

# Analysis on How Social Media Influencers Affect Purchasing Tendency

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## ABSTRACT

In the current society, companies often invite social media influencers to popularize their products. And social media influencers' incomes depend on advertising products. Also, with the development of technology, most people have electronic devices, like laptops, mobile phones are so on. Everyone can be a social media influencer as long as people has electronic devices. This essay mainly focuses on how can social media influencers affect purchasing tendency, and why social media influencers can affect people's purchasing tendency. The result turns out to be that people often have a hard time to make their decisions if they do not have sufficient information, and social media influencers often provide people with specific information. Therefore, people tend to make purchase decision because of advertisement of social media influencers. However, some social media influencers over exaggerate the benefits of the products, so there is bad atmosphere in the market. Officials should regulate more on the "Internet celebrity economy"[1].

**Keywords:** Social Media Influencers, Purchasing Tendency, Simon's model, questionnaire

## 1. INTRODUCTION

Nowadays, many companies have social media influencers to advertise their products in order to increase their sales. And people often tend to buy those things popularized by celebrities. Other researchers have already found out the disadvantages of online purchasing, and what the possible solutions are that can help people prevent themselves from irrational purchasing. The purpose of this essay is to find out how "Internet celebrity economy" can affect consumer's purchasing tendency, and why they could be affected. Also, the disadvantages of promote products by live streaming, and what the possible solutions are. This essay differs from the previous essays. This essay will propose additional information of how "Internet celebrity economy" can affect consumer's purchasing tendency, and why they could be affected. Specific data of the percentage of how likely people will buy products because of online advertisement will be offered. By

proposing the solutions, some irrational purchasing behaviors can be eliminated. Questionnaires that illustrate the percentage of consumers who buy things because of social media influencers' advertisement will be offered. Finally, the author hopes people can find out more ways to prevent consumers from spending recklessly. Also, the author hopes that there will be officials to impose more strict regulations that can eliminate over exaggerated and fake advertisements on selling products online.

## 2. ANALYSIS

Nowadays, people always tend to buy products popularized by some social media influencers. Why is this happening? According to Herbert Simon's model of Decision making, there are three stages for people to make their final choice [3][4]. The three stages are Intelligence stage, design stage, and choice stage, which are shown in figure 1.

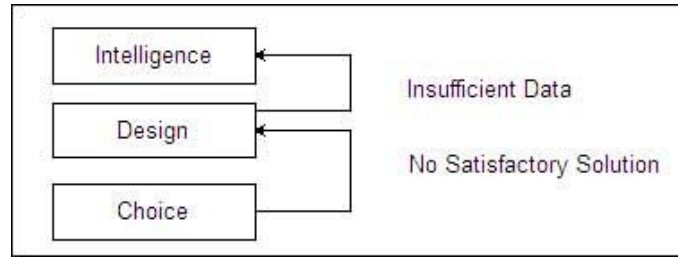


Figure 1 Stages of the EBM model and Simon's model

In intelligence stage, people identify the problem. Intelligence stage involves in problem searching and problem formulation. In problem search, people compare reality or actual to some standards. People will determine if there is difference between the reality and the standard. Therefore, referring problems to previous ones can help people to identify the right problem. In addition, in the design stage, people quantify things to help them to draw an outline of the problem. people usually come out of many possible solutions in this stage. In the choice stage, people compare all the possible solutions, and they try to find the best solution. The best solution can be identified using quantitative tools like decision tree analysis or qualitative tools like the six thinking hats technique, force field analysis, etc. It is not easy to find the most suitable solution, because each solution represents different scenarios, and the problem itself has many different objectives, which make the choice making process pretty difficult. And there are many uncertainties under each solution. People may run between the stages repetitively. If people do not have enough data, they will go back to the intelligence stage from the design stage. If people do not find the satisfactory solution, they will go back to the design stage from the choice stage. Hence, social media influencers play an important role in helping people to make purchasing decisions. Social media influencers offer potential customers with enough information about the products. And they also offer people with satisfactory solution by explaining how the products

benefit themselves. And the social media influencers sometimes over exaggerate the features of the products to ensure customers that they find the best products or the best solutions. For example, social media influencers who sell skin care products may propose the ingredients of the products, and they will explain the function of the ingredients. In this way, they can assure the customers that the products are suitable for them.

In this study, the author used some questionnaire which includes 50 people who aged from 18 to 50 to reflect how likely they buy products because of celebrity endorsement. And some of the participants are students, some are from middle class, and some are retired people. Also, there are some facts that show how much money social media influencers can earn from online advertisement. In the questionnaire, there are three questions. The first questions is what percentage of your purchases are made online. The second question is whether you are affected by advertisements of social media influencers. And the third question is what percentage of your online purchase are driven because of advertisement of social media influencers. The author handed out the questionnaire through SO JUMP. The result showed that 30 participants made 80% of their purchases online, 5 participants made 100% of their purchases online, 8 participants made 50% of their purchases online, 5 participants made 30% of their purchases online, and 2 participants made 0% of their purchases online. The data are shown in figure 2.



Figure 2 Percentage of purchase online

It can be easily seen that most of the people made their purchases online nowadays. And there are only 2 participants never make purchases online, because the two participants are aged 50, they don't have electronic devices to buy things online.

The result of the second question is that 47 of the 48 participants make online purchase because of advertisement of social media influencers. What is more, only 1 of the 48 participants are not affected by the advertisement of social media influencers. The data are shown in figure 3.

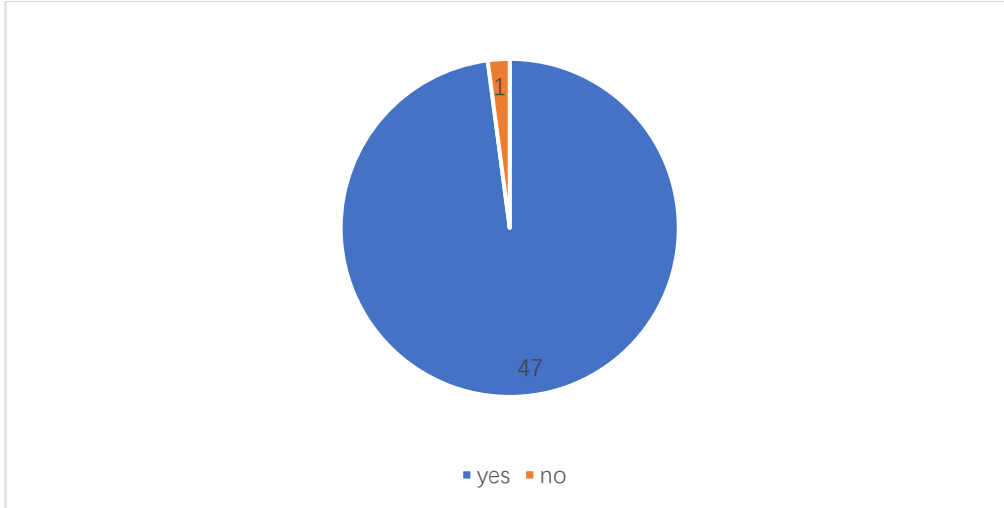


Figure 3 Whether participants are affected by advertisements of social media influencers

It can also be seen that nearly all the people who make their purchases online are affected by advertisements of social media influencers.

The result of the third question, what percentage of your online purchase are driven because of advertisement of social media influencers, is that 100% of the online purchase are driven by advertisements of social media influencers.

### 3. FINDINGS

Most people make their purchases online, and people make their purchases online are most driven by advertisements of social media influencers. Also, this tendency to be influenced by advertisements of social media influencers varies between people who are in different age range[2]. With the rise of celebrity endorsement and social media influencers' income, more and more people choose be social media influencers and popularize products online. Inevitably, there are many unauthentic, over exaggerated, over popularized products. And since consumers tend to purchase things irrationally, especially when they see advertisements that show how great a product is, consumers tend to buy things that they don't really need. Consumers which are the decision makers are often lack of enough information to help them make decisions. And as long as the social media influencers offer the customers with enough information, and ensure the customers that they can be benefited from the products, customers tend to buy the products. Therefore, there will be poor atmosphere in advertisement market, media, and some companies.

### 4. CONCLUSION

According to the research results, the author puts forward the following suggestions.

First of all, consumers' experience should be enhanced. Before selling clothes, make several choices for consumers to try on and give corresponding improvement suggestions. Clothes that are suitable for the public figure will sell best. The sell rate of clothing is based on whether the clothes are suitable for public. In addition, due to the replacement nature of consumers, consumers can be involved in changing their clothing styles more quickly according to the changes in aesthetic standards of different times. Thus, as to adapt to the replacement and iteration of consumers and create a steady stream of profits for their stores.

Secondly, governments should set officials to strictly supervise and regulate online selling. Officials are supposed to watch those live advertisements, and verify if those products are as the social media influencers describe.

Therefore, it's less likely that customers will make irrational purchasing decision. And the practice of deceiving consumers can be eliminated.

### AUTHORS' CONTRIBUTIONS

The author conducted this research and wrote this paper by herself.

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