A STUDY ON THE IMPACT OF INFLUENCER MARKETING ON THE BUYING BEHAVIOUR OF CONSUMERS ACROSS DIFFERENT GENERATIONS

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Abstract

The aim of this paper is to present a thorough overview on influencer marketing challenges, opportunities and ascertain the comparative impact of influencer marketing on buying behaviour of Baby Boomers & Millennials in the city of Pune. With this paper we want to find out how effective are influencers in attracting prospective customers and stimulating them for purchase thus determining the overall effectiveness of an influencer in promoting a brand. To meet the purpose of this study, primary research was conducted responses from 310 respondents was collected by means of an online survey. For statistical processing of the results T-test of Independent Sample and One-way Anova was conducted and the output of the tests proved that there is a considerable difference in the impact of influencer marketing on the buying behaviour of Millennials and Baby Boomers. The findings of this study would contribute to better understanding of influencer marketing with respect to different customer segments in India and would help them understand their differential needs

Key words: influencer marketing; millennials; online purchase intentions, Buying behaviour, social media influencers, word of mouth marketing

Introduction

The word influencer is derived from a word "influence" which means an effect on people or things (Cambridge Dictionary). Thus, we can state that the term "influencer" stands for an entity who has a direct on an indirect influence on somebody. Whereas Marketing, is a much broader concept, but to put it into understanding it can be best described as ~"to meet the needs of customers in a profitable way" (Kottler). Thus, marketing comprises all the different activities and initiatives undertaken by the company to promote and accelerate selling. Those two things combined it can be concluded that basically influencer marketing means utilizing people who have an influence on other people to directly or indirectly promote a product, service or an initiative. Influencer marketing as a concept may seem like a novel concept or a trend that has only grown over the last few years however it indeed existed from many years. Today's Influencers are believed to be an extension of word-of-mouth or reference marketing that exited from hundreds of years Since the beginning marketers realised the importance of using influential people to transfer the message to the masses .One of the first "influencer" collaborations recorded dates back to as early as 1760, when a ceramicist by the name "Wedgwood" made a tea-set for Queen Victoria. This was hugely successful as the Queen was considered the biggest influencers of the time. Thus, we can state that even though influencer marketing is called a Morden day phenomenon its history dates back to many years in the past. In the recent year's influencer marketing is the most popular trend in marketing in fact social media influencer comes in top 5 most googled terms (In 2019). Influencer marketing has indeed brought about a quantum shift in the way marketing is done. It has shifted the focus from "The Voice of the Brand" to "The Voice of the Customer".

With the introduction of social media platforms in the mid-2000, influencer marketing got a great platform to expand as social network flourished in popularity, it empowered marketers to interact with their customers in a entirely new way. Additionally, with the help of social media marketers could easily get a "celebrity-endorsed" product out to a larger audience. Every online action such as a, social media post, webpage visit and any other action can be easily analysed and compared. This also helps marketers yields insight regarding potential markets and preferred advertising performance. Influencer marketing has proven to have the highest ROI according to

recent records influencer marketing gives returns which are nearly 11 times its investment making it a very lucrative option for Brands. India over the recent years has seen a huge increase in social media Influencers. Though celebrities' influencers still have a dominant presence among social media influencers in Indian the trend is slowly shifting towards expert influencers, thought leaders and micro influencers who are popular for providing quality contend.

The influencer market is a broad market and can be divided into different categories to understand the uniqueness that exists between different influencers broadly speaking following are the categories that influencers can be divided in :-industry experts and thought leaders, celebrities influencers , bloggers or content creators and nano-influencers Today most of the social influencer marketing happens on social media, mostly with nano-influencers and blogging. Then there are celebrity influencers. The celebrity influencers were one of the first influencers and are thus recorded as the original influencers, they were hugely popular, they still play a role however their status as influencers has been weakening. Nowadays Bloggers and influencers who are active on social media (predominantly nano-bloggers) have the most trustworthy and strong relations with their audience. Traditional advertisements on the other hand does not have the same impact on customers. Consumers nowadays are moving away from advertisement and focusing more on information, influencers come across as more genuine, they can deliver brand message in ways that advertisers can't because unlike advertiser whose communication seems only like a marketing gimmick, information and recommendation provided by influencers comes across as organic and more authentic information. The increasing use of ad blockers has also contributed to the growing popularity of influencers. As the use of add blockers is on the rise and it has blunted the effectiveness of online advertising to a great extent, ad blockers however cannot impact influencers and their content   as their messages make it through the barrier of adblockers, and people follow them as organic information.

The Indian market particularly is a very lucrative market for influencer marketing. India has an average age of 29 years which is much lower than most developing countries the millennial population is over "440 million", this group makes up almost 34% to the country's total population, This generation unlike the other generations before it , has the ability to select between variety of options , and this results in a great need to explore new things , millennials are also the generation that spend more on lifestyle products making them the most preferred segment for influencers. In the past Influencer marketing mainly existed in the form of celebrity influencers in India. Brands would flock to popular celebrity figures who had a huge impact on the masses for endorsing their brand this trend is however changing with increasing popularity of social media influencers especially among the younger population.

 But like any other medium Influencer marketing also has its own share of challenges. One of the major challenges faced by influencer marketing is Fake followers since India is a market with the third largest number of fake followers one of the popular social media site Instagram alone is estimated to have about 16 Million fake followers. Sponsored contend also seems to hinder the influencers impact, with stricter rules regarding disclosing sponsored contend Influencer marketing could slowly loose its Authenticity. There also exists a huge disparity between the Generations in terms of awareness regarding influencers according to a recent survey about 61% of Gen Z and Millennials reportedly follows Influencers in India. This number was meagre 36% for Baby Boomers.

 Objectives

- To study the impact on consumer buying behaviour of Baby Boomers and Millennials due to influencer marketing.

- To study the differential factor between the buying behaviour of both the generations

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Literature Review

Influencer marketing as a term became popularly used from the year 2015 onwards. Before 2015 the terms influencer marketing was mainly referred to as reference marketing or marketing through opinion leaders. In the early 2000 there were many papers published on the growing popularity of word of mouth marketing. One of the first papers published that brings to attention the importance of influencers is (Freddrick Richhelds 2003) titled –"The one number you need to grow" this paper was published in Harvard business review it was an important contribution to understanding the impact of influencers the paper elaborated the importance of building a brand image through the right influencers among customers .thereafter in the early 2000 there were several papers published on marketing through influential people.

Influencer marketing impact on consumer behaviour

 As people started realising the importance of Influencers and their ability to impact consumer perspective and buying behaviour Several studies were focused on understanding influencer marketing. (Odell 2015), (Cooley and Parks-Yancy 2019), (Lou and Yuan 2019) & (Fromm 2018) made ground breaking attempts to comprehend the impact of influencer marketing on the different aspects of consumer behaviour (Lim et al. 2017), (Godey et al. 2016) & (Lou and Yuan 2019).In their respective papers have made import contribution when it comes to the solving the dilemma regarding when it comes to selecting from among the subject matter specialist influencers' verses an attractive celebrity influencer (Hill 2018) & (Wolfson 2017). From an academic viewpoint, few studies have made crucial addition to literature (Schouten, Janssen, and Verspaget 2019) have attempted to compare the efficiency of the two endorses.

Subsequently there have been several papers published on how should one select the right influencer~ (Breves, Priska & Liebers, Nicole & Abt, Marina & Kunze, Annika. 2019)exploring the importance and dynamics of the right influencer and brand fit, (Schouten et al. 2019) & (De Veirman, Cauberghe and Hudders 2017) examined the effectiveness of influencer marketing by focusing on role of source credibility, para-social interaction, and congruity, (Booth, N., and Matic, J. A ,2011) in their paper titled "Mapping and leveraging influencers in social media to shape corporate brand perceptions" made an important contribution on the impact of influencers in shaping corporate brand perception. As Influencer marketing evolved over time there were several papers published on the new development in influencer marketing (NOLAN, H. 2018) paper titled- "Brands Are Creating Virtual Influencers, Which Could Make the Kardashians a thing of the Past" is a very unique contribution that threw some light on the possible digitalization of influencers in the future . (Zdenka KÁDEKOVÁ – Mária HOLIENČINOVÁ 2018) & (Rahmah, Sarah & Ren, Dan. 2019) in their respective paper focus on investigating the appeal of influencers among specific groups (Millennials , Gen x) etc and the differential impact of influencer marketing on their buying behaviour this particular study is very essential in today's time as marketers what to cater to different needs of different segments . However, there is limited study done on this topic especially in developing nations such as India where we see a greater divide between the generations

Influencer Marketing in India

India has one of the largest group of millennials. Millennials are particularly the major target segment for most influencers. (Kumar, Singh, and Gupta 2018) For the millennials , the internet and social media influencers have become a trusted source for updated product information This segment has high buying capability , are aspirational, and play a vital role in the family in decision making (Khare and Rakesh 2011; Adnan, Ahmad, and Khan 2017). Making India one of the most attractive country for studying influencer marketing impact In India over the recent years there have been many papers published on influencer marketing however extensive research has not been done (Jay Trivedi & Ramzan Sama 2019) In their paper titled –"The Effect of Influencer Marketing on Consumers Brand Admiration and Online Purchase Intentions" the paper focuses on the electronics product segment and perceives the relative effect of expert vis-a-vis celebrity influencers on consumers online purchase . (Balakrishnan and Kumar 2011) in his paper recognized that celebrities are idols for major portion of Indians. Celebrities relish a big fan base and have a huge impact on Indians. (Varsha Rehman 2017) in his paper titled -"Looking through the Glass of Indian Culture: Consumer Behaviour in Modern and Postmodern Era". This paper spoke about the changing trends in Indian consumer perchance habits

this paper indirectly spoke about the importance of influences for the modern Indian consumers. (Jay P. Trivedi 20180) in his paper – "Measuring the comparative efficacy of an attractive celebrity influencer vis-à-vis an expert influencer" –this paper spoke about the differential impact of celebrity influencer vs an expert influencer from the fashion industry prospective. (Durai, Tabitha & Premakumari, V. 2020) This paper is a important contribution to literate, it aims at trying to find out what are the motivating factors that contribute towards influencer marketing on social media platforms.

Research methodology

Measures

For the study primary research was conducted in order to ascertain the impact of influencers on consumer behaviour of Millennials and Baby Boomers .This study aims at finding out whether influencers (both online as well as offline), who promote products, can attract probable customers and stimulate them to make the purchase , this study also aims to throw some light on identifying potential differences and similarities between the two consumer generation under study with respect to impact of influencer marketing on their buying behaviour . The Questionnaire was carefully designed keeping in mind the important variables that were closely chosen and adopted from previous literature. All the items were estimated by a five-pointer Likert scale, tied down by 1- "Strongly disagree" and 5- "Strongly agree".

Data collection and sample

For the study we collected Primary Data the study adopted a quantitative analysis method in which data were gathered from the respondents who were lying in the age group of millennials, and Baby Boomers in Mumbai and Pune. The study primarily focused on collecting response from Urban population who are educated have easy accessibility to internet and active on social media as well as cities where there was sufficient population in both the respective generations required in the survey. Considering both these factors the city of Pune was selected for study. For the survey, the snowball sampling method was used this method was used to make the process of collecting responses from the required generation segment easier , Respondents were ask to forwards the online survey to their relatives and friends who belonged to the respective age groups .Online questionnaires, in Google form, was sent through email and other social media to first known respondents and requested them to distinguish further respondents, this method was chosen to ensure that equal number of responses were collected from both the generations . Overall 310 complete surveys were collected considering the population segments this number was decided using the "Cochran's formula" the confidence level (z)was 95% with a margin of error(e) of 5.5 % ,the estimated population(p) that qualify for the survey 40% (0.40) Using the formula = (Z2 pp. / e2) we get the minimum justified sample for this study as 304. Therefore, we have collected 310 total responses over a period of 15 days.

Out of 310 respondents surveyed, 49.4 percent respondents were females, and 50.6 percent were males. Almost equal number for responses were collected from both the genders to ensure there is no large difference between the gender which makes this study free of the bias gender opinion. Age group or generation that the respondents belonged 51% of the respondents belonged to Generation Y (Millennials) and the rest 49 % belonged to Baby Boomers again almost equal number of responses were collected from both the generations to have a fair evaluation. Talking about their professions about 33.7 % of the respondents were students. All the respondents who selected student as their current profession belonged to the Millennial generation. 28% of the respondents selected working professional as their profession out of which 42 respondents belonged to Gen Y while the rest belonged to Baby boomer generation. 15 .5 % (48) of the respondents selected Business as their profession only about 8 of these belonged to the Gen Y while the rest 40 belonged to Baby Boomer generation. 11% (34) of the respondents selected retired as their profession. All the respondents who selected this profession belonged to the baby boomer generation. 4.9 % (15) of the respondents selected consultants as their profession only about 4 of them belonged to Gen Y while the rest of them belonged to Baby boomers

Demography of the Research

Segments	Categories	Percentage
GENDER	Male	50.6 %
	Female	49.4 %
GENERATIO	Millenials	51 %
	Baby Boomers	49 %
OCCUPATION	Students	33.7%
	Working professional	28%
	Buisness	15.5%
	Consultant	11%
	Retired	4.9%
	Others	6.9%

(table 1)

One of the dilemmas faced during collecting responses was the level to which respondents understood the concept of influencer marketing. For the survey to be successful it was important that majority of the respondents had a fair understanding about influencer marketing In the initial part of the survey, respondents were asked if they understood the term "influencer marketing". We found that nearly half of the respondents (47.6%) knew what this term meant and had a fair understanding about the concept, and 45.4% of the respondents said that they had heard of the concept but did not have a full understanding. The rest 7 % of the respondents said they did not have any knowledge regarding it. it was essential to give an explanation regarding the concept of influencers to fully understand the opinions of all the respondents, thus to solve this dilemma , in the questionnaire I offered examples along with a picture and a brief description of the well-known influencers Rajiv Makhani who is a very popular influencer and a house hold name in India along with this I also attached a link in the introduction that would direct the respondents to information online regarding influencer marketing

Data Anlysis

For Analysing the data collected we will be using Levens test for equality of variance and Independent sample T- test to test the Hypothesis of the study . Before conducting Independent sample t- test we will first calculate Cronback Alpha to test the internal consistency and reliability of the set of scale in study this will help us ascertain the strength of consistency of the concept used in the study and then we will use Levens test to assess the equality of variances for the variables calculated for the two groups followed by Independent sample T- test to test the Hypothesis in the study

Hypothesis of the study :-

$H_{0=}$ There is no significant difference in the impact of influencer marketing on the buying behaviour of Generation Y & Baby Boomers.

$H_{1=}$ There exists a significant difference in the impact of influencer marketing on the buying behaviour of Generation Y & Baby Boomers.

Before conducting t– test we will first analyse the behavioural aspects of respondents studied in the survey

First analysing the behaviour of respondents on Social media, according to the outcome of our survey for Millennials the most popular social media platform to follow influencers is Instagram which was selected by 133 respondents (84%). India currently has over 100 million Instagram, users two third of the total Instagram audience are aged 34 years and younger. This was followed by YouTube which was preferred by 103 respondents (65%). This was Followed by Facebook which was selected by 64 respondents (40%) For Baby Boomers YouTube was preferred by highest number of respondents 132 (86%) followed by Facebook which had 108 (71) respondents, this was followed by Instagram which had about 70 respondents. We can conclude from our study that in India YouTube is the most preferred tool for influencer as it enjoys the preference of both the generations

Next, we Analyse how many respondents have actually made a purchase due to recommendations from influencers. This is extremely crucial as it would help us ascertain how effective are influencers in influencing consumer buying behaviour. From my study we can analyse that in Generation Y about 40 respondents have bought more than 5 items in a span of 1- 2 years due to a recommendation from influencers. About 76 respondents have bought 1 to 5 items and the rest 42 respondents have not bought any item recommended by influencers in the past 1-2 years. While among the baby boomers only 8 respondents have bought above 5 items due to recommendation of an influencer. 70 respondents have bought 1 to 5 items in the past 1-2 years and the rest 75 respondents have not bought any items in the past 1-2 years. With this study we can analyse that there exists a divide between the number of items purchased by consumers in both the generations. Among the Baby boomers nearly 49 % consumers have not made and purchase recommended by influencer where as it is only 27 % for millennials.

Millennials   Baby Boomers
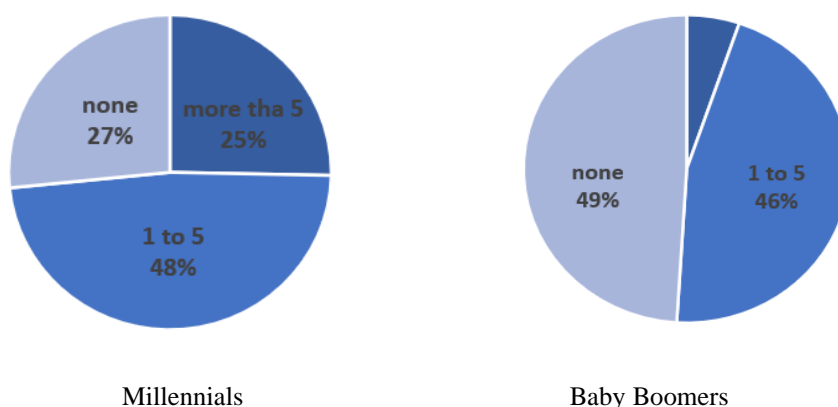
Analysing the category or segments in which consumers follow influencer we can analyse that considering both the generations 73 % of respondents select electronics as their primary category. followed by Skin care and beauty products at 34 %, followed by Clothes and accessories at 28%. Among Baby boomers the top category were electronics and car where as for the millennials it was electronics followed by skin care and clothing. Electronics thus is the most lucrative segment for influencers in India as it is the most preferred segment by both the generations
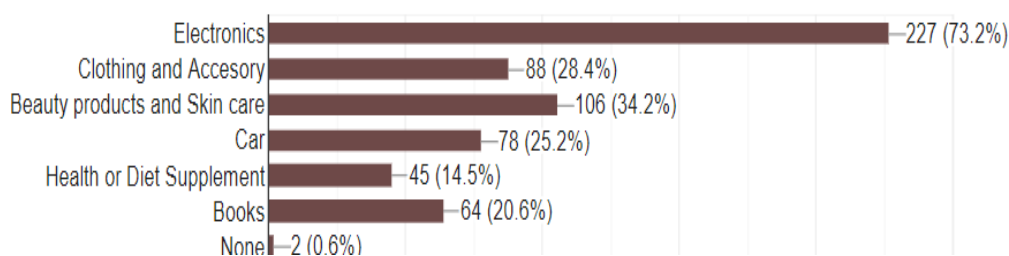
Finally, we move on to analysing what motivates individuals to follow influencers. With this analysis we will be able to evaluate what are consumers actually looking for from their preferred influencers when they follow

them or view their content. From our study we can conclude that 65% of the respondents believe that following influencers helps them in making purchase decision followed by 35 % who follow influencers to know the latest trends and keep themselves updated it can be observed that out of the total 109 respondents who follow influencers to keep themselves updated 80% of them belong to the generation Y . This is followed by 24.8 % who follow influencers for entertainment. It can be observed that majority of the baby boomer generation follows influencer for assistance in purchase decision where as in gen Y along with this factor there are several other factors that also encourage them to follow influencers
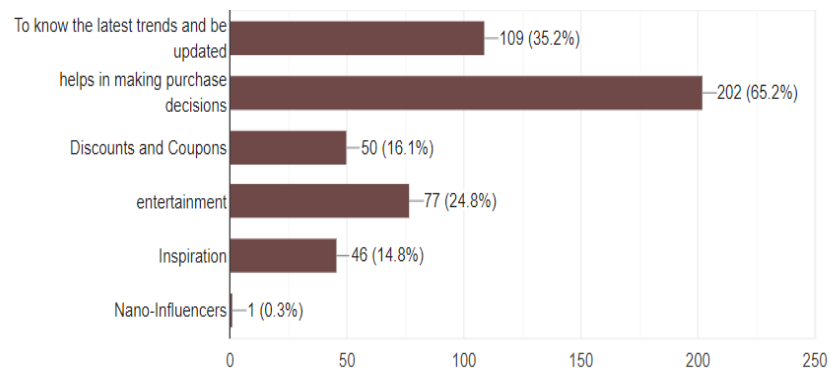
Cronbach Alpha

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.750	.741	11

(table 2)

For reliability analysis, the "Cronbach's alpha" (α) was calculated as mentioned in Table 2, As suggested by Hair et al (2010), Cronbach's alpha value must lie above the threshold value of 0.7 and the value in the study for the variables ranged from 0.701 to 0.789 . Additionally, Cronbach's alpha for all the 11 items was 0.741 which is also greater than 0.7. Therefore, It can be reasonably concluded that, the measures had acceptable reliabilit

Levens Test & Independent Sample T- Test

Questions / Factors	Sig. (2-tailed)
1) I'm more likely to have a positive I'm pression about trying a new product if it is recommended by influencers	0.001
2) I make purchases often based on recommendations from influencers.	0.000

3) I often seek out for reviews on social media prior to making an important purchase.	0.000
4) I find influencers to be more credible source of information compared to other advertising channels	0.000
5) Following influencers on social network helps me find out new trends as well as new products in the market.	0.000
6) Innovative fresh content is the main reason I follow Influencers on social media	0.000
7) I am less likely to believe in a product review or recommendation if it is sponsored content (paid advertisement)	0.008
8)One of my main motivation to follow influencers are product discount and coupon codes.	0.022
9)I believe coupon codes offered by Influencers are more authentic than other source	0.000
10)I am ready to pay more for a product or service endorsed by my favourite influencer	0.099
11)When a product fails it has a negative impact on the influencer.	0.168

(table 3)

From the independent sample T test (Table 3) it can be observed that the significance level (Sig) of each question in the survey is given this will help us have an in-depth understanding of the variance among both the generations in each question. For this study significance level of 95 % is selected which is the generally accepted standard while calculating independent sample T test. From the sample Table we gather that The Average mean of Millennials observed in the study come to (3.3346) with a Standard deviation (1.168) and standard error of (0.093254). For the Baby Boomer generation Average mean comes to (2.7160) with SD of (0.8402) and standard error of (0.2841). It can observed comparing the Average mean of both the generations , there is a significant difference between the means also, from the Standard deviation it can be analysed that among Millennials we see a greater deviation among respondents as compared to Baby boomers thus we can analyse that there is more variation in the opinions of millennials where as we see more congruent opinion among Baby boomers .

Before conducting Independent sample T test, we will first check the significance level of Levens test of equality of variance. The significance value of each question is given in the table the average Significance value of Levens test is 0.12690 this value is above the significance value of 95 % that is (0.05). Therefore, the assumption "Equal Variance Assumed" will be first tested with the Independent sample t – test

Following are the inference from Independent sample T- test: -

 The average or mean Significance value for all the factors /question in this study comes to 0.0270 comparing this with the significance level of 95 % (that is 0.05). It can be concluded that it is significantly lesser that the significance standard and thus the null hypothesis has to be rejected and the alternative hypotheses will be accept. Thus, this study proves that there indeed exists a significant difference in the impact of influencer marketing on the buying behaviour of Generation Y vs Baby Boomers.

- It can be inferred from the table that there is a very low significance score among the questions related to credibility of influencers, impact of influencer on buying decision and following influences to know new trends this proves that in these factors there is a huge diversion among the view pint of both generation

- Analysing the significance of the question related to discounts it can be observed that there is some amount of congruence among the generations. However, the significance is lesser than significant level

- In the last two question it can be observed that the significance is quite high as compared to the rest of the question. Thus, it can be inferred that both the generations have a congruent view over there questions

One-way Anova

Questions	Sig	F- Value	Sig
1) I'm more likely to have a positive I'm pression about trying a new product if it is recommended by influencers	0.519	11.216	0.001
2) I make purchases often based on recommendations from influencers.	0.000	34.509	0.000
3) I often seek out for reviews on social media prior to making an important purchase.	0.773	114.746	0.000
4) I find influencers to be more credible source of information compared to other advertising channels	0.000	64.914	0.000
5) Following influencers on social network helps me find out new trends as well as new products in the market.	0.093	153.660	0.000
6) Innovative fresh content is the main reason I follow Influencers on social media	0.011	116.869	0.000
7) I am less likely to believe in a product review or recommendation if it is sponsored content (paid advertisement)	0.000	7.097	0.008
8)One of my main motivation to follow influencers are product discount and coupon codes.	0.000	5.270	0.022
9)I believe coupon codes offered by Influencers are more authentic than other source	0.000	53.930	0.000
10)I am ready to pay more for a product or service endorsed by my favourite influencer	0.000	2.732	0.099
11)When a product fails it has a negative impact on the influencer.	0.000	1.911	0.168

(table 4)

One-Way ANOVA is a commonly used "parametric test" it is used to compares the means of two or more independent population groups in order to ascertain whether there is any statistical indication that the specified population means are significantly different. In our study we only have two independent population segment thus only certain aspect of Anova would be applicable to our study, but this study will help us have an in-depth analysis of the difference between the population segment.

First analysing the test of homogeneity of variance which is displayed in the second column of (table 4) we can analyse that there are mainly two factors or question that are contributing to a high significance score they are I'm more likely to have a positive impression about trying a new products if it is recommended by influencers and I often seek out reviews on social media before making an important purchase we can analyse that these are the main factors that have a larger variance in between the segments . The average significance considering all the factors comes to 0.127 which is above the significance value of 0.05 (95%), as we will be considering the same significance level in both T- test and anova. Since the significance is above the significance level the we will consider the Null hypotheses for this study that there is no significant difference or variance between both the generations and we will test this hypotheses using the one way anova test we will be checking Anova table the value of which are given in the third and fourth column . F value is basically calculated by considering the variance between groups divided by the variance observed within group.

- It can be observed that for questions related to following influencers for new trends and seeking social media reviews before purchase we observe that that is a huge difference between the variance between groups compared to variance observed in the particular group.

- While for questions related to – "I am ready to pay more for a product endorsed by my favourite influencer" and "When a product fails it has a negative impact on the influencer". the variance observed between groups is quite close to the variance observed within groups thus the variance observed within the group is lesser

Finally to test the Hypotheses we will be calculating The average Significance value for all the factors (fourth column table 4) The average significance value comes to 0.0270 comparing this with the significance level of 95 % (that is 0.05) .It can be conclude that it is significantly lesser that the significance standard and thus the null hypothesis is rejected and the alternative hypotheses is accepted .

Therefore, by both Independent sample t test and anova it can be concluded that there indeed exists a significant difference in the impact of influencer marketing on the buying behaviour of Generation Y vs Baby Boomers.

Discussion and Implication

This study was an important contribution in understanding the impact of influencer marketing in India. From our study we concluded there is in fact a significant difference between the impact of influencers on buying behaviour of millennials and baby Boomers. However, the study also throws light on certain parameters were there seems to exist some similarity between the two generations

Firstly, speaking about the preference of social media platform. We can conclude from our study that while most Millennials prefer Instagram as the popular social media platform to follow influencers Baby boomers however have to still get acquitted with Instagram. Looking at the preference of both the generation we can conclude that in India YouTube could be the most preferred tool for influencer as it enjoys the preference of both the generations. Influencer who are targeting the Indian market should focus more on creating content on YouTube as this will help them have a better reach. Speaking about content from our study we can infer that Millennials follow influencers for a variety of reasons including entertainment , keeping abreast with the latest trends, guidance in making a purchase decision as well as for discounts and coupons , Where as in the case of Baby boomers they are .searching for more fact based content that will assist them to make better purchase decisions There thus exist a divide in the type of content both generations seek Influencers should thus focus on customizing their content based on the age group they wish to target .

 While influencer marketing is becoming very popular in India companies however are still struggling with calculating the actual Return on their investment. It is difficult to trace the number of customers who actually make the purchase after listening to an influencer. The conversion rate in India still remains to be far behind as compared to developed countries. Even from our study we can analyse that nearly 50 % the Baby boomer generation had not made any purchase in the last two years due to an influencer. influencers should focus on building stronger relationship with their follower so as to gain their trust. This would lead to more conversion especially among the baby boomers.

Finally, we can also analyse from our Independent sample T test that while in most factors we can see a huge difference between the generations. When it comes to negative impact on an influencer image due to promoting a wrong or misleading product both generations have a congruent view point that it definitely impacts their opinion about a influencer. Influencers Should thus be very careful in selecting the right product and brand they want to collaborate with for example: - Over the last few years some celebrity influencers have faced criticism for promoting fairness creams in India. Thus, Influencers should select those products that will be a good fit with their audience. We can also conclude from our study that while Millennials are often the most targeted segment for influencer marketing. We can infer from our study that there is a huge growth opportunity in the future in the Baby boomer generation as well. Influencers should focus more on creating content to cater to this generations.

Future Research Directions

Future research studies can broaden and expand the current study in several ways. The sample studied only focusses on two specific generation there is future scope in considering different generations, also snowball sampling technique could have put certain limitations in terms of sample size and sample. Future researches can simple random sampling comes under probability sampling techniques by taking into accounts the other different age groups also to address the limitation. It would be likewise alluring to gather information from greater sample size, to increase the generalization of the study's findings. The geographical limit can be extended to also include tier 2 and tier 3 cities in this survey.

Finally, a study can also be directed to evaluate the possible challenges and opportunities faced by influencers during the COVID-19 pandemic and how it impacted their work

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