Will Specific Consumer Traits Affect Shopping Behavior under the Condition of Influencer Marketing?

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Abstract: This article will mainly talk about the analysis of influencer marketing. We will discuss this topic in 3 different parts, which are gender, age, and location. The data showed that females are generally more affected by influencer marketing, and people under the age of 26 are more affected by influencer marketing. However, the data we collect cannot successfully get the conclusion of location. We have concluded whether the gender, age, and region of customers will affect their degree of influence by influencer marketing. In addition, our research outcome could help brands decide which kind of consumers they should implement influencer marketing to achieve the best results.

Keywords: age, gender, location, consumer behavior, influencers on social media

1.   Introduction

Celebrities and influencers have played a massive role in young teenagers' lives since the beginning of human civilization. Teenagers find it very trendy to follow their idols and mimic what they do, in a way, be manipulated by them. Knowing this point, marketing departments would pay Key Opinion Leaders (KOLs) to help sell their products on social media apps such as Instagram or TikTok, also known as influencer marketing. In other words, marketing departments know that many people would buy products because either their idols say they should or if they are simply promoting this product.

In this research paper, we will explore and dive deep into "to what extent is the ability of influencer marketing work on people of different gender, age, and location?".

According to Think China, "The fan economy is a huge business in China, driven mostly by young women in their 20s" [1]. This is why we hypothesize that influencer marketing will likely affect females. Moreover, we hypothesize that people aged 12 to 19 are more likely to act on impulse. This is because people at this age tend to act weirdly. Additionally, people living in urban areas with better living standards will significantly influence influencer marketing because statistics show that wealthy people spend money on impulse. We will test our hypothesis in the format of a

survey. In conclusion, by the end of this research paper, we will find out whether our assumptions are correct or not and the reasons behind them.

2. Literature Review

2.1. Gender

Djafarova and Rushworth suggest that influencers are perceived as more credible than traditional media, and their product reviews significantly impact young females' purchasing behavior [2]. The research discovered that female participants preferred a promotion-experienced product more when it was promoted to them [3]. Females shared more interest in influencers online because many spent more time on social media. The influencer's marketing also designs more products for the female market because they show more desire to purchase the products promoted by their influencers.

Hypothesis 1: females influence more by influencer marketing than males.

2.2. Age

Young people are easier to adopt new technology. Nowadays, some age groups have developed social media habits, especially millennials and younger generations [4]. According to several research, there is a strong correlation between influencers' worship and other factors, such as a higher prevalence in young people [5]. Young individuals are driven mainly by fun, boredom, and the need to share and search for information when following social influencers. Based on the research on teenagers and young people's attitudes toward celebrities, we can conclude that they have a great interest in following their influencers and are addicted to the online world, which ensures that influencer marketing can develop in their area.

Hypothesis 2: The older the customer, the weaker the impact of influencer marketing.

2.3. Location

Since people in the metropolis pay more attention to interpersonal relationships and have closer communication with each other due to the advanced technology, influencer marketing affects developed countries and cities more. People in urban areas account for approximately 75% of the total social purchasing power because rich area people have more money left to buy something from influencer marketing [6]. Similarly, we predict that people in China's first and second-tier cities will be more likely to purchase products endorsed by influencers.

Hypothesis 3: People living in larger cities will be influenced more by influencer marketing than those living in smaller cities and rural areas.

2.4. Survey Results

Table 1: Gender independent samples test.

Questions in the survey		Levene's Test for Equality of Variances		t-test for Equality of Means							
		F	Sig.	t	df	Sig.(2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
I will remember some brand logos and names because of KOL publicity.	Equal variances assumed	0.029	0.865	2.517	248	0.012	0.408	0.162	0.089	0.727
	Equal variances not assumed			2.472	147.956	0.015	0.408	0.165	0.082	0.734
7、I will be interested in some brands because of the KOL publicity.	Equal variances assumed	0.079	0.779	2.036	248	0.043	0.320	0.157	0.010	0.629
	Equal variances not assumed			1.956	140.430	0.052	0.320	0.163	-0.003	0.643
8、I will buy some products because of the KOL publicity.	Equal variances assumed	1.851	0.175	2.946	248	0.004	0.502	0.170	0.166	0.838
	Equal variances not assumed			2.905	149.428	0.004	0.502	0.173	0.161	0.844

9、I will recommend some brands to others because of KOL.	Equal variances assumed	0.256	0.613	0.689	248	0.492	0.121	0.175	-0.224	0.465
	Equal variances not assumed			0.697	159.588	0.487	0.121	0.173	-0.221	0.462
I will buy some food products because of the publicity of KOL.	Equal variances assumed	2.179	0.141	0.912	248	0.363	0.167	0.183	-0.194	0.527
	Equal variances not assumed			0.948	170.757	0.345	0.167	0.176	-0.181	0.515
11、I buy trendy clothes because of the KOL publicity.	Equal variances assumed	1.200	0.274	-0.162	248	0.871	-0.029	0.177	-0.377	0.319
	Equal variances not assumed			-0.158	145.435	0.875	-0.029	0.181	-0.387	0.330
12、I buy some electronic products because of the KOL publicity.	Equal variances assumed	0.653	0.420	0.641	248	0.522	0.112	0.174	-0.232	0.455
	Equal variances not assumed			0.655	163.794	0.513	0.112	0.171	-0.225	0.449
13、In general, KOL will affect my	Equal variances assumed	1.716	0.191	1.816	248	0.071	0.294	0.162	-0.025	0.613

		F	Sig.	t	df	Sig.(2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
consumption behavior.	Equal variances not assumed			1.928	180.419	0.055	0.294	0.153	-0.007	0.595

Table 2: Age.

Questions in the survey		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig.(2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
6、I will remember some brand logos and names because of KOL publicity.	Equal variances assumed	0.785	0.377	1.024	248	0.307	0.158	0.154	-0.146	0.462
	Equal variances not assumed			1.005	211.519	0.316	0.158	0.157	-0.152	0.468
7、I will be interested in some brands because of the KOL publicity.	Equal variances assumed	4.637	0.032	1.093	248	0.276	0.163	0.149	-0.131	0.456
	Equal variances not assumed			1.063	202.208	0.289	0.163	0.153	-0.139	0.465
8、I will buy some products because of	Equal variances assumed	18.606	0.000	1.478	248	0.141	0.241	0.163	-0.080	0.561

the KOL publicity.	Equal variances not assumed			1.430	196.090	0.154	0.241	0.168	-0.091	0.573
9、I will recommend some brands to others because of KOL.	Equal variances assumed	1.426	0.234	0.884	248	0.378	0.146	0.165	-0.179	0.471
	Equal variances not assumed			0.875	219.643	0.382	0.146	0.167	-0.182	0.474
10、I will buy some food products because of the publicity of KOL.	Equal variances assumed	1.991	0.159	1.811	248	0.071	0.311	0.172	-0.027	0.649
	Equal variances not assumed			1.794	220.070	0.074	0.311	0.173	-0.031	0.653
11、I buy trendy clothes because of the KOL publicity.	Equal variances assumed	10.205	0.002	-1.103	248	0.271	-0.183	0.166	-0.511	0.144
	Equal variances not assumed			-1.072	200.780	0.285	-0.183	0.171	-0.521	0.154
12、I buy some electronic products because of the KOL publicity.	Equal variances assumed	0.041	0.839	3.205	248	0.002	0.517	0.161	0.199	0.834
	Equal variances not assumed			3.212	230.420	0.002	0.517	0.161	0.200	0.834

Questions		F	Sig.	t	df	Sig.(2-tailed)	Mean Difference	Std. Error Difference	Lower	Upper
13、In general, KOL will affect my consumption behavior.	Equal variances assumed	2.059	0.153	-0.181	248	0.857	-0.028	0.154	-0.330	0.275
	Equal variances not assumed			-0.178	212.767	0.859	-0.028	0.156	-0.336	0.280

Table 3: Location independent samples test.

Questions in the survey		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig.(2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
6、I will remember some brand logos and names because of KOL publicity.	Equal variances assumed	0.779	0.378	-1.266	248	0.207	-0.220	0.174	-0.563	0.122
	Equal variances not assumed			-1.260	111.093	0.210	-0.220	0.175	-0.567	0.126
7、I will be interested in some brands because of the KOL publicity.	Equal variances assumed	1.119	0.291	-1.263	248	0.208	-0.212	0.168	-0.543	0.119
	Equal variances not assumed			-1.193	101.608	0.236	-0.212	0.178	-0.565	0.141

		F	Sig	t	df	Sig (2-tailed)	Mean diff	Std error diff	Lower	Upper
8、I will buy some products because of the KOL publicity.	Equal variances assumed	1.097	0.296	-0.989	248	0.323	-0.182	0.184	-0.545	0.180
	Equal variances not assumed			-0.968	107.756	0.335	-0.182	0.188	-0.555	0.191
9、I will recommend some brands to others because of KOL.	Equal variances assumed	0.509	0.476	0.047	248	0.963	0.009	0.186	-0.358	0.376
	Equal variances not assumed			0.048	117.934	0.962	0.009	0.181	-0.350	0.368
10、I will buy some food products because of the publicity of KOL.	Equal variances assumed	2.768	0.097	0.060	248	0.952	0.012	0.195	-0.372	0.396
	Equal variances not assumed			0.062	119.607	0.951	0.012	0.188	-0.361	0.385
11、I buy trendy clothes because of the KOL publicity.	Equal variances assumed	2.128	0.146	-0.434	248	0.665	-0.081	0.188	-0.452	0.289
	Equal variances not assumed			-0.463	127.186	0.644	-0.081	0.176	-0.430	0.267
12、I buy some electronic products	Equal variances assumed	0.259	0.611	0.960	248	0.338	0.178	0.185	-0.187	0.543

because of the KOL publicity.	Equal variances not assumed			0.967	113.492	0.336	0.178	0.184	-0.187	0.542
13、In general, KOL will affect my consumption behavior.	Equal variances assumed	2.215	0.138	-0.060	248	0.952	-0.010	0.173	-0.352	0.331
	Equal variances not assumed			-0.062	120.276	0.950	-0.010	0.167	-0.341	0.320

2.5. Main

2.5.1. Analysis on Table 1

Our research continues with an independent-sample t-test for the significance of the influence of gender on consumers' attitudes toward influencer marketing.

Our null hypothesis is that the average number of females influenced by influencer marketing is less than that of males.

Our alternative hypothesis is that females influence more by influencer marketing than males.

According to the test result, the p-value of Q6, Q7, Q8, Q13 are smaller than 0.05, so we can reject the null hypothesis.

That means the female has to get more influence on the logo, brand, and purchasing desire created by the influencers. They would like to put their money into something recommended by the influencers. They also would like to share these products with other people. However, males did not get this affection.

According to the test result, the p-value of Q9, Q10, Q11, and Q12 is larger than 0.05, so we cannot reject the null hypothesis.

That means females will not recommend more brands than males, caused by influencer marketing, and females will not buy more food, fashion products, or electronic devices than males, caused by influencer marketing. We suggest that this is because usually females are more affected by influencers in the category of makeup products. Since both males and females need to buy food, clothes, and electronic products, there is not a significant difference between men and women in the degree of influencer marketing.

2.5.2. Analysis on Table 2

Our research continues with an independent- sample t-test for the significance of the influence of "Age" on consumers' attitudes towards influencer marketing.

Our null hypothesis is that the average age below 26 influenced by influencer marketing is less than the age above 26

Our alternative hypothesis is that the older the customer, the weaker the impact of influencer marketing.

According to the test result, the p-value of Q7, Q8, Q11, and Q12 are smaller than 0.05, so we can reject the null hypothesis.

That means that age follows our corollary that people under 26 are more likely to be uninfluenced. This is because people under 26 are younger and more active on the internet and are often influenced by KOLs to become interested in brands. People in this age group are not very rational in their attitude toward buying, so there are many impulse purchases. Young people are also more receptive to information and are more aware of electronic devices and buy them. At the same time, those aged 26 and above may be less aware of intelligent devices, and younger people are also new to society and may not have a high disposable income. They may not have a high disposable income, so they will not be influenced by the KOLs to buy electronic devices.

According to the test result, the p-value of Q6, Q9, Q10, and Q13 are more significant than 0.05, so we cannot reject the null hypothesis.

That means KOLS will greatly influence people aged above 26. Q6: Since many brands use people to promote products, consumers may find it less attractive, even if they like the idol or influencer. There are other ways to support their idols or influencers. Q9: The spread of information is something people no longer have to do because the internet does it for them. If I can see an advertisement or influencer selling a product, other people may have also seen it. Q10: Foods are very arguable. People have different preferences. Moreover, many young people buy products sold by idols or influencers to flex on their friends. However, food is something you buy and eat, and it has gone.

2.5.3. Analysis in Table 3

Our research continues with an independent-sample t-test for the significance of the influence of location on consumers' attitudes toward influencer marketing.

Our null hypothesis is that people living in larger cities will be influenced less by influencer marketing than those living in smaller cities and rural areas.

Our alternative hypothesis is that People living in larger cities will be influenced more by influencer marketing than those living in smaller cities and rural areas.

According to the test result, the p-value of Q6-Q13 is more significant than 0.05, so we cannot reject the null hypothesis.

That means people in larger cities will be influenced the same or even less by influencer marketing as those in smaller cities and rural areas. One reason all the questions from the perspective of location are not significant is that the cities and villages are becoming more and more homogeneous now. In recent years, China has been committed to fighting poverty and driving the economic development of surrounding villages through cities, striving to achieve shared prosperity. Thus, the income gap between urban and rural areas is not extraordinarily large. Meanwhile, the Internet population ensures that everyone can browse the recommendations from influencers and purchase products online. As a result, people in the first and second-tier cities are not affected more than the people in the second and third-tier cities, remote areas, and villages.

Another reason is that there might be a bias when we collect data. Because the number of respondents from the first and second-tier cities is almost three times that from the third and fourth-tier cities, remote areas, and villages, we did not collect the same number of answers from the metropolis and less-developed cities. Therefore, the data we collected in the third and fourth-tier cities, remote areas, and villages may not be comprehensive and exact since we did not contact many people from those areas.

3. Conclusion

Overall, we focus on three dimensions: age, gender, and location, to discuss how influencers affect consumers. Our initial hypothesis is that females are more affected by influencers than males, people under the age of 26 are more affected by influencers than those over 26, and people in the first and second-tier cities are more influenced by influencers than people in the third and fourth-tier cities, remote areas, and villages. The whole study uses a survey approach, based on a literature review and questionnaire for preliminary research, and data analysis to prove our findings. Our data indicate that females are generally more affected by influencer marketing, and people under the age of 26 are more affected by influencer marketing. However, since all the questions from the location perspective are insignificant, our data did not show a strong correlation between the consumers' location and degrees affected by influencer marketing. Our research study contributes to influencer marketing. We have concluded whether the gender, age, and region of customers will affect their degree of influence by influencer marketing. In addition, our research outcome could help brands to decide which kind of consumers they should implement influencer marketing to achieve the best results.

Acknowledgment

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