

1.1 INTRODUCTION

Nowadays, Consumer buys good and services on the basis of recommendations of the people they trust. The influencers and the celebrities are the ones who initiate the feeling of trust in the people following them, due to which many consumers watching the lifestyle of these influencers try to adopt the habits in their routine but they forget about their living standard, their own choices and their basic necessities that is on top of their priority list. Before studying the part of social media influencers on consumer and the choices they make in the online environment, it is important to understand the types of to select the right influencers for product placement. Social media influencers can be classified in many ways.

The typology of social media influencers (<https://grin.co/blog/types-of-social-media-influencers/>). Bloggers and Vloggers: They are the individuals who practice their text related content to circulate their blog frequently. They are dynamic on innumerable platforms of social media to endorse their content. Vloggers share their information in the form of video. To advertise the content platforms like YouTube and Instagram are used by them.

Social networking sites have developed more than just being a communication channels used by individual consumers to create content, allot materials, share ideas, express views. These sites have resulted in authority shift between consumers and more product owners and through these influencers, a vast generation of information has been evolved. The study suggested the importance of clearly understanding the usage of mobile devices and the social networking sites in ways they access and use it. The objective of this study was to examine the role of social media influencers on consumer buying behavior.

1.2 SIGNIFICANCE OF THE STUDY

Nowadays, Consumer buys good and services on the basis of recommendations of the people they trust. However, in Indian context, every individual doesn't follow social media influencers on different social media platforms. And due to trust issues, it is not easy for social media influencers to influence the users. Although social media influencers are gaining the acceptance and popularity in online purchase, still there is a need to analyze which factors makes them an impactful influencer.

1.3 STATEMENT OF THE PROBLEM

Social media was introduced to digitally connect people who otherwise may not be having chance to have continuous meeting and interaction. From Six degrees to Facebook, the world changed in the way people connect and socialize. Social media as an industry has grown that not only provides people the ability to connect but are now providing jobs opportunities that were never imagined. From content writer to influencers, social media has given opportunity to earn name, fame and money and act as a platform for online shopping as well. One of the social media marketing form is Influencing where an individual having master knowledge of their field of their field uses it to promote the brand and product of others. The purpose of this study was to examine how social media influencer impact buying behavior of customers.

1.4 OBJECTIVES OF THE STUDY

- To analyses influence of social media channels on buying behaviour of consumers.
- To identify the factors that motivate consumers to shop through social media platforms.
- To know the consumer's perception towards social media advertisement
- To know the level of satisfaction on purchase influenced by social media advertisement.

1.5 SCOPE OF THE STUDY

The study is focused on social media influencers that influences the purchase behavior of the consumers. The factors that influence its usage in online purchase have been identified. However, the scope of the study is limited to customers OF Kannur area and only 100 respondents were considered, which may not be a representative of the large population size of online shoppers in India.

1.6 RESEARCH METHODOLOGY

Research methodology is a process used to collect information and data for the purpose of making decisions. The methodology may include publication research, interviews, surveys and other research techniques.

Data Collection

The data is collected from both primary and secondary sources.

Primary Data

The source of primary data is through questionnaire based on the objectives.

Secondary Data

The secondary data were collected from books, journals, websites and other published sources.

Sample Design

A self- designed questionnaire was developed and given to general public. The questionnaire is related to impact of social media on consumer behavior.

Sample Population

The population of the study is general public.

Sample Size

The sample size of the study is 100.

Sampling Technique

The technique used for selecting the sample is non-random sampling techniques. Convenient sampling is used for collecting data in this study.

Tool for analysis

Major tool used in the analysis process has been tables and charts for interpreting the data collected.

1.7 LIMITATIONS OF THE STUDY

- Respondents bias towards the questions.
- The study is conducted within limited time.
- Lack of face to face interaction with respondents.
- Primary data obtained may not be accurate to great extent.