

A Study of Dwelling Opportunities for Social Media Marketing Influencer on the Buying Decision of People of Rural Areas

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Abstract: *Social media influences on marketing as a recent innovation of digital advertising. The most recent data predict that there will be 4.89 billion social media users worldwide in 2023, up 6.5% from the previous year. Social media advertising has done extremely on large scale to expand business by affecting consumers' impression of a company or product. Social media influencer marketing has long lasting effect on the public because of their trust and faith for the influencers. They choose popular and trust worthy influencer of that particular target customers on social media platforms. The paper focuses on influencer marketing and how it affects the buying decision of people of rural area. The study also recommends the brands to go for the future potentials of rural areas as a great market for influencer marketing.*

Keywords: Buying Decision, Digital Advertising, Marketing Influencers, Rural Areas, Social Media

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Introduction

In the present days, Social Media is a recent innovation of digital advertising and marketing. We have witnessed the importance of social media quickly increase over the past ten years. The most recent data predict that there will be 4.89 billion social media users worldwide in 2023, up 6.5% from the previous year. Inevitably these people look up to influencers in social media to guide them with their decision making. Social media advertising has done extremely on large scale to expand business by affecting consumer's impression of a company or product. Social media influencer marketing has long lasting effect on the public because of their trust and faith for the influencers. Organizations' are continuously engaged in recognizing influencers who could promote their products among the target customers. They choose popular and trust worthy influencer of that particular target customers on social media platforms. The paper focuses on influencer marketing and how it affects the buying decision of people of rural area. According to the findings credibility and popularity of influencer is significantly affect the buying decision of people. It is also focuses on potentials of influencer marketing. The study also recommends the brands to go for the future potentials of rural areas as a great market for influencer marketing.

Need of the Study

The growing popularity of Social media has attracted many people around the world to share their views, opinions, knowledge and expertise on digital platform; and also it is sure that no one can imagine a smooth life without social media. For anything people refer social media. Millions of people are following social media that gives birth to social media influencers. These influencers, views, experiences are being followed by the followers. They have a very strong impact on the followers. So using these trends, brands are approaching influencers to promote their products among the customers. If we would see the data of followers a major portion of followers are from rural areas. They spend most of their time in following their followers. Hence if their passion to follow social media will be studied and utilize to promote sale of particular brand .Hence there is need to study the benefits of social media influencer marketing.

One of the most well-known trends in content marketing right now is influencer marketing. It is not brand-new and is well-liked by B2C businesses. The exciting potential of working with social media influencers as a part of their social media marketing strategy has only recently been recognized by B2B organizations.

To maximize your business benefits of different types of influencers, collaborating with the right influencer is a must. However, since the number of influencers has continuously been rising, marketers have to decide from a lot of options. Below we tell you six main types of influencers, through which you can have a clear view of the influencer market, and hopefully, you can find the most suitable influencer types for your company.

Nano-Influencers: These influencers are the smaller ones. The range of their following is 1K to 10K. Nano influencers may be fans of a particular brand or product and constantly promote and discuss brands on their networks. Ideal for small businesses with minimal resources because it maintains a tight relationship with its audience and answers almost all questions and comments. It makes it more likely that their followers would consider their recommendations to be sincere suggestions rather than paid endorsements. Nano influencers have engagement rates that are twice as high as other sorts.

Micro-Influencers: They are such influencers with a 10K to 100K following growth potential. When compared to other influencer categories, those that specialize have a very high fan engagement rate. Audiences that are highly segmented will make it simple for your brand to tailor adverts for them are reasonably priced, authentic, and relevant to followers. Since many of them are also amenable to other forms of payment, such as freebies and shout-outs, there are additional chances for businesses without the resources to launch an influencer marketing campaign.

Mega-Influencers: Mega-influencers, who have more than a million followers, are well known on social media because of their celebrity status. They produce a tonne of engagement on the social media channels where their audience is engaged. This is what makes them desirable to organisations looking to utilise influencer marketing, as well as what drives up their cost. The rate of engagement declines as an influencer's overall number of followers' increase, despite the fact that mega-influencers have a tremendous reach. The engagement rate for Instagram influencers with more than 10 million followers is only 1.6%.

Macro-Influencers: With a slightly smaller audience size between 500,000 and 1 million followers, macro-influencers may be celebrities, TV personalities, athletes, or thought leaders. Since they can leverage their reputation to gain followers on social media, brands can expect a high price tag—though not as hefty as mega-influencers. Brands still get a large reach with this type of influencer but may not get the engagement rate they want. This is due to the follower to engagement ratio mentioned earlier.

Background of the Study

Now a days it has been seen that social media influencers are occupying a very important place in the lives of common people. They are following them for the purpose of their entertainment, gaining some knowledge in their specific domain and sometimes to update the knowledge through the experience of their influencers. These trends have given birth to the influencer to market their products. They share their reviews to recommend the product. Sometimes buying through their id the buyers also get a good discount. It has also observed that followers in urban areas they are used to buy products through influencer marketing. But it has also been calculated that followers of rural areas are just followers but they don't aware of the influencer marketing. It also benefits. Therefore it has been realised to study the perception of rural area followers about influencer marketing. If this sector got focused then a huge data rise in digital marketing as well as it promotes small traders.

Objectives of the Study

- To find out the percentage of social media users in the rural areas.
- To know the percentage of population buying through social media influencer marketing.
- To know the factors affecting their buying habits.
- To find out the benefits of buying through influencer marketing.

For the purpose of the study the researcher has chosen primary data to conduct research. Also the research environment of the study is in a village named *Singaila* and the respondents are adults of the age group of 18 to 40.

In total 100 samples have been connected from rural area, then it has been coded and analyzed through excel converted into frequency tables to comprehend the complex data into simpler one. The sample size is again divided into 50 male and 50 female of the age group between 18 and 40.

Findings

- 80% of the respondents follow social media on regular basis.

- 75 % of the respondents like to watch YouTube and face book.
- 75% of respondents follow influencer and average following is 7
- Study reveals that 80% of respondents follow micro and nano-influencer.
- It is evident from the data that respondents mostly like to watch short videos call Facebook reels and family contents like daily vlogging.
- Study shows that a very little percentage of people buying commodities of their use through social media.
- The respondents following influencers have view that they buy any product because of the trustworthiness and credibility of their influencer.
- Respondents have experience of getting discounts, some offers, and reasonable products are the benefits of buying.

Conclusions

From the above findings we can conclude that social media is very popular platform for the entertainment as well as updating knowledge. From the study we can say that majority of the people in rural area follow social media for the purpose of entertainment. But they have very little awareness of buying through social media to get better products of their choice as well as offers. Various brands approached mega and macro influencers to promote their products on the social media but due to their less engagement ratio with followers their products remains unordered by the people of rural areas. In order to counter a particular portion of population it is necessary to approach the popular influencer of that particular target group. Also it is important to customize the products and provide possible discounts and attractive offers to grab and retain the customers of rural areas.

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