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THE IMPACT OF SOCIAL MEDIA INFLUENCERS ON CONSUMER PURCHASE
INTENTIONS OF MOBILE PHONES

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This work has not previously been accepted in substance for any degree and is not being concurrently submitted in candidature for any degree.

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Date: 27/09/2024

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Abstract

With the growing attention towards the variety of marketing strategies, the fast-paced world invites several tactics that are most consumer-engaging therefore, this research is meticulously highlighting the impact of social media influencers as the paramount means to reflecting the consumer purchase. It can be understood that indubitably accessibility and mobility are the common factors that most consumers seek to eliminate the obstacles that come along with the domains of finding the products by themselves. These traditional approaches have had their positive outcomes, and some may believe that they have also overstayed their welcome. However, the advancements and modifications that are the product of digitalisation in the form of social media integration and the incorporation of mobile phones are the new world dynamics that offer the approaches and designs that cater most to the customers and develop the factors and characteristics that are customer centric. The research provides an in-depth dive into the notion that social media influencers, in today's time and era hold the power to shape the purchase of the consumer which are the intentions of the mobile phones.

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1 CHAPTER 1 INTRODUCTION

1.1 Background of the Study

In the recent past, social media has evolved from being rare and narrowly used to being an almost inseparable part of people's lives. Social media encompasses social sites like Facebook, Instagram Twitter and You tube which have influenced the way people communicate shop and interact worldwide. People are now spending time on social media due to the enhanced technology using mobile phones and the internet whereby one can access the internet at any given point in time (Trivedi and Sama, 2020). Today social media is no longer the means of communication between two individuals but also a great opportunity for companies to address the stakeholders (Nurhandayani, Syarief and Najib, 2019).

A social network is one of the most significant and quickly developing directions in the sphere of modern communication, and the influencers occupy an essential place in this process. Today, influencers have gained large followership, and indeed they have influenced the way people think, or order their affairs especially in matters related to purchases. For instance, in the year 2023, the first ten Internet celebrities, specifically on Instagram, control more than \$1. 5 billion followers to stress on the fact that they are such a large congregation (Sriram, Namitha and Kamath, 2021). It was established that 49% of consumers rely on influencers' suggestions for making a purchase and, furthermore, 60% of marketers intend to expand their budgets for influencer marketing in 2022. Such starts can be movie stars with numerous subscribers, or small vloggers, focusing on the beauty products, technical gadgets, healthy lifestyle, sports, etc (Kareem and Venugopal, 2023).

On YouTube, 10 top beauty influencers in 2021 collectively have over 100 million subscribers; tech reviewers can amass viewers that are of up to 5 million subscribers (Abou Ali,

Ali and Mostapha, 2021). The essence of the matter is that the bulk of their authority relies on perceived 'realness' and 'normalcy' rarely in mainstream advertising. This relatability therefore leads to higher engagement because most of the influential posts on Instagram has an engagement rate of up to 3.5 % according to the existing 0. A response rate of 8% for traditional brand posts average (Abou Ali, Ali and Mostapha, 2021).

It has also been discovered that influencers do more than impact the overall macro-buying behaviour, but also the micro, specialised buying behaviour. For instance, Choi and Lewallen (2021) revealed in his research that those in fashion and electronics industries are tangible effects for promotion campaigns. They are not simply transmitting brand communications but are expected to advise and their opinion is as reliable as hearing it from friends. This change in the marketing dynamics puts into context the notion of influencer credibility and authenticity to mean that the reality of an influencers' connections coupled with genuine appearance have a significant influence on the consumer. This constantly changing environment provides an excellent opportunity for discussing how these dynamics unfold in various industries and is directly related to your study based on the effectiveness of influencer marketing for consumers' decision-making in targeted industries (Ahmed Farouk Radwan et al., 2021).

1.2 Research Problem

The mobile phone market has been shifting more in the direction of high-end gadgets with improvements made on factors such as processing abilities, photography capability, and the number of connectivity options. The future also reveals that manufactures are planning to incorporate artificial intelligence to enhance the user interface and the level of customisation. But more importantly, there is clear movement towards 5G technology, which in terms of data speed

and network security will be superior to the previous ones, thus stimulating consumers' replacements and new purchases. Additionally, although most previous literature studies pin the shift in consumers' attitudes and purchasing intentions on traditional celebrities, the dynamics through which social media influencers affect the same remain unclear (Yaacob, Ling Gan and Yusuf, 2021).

Although it is evident that social media influencers play a crucial role in the decision making of consumers, more research has been revolving around a model explaining how and when social media influencers impact the consumer behaviour in the mobile phone industry. Other previous related research works have employed sweeping buying habits or single promo effects without necessarily exploiting the ongoing reciprocal relationship between influencer credibility, content interaction, and consumer loyalty. This void is quite apparent given that the mobile phone market is rather dynamic due to advancing technology and changing customer needs. Thus, my study seeks to fill this gap by looking at how various engagements with influencers directly impact an individual's buying decision when it comes to mobile phones, providing practical recommendations for marketers on how they can activate influencer marketing more successfully. The mobile phone market is very sensitive and dynamic with the consumers switching their loyalty often depending on the latest and greatest conception in the market. Celebrities and other personalities followed by millions and who are trustworthy by the buyers have capacities to greatly influence the decisions of the buyers in this regard. Therefore, knowledge of how influencers influence consumers could be of significant for marketers when it comes to improving their methods and having better outreach to the targeted consumers. Hence, this study seeks to fill the gap existing in the current literature by exploring the specific means by which influencers influence

consumers' purchase intentions regarding mobile phones while proffering practical implications to boost the use of digital marketing in the mobile phone industry (Jiang and Yin, 2021).

1.3 Research Questions

1. How do social media influencers impact consumer decision-making processes when purchasing mobile phones?
2. How does engagement with social media influencers' content influence the decision to purchase of mobile phones?
3. To what extent do demographic factors affect the degree to which individuals are influenced by social media influencers?
4. How do different social media platforms impact customers' purchase intentions?

1.4 Aims of Research

This research aims to study how influencers on social media platforms like Instagram, Facebook, and YouTube can change the way people think and feel about mobile phones. We want to understand the detailed ways influencers affect consumer attitudes and behaviours through their posts and content (Saima and Khan, 2020).

1.5 Objectives

The objectives are as follows:

1. Determine how social media influencers shape the way people decide to purchase mobile phones.

2. Explore how engaging with an influencer's content relates to the decision to purchase of mobile phone.
3. Investigate the extent demographic factors affect how strongly is influenced by social media influencers.
4. Assess the impact of different social media platforms on influencing customers' purchase intentions.

1.6 Significance of the Study

An added value of this research lies in its focus on identifying how social media influencers affect consumers' purchase intentions toward a product, which has not been heavily investigated yet, particularly regarding mobile phones. Although the influence of the digital marketing domain and overall social media impact has been studied, the present research extends this line of understanding to outline how exactly influencers affect consumer decision-making. Given the insight into how pre-established variables like the interaction with the influencer content and several demographic parameters influence purchase intentions, this research contributes to the advancement of knowledge and broadens the understanding of the phenomenon of influencer marketing (Dalangin et al., 2021).

To marketers and companies that deal with mobile phones, the implication of the study is a key lesson that cannot be underestimated. The lack of knowledge of the phenomena resulting from the impact of social media influencers can contribute effectively to the emergence of more efficient marketing methods for businesses. The different forms of social media and the factors affecting them provide the marketer with guidance on how to perform a campaign in a way that has a deeper impact on social media users. Also, this research may help mobile phone companies decide on the

right influencers to feature, and how best to structure their marketing campaigns to get the best results and increase sales. When using influencers, firms can strengthen the consumers' allegiance and endure the cut-throat competition that is characteristic of the mobile phone industry (Ata et al., 2022).

1.7 Theoretical framework

The theoretical framework for this study is based on Consumption Value Theory (CVT), which posits that consumer decision-making is influenced by five key types of value: functional, social, emotional, epistemic, and conditional. Functional value refers to the product's performance and its ability to meet practical needs. Social value relates to the influence a product has on a consumer's social status or how it is perceived by others. Emotional value stems from the feelings or affective experiences that a product evokes in consumers. Epistemic value is driven by the novelty or innovation of a product and its ability to satisfy curiosity or provide new experiences. Finally, conditional value pertains to the circumstances or specific situations in which a product becomes more desirable. By applying CVT, this research seeks to understand how social media influencers affect consumer decisions in mobile phone purchases, as influencers often emphasize these values in their content to appeal to different consumer motivations.

1.8 Structure of the Thesis

The thesis has been organised as follows to offer a systematic look at the college hospitality students' perception of social media influencers and their influence on the mobile phone buying decisions of their target customers.

Chapter Two: Literature Review Chapter Two gives a comprehensive synthesis of literature about the usage of social media marketing and influencer influence. This paper reviews theoretical models and research that have been carried out to understand the impact of social media on consumer behaviour. The major themes for the chapter include the analysis of the themes to be covered in this study alongside the gaps that are discernible from the existing literature. It also calibrates the impact of social networks in the decision-making of the consumer concerning the sector of mobile phones (Siqui and Foong, 2021).

Chapter 3: Devoted to providing information about the method used in conducting the present study. This chapter aims to discuss the research design of the study, and the type of data collection and analytical technique employed. It describes the method of sample selection, instruments for data collection and ways of ascertaining the credibility of the research results. The respective part read as the methodology chapter also offers a clear guideline of how the study was conducted in a bid to enhance the validity and replicability of the study.

Chapter 4: Deals with the findings of the study that form the basis of the research. It gives a description and an interpretation of the results from the collected data focusing on the effect of social media influencers on the buying behaviour of consumers. To analyse the data of the chapter, statistical measures are employed to draw charts and graphs for a better understanding of the results. The findings are then analysed about the research questions and objectives as a means of decoding the patterns and trends delineated (Masuda, Han, and Lee, 2022).

Chapter 5: Discussion In the last Chapter 5, research findings are presented and analysed alongside the existing literature highlighted in Chapter 2. This chapter discusses the findings, and, therefore, this section expounds on the findings' meaning and relevance to the growth of theory and practice. This paper focuses on further discussion of the results for the subject of the

investigation – the use/misuse of social networks in social media marketing and the peculiarities of consumer behaviour about it. Further, what it possibly lacks in the current study, and areas where the study could be extended are brought into the discussion to give a critical appraisal of the research findings.

Chapter 6: Designed as a conclusion of the thesis where the main findings of the study have been presented along with their implications. It further affirms the significance of analysing the relationship between social media influencers and consumers' purchasing decisions and behaviour specifically, in the mobile phone industry. This chapter presents the recommendations and implications for marketers and mobile phone companies from the findings of the study. It also relates the general findings of the study to the body of knowledge and practice, highlighting the perceived utility of the achieved knowledge (Mammadli, 2021).

1.9 Summary

This chapter is concerned with the presentation of the study objectives which established the importance of social media influencers on the consumer purchase intentions of mobile phones. This introduced the general research problem, the study's specific goals and objectives, and justified how the study would positively impact the available literature and the practical marketing sector.

2 CHAPTER TWO: LITERATURE REVIEW

2.1 Chapter Overview

The current chapter is referred to as the literature review. In this chapter, the impact of social media on consumer purchases has been discussed. Moreover, the chapter also provides the theoretical background, in which different theories regarding the influence of social media on product marketing are discussed. The chapter also covered the objectives of the study globally. Furthermore, the chapter provides the conceptual framework, the chapter ended with the provided the literature gap.

2.2 Impact of Social Media and It Is Influencers on Consumer Purchase

Social media has become a global community and a universal virtual consumer gallery where people may now engage from all over the world and can-do business marketing by taking advantage of social media reach. social media influencers are people who have a vast reach on widely used social media platforms such as YouTube, Instagram, Facebook, or Twitter. According to Chalilita (2021), These influencers usually have millions of followers whose behaviours, choices, and decisions are influenced by them because they think those influencers are experts and setters of new trends in fields like fashion, innovation, and entertainment. Because of this reason, Influencer marketing which is a digitalised form of word-of-mouth marketing majorly focuses on utilising social media influencers or celebrities to advertise a brand product or service to a large variety of audiences. moreover, this form of marketing is now considered as cheaper and more successful in comparison to the traditional form of marketing since it has a reach on those overlooked or ignored potential customers because of the conventional method of advertisement.in today's world, businesses are prioritising influencers because Influencers are less intrusive and

more interesting than standard internet advertisements, and they are entrusted more than other online media approaches. Moreover, the researchers suggested that Strong ties between the endorser and the audience are indicated by a high degree of source credibility, which enhances brand perception and encourages purchasing (Djafarova and Rushworth, 2017).

According to Luo and Kim (2023), the influencer marketing industry has grown from \$9.7 billion to \$13.8 billion in just a year from 2020 to 2021 and it will approximately grow 30.3% annually till the year 2028. Although it has been established that social media influencers have a pivotal role in the decision-making of consumers, many researchers explain how and when social media influencers impact consumer behaviour in the mobile phone industry which will be discussed later in this literature review.

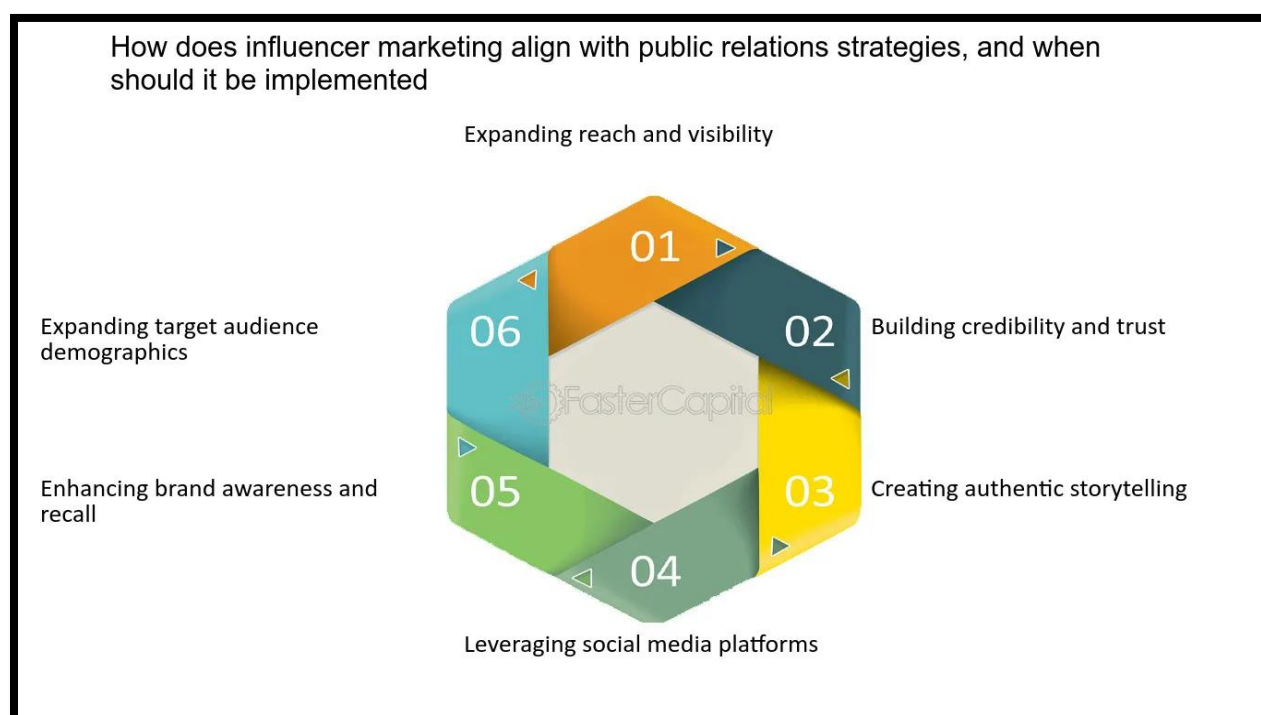


Figure 1 Leverage of social media platform

Source: faster capital (2024)

2.3 The Role of Social Media Influencers in Shaping Consumer Decisions for Mobile Phone Purchases

Social media influencers play a critical role in the decision-making of consumers who are in the process of purchasing mobile phones at various phases. First, Influencers can incite the awareness of needs or wants to lead to the acquisition of the new mobile phone. Generally, they include current phone models and some of the displayed features may include a new phone model, new features, advanced technology, and modern phone appearances. (Lin, Swarna and Bruning, 2017) When followers witness these new devices being used and recommended by preferred influencers, there is the creation of a perception of the need or want of a new phone compared to the one they are holding. Moreover, from the customer's perception, after they identify the need to get a new phone, they are likely to seek influencer content on it because people generally rely on influencers to give elaborate features, a demonstration of the packaging of an item, and the pros and cons to that model. Therefore, the influencer content on a phone to the customer is crucial, particularly in the more research-oriented stage of their purchase, as suggested by Corjan (2021).

Subsequently, the influencers have a critical role when people compare different models of mobile phones where the Constant and precise forecasts and recommendations from their peers enable the followers to consider the opportunities and risks of the choices available out there. Thus, and so, these influencers focus on the aspects that distinguish the devices, for instance, the camera, battery, performance, and interface, thus guiding the customers' choices. Additionally, Seeler et al. (2019) identified that the use of the testimonies of influencers' personal experiences turns the evaluation process into a similar matter of trust.

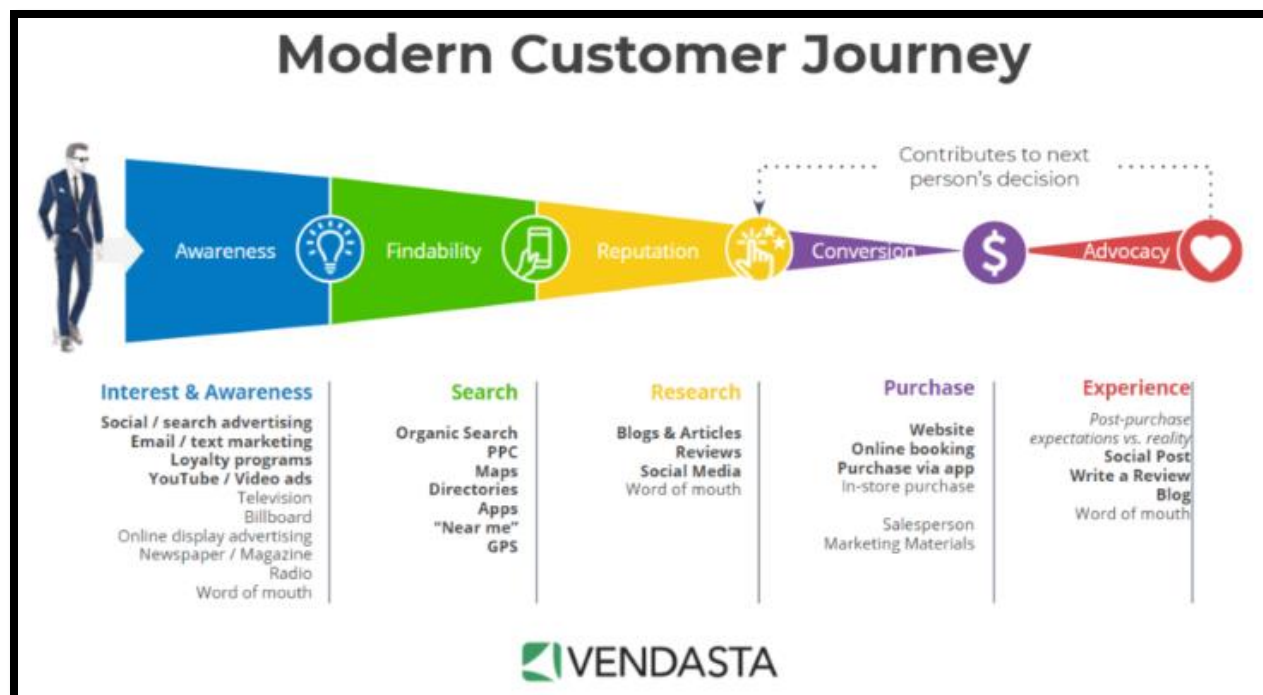


Figure 2 Journey of social media marketing

Source: Barysevich (2020)

Additionally, at the stage of purchasing, Buyers are influenced by the influencers because they endorse and market the products. As per the study of Lee et al. (2024), The influencers provide special codes, offers, and specific coupon codes which make consumers feel like they must 'act now' which encourages the at-the-moment purchase. Moreover, as influencers are considered authoritative by their followers, the specific recommendation of an influencer motivates the followers to make a behaviour shift, which can be beneficial for the endorsed product.

Lastly, the influencers' influence does not stop immediately after the purchase process as some clients may be swayed to continue using certain brands or products. Sometimes, they even show the customers how to maximise the usage of the newly bought mobile phones and in the process improve customer satisfaction post-purchase experience. therefore, the continued interaction by the influencers with the fans also makes the customers share their positive user

experience and makes them stick to a decision they have made in buying the product from the branded company.

Overall, social media influencers directly impact the decision-making process of the customers while buying mobile phones by promoting the recognition of the product, providing information to foster the choice of customers when purchasing mobile phones, helping in the decision to choose a specific product, and influence satisfaction derived from the product after the purchase. additionally, as per the study of Pop et al. (2022), the trustworthiness, participation, identification of social media influencers with their audience, and smart implementation of various forms of media enable them to be influential partners for brands working on reaching customers and influencing their decisions. therefore, this study seeks to establish that advertisement through influencers, can improve the marketing process, and can increase sales in the spirit of competition.

2.4 An Influencer's Content Engagement Relationship with Mobile Phone Purchase

The engagement of influencer content in the purchasing of mobile phones is complex and is underpinned by certain factors; trust factor is the most important factor; for example, influencers who are entrusted and considered as technology experts by their followers may change their purchasing decisions as influenced by the opinion of such influencers. Luo, Hancock, and Markowitz (2022) stated that Endorsements that are made from personal use and belief have a greater impact because people can differentiate between fake endorsements and those made. After all, the person promoting them had to be paid to do so.

First, the Engagement of the audience can be a very important factor where parameters of interaction are the high number of likes, comments, and shares indicates a high engagement of the target audience with the influencer, which implies a stable audience interested in the influencer's-

point of view. Mohammad et al. (2020) research elaborated that, as far as written content is concerned, it is crucial to highlight that engaging, high-quality, informative, and visually appealing content has a great influence on consumers' perceptions and interests.

Secondly, another important factor that contributes to the concept of social proof. Through this method, endorsements given by high-profile influencers look more convincing to potential buyers. The study by Blanche et al. (2021) stated that the underlying thought process is that probably many more people follow this influencer, and they cannot be wrong. Positive reviews and recommendations received from others are influencing as they act as a source of social proof and enable the buyer to have confidence in the quality of the product. Moreover, relatability and authenticity strengthen the power of an influencer's reach where tagged stories make the product easily relatable to any potential buyer and give it a feeling of social acceptance a consumer will crave to be associated with. Hence, if influencers use a specific product, like a mobile phone, and perform tasks that involve the product, their followers can easily associate with such a product. (Audrezet, de Kerviler and Guidry Moulard, 2020)

Additionally, The Influencer promotion strategies also impact the purchase considerably. Coupons, discounts, promo codes, or vouchers have a direct impact on purchase decisions since consumers tend to buy the product immediately to benefit from the exclusive offer. The partnerships between mobile phone brands and influential personalities, like unboxing, first impressions, and even long-term usage create anticipation and comprehensive insights (Hughes, Swaminathan and Brooks, 2019). Additionally, appealing to trends is one of the strongest weapons every influencer has at their disposal. Other examples include influencers who use newly released mobile phone models to make trends because the rate limit to encourage people to buy the newest technology influences their decisions. Ornate (2022) in her study stated that, Indeed, for many

consumers mobile phones primarily represent not only communication tools but fashion accessories at the same time.

Although aesthetic and status product appeals are effective in generating desire, there is evidence that people who position phones as symbols of status are effective in creating desire. The multimedia and coverage expand the value of influencers. Those who have a presence on Instagram, YouTube, TikTok, and, of course, Twitter can expand their circle of influence and reiterate the same message in different formats (Lim et al., 2017). As suggested by Theodorou and Miles (2023), procedures that are described verbally or in step-by-step instructions with schematics and images are also compelling in showing the specific and actual operation of the mobile phone. Finally, feedback received from the target customers in the form of comments from the influencers' followers can respond to the questions that the potential buyers may have and create an impact on their purchase decision-making process. Mobile phone consumers rely on influencers through trust, engagement, and relatability and these analysts promote the products strategically. They also can influence consumer perceptions particularly due to the credibility and relations that they share with their followers, in a very competitive soccer apparel market.

2.5 Demographic Factors That Impact Social Media Influencer Effect

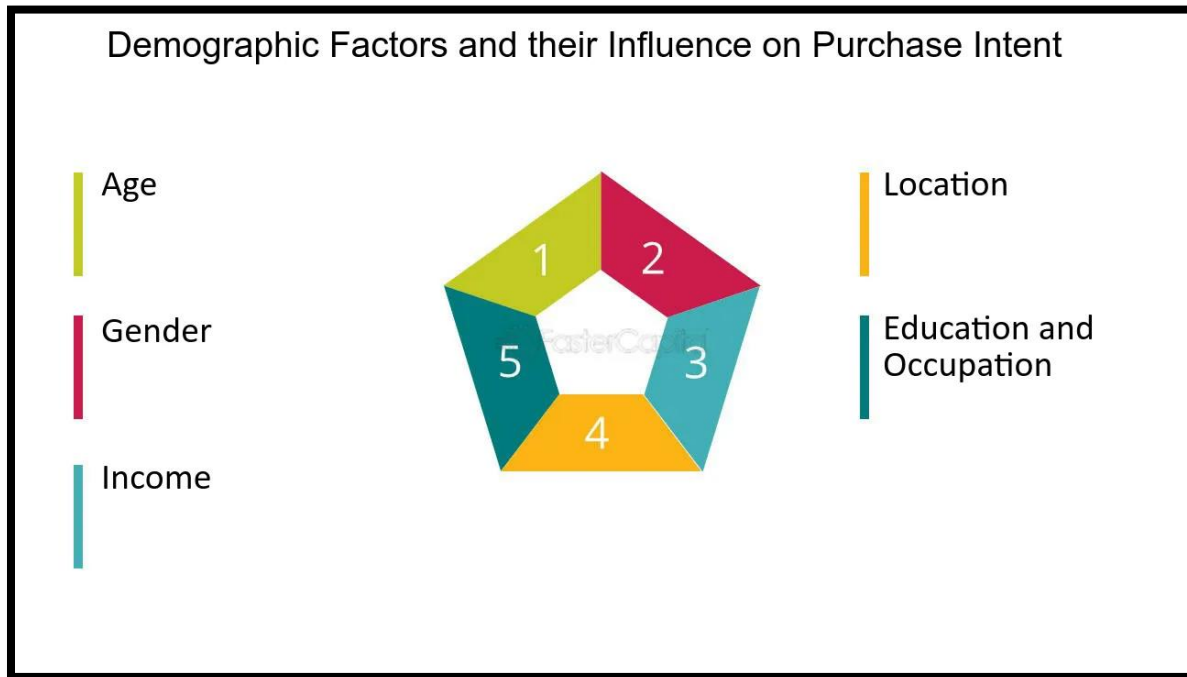


Figure 3 demographic factors that are influenced by social media

Source: Faster (2024)

2.5.1 Age

Age is the most important determinant of the effect that social media influencers (SMIs) have on the decision to purchase a mobile phone. According to Bratina and Faganel (2024), the two generations that are most amiable to influencer marketing are Generation Z and Millennials. These age groups are the natives of the digital era in which the focus on social networks as an essential element is unshakeable and because of this, they are more likely to interact directly with avdsnd trust SMIs as for them influencers are not viewed as just as marketers, but as friends, who have similar interests. therefore, their recommendations on products such as mobile phones can be deemed influential as this generation genuinely feels that these influencers are just as ordinary people giving sincere tips. Moreover, younger consumer can seek opinions from influencers on current trends technologies to look out for, new features that can interest them, or even brands that

best fit their lifestyles. Conversely, Older consumers will not be likely to base their mobile phone choice on trivialities like recommendations by social media influencers because Their interaction with social media is typically less and they do not fully trust influencers, so instead will go for what they deem to be important which include the reliability of the product, brand image, and value among others (Sokolova and Kefi, 2020).

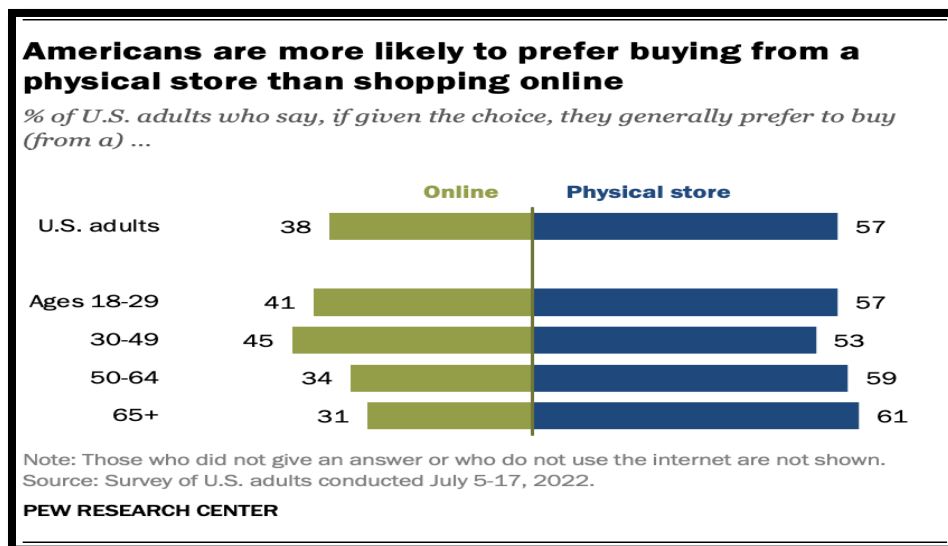


Figure 4 age vs shopping practice

Chavda (2022)

2.5.2 Gender

Gender also has a significant influence on the extent to which consumers are affected by SMIs when making their mobile phone purchases. The findings of Cai, Fan, and Du (2017), show that men are more likely to be influenced by SMIs who portray themselves as professionals in technology and gadgets. These influencers generally provide detailed information about technology and devices, emphasising performance and features, making them preferable for male buyers. Thus, male consumers are more inclined to purchase mobile phones using influencer recommendations pointing at specific products especially if the influencer is regarded as an expert

within that domain. Despite being active SMI users, Female consumers are in most cases likely to be more concerned by attributes such as design, ease of use, and brand appeal of a mobile phone than the technical aspect of the device. Additionally, women understand the social and lifestyle aspects of mobile phone use better, and therefore, the influencers who link the latter to overall lifestyle concepts are likely to be preferred and appreciated more by women impacting their mobile phone purchase decision (Yuen and Chan, 2010).

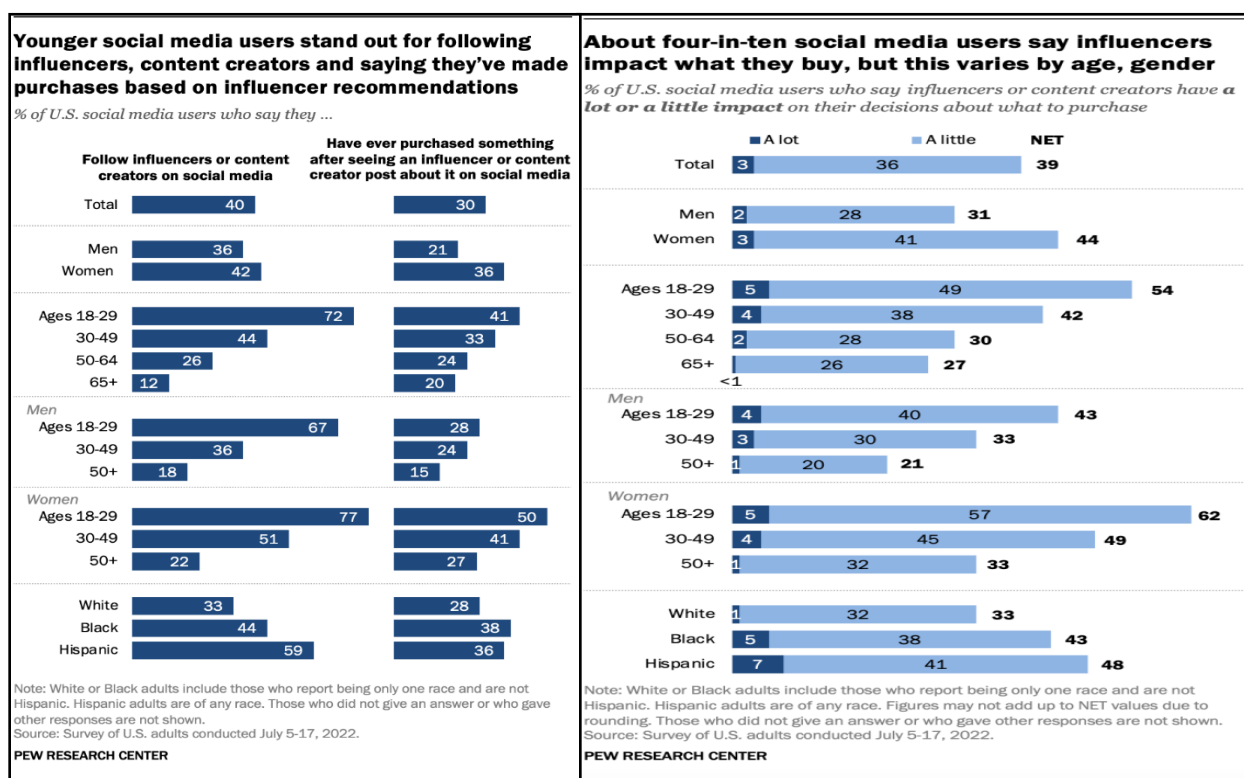


Figure 5 Influence of social media marketing on different demographics

(Chavda 2022)

2.5.3 Income and Education

In addition to gender impact, consumers from different income and education levels differently perceive the effects of SMI influence while purchasing mobile phones as suggested by (Venciute et al. 2023), higher-income consumers are less likely to turn to influencers for product decisions as they are often more critical and selective when perceiving influencer content, using criteria such as the possibility of purchasing and receiving products with superior quality. Moreover, this category of influencers may consider SMIs as less trustworthy or too promotional-oriented, especially, if an influencer's recommendations seem fake or too generalised to meet their concerns. Therefore, high-income consumers depend more on their analysis of the product through research that may encompass other analyses such as professional reviews. In the same manner, as the level of education increases the moderating effect of SMIs increases as well, and learners with higher levels of education tend to pay close attention to the legitimacy of endorsement by influencers in products of high involvement such as mobile phones. On a contrary note, a consumer who has less education may fall easily to the influence of SMIs because they cannot afford or do not possess the ability to assess other sources of information. As such, the perceptions and decisions of these consumers may be informed and influenced by influencers as they provide recommendations to them that are easily understandable and accessible (Leong, Jaafar and Sulaiman, 2017).

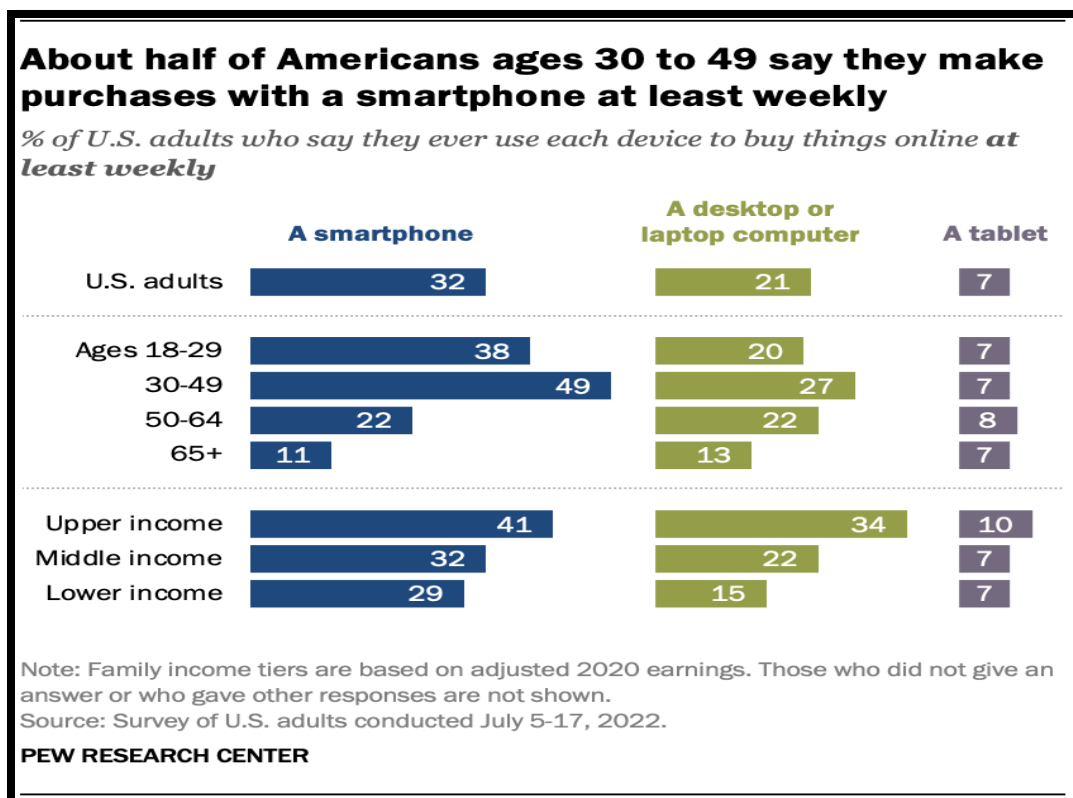


Figure 6 socioeconomic status vs online purchases

Source: (Chavda 2022)

2.5.4 The Cultural Factor

Furthermore, Culture plays a significant part in establishing the extent to which SMIs impact the consumer's decision to purchase mobile phones. That is why SMIs can be highly influential in collectivist cultures characterised by social norms' importance and the people's consideration of the community's opinion. Such consumers may consider the influencers as individuals of their same community, and therefore they follow what those influencers prescribe as acceptable conduct by society (Hudders, De Jans and De Veirman, 2021). In a similar vein, the study of Shavitt and Barnes (2020) shows that when the endorser is identified as part of the collective consumer reference group, then the product preference decisions will be influenced,

especially for items considered as symbols of group identity such as mobile phones. Therefore, paid influencer marketing of mobile phones has a higher likelihood of being successful in evoking consumption when there is a high level of identification with the cultural frame adopted by the influencer.

2.6 *Impact of Different Social Media platforms on Influencing Customers' purchase*



Figure 7 Widely used social media platforms for B2B marketing

Source: Rajesh (2020)

2.6.1 Instagram

Since its inception, Instagram's impact on consumers' intentions to purchase mobile phones rests significantly on the platform's visual nature and design. Being an application where the primary content format is images and short videos, Instagram captures the essence of mobile phones through visuals that are more appealing to the younger population including Gen Z and

Millennial populations. Consequently, this platform focuses on assisting influencers in marketing lifestyle and offers plausible scenarios where mobile phones are not only objects that customers need but also those they would like to possess. According to the study of Saffanah, Handayani, and Sunarso (2022), Instagram with shopping capabilities like shoppable posts and direct links to buy also influences purchase intention more. This makes it easier for the users to act on their intentions since Instagram provides the opportunity to shop within the social experience.

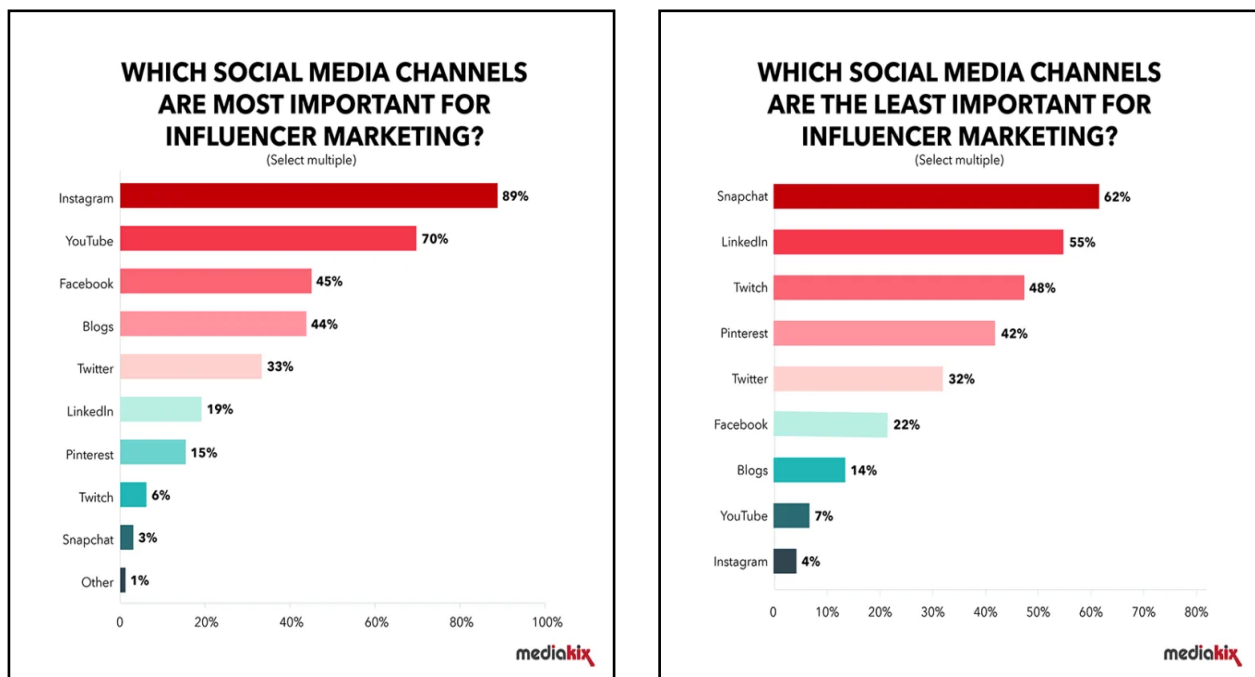


Figure 8 Important Social Media Platforms For Influencer Marketing

Bailis (2019)

2.6.2 YouTube

YouTube is one of the platforms that have a strong impact on mobile phone purchase intentions based on its ability to provide comprehensive and elaborate information. Unlike Instagram, YouTube enables enhancements of the video where influencers can give detailed

reviews, unboxing, and or comparisons of mobile phones. Moreover, as per the findings of the Su, Wu and Wu (2022), YouTubers are mostly seen as professionals, or at least knowledgeable in technology, and can show viewers how the product works, what they like about it or dislike, and give advice that can help build trust and reliability. Furthermore, the recommendation engine is the backbone that helps maintain the interest of consumers in an object and shorten the time to buy a product. correspondingly, since the user can share links directly through the video or the description, this makes it very easy for those who wish to engage in the intended mobile phone purchase to get all the information they want from YouTube and make the purchase immediately since the link to the products is provided here.

2.6.3 Facebook

Facebook plays a significant role in affecting the intentions of consumers to purchase a mobile phone which can be attributed to the large population as well as the various contents available on this app. Though it is not as popular with the young generation as Instagram or TikTok, Facebook is still effective for older consumers who look for detailed information and the opinions of different communities. For example, Facebook groups and Pages of mobile technology offer forums where people can share information and give and receive recommendations and reviews about mobile phones. Another reason for its effectiveness is the highly developed system of advertisement targeting on Facebook that also helps to shape the buying decisions of customers in the sphere of mobile phones. Moreover, as suggested by Piranda, Sinaga, and Putri (2022), the feature of Facebook Marketplace and buying options within the app, fortify the platform's impact since users can discover research, and purchase mobile phones without having to leave the

platform making Facebook a complete tool in influencing the consumers' buying intentions across the different categories.

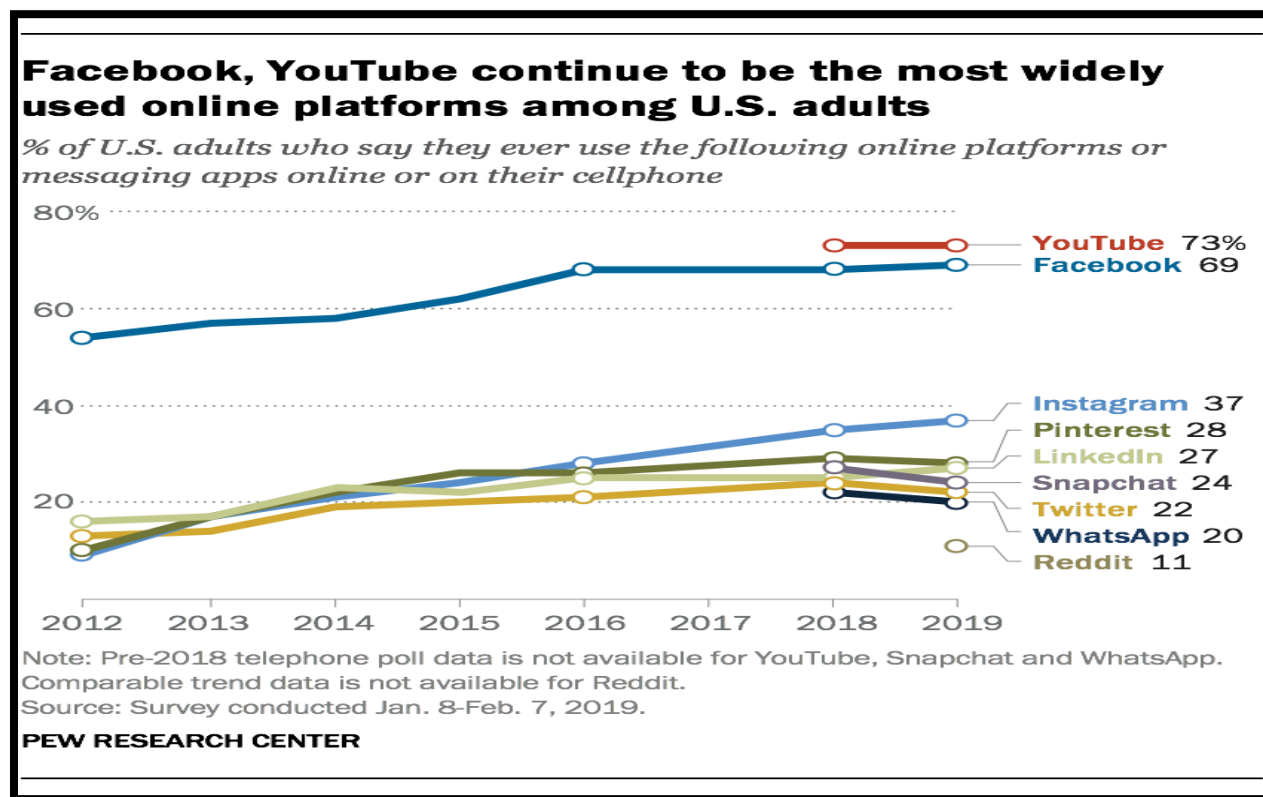


Figure 9 face and YouTube popularity

Source: Barysevich (2020)

2.6.4 Twitter

Dwivedi et al. (2021) concluded in their study, that Twitter has been found to have a significant effect on the purchase intentions of mobile phones through the real-time information on it. Since most people use it as a platform for expressing their opinions in a very short period, the various opinions given can marshal people's perceptions, therefore their buying behaviours and This is the strength of Twitter because it can share the voice of the consumer/consumer-brand connections. Moreover, Twitter is a social media platform whereby brands and influencers communicate directly with consumers by answering questions, posting updates, and equally,

offering feedback in real time. Therefore, Direct communication can certainly be effective in enhancing purchase intentions since it eradicates other impediments to purchase that may surface.

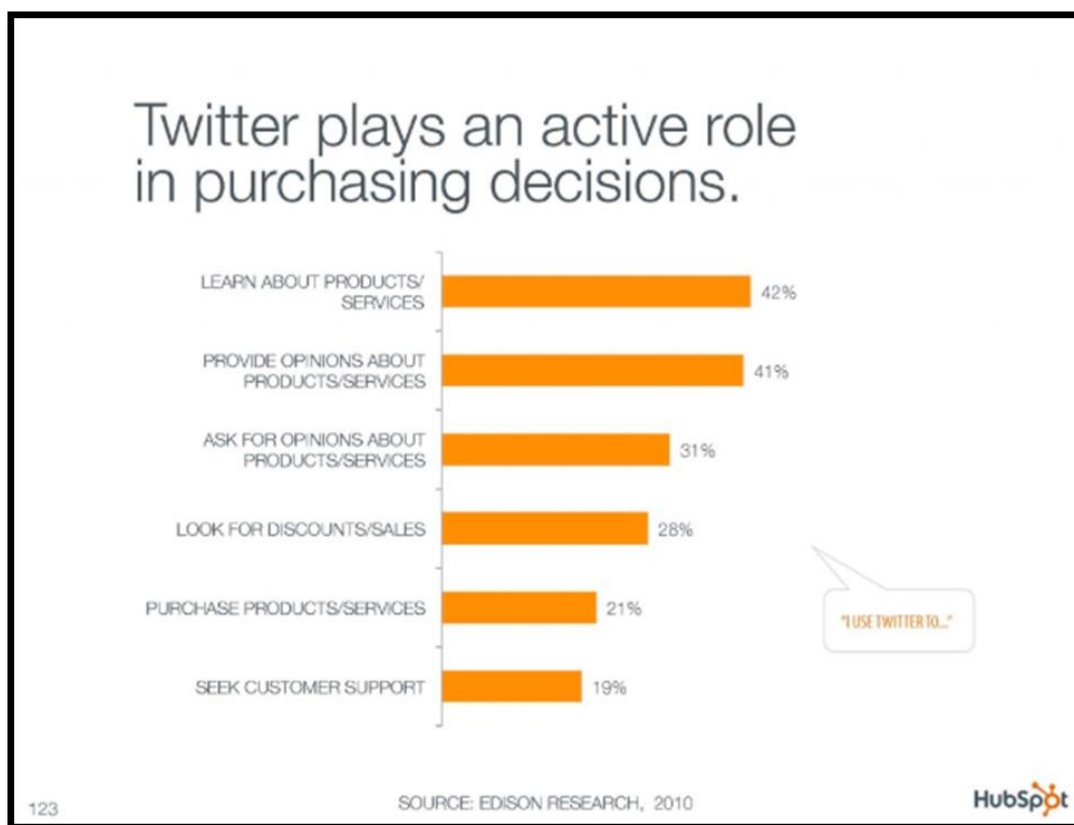


Figure 10 Impact of Twitter on Purchase Decision

Source: Barysevich (2020)

2.7 Theoretical Background – Related Theories to Consumption Value

2.7.1 Social Influence Theory

According to Parsons (2021), The social media theory introduced by Herbert Kelman in 1974 suggests that people change their behaviours according to the people surrounding them. It further refers to social influence as a change of behaviour that can be induced by one or a group of people. moreover, this theory characterised social influence into three categories which are: acceptance where people change their behaviour to fit into current trends or certain groups of

people i.e. buying a new model of iPhone every year because everybody has it; compliance which refers to a change that occurs based on the request of loved ones i.e. purchasing a phone because a friend suggested it; lastly, internalisation suggesting the occurrence of behavioural change to become a part of the influencer identity.

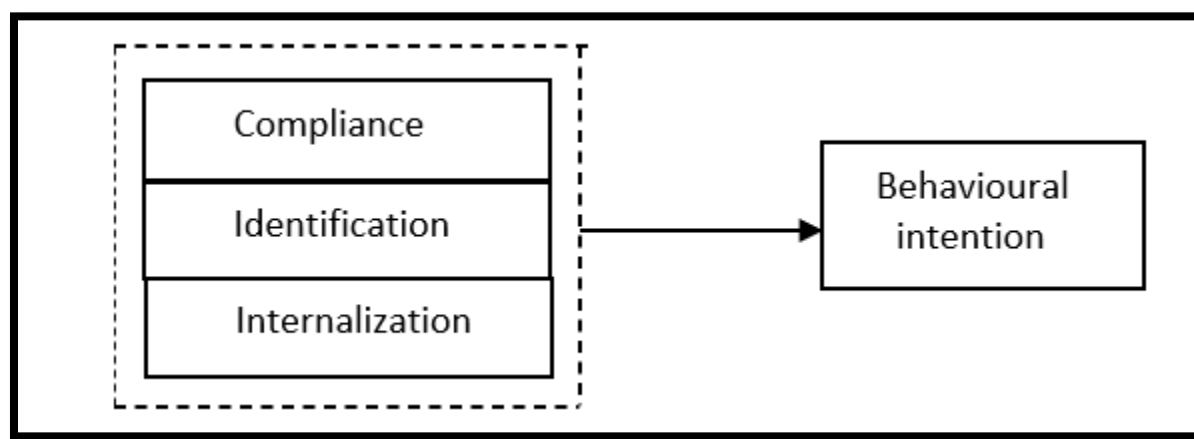


Figure 11 Social influence theory of Kelman

Source: Yi et.al (2021)

In this case, the purchasing a phone because an influencer purchased or marketed it. overall, social influence theory indicates that behavioural change such as purchasing a smartphone is heavily impacted by the closeness, the importance, and most of a group doing the same except that person. The study of Hassan et al (2021) supports this theory by providing an example of the growing pattern of Apple products in current society, especially the young generation; because most of the influencers and celebrities have it. This theory confirms that social media influencers can boost product visibility and engagement by melding consumer behaviour and preferences.

2.7.2 Elaboration Likelihood Model (ELM) of persuasion

As per the study of Shao et al (2019), The Elaboration Likelihood Model (ELM) is a two-fold model of persuasion, developed by Petty and Cacioppo in the 1980s which elaborates when

there is an attempt to change behaviour, that would be the thoughts of people about it. Moreover, this model suggests there are two routes to change people's minds: the central route, which involves motivated processing and evaluation of messages, and the peripheral route, which involves superficial aspects of the message. Additionally, the central route involves the process of deep thinking and understanding of the argument which leads to long-lasting change. Whereas, the peripheral route, involves superficial cues or elaboration, such as the speaker's attractiveness or success at articulating the message, rather than the argument itself which leads to a temporary change in behavior. In other words, The central route involves logic and the quality of the word that is being spoken and purchasing by evaluating the pros and cons but on the flip side peripheral route involves purchasing only based on the appearance and influential quotient of that person rather than on the quality of what is being said. The study of Ragab (2022) suggested that social media influence is mostly based on the peripheral route of persuasion because people are attracted to the influencers rather than the product, they are marketing and due to that attraction, they will buy the product without putting some rationale into its quality. For example, marketers focus more on which celebrity to hire rather than the quality of the advertisement because the face value of that celebrity/influencer will significantly higher the chances of sale.

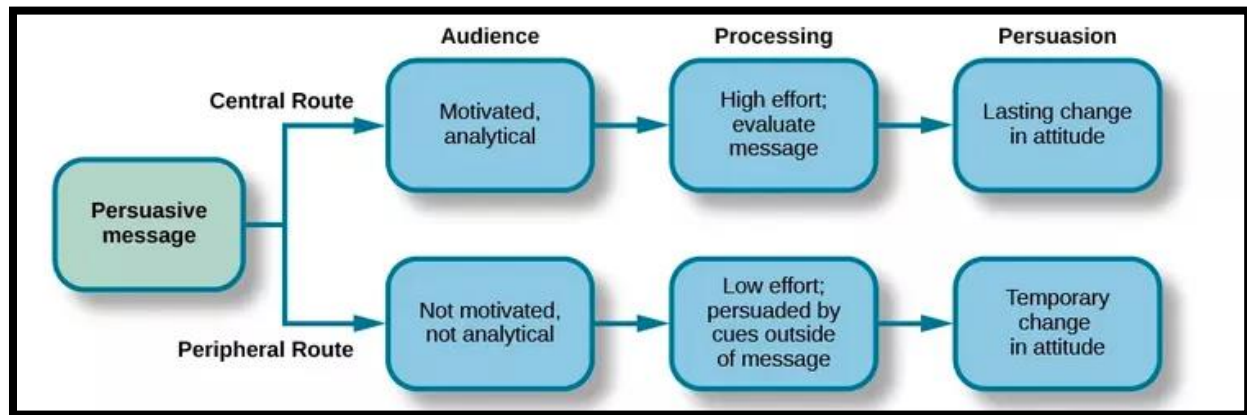


Figure 12 The central and peripheral route of the ELM model of persuasion

Source: Vinney (2024)

2.8 Conceptual framework – Consumption Value Theory

For this research independent variable was customer intention to purchase a mobile phone whereas the influencer functional, social, emotional, epistemic, and condition value were the dependent variables in this study. Moreover, this study was conducted under the conceptional framework where the correlation between the dependent and independent variables was evaluated. Additionally, this study examines the significance of the dependent variables over the independent variables, and the variables discussed in this research appear to be discussed in previous studies, which are discussed below:

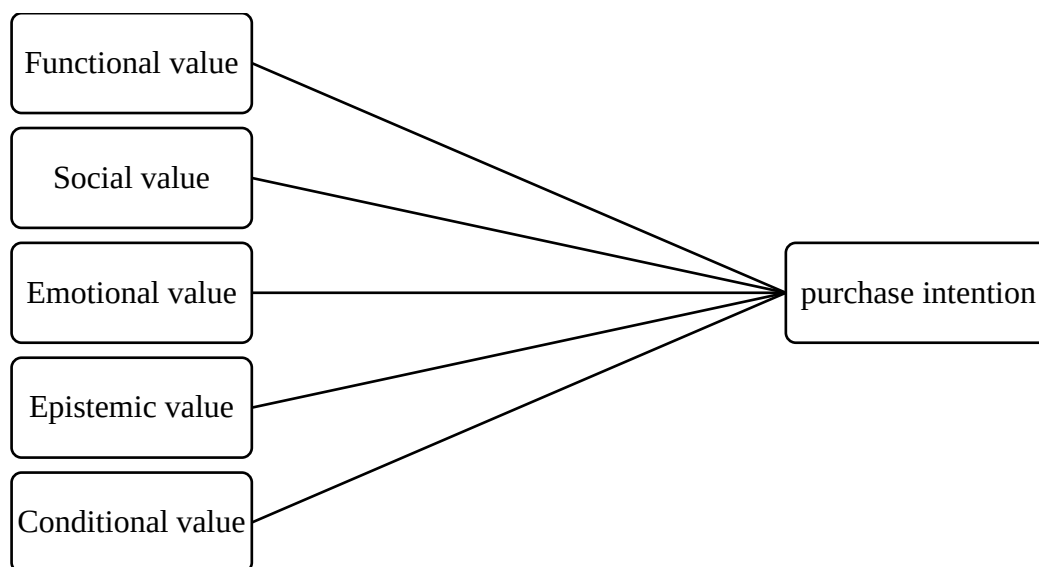


Figure 13 Conceptual framework

Source: Self-made

2.8.1 Influencers functional value

The functional value is the type of value where an influencer provides audiences with information and knowledge, especially in terms of their area of specialisation, merchandise, and knowledge about how things work. In general, those that have a high functional value are the influencers who are frequently sourced for advice on mobile phones and may offer detailed opinions about various brands and models, advice on which phone to acquire, and so on. This value is particularly relevant for deciding to purchase a mobile phone because it is a high-involvement product where the consumer is interested in certain attributes such as the model, features, and performance. This kind of functional value gives consumers the assurance they need regarding the purchases they are making and therefore decreases the perceived risk of purchasing a mobile phone. Endorser credibility can shift consumer purchase decisions in the influence vending power, especially if the influencers' recommendation fits the consumer's need for reliability, performance, and value for money. Consumer evaluation also shows a heightened

consumer susceptibility to these effects especially where they depend on opinions from experts to wade through technological trends.

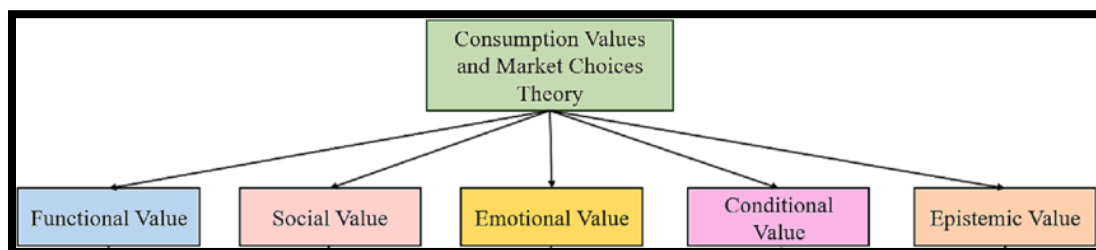


Figure 14 Impact of multiple influencer values on the purchase intent of the customer

Sources: Neeranuch et al. (2024)

2.8.2 Influencers Social Value

According to Ahmed, Islam, and Ghaffar (2024), Social value relates to the ability an influencer has to increase the social standing of users who follow them. The second category of influencers comprises people with high social relevance; their opinions and behaviours are followed by their target markets. In this regard, in the mobile phone market, this can take the form of consumers buying specific phone models that fit the existing social image or lifestyle highlighted by the influencer. For example, an influencer posing as a sophisticated digital citizen may recommend a luxury smartphone and her millions of followers may feel the need to emulate her choice. Additionally, this is more important for the social value of an influencer, so an increase in purchase intentions among the consumers who would like to conform to a specific social status or have a higher rank. This situation is even more so true with young people since they are easily influenced by social influences and trends. Therefore, a concept of social value is also very essential in influencing consumer behaviour as it uses aspects of social influence and norms that are inherent in the society to which a consumer belongs.

2.8.3 Influencers Emotional Value

Emotional value represents such aspects as affection, which means that an influencer may help a consumer feel trust, enthusiasm, or personal affinity. EMV is in a way more intimate with the use of stories, real-life experiences, and in general presenting honest and from-the-heart messages to the targeted consumers. Analysing the case of mobile phones, when individuals share their positive attitude toward a device, their satisfaction, or affective bond, it will create a similar feeling among audiences, which in turn shapes the buying behaviour. Vrtana and Krizanova (2023) suggested that the Emotional appeal that an influencer adds can be much more effective since emotions are some of the most influential factors when it comes to consumer decision-making. For instance, an influencer discusses his or her daily struggles and how a specific mobile phone has improved his or her life –or the joy of recording moments with its features, or simplicity, this becomes persuasive and those listening become willing to undergo similar experiences in their day-to-day life hence the purchase. In this regard, emotional value is a strong driving force in the persuasiveness of influencers as it targets those emotion-based concerns that can influence the consumer.

2.8.4 Epistemic Value

Epistemic value on the other hand relates to the degree to which an influencer satisfies the need to learn or gain new knowledge by the fans. As per the study, by IBM (2019) There is significant epistemic value, for example, in those influencers who offer information about new technologies, additional features, or trends in mobile phones. This value is very attractive to tech-savvy individuals and those who would like to be among the first to enjoy the new technologies in

the market. These are the influencers who introduce new models of mobile phones with innovation or new features that may create curiosity among their followers, as to what may be behind those new features. This epistemic value results in higher purchase intentions since consumers are eager to achieve the ‘next generation’ of products. This is especially true if the influencers possess high epistemic value to provide learning experiences and address the audience’s need to know since it is a compelling reason to adopt new mobile phones, especially among tech-savvy consumers.

2.8.5 Conditional Value

Conditional value is the influence of a product or influencer recommendation in special scenarios or occasions. Ameen et al. (2023) suggested, some influencers provide high conditional value when they stress the relevant use of a mobile phone, for instance, for business purposes for traveling, or for use in harsh conditions. These influencers enjoy presenting how a product works better in specific circumstances, which makes the recommendations of the advocates much more appealing to those consumers who are likely to find themselves in a similar situation. It was found that the relationship between CV and PI is significant where the consumer is searching for a response to needs/functionality. Likewise, an influencer who focuses on the ‘productivity’ aspect of a mobile phone for businesspeople is most likely to lure corporate consumers into purchase. This is especially so because the conditional value of these influencers’ recommendations is high when they align their recommendations with the needs and conditions of the target audience.

2.9 Literature gap

Although it is evident that social media influencers play a crucial role in the decision-making of consumers, more research has been revolving around a model explaining how and when social media influencers impact consumer behaviour in the mobile phone industry. Other previous related research works have employed sweeping buying habits or single promo effects without necessarily exploiting the ongoing reciprocal relationship between influencer credibility, content interaction, and consumer loyalty. This void is quite apparent given that the mobile phone market is rather dynamic due to advancing technology and changing customer needs. Thus, this study seeks to fill this gap by looking at how various engagements with influencers directly impact an individual's buying decision when it comes to mobile phones, providing practical recommendations for marketers on how they can activate influencer marketing more successfully.

2.10 Chapter Summary

The mobile phone market has been shifting more towards high-end gadgets with improvements made on factors such as processing abilities, photography capability, and the number of connectivity options. The future also reveals that manufacturers are planning to incorporate artificial intelligence to enhance the user interface and the level of customisation. More importantly, there is a clear movement towards 5G technology, which in terms of data speed and network security will be superior to the previous ones, thus stimulating consumers' replacements and new purchases. Additionally, although most previous literature studies pin the shift in consumers' attitudes and purchasing intentions on traditional celebrities, the dynamics through which social media influencers affect the purchase will be discussed in this study.

3 CHAPTER THREE: RESEARCH METHODOLOGY

3.1 Chapter Overview

In this chapter, a thorough description of the framework of the research study is provided explaining the research method. In addition, the research method used in this chapter, including the data collection and analysis, is presented in this chapter. Moreover, this research study follows Saunders's research onion method of research. According to the research conducted by Mardiana (2020), Saunders's onion comprises the following components such as research philosophy, research approach, and research strategy. Additionally, data analysis, as well as the ethical concerns included in this chapter to ensure the research is conducted in an ethical manner. In the last, the summary of the chapter is mentioned summarising the research methodology.

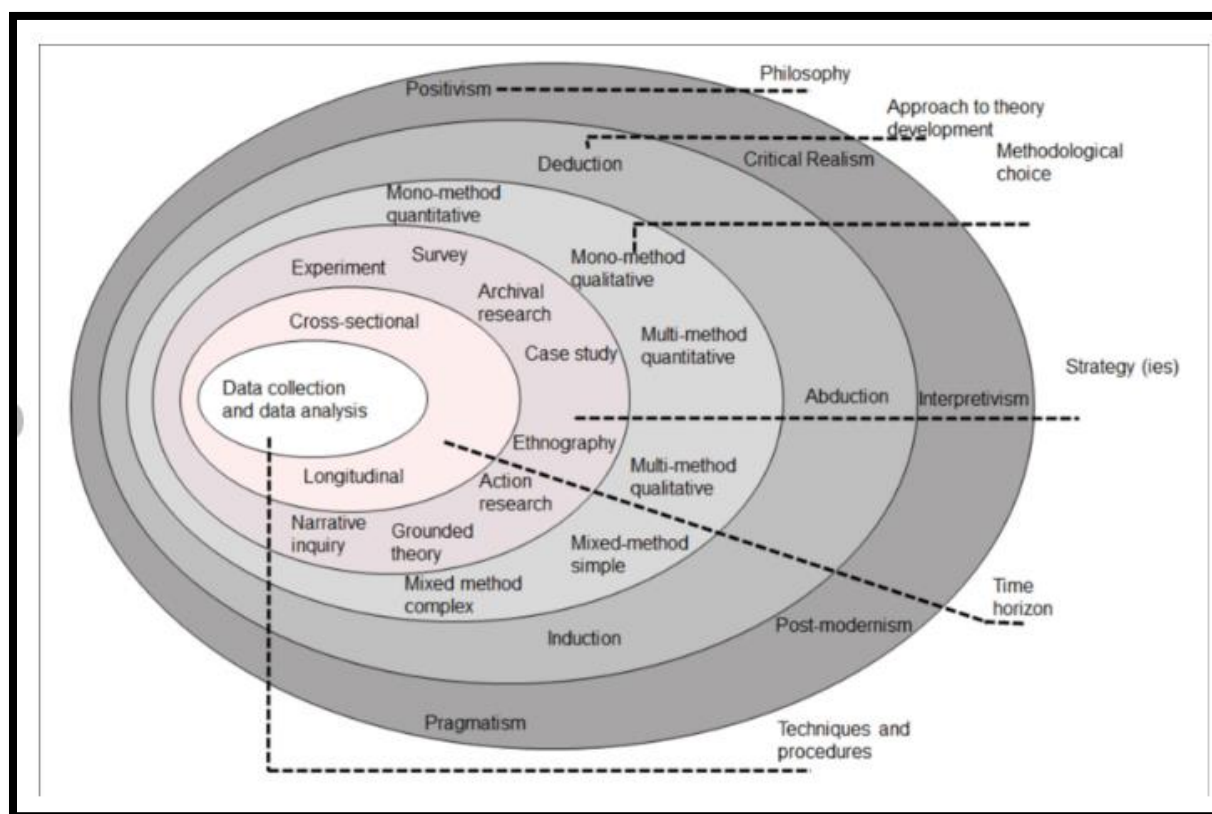


Figure 15 Saunders Research Onion *Source: Seuring, Stella and Stella (2021)*

3.2 Research Philosophy

According to the research by Tamminen and Poucher (2020), philosophy is said to be the system of ideas controlling many portions of the research based on the reality and knowledge vision of the researcher. Moreover, primarily the research philosophy consists of three philosophies such as positivism, interpretivism, and pragmatism research philosophy. However, positivist research philosophy allows the researcher to believe that knowledge and data could be gained from observation of the objectives as well as the external reality measurements. In contrast to positivists, interpretivism explains that reality is created by the observation of the researcher through their experience rather than being independent. On the other hand, as per the research by Ormerod (2020), the pragmatism research philosophy undertakes an approach that is more flexible, and it emphasises the potential applicability and usefulness of the findings of the research.

Based on the types of research philosophy, the researcher in this research has selected the interpretivism philosophy of the research. In addition, the researcher has chosen interpretivism as it allows to focus on the usefulness of the research findings gained from the research as it helps to conduct mutual philosophical research as noted by Shan (2022). However, as per the research topic concerning the impact of social media influencers on consumers' purchase intentions the interpretivism research philosophy aligns best to conduct the research. Moreover, the researcher opted for this research philosophy as it approaches the research study through a practical viewpoint that focuses on subjective knowledge. Additionally, it has the research study by constantly questioning. However, interpretivism philosophy involves the researcher as well specifically while driving the conclusion from the responses and choices of the participants.

3.3 Research Approach

In this research method, the researcher can collect, interpret, and analyse the data through a research approach. In addition, Mulisa (2022), stated in the research that basically three research approaches that are used commonly by the researchers include inductive, deductive, and abductive research approaches. However, this research method allows the researcher to collect the data for the research and then analyse it, after analysis of the data a plan is built to conduct the research study. Moreover, the primary difference between the inductive and deductive research approaches is hypothesis relevancy as noted in the research by Casula, Rangarajan, and Shields (2020). Additionally, the inductive research approach contributes to the research study by emerging new theories or generalisations as well as the premises used in the approach to generate the untested conclusion.

To align with the research philosophy that is interpretivism the researcher has chosen the inductive research approach for the research study. However, the researcher has selected the inductive approach with the aim that is to gain in-depth information based on subjective and rich research findings concerning the research topic which is the impact of social media influencers on consumer purchase intentions. Furthermore, the researcher has found the inductive approach suitable for the research study as it examines the observed information regarding the social media influencers' impact has met the researcher's expectations based on the research data as noted by Håkansson et al. (2020).

3.4 Research Design

As per the research by Hunziker and Blankenagel (2024), stated that it is crucial to select the research design while conducting research. However, the research design is important as it

helps the researcher to gather or collect the data that is relevant to the research topic of the social media influencers' impact on the intentions of the consumers. In addition, the research design also enables to interpretation of the method through which the research data is interpreted. Moreover, as noted by Huntington-Klein (2021), in research how the data will be collected and analysed by the researcher in the study is determined by the research design method. It is also ensured by the research design that the problems and questions of the research are investigated thoroughly. However, according to Headley and Plano Clark (2019), two main research designs are used by multiple researchers in their research.

In line with the research philosophy the researcher in the current study has selected the qualitative method of the research design in which the researcher uses the qualitative research design. Moreover, the researcher has selected the qualitative method of research as it cancels the points that are negatively influencing the research study. This method of data collection is used by the researcher as it provides comprehensive insights addressing the research inquiries, focusing on the various data sources and analytical strategies incorporating values as explained by Åkerblad, Seppänen-Järvelä and Haapakoski (2020). Therefore, this research design is effective in tackling the complicated research questions concerning research impact of social media influencers on consumer purchases. In addition, the qualitative analysis is done through interviews with people having concerns about the impact of social media influencers.

3.5 Data Collection

The source through which the researcher has conducted the research is called the data collection and it is based on the research approach of the study as emphasised by Mazhar et al. (2021) in the research. However, the process of data collection consists of two ways such as

primary and secondary research data. Moreover, in this research study, the researcher has selected the primary source of research data as it aligns with the research approach of the current study which is to investigate the social media influencers' impact on consumer purchase intentions. In the current study, the researcher has collected the data through interviews by self which in turn enhances the result integrity that is concluded from the research data.

3.6 *Instrument*

The ways through which the researchers collect the data from the target population for the research study come under the instrument of the research study as explained by Sharma (2022). However, the research instrument includes surveys, scales, questionnaires, as well as interviews. In this research study, the researcher has selected the interviews as a research instrument tool due to their functionality and suitability to collect the research data concerning the research topic of the social media influencers' impact on consumer intentions of purchase. Additionally, the questions of the research interview are modified based on the research objectives of the current study. These questions are distributed among the customers to gauge the intentions of the consumers to purchase, preferences of the consumers as well as the frequency of their engagement with the social media influencers. Similarly, the researcher has structured and modified the research interviews as per the interviewee. However, in this research study the information collected from the interviews is taken as the qualitative data of the study.

3.7 *Sampling and Strategy*

In the current research study, the effective method of sampling strategy employed is the purposive sampling method. However, as per the research by Campbell et al. (2020), this research

sampling strategy enables the researchers to target the population which have experience concerning the research topic in this case the target population is those who have experience regarding the impact of social media influencers on consumer purchase intentions. In addition, the purposive sampling method

According to Bekele and Ago (2022), an effective interview sample size should consist of about 6-12 interviewees, therefore in this study the researcher has taken interviews from 5-6 participants.

3.8 Data Analysis

According to the research conducted by Mezmir (2020), the analysis of data is to interpret, clean, and processing of data to gain an effective result of the research. In other words, it can be said that data analysis is defined as the analysis of the systematic gain of data regarding the problem of the research on which the research study is being conducted. However, in the research study data analysis is the process of using statistical means and logical means to gain insights into the data conclusion and visualisation of the data of the research. Following that, to analyse the data there are two major analysis approaches namely content analysis and thematic analysis as noted by Proudfoot (2022). Similarly, thematic analysis is the process of searching frequent topics as well as patterns of recurring across the researched data. In contrast, the content analysis involves evaluating the qualitative data of the research to identify certain concepts, and themes that are involved in the research data.

In this research study, the researcher has chosen the methods of content analysis and thematic analysis to evaluate the impact of social media influencers on the purchase intentions of consumers. According to the research design of this research study the analysis of the data based

on qualitative method of research was used in the research. As per the research by Kleinheksel et al. (2020), content analysis enables the researcher to investigate the impact of social media influencers on consumer purchases by assisting in the identification and categorising of the information obtained by the method of data collection. In other words, in the current study, the researcher has utilised content analysis which includes followers' interactions with posts and videos. Moreover, this research analysis calculates the frequency, characteristics, and engagement level of the content. However, this analysis method is effective and aligns perfectly to assess the influence of the content on the behaviour of the consumer.

3.9 *Ethical Consideration*

Concerning Laryeafio and Ogbewe (2023) focus on the ethical implications when conducting research, the current study points up the importance of ethical conduct in research activities. However, it consisted of explaining the objective of the study to participants and getting their verbal consent as well as incorporating a consent form which participants needed to confirm that they were willing to take part in the study before they could proceed to fill in the questions form. Furthermore, the researcher undertook the necessary measures to protect participants' data and privacy to provide rights for participants as well as the rights of research.

3.10 *Chapter Summary*

According to the concept developed from Saunders' various onion layers, the methodology used in this chapter was created. By taking an interpretivism view within the research philosophy it was found that data collection was most efficiently done in this manner. However, as for the further research approach, it is necessary to state that the inductive approach would be the most

appropriate. On the other hand, the use of the qualitative method of research was more plausible in the current study. Additionally, data collection was mainly a primary method. As for the research approach, the method of data collection included semi-structured interviews of 5-6 participants to gain a richer understanding based on the qualitative approach. Lastly, the collected data was analysed in qualitative analysis for the interview data collected.

4 CHAPTER 4: FINDINGS

4.1 Chapter Overview

The chapter foster the dynamics of qualitative as the subject of the research is engulfed with holistic and comprehensive approaches. The topic that infuses the ideology of social media influencers as the driving force that holds the powerful asset to transform and navigate the perspective, viewpoints, and opinions of the customers when it comes to purchasing a mobile phone offer the concept that regard the factors such as demographic involvement, the quality of the content and social media advancements. The chapter aims to decipher the objectives of the research that cater to the ideas of social media influencers being the key catalyst in crafting the sentiments and standpoints of consumer's beliefs along with ensuring the reasoning and reliability of the content that has been produced by the influencers and social media personalities as the adding factor this opinion alteration process.

4.2 Social media influencers shape the way people decide to purchase mobile phones

Q1. Can you describe how social media influencers affect your decision-making process when purchasing a mobile phone?

P1:

"My experience has given me the understanding that because influencers showcase the product on their stories and posts helped me understand the model and features of the mobile phones, this extensive product exposure allows me to trust the influencer's opinion and invest in the product"

As the study highlights,

Nurhandayani, Syarief, and Najib (2019) support the idea that with the growing attention towards the social media aspects, mainly social media influencers are grabbing the reins of consumer's intentions to purchase a mobile phone”

P3:

“I believe that numerous elements go into trusting the opinions of the social media influencers whether it is a mobile phone or any other product. Most importantly, the main attraction in following the influencer is their access to offer promo codes and discounts that sway my decisions”

The research emphasises,

The idea aligns with the approach of Dajah (2020), stating that the main goal for every consumer is to buy inexpensive and affordable products, and with the integration of social media influencer's discount codes, the consumer gets attracted to these offers and gets influencers by the social media personalities”

Q2. Have you ever purchased a mobile phone based on a recommendation from a social media influencer? If so, can you share that experience?

P2:

“Yes, I have, and not only mobile phones I usually find social media influencers' recommendations quite helpful. However, I do not only rely on their suggestions, along with their post and videos that discover the features of the phone, I also prefer to conduct my research to reach the final decision”

It has been recorded in the study,

Jin, Muqaddam, and Ryu (2019) believe that the enlightenment is the product of social media influencers and unquestionably is an adding factor while transforming the approach to consumer

purchases; however, to reach a well-rounded and informed decision, it is important to ensure the non-bias opinion s which can be taken from the expert's opinion online”

P4:

“I will say that I have been influenced by their recommendations in the past because I believe when you follow an influencer for a long time, there is this feeling of trust and confidence in their opinions which has led me to buy mobile phones as per tehri recommendations”

The research offer,

Lou and Yuan (2019), postulate that investment and dependency on social media influencers by consumers and companies have grown drastically in recent years as their recognition holds powerful factors and assets that shape the brand's engagement. Social media influencers are considered the driving force in shaping the consumer's perceptions mainly because of the developing trust and confidence of the consumers towards them.

Participant 1 emphasises the role of extensive product exposure through influencers' posts and stories. This aligns with Nurhandayani, Syarief, and Najib (2019), who highlight that social media influencers significantly impact consumer intentions by highlighting product details and features, building trust, and influencing purchasing decisions. Participant 3 points out the importance of promo codes and discounts offered by influencers, which can significantly sway purchasing decisions. This finding is supported by Dajah (2020), who notes that consumers are often driven by affordability and the added value of discounts provided by influencers, which enhance their attractiveness and influence.

4.2.2 Engaging with An Influencer's Content Relates to The Decision to Purchase of Mobile Phone

Q1: How often do you engage with content from social media influencers who review or promote mobile phones?

P1:

“Quite frequently. My engagement with influencers is a major part of my life as I follow several tech influencers and often watch their videos which help me to stay updated about the new versions and features of mobile phones. Their detailed reviews and comparisons are the main demonstrations that sway my insights regarding a product”

The study assumes,

Lee and Hosanagar (2018), highlight that the expenditure on social media influencers presents content that incorporates the evaluations and in-depth analogies of the distinct features between the new and old models. The constant interaction with content allows the consumer to be well-informed about the upcoming modifications.

P4:

“I don’t personally rely on their reviews as sometimes these things lead to scams and frauds also influencers supporting the products as their sponsorship deal can lead to lack of credibility in their opinion. However, I do rely on online reviews of the experts from any valid tech website”

The study explains,

Kim and Han (2020), underline the element of influencer fraud which can be threatening to consumer engagement. Depending on the social media personalities, consumers are prominently susceptible and vulnerable and often get manipulated by influencers’ distorted reviews and feedback which are reasons to inflate a specific brand that is not credible or legitimate.

Q2: Can you recall a specific instance where your engagement with an influencer's content led you to purchase a mobile phone? What was the content, and what made it compelling?

“Yes, once I remember watching a detailed video from the tech influencer who showed a thorough analysis of the phone from showing its camera capabilities to performance benchmark and most importantly, the battery timing impacted my decision. Moreover, the influencer also demonstrated the comparison, between the old and new modifications in the model which presented me with their dedication and regard towards offering the best for their viewers.

The research suggests,

It is discussed by Syrdal and Briggs (2018), that the implementation of social media factors into the consumer’s purchasing dynamics cultivates the culture of positive outcomes as the authentic influencers impose credible and dependable content to gain the trust of the consumers.

Participant 1's frequent engagement with tech influencers highlights the importance of detailed reviews and comparisons in shaping consumer insights. Lee and Hosanagar (2018) support this by noting that influencers’ content, which includes evaluations and in-depth comparisons, helps consumers stay informed and make better purchasing decisions. Participant 4's scepticism towards influencer reviews due to potential fraud and bias aligns with Kim and Han (2020), who highlight the threat of influencer fraud. This scepticism drives consumers to seek more credible and reliable expert reviews to avoid manipulation and ensure informed purchasing decisions. Participant 6’s purchase decision was influenced by a detailed and thorough review from a tech influencer. This aligns with Syrdal and Briggs (2018), who argue that authentic and detailed content from credible influencers cultivates positive consumer outcomes by building trust and providing valuable information.

4.3 Demographic Factors Affect How Strongly Is Influenced by Social Media Influencers

Q1: Do you think your age, gender, or other demographic factors influence how you perceive and are influenced by social media influencers when buying a mobile phone? How so?

P5:

“I do believe that age and interests have the biggest impact on buying exercise products. To share my opinion, I am in my thirties, and I am very much into social media as I follow the tech evangelists who review the new devices or smartphones. The recommendations made by these influencers are trends that can be easily identified with the lifestyle of most people today”

The study proposes,

Chan (2022) underscores that demographic factors are the pivotal tools that impact the credibility of social media influencers in the global market. as it is explicit that Gen Z and millennials are registered to be more receptive to influencer endorsements as compared to the older generations because of the variances in the use of social media platforms and the trust building in these peer suggestions.

P3:

“My experience had led me to believe that demographic factors influence the perception of social media attributes. I am from the generation of 40s, and I use more conventional information from reviews and recommendations of tech sites rather than influencers. I appreciate fewer facts, figures, and expert analyses while influencers often neglect such approaches. Even though their opinions are useful sometimes I try to get more confirmation of the information presented in the expert reviews.”

The research recommends,

Malinen and Koivula (2020), describe that demographics including age, gender, and even geographical factors craft the implications of social media recommendations from the influencers to the consumer's choice to purchase the products.

Q2: Have you noticed any patterns in the types of influencers you follow and how these patterns might relate to your demographic profile?

P6:

"Yes, when it comes to following a specific pattern, I have noticed that millennials and most importantly, Gen Z, easily get swayed by the emerging trends and latest gadgets that have been presented by the social media influencers on social media platforms on the other hand, older generations have been seen to be less spontaneous and convincing, they require to follow a detailed series of comparisons and performance metric over trendiness. I have also noticed that men gravitate towards the high-performance aspects that offer gaming features, and technical specifications however, women follow the pattern of design aesthetics and better user experience while following the chain of social media influences."

The study demonstrates,

Lokithasan et al. (2019), accentuate that the contrast between running after the trendy and latest and practicality of the product is what conspicuously disintegrates the demographic factors in social media marketing games.

4.4 Impact of Different Social Media Platforms on Influencing Customers' Purchase Intentions

Q1: Which social media platforms do you use most frequently to follow influencers who discuss mobile phones?

P6:

“Instagram is my go-to trusty platform out of all social media domains because it offers various perspectives on the mobile phone’s characteristics and its algorithm caters to my requirements and needs the most”

The study believes,

Aji, Nadhila, and Sanny (2020), foster the concept that Instagram is recorded to be the trusted platform out of all the means and measures of social media as it offers dynamic views on marketing strategies.

Q2: How does the content format on different platforms (e.g., Instagram posts, YouTube videos, TikTok clips) affect your purchasing decisions regarding mobile phones?

P5:

“I have noticed that Instagram posts stress the high-quality images and short videos that lead to the visual appeal for the consumer. Quick insights and influencer endorsements are another element of Instagram however, YouTube on the other hand offers detailed and long format reviews. Moreover, TikTok clips, on the contrary, cater most to the virality and trends of the mobile phone modifications which impact the decision of the consumer while buying the smartphones”

The research accentuates,

Nash (2019), shed light on the notion that the intentions of the consumer vary from domain to domain when it comes to directing the purchasing needs of social media influencers. As every platform is crafted with different propositions, the statistics and range of people getting impacted, significantly depend on the data and platform they acquire the most.

Participant 5 highlights the significant impact of age and interests on purchasing behaviour. Chan (2022) supports this by underscoring that demographic factors, particularly age, are pivotal in determining the credibility and influence of social media influencers. Younger generations are

more receptive to influencer endorsements due to their higher engagement with social media. Participant 3's reliance on conventional information and expert reviews highlights the influence of demographic factors on media consumption and trust. Malinen and Koivula (2020) describe that age and other demographics craft the implications of social media recommendations, with older generations favouring more detailed and expert-backed reviews over influencer opinions. Participant 6's observation of generational differences and gender preferences in following influencers aligns with Lokithasan et al. (2019). The contrast between trends and practicality among different demographics underscores how social media marketing strategies need to be tailored to cater to the distinct preferences and behaviours of various age groups and genders.

Participant 6's preference for Instagram as the primary platform for following mobile phone influencers underscores the platform's visual appeal and algorithmic targeting, which aligns with Aji, Nadhila, and Sanny (2020). The differences in content formats across platforms, as noted by Participant 5, suggest that Instagram's quick insights and endorsements cater to immediate visual engagement, while YouTube's long-form content provides in-depth reviews. TikTok, with its emphasis on trends and virality, appeals to those looking for quick, trending content. Nash (2019) highlights that each platform's unique features cater to different consumer needs and behaviours, influencing their purchasing decisions accordingly.

4.5 Discussion

4.3.1 Purchase Decision Influenced by Social Media Influencers

The findings on this research subject propose that numerous customers rely on opinions from social media influencers especially while making decisions regarding the acquisition of

mobile phones. As proposed by Chalilita (2021), in the literature, the study revealed that influencers affect consumer buying behaviour by presenting products in their posts. This concept demonstrates that social media influencers are nowadays central to consumer purchase intentions due to their dominance in the media scenery. Moreover, the concept of influencers influencing policies is built on several grounds that have gained the trust of consumers, aligning with the social value in CVT, where influencers act as socially trusted figures. Lee et al. (2024), also align with the idea that ensures that this dominance does not end with the exposure, the integration of promo codes and discounts given by influencers, which enhances the functional value, affects the purchase decision.

However, as much as influencers are powerful, they are not the only source of people's buying decisions. To be specific, while conducting the interview, one of the participants expressed the fact, stating that, although they followed the influencers' suggestions which supports the perspective of Pop et al. (2022), however, on the other hand, it was also acknowledged that the consumers always do their homework.

4.3.2 Interaction with the Influencer Content

The research presented the notion that the consumer's decision process in purchasing relates to influencer content. According to Consumption Value Theory (CVT), influencer content can trigger different consumer values, such as epistemic value, which relates to consumers' desire for knowledge and novelty.

According to Luo, Hancock, and Markowitz (2022), the audience often watches tech influencers' content to know more about the latest releases of mobile phone models and their characteristics, such kind of interaction with detailed reviews and comparisons assists consumers in the process

of decision making about the upcoming products. It was perceived from the findings that in the form of an insightful description explaining the means and measures that foster the notion that influencer's content essentially leads consumers to purchase smartphones as they frequently listened to a video reviewing a mobile phone, being as specific as to its colour. This concurs with the observations by Mohammad et al. (2020) that the expertise and detailed information provided by influencers can influence consumer decisions due to the reliability of the information, aligning with the functional and epistemic values in CVT, where consumers prioritize product utility, and the novelty offered by influencers.

4.2.3 Consumer characteristics: Demographics and influencer's impact

As is also perceived by demographics play a pivotal role in the propensity of consumers and their behaviours towards influencers in social media platforms. The findings proposed that age and interests influence the kind of content consumers interact with from influencers. For instance, Millennials and Gen Z are more reliant on endorsements made by influencers, aligning with their emphasis on social and epistemic values, seeking novelty and social validation through trendy products. This is consistent with Bratina and Faganel (2024), who note that younger generations are more influenced by social media platforms due to their frequent engagement.

Moreover, the research presents that the impression of the products among the elder consumers is inclined towards the traditional experts' reviews which at times collide with the influencer's opinions. As proposed by Cai, Fan, and Du (2017), the findings proposed that demographic profiles differ when it comes to the patterns of mass and influencer followings. For instance, the young generation is inclined to the latest and chic gadgets endorsed on social media by favourite YouTubers, whereas the older target audience may focus on operational data.

4.3.4 Effects of Social Media Platforms

The research detailed that various social networks allow publishing content in different formats that affect the consumer's purchase decision. From the perspective of Consumption Value Theory, different platforms cater to different consumer values. Instagram, with its image-based content, often emphasizes the social and emotional values by promoting aesthetically appealing and trendy products. On the other hand, YouTube reviews are detailed, appealing to the epistemic and functional values by providing in-depth information and technical reviews that consumers use to make informed decisions. TikTok, with its viral trends, tends to emphasize epistemic and social values, attracting consumers through engaging, creative content that showcases new products. In addition, Saffanah, Handayani, and Sunarso (2022), point out that Instagram's varied and active promotion approach gives confidence to make recommendations to buy products through this site and Instagram Algorithms prefer to show images, while users focus on videos with detailed descriptions on YouTube, and using a trend from TikTok. These standpoints propose the idea that social media influencers play a vital role in the decision-making process of consumers when it comes to purchasing a mobile phone through product demonstrations, coupon links, and interaction with posts. However, as indicated by the findings, consumers do not blindly follow influencers' recommendations. Many of them also rely on their research and seek professional opinions, which highlights the importance of functional and conditional values when finalizing their mobile phone purchases.

4.6 Chapter Summary

The chapter is infused with the detailed and extensive design of research tools that ensure the credibility and legitimacy of the data collection method in the research. The findings of the research are comprised of qualitative building blocks that entail the outlooks of various respondents on the subject regarding the hold social media influencers have in recent times on the purchasing strategy of the consumer and specifically the content their medium is presenting plays a pivotal role in shaping the mindset of the people. As some believe it to be a manipulation, the findings proposed the notion that social media integration in the realm of the social world enhances the experience for consumers. Moreover, the chapter also analysed the demographic factors containing the arenas such as age, gender, cultural background, and education that impose the challenge for the social media influencers in terms of catering to the needs of every group. The chapter is designed to decode the impressions different social media platforms such as Instagram, Facebook, and TikTok foster onto the landscape of consumer's requirements when it comes to purchasing mobile phones.

5 CHAPTER 5: CONCLUSION

5.1 *Chapter Overview*

This chapter concludes the aims and objectives and discusses the findings and results of this research study. Social media has been a part of a major evolution from being used very rarely to being an almost inseparable part of people's lives. Nowadays, social media is a major part of lives which encompasses social sites like Facebook, Instagram, Twitter, and YouTube which have influenced the way people communicate, shop, and interact around the world easily. However, it is evident that social media influencers play a crucial role in the decision-making of consumers this study revolved around a model that explained how and when social media influencers impacted consumer behaviour in the mobile phone industry. This study aimed to understand the detailed way in which influencers affected consumer attitudes and behaviours through their post and content. Although the influence of the digital marketing domain and overall social media impact has been studied, the present research extends this line of understanding to outline how exactly influencers affect consumer decision-making.

The objectives of this study aim to determine the impact of influencers on the decision-making power of people along with an investigation of how extended demographic factors are influenced by social media influencers. Moreover, this study also explored how engaging with an influencer's content relates to the decision to purchase of mobile phone and assessed the impact of different social media platforms on influencing customers' purchase intentions. The researcher in this research has chosen interpretivism philosophy as it allows to focus on the usefulness of the research findings gained from the research as it helps to conduct mutual philosophical research along with a practical viewpoint that focuses on subjective knowledge. Moreover, to bring into

line the research philosophy the researcher has chosen the inductive research approach as it allows the researcher to in hand test the validity of the assumptions of the research.

However, to collect and analyse the data the researcher selected a qualitative of research design in which the researcher used qualitative research design. In the current study, the researcher has collected the data through interviews by self which in turn enhances the result integrity that is concluded from the research data. Additionally, the method of data collection included semi-structured interviews of 5-6 participants to gain a richer understanding based on the qualitative approach for receiving the more generalised results with 6 participants with the application of convenience sampling in the research. Lastly, the collected data was analysed in qualitative analysis for the interview data collected. The first objective of this study was to identify the impact of influencers on purchase decisions which showed that the combination of promo codes and discounts that are given by influencers affected the purchase but these are not the only source of people's decision-making powers. While conducting the interview, one of the participants stated that they followed the advice of the influencers but they also did their study.

In addition to this, the second objective engages with an influencer's content related to the decision to purchase of mobile phone according to the research it was identified that the audience often watches tech influencers' content to have a brief knowledge about the latest updates related to the newly released mobile phones this helps in the process of decision making about the upcoming products. According to the findings of this study, it was apparent that in the form of an insightful description that explained the ways and steps that promote the idea that the influencer's content directly leads the consumers to buy smartphones as they often listened to a specific video reviewing the mobile phone, to an extent of describing the colour of the smartphone. Moreover, in the light of the findings it be a knowledge of actual and comprehensive information from an

influencer has influenced the consumption choices of the customers based upon the reliability of the information provided by the influencer.

The third objective investigated how strongly the social media influencer has influenced the extent of demographic factors. According to the findings of this research, demographics play a crucial role in the tendency of consumers as age and interests influence the kind of content consumers interact with from influencers. The findings showed that Millennials and Gen Z are more dependent on the recommendations that are made by the influencers as their approaches and viewpoints are prominently dependent on the regular use of social media platforms. Moreover, the age demographic showed that the impression of any product among the elder consumers is persuaded toward their traditional experts making a collision with the opinions of influencers. While the younger generation is more inclined to the latest and attractive gadgets the older generations still focus on functioning data. Hence, the results concluded that demographics of age differ in the patterns of mass and influencer following.

The last objective examines the impact of different social media platforms that influence customers' purchase intentions. This research has a thorough examination of numerous social networks that allow publishing content on different formats that affect the intentions of customers' purchases. As per this research, the idea presented that Instagram offers image-based content with a brief description and is more attention-grabbing while YouTube and TikTok are more detailed and use viral content to grab attention. Besides, Instagram's varied and active promotion approach gives the confidence to make decisions the users focus more on a detailed review presented on YouTube or TikTok.

These in short conclude that social media platforms play a key role in influencing the decision-making process of the viewers when it comes to upgrading or buying a mobile phone by

product demonstrations, reviews, and coupon codes. However, the finding also suggests that the consumers do not thoughtlessly follow the recommendations of the influencers but also use their search and some powerful opinions.

Lastly, this chapter concludes the results of the research questions, through findings as the influencers through their product reviews, demonstration, and attention-grabbing content influence the decision-making power of the customers or the viewers. Moreover, the engagement with the influencer's content increases the reliability of the recommendation which makes a significant impact on the decision-making power. However, demographic factors also play a crucial part in being influenced by social media and the influencers as Gen Z are more into the latest and chic gadgets while on the other hand, the Millennials still prefer traditional gadgets. On the other hand, different social media apps also influence decision-making power as Instagram has more brief descriptions of the products while YouTube and TikTok have detailed videos using viral content.

Finally, this study investigated the impact of social media influencers on customers' purchase intentions. The overall findings reveal that the influencers significantly influence the buying decisions of the consumers with authenticity and trust being the key factors. Consumers are more likely to purchase products recommended by an influencer who aligns with their values and interests. Moreover, this study also highlights the importance of influencer marketing in shaping consumer behaviour. As social media continues to lead the digital landscape, businesses can leverage influencers to reach their target audience and drive sales. Therefore, by understanding the power of the influencers, marketers can also develop effective strategies to tap into this growing phenomenon.

5.2 Recommendations

Primarily, nobody doubts that the quality of authenticity and trust always wins. It has become apparent from the above discussion that consumers are more likely to behave according to the suggestions provided by the influencers if the perceived credibility is high. Thus, marketing and influencing require constant efforts to maintain authenticity within the influencer and audience relationship. This can be done by persuading influencers to use their personal experiences with the products instead of only programming them to advertise them. For example, influencers should disclose both the advantages and disadvantages of a given product, which will increase their integrity, and thus, their recommendations will be trusted more. As a result, the influencers get closer to their followers and can, have a more significant impact on their buying processes.

This is another crucial aspect of the recommendations, which point out that it is necessary to develop differentiated approaches to marketing communication. The current study shows that the consumption decisions of young consumers are significantly affected by Social media influencers and Tech endorsers. These groups spend lots of time on digital and are more likely to follow influencers' recommendations while purchasing. On the same note, elders are more likely to trust conventional expert reviews than the opinions of influencers. Thus, employers should develop appropriate marketing tactics that will fit into the different age brackets of society. In terms of promotional activities for the younger audiences, this may entail partnerships with Instagram, YouTube, and TikTok influencers and rooms because what is most important is the aesthetic appeal and following trends. For the older generation, there could be a combination of more standard activities like incorporating the specialists' remarks as well as the involvement of influencers in persuasive approaches.

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7 Appendix

7.1 Interview questions

Research Question 1: How do social media influencers impact consumer decision-making processes when purchasing mobile phones?

1. Can you describe how social media influencers affect your decision-making process when considering the purchase of a mobile phone?
2. Have you ever purchased a mobile phone based on a recommendation from a social media influencer? If so, can you share that experience?
3. What specific aspects of an influencer's content (e.g., reviews, unboxings, tutorials) influence your decision to purchase a mobile phone?
4. How does the credibility of an influencer impact your trust in their recommendations about mobile phones?

Research Question 2: How does engagement with social media influencers' content influence the decision to purchase mobile phones?

1. How often do you engage with content from social media influencers who review or promote mobile phones?
2. What type of engagement (e.g., liking, commenting, sharing) do you find most influences your decision to purchase a mobile phone?
3. Can you recall a specific instance where your engagement with an influencer's content led you to purchase a mobile phone? What was the content, and what made it compelling?

4. In your opinion, what is the most persuasive element of an influencer's content that drives you towards making a purchase decision?

Research Question 3: To what extent do demographic factors affect the degree to which individuals are influenced by social media influencers?

1. Do you think your age, gender, or other demographic factors influence how you perceive and are influenced by social media influencers when buying a mobile phone? How so?
2. Can you describe how your friends or family members, who may differ in age or gender, are influenced by social media influencers in their mobile phone purchases?
3. Have you noticed any patterns in the types of influencers you follow and how these patterns might relate to your demographic profile?
4. Do you believe that certain demographics are more likely to trust social media influencers' recommendations about mobile phones? Why or why not?

Research Question 4: How do different social media platforms impact customers' purchase intentions?

1. Which social media platforms do you use most frequently to follow influencers who discuss mobile phones?
2. How does the content format on different platforms (e.g., Instagram posts, YouTube videos, TikTok clips) affect your purchasing decisions regarding mobile phones?
3. Have you noticed any differences in your purchasing behavior based on the platform where you engage with influencer content? Can you provide examples?

4. In your experience, which social media platform do you find most effective for discovering and deciding to purchase new mobile phones, and why?

7.2 *Appendix 2 Transcripts*

7.2.1 Participant 1

Interviewer:

Thank you for joining this interview. We will be discussing the impact of social media influencers on consumer decision-making processes when purchasing mobile phones. Let us start with the first set of questions.

Research Question 1: How do social media influencers impact consumer decision-making processes when purchasing mobile phones?

Interviewer:

Can you describe how social media influencers affect your decision-making process when considering the purchase of a mobile phone?

Participant:

Sure, social media influencers often provide in-depth reviews and first-hand experiences with new mobile phones. This helps me get a better understanding of the features and performance of the phone. Their opinions can significantly sway my decision, especially if multiple influencers share similar positive feedback.

Interviewer:

Have you ever purchased a mobile phone based on a recommendation from a social media influencer? If so, can you share that experience?

Participant:

Yes, I have. Last year, I bought a phone recommended by a tech influencer on YouTube. He did a comprehensive unboxing and review, highlighting the phone's camera quality and battery life, which are important to me. His positive experience convinced me to make the purchase.

Interviewer:

What specific aspects of an influencer's content (e.g., reviews, unboxings, tutorials) influence your decision to purchase a mobile phone?

Participant:

I find reviews and unboxings particularly influential. Reviews provide detailed information on the phone's performance, while unboxings offer a first look at the phone's design and accessories. Tutorials can also be helpful, especially if they demonstrate unique features or tips for using the phone.

Interviewer:

How does the credibility of an influencer impact your trust in their recommendations about mobile phones?

Participant:

Credibility is crucial. I tend to trust influencers who have a consistent history of accurate and unbiased reviews. If an influencer is known for being transparent and critical when necessary, I am more likely to trust their recommendations.

Research Question 2: How does engagement with social media influencers' content influence the decision to purchase mobile phones?

Interviewer:

How often do you engage with content from social media influencers who review or promote mobile phones?

Participant:

I engage with this type of content quite frequently, probably a few times a week. I follow several tech influencers on platforms like YouTube and Instagram.

Interviewer:

What type of engagement (e.g., liking, commenting, sharing) do you find most influences your decision to purchase a mobile phone?

Participant:

Commenting and reading others' comments influence me the most. It's helpful to see what other viewers think and if they have similar concerns or praises. This engagement often reassures me of the phone's quality and the influencer's credibility.

Interviewer:

Can you recall a specific instance where your engagement with an influencer's content led you to purchase a mobile phone? What was the content, and what made it compelling?

Participant:

Yes, I remember watching a live Q&A session with an influencer where he answered questions about a new phone model. The interactive nature of the session and his honest responses to viewers' questions were very compelling and ultimately led me to purchase the phone.

Interviewer:

In your opinion, what is the most persuasive element of an influencer's content that drives you towards making a purchase decision?

Participant:

Authenticity is the most persuasive element. When an influencer seems genuine and shares both the pros and cons of a product, it builds my trust and makes me more inclined to follow their recommendation.

Research Question 3: To what extent do demographic factors affect the degree to which individuals are influenced by social media influencers?

Interviewer:

Do you think your age, gender, or other demographic factors influence how you perceive and are influenced by social media influencers when buying a mobile phone? How so?

Participant:

Yes, I believe my age and interests play a role. Being in my late 20s and tech-savvy, I tend to follow younger, tech-focused influencers who are knowledgeable about the latest trends and technologies.

Interviewer:

Can you describe how your friends or family members, who may differ in age or gender, are influenced by social media influencers in their mobile phone purchases?

Participant:

My younger siblings are more influenced by trendy and lifestyle influencers, while my parents, who are less active on social media, rely more on traditional reviews and recommendations from friends rather than influencers.

Interviewer:

Have you noticed any patterns in the types of influencers you follow and how these patterns might relate to your demographic profile?

Participant:

Definitely. I tend to follow influencers who are close to my age and share similar interests in technology and gadgets. This alignment makes their content more relatable and trustworthy for me.

Interviewer:

Do you believe that certain demographics are more likely to trust social media influencers' recommendations about mobile phones? Why or why not?

Participant:

Yes, younger generations, like Gen Z and millennials, are more likely to trust social media influencers because they are more engaged with social media and see influencers as peers or relatable figures.

Research Question 4: How do different social media platforms impact customers' purchase intentions?

Interviewer:

Which social media platforms do you use most frequently to follow influencers who discuss mobile phones?

Participant:

I mostly use YouTube and Instagram. YouTube is great for detailed reviews and unboxings, while Instagram provides quick updates and visual content.

Interviewer:

How does the content format on different platforms (e.g., Instagram posts, YouTube videos, TikTok clips) affect your purchasing decisions regarding mobile phones?

Participant:

YouTube videos are the most influential for me because they offer in-depth analysis and visuals. Instagram posts and stories are good for initial impressions and updates, but they lack the detailed information that YouTube provides.

Interviewer:

Have you noticed any differences in your purchasing behaviour based on the platform where you engage with influencer content? Can you provide examples?

Participant:

Yes, I am more likely to make a purchase after watching a detailed review on YouTube compared to seeing a post on Instagram. For example, I bought my current phone after watching multiple YouTube reviews that covered all aspects of the phone.

Interviewer:

In your experience, which social media platform do you find most effective for discovering and deciding to purchase new mobile phones, and why?

Participant:

YouTube is the most effective for me. The detailed reviews and ability to see the phone in action provide a comprehensive understanding that helps me make informed decisions.

7.2.2 Interview Transcript with Participant 2

Interviewer:

Thank you for joining this interview. We'll be discussing the impact of social media influencers on consumer decision-making processes when purchasing mobile phones. Let's start with the first set of questions.

Research Question 1: How do social media influencers impact consumer decision-making processes when purchasing mobile phones?

Interviewer:

Can you describe how social media influencers affect your decision-making process when considering the purchase of a mobile phone?

Participant 2:

Sure, social media influencers play a big role in my decision-making process. They often highlight the latest features and technologies in a way that's easy to understand. Their recommendations help me narrow down my choices.

Interviewer:

Have you ever purchased a mobile phone based on a recommendation from a social media influencer? If so, can you share that experience?

Participant 2:

Yes, I have. I bought a phone last year after watching several reviews from influencers on Instagram and YouTube. Their detailed reviews and positive feedback about the phone's camera and battery life convinced me to go for it.

Interviewer:

What specific aspects of an influencer's content (e.g., reviews, unboxings, tutorials) influence your decision to purchase a mobile phone?

Participant 2:

I find unboxings and detailed reviews the most influential. Unboxings give a first impression of the phone, while reviews provide in-depth analysis of the features and performance, which helps me make an informed decision.

Interviewer:

How does the credibility of an influencer impact your trust in their recommendations about mobile phones?

Participant 2:

Credibility is very important. I trust influencers who have a reputation for being honest and thorough in their reviews. If I feel that an influencer is just trying to sell a product, I'm less likely to trust their recommendations.

Research Question 2: How does engagement with social media influencers' content influence the decision to purchase mobile phones?

Interviewer:

How often do you engage with content from social media influencers who review or promote mobile phones?

Participant 2:

I engage with this content quite regularly, probably a few times a week. I follow a number of tech influencers on YouTube and Instagram.

Interviewer:

What type of engagement (e.g., liking, commenting, sharing) do you find most influences your decision to purchase a mobile phone?

Participant 2:

I think commenting and reading others' comments have the most influence. Seeing the opinions and experiences of other users helps me gauge the reliability of the influencer's review and the product itself.

Interviewer:

Can you recall a specific instance where your engagement with an influencer's content led you to purchase a mobile phone? What was the content, and what made it compelling?

Participant 2:

Yes, I remember watching a series of Instagram stories where an influencer I follow did a detailed comparison between two new phone models. The visual comparison and his honest feedback about the pros and cons of each model helped me decide which one to buy.

Interviewer:

In your opinion, what is the most persuasive element of an influencer's content that drives you towards making a purchase decision?

Participant 2:

Authenticity is the key element. When influencers share their genuine experiences and highlight both the good and bad aspects of a product, it builds my trust and makes me more likely to consider their recommendations.

Research Question 3: To what extent do demographic factors affect the degree to which individuals are influenced by social media influencers?

Interviewer:

Do you think your age, gender, or other demographic factors influence how you perceive and are influenced by social media influencers when buying a mobile phone? How so?

Participant 2:

Yes, I think so. Being in my early 30s, I look for influencers who have similar needs and preferences. I also think gender plays a role as I tend to follow female tech influencers who focus on the practical aspects of using the phone daily.

Interviewer:

Can you describe how your friends or family members, who may differ in age or gender, are influenced by social media influencers in their mobile phone purchases?

Participant 2:

My younger cousins are more influenced by trendy influencers on platforms like TikTok, while my parents, who are less tech-savvy, rely more on recommendations from family and friends rather than social media influencers.

Interviewer:

Have you noticed any patterns in the types of influencers you follow and how these patterns might relate to your demographic profile?

Participant 2:

Yes, I tend to follow influencers who are around my age and have similar interests, especially those who focus on practicality and long-term use of the phones. This makes their content more relevant and useful to me.

Interviewer:

Do you believe that certain demographics are more likely to trust social media influencers' recommendations about mobile phones? Why or why not?

Participant 2:

Yes, younger people, particularly millennials and Gen Z, are more likely to trust social media influencers because they are more integrated into digital culture and see influencers as relatable and trustworthy figures.

Research Question 4: How do different social media platforms impact customers' purchase intentions?

Interviewer:

Which social media platforms do you use most frequently to follow influencers who discuss mobile phones?

Participant 2:

I use YouTube and Instagram the most. YouTube is great for detailed reviews and hands-on videos, while Instagram provides quick updates and visual content.

Interviewer:

How does the content format on different platforms (e.g., Instagram posts, YouTube videos, TikTok clips) affect your purchasing decisions regarding mobile phones?

Participant 2:

YouTube videos have the most impact on my purchasing decisions because they provide comprehensive reviews and detailed visuals. Instagram posts and stories are good for quick insights and updates but don't offer as much depth.

Interviewer:

Have you noticed any differences in your purchasing behavior based on the platform where you engage with influencer content? Can you provide examples?

Participant 2:

Yes, I'm more likely to purchase after watching a detailed YouTube review compared to seeing a quick Instagram post. For instance, I decided on my current phone after watching several in-depth reviews on YouTube.

Interviewer:

In your experience, which social media platform do you find most effective for discovering and deciding to purchase new mobile phones, and why?

Participant 2:

YouTube is the most effective for me. The detailed content and ability to see the phone in action provide a thorough understanding that helps me make informed decisions.

7.2.3 Interview Transcript with Participant 3

Interviewer:

Thank you for joining this interview. We'll be discussing the impact of social media influencers on consumer decision-making processes when purchasing mobile phones. Let's start with the first set of questions.

Research Question 1: How do social media influencers impact consumer decision-making processes when purchasing mobile phones?

Interviewer:

Can you describe how social media influencers affect your decision-making process when considering the purchase of a mobile phone?

Participant 3:

Social media influencers definitely affect my decision-making process. They often provide detailed reviews and showcase the latest features, which helps me compare different models. Their personal experiences and opinions also give me a sense of the phone's performance in real-world scenarios.

Interviewer:

Have you ever purchased a mobile phone based on a recommendation from a social media influencer? If so, can you share that experience?

Participant 3:

Yes, I have. I bought a phone after watching an influencer's review on YouTube. The influencer highlighted the phone's excellent camera and long battery life, which were the key features I was looking for. His positive experience with the phone convinced me to buy it.

Interviewer:

What specific aspects of an influencer's content (e.g., reviews, unboxings, tutorials) influence your decision to purchase a mobile phone?

Participant 3:

Detailed reviews and unboxings are the most influential for me. Reviews provide comprehensive information about the phone's performance, while unboxings offer a first look at the phone and its accessories, which helps me understand what to expect.

Interviewer:

How does the credibility of an influencer impact your trust in their recommendations about mobile phones?

Participant 3:

Credibility is crucial. I trust influencers who are known for being honest and unbiased. If an influencer has a history of providing accurate and balanced reviews, I am more likely to trust their recommendations.

Research Question 2: How does engagement with social media influencers' content influence the decision to purchase mobile phones?

Interviewer:

How often do you engage with content from social media influencers who review or promote mobile phones?

Participant 3:

I engage with this content frequently, at least a few times a week. I follow several tech influencers on platforms like YouTube and Twitter.

Interviewer:

What type of engagement (e.g., liking, commenting, sharing) do you find most influences your decision to purchase a mobile phone?

Participant 3:

Commenting and reading others' comments have the most influence on me. Interacting with other users and seeing their opinions helps me gauge the overall reception of the phone and the credibility of the influencer.

Interviewer:

Can you recall a specific instance where your engagement with an influencer's content led you to purchase a mobile phone? What was the content, and what made it compelling?

Participant 3:

Yes, I remember watching a live Q&A session on YouTube where the influencer answered questions about a new phone model. The live interaction and the influencer's honest answers to viewers' questions made the content very compelling and ultimately influenced my decision to buy the phone.

Interviewer:

In your opinion, what is the most persuasive element of an influencer's content that drives you towards making a purchase decision?

Participant 3:

Authenticity and transparency are the most persuasive elements. When influencers share their genuine experiences and provide both positive and negative aspects of a product, it builds trust and makes me more likely to consider their recommendations.

Research Question 3: To what extent do demographic factors affect the degree to which individuals are influenced by social media influencers?

Interviewer:

Do you think your age, gender, or other demographic factors influence how you perceive and are influenced by social media influencers when buying a mobile phone? How so?

Participant 3:

Yes, I think so. Being in my mid-20s, I tend to follow influencers who are around my age and have similar interests. Gender also plays a role as I often follow male tech influencers who focus on detailed technical aspects and gaming performance.

Interviewer:

Can you describe how your friends or family members, who may differ in age or gender, are influenced by social media influencers in their mobile phone purchases?

Participant 3:

My younger siblings are more influenced by lifestyle influencers on platforms like TikTok, while my parents rely more on traditional reviews and recommendations from friends rather than social media influencers.

Interviewer:

Have you noticed any patterns in the types of influencers you follow and how these patterns might relate to your demographic profile?

Participant 3:

Yes, I follow influencers who are tech enthusiasts and provide in-depth reviews and comparisons. This aligns with my interest in technology and desire for detailed information before making a purchase.

Interviewer:

Do you believe that certain demographics are more likely to trust social media influencers' recommendations about mobile phones? Why or why not?

Participant 3:

Yes, younger generations like millennials and Gen Z are more likely to trust social media influencers because they are more accustomed to digital content and view influencers as relatable and trustworthy sources of information.

Research Question 4: How do different social media platforms impact customers' purchase intentions?

Interviewer:

Which social media platforms do you use most frequently to follow influencers who discuss mobile phones?

Participant 3:

I use YouTube and Twitter the most. YouTube is great for detailed video reviews, while Twitter provides quick updates and links to longer content.

Interviewer:

How does the content format on different platforms (e.g., Instagram posts, YouTube videos, TikTok clips) affect your purchasing decisions regarding mobile phones?

Participant 3:

YouTube videos have the most impact on my purchasing decisions because they offer comprehensive reviews and visual demonstrations. Twitter and Instagram are useful for quick updates and initial impressions but don't provide the depth of information that YouTube does.

Interviewer:

Have you noticed any differences in your purchasing behavior based on the platform where you engage with influencer content? Can you provide examples?

Participant 3:

Yes, I'm more likely to purchase a phone after watching a detailed YouTube review compared to seeing a quick post on Twitter or Instagram. For example, my decision to buy my last phone was heavily influenced by several in-depth YouTube reviews.

Interviewer:

In your experience, which social media platform do you find most effective for discovering and deciding to purchase new mobile phones, and why?

Participant 3:

YouTube is the most effective for me. The detailed content and ability to see the phone in action provide a thorough understanding that helps me make informed decisions.

Interviewer:

Thank you for your time and insights. This concludes our interview.

Participant 3:

You're welcome! It was my pleasure to help.

7.2.4 Interview Transcript with Participant 4

Interviewer:

Thank you for joining this interview. We'll be discussing the impact of social media influencers on consumer decision-making processes when purchasing mobile phones. Let's start with the first set of questions.

Research Question 1: How do social media influencers impact consumer decision-making processes when purchasing mobile phones?

Interviewer:

Can you describe how social media influencers affect your decision-making process when considering the purchase of a mobile phone?

Participant 4:

Social media influencers definitely play a role in my decision-making process. They often provide insights and opinions on the latest phones, which helps me learn about new features and compare different models. Their personal experiences also add a layer of authenticity that I value.

Interviewer:

Have you ever purchased a mobile phone based on a recommendation from a social media influencer? If so, can you share that experience?

Participant 4:

Yes, I have. I bought my current phone after watching several influencers review it on YouTube. They highlighted the phone's excellent camera and battery life, which were important features for me. Their positive feedback and detailed reviews convinced me to make the purchase.

Interviewer:

What specific aspects of an influencer's content (e.g., reviews, unboxings, tutorials) influence your decision to purchase a mobile phone?

Participant 4:

I find detailed reviews and tutorials the most influential. Reviews provide a comprehensive look at the phone's features and performance, while tutorials can show how to make the most of its capabilities. Unboxings are also helpful for first impressions and seeing what's included.

Interviewer:

How does the credibility of an influencer impact your trust in their recommendations about mobile phones?

Participant 4:

Credibility is very important. I trust influencers who have a reputation for being honest and thorough. If an influencer seems to be pushing a product just for the sake of promotion, I'm less likely to trust their recommendations.

Research Question 2: How does engagement with social media influencers' content influence the decision to purchase mobile phones?

Interviewer:

How often do you engage with content from social media influencers who review or promote mobile phones?

Participant 4:

I engage with this content quite frequently, probably several times a week. I follow a number of tech influencers on YouTube and Instagram.

Interviewer:

What type of engagement (e.g., liking, commenting, sharing) do you find most influences your decision to purchase a mobile phone?

Participant 4:

Commenting and reading others' comments have the most influence. Interacting with other viewers and seeing their opinions helps me gauge the overall reception of the phone and the reliability of the influencer's review.

Interviewer:

Can you recall a specific instance where your engagement with an influencer's content led you to purchase a mobile phone? What was the content, and what made it compelling?

Participant 4:

Yes, I remember watching a detailed comparison video on YouTube where the influencer compared several new phone models. The comprehensive analysis and clear explanations of the

pros and cons of each model helped me decide which phone to buy. The influencer's honest and balanced perspective was compelling.

Interviewer:

In your opinion, what is the most persuasive element of an influencer's content that drives you towards making a purchase decision?

Participant 4:

Authenticity and transparency are the most persuasive elements. When influencers share their genuine experiences and provide balanced reviews, including both positives and negatives, it builds my trust and makes me more likely to consider their recommendations.

Research Question 3: To what extent do demographic factors affect the degree to which individuals are influenced by social media influencers?

Interviewer:

Do you think your age, gender, or other demographic factors influence how you perceive and are influenced by social media influencers when buying a mobile phone? How so?

Participant 4:

Yes, I believe so. Being in my late 20s, I tend to follow influencers who are around my age and have similar interests. Gender also plays a role as I often follow female tech influencers who provide practical and relatable content.

Interviewer:

Can you describe how your friends or family members, who may differ in age or gender, are influenced by social media influencers in their mobile phone purchases?

Participant 4:

My younger cousins are more influenced by trendy influencers on platforms like TikTok, while my parents rely more on recommendations from friends and traditional reviews rather than social media influencers.

Interviewer:

Have you noticed any patterns in the types of influencers you follow and how these patterns might relate to your demographic profile?

Participant 4:

Yes, I follow influencers who are tech-savvy and provide in-depth reviews and tutorials. This aligns with my interest in technology and desire for detailed information before making a purchase.

Interviewer:

Do you believe that certain demographics are more likely to trust social media influencers' recommendations about mobile phones? Why or why not?

Participant 4:

Yes, younger generations like millennials and Gen Z are more likely to trust social media influencers because they are more familiar with digital content and see influencers as relatable and trustworthy sources of information.

Research Question 4: How do different social media platforms impact customers' purchase intentions?

Interviewer:

Which social media platforms do you use most frequently to follow influencers who discuss mobile phones?

Participant 4:

I use YouTube and Instagram the most. YouTube is great for detailed video reviews and tutorials, while Instagram provides quick updates and visual content.

Interviewer:

How does the content format on different platforms (e.g., Instagram posts, YouTube videos, TikTok clips) affect your purchasing decisions regarding mobile phones?

Participant 4:

YouTube videos have the most impact on my purchasing decisions because they offer comprehensive reviews and visual demonstrations. Instagram posts and stories are good for quick insights and updates but don't provide as much depth.

Interviewer:

Have you noticed any differences in your purchasing behavior based on the platform where you engage with influencer content? Can you provide examples?

Participant 4:

Yes, I'm more likely to purchase a phone after watching a detailed YouTube review compared to seeing a quick post on Instagram or TikTok. For instance, my decision to buy my last phone was heavily influenced by several in-depth YouTube reviews.

Interviewer:

In your experience, which social media platform do you find most effective for discovering and deciding to purchase new mobile phones, and why?

Participant 4:

YouTube is the most effective for me. The detailed content and ability to see the phone in action provide a thorough understanding that helps me make informed decisions.

7.2.5 Interview Transcript with Participant 5

Interviewer:

Thank you for joining this interview. We'll be discussing the impact of social media influencers on consumer decision-making processes when purchasing mobile phones. Let's start with the first set of questions.

Research Question 1: How do social media influencers impact consumer decision-making processes when purchasing mobile phones?

Interviewer:

Can you describe how social media influencers affect your decision-making process when considering the purchase of a mobile phone?

Participant 5:

Social media influencers significantly impact my decision-making process. Their reviews and hands-on experiences provide me with a lot of information that I might not get from just reading specs or traditional advertisements. They help me understand how the phone performs in real-life situations.

Interviewer:

Have you ever purchased a mobile phone based on a recommendation from a social media influencer? If so, can you share that experience?

Participant 5:

Yes, I have. I bought a phone last year after watching several influencers review it on YouTube. Their positive feedback about the phone's camera quality and overall performance was a key factor in my decision. I felt more confident in my purchase after seeing their detailed reviews.

Interviewer:

What specific aspects of an influencer's content (e.g., reviews, unboxings, tutorials) influence your decision to purchase a mobile phone?

Participant 5:

Detailed reviews and tutorials are the most influential. Reviews provide a comprehensive look at the phone's features, while tutorials can show me how to use those features effectively. Unboxings are also interesting because they give me a first look at the phone and what comes with it.

Interviewer:

How does the credibility of an influencer impact your trust in their recommendations about mobile phones?

Participant 5:

Credibility is very important. I trust influencers who have a track record of being honest and providing balanced reviews. If I feel that an influencer is being genuine and not just promoting a product for sponsorship, I'm more likely to trust their recommendations.

Research Question 2: How does engagement with social media influencers' content influence the decision to purchase mobile phones?

Interviewer:

How often do you engage with content from social media influencers who review or promote mobile phones?

Participant 5:

I engage with this content quite frequently, probably every few days. I follow several tech influencers on YouTube and Instagram and keep up with their latest videos and posts.

Interviewer:

What type of engagement (e.g., liking, commenting, sharing) do you find most influences your decision to purchase a mobile phone?

Participant 5:

Reading and posting comments have the most influence. Engaging in discussions with other viewers and seeing their opinions helps me get a broader perspective on the phone. It also allows me to ask specific questions that the influencer or other viewers can answer.

Interviewer:

Can you recall a specific instance where your engagement with an influencer's content led you to purchase a mobile phone? What was the content, and what made it compelling?

Participant 5:

Yes, I remember watching a live review on YouTube where the influencer was answering viewers' questions in real time. The immediate interaction and the influencer's detailed answers to my questions made the content very compelling and helped me decide to purchase the phone.

Interviewer:

In your opinion, what is the most persuasive element of an influencer's content that drives you towards making a purchase decision?

Participant 5:

Authenticity and detailed information are the most persuasive elements. When influencers are transparent about both the positives and negatives of a product and provide thorough reviews, it builds my trust and makes me more likely to consider their recommendations.

Research Question 3: To what extent do demographic factors affect the degree to which individuals are influenced by social media influencers?

Interviewer:

Do you think your age, gender, or other demographic factors influence how you perceive and are influenced by social media influencers when buying a mobile phone? How so?

Participant 5:

Yes, I think so. Being in my early 30s, I tend to follow influencers who are closer to my age and share similar interests. Gender also plays a role; I follow a mix of male and female influencers who provide different perspectives on the products.

Interviewer:

Can you describe how your friends or family members, who may differ in age or gender, are influenced by social media influencers in their mobile phone purchases?

Participant 5:

My younger cousins, who are teenagers, are more influenced by trendy influencers on platforms like TikTok and Instagram. My parents, on the other hand, rely more on traditional reviews and recommendations from family and friends rather than social media influencers.

Interviewer:

Have you noticed any patterns in the types of influencers you follow and how these patterns might relate to your demographic profile?

Participant 5:

Yes, I tend to follow tech-savvy influencers who provide in-depth reviews and tutorials. This aligns with my interest in technology and desire for detailed and accurate information before making a purchase.

Interviewer:

Do you believe that certain demographics are more likely to trust social media influencers' recommendations about mobile phones? Why or why not?

Participant 5:

Yes, younger generations, like millennials and Gen Z, are more likely to trust social media influencers because they are more accustomed to digital content and view influencers as relatable and trustworthy sources of information.

Research Question 4: How do different social media platforms impact customers' purchase intentions?

Interviewer:

Which social media platforms do you use most frequently to follow influencers who discuss mobile phones?

Participant 5:

I use YouTube and Instagram the most. YouTube is great for detailed video reviews and tutorials, while Instagram provides quick updates and visual content.

Interviewer:

How does the content format on different platforms (e.g., Instagram posts, YouTube videos, TikTok clips) affect your purchasing decisions regarding mobile phones?

Participant 5:

YouTube videos have the most impact on my purchasing decisions because they offer comprehensive reviews and visual demonstrations. Instagram posts and stories are useful for quick insights and updates but don't provide the same depth of information.

Interviewer:

Have you noticed any differences in your purchasing behavior based on the platform where you engage with influencer content? Can you provide examples?

Participant 5:

Yes, I'm more likely to purchase a phone after watching detailed YouTube reviews compared to seeing quick posts on Instagram or TikTok. For instance, my decision to buy my last phone was influenced by several in-depth YouTube reviews that I watched.

Interviewer:

In your experience, which social media platform do you find most effective for discovering and deciding to purchase new mobile phones, and why?

Participant 5:

YouTube is the most effective for me. The detailed content and the ability to see the phone in action provide a thorough understanding that helps me make informed decisions.

Interviewer:

Thank you for your time and insights. This concludes our interview.

Participant 5:

You're welcome! It was a pleasure to help.

7.2.6 Interview Transcript with Participant 6

Interviewer:

Thank you for joining this interview. We'll be discussing the impact of social media influencers on consumer decision-making processes when purchasing mobile phones. Let's start with the first set of questions.

Research Question 1: How do social media influencers impact consumer decision-making processes when purchasing mobile phones?

Interviewer:

Can you describe how social media influencers affect your decision-making process when considering the purchase of a mobile phone?

Participant 6:

Social media influencers have a big impact on my decision-making process. They often provide detailed reviews and real-life usage scenarios, which help me understand the practical aspects of a phone. Their opinions can make me more confident about my choice.

Interviewer:

Have you ever purchased a mobile phone based on a recommendation from a social media influencer? If so, can you share that experience?

Participant 6:

Yes, I bought a mobile phone last year after watching several reviews from influencers on YouTube. They all praised the phone's camera quality and battery life, which were important factors for me. Seeing multiple influencers agree on these points convinced me to buy it.

Interviewer:

What specific aspects of an influencer's content (e.g., reviews, unboxings, tutorials) influence your decision to purchase a mobile phone?

Participant 6:

I find reviews and tutorials most influential. Reviews give me a comprehensive understanding of the phone's features and performance, while tutorials show me how to use those features effectively. Unboxings are also interesting because they provide a first look at the phone and its accessories.

Interviewer:

How does the credibility of an influencer impact your trust in their recommendations about mobile phones?

Participant 6:

Credibility is crucial. I trust influencers who are known for their honesty and thorough reviews. If an influencer seems to be promoting a product just for sponsorship, I'm less likely to trust their recommendation.

Research Question 2: How does engagement with social media influencers' content influence the decision to purchase mobile phones?

Interviewer:

How often do you engage with content from social media influencers who review or promote mobile phones?

Participant 6:

I engage with this content frequently, almost every day. I follow several tech influencers on YouTube and Instagram and keep up with their latest videos and posts.

Interviewer:

What type of engagement (e.g., liking, commenting, sharing) do you find most influences your decision to purchase a mobile phone?

Participant 6:

Commenting and reading others' comments influence me the most. Engaging in discussions and seeing other viewers' opinions help me get a broader perspective on the phone. It also allows me to ask specific questions and get answers from the community or the influencer.

Interviewer:

Can you recall a specific instance where your engagement with an influencer's content led you to purchase a mobile phone? What was the content, and what made it compelling?

Participant 6:

Yes, I remember watching a live Q&A session on YouTube where the influencer answered viewers' questions about a new phone. The immediate interaction and detailed answers made the content very compelling and helped me decide to purchase the phone.

Interviewer:

In your opinion, what is the most persuasive element of an influencer's content that drives you towards making a purchase decision?

Participant 6:

Authenticity and detailed information are the most persuasive elements. When influencers are transparent about both the pros and cons of a product and provide thorough reviews, it builds my trust and makes me more likely to consider their recommendations.

Research Question 3: To what extent do demographic factors affect the degree to which individuals are influenced by social media influencers?

Interviewer:

Do you think your age, gender, or other demographic factors influence how you perceive and are influenced by social media influencers when buying a mobile phone? How so?

Participant 6:

Yes, I think so. Being in my mid-20s, I tend to follow influencers who are around my age and share similar interests. Gender also plays a role; I follow both male and female influencers who provide different perspectives on the products.

Interviewer:

Can you describe how your friends or family members, who may differ in age or gender, are influenced by social media influencers in their mobile phone purchases?

Participant 6:

My younger siblings, who are teenagers, are more influenced by trendy influencers on platforms like TikTok and Instagram. My parents, on the other hand, rely more on traditional reviews and recommendations from family and friends rather than social media influencers.

Interviewer:

Have you noticed any patterns in the types of influencers you follow and how these patterns might relate to your demographic profile?

Participant 6:

Yes, I tend to follow tech-savvy influencers who provide in-depth reviews and tutorials. This aligns with my interest in technology and desire for detailed and accurate information before making a purchase.

Interviewer:

Do you believe that certain demographics are more likely to trust social media influencers' recommendations about mobile phones? Why or why not?

Participant 6:

Yes, younger generations like millennials and Gen Z are more likely to trust social media influencers because they are more familiar with digital content and view influencers as relatable and trustworthy sources of information.

Research Question 4: How do different social media platforms impact customers' purchase intentions?

Interviewer:

Which social media platforms do you use most frequently to follow influencers who discuss mobile phones?

Participant 6:

I use YouTube and Instagram the most. YouTube is great for detailed video reviews and tutorials, while Instagram provides quick updates and visual content.

Interviewer:

How does the content format on different platforms (e.g., Instagram posts, YouTube videos, TikTok clips) affect your purchasing decisions regarding mobile phones?

Participant 6:

YouTube videos have the most impact on my purchasing decisions because they offer comprehensive reviews and visual demonstrations. Instagram posts and stories are useful for quick insights and updates but don't provide the same depth of information.

Interviewer:

Have you noticed any differences in your purchasing behavior based on the platform where you engage with influencer content? Can you provide examples?

Participant 6:

Yes, I'm more likely to purchase a phone after watching detailed YouTube reviews compared to seeing quick posts on Instagram or TikTok. For example, my decision to buy my last phone was influenced by several in-depth YouTube reviews that I watched.

Interviewer:

In your experience, which social media platform do you find most effective for discovering and deciding to purchase new mobile phones, and why?

Participant 6:

YouTube is the most effective for me. The detailed content and the ability to see the phone in action provide a thorough understanding that helps me make informed decisions.

Interviewer:

Thank you for your time and insights. This concludes our interview.

Participant 6:

You're welcome! It was a pleasure to help.