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The Impact of Influencers on Young People's buying decisions

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ABSTRACT

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Influencer marketing is growing at a fast rate and more companies are collaborating with influencers to promote their products and services.

The purpose of this thesis is to investigate the conception of influencer and influencer marketing, as well as get a better understanding of how influencer marketing is affecting young people's buying decisions. The literature review part discusses the concept and impacts of influencers, the composition of influencer marketing and the characteristics of young people. A sample size of 135 participants completed a quantitative survey regarding their attitudes towards influencers and their online buying behaviors.

The results of the research show that young people do get a huge impact from influencers. Most respondents have followed their recommendations. People follow influencers mainly because it's a source of entertainment or information. The study has also given us a better understanding of the behaviors of young people.

Keywords: Influencer, influencer marketing, social media, buying behavior

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1 INTRODUCTION

In the last decade, with the rapid development of smartphone technology and industry, the use of social media has increased tremendously. Browsing through social media has become a part of the daily routine of people nowadays, especially for young people. Influencer marketing, as a new kind of marketing method, is affecting our daily life more than we know.

1.1 Background

Social media influencers, who can be considered as a new type of opinion leaders followed by many users are getting more attention from companies. Brands have realized the increased impacts of influencers towards followers, as a result, more companies have collaborated with influencers to reach more potential customers. Studies have shown that influencers can help adding awareness and value for a brand. (Mediakix, 2019) Influencer marketing, a fairly new method of doing advertisements has been recognized by more and more marketers as a very effective way of promoting brands as Figure 1 shows. (Mediakix, 2019) The term of influencer marketing is not a new concept, but as a research topic, it is still relatively new.

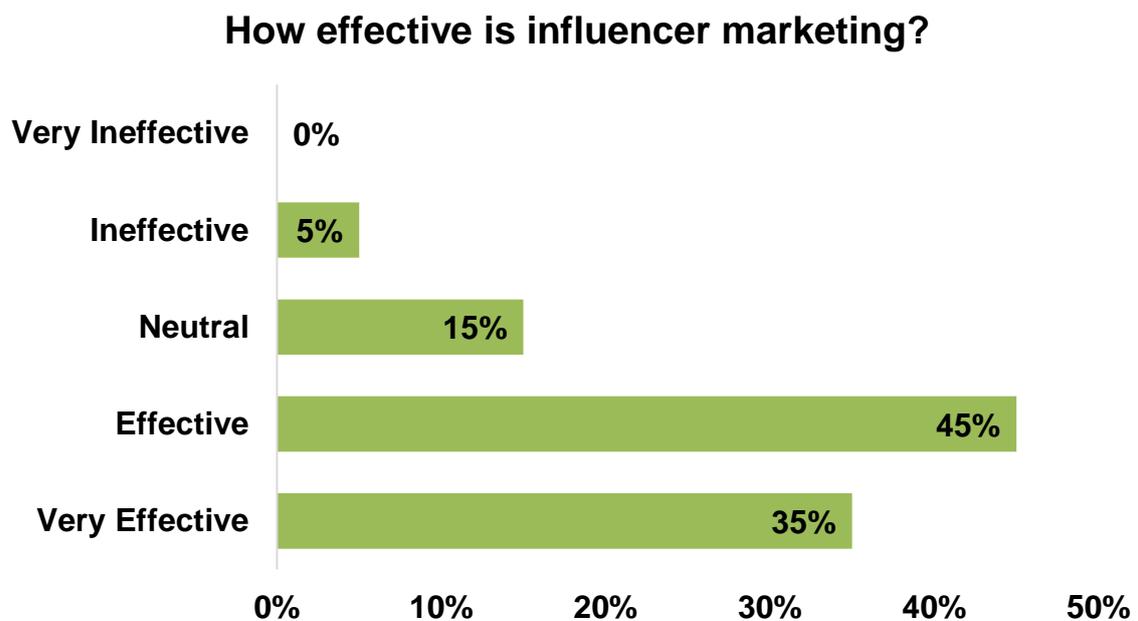


Figure 1 How effective is influencer marketing? (Mediakix, 2019)

Young people are a fascinating customer category because they are the future main force of consumption. By studying the decisions they make as consumers can be beneficial for companies that are having difficulties reaching their target group, also helping them to make better marketing plans to attract them.

1.2 Aim and outline

The aim of this thesis is to investigate the conception of influencer and influencer marketing, as well as get a better understanding on how influencer marketing is affecting young people's buying decisions.

The main research problems are:

1. How much impact do young people get from influencers?
2. Why do young people follow influencers?
3. Differences between young people's buying behavior in Finland and China.

This thesis continues with the literature review of the relevant concepts and impacts. The literature review is divided into three parts. The first part focuses on social media influencers, the concept, impacts and the reasons why they are influential have been discussed. The second part introduces what is influencer marketing about and how it has been conducted. The last part is about trying to understand the characteristics of young people. A survey was conducted in this study and the result will be presented in chapter 3. The conclusion of the work will be drawn at the end and discussion will also be presented.

2 LITERATURE REVIEW

This chapter is divided into three parts. To figure out how influencers are influencing young people, we first need to know who are they and why they are influential. The second part discusses about the concept of influencer marketing, how it is often executed and the regulations in it. The last part talked about characteristic of young people.

2.1 Social Media Influencer

2.1.1 The concept of social media influencer

Social media influencers (SMIs) are ordinary people who have created social media profiles in order to influence the behaviour of followers. (Laura Peltola, 2019) They are users of social media platforms who have developed a reputation for his or her knowledge and expertise on a subject. They are continually sharing their life stories and opinions about various topics on their preferred social media channels, many of which circles around product and brand-related topics (Gillin, 2008), and generate massive followings of enthusiastic, engaged people that pay close attention to their views. (Carolina Stubb, 2019).

De Veirman and colleagues (2017) refer to social media influencers as individuals who have built an extensive social network of people following them. They also represent a new type of opinion leaders or independent, third-party endorsers who shape an audience's attitudes using social media channels (Freberg, Graham, McGaughey, & Freberg, 2011). They are content creators in social media who disseminate information through blogging, vlogging (video blogs on e.g., YouTube), or creating content in short form (e.g., Instagram, Twitter, SnapChat, etc.) promoting certain brands with the purpose of obtaining a following as well as brand recognition. They have similar characteristics with traditional opinion leaders, such as being open to messages, integrating the position of discussant, and being influential and respected among their followers. Besides, they are considered as being trusted judges about what is right and fashionable in various niches (Laurell, 2014).

2.1.2 The impacts of influencers on customers and brands

Social networking platforms are becoming more valuable in an average consumer's life and one of the central elements of a communication strategy. As suggested by Mangold and Faulds (2009), social media would be a key component in future integrated marketing strategies by realizing that brands no longer only talk directly to customers, but rather interact with one another about brands through social media. This indicates that the impact of online word of mouth in the advertisement and marketing industries is nonnegligible, in which social media influencers play a key role. (Carolina Stubb, 2019)

Influencers truly act as the ultimate connection between a brand and a consumer. As we know that positive reviews by happy customers, for example through EWOM on SNS networks, can encourage others to buy the product. (Emad Abdulwhab Salem, 2018) Influencers have high social clout and reputation through their candidness and transparency with customers (Buyer, 2016), which is what makes the trend so popular and successful. While mainstream marketing primarily targets mass markets, influencers have the rare potential to reach niche audiences that have been unattainable up until now (Ledbetter, 2017).

Although a brand does not have complete control of its online communication, through the two-dialogue formed for the company through social media outlets, the direct voice of an influencer and the trust customers have for that person is instilled into the brand. (Booth and Matic, 2011) The reputation a brand gains from its social media influencers helps to create direct relationships with its core consumers and fosters brand loyalty. (Morgan Glucksman, 2017)

2.1.3 Why are influencers influential

We call influencers as an influencer because they have influence. Brown and Hayes, (2008) define influence as the power to affect a person, thing, or course of events. According to the authors, influence presents itself in many ways, from direct buying advice to basic shifting in the understanding of the reputation of the seller. Influence may also be the behavior of establishing a favorable atmosphere to affect the attitude of another person on a given topic. (Brown and Hayes, 2008) Such social media influencers have gained authority in a particular field, and by virtue of their

legitimacy and reputation, they have a strongly convincing effect on others. (De Vries, Gensler, & Leeflang, 2012).

This effect can be interpreted through the related information flow and influence theories. Katz and Lazarsfeld's (1955) two-step flow theory implies that messages distributed in mass media are not transmitted directly to individuals, but rather mediated by opinion leaders who translate messages and mediate information transmission by multiple group interactions. Interpersonal contact has a greater impact on the attitudes of individuals compared to mass media. (Weimann, 1994).

The two-step flow of communication focuses primarily on opinion leaders who serve as intermediaries in the social interactions network. As McQuail and Windahl (1993, p.63) indicate, communication involves individuals. Some people are interested in obtaining and transmitting ideas from the media, while others mainly rely on other personal contacts as their guides. Opinion leaders are individuals with an extensive social network, who play an important critical role in the dissemination of information, serving as both source and guide (McQuail & Windahl, 1993;).

The influence that opinion leaders have is not based on wealth or popularity, but rather on their ability to act as the central point of contact, educating their colleagues on what matters in politics, culture, and consumer preference. (Nisbet & Kotcher, 2009). In contrast with celebrities, influencers are found to be more open, more realistic, more authentic, and more normal for people to relate to because they share with their followers the personal aspects of their lives. (Abidin, 2016; Jensen Schau & Gilly, 2003). Thereby influencer endorsements are more likely to be viewed as the genuine opinion of the influencer, rather than paid ads. (Abidin, 2015).

This effect can also be interpreted through sociological theories. According to social-science theorist Bandura, new behavior patterns can be learned through direct experience or by following the behaviors of others. Consumers establish opinions or theories about the types of behaviors most likely to succeed and these theories serve as guidelines for potential behavior. In another word, people learn from example. And for those followers, influencers act as their example. By observing them via social media, they are more likely to follow their behaviors. (Bandura, 1971) This explanation can help one understand why influencers are so “influential.”

The principle of liking by Robert Cialdini (1993) can also apply here that people prefer to say yes to those that they like. We follow influencers mostly because we like them. That explains why every

time influencers suggest anything the followers would respond. There is another theory in the book called social proof. It means we tend to follow something if it is done by other people. And the bigger the number is the more we would get influenced by it. Basically, whatever the majority is doing we believe it is the wisdom of the crowds. And this explains why we like people with many followers.

2.2 Influencer marketing

2.2.1 The concept of influencer marketing

Digital and social media environments have drastically transformed the way advertisers reach consumers (Kumar & Gupta, 2016). Companies realize the strategic potential of partnering with social media influencers to reach new audiences, who are their potential customers (Childers et al., 2018). Defined as the identification and use of specific key individuals influencing potential buyers of a brand or product to assist in the brand's marketing activities (Brown and Hayes 2008), influencer marketing can serve as an effective eWOM tool.

Through social media, followers can participate in influencers' everyday activities, experiences, thoughts, and feelings. By partnering with influencers (e.g., by sending them sample products for testing, arranging activities for them to participate in, or paying them directly), brands marketers seek to motivate influencers to endorse their products, thereby aiming to raise brand recognition and brand image among influencers' broad base of followers. This new type of marketing is known as influencer marketing (De Veirman et al., 2017) Alternatively, in the book *Influencer Marketing for Dummies*, authors defined Influencer marketing as the art and science of engaging people who are influential online to share brand messaging with their audiences in the form of sponsored content. (Sammis, Lincoln, & Pomponi, 2016)

What makes influencer marketing so special is that it's about getting real people involved. The Internet in general, and social media sites, have made it possible for anyone to be an expert or to create a community that they have influence over. Influence is no longer the exclusive domain of celebrities, sporting stars, politicians, major brands, or publications anymore. (Sammis, Lincoln, & Pomponi, 2016)

The concept of influencer marketing is that audience of the influencer is motivated to act as soon as an influencer shares something. Action may take the form of something small, such as noticing and remembering a brand name (which may lead to brand recognition, closeness, and make a purchase at a future date). Action may be immediate, such as a post a comment on a sponsored blog post or sharing an influencer's message on other social media platforms to their friends. In certain situations, a member of the audience can be inspired to purchase a reviewed product by clicking the "Buy Now" link. Increasing each of these actions may be the desired outcome of an influencer marketing program. (Sammis, Lincoln, & Pomponi, 2016) Famous Example is the watch brand Daniel Wellington that has frequently collaborated with social media influencers to build brand recognition and a positive word-of-mouth outlook.

2.2.2 Sponsored content

Influencer marketing is often executed in the form of sponsored content (Evans et al., 2017) and influencer endorsement. Carolina refers to sponsored content as content posted by social media influencers, which is sponsored by a company or a brand. Influencer endorsement refers to the use of the power of social media influencers in marketing communication

Sponsored posts are consumer-generated posts containing messages regarding a sponsored brand (Mutum & Wang, 2010). Bloggers express their opinions on a wide range of products or services. For example, cosmetics, foods, restaurants, or the experience using a website. Marketers often provide bloggers direct monetary compensation or indirect compensation such as free products to encourage the production of sponsored posts (Lu, Chang, & Chang, 2014)

By following the regulations in influencer marketing, influencers need to contain Sponsorship disclosures in their posts when there's a financial, employment, personal, or family relationship with a brand. (FTC,2019) Sponsorship disclosures are written disclaimers or text labels that are inserted in sponsored content with the primary purpose of reminding audiences that a message is advertising (Cain, 2011).

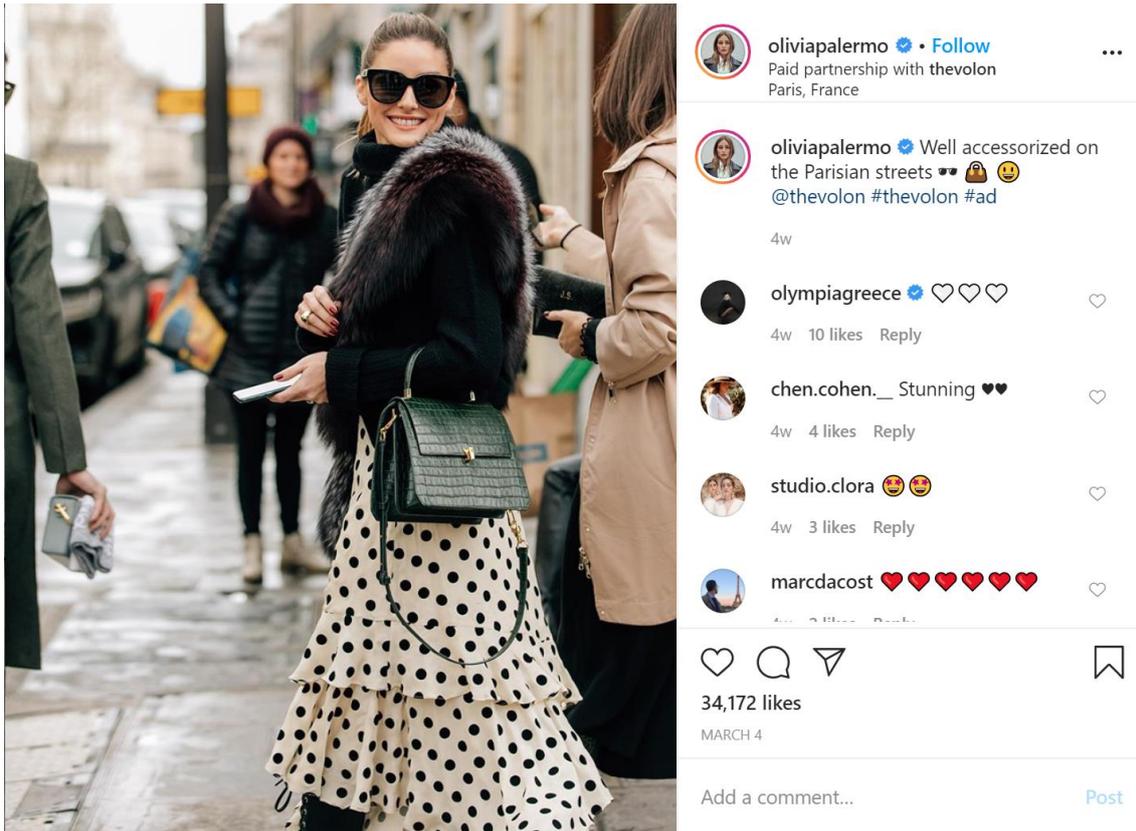


Figure 1 Olivia Palermo sponsored post on Instagram (@oliviapalermo)

2.2.3 Regulations in Influencer marketing

Despite the many advantages of influencer marketing, national regulators such as the US Federal Trade Commission (FTC) have also criticized the practice. The FTC issued an official warning to influencers and brands in April 2017 to support the legal obligation to disclose sponsorship.

In order to standardize the differences in sponsorship disclosure, the American Federal Trade Commission (FTC) is leading the launching of standards for the public in compliance with legal requirements. The rules and guidelines aim at ending deceptive advertising and ensuring that anyone who looks at an influencer's sponsored content, regardless of which social media platform, is immediately aware the influencer has a material connection to the brand they're posting about. The guidelines highlight that endorsement disclosure needs to be "hard to miss" also it needs to be "clear and simple".(FTC, 2019)

These actions are undertaken to protect consumers from being misled and deceptive practices in the marketplace. In contemporary forms of advertising, the existence of sponsorship disclosures is particularly crucial where the advertising message is disguised as informational information (Faber et al., 2004; Wojdyski, 2016).

This is especially important because withholding transparency about the funding source for endorsement prevents customers from making fair and well-informed buying decisions. In other words, understanding whether a recommendation was based on the qualifications of the products or was given because the influencer was paid can affect consumer behavior. (Walden, Bortree, & DiStaso, 2015).

Previous studies have shown that the distinction between what is original and what is advertisement is being blurred, making it more difficult for consumers to differentiate between commercial content from non-commercial content (Shrum, 2012). While traditional online advertisements, such as banner ads, are more easily recognizable by consumers as advertising, sponsored content is less so (Tutaj & van Reijmersdal, 2012). When posted by influencers like celebrities, it can be even more difficult to distinguish commercial content from non-commercial contents. (Boerman, 2017)

2.3 Characteristics of Young people

Young people are undergoing rapid changes at this period of their life. They are acquiring autonomy and developing self-esteem. (Benson & Elder, 2011) Young people are looking more and more for freedom and power over their lives. Compared with teenagers, they have more chances to make independent choices, especially in personal matters. (Daddis & Smetana, 2005; Wray-Lake, Crouter, & McHale, 2010) Young people may be expected to begin dealing with money from sources besides family and that could free them from parental economic influence, at least partly. (Palan et al., 2010)

Studies have shown that young people are chasing popularity and fashion, they care about their image, they have a strong curiosity, and they want to track and capture the subtle changes in trend. (Li, 2013) The most essential thing for them would be to live a good life and also have a lifestyle

which gives them freedom and flexibility. Therefore, they can be classified as enthusiastic customers of the latest products appearing in the market.

Younger consumer appears to be more inquisitive and they want to learn about why things happen, how things function, and what they can do next. Thanks to the development of information technology, people have more ways of researching and educating themselves about the items they are interested in before they buy. In fact, 23% of millennials say they like to research before they purchase anything. (Animalz, 2018)

Another important characteristic is that young people prefer shopping online than in stores. One survey shows that they now do 60% of their shopping online. And the most important reason for that is the availability of reviews of other buyers since this information is posted by users with different idiosyncratic preferences, technical backgrounds, levels of product knowledge, and usage situations, such information has the potential to be relevant to a wide variety of consumers(Chen & Xie, 2008), followed by prices. (DigitalCommerce, 2019)

They are never without their smartphone. As the figure shows below they spend on average 3.39h on their phone. Growing up with the emerging era of technology, they are constantly receiving information through social media networks. (Roland Berger Agency, 2019)



Figure 2 Time Gen Y spent on smartphone (Roland Berger Agency, 2019)

Gen X and Gen Y - a comparison

"Would they follow you on social media and recommend you to their friends?"

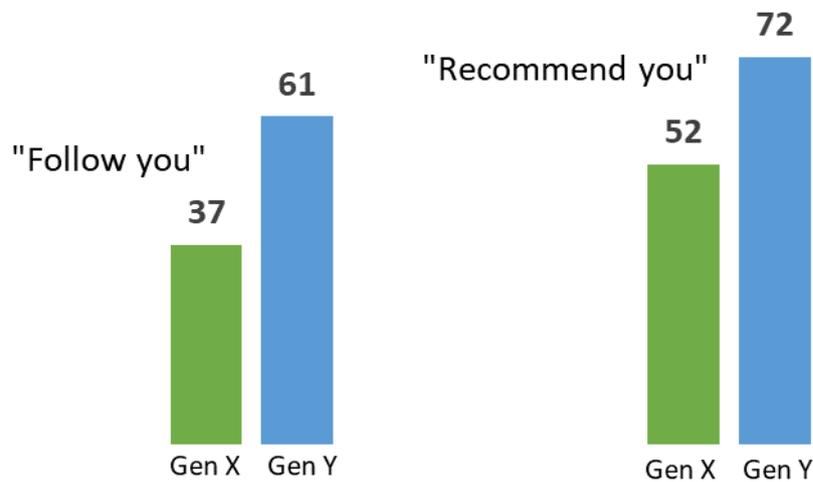


Figure 3 A comparison of behavior regarding brands between Gen X and Gen Y (Roland Berger Agency, 2019)

As Figure 4 shows, young consumers are more willing to follow a brand on social media and are more likely to recommend it to their friends compared to elder generation according to a global-wide study Roland Berger Agency has conducted in 2019. (Roland Berger Agency, 2019) They share their opinions and thoughts actively.

Overall, they are not impulse-shoppers. They like to research, by using social media and asking for recommendations. They care about saving money and want to get the best deal on the product.

3 METHODOLOGY

A qualitative research approach was adopted in this thesis trying to get an idea of the impacts influencers have on young consumers regarding their online buying behavior. The chosen quantitative research method was implemented via the survey technique provided by Webropol.

The questionnaire consists of 15 questions combined single-selection questions, multi-selection questions with predefined answers and one ranking question. It has been made into two languages which are English and Chinese simplified. It begins with 4 personal questions, which define respondents' nationality, gender, age, and subject. Since one purpose of this research is to compare the characteristics of young people in China and Finland, these two options are listed in the options.

The 5th question is about whether respondent follows influencers. Depends on the answer to this question the questionnaire changes. If the option "No" is chosen, questions 6/8/9/10/11/13 would be hidden. The 6th question is designed to find out why people follow influencers. Followed with 4 questions regarding young people's buying behavior and their attitude towards influencers. Question 11,12 and 13 are there trying to find out why they believe influencers are authentic and how much do they believe in their posts. Question 14 asking about whether they know it's ads or not when they are browsing through the contents on social media. The last question was asked to get the idea of what do young people care about when they make buying decisions.

The population of the survey was the students of Oulu University of Applied Sciences. The number of students who received the questionnaire by email was 151. The questionnaire is also available in China via social media(WeChat). The author sends the questionnaire to friend list one by one.

4 RESULTS

The response rate of students who received the questionnaire by email was 11.3%. In total 135 people answered the survey. 17 respondents were from Oulu University of Applied Sciences, 118 respondents were answered via the link shared by the author on WeChat.

The first question was asking about the nationality of the respondents. 86.67% of the respondents are Chinese and 11.11% are Finnish(see Table 1). 3 respondents are from other countries and the answer they gave in the free text field is German.

	n	Percent
Chinese	117	86.67%
Finnish	15	11.11%
Others	3	2.22%

Table 1 Distribution of nationality (n=135)

Questions 2 and 3 asked about the gender and age of the respondents. 30 respondents are male and the rest 105 respondents are female. Since the targeting group of this survey is young people so all respondents are between 18 and 30. The table below shows the percentage of respondents' age specifically.

	n	Percent
18-22	65	48.15%
23-26	43	31.85%
27-30	27	20%

Table 2 Respondent's age (n=135)

Question 4 asked about the subject of the respondents. Respondents who study Social Sciences & Management have the highest percentage which is 37.04% followed by Engineering & Technology (28.89%) and Arts & Humanities (25.18%). Only 8 respondents study in Life Sciences & Medicine and Natural Sciences has the lowest proportion in this survey. The full results are shown in Table 3.

	n	Percent
Engineering & Technology	39	28.89%
Life Sciences & Medicine	8	5.93%
Natural Sciences	4	2.96%
Social Sciences & Management	50	37.04%
Arts & Humanities	34	25.18%

Table 3 Subject of respondents (n=135)

The fifth question was “Do you follow any influencers on social media platforms?”. The majority of the respondents answered “Yes”(68%) while the remaining 32% answered “No”(Table 4). Depends on how the respondents answered in this question the questionnaire changes.

	Yes	No
Do you follow any influencers on social media platforms?	68%	32%

Table 4 Do you follow any influencers on social media platforms? (n=135)

The sixth question was “Why do you follow influencers?”. This question was trying to understand the reason behind the following behavior and get to know more about young people. Since this question is a multiple-choice question, respondents could choose one or many reasons. There was one free text field where they could share different opinions. To enjoy the content of the profile was the primary reason to follow influencers(see Table 5).

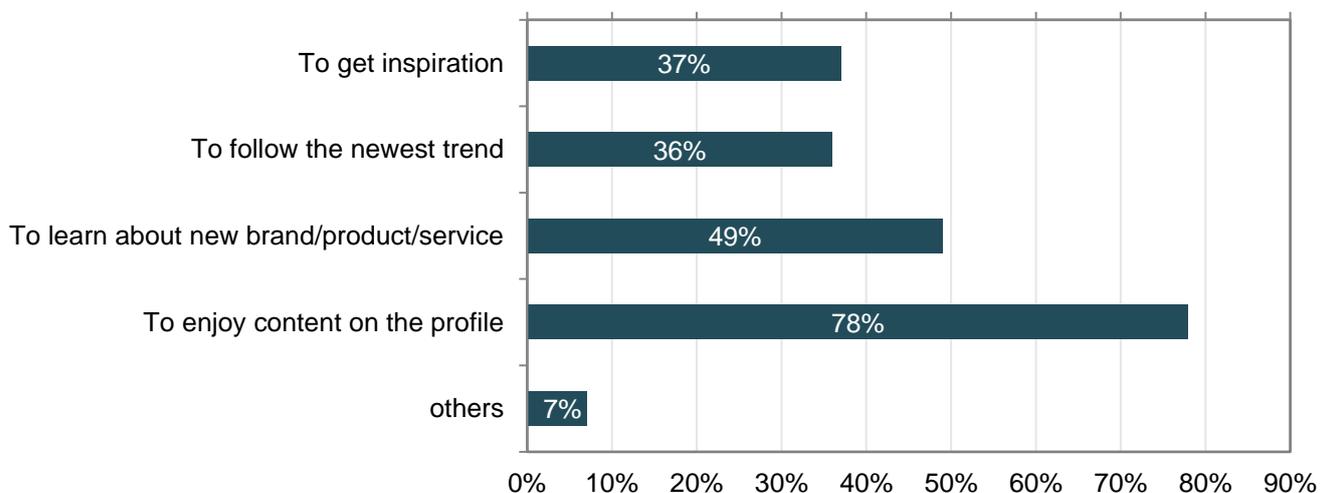


Table 5 Why do you follow influencers?

There are some opinions shared in the free text field which are shown below.

“Sometimes I am bored.”

“To broaden my horizon and accept different views.”

“Memes, entertainment.”

The seventh question was “Do you search about the product before buying it online?”. This question was designed to understand more about young people’s online buying behaviors. As Table 6 illustrates the large majority of the respondents(96%) said “Yes”. Only 6 out of 135 people chose “No”.

	Yes	No
Do you search about the product before buying it online?	96%	4%

Table 6 Do you search about the product before buying it online? (n=135)

The eighth question was “Do you trust an influencer’s recommendation about products/service?”. The intention of this question and the following two questions were to answer the main research problem of this survey which is “How much impact do young people get from influencers?”. Would young people really trust influencers and actually change certain behaviors or make any buying decisions? 68% of the respondents said they trust influencer’s recommendation(see Table 7) and 80% of the respondents said they are willing to try new things(see Table 8). 90% of the respondents have already followed their recommendations(see Table 9). Either they tried new brands, products, or services, visited the place/restaurant, or changed a certain behavior.

	Yes	No
Do you trust an influencer’s recommendation about products / service?	68%	32%

Table 7 Do you trust influencer’s recommendation about products / service? (n=97)

	Yes	No
Will you try a new brand / product because influencers recommend it?	80%	20%

Table 8 Will you try a new brand / product because influencers recommend it? (n=97)

	Yes	No

Have you ever followed a recommendation from an influencer?	90%	10%
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Table 9 Have you ever followed a recommendation from an influencer? (n=97)

The eleventh question was a multiple-choices question asking for the reasons why they trust influencer’s recommendations. From the graph below we can see that most respondents trust them because they have more knowledge in this particular field.

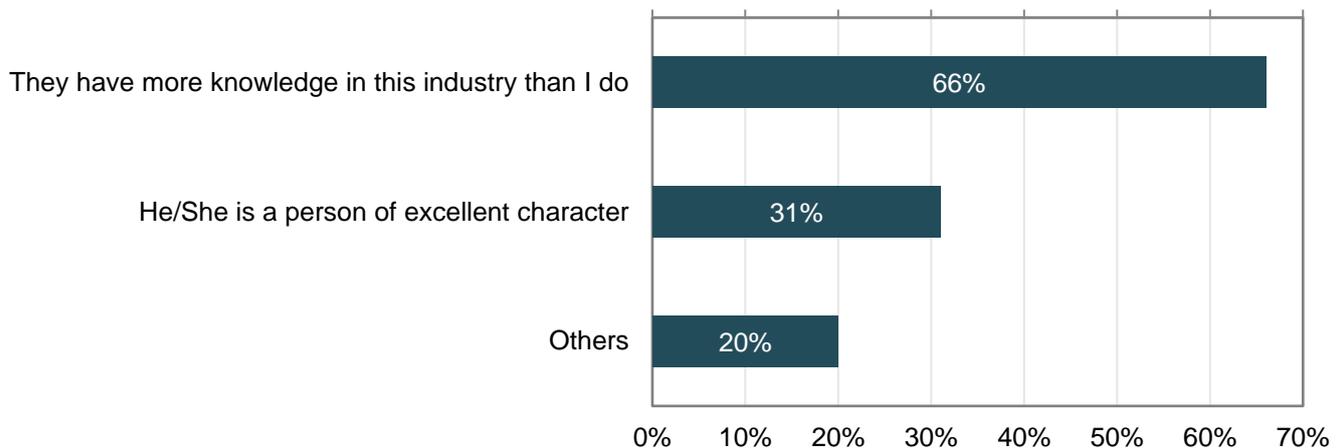


Table 10 Why do you trust influencer’s recommendation? (n=97)

There is a free text field followed by the option “Others”. Comments from respondents are shown below.

“It depends on my feelings and moods.”

“I want to get more information for reference.”

“It depends on the speaking skill of the influencer, in other words, it depends on whether the words that the influences said attracts me.”

“I would not say I trust, but I’m curious to try the product myself.”

“When I know nothing about a product their recommendation is a source of information.”

“It’s so hard for me to choose something, so I rather trust someone’s recommendation.”

Question 12 is a ranking question. The respondent is asked to rank the given options based on their trust level. The given four options are “Online reviews by other consumers”, “Recommendation by influencers”, “Promotion by companies” and “Recommendation by friends”. They should put 1 for the most trusted option. As the table shows below, respondents trust their friends the most,

followed by the reviews of other customers. The figure of companies and influencers are nearly the same.

Online reviews by other consumers	2.05
Recommendations by influencers	3.01
Promotion by companies	3.04
Recommendations by friends	1.90

Table 11 Trust level on different source of information

Question 13 was asking about their level of trust when they realize the post is a sponsored post. The results are shown in Table 12. More people chose “No”(55%) than “Yes”(45%). Obviously, there is a decline in the authenticity of sponsored posts.

	Yes	No
Do you still believe the content if it's a sponsored post?	45%	55%

Table 12 Attitude towards sponsored post (n=97)

Question 14 asked about do respondents notice advertisements in posts when they use social media. The intention of this question is to see if there is a need for a more restrictive regulation regarding these sponsored posts. If users could not tell whether a post is ads or not they may be misled and made unfair buying decisions. As Table 13 shows 27% do not notice advertisements in posts on social media.

	Yes	No
Do you notice advertisements in posts on social media?	73%	27%

Table 13 Can users distinguish between sponsored contents or not (n=135)

The last question of the survey asked about what do respondents care when they make buying decisions. The intention of this question is to understand the buying behaviors of young people. What they care about the most is the quality of the product, 94% of the respondents have chosen that option(see table 14). The second is the price(84%) and the third is the brand image(67%). Surprisingly popularity has the least attention, only 30% of the respondents said they care.

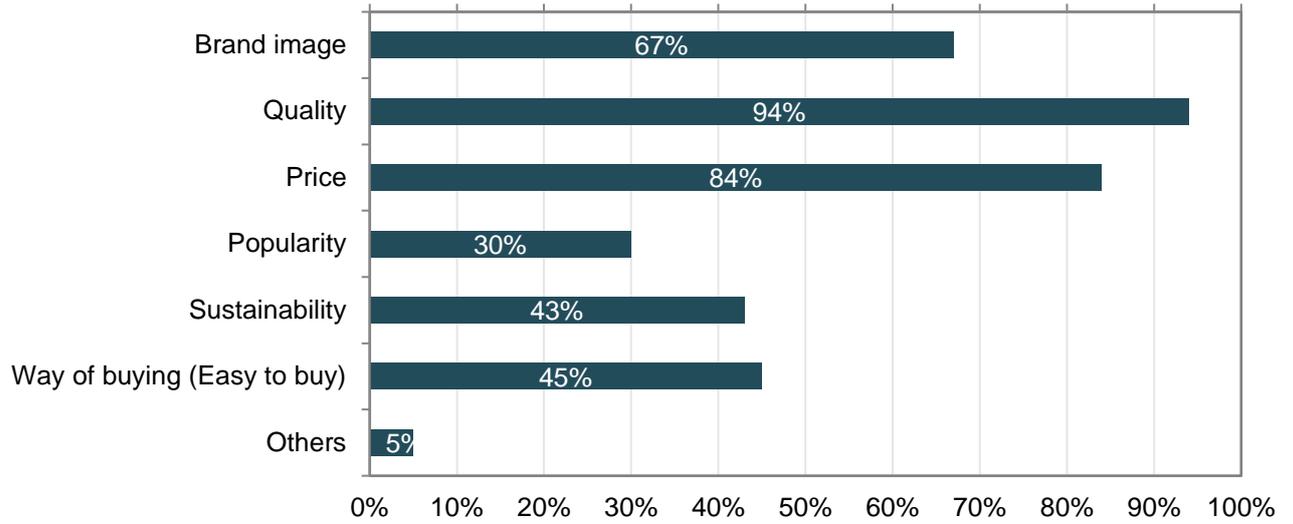


Table 14 Which factors are important to you when you are making buying decisions?(n=135)

Again there was a free space the allowed the respondents opportunity to share their views. The answers are shown below.

“Product warranty.”

“Whether it is truly necessary.”

5 CONCLUSION AND DISCUSSION

The purpose of this study was to explore the idea of influencer and influencer marketing and to gain a deeper understanding of how influencer marketing influences the buying decisions of young people. The conclusion is presented according to the research problems, limitations of this study, and recommendations for future research are included at the end of this chapter.

Research problems 1:

How much impact do young people get from influencers?

Based on the results collected from the survey, respondents who follow influencers on social media receives a huge impact on them. 90% of the participants have already done something because of influencers. Either they tried a new product or they have visited a place. More than half of the respondents trust influencers' recommendations and 80% said they are willing to try new things because of their suggestions.

Research problems 2:

Why do young people follow influencers?

According to the answers, people follow influencers mainly because it's a source of entertainment or information. They hope to learn something or broaden their horizon. It's the high-quality content they post that attracts people. In another word, it's the "authenticity" of the influencer. Consumers need information about various products available to make a good buying decision and a person who is an expert in this area suits their needs. A few respondents also mentioned they just want to get entertained.

Research problems 3:

Differences between young people's buying behavior in Finland and China.

As the number of Finnish respondents is much lower than Chinese respondents it's really hard to compare the differences. However, this study did help us to know more about the behaviors of young people in general. First, they are very practical and rational. The quality of the products and the price are what they care about the most. If they need to buy something they search the item online or ask for suggestions and compare different opinions. Second, they are curious about new things and are willing to learn about them. Technology has given them the opportunity to access a

lot of information and from this study, we could tell they are really using these advantages to help them in daily life.

In the theory part, previous studies have shown that it is difficult for consumers to differentiate between commercial content from non-commercial content and the result from this study has also proved that. Thus regulations with more strict rules should be made to protect consumers' benefit.

As this research has a relatively small sample size, future researchers might also concentrate their efforts on obtaining a larger number of respondents. Respondents of this survey are mainly university students who do not have complete control over their expending and are still discovering their consumer style, future data collection is required to determine exactly how age affects their attitudes towards influencers and their online buying behaviors. It was also not possible to provide any useful findings by comparing respondents' subject due to practical constraints. Despite these limitations, the results of this paper offer useful findings and present direction for further research.

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APPENDIX

The Impact of Influencers on Young People's buying decisions

1. Nationality *

Chinese

Finnish

Others

2. Gender *

Male

Female

3. Age *

18-22

23-26

27-30

4. Subject *

Engineering & Technology

Life Sciences & Medicine

Natural Sciences

Social Sciences & Management

Arts & Humanities

5. Do you follow any influencers on social media platforms? *

- Yes
- No

6. Why do you follow influencers? (multiselection) *

- To get inspiration
- To follow the newest trend
- To learn about new brand/product/service
- To enjoy content on the profile
- others

7. Do you search about the product before buying it online? *

- Yes
- No

8. Do you trust an influencer's recommendation about products / service? *

- Yes
- No

9. Will you try a new brand / product because influencers recommend it? *

- Yes
- No

10. Have you ever followed a recommendation from an influencer? (Tried brands/products/services, visited the place/restaurant, changed a certain behavior) *

- Yes
- No

11. Why do you trust influencer's recommendation? (multiselection) *

- They have more knowledge in this industry than I do
- He/She is a person of excellent character
- Others

12. Please rank these following options based on your trust level. *

Put your most trusted first, and so on.

Online reviews by other consumers	Select ▲
Recommendations by influencers	Select ▼
Promotion by companies	Select ▼
Recommendations by friends	Select ▼

13. Do you still believe the content if it's a sponsored post? *

- Yes
- No

14. Do you notice advertisements in posts on social media? *

- Yes
- No

15. Which factors are important to you when you are making buying decisions?(multiselection) *

- Brand image
- Quality

- Price
- Popularity
- Sustainability
- Way of buying (Easy to buy)
- Others

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