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Influencers And Consumers' Decision Making

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Abstract

This study delves into the impact of social media personalities on source credibility, consumer buying behavior and social identification with various celebrity types. An in-depth interviews with 14 female Instagram users aged 17-33 were conducted to assess influencers' impact on their purchasing decisions. The findings reveal that influencers on Instagram wield significant influence over the buying behavior of young female users. However, non-traditional celebrities, such as bloggers, YouTube personalities, and 'Instafamous' profiles, hold even greater sway, as participants perceive them as more credible and relatable than traditional celebrities. The objective of this study is to investigate the influence of Instagram on source credibility, consumer buying intention, and social identification with different types of celebrities, particularly among young female users aged 18-30. The study aims to determine the extent to which Instagram affects the buying behavior of female users and to identify the most influential type of celebrities on Instagram. The study focuses on non-traditional celebrities, such as bloggers, YouTube personalities, and "Instafamous" profiles, to examine their credibility and relatability to young female users. The study also explores the preference of female users for positive images and encouraging reviews on Instagram profiles. Ultimately, the study aims to contribute to the understanding of the role of Instagram in marketing communication and the potential importance of this social media platform to marketershere. inquiries regarding the Halo Effect theory will be posed to explore how it may impact an individual's perception of an online celebrity and subsequently influence trust. This exploration will involve examining participants' social media behaviors and their associations with, as well as perceptions of, celebrities.

Keywords: Influencer, social media, marketing, online, consumer behavior