chooses to purchase an item also says a lot about the type of customer he is. Gathering information about their behaviour patterns helps you identify new ways to make customers buy again, more often, and higher values. Customer behaviour patterns can be grouped into 4: Place of purchase, item purchased, Time and frequency of purchase and method of purchase.

Place of purchase: When a customer has the capability and the access to purchase the same products in different stores, they are not permanently loyal to any store, unless that's the only store they have access to. In the present study, consumers will buy get to a particular stored based on the recommendations of an influencers.

Items purchased: When looking at the shopping cart of most customers, one will notice that items of necessity surpass the luxury goods. The amount of each item purchased is influenced by the perishability of the item, the purchasing power of the buyer, unit of sale, price, number of

consumers for whom the item is intended.

Time and frequency of purchase: Seasonal variations and regional differences should always be considered when looking at purchase patterns. So marketers have the responsibility to identify a customer's purchase pattern and match its service according to the time and frequency of purchases.

Method of purchase: In the present era customers have two options to purchase. Either they walk in to a store physically or send an online order

METHODOLOGY

Udo kelle states that in order to study a research object, some crucial methodological questions must be asked. Any serious methodological consideration in the framework of social science should regard the nature of the investigated phenomenon first, and thereafter address the question which method may be adequate to describe, explain or understand this phenomenon. It is regarded as the Practical methodology section because it provides the readers will find information about practical methodological decisions, This Chapter deals with the methods used in the Research Methodology to the definition of terms. The section constitutes of the philosophical worldview, Research Design, research site Population under study, sample size and sampling procedure, pretesting, data collection, code guide development and data entry and Cleaning, data collection instrument and methods, data analysis, study validity and concept explication. It illustrates the logical and systematic way in which research is carried out.

The research design of the study approached is quantitative. The method use for any scientific work involves its rules of interpretation and criteria for acceptable explanations as well as research designs, data collecting techniques and data processing routines that have been deduces from these rules and criteria. For any work to be scientifically valid it should be based on a strong scientific character of the researcher. It should be noted that for a research work to be scientific, it must make use of a well proven scientific theory to explain social phenomenon. A scientific theory used, most be one that has for a long time stood the test of misrepresentation or forgery. The main objective of the science is to develop satisfactory and convincing explanations to all what baffles us and that seems to require explanations POPPER K. (1969-1971). How to do research shows the importance for a researcher to be aware of a number of research methods available to comprehend how theories work, to acknowledge their merits and demerits so as to be able to select the methods most likely to satisfy the objectives of one's study. This explains why the survey method will be used in this study to better give an in-depth understanding of the phenomenon under study.

As per Krejcie and Morgan (1970) a sample frame of 20,000 people requires a representation of atleast 250 respondents within its sample size. A target population is a population having the desired information. For the sake of balance, over 276 internet users were selected from the Littoral, South West, North West, West and Center Regions (English and French) which serve as the study area, will be interviewed.

The study makes use of both non-probability and probability sampling approaches. Under non-probability sampling the Purposive sampling technique was used. The Purposive sampling

technique, also called judgment sampling, is the deliberate choice of an informant due to the qualities the informant possesses (Dolores 2007).

Data for this study was collected from primary source. Primary source of data was collected with the use of questionnaires. These were questionnaires that the respondents filled at their convenience and submitted once complete. The data for this study was collected by means of distributing questionnaires to the members of the sample.

The data for the study was primary, collected using a multiple choice questionnaire containing open-ended and close-ended questions. The researcher made use of an assisted approach in the dissemination of questionnaires.

Data analysis as defined by Marshall and Rossman (1990) is the process of bringing order and meaning out the bulk of collected data. The purpose of analysing data is to obtain usable information. Data analysis will describe and summarise data, identify relationships between variables, compare variables, identify the difference between variables, and forecast outcomes.

Before analysis, data was extracted cleaned and keyed into Microsoft Excel sheets and SPSS v.21. Then, the data was edited to deal with any problems such as missing cases and outlier responses. This process was done appropriately to ensure that all the data was correct. Frequencies and proportions were carried out on the variables to obtain brief information on the survey outcome. After this, the researcher adopted a number of statistical methods such as frequency distribution, charts, mean (average), median (central item in a group), mode, standard deviation and cross-tabulation. Finally, after conducting the above processes, analysis was conducted by testing the proposed hypotheses using the appropriate statistical testing in order to determine accurately if the null hypotheses could be rejected in favour of the alternate hypotheses given a certain degree of confidence.

Research ethics play a key part in the requirements on daily work, the protection of dignity of subjects and the publication of the information in the research (Georgia Fouka & Marianna Mantzorou, 2011). Within this research the following ethical considerations were germane:

Informed consent was taken into consideration. The respondents knowingly, voluntarily, intelligently, and in a clear and manifest way, gave their consent. Respondents were asked by the researcher to participate in the collection of data and they concurred.

Likewise the principle of beneficence was respected. The research is of benefit to the respondents participating in the research. With consumer behaviour playing such a key role in the marketing milieu, a feedback from the internet users on how influencers impact their online purchase habits.

According to the principle of respect for anonymity and confidentiality, the identities of respondents were kept private so as to ensure confidentiality of their responses. Anonymity was protected by ensuring that the subject's identity could not be linked with personal responses.

Furthermore, in concurrence with the principle of respect for privacy, respondents were free to accept to fill the questionnaires at their convenience. They were also free to answer the questions they were comfortable with and eschew those they didn't feel comfortable answering.

IMPACT OF SOCIAL MEDIA INFLUENCERS ON CONSUMER BEHAVIOUR

The Category of influencers consumers believe most

Consumer behaviour is not fixed, depending on the nature of products involved it undergoes changes over a period of time. It equally varies from consumer to consumer. Not all consumers behave in the same manner. Different consumers behave differently. In the present study, the researchers investigate how social media influencers can impact consumer behaviour. The table below shows the category of social media influences consumers believe most.

Table9: Category of influencers, consumers believe most

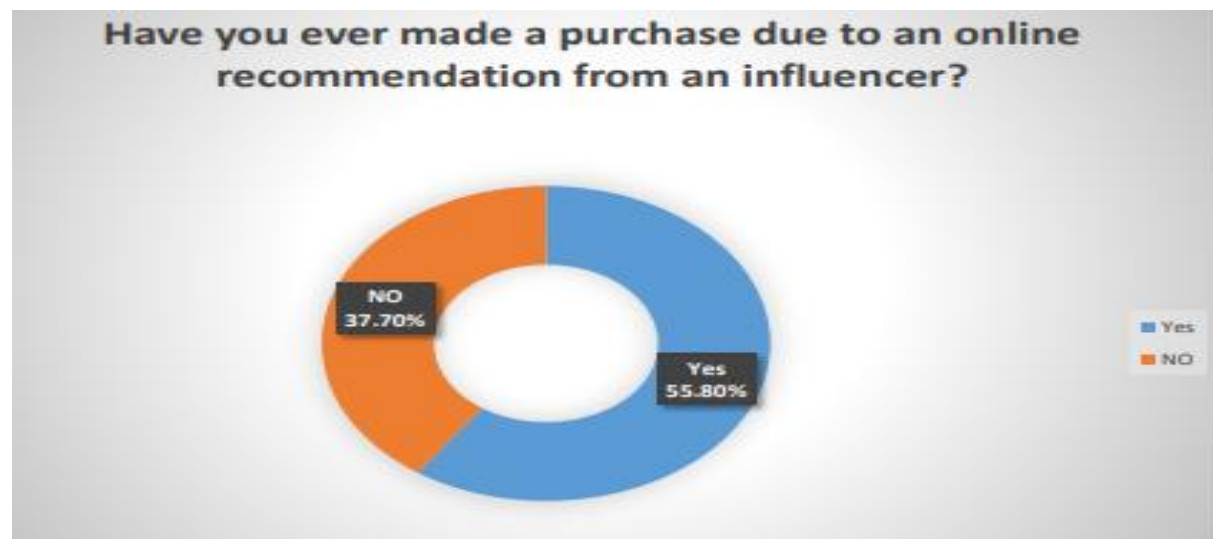
| Suggestion | Percentage |
|---|------------|
| Celebrity influencers: 5m+ | 22% |
| Micro influencers: 10k-50k Followers | 20.7% |
| Nano influencers: 1k-10k Followers | 16.7% |
| Macro influencers : 500k-1m Followers | 14.6% |
| Midtier influencers: 50k-500k Followers | 14.2% |
| Mega influencers : 1m-5m Followers | 11.8% |

Source: Field Data 2022

As seen, 22% of respondents say they believe more in celebrity influencers (+5M followers) than other influencers. 20.7% believe in micro influencers (10k-50k Followers), Nano influencers (1k-10k Followers), have 16.7% of respondent who believe in them, Figures drop to 14.6% when it gets to Macro influencers (500k-1m Followers) and Midtier influencers (50k-500k followers). 11.8% of population in the study follow and believe in Mega influencers (1Mfollowers)

Consumer agrees to buy a product due to online recommendation.

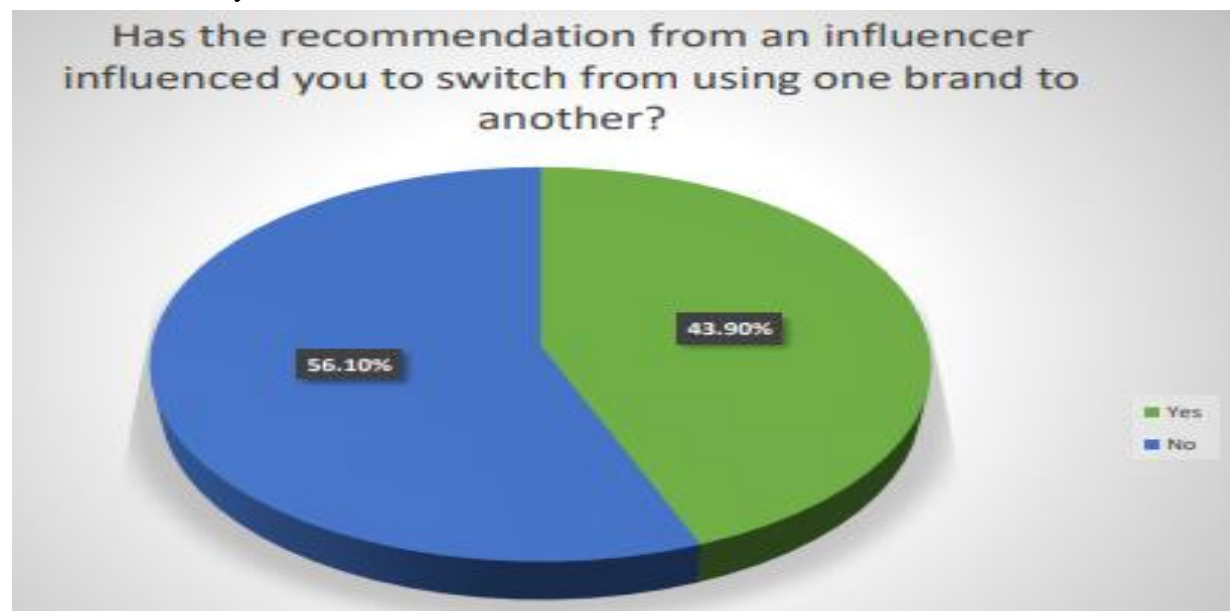
Because consumers believe in online influencers, they make purchase based on online recommendations. In the pie chart below, 55.8% of respondents agree have made a purchase based on recommendations from a social media influencer. 37.7 % of the said no to the suggestion.



Consumer switches brand after recommendation of an online influencer

The purchase decision of a consumer may change following a message from their favorite influencer. The dissonance theory predicts that we begin to believe in something if there is an external justification for making the statements that go against our original attitudes. People will modify their attitudes towards a brand because influencers have succeeded in making them change their previous attitudes. That is what the pie chart below illustrates where 43.9% of respondents agree upon recommendation from an online influencer, they switch from one brand to another.

Brand switch is not always an easy task. 56.1% of respondents said they have not been influenced to switch brand by an online influencer.



Reasons why online influencers influence consumers to switch from one brand to and other

These points are stipulated as direct statement from the respondents.

- Prestige. The thought of wanting to belong or look like the influencer. I think it's mostly about the thought of belonging to a person and a trend at a given time. I will want to wear what Kanye West wears because I highly relate to things he believes as such his recommendations come in high for me.
- The influencer drilled his followers on the authenticity and the originality and quality of the product
- The advert of the product by the influencer
- The new product delivered exactly what they influencer said it would
- The availability of the product and the quality of the product too
- It liked the commercial
- Positive comments for another product
- Personal research
- The information given by the influencer matched the expectations I had of the product
- Quality of the product recommended by the influencer.
- My personal decision
- I just needed the product
- Availability and affordability
- The likes of him using and wearing the other brand made me switch
- I wanted to keep patronizing my fave's brand Easy product identification
- Reviews of people who have use the product
- It was a brand I was looking forward to using
- I saw that the new product was more effective
- Low price of the new product and the quality
- Willing to try new things. Open to always ready to try new things
- Trend and/or uniqueness
- The influencer made me see the difference

Reasons why customers are not influence by online influencers to purchase particular products

These points are stipulated as direct statement from the respondents

- Influencers have little to no effect on my purchasing power. Infact I follow them to be entertained and will never purchase a product just bc my fave influencer recommended
- I have never switched brands cuz if an influencer. Each person got his/her own taste and desires. Not everyone have the same product match
- I did not believe, They didn't convince me enough
- I did not switch, the new product was not nice
- Didn't switch because the product was not as good as the influencer claimed it was
- There has been no switch in brand because the brand I use is ok for me

CONCLUSION

This paper sheds light on consumer behaviour and the role of influencer marketing on purchase decisions. The researcher established one main research question as guide to the study,

Through this research question combines with the objectives of the study to serve as guide line for all the theoretical and empirical investigation.

The main objective of this study: To identify influencer marketing as a stimulus to consumer purchase decision. Also:

1. To examine the conceptualization of the impact of product endorsements by social media influencers on consumers' buying decision.
2. To study the Impact of influencer marketing on brand awareness and brand recall.

In the establishment of the conceptual frame work under the literature review of this study, the researcher made the link between the various variables involved. A broad variety of efforts and theories have been advanced that attempt to describe the factors which influence the consumers and their behaviors when making purchasing decisions. Social media is rapidly becoming the most dominant form of interaction with various platforms like Facebook, LinkedIn, Twitter winning in the market place of advertising (Nedra *et al.*, 2019; De Valck *et al.*, 2009). This enhanced form of communication gives the digital ecosystem better options on how marketers can engage customers. According to blogger Claire Frébault (2021) Influencers are familiar with the social networks on which they are present and their respective communities. They are opinion leaders who over time, have fully understood what their subscribers like. This gives them the opportunity to grow their audience and create strong relationships with these communities. Based on this review of literature and establishment of theoretical review, the researcher established a questionnaire which was

administered by internet users in Cameroon. To recall that the study area is Cameroon. With the data collected and interpreted, the following is conclusion for the study:

The uses and gratification theory was established in the theoretical frame work was fully proven in the results. According to Williams, Phillips, and Lum, (1997), Consumers are active gratification seekers who interact with the media rather than become passive recipients of media content. That is why 94.6% of the population in the study are active internet users. These active users access internet through various devices such as: 90.6% on mobile phones, 35.9% use desktop/computers, 18.11% use tablets while 8.3% use other devices. It was observed that 93.4% of respondents actively use social media These respondents actively use social media through it various platforms like Facebook (61.9%), Instagram (40.6%), Youtube (36.6%), Twitter (33.3%), Pinterest (11.2%), Whatsapp (18.9%) and TikTok (9.05%), These figures shows one of the merit of theory of uses and gratification as internet users tend to the media that gives the most satisfaction (McGuire, 1974).

A positive consumer behavior leads to a purchase decision. A consumer may take the decision of buying a product on the basis of different buying motives. The purchase decision leads to higher demand and the sales of the marketers increase. Therefore, marketers need to influence consumer behavior to increase their purchases. According to Rangaiah M. (2021) the factors that steer the wheels for consumer behavior could also be classified as reasons on which marketers determine who their target customers are, whether they shop each day or every so often and whether they research what they wish to buy or if they purchase at first sight. Consumers adopt new information source every day. They get access to different content from different creators. According to Brown and Fiorella (2013), the consumer should be at the centre of influencer marketing efforts and companies can build their profile through demographic and psychographic studies. So influencer online actions may cause consumers behaviour and purchase decisions `to till towards a particular product.

- Consumers consider social media influencers as source for new trends and brands. 86.6% of consumers in the study agree that they visit influencers' social media accounts to discover new trends and brands. 61.7% of consumers in this study consider social media influencers as reliable sources for information
- Social media influencers can spur consumers to buy new products and even switch brands. 73.4% of the population in the current study agree that the will try a new product if a social media influencer recommends or make a review about it.
- 53.3% of persons in this study agree that they trust sponsored review while
- Respondents agree that influencers are experts in their respective fields thus their purchase decisions are based on their recommendations. 53.7% of the population in this study agree that their purchase decisions are based on recommendation of influencers who they consider as experts in their respective fields. Social media influencers can present a convincing outcome, both in the media and in consumer beliefs (Booth and Matic 2011).
- The number of followers an influencer has is an important factor for assessing credibility of influencers. 78.4% of respondents agree to this assertion.

- The physical appearance of a social media influencer can impact the purchase intention of a consumer. 66.3% of respondents in the study agree to that assertion. Which is a novelty discover by this researcher. In common parlance it is said that appearance in society matters. In this study it is observed that purchase intention of consumer can be affected by the physical appearance of the advertiser who is a social media influencer.
- Consumer behaviour is not fixed, depending on the nature of products involved it undergoes changes over a period of time. It equally varies from consumer to consumer. Not all consumers behave in the same manner. Different consumers behave differently. In the present study, the researchers observed that social media influencers can impact consumer behaviour. 22% of respondents say they believe more in celebrity influencers (+5M followers) than other influencers. 20.7% believe in micro influencers (10k-50k Followers), Nano influencers (1k-10k Followers), have 16.7% of respondent who believe in them, Figures drop to 14.6% when it gets to Macro influencers (500k-1m Followers) and Midtier influencers (50k-500k followers). 11.8% of population in the study follow and believe in Mega influencers (1Mfollowers)
- Consumer agrees to buy a product due to online recommendation. This is because consumers believe in online influencers, they make purchase based on online recommendations. 55.8% of respondents agree have made a purchase based on recommendations from a social media influencer.
- Consumer accept that they will switch brand after recommendation of an online influencer. 43.9% of respondents agree that upon recommendation from an online influencer, they switch from one brand to another. Brand switch is not always an easy task. 56.1% of respondents said they have not been influenced to switch brand by an online influencer. The purchase decision of a consumer may change following a message from their favorite influencer. The dissonance theory predicts that we begin to believe in something if there is an external justification for making the statements that go against our original attitudes. People will modify their attitudes towards a brand because influencers have succeeded in making them change their previous attitudes.

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