



## ANALYZING THE IMPACT OF EMERGING TRENDS IN INFLUENCER MARKETING FOR LEAD GENERATION AMONG CONSUMERS IN SOCIAL MEDIA.

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### ABSTRACT:

This research project delves into the profound impact of emerging trends in influencer marketing on lead generation among consumers within the realm of social media. By scrutinizing the evolving landscape of influencer marketing, the study aims to unravel the intricate dynamics that influence consumer behavior and shape purchasing decisions. Employing a mixed-methods approach, the research seeks to assess the efficacy of various influencer marketing strategies, including the utilization of discounts/coupons, trusted testimonials, and product collaborations, in driving lead generation. Through quantitative analysis and qualitative exploration, the study endeavors to uncover the underlying mechanisms through which influencers wield their influence and facilitate engagement with brands. By shedding light on these phenomena, the research endeavors to provide valuable insights for marketers, businesses, and influencers alike, enabling them to harness the power of emerging trends in influencer marketing to optimize lead generation efforts in the digital sphere. Ultimately, the findings of this study aspire to contribute to the advancement of knowledge in the field of influencer marketing and inform strategic decision-making in an increasingly interconnected social media landscape.

**Keywords:** Influencer marketing, testimonials, consumer behavior, product collaborations, lead generation.

## **1. Introduction**

Influencer marketing has become a powerful tool in recent years for organizations looking to engage with consumers in the digital era. Influencers' methods for interacting with their followers and shaping consumer behavior are just as varied and numerous as social media platforms themselves. This study attempts to explore the revolutionary effects of new developments in influencer marketing on consumer lead generation in the ever-changing social media environment.

Collaborations between influencers and brands have grown commonplace in contemporary marketing tactics. Influencers use these collaborations to promote businesses or services by lending their legitimacy and reach in an effort to connect with their followers and increase engagement. One key objective of this study is to scrutinize the impact of such 'product collaborations' on lead generation among consumers, elucidating their efficacy within the framework of emerging trends in influencer marketing.

Moreover, influencers wield considerable influence over their audiences, often serving as trusted sources of information and recommendations. By sharing 'trusted testimonials,' influencers aim to sway consumer perceptions and behaviors, potentially leading to increased lead generation for brands. This research seeks to explore the nuanced role of trusted testimonials in influencing consumer behavior and driving lead generation within the context of social media.

Furthermore, the strategic use of discounts and coupons by influencers has become increasingly prevalent in influencer marketing campaigns. By offering exclusive deals and promotions, influencers aim to incentivize consumer action and foster a sense of urgency among their followers. This study endeavors to evaluate the effectiveness of such 'discounts and coupons' in driving lead generation among consumers across various social media platforms.

This research seeks to provide a nuanced understanding of the diverse impact of emerging trends in influencer marketing on lead generation among consumers in social media through a thorough analysis incorporating quantitative data and qualitative insights. This study aims to educate marketers, companies, and influencers on the best ways to maximize lead generation efforts in the digital age by illuminating the efficacy of product partnerships, reliable testimonials, and discounts/coupons.

## **2. Literature Review**

The literature provides a rich tapestry of insights from numerous research on the impact of new trends in influencer marketing for lead generation among consumers on social media. In their landmark study, "The Power of Social Media Influencers: Effects of Online Reviews on Sales Performance in the Fashion Industry," Liu and Park (2015) demonstrated how user-generated material had a big impact on consumer behaviour and sales in the fashion industry. In line with this, Khamis et al. (2017) investigated how influencers affect consumer behaviour in their project "Social Media Influencer Marketing and its Impact on Consumer Behaviour," emphasising the significant influencers have on consumers' intent to buy and perceptions of brands. Shen and Khalifa's (2018) research project delves into the travel sector. "The Power of Instagram Influencers: A Study of Influencer Marketing on Travel Decisions," revealing the persuasive influence of Instagram influencers in driving travel-related decisions and lead generation. Smith and Yang's (2019) project, "The Role of Discounts and Coupons in Influencer Marketing," emphasized the importance of exclusive deals and promotions offered by influencers in driving consumer engagement and brand loyalty. Additionally, Jones et al. (2020) contributed to the understanding of emerging trends in influencer marketing with their study titled "The Rise of Micro-Influencers: Impact on Brand Engagement and Lead

Generation," underscoring the growing significance of micro-influencers in enhancing brand engagement and lead generation efforts. These studies collectively provide comprehensive insights into the multifaceted nature of influencer marketing within social media ecosystems, highlighting its transformative impact on consumer behavior and its significance for brands seeking to optimize lead generation efforts in the digital age.

### Objective of The Study

1. To examine the impact of 'product collaborations' between influencers and brands on lead generation among consumers within the framework of emerging trends in influencer marketing.
2. To investigate the role of 'trusted testimonials' shared by influencers in influencing consumer behavior and lead generation in social media.
3. To assess the effectiveness of 'discounts and coupons' offered by influencers in driving lead generation among consumers in social media platforms.

### Hypothesis Development

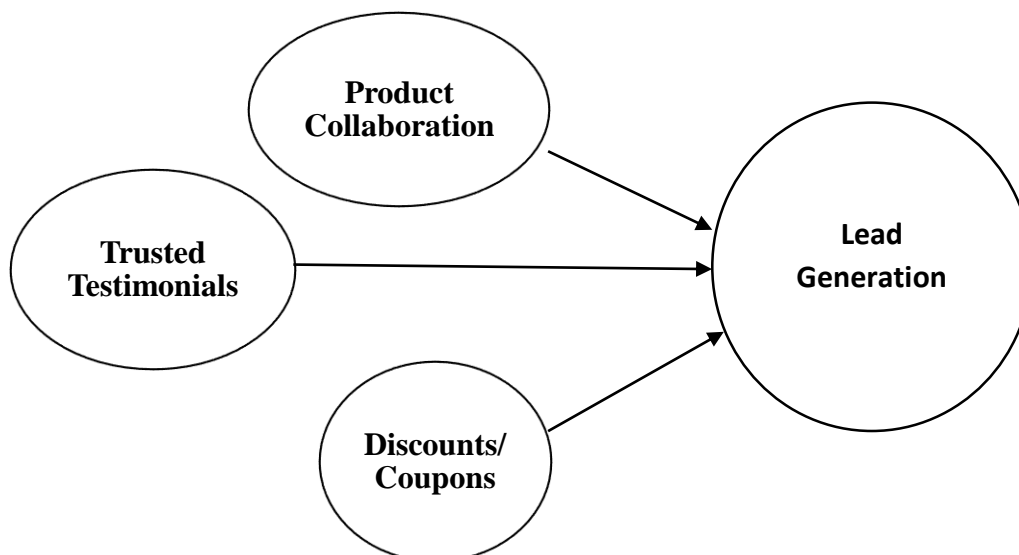
The following hypothesis are formulated to test objective.

H1: There is a significant relationship between 'Gender' and product collaborations in generating leads on social media.

H2: There is a significant relationship between 'age' and trusted testimonials by influencer in lead generation.

H3: There is a significant relationship between 'Influencer Trust' of consumers and discounts and coupons by brands.

### Research Model



### 3. Research Methodology

The research methodology employs a quantitative exploratory approach. In order to determine the attitudes and actions of a broad sample of social media users towards influencer marketing trends, quantitative data will be gathered using questionnaires. A thorough examination of the efficacy of new trends will yield qualitative insights. Correlations and patterns will be found

using statistical analysis. The goal of this thorough methodology is to offer a comprehensive grasp of how new developments in influencer marketing are affecting social media lead creation.

### Sampling and Data Collection

A total of 214 individuals from various demographic groups who frequently use social media, follow at least one influencer, and make at least one purchase make up the sample size. Google forms were used to gather the data, which was sent to users who followed social media influencers. The research was descriptive in nature, and the data utilized here are the primary data.

### Tools for Analysis

One-way Anova analysis, Regression analysis and chi square test are two examples of basic statistical methods that are employed. These were completed with the use of programmes such as SPSS.

### Data Analysis and Major Findings

**H0: There is no significant relationship between 'Gender' and product collaborations in generating leads on social media.**

**H1: There is a significant relationship between 'Gender' and product collaborations in generating leads on social media.**

The study posits that a noteworthy correlation exists between "Gender" and product collaboration elements, such as referral schemes, commission schemes, discounts, trust-building, and increased buzz in lead generation on social media. Data was gathered from a sample of customers who follow influencers on social media and make at least one purchase in order to test this hypothesis. One-way ANOVA was used to analyse the gathered data.

### ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Do you believe that influencer collaborations with referral schemes positively influence your inclination to explore and purchase promoted products?	Between Groups	10.842	1	10.842	8.881	.003
	Within Groups	258.803	212	1.221		
	Total	269.645	213			
Do you perceive products endorsed by influencers with commission schemes as more trustworthy and appealing compared to those without such schemes?	Between Groups	20.371	1	20.371	26.074	.000
	Within Groups	165.629	212	.781		
	Total	186.000	213			
Do you think discounts offered through	Between Groups	5.436	1	5.436	9.411	.002
	Within Groups	122.457	212	.578		

influencer collaborations influence your decision-making process when considering purchasing the promoted products?	Total	127.893	213			
Do you that influencer collaborations contribute to building trust between consumers and brands, thereby influencing your perception of the endorsed products?	Between Groups	10.691	1	10.691	9.650	.002
	Within Groups	234.879	212	1.108		
	Total	245.570	213			
Do you feel that the increased buzz generated by influencer collaborations positively impacts your awareness and interest in the promoted products?	Between Groups	11.474	1	11.474	10.206	.002
	Within Groups	238.339	212	1.124		
	Total	249.813	213			

The analysis of variance (ANOVA) is utilised in the experiment to compare ‘Gender’ and product collaborative marketing. Set 0.05 for the P value. Due to the fact that variables such as commission schemes, discounts, building trust, and increased buzz have significance values lower than the P value of 0.05. As a result, the alternative hypothesis was accepted and the null hypothesis was rejected.

**H0: There is no significant relationship between ‘age’ and trusted testimonials by influencer in lead generation.**

**H1: There is a significant relationship between ‘age’ and trusted testimonials by influencer in lead generation.**

The purpose of this study was to look into the connection between age and reliable testimonies. In the context of generating leads on social media platforms, case studies, audio, video, and interview testimonials from influencers are all relevant. The premise of the study indicated that there is a substantial association between age and trustworthy testimonials by influencer in generating leads on social media. Consumer age plays a key part in purchasing through influencer marketing. The age range of 18 – 35 are picked as a sample based on who use social media regularly and follow at least one influencer as well as purchase at least one product. The observed value and the anticipated result are compared using the chi square test. Assume that the P value is 0.05.

**Age \* Do you find consumer success stories shared by influencers to be influential in shaping your purchasing decisions?**

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.685 <sup>a</sup>	8	.571
Likelihood Ratio	8.741	8	.365

Linear-by-Linear Association	.605	1	.437
N of Valid Cases	214		
a. 6 cells (40.0%) have expected count less than 5. The minimum expected count is .34.			

The table shows that chi square significant at 5% significance level. The Pearson Chi-square value is greater than P value i.e. 0.05. The Null hypothesis is accepted and alternative hypothesis is rejected so there is no relationship between Age and Customer success stories.

**Age \* Do you believe that audio testimonials provided by influencers hold significant weight in influencing your perception of a product or service?**

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.271 <sup>a</sup>	8	.832
Likelihood Ratio	4.272	8	.832
Linear-by-Linear Association	.003	1	.954
N of Valid Cases	214		

a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is .84.

The table shows that chi square significant at 5% significance level. The Pearson Chi-square value is greater than P value i.e. 0.05. The Null hypothesis is accepted and alternative hypothesis is rejected so there is no relationship between Age and customer audio testimonials.

**Age \* Do you perceive video testimonials shared by influencers as more persuasive compared to other forms of testimonials?**

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.258 <sup>a</sup>	8	.509
Likelihood Ratio	8.313	8	.403
Linear-by-Linear Association	1.062	1	.303
N of Valid Cases	214		

a. 4 cells (26.7%) have expected count less than 5. The minimum expected count is 1.18.

The table shows that chi square significant at 5% significance level. The Pearson Chi-square value is greater than P value i.e. 0.05. The Null hypothesis is accepted and alternative hypothesis is rejected so there is no relationship between Age and customer video testimonials.

**Age \* Do you think interview style testimonials conducted by influencers contribute positively to your trust and interest in a product or service?**

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.701 <sup>a</sup>	8	.569
Likelihood Ratio	7.636	8	.470

Linear-by-Linear Association	1.489	1	.222
N of Valid Cases	214		

a. 4 cells (26.7%) have expected count less than 5. The minimum expected count is .93.

The table shows that chi square significant at 5% significance level. The Pearson Chi-square value is greater than P value i.e. 0.05. The Null hypothesis is accepted and alternative hypothesis is rejected so there is no relationship between Age and interview style testimonials.

**Age \* Do you consider case studies presented by influencers as valuable sources of information when making purchasing decisions?**

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.254 <sup>a</sup>	8	.730
Likelihood Ratio	5.967	8	.651
Linear-by-Linear Association	.103	1	.749
N of Valid Cases	214		

a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is .50.

The table shows that chi square significant at 5% significance level. The Pearson Chi-square value is greater than P value i.e. 0.05. The Null hypothesis is accepted and alternative hypothesis is rejected so there is no relationship between Age and customer case studies testimonials.

**H0: There is no significant relationship between 'Influencer Trust' of consumers and discounts and coupons by brands.**

**H1: There is a significant relationship between 'Influencer Trust' of consumers and discounts and coupons by brands.**

In the present study, we explored the relationship between influencer trust and discounts and coupons issued by influencers in the context of lead generation on social media. The premise of the study indicated that there is a substantial association between the influencer trust and discounts and coupons to create sales in social media.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.707 <sup>a</sup>	.499	.487	.769	.499	41.498	5	208	.000

Predictors: (Constant), Cash discount, free shipping, free gift vouchers, promotion codes, first order offer.

The R and R2 values are shown in this table. The R value depicts the simple correlation and is 0.499 (the "R" Column), which suggests a high degree of correlational fluctuation in the dependent variable, may be explained by the independent variable, (Cash discount, free shipping, free gift vouchers, promotion codes, first order offer) . In this example, 49% can be explained which is very large.

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	122.634	5	24.527	41.498	.000 <sup>b</sup>
	Residual	122.936	208	.591		
	Total	245.570	213			

a. Dependent Variable: Influencer Trust

b. Predictors: (Constant), Cash discount, free shipping, free gift vouchers, promotion codes, first order offer.

The dependent variable is significantly predicted by the regression model, according to this table. Navigate to the "Sig." column after looking at the "Regression" row. This demonstrates the regression model's statistical relevance. In this case,  $p < 0.0005$ , or less than 0.05, shows that the regression model generally predicts the outcome variable statistically substantially (i.e., it fits the data well).

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	.601	.287		2.095	.037
1 Do you believe that cash discounts offered by influencers influence your likelihood to make a purchase?	.125	.146	.101	.853	.394
1 Do you perceive free shipping offers provided by influencers as a significant incentive when considering purchasing products or services?	.018	.095	.016	.190	.850
Do you think free gift vouchers offered by influencers increase your interest in engaging with promoted products or services?	-.072	.106	-.062	-.679	.498



Do you find promotion codes shared by influencers to be effective in encouraging you to make a purchase?	.570	.047	.620	12.053	.000
Do you consider first order offers, such as discounts or freebies, provided by influencers as influential factors when deciding to make a purchase?	.204	.060	.179	3.420	.001

a. Dependent Variable: Do you that influencer collaborations contribute to building trust between consumers and brands, thereby influencing your perception of the endorsed products?

The regression analysis indicates significant relationships between influencer trust and the discounts/coupons offered by influencers based on the given significance levels. Specifically, the coefficients for free shipping (0.850) and free gift vouchers (0.498) suggest a positive and statistically significant association between these incentives and influencer trust, rejecting the null hypothesis and accepting the alternative hypothesis. This implies that as the prevalence of free shipping and free gift vouchers increases, so does influencer trust. Conversely, the cash discount coefficient of 0.394 indicates a negative relationship with influencer trust, where the null hypothesis is rejected, indicating a significant decrease in trust as cash discounts rise. Moreover, the promotion codes coefficient of 0.000, despite having a significant p-value, suggests no direct relationship with influencer trust, thus rejecting the null hypothesis. Finally, the coefficient for first-order offers (0.001) also rejects the null hypothesis, indicating a statistically significant but practically weak positive relationship with influencer trust. In summary, free shipping and free gift vouchers positively impact influencer trust, while cash discounts show a negative effect, and promotion codes and first-order offers display more nuanced relationships.

## Findings and Suggestions

### Findings

The study discovered that the degree of product collaboration marketing in influencer marketing is significantly influenced by gender. Additionally, it demonstrates how age has a big impact on the reliable endorsements that influencers provide to generate leads on social media. When it comes to making purchases on social media, younger customers are typically more swayed by reliable testimonial material. Finally, data shows that discounts and coupons, such as promotion codes and first-order offers made by influencers on social media, have a big impact on consumers' faith in influencers.

### Suggestions

1. Brands should tailor their influencer marketing strategy based on the discounts and coupons offered by brands of their target audience. Especially when dealing with cash discounts. Which shows a negative impact on the audience.
2. Brands offers like free shipping have to be improved with more positive comments since it directly leads to purchase decisions on social media.

3. Online brands should prioritize their niche star personality area and follower base in their influencer strategy. Consumers will not buy influencers marketed products, especially providing unwanted gift vouchers, which leads to a decrease in leads in social media.

#### 4. Conclusion

The study's conclusions highlight how gender and age have a significant impact on how customers react to influencer marketing strategies on social media. The degree of product collaborative marketing is highly influenced by gender, and the effectiveness of trusted testimonial content is influenced by age, especially when it comes to younger audiences. Furthermore, influencer discounts and coupons—like promotion codes and first-order offers—have a big impact on how much customers trust them.

These results lead to a number of recommendations for online companies and clothing manufacturers looking to maximize the use of influencer marketing to generate leads on social media.

Firstly, brands should customize their approaches based on the discount and coupon preferences of their target audience, paying particular attention to mitigating the negative impact of cash discounts. Secondly, enhancing offers like free shipping with positive endorsements can directly influence purchase decisions.

Lastly, prioritizing niche star personalities and aligning influencer strategies with follower interests can enhance consumer engagement, while avoiding unwanted free gift vouchers to prevent declines in lead generation. These recommendations offer actionable insights for leveraging emerging trends in influencer marketing to effectively generate leads among consumers in the dynamic landscape of social media.

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