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Influencer marketing: Instagram & YouTube bloggers strategies driving consumer purchases

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Abstract
The study was conducted on Influencer Marketing: Instagram and YouTube bloggers Strategies Driving Consumer Purchases. The main objective of the study is to analyse and understand the strategies employed by influencers on Instagram and youtube to drive consumer purchases through influencer marketing and then to examine the impact of influencer marketing on consumer behaviour and purchasing decisions and also exploring different tactics which is used by influencers.The research adopts a survey approach where self-administered questionnaires were issued to gather data from the respondents to measure their opinion regarding theinfluencer's strategies on consumer purchases. The data is collected through both primary and secondary source. In primary data a questionnaire has been framed and collected from 75 respondents, books, websites are referred as secondary data. The statistical tools used under the study are chi-square, Anova, Correlation, Henry Garrett ranking method, weighted average method. It can be concluded that majority of the employees agreed that safety and welfare measure have impact on the performance and motivate them to work effectively, by implementing these facility, greater impact is on productivity and morale, so in order to boost high morale organisation can enhance recreation facility to their employees. The employees stated that they are satisfied with the existing safety and welfare measures provided in the company, through proper recognition, employee assistance program, live training and awareness on handling of machinery can lead to have higher level of satisfaction.

Keywords: Influencer marketing**,** consumer behaviour**,** Instagram**,** YouTube bloggers**,** purchase decisions

Introduction

In today's world, social media platforms like Instagram and YouTube are not just places for chatting and watching videos. They've become powerful tools for companies to market their products and for individuals with lots of followers, called influencers, to persuade others to buy those products. This paper is all about how influencers on Instagram and YouTube convince people to buy things.

In the past few years, influencer marketing has become really important. It's changed how companies advertise and how people decide what to buy. Instagram and YouTube are the main spots for influencers to team up with brands. They can show off products, tell stories, and talk directly to their followers, which makes people trust them more than regular ads.

Instagram is great for showing off cool stuff and telling stories about it. Influencers on Instagram, like lifestyle bloggers, makeup artists, and fashionistas, make posts and stories about products they like. They make these products look really good and make people want to buy them. YouTube is good for longer videos where influencers can give more details about products they like or don't like.

Influencers use different tactics to get people to buy things. They might show products in their posts or videos, talk about them in sponsored content, or even run special campaigns. Some influencers have smaller but really dedicated followings, which brands like because they can reach specific groups of people who are really interested in what they have to say.

But influencer marketing isn't perfect. There are questions about how well it actually works and whether it's always done in a fair way. As influencer marketing grows, it's important for everyone—companies, influencers, and consumers—to be honest and understand how it all works. This research paper is going to look at how influencers on Instagram and YouTube make people buy things and what makes people decide to buy things when they see influencers talking about them.

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By understanding this better, we can make influencer marketing work even better for everyone involved.

Review of literature
Granovetter (1973) [1]: Granovetter discusses the significance of social influence and online social resources in shaping consumer behaviour. He emphasizes the role of followership and social connections in measuring influencers' social impact and highlights the influence of influencers with larger follower bases on consumer trust and decision-making.

Aron, Aron & Smollan (1992) [2]: Aron, Aron & Smollan explore the influence of social identity on consumer behaviour in the context of influencer marketing. They argue that influencers who share a social identity with consumers can bridge psychological gaps, attracting and retaining consumer interest through unique attributes and shared values.

Goldsmith and Clark (2008) [3] introduced the concept of electronic word-of-mouth (E-WOM) and emphasized its significance in consumer decision-making. They highlighted the credibility and impact of recommendations from interpersonal sources, particularly influencers, over traditional advertising techniques. The rise of social media platforms like Facebook and Instagram has further amplified the importance of E-WOM, as consumers increasingly share their opinions and experiences online (Hennig-Thurau *et al*., 2004) [23].

Moore & Pareek (2010) [8]: Moore & Pareek propose a comprehensive framework for marketing, consisting of four key dimensions: identifying customer needs, predicting behavior, transforming needs into demand, and delivering products. Their model provides a structured approach for marketers to effectively address customer requirements.

Moore & Pareek trace the origins of tourism marketing to the industrialization era, noting the emergence of travel demand among overworked employees. They highlight how marketing skills adapted to promote travel experiences, mirroring the rise of mass production.

Fyall & Garrod (2005) [3]: Fyall & Garrod, along with Zeithaml, underscore the unique attributes of tourism services, including intangibility, heterogeneity, inseparability, and perishability. Goldsmith, Tsiotsou *et al*. [3] further emphasize the significance of consumer orientation and strategic marketing approaches in the tourism industry.

Fransen *et al*. (2015) [10]: Underscored the effectiveness of influencer marketing as a means for brands to connect with consumers authentically. Collaborating with influencers enables brands to leverage their credibility and reach to promote products indirectly through E-WOM. However, selecting the right influencers is critical, as credibility plays a significant role in influencing consumer attitudes toward brands (De Veirman *et al*., 2017) [12].

Abidin (2016) [11]: Explores the concept of "visibility labor" among influencers on Instagram, particularly in the fashion industry. The study examines how influencers engage with fashion brands and promote sponsored content, such as outfit-of-the-day (OOTD) advertisements, on Instagram. It sheds light on the strategies influencers use to maintain authenticity while collaborating with brands to drive consumer purchases.

De Veirman *et al*. (2017) [12] investigate the influence of opinion leaders' message valence on brand-related consumer behaviour on social media platforms like Instagram. The study examines how the tone and content of influencers' messages affect consumer engagement and purchasing decisions. It emphasizes the importance of selecting influencers whose messages resonate positively with their followers to drive desired consumer behaviours.

Park (2018) [13]: Park defines social media as internet-based platforms facilitating user interaction, information sharing, and idea discussion. With global penetration rates rising, social media has become integral to daily life, with billions of monthly active users worldwide.

Arrigo (2018) [15]: Arrigo describes social media marketing as the creation of tailored messages or content on various platforms to capture consumer attention and stimulate online discussions. This approach leverages user-generated content and interactions to enhance marketing effectiveness and foster customer relationships.

Yadav (2018) [16]: Yadav emphasizes the direct customer engagement potential of social media marketing. Companies can address customer concerns, facilitate live chats with influencers, and distribute exclusive discounts, thereby enhancing customer satisfaction and adding immediate value.

Yadav (2018) [16]: Yadav underscores the importance of proactive audience engagement strategies on social media. Rather than passively waiting for participation, brands must initiate meaningful and high-value conversations to maintain audience interest and combat content saturation.

Wong & Li (2019) [17]: Wong & Li discuss how social media marketing serves as a catalyst for brand visibility. Through strategic content creation and dissemination, brands can amplify their reach and visibility, ensuring their presence is felt in the digital landscape.

Gupta & Sharma (2019) [18]: Gupta & Sharma examine how social media marketing contributes to customer relationship management (CRM). By fostering direct interactions and personalized communication channels, companies can strengthen customer relationships, leading to enhanced loyalty and retention.

Chen & Wang (2020) [19]: Chen & Wang investigate the role of influencer collaborations in social media marketing. By partnering with influencers who resonate with their target audience, brands can leverage the influencers' credibility and reach to amplify their marketing messages and drive consumer engagement.

Instagram (2020): According to Instagram, the platform has become an indispensable tool for businesses seeking to advertise effectively. The introduction of new advertising functions, such as direct shopping features, has enhanced user engagement and facilitated seamless sales transactions, positioning Instagram as a powerful social commerce platform.

Smith & Johnson (2020) [21]: Smith & Johnson explore the significance of user-generated content (UGC) in social media marketing. By encouraging consumers to create and share content related to their brand, companies can leverage UGC to enhance authenticity and credibility, ultimately driving engagement and conversion.

Objectives of the study
Primary Objective
To analyze and understand the strategies employed by influencers on Instagram and YouTube to drive consumer purchases through influencer marketing.

Secondary Objectives

- To examine the impact of influencer marketing on consumer behavior and purchasing decisions.
- To explore the effectiveness of different tactics used by influencers, such as product placements, sponsored content, and affiliate marketing.
- To investigate the role of authenticity and transparency in influencer marketing campaigns.
- To identify key performance indicators and metrics for evaluating the success of influencer marketing initiatives.
- To assess the ethical considerations and best practices associated with influencer marketing on social media platforms.
- To understand the evolving landscape of influencer marketing and the implications for brands and marketers.
- To provide insights and recommendations for brands and marketers to optimize their influencer marketing strategies and campaigns.

Data analysis and interpretation

Table 1: Showing age wise classification of the respondent

Age	No. of. Respondents	Percentage
18-24	58	77.3%
25-34	9	12%
35-45	4	5.3%
45-55	4	5.3%
55+	NIL	0
Total	75	100%

*Source***:** Primary Data (Questionnaire)

Interpretation
The table shows that the majority 77.3% of the respondents belongs to the age group of 18-24, 12% of the respondents belong to the age group of 25-34, and 5.3% of the respondent belongs to the age group above 35 & below 55.

Table 2: Showing the gender wise classification of the respondent

Gender	No. of. Respondents	Percentage
Female	56	75.7%
Male	19	24.3%
Total	75	100%

*Source***:** Primary Data (Questionnaire)

Interpretation
The table shows that majority 75.7% of the respondents are female and 24.3% of the respondents are female

Table 3: Showing the educational qualification classification of the respondent

Educational Qualification	No. of. Respondent	Percentage
SSLC	6	8.1%
Diploma	4	4.1%
Graduate	36	48.6%
Post Graduate	24	32.4%
Doctorate/ Professional	5	6.8%
Total	75	100%

Source: primary data (Questionnaire)

Interpretation
The table shows that majority 48.6% of the respondent are a Graduate, 32.4% of the respondent are postgraduate and 8.1% of the respondent are SSLC, 6.8% respondent are Doctorate or professional and 4.1% of the respondent are Diploma.

Table 4: Showing usage of social media platform frequently

Platform	No of respondent	Percentage
Instagram	31	41.3%
You tube	19	25.3%
Both	21	28%
Neither	4	5.3%
Total	75	100%

Source: PRIMARY DATA (Questionnaire)

Interpretation
The table shows that the social media platform frequently the majority of the respondents using Instagram frequently followed by both the Instagram and you tube users and then you tube 5.3% respondents have to chose neither.

Table 5: Showing engage with content from influencers on Instagram or you tube

Factors	No of respondents	Percentage
Multiple times a day	28	37.3%
Once a day	23	30.7%
A few times a week	11	14.7%
Occasionally	5	6.7%
Rarely	8	10.7%
Total	75	100%

*Source***:** Primary data (Questionnaire)

Interpretation
The table showing that the engage with content from influencer on Instagram or you tube majority of the respondents are multiple times a day then 30.7% are once a day, 14.7% are few times a week, 10.7% are rarely, 6.7% of the respondents are occasionally.

Table 6: Showing you to research products/ services after seeing promoted by an influencer

Factors	No of respondents	Percentage
Very likely	7	9.3%
Likely	36	48%
Neutral	25	33.3%
Unlikely	4	5.3%
Very unlikely	3	4%
Total	75	100%

*Source***:** primary data (Questionnaire)

Interpretation
The table showing you to research products/ services after seeing promoted by an influencer majority of the respondents are likely, 33.3% of the respondents are neutral, 9.3% are very likely, 5.3% are unlikely, 4% of the respondent are very likely after promoted a product by influencer.

Table 7: Showing had a purchase by influencer recommendation

Factors	No of respondents	Percentage
Yes	40	52.7%
No	35	47.3%
Total	75	100%

Source: Primary data (Questionnaire)

Interpretation
The table showing had a purchase by influencer recommendation majority of the respondents are had

purchase, 47.3% of the respondents are have not made a purchase

Table 8: Showing most likely recommend trust factor

Authenticity	Expertise in a specific niche	Relatability	Transparency about sponsorship/affiliations	High-Quality content production
Very influential	Very influential	Very influential	Very influential	Very influential
Influential	Influential	Influential	Influential	Influential
Neutral	Neutral	Neutral	Neutral	Neutral
Not Influential	Not Influential	Not Influential	Not Influential	Not Influential
Not Very Influential	Not Very Influential	Not Very Influential	Not Very Influential	Not Very Influential
75	75	75	75	75

*Source***:** primary data (Questionnaire)

Interpretation
The table showing most likely recommend trust factor authenticity, expertise in a specific niche, relatability, transparency about sponsorship or affiliations and finally high quality content production

Table 9: Showing platform influence your purchasing decisions more

Factors	No of respondents	Percentage
Instagram	29	39.2%
You tube	19	25.7%
Both	18	24.3%
Neither	09	10.8%
Total	75	100%

*Source***:** Primary data (Questionnaire)

Interpretation
The table showing platform influence your purchasing decisions more majority of the respondents are Instagram, 25.7% of the respondents are you tube, 24.3% are both, 10.8% are neither

Table 10: Showing content authentic or polished

Factors	No of respondents	Percentage
Authentic	27	36.5%
Polished	24	32.4%
Both	21	28.4%
Other	3	2.7%
Total	75	100%

*Source***:** primary data (Questionnaire)

Table 11: Showing you believe collaborations with brands are in driving consumer engagement and purchases

Ratings	No of respondents	Percentage
1	9	12.2%
2	3	40.5%
3	23	29.7%
4	8	10.8%
5	5	6.8%
Total	75	100%

*Source***:** Primary data (Questionnaire)

Interpretation: The table showing content authentic or

polished majority 36.5% of the respondents are Authentic, 32.4% of the respondents are Polished, 28.4% are both, 2.7% are other

Interpretation
The table showing you believe collaborations with brands are in driving consumer engagement and purchases rating scale majority of the respondents are 2, 29.7% of the respondents are 3, 12.2% are 9, 10.8% are 5 then 6.8% of the respondents are in 5 rating in the rating scale

Table 12: Showing most effective content format

Factors	No of respondent	Percentage
Photos	7	9.5%
Videos	31	41.9%
Stories	7	9.5%
IGTV	5	6.8%
reels	24	32.4%
Total	75	100%

*Source***:** primary data (Questionnaire)

Interpretation
The table showing most effective content format majority of the respondents are chose videos 41.9%, 32.4% of the respondents are reels, stories and photos both are in 9.5%, then 6.8% of the respondents chose IGTV

Table 13: Showing you believe influencer collaborations with brands are in driving consumer engagement and purchases

Rating scale	No of respondents	Percentage
1	26	35.1%
2	29	39.2%
3	11	13.54%
4	9	12.2%
Total	75	100%

*Source***:** primary data (Questionnaire)

Interpretation
The table showing you believe influencer collaborations with brands are in driving consumer engagement and purchases majority of the respondents are chose 2, 35.1% of the respondents are 1, 13.54% of the respondents gave 3, then 12.2% of the respondents gave 4 ratings.

Table 14: Showing formats do you find most effective for influencers marketing campaigns

Product Review	Tutorials/ Diys	Lifestyle Vlogs	Fashion/ Style Inspiration	Travel/ Adventure	Food / Receipes
Very engaging	Very engaging	Very engaging	Very engaging	Very engaging	Very engaging
Engaging	Engaging	Engaging	Engaging	Engaging	Engaging
Neutral	Neutral	Neutral	Neutral	Neutral	Neutral
Not Very engaging	Not Very engaging	Not Very engaging	Not Very engaging	Not Very engaging	Not Very engaging
Not engaging at all	Not engaging at all	Not engaging at all	Not engaging at all	Not engaging at all	Not engaging at all
75	75	75	75	75	75

Source: primary data (questionnaire)

Interpretation

The table showing unfollowed an influencer due to lack of authenticity in their sponsored content

Table 15: Showing frequently of influencer content impacts its effectiveness in driving consumer purchases

Factors	No of respondent	Percentage
Yes	46	62.2%
No	27	36.5%
May be	2	1.4%
Total	75	100%

Source: primary data (Questionnaire)

Interpretation

The table showing frequently of influencer content impacts its effectiveness in driving consumer purchases majority of the respondents are chose yes, 36.5% of the respondents

chose no then 1.4% respondents chose may be.

Table 16: Showing unfollowed an influencer due to lack of authenticity in their sponsored content

Factors	No of respondent	Percentage
Yes	25	32.4%
No	29	39.2%
May be	21	28.4%
Total	75	100%

Source: primary data (Questionnaire)

Interpretation

The table showing unfollowed an influencer due to lack of authenticity in their sponsored content majority of the respondents are chose no, 32.4% of the respondents chose no then 28.4% respondents chose may be.

Table 17: Showing trust on influencer by their review

Authentic content	Clearer disclosure	Colloborations with brands	Exclusive deal/ promotions
Very important	Very important	Very important	Very important
Important	Important	Important	Important
Neutral	Neutral	Neutral	Neutral
Not important	Not important	Not important	Not important
Not important at all	Not important at all	Not important at all	Not important at all
75	75	75	75

Source: primary data (Questionnaire)

Interpretation

 The table showing trust on influencer by their review

Table 18: Showing rating for overall effectiveness

Rating scale	No of respondent	Percentage
1	7	9.5%
2	12	16.2%
3	30	40.5%
4	19	25.7%
5	7	8.1%
Total	75	100%

Source: primary data (Questionnaire)

Interpretation

The table showing overall effectiveness rating scale majority of the respondents are 3, 25.7% of the respondents are 4, 16.2% are 2, 9.5% are 1 then 8.1% of the respondents are in 5 rating in the rating scale

Statistical analysis
Chi square
To find the chi square between the gender wise classification and unfollowed an influencer due to lack of authenticity in their sponsored content towards their purchase decision.

Hypothesis
Null hypothesis (Ho): There is association between gender wise classification and unfollowed an influencer due to lack of authenticity in their sponsored content towards their purchase decision

Alternative hypothesis (H1): There is a association between gender wise classification and unfollowed an influencer due to lack of authenticity in their sponsored content towards their purchase decision.

Table 19: Showing the correlation between the gender and unfollowed followers Chi square

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1.901ᵃ	2	.387
Likelihood Ratio	1.903	2	.386
Linear-by-Linear Association	.357	1	.550
N of Valid Cases	75		

Inference
Since the p-value (0.387) is less than the level of significance (0.05), the null hypothesis is rejected. Therefore there is association between gender wise classification and unfollowed an influencer due to lack of authenticity in their sponsored content towards their

purchase decision.

One Way Anova
To find the difference between the age and security in the job for the employees working in the organization.

Hypothesis:
Null hypothesis (Ho): There is no significant difference between educational qualification and trust factorin purchasing decision.

Alternative hypothesis (H1): There is a significant difference between educational qualification and trust factor in purchasing decision.

Table 20: Showing one way anova for educational qualification and trust on influencer for purchase decision One-way Annova

Anova					
Trusting the influencer					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	.252	4	.063	.224	.924
Within Groups	19.383	69	.281		
Total	19.635	73			

Inference
Since the computed value (0.924) is more than level of significance (0.05), the null hypothesis is accepted. Therefore there is no significant difference between educational qualification and trust factor in purchasing decision.

Limitation of the study
1. The data is collected from 75 respondents; since the study is limited it cannot be generalized.
2. Time constraint can be considered as one of the factor, without which the study might have got even more exposure and extent in terms of research.
3. Findings of the study may be influenced by personal bias of the respondents.

Findings
- Majority of the respondents belong to the age group between 18-24.
- Majority of the respondent are female.
- Majority of the respondent educational qualification is graduate.
- Majority of the respondent social media users use Instagram.
- Majority of the respondent engage with content multiple times a day from influencers on Instagram and you tube.
- Majority of the respondent like to search a product or service after seeing promoted by influencer.
- Majority of the respondent have a purchase after recommendation which is given by an influencer.
- Majority of the respondent authenticity is neutral.
- Majority of the respondent expertise in a specific niche is influential.
- Majority of the respondent relatability is also influential
- Majority of the respondent transparency about sponsorship / affiliation is neutral.
- Majority of the respondent high quality content production is gave very influential and also influential.

- Majority of the respondent says Instagram influences their purchases decision more comparatively you tube.
- Majority of the respondent prefer influencer content to be more authentic.
- Majority of the respondent shows 2 star of rating that they believe influencer collaborations with brands are in driving consumer engagement and purchases.
- Majority of the respondent likes video format is most effective for influencer marketing campaigns.
- Majority of the respondent shows 2 star of rating that they think the frequency content impact its effectiveness in driving consumer purchases.
- Majority of the respondent never unfollowed an influencer due to a lack of authenticity in their sponsored content.
- Majority of the respondent trust an influencer recommendation.
- Majority of the respondent product reviewer is most engaging followed by tutorials and DIYs.
- Majority of the respondent says authentic content is most important with clearer discloser.
- Majority of the respondent gave 3 star rating for influencer overall effectiveness.
- Since the p-value (0.387) is less than the level of significance (0.05), the null hypothesis is rejected. Therefore there is association between gender wise classification and unfollowed an influencer due to lack of authenticity in their sponsored content towards their purchase decision
- Since the computed value (0.924) is more than level of significance (0.05), the null hypothesis is accepted. Therefore there is no significant difference between educational qualification and trust factor in purchasing decision

Suggestions
- Conduct a comparative analysis of influencer marketing strategies on Instagram and YouTube, examining the effectiveness of different approaches on each platform.
- Explore the role of authenticity in influencer marketing campaigns and its impact on consumer trust and loyalty.
- Investigate the types of content that resonate most with audiences on Instagram and YouTube, and how influencers tailor their content to drive consumer purchases.
- Examine the metrics used to measure the success of influencer marketing campaigns, including reach, engagement, and conversion rates.
- Explore the ethical considerations surrounding influencer marketing, such as disclosure practices and transparency in sponsored content.
- Investigate the effectiveness of micro-influencers versus macro-influencers in driving consumer purchases, considering factors such as audience size and niche relevance.
- Conduct interviews with both influencers and brand representatives to gain insights into their perspectives on influencer marketing strategies and best practices.
- Explore the role of influencer marketing in different industries, such as fashion, beauty, travel, and food, and how strategies may vary across sectors.
- Investigate the impact of emerging trends, such as live

streaming and TikTok influencers, on influencer marketing practices and consumer purchasing behavior.

- Provide practical recommendations for brands looking to develop successful influencer marketing campaigns on Instagram and YouTube, including tips for identifying and partnering with the right influencers.

Conclusion

In conclusion, influencer marketing on platforms like Instagram and YouTube continues to be a potent force in driving consumer purchases. Through authenticity, engagement, and relevance, influencers wield considerable influence over their audiences, shaping purchasing decisions and brand perceptions. Brands must prioritize these factors when collaborating with influencers to ensure campaign success. Additionally, the role of storytelling, user-generated content, and long-term partnerships cannot be overstated in fostering consumer trust and loyalty. As influencer marketing evolves, it remains essential for brands to adapt their strategies to meet changing consumer preferences and technological advancements. By leveraging the power of influencers effectively, brands can navigate the dynamic landscape of digital marketing and drive tangible results in terms of consumer engagement and purchases.

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