**A STUDY ON CONSUMER PERCEPTION TOWARDS INFLUENCER MARKETING WITH SPECIAL REFERENCE TO MADURAI NORTH CITY**

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**ABSTRACT**

Modern world where we moved from traditional way of life to technology world. 2 years old kids nowadays are eager to watch videos on YouTube which make them feel happy and comfortable and help them to express their emotional reactions. In terms of business, the main objective is to earn maximum profit with a short span of time and minimum risk. As a competitive world, everyone works like an Eagle with a sharp eye to watch the changes which may happen in any corner of the world with the help of technological development. Marketing is like an ocean where everyone needs to find a unique way to retain the consumers for a long time and bring reputation to the business. One of the marketing techniques is Influencer Marketing. The present study aimed to find out the consumers’ perceptions towards Influencer Marketing and satisfaction level of consuming the products through Influencer Marketing. Data collected from 90 respondents by adopting Convenient Sampling Technique. Tools like Simple Percentage Method, Mean, Standard Deviation and Likert Scaling Techniques were used to analyze and conclude the study.

***KEYWORDS: Celebrity, Consumers, Influencer Marketing, Perception, Preference, Social media.***

1. **INTRODUCTION**

Marketing is a crucial aspect of in the business world which involves promoting and making a sale of product or service in the market which helps to identify the necessities and requirements of the consumers. One of the key elements of successful marketing is building a strong brand identity which involves the development of a unique brand image, message, and positioning that resonates with the target audience and sets them apart from competitors.Influencer marketing is a relationship which is exists between social media handlers and brand preference related to product and service. Such forms of marketing have widely spread since the users of social media are greater in number. The goal of influencer marketing is to leverage the influence of these individuals to reach a wider audience and increase brand awareness. As partners with influencers who have large followings, brands can tap into their audiences and build trust and credibility with potential customers. Influencers may be an individual or group of person who can able to create awareness and influence the consumers to buy the products or services.

1. **STATEMENT OF THE PROBLEM**

With the e-world everything can be bought or sold within a fraction time, to withstand in the market and to overcome the competition in the business world, there is need for a unique strategy which can helps the firm or company to earn profit, attract a greater number of customers, retain in the market for a longer period. One among the unique and traditional strategies to attract the customer is Influencer Marketing, so the aim of the study is to investigate the role of influencer marketing to what extent to make the consumer retain to buy the product through influencer marketing. Even though the product is not satisfied the customer tends to buy because of their favorite celebrity. Thus, the study was undertaken to know the Consumer Perception towards Influencer Marketing with Special reference to Madurai North City.

**III.OBJECTIVES**

The present study aimed to:

1. identify the customer's perception towards influencer marketing.
2. determine the satisfaction level of customers through influencer marketing.

**IV.SCOPE OF THE STUDY**

With modern technology, there are different modes available to companies to market for the business, especially social media is the best and fastest way to reach out to the consumers within a short span of time. One among them isInfluencer Marketing, who can be famous celebrities in various fields. So, the present study focused on understanding the Consumer Perception towards Influencer Marketing within Madurai North.

**V. REVIEW OF LITERATURE**

1. **Min Xiao, Rang Wang & Sylvia Chan-Olmsted (2018)**[1]**,” Factors affecting YouTube influencer marketing credibility: a heuristic-systematic model”** Under the topic an empirical studies has been examined to determine the trustworthiness of the information given in YouTube. So the present study was attempted to evaluate the systematic information provided by YouTube influencers.
2. **Jooyun Hwang, Sejung Oh and Siyeon Jang (2021)[2],** as a Research papertitled as **"**Consumer Perceptions of Influencer Marketing: Application of Q Methodology and Implications for Business Communication", the aimed to study the consumer types and their perception towards social media. Various marketing strategies are suggested to meet group of customers which can maximize the utilization.
3. **Deniz Ermis, Dima Idjbara and Anando Porobic(2022)[3]** made an study under the title " Consumers’ perception on Influencer Marketing through Instagram”. With the teen age group of 18 samples drawn aimed to explain how brand perception of Generation Z gets influenced by influencer marketing and found out consumers are highly influenced by Instagram Influencers.
4. **John Simon E. Abraham, Sophia Justine L. Floreto, Margaux Isabella B.Pagkalinawan, and Antonio E. Etrata, Jr. (2022)[4]** ."Consumer Perception on Influencer Marketing Efforts of Brands in the Beauty and Cosmetics Industry” The cosmetics Industry leverages influencer marketing to increase their relationships with consumers also found out that marketers the knowledge and opportunity to coordinate their influencer programs so that customers get the best results possible.

**IV.RESEARCH METHODOLOGY**

**A.** **Research Design:** Analytical with Descriptive.

1. **Determination of Sample Size:**

o **Sample Size:** 90.

o **Sampling Technique***:* Convenient Sampling Technique.

o **Sample Area:** Madurai North City.

o **Primary Source:** Questionnaire was used to collect the data.

o **Method of Data Collection:** Google form.

o **Secondary Data:** Journals and internet sources.

1. **Framework of Analysis:** Tools like Simple Percentage Method, Mean, Standard Deviation and Likert Scaling Techniques were adopted to measure the responses according to the objectives of the study.

**VII. ANALYSIS AND INTERPRETATION**

**TABLE No.1**

**DEMOGRAPHIC OUTLINE OF THE DEFENDANTS’**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **FACTORS** | **CLASS INTERVAL** | **FREQUENCIES** | **PERCENTAGE** | **MEAN** | **STD. DEVIATION** |
| AGE | 15 - 17 | 13 | 14.44 | 30 | 18.08 |
| 18 - 20 | 49 | 54.44 |
| Above 20 | 28 | 31.11 |
| GENDER | Male | 23 | 25 | 45 | 31.11 |
| Female | 67 | 74 |
| EDUCATIONAL QUALIFICATION | 10th | 3 | 3 | 22.5 | 19.28 |
| 12th | 17 | 18 |
| UG | 49 | 54 |
| PG | 21 | 23 |
| NUMBER OF TIMES PURCHASE THE PRODUCT THROUGH ONLINE SHOPPING | Weekly | 1 | 1 | 22.5 | 43.67 |
| Twice in a week | 1 | 1 |
| Monthly | 88 | 97 |
| THROUGH INFLUENCER MARKETING PRODUCTS PREFERRED TO BUY | Food items | 11 | 12 | 15 | 8.76 |
| Cosmetics | 8 | 8 |
| Sports items | 10 | 11 |
| Electronics items | 16 | 17 |
| Cloth item | 32 | 35 |
| All the above | 13 | 14 |
| SOURCE OF INFLUENCER MARKETING | Instagram | 36 | 40 | 15 | 13.78 |
| YouTube | 16 | 17 |
| Facebook | 2 | 2 |
| Newspaper Advertisement | 2 | 2 |
| Television Advertisement | 8 | 8 |
| Friends and Relatives | 26 | 28 |
| **TOTAL** | | **90** | **100** |  | |

**TABLE No.2**

**OPINION OF THE RESPONDENTS ABOUT INFLUENCER MARKETING**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Particulars** | Yes | No | **Percentage** | | **Mean** | **Std, deviation** |
| FREEBIES RECEIVED | 38 | 52 | 42 | 57 | 45 | 9.90 |
| AVAILED BENEFITS OF COUPON CODE | 36 | 54 | 40 | 60 | 45 | 12.73 |
| PROBLEMS FACED WITH DELIVERY PERSON | 22 | 68 | 25 | 75 | 45 | 32.53 |
| FACED ANY FRAUDULENT ACTIVITY WHILE ONLINE SHOPPING | 22 | 68 | 24 | 75 | 45 | 32.53 |
| **TOTAL** | **90** | | **100** | |  | |

**TABLE No.3**

**LIKERT SCALING ANALYSIS**

**RESPONDENTS SATISFACTION LEVEL THROUGH INFLUENCER MARKETING**

|  |  |  |  |
| --- | --- | --- | --- |
| **SATISFACTION LEVEL** | **TOTAL** | **AVERAGE** | **RANK** |
| PRODUCT | 5484 | 60.93 | I |
| PRODUCT PRICE | 5059 | 56.21 | VIII |
| COLOUR VARIATION | 5125 | 56.94 | VI |
| QUALITY | 5174 | 56.49 | V |
| SHIPPING CHARGE | 4975 | 55.28 | X |
| RETURN IN CASE OF DEFECTIVE ONE | 4956 | 55.07 | 11 |
| WARRANTY | 5079 | 56.43 | VII |
| EXTRA BENEFITS | 5041 | 56.01 | IX |
| ON TIME DELIVERY | 5384 | 59.82 | II |
| CASH BACK | 5219 | 57.99 | IV |
| SIZE / QUANTITY | 5239 | 58.21 | III |

# Based on the Likert Scaling Techniques, the Product was ranked as I with a Mean score of 60.93. The On-time delivery of the Product was ranked as II with a Mean score of 59.82. Return in case of defective one is the least score with 55.07.

**TABLE No.4**

**PREFERENCE OF THE RESPONDENTS ABOUT INFLUENCER MARKETING**

|  |  |  |  |
| --- | --- | --- | --- |
| **PREFERENCE** | **TOTAL** | **AVERAGE** | **RANK** |
| TECHNICAL SKILL (PURCHASED IN ONLINE) HAS BEEN INCREASED SINCE STARTED PURCHASED PRODUCT THROUGH INFLUENCE MARKETING | 5339 | 59.32 | I |
| MORE COMFORTABLE TO BUY THE PRODUCT WHICH HAS BEEN USED BY CELEBRITIES | 5175 | 57.5 | IV |
| ONLINE SHOPPING IS BETTER THAN TRADITIONAL SHOPPING | 5125 | 56.94 | VI |
| COMFORTABLE WITH ONLINE SHOPPING | 5339 | 59.32 | I |
| LACK OF COMMUNICATION WITH THE SALESPERSON IN ONLINE SHOPPING | 5184 | 57.60 | III |
| FIRST EXPERIENCE WHILE PURCHASING THE PRODUCTS THROUGH INFLUENCER MARKETING | 5249 | 58.32 | II |
| SATISFIED WHILE PURCHASING THE PRODUCTS THROUGH INFLUENCER MARKETING | 5156 | 57.29 | V |

Based on the Likert Scaling Techniques, “Technical skill (purchased in online) has been increased since started purchasing products through influence marketing " and “Comfortable with Online shopping " are ranked as I with a Mean score of 59.32. "Online Shopping is better than traditional shopping" with a score of 56.94.

# **VIII. LIMITATIONS OF THE STUDY**

● Period of the study is limited.

● The study is confined to Madurai city only.

● The sample size of the study is limited to 90 respondents.

● Consumer’s perception and celebrities’ preference is not a stable one.

**IX.FINDINGS**

● Out of 90 respondents, 74% of respondents belong to the Female gender.

● 27% of respondents belong to the age group of Eighteen.

● 54% of respondents belong to UG students.

● Out of 90 respondents, 97% of respondents purchase products weekly through online shopping and none of respondents purchase products daily through online shopping.

● Clothes are mostly preferred by the respondents of 35%.

● 40% of the respondents are mostly influenced by Instagram.

● Respondents are not satisfied with Coupon Code and Freebies while purchasing products through Influencer Marketing.

● Most of the respondents are facing problems with delivery people and fraudulent activities while purchasing products through Influencer Marketing.

● Based on the Likert Scaling Techniques, Quality of the product ranked as a V on Likert Scaling Techniques.

● Based on the Likert Scaling Techniques, Lack of communication ranked as an 3rd on Likert Scaling Techniques

**X. SUGGESTIONS**

The consumers mostly preferred to buy products through online shopping rather than traditional shopping because it is Time efficient, Affordable, Comfortable, Coupon Code with the help of influencers, etc. The Influencers and manufacturers are mostly focusing on teenage groups, they should also take some measures to attract middle age group people.

Before purchasing any product, people should verify the comments for the product whether to Buy or not.

**XI.CONCLUSION**

Most of the Consumers preferred to buy products at high cost that are influenced by the most popular celebrity or their favorite celebrity. Consumers tend to buy the product because of influencers offering Discounts, Coupon code, Offers, etc. Influencer marketing can be a highly effective strategy for brands to reach their highly targeted consumers.

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●  [**https://www.mckinsey.com/featured-insights/mckinsey-explainers/what-is-influencer-marketing**](https://www.mckinsey.com/featured-insights/mckinsey-explainers/what-is-influencer-marketing)

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