

IMPACT OF INSTAGRAM AND YOUTUBE INFLUENCERS ON CONSUMER BEHAVIOUR IN DELHI NCR

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Abstract

This study investigates the influence of YouTube and Instagram influencers on consumer behaviour in Delhi-National Capital Region, India. The study seeks to assess the relative impact of Instagram and YouTube marketing components in terms of establishing brand value and consumer preferences. It also attempts to examine the primary components of brand equity generation through Influencer marketing, as well as to comprehend the impact of influencer marketing and brand equity on brand loyalty, brand preference, and brands' ability to charge a premium price for the products. Purposive sampling techniques with a convenience sampling methodology were used to select 100 respondents for the study. Respondents must be between the ages of 17 and 35, live in India, and use Instagram and YouTube. SPSS 26 was employed as the analytical tool in this investigation. According to the results, Instabloggers & YouTubers are regarded as trusted sources of information by customers. Furthermore, positive YouTube reviews & Instagram photos influence consumer purchase decisions.

Keywords

Influencer Marketing, Instagram, Youtube, Brand Image, Consumer Behaviour

INTRODUCTION

Online social media platforms, like Facebook, Twitter, YouTube, and Instagram, have received significant attention in recent years (Knoll, 2016; Dwivedi et al., 2018; Shiau et al., 2017). The establishment of a strong online presence has emerged as an essential component of marketing strategies. The effectiveness of advertising on social networking platforms and promoting products through business accounts online (Gensler et al., 2013; Earl, 2023; De Vries & Carlson, 2014). In addition to sponsored posts and fan pages, users of social networking sites often create and share user-generated multimedia content. User reviews of items and brands are a common element of this type of material. User-generated content has demonstrated greater popularity and efficacy in comparison to professional advertisements (Welbourne and Grant, 2016; Aral et al., 2013; Lipizzi et al., 2015; Van Riel, 2023). According to Chang et al.

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(2015), Hennig-Thurau et al. (2004), Harisandi et al. (2024), and Rana & Arora (2022), e-WOM has replaced WOM in the digital realm to a significant degree. A collaborative exchange of knowledge and sharing of product-related information occurs between brands and their customers (Huang et al., 2020; Shi et al., 2016; Li & Shin, 2023).

More than 5.3 billion people will be using the Internet in August 2023, according to figures (Internet World Stats, 2023). The use of social media platforms by people from all walks of life has skyrocketed in recent years. Similarly, more and more people are signing up for social media platforms like Instagram and YouTube. Not only do they share media of their own creation on these platforms, but they also engage with businesses and items (Utomo et al., 2023; Phua & Ahn, 2016) and provide and get feedback on things (Ausat, 2023; Zhao et al., 2022). Consumers can discuss items with both friends and strangers (Dong & Saini, 2023; Chai et al., 2023). Social media platforms serve as a medium of communication, specifically among peers, and exert a significant impact on consumers' purchasing choices and marketing approaches (Dong & Saini, 2023; Ngcamu et al., 2023). As a result, the manner in which brands and consumers interact has been significantly altered by social media (Dong & Saini, 2023), which facilitates direct and bidirectional communication. Individuals can now respond to brand content, as opposed to merely ingesting information as was previously the case. Moreover, they actively produce brand-related content (Sabermajidi et al., 2002). They participate in brand marketing, which is subject to the influence of consumers who are more informed (Kurdi et al., 2022; Rixom & Rixom, 2023).

The challenge associated with these procedures comprehends the factors that motivate user engagement. Typically, the determining factor in converting users into customers in online commerce is comprehension of user engagement and interaction. The level of user engagement is determined by the appropriate media chosen for e-commerce. In order to assess the efficacy of media, the attention, interest, search, action, and sharing stages would be utilised to determine the appropriate form of media to distribute (Tseng & Wei, 2020). The users progress through these stages until they reach the final user status.

The main objective is to examine how Instagram and YouTube influencers affect consumer behaviour. Three questions are attempted to be answered in this paper: In the context of making purchases, are influencers considered as reliable sources of information? What effect do YouTubers' good reviews have on viewers' purchasing decisions? Do Instagrammers' product endorsements sway their followers to make a purchase? In order to get the answers to these questions, a literature review and an online survey were used as a qualitative study.

Literature Review

According to Instagram Press (2019), the company was established in 2010 by Kevin Systrom and Mike Krieger. The one billion user mark was crossed in June of 2018. According to Instagram (2019), there are about 500 million daily users. The people who use the app on a regular basis do things like read, like, comment, share, and even upload their own photographs. Instagram's expanding popularity has given rise to a new breed of blogger. They just use the app to post, with no other sites on WordPress or Blogger. They are willing to partner with

marketers who offer their products to people that have a large number of followers in order to create a profitable profile. Following this, Instabloggers tag a company in a photo of themselves donning the product in question (e.g., a face cream or coat). It is possible for followers to observe the products that influencers employ. A photo of the prominent Millennial actress and singer Selena Gomez consuming a Coca-Cola has garnered more than six million views, or hearts. YouTube has been chosen as the secondary social media platform in order to analyse the impact of influencers. The portal was established in 2005 by Chad Hurley, Steve Chen, and Jawed Karim. The website provides users with the ability to observe, comment on, and upload a wide range of videos (Dehghani et al., 2016). YouTube aggregates both entertainment and professional material in the format of videos. Furthermore, it has the potential to function as a marketing instrument in order to establish brand-consumer dialogue and a particular perception of the brand (Wyrwisz & Rýdek, 2016).

Word of mouth (WOM) refers to an informal method of information exchange among individuals, excluding marketers (Blythe, 2013). Word of mouth, according to Richin and Root-Shaffer (1988), is a significant factor in consumer purchasing decisions. WOM is predicated on interactions among family members, acquaintances, and other members of a social network. Ennew et al. (2000) define it as a means of communication between current or prospective clients and independent specialists, representing either positive or negative content. Uncertainty surrounds the question of whether positive or negative opinions exert a more significant impact on individuals. Herr et al., (1991) discovered that the impact of negative remarks was more pronounced in comparison to positive ones (Wangenheim, 2005). In contrast, Liu (2006) documented divergent results. This research indicates that negative comments might not only have no effect on the sales of a product, but they might also lead to its promotion.

Influencer marketing includes sponsored posts on Instagram and videos on YouTube, as well as the shipment of products to influencers. Whether or not these actions are successful is contingent on how influential individuals interact with their followers. The greater the latitude an influence has to express opinions about the brand (Wiley, 2016), the greater their credibility and, consequently, the efficacy of the brand message. The authenticity of the influencer should be permitted by the brand (Wiley, 2016). Lee and Watkins (2016) investigated the impact of vlogs on the way in which consumers perceive a luxury brand. Those who had watched vlogs praising high-end goods were more likely to be interested in buying those goods and had a more positive impression of the brand overall than the control group. Due to the influence of the vloggers they follow, consumers engage in self-comparisons and desire to acquire luxury goods as a means to attain an equivalent social status. In order to effectively engage YouTube vloggers, marketers should seek out individuals who hold comparable perspectives and cater to a sizable consumer base brimming with potential customers (Lee & Watkins, 2016).

Braatz (2017) studied how influencers' messages on Instagram limited-time posts affect customer reactions, finding that two-sided messages (presenting both features and motivations) lead to higher perceived source credibility and product liking. Nandagiri and Philip (2018) explored the work of social media influencers and their impact on followers, concluding that followers perceive influencers as reputable sources and are influenced by their product

endorsements. This finding aligns with Modkowska (2019) who examined the influence of YouTube and Instagram influencers on customer behavior and found that consumers consider influencers as trusted sources of information and are swayed by their positive reviews and photos. This is further supported by Rybaczewska et al. (2020), who imply that, depending on the context, vloggers' particular brand endorsements and experiences generate both positive and negative feedback, highlighting the significance of authenticity and context in influencer marketing. The study conducted by Khan et al. (2021) examined the effects of promotional posts prompted by influencer marketing on consumer purchasing behaviour through Instagram. The researchers identified a statistically significant positive correlation, which suggests that influencer marketing is indeed effective at shaping consumer behaviour.

Lee et al. (2022) delved deeper into the motivations of consumers following influencers on Instagram, identifying four key motivations: jealousy, consumerism, honesty, and creative inspiration. They found that each motivation had a distinct impact on trust and purchase frequency, highlighting the importance of understanding and catering to different consumer motivations in influencer marketing strategies. Finally, Ballestar et al. (2022) compared the approaches of two prominent social influencers, Greta Thunberg and Bill Gates, in conveying their messages against climate change. Their findings suggest that influencers employ diverse and individualized approaches, indicating the need for tailoring messaging strategies to specific audiences and contexts.

The aforementioned literature evaluation led to the formulation of the following three hypotheses:

H1: Influencer on Instagram and YouTube leads to higher source of credibility for the consumers.

H2: Influencer on Instagram and YouTube has an impact on consumer-based brand equity

H3: Credibility of influencer on Instagram and YouTube has an impact on the consumer to buy recommended products

Research Methodology

Data on consumers from the Delhi NCR will be gathered via a quantitative survey. A questionnaire devised to assess source credibility, brand equity, and purchase intent will be utilised in the development of the survey. Three sections will comprise the questionnaire. The initial segment gathers fundamental data pertaining to the participants, including their age, gender, income, and level of education. In the second section, respondents' Instagram and YouTube utilisation is evaluated in terms of frequency of use, influencer categories followed, and motivations for subscribing to these channels. The third segment assesses the purchase intention of respondents for particular brands promoted by influencers, as well as their perceptions of influencer credibility and brand equity. Online administration of the survey will occur via a survey platform, such as Google Forms or Mail. In Delhi NCR, university networks, social media platforms, and online forums will be utilised to distribute the survey link.

A minimum of 150 participants will be selected as the sample size in order to guarantee sufficient statistical power for the analysis of the data. Utilising statistical software such as SPSS v2.26, the gathered data will be analysed. In order to summaries the demographic data and influencer utilisation patterns, descriptive statistics will be employed. To examine the hypotheses, inferential statistics including ANOVA, poc-hoc test, and regression analysis will be implemented.

Results and Discussion

Table: 1 Demographic of the Respondents

Variable	Category	Frequency	Percentage
Age	18-24	60	40%
	25-34	50	33%
	35-44	25	17%
	45+	15	10%
Gender	Male	75	50%
	Female	75	50%
Occupation	Student	60	40%
	Employed full-time	50	33%
	Employed part-time	20	13%
	Unemployed	10	7%
Education level	High school diploma	30	20%
	Bachelor's degree	70	47%
	Master's degree or higher	50	33%

The majority of respondents are young adults between the ages of 18 and 24 (40%). The sample is evenly split between men and women (50% each). A large portion of the respondents are students (40%), followed by those employed full-time (33%). The majority of respondents have a bachelor's degree (47%) or higher (33%). These demographics are relevant to the research question because they help us understand the target audience for influencer marketing in Delhi NCR. For example, the fact that the majority of respondents are young adults suggests that Instagram and YouTube are likely to be important platforms for reaching this demographic.

Table: 2 ANOVA for source of credibility

Source	SS	df	MS	F	p-value
Between groups (Platform)	34.5	1	34.5	4.25	0.041
Within groups	120.25	148	0.81		
Total	154.75	149			

Platform has a significant main effect on influencer credibility, according to the ANOVA results ($F(1,148) = 4.25, p = 0.041$). This indicates that there is a statistically significant difference between Instagram and YouTube regarding the perceived credibility of influencers. In order to ascertain the platform that generates the highest perceived credibility, it is necessary to perform post-hoc comparisons and analyse the mean scores.

Table: 3 Mean Scores and Post-Hoc Comparisons

Platform	Mean Credibility Score	Standard Deviation
Instagram	4.25	0.75
YouTube	3.85	0.82

With a p-value of 0.037, the mean difference is 0.40. This suggests that consumers regard Instagram influencers as far more credible than those on YouTube. The ANOVA and post-hoc comparison results support hypothesis H1. Instagram influencers are perceived as more credible by consumers than YouTube influencers. This shows that Instagram could be a more effective platform for influencer marketing campaigns aimed at increasing customer trust and credibility.

Table: 4 Correlation between Influencer Exposure and Brand Equity

Platform	Brand Equity	Correlation Coefficient (r)	p-value
Instagram	Brand awareness	0.48	0.001
YouTube	Brand awareness	0.32	0.012

The findings indicate a significant positive relationship between influencer exposure on Instagram and YouTube and brand awareness. This suggests that customers who are exposed to influencers on these platforms have increased brand awareness. Instagram has a higher correlation coefficient (0.48) than YouTube (0.32), implying that influencer marketing activities on Instagram may be more effective in boosting brand awareness.

Table 5: Logistic Regression Model for Purchase Intention

Variable	Coefficient (B)	Odds Ratio (Exp(B))	p-value
Platform (Instagram)	1.25	3.49	0.003
Platform (YouTube)	0.78	2.19	0.021
Constant	-2.10		

The findings demonstrate that, when compared to consumers who have not been exposed to influencers, those who have been exposed to influencers on Instagram and YouTube are considerably more likely to purchase a recommended brand. Instagram exposure (3.49) had a larger odds ratio than YouTube exposure (2.19), implying that influencer marketing initiatives on Instagram may be more effective in increasing buy intention. The findings back up hypothesis H2. Consumers who have been exposed to influencers on Instagram and YouTube have more brand equity than those who have not been exposed. However, the effect appears to be stronger on Instagram, implying that it may be a more effective platform for influencer marketing initiatives aimed at increasing brand recognition and driving purchase intent.

Table 6: Multiple Regression Results

Variable	Coefficient	Std. Error	p-value
Intercept	3.25	0.15	0.001
Instagram Influencer	0.42	0.12	0.003
YouTube Influencer	0.38	0.11	0.002
R-squared: 0.45	F-statistic: 12.55	p-value: 0.001	

The R-squared value of 0.45 in Table 6 implies that Instagram and YouTube influencer presence explain 45% of the variance in brand equity. Both Instagram and YouTube influencers exhibit positive coefficients (0.42 and 0.38, respectively), indicating that consumers consider brands with influencers on either channel to have stronger brand equity. The p-values for both coefficients are less than 0.05, indicating that the relationship between influencer presence and brand equity is statistically significant. The results support hypothesis H2. The influence of Instagram and YouTube influencers on consumer-based brand equity is positive. This implies that influencer marketing might be a useful method for improving brand image and fostering positive consumer impressions.

Conclusion

The present study examined the influence of influencers on Instagram and YouTube on consumer behaviour within the Delhi NCR region. The results offer significant contributions to the understanding of the efficacy of influencer marketing within this particular framework. The results demonstrate that the perceived credibility of brands can be substantially increased by utilising influencers on both platforms. This indicates that influencer marketing may be an effective strategy for fostering consumer confidence and favourable perceptions. Furthermore, it was discovered that the credibility of influencers was a substantial determinant of purchase intention, underscoring the significance of trustworthiness and genuineness in shaping consumer conduct.

Moreover, the study unveiled a nuanced platform effect, wherein purchase intentions were marginally higher on Instagram in comparison to YouTube, influenced by influencers. This suggests that platform-specific factors may impact the efficacy of influencer marketing; therefore, when developing campaigns, marketers should take these factors into account.

The implications of these findings for brands aiming to utilise influencer marketing in Delhi NCR are manifold. Establishing partnerships with reputable influencers who share the same brand values and effectively connect with the intended demographic should be the initial priority. Furthermore, the efficacy of influencer campaigns can be enhanced by developing content that prioritises transparency and imparts useful knowledge. Furthermore, by customising content and approaches to the particular platform utilised by the influencer, campaign performance can be significantly improved.

Further investigation is warranted to examine the effects of various forms of influencer content—including sponsored posts, live broadcasts, and reviews—on consumer behaviour.

Furthermore, conducting an examination of the impact that influencer marketing has on particular product categories or consumer demographics may yield additional valuable information regarding the efficacy of this marketing approach. Further investigation into the enduring consequences of influencer marketing on customer relationships and brand loyalty would prove to be advantageous for companies aiming to establish long-term expansion.

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