IMPACT OF INFLUENCER MARKETING ON YOUTH PURCHASING BEHAVIOUR

BY

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A Project Work Report submitted to Pokhara University in partial fulfillment of the requirement for the degree of

Bachelor of Business Administration

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Pokhara University

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DECLARATION

I hereby declare that this project report entitled **"Impact of Influencer Marketing on Youth Purchasing Behaviour"** has been submitted by me to Nepal Tourism and Hotel Management College, in partial fulfillment of the requirements for the degree of Bachelor of Business Administration under Pokhara University**.**

This report is based on my original work. All sources of information have been properly acknowledged, and any assistance or collaboration has been clearly mentioned. The findings and results of this report have not been submitted to any other institution or university.

Signature: _____

Name: Prabisha Sharma

July, 2025

BONAFIDE Certificate

This is to certify that the project work entitled “Impact of influencer marketing on youth purchasing behavior submitted by Prabisha Sharma for the partial fulfilment of the requirement of BBA embodies Bonafide work done by him under my supervision.

. ……

Signature of the Supervisor

MR. Prakash Regmi

Date: July 2025

……

Signature of the Project Head

External

Date: July 2025

ACKNOWLEDGEMENT

It is a matter of great pleasure for me to acknowledge all the people who helped me for the successful completion of the project report as per the requirement of BBA -6th semester of the syllabus provides by BBA, Pokhara University.

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Finally, I would like to thank everyone who has helped me to complete research directly or indirectly.

Prabisha Sharma

Registration Number: 2022-2-03-0579

EXECUTIVE SUMMARY

This report, titled "Impact of Influencer Marketing on Youth Purchasing Behaviour," presents the experiences and findings of a research study conducted as a mandatory part of the Bachelor of Business Administration (BBA) program at NTHMC College, affiliated with Pokhara University. The purpose of this study is to understand how influencer marketing affects the buying decisions of young consumers.

The research explores various aspects such as the level of trust youth place in influencers, the types of products most influenced by online personalities, and how influencer expertise and fame shape purchasing choices. Through data collection and analysis, the study reveals that influencer marketing significantly impacts youth behaviour, particularly in categories like fashion, technology, and personal care. It also highlights the importance of transparency and credibility in building consumer trust.

Overall, this report provides valuable insights for marketers, businesses, and students about the growing role of influencers in shaping the buying habits of young consumers in today's digital age.

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CHAPTER I: INTRODUCTION

1.1 Background of the study

In today's world, social media has become a big part of everyday life, especially for young people. Platforms like Instagram, TikTok, YouTube, and Facebook are where many youths spend a lot of their time. On these platforms, some people, known as influencers, create content like videos, photos, or stories that attract a large number of followers. These influencers are often seen as relatable, stylish, funny, or inspiring — and because of that, they have a strong influence on their followers' opinions and choices.

Influencer marketing is when companies or brands work with these influences to promote their products. Instead of using traditional ads on TV or newspapers, businesses now give their products to influencers, who show or talk about them in their posts. This form of marketing has become very popular because people, especially young audiences, tend to trust influencers more than regular advertisements.

One of the main reasons influencer marketing works so well on young people is because they see influencers as role models or even friends. When a favorite influencer shares a product, many young followers believe it is a good product because someone they trust is using it. This trust leads to a strong impact on what young people decide to buy — from clothes and shoes to gadgets, makeup, food, and even apps or games.

Many youths say that they have bought something just because they saw an influencer using or recommending it. In fact, surveys have shown that a large percentage of young people follow influencers online, and many of them have made at least one purchase because of what they saw on social media. This shows how powerful influencers can be in shaping youth purchasing behaviour.

Influencers often seem more real and honest than celebrities or company advertisements. For example, instead of a professional ad showing a product in a perfect setup, an influencer might show how they use the product in their daily life — in their room, during their routine, or while hanging out with friends. This casual and personal way of promoting makes the product feel more relatable and trustworthy.

Also, many influencers are not famous celebrities. Some are just normal people with a few thousand followers — called micro-influencers or nano-influencers. Even though they may not be well-known, they often have a stronger connection with their followers because they respond to comments, reply to messages, and share personal stories. Young people often find these influencers more believable and feel closer to them, which makes their product recommendations even more powerful.

Another reason influencer marketing works is that it fits well with the way social media is used today. Young people enjoy short, fun videos, quick tips, and visually interesting content.

Influencers know how to make content that grabs attention quickly, which helps them promote products without being boring or too pushy. A 15-second video on TikTok showing a new phone or a makeup tutorial can be more effective than a one-minute TV ad.

Young people are also more likely to avoid traditional advertisements. Many use ad blockers or simply skip YouTube ads. But when an influencer promotes a product as part of their content, it doesn't feel like a typical ad. Instead, it feels more like a recommendation from a friend which makes it more likely for the viewer to listen and even try the product.

However, this new form of marketing is not always positive. Sometimes influencers promote products just because they are paid to do so, even if they don't use or like the product. While there are rules that influencers must follow, like mentioning if a post is sponsored or an ad, not all influencers do this properly. This can be confusing or even misleading, especially for younger audiences who may not know the difference between a real opinion and a paid promotion.

There's also another concern some young people feel pressured to buy what influencers are showing, just to fit in or keep up with trends. This can lead to unnecessary spending or even emotional stress. For example, if an influencer always wears expensive clothes or uses costly gadgets, some followers might feel that they need to do the same to be accepted or feel good about themselves.

In addition, constantly seeing influencers with perfect-looking lives can make young people compare themselves and feel less happy with their own lives. This kind of social comparison can sometimes harm self-esteem and mental health.

Despite these concerns, influencer marketing is clearly one of the most powerful tools today when it comes to affecting youth buying decisions. Young people are deeply connected to

social media and are strongly influenced by the people they follow online. Brands are aware of this and are investing more and more in influencer partnerships instead of old-fashioned ads.

As this trend continues to grow, it becomes important to educate young people about how influencer marketing works. They should learn to think critically about what they see online and make smart choices when buying products. At the same time, companies and influencers should act responsibly and be honest in their promotions to protect the trust of their followers.

1.2 Objective of the study

General Objectives:

- To explore how influencer marketing shapes young people's buying decisions.
- To understand the role of social media influencers in influencing youth consumer preferences.

1.2.1 Specific Objectives:

- Find out how influences make youth trust and like certain products.
- See which social media platforms influence youth buying the most.
- Discover what kinds of products youth buy because of influencers.
- Learn why youth feel drawn to buy things influencers promote.

1.3 Statement of problem

Influencer marketing is growing fast on social media, and it seems to strongly affect young people's buying choices. Many youths follow influencers and trust their recommendations, which may lead them to buy things they don't need. It's unclear how much influencers shape youth preferences or why they are so convincing. This can cause overspending or poor decision-making among young consumers. The report aims to understand how influencer marketing changes youth purchasing behavior. It will explore the emotional and social factors behind these choices. Knowing this will help address any negative impacts on youth.

- How do influencers on social media make young people want to buy things?
- Which social media platforms influence youth buying choices the most?
- Why do young people trust influencers' recommendations?
- Are youth buying things they don't need because of influencers?
- How often do young people make purchases based on influencer suggestions?
- What makes an influencer's recommendation more convincing to youth?

1.4 Organization of the study

The whole report has been divided into five parts: Introduction, Literature review, Research Methodology, Presentation and Analysis of data and summary, Conclusion and Recommendation

- I**ntroduction**

  The first chapter of this study includes Background, Objectives of the study, Significant of the study and Limitation of the study.

- **Literature Review**

  Second chapter includes theoretical review, review related studies and research gap. Review of related studies briefs about the similar research that have been carried out previously.

- **Research Methodology**

  This chapter explains the research methodology employed to conduct the study and techniques used in analysis of data. The research design, data collection procedures and processing and analysis procedures are mentioned in this section.

- **Presentation and Analysis of data**

  The fourth chapter deals with presentation of primary data using different appropriate graphs and tables as well as analysis of those data using statistical tools.

- **Summary, Conclusion and Recommendation**

  The fifth chapter concludes brief explanation of the whole report. Conclusions are drawn from the major findings of the study and finally, the required recommendations are provided for further improvement.

1.5 Significance of the study

- **Understanding Consumer Behavior:** The study reveals how influencer marketing shapes youth preferences and decision-making, providing insights into their psychological and social motivations for purchasing.
- **Better Marketing Plans** It helps companies create ads with influencers that young people will like and respond to.
- **Seeing Trends and Habits:** It explains how influencers shape what youth think is cool or important in their lives.

- **Keeping Things Fair:** It can guide rules to make sure influencer ads are honest and don’t trick young people into buying things.

1.6 Limitations of the study

- The study might only include a small group of young people or focus on one area, so it may not represent all youth.
- Youth might not be fully honest in surveys or interviews, giving answers they think are expected, which can affect the results.
- Influencer marketing and social media trends shift quickly, so the study’s findings might become outdated soon.
- The study might focus only on influencers and ignore other factors, like friends, family, or ads,that also affect what youth buy.

CHAPTER II: LITERATURE REVIEW

2.1 Review of the Literature

In recent years, many researchers and experts have studied the effects of influencer marketing, especially on young consumers. With the rise of social media, influencer marketing has become one of the most popular tools used by brands to promote products and services. This literature review explores existing research on influencer marketing, how it affects young people's purchasing behavior , and the key factors that contribute to its influence_Influencer marketing is when brands partner with popular social media personalities—called influencers—on platforms like Instagram , YouTube, and TikTok . Young people often feel emotionally connected to influencers, thinking of them as friends, even though the relationship is one-sided. This is known as a *parasocial relationship* (PSR) (Horton & Wohl, 1956). When youth feel these connections, they tend to trust influencers more than traditional advertisements, which can strongly influence their buying decisions (Chung & Cho, 2017; Sokolova & Kefi, 2019)

Credibility—being seen as honest, expert, and likable—is a major factor influencing youth purchases. Ohanian's (1991) credibility scale identifies attractiveness, trustworthiness, and perceived expertise as key factors, and many studies use it to analyze influencer impact. For example, Sokolova & Kefi (2019) surveyed youth about fashion and beauty influencers and found that when influencers seemed honest and knowledgeable, youth were more likely to trust their recommendations and buy the products. Similarly, a 2021 study by Asty Almaida et al. found that trustworthiness, PSR, and perceived expertise all had a strong positive impact on Gen Z's purchase intentions in Indonesia.

Parasocial relationships create emotional bonds between youth and influencers. When influencers share personal stories or interact regularly, followers feel close to them (Chung & Cho, 2017). Sokolova & Kefi (2019) explicitly showed that PSR significantly increases purchase intentions on Instagram and YouTube—sometimes even more than credibility Another study in 2024 found that physical and social attractiveness of influencers gradually build PSR, which then boosts perceived value and purchase intent—especially with luxury products like designer bags

Aside from planned purchases, influencer marketing often triggers impulsive ones. The Elaboration Likelihood Model (Petty & Cacioppo, 1986) explains this: for low-involvement

products, youth are more likely to be influenced by peripheral cues like likability and credibility, rather than detailed arguments For example, rapid live-streams and tutorials often prompt immediate buys since influencers seem spontaneous and relatable. Indeed, Sokolova & Kefi's research showed that these cues led to both positive word-of-mouth and higher purchase intent.

2.2 Conceptual framework

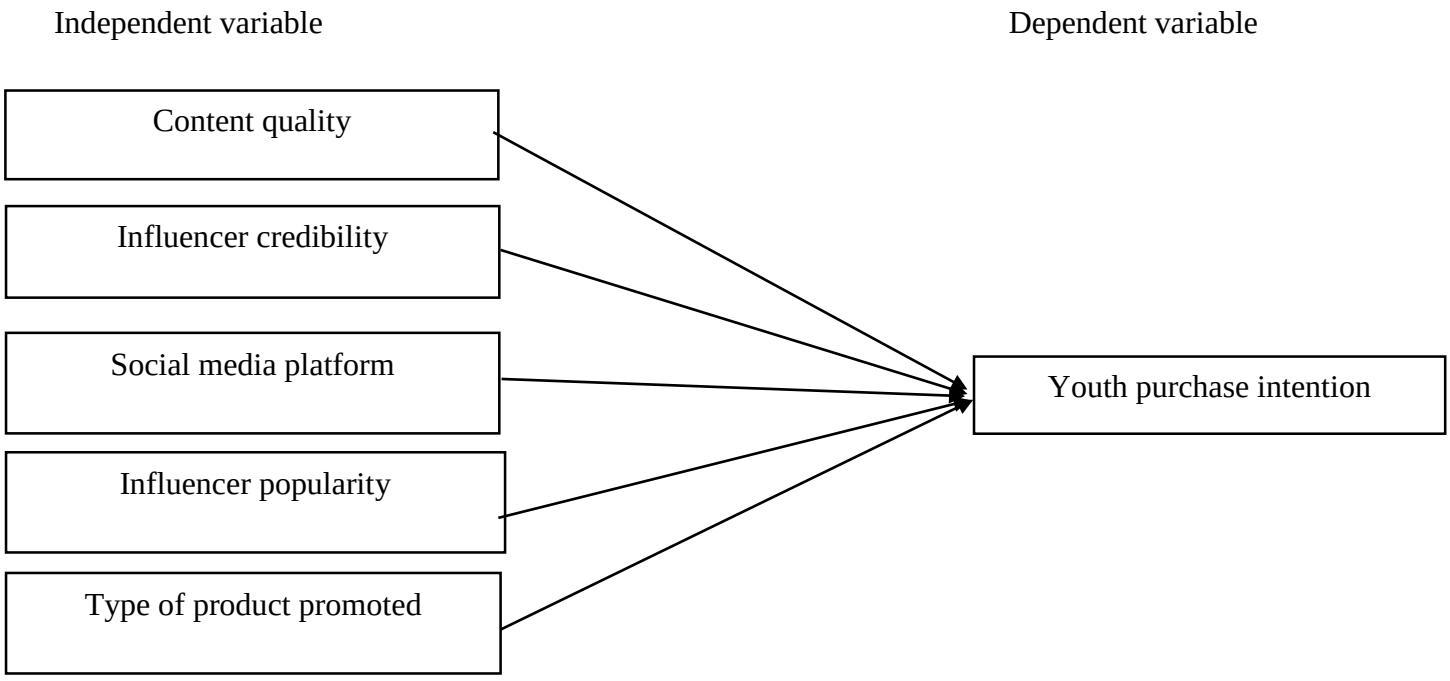

Fig:Conceptual framework

Operational Defination:

• Content Quality

Content quality refers to how well the influencer presents their posts or videos. Clear, attractive, and creative content can catch more attention. Youth prefer engaging and visually appealing content when learning about a product. If the message is easy to understand and looks

professional, it builds more interest. Better content often leads to stronger purchase intention.

• Influencer Credibility

Influencer credibility means how much people trust the influencer. If the influencer is honest, experienced, and shares real opinions, they seem more reliable. Youth are more likely to believe in a product if the influencer is credible. This trust makes them more open to trying or buying the product. So, credibility plays a big role in shaping buying interest.

• Social Media Platform

This refers to where the influencer shares their content, like Instagram, YouTube, or TikTok. Each platform has a different way of delivering information (like videos or photos). Youth may trust or enjoy one platform more than another. If they spend more time on a platform, they're more likely to notice and respond to promotions there. So, the platform choice can influence their purchase decisions.

• Influencer Popularity

Influencer popularity is about how well-known and followed the influencer is. A highly popular influencer may have a stronger influence due to fame or trendsetting power. Youth often follow popular influencers and see them as role models. This can make them more likely to try the products those influencers promote. Popularity increases visibility and persuasive power.

• Type of Product Promoted

This means the category of the product the influencer is advertising, such as fashion, technology, or fitness. Youth are more interested in certain types of products depending on their needs and lifestyle. If the product fits their interests, they are more likely to pay attention and buy it. Some products also need more trust, like skincare or health items. So, product type affects buying behavior.

CHAPTER III: RESEARCH METHODOLOGY

The research methodology deals with the systematic plan for conducting research. It focuses on how the research is carried out, not what the results are. It includes selection of site and it's rational, research design, nature and sources of data, population and the sample, techniques for the data collection and data analysis and presentation. Below is the procedure that was adopted to meet the research questions and accomplish the objectives of the research

3.1 Research Design

Research design is the plan or structure that guides a researcher in conducting a study. It provides a clear framework for collecting, measuring, and analyzing data. This report uses a **qualitative research method** to collect and analyze data. The qualitative approach was chosen because it helps in exploring in-depth insights, opinions, and experiences related to the research topic

3.2 Nature and source of Data

The nature of data refers to the type or form of data collected in your research. It can be classified in two main ways:

Primary Data Sources

- Questionnaire

Secondary Data Sources

- The websites
- Related Reports
- Existing Documents

3.3 Population and sample

The population refers to the entire group of people or items that you want to study or draw The conclusions about. For this study I used convenience sampling method and collected the response from 100 youth from Pokhara valley, with the help of questionnaires in Google forms and distributed it through social media.

3.4 Analysis and Presentation of Data

After collecting the data, the responses were carefully organized and tabulated. The information was visually presented using bar charts, pie charts and frequency tables. These tools helped in understanding the overall patterns and trends. Basic statistical techniques were applied to analyze the data effectively. Modeling tools were also used where necessary to interpret key relationships.

Chapter IV: DATA PRESENTATION AND ANALYSIS

4.1 Primary Data Presentation and Analysis

This chapter is allocated for the data analysis and presentation. The data observed or collected directly from the first-hand source that has not been used before are called primary data. The primary data is taken by questionnaire method from the undergraduate students of different colleges in pokhara valley. For the data collection 100 respondents are taken as sample using the convenience sampling method. The data presentation is as follow**.**

4.1.1 Section 1 Respondent's characteristics/ Demographic Factors

4.1.1.1 Age of Respondents

The following chart shows the age of respondents.

Table 1age of respondent

Items	Percent
Below 19	20
19-22	66
Above 22	14
Total	100

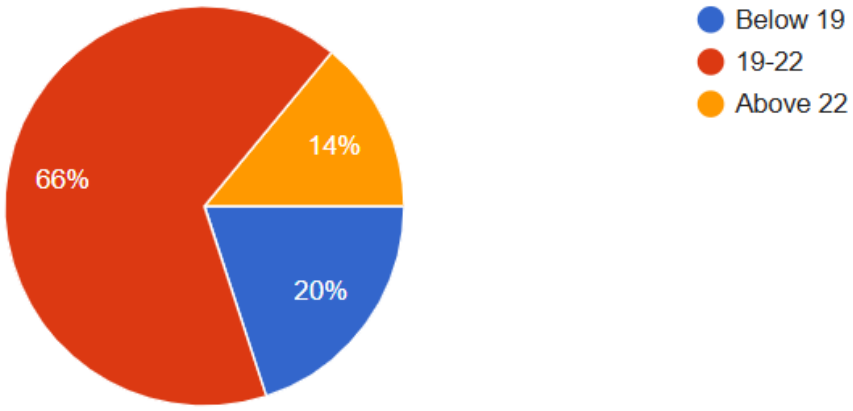

Figure 1Age of Respondent

From the above diagram, out of 100 respondents, 20% are below 19 years old, 66% are between 19 and 22 years old, and 14% are above 22 years old. This indicates that the majority of respondents fall within the 19–22 age group, which is significantly higher than the other two age groups combined.

4.1.1.2 Respondent Based on Gender

Gender was included in the survey to find out if there is difference between male and female concerning the beliefs towards the factors.

Table 2 ***Respondent Based on Gender***

Gender	No of respondents
Male	42
Female	58
Other	0
Total	100

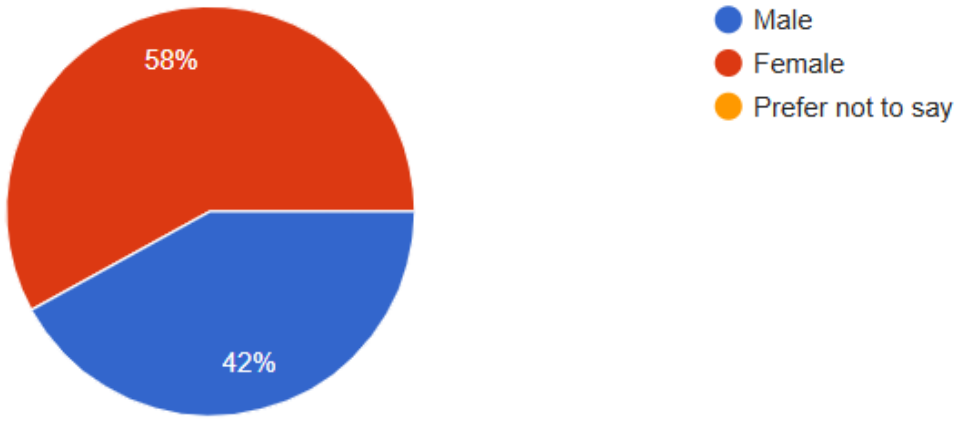

Figure 2 ***Respondent Based on Gender***

This shows that females (58) had used social media more as compared to male (42%). It is true that more female is attract towards online advertisement as compared to men.

4.1.1.3 Respondents Based on Education Level

The following table shows the qualification level of an employee

Table 3 Respondents based on Education Level

Items	NO of Respondents
1st year	21
2nd Year	17
3rd Year	44
4th Year	12
Others	6
Total	100

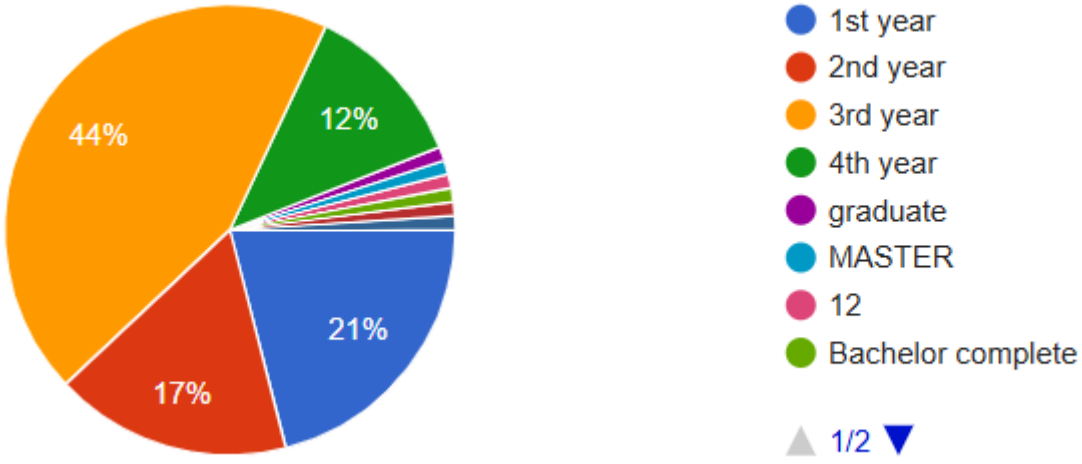

Figure 3Respondents based on Education Level

The above pie chart shows the different education level of the respondent. Clearly The majority (44%) are in their 3rd year, followed by 1st year (21%) and 2nd year (17%). Only 12% are in their 4th year, while other categories like graduate, master, and 12 have minimal shares. This indicates most participants are currently pursuing their bachelor's degrees.

4.1.2 Section: 2 Content Quality

4.1.2.1 To know how important is high quality content from influencers in influencing respondents decision.

Table 4Importance of content quality to respondents

Important of quality content	No. Of Respondents
Very Important	51
Somewhat Important	38
Not Important	9
Not sure	2
Total	100

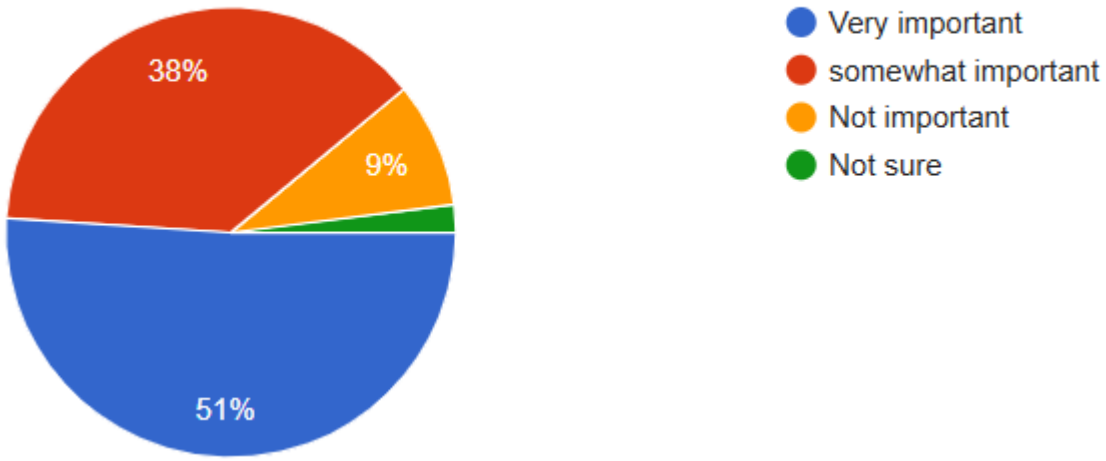

Figure 4Importance of content quality to respondents

This pie chart represents how people rate the importance of Content Quality A majority, **51%**, consider it very important, while **38%** find it somewhat important. Only **9%** think it is not important, and a small **2%** are not sure. This shows that most respondents believe the content quality holds significant importance.

4.1.2.2 Preferences of Respondents towards influencers high quality content

To find out if people value original and creative content from influencers.

Table 5:Importance of content quality to respondents

Particulurs	No .Of Respondents
Yes	64
No	15
Sometimes	20
Never	5
Total	100

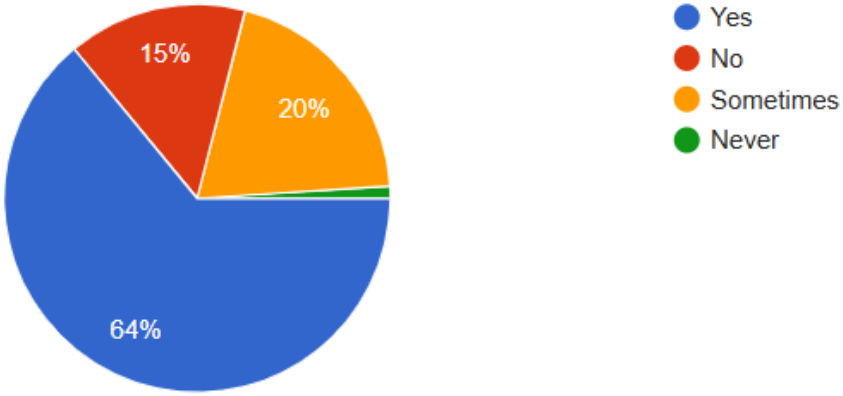

Figure 5Respondents preferences towards Influencers High quality content

The pie chart shows that **64%** of respondents answered **Yes**, showing a strong preference for originality and creativity **20%** said **Sometimes**, indicating occasional interest in such content **15%** responded **No**, suggesting they do not prioritize creativity in influencer content. A very small portion, about **1%**, said **ever**, showing almost no interest in original content.

4.1.2.3 Respondent's opinion towards originality and creativity in influencer content

The following table helps us to analyze audience preferences and attitudes toward originality and creativity in influencer content,

Table 6Respondent's opinion towards originality and creativity in influencer content

Items	No.of Respondents
Yes	64
No	15
Sometimes	20
Never	1
Total	100

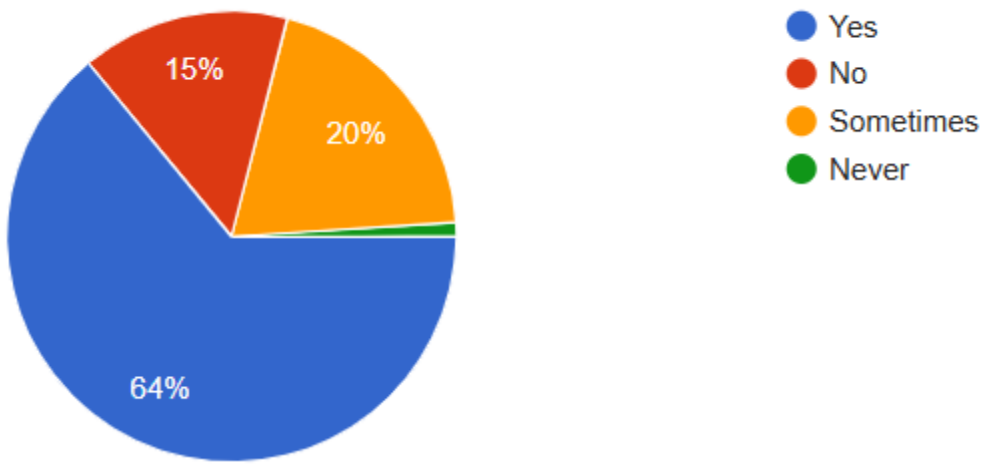

Figure 6Respondent's opinion towards originality and creativity in influencer content

Above pie chart shows that **64%** said **Yes**, showing a strong preference for influencers who create original and creative content.**20%** said **Sometimes**, meaning they occasionally prefer such content. **15%** said **No**, indicating they don't consider originality a priority. The remaining **1%** said **Never**, showing almost no interest in creative content from influencers.

4.1.2.4 Content that influences Respondents the most

The given table and figure reveals he kind of content that has the greatest impact on individuals' thoughts, behaviors, or decisions, in order to understand audience preferences and tailor future content or strategies accordingly.

Table 7Content influences Respondents the most

Particulurs	No. of Respondents
Informative	36
Entertaining	26
Relatable	27
Aesthetic	12

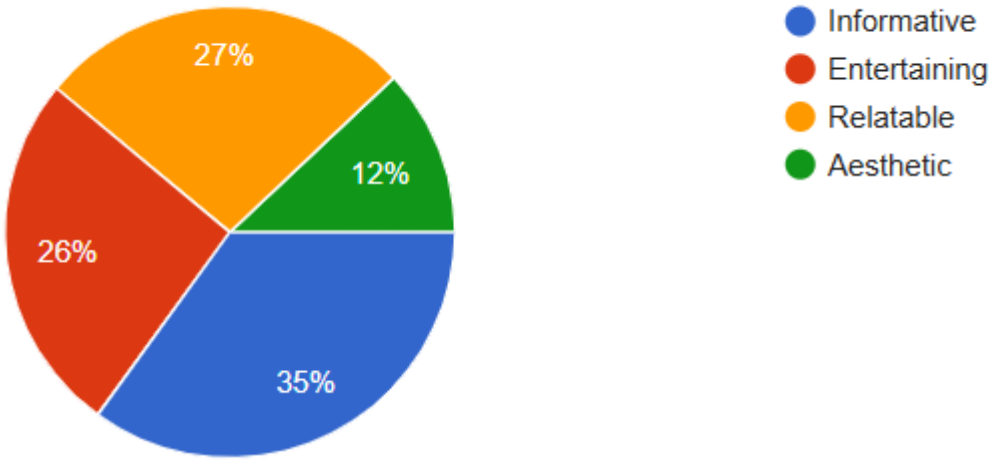

Figure 7Content that influences Respondents the most

The pie chart shows the types of content that influence Respondents the most .Informative content is the most influential, preferred by **35%** of respondents .Relatable content follows with **27%**, closely trailed by entertaining conten**t** at **26%**.Aesthetic content has the least impact, influencing only **12%** of people.

4.1.2.5 Impact of consistent posting by influencers on respondents trust

It refers to how regularly influencers post content on social media and how that regularity affects the trust level of their followers (the respondents).

Table 8respondents trust on Influencers

Particulurs	No. of Respondents
Yes	31
No	16
Sometimes	48
Not sure	5
Total	100

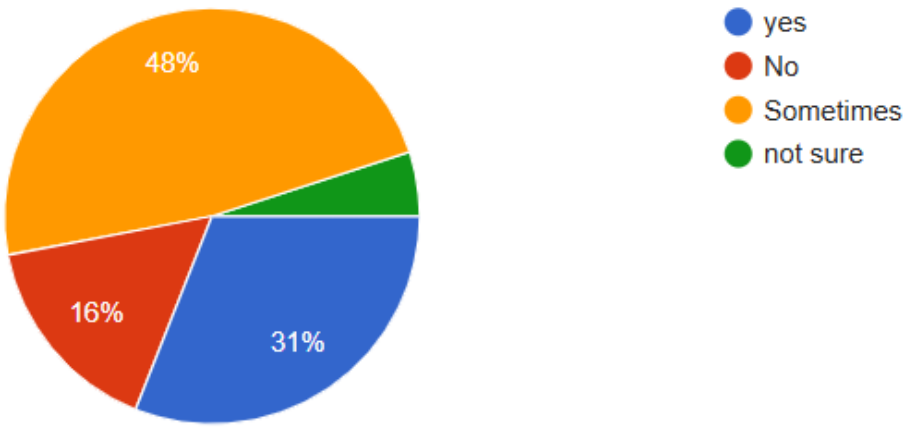

Figure 8respondents trust on Influencers

The pie chart shows respondents' views on the impact of consistent posting by influencers on trust. The majority, **48%**, feel it **sometimes** affects their trust, while **32%** believe it **does**.**16%** of respondents think it **does not** impact their trust.A small portion, **5%**, are **not sure** about its effect.

4.1.3 Section 3 : Social media platform

The given table and figure helps to identify the social media platform that most influences the respondents. It helps understand which platform they engage with the most and trust for influencer content. This insight can guide marketers and researchers to target the most impactful platform.

Platform that influences Respondents the most

Table 9most influences platform for respondents

Platforms	No. of Respondents
Instagram	44
Youtube	23
Tiktok	21
Facebook	12
Total	100

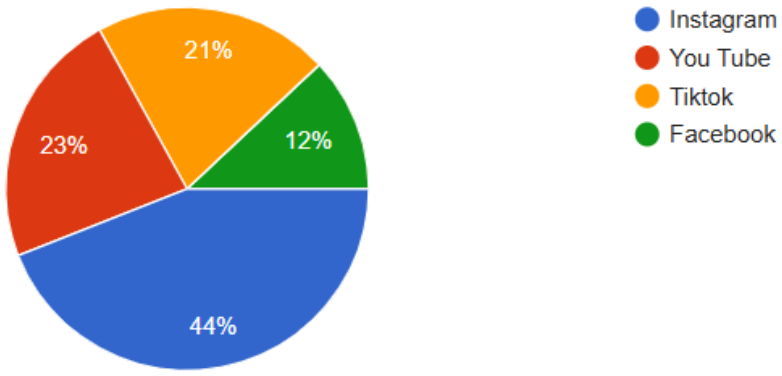

Figure 9most influences platform for respondents

The pie chart shows the most preferred social media platforms for following influencers among respondent Instagram is the most popular platform, with **44%** of respondents following influencers there. YouTube follows with **23%**, showing strong engagement through video content. TikTok is preferred by **21%**, reflecting its growing popularity among younger audiences. Facebook is the least preferred, with only **12%** of respondents using it to follow influencers.

4.1.3.2 Time spend with Influencers on social media

The given table and figure reveals how actively followers respond to influencer content through actions like liking, commenting, or sharing. This insight reveals the depth of audience involvement and the effectiveness of influencer communication.

Table 10 Respondent Engage on social media

Engage on social media	No. of Respondents
Very often	24
Sometimes	41
Rarely	32
Never	3
Total	100

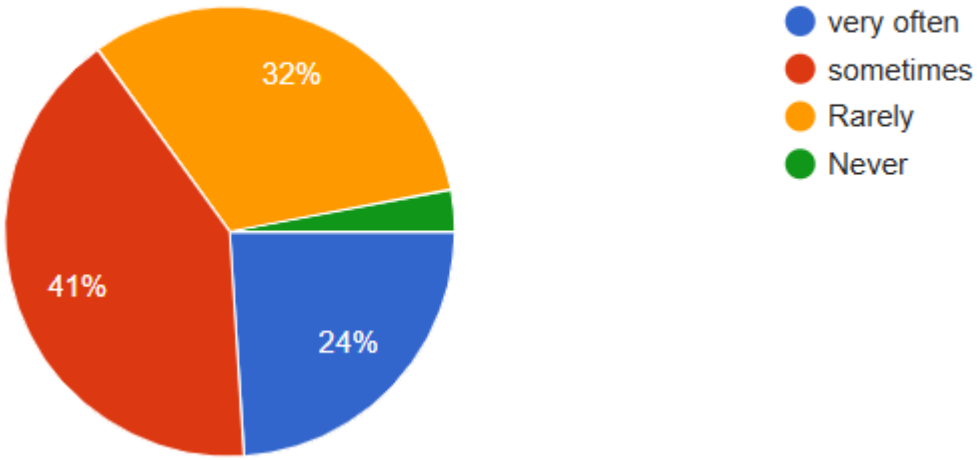

Figure 10 Respondent Engage on social media

The pie chart illustrates how frequently respondents engage with influencer content:41% of respondents engage with influencers sometimes, making it the most common response.32% said they engage rarely, indicating occasional interaction.24% reported engaging very often, showing a strong level of interest Only 3% said never, suggesting minimal disinterest among the audience This shows that most people interact with influencers at least occasionally.

4.1.3.3Most trustful platform for product recommendation

The following table and pie chart reveals which platforms (sources**)** people trust the most when deciding to buy a product based on recommendations.

Table 11Most trustful platform for product recommendation

Social Media Platform	No. Of Respondents
Video (You tube, Tiktok)	45.5
Image (Instagram)	26.7
Text (Twitter/X, Facebook)	19.8
None	7.9
Total	100

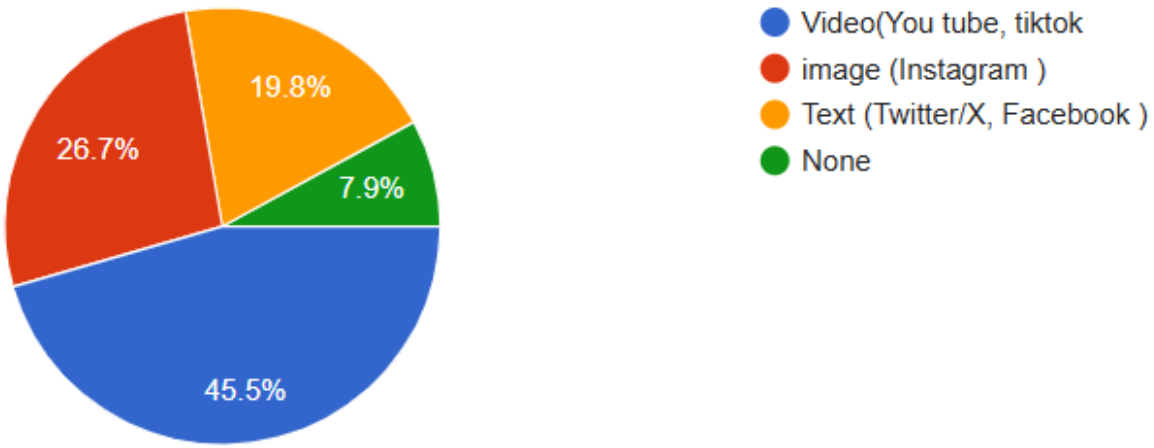

Figure 11Most trustful platform for product recommendation

This pie chart shows that most respondents (45.5%) trust video platforms like YouTube and TikTok for product recommendations. 26.7% trust image-based platforms like Instagram while 19.8% rely on text platforms like Twitter and Facebook. Only **7.9**% don't trust any platform. This suggests that video content is the most trusted source for product suggestions.

4.1.4 Section 4 : Trust level of Respondents according to Influencers Popularity

4.1.4.1 To analyze how the popularity of influencers affects the level of trust consumers place in them.

Table 12Respondents trust according to Influencers Popularity

Does Popularity of influencers affect respondents trust ?	No. Of Respondents
Yes	30.7
No	18.8
Sometimes	43.6
Not sure	6.9
Total	100

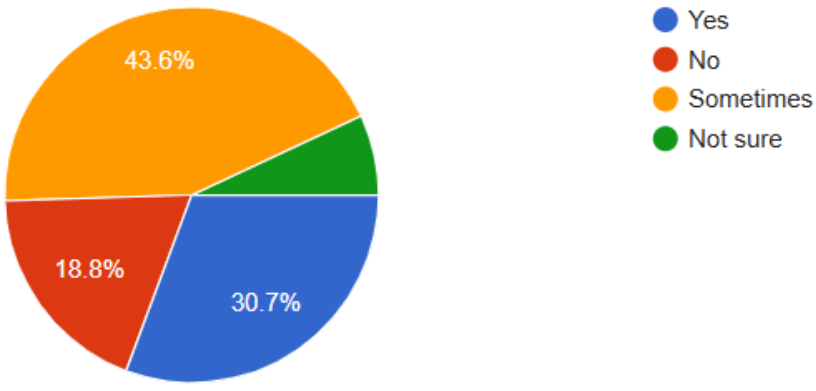

Figure 12Trust level of Respondents according to Influencers Popularity

The pie chart shows how people feel about whether the number of followers influences their trust in an influencer. The highest percentage, 43.6%, responded with "Sometimes," indicating that follower count may affect trust in certain situations. About 30.7% said "Yes," meaning

they do trust influencers more if they have a large number of followers. On the other hand, 18.8% said "No," suggesting that follower count does not impact their trust. A small portion were "Not sure." Overall, the chart shows that while many people believe follower count can influence trust, it is not the only factor.

4.1.4.2 Role of Influencer Endorsements in Shaping Consumer Choices

The topic "Role of Influencer Endorsements in Shaping Consumer Choices" focuses on how social media influences what people decide to buy. As the following table and pie chart show, a significant number of consumers are influenced by what popular influencers promote online.

Table 13Consumer Response to Influencer Endorsements

Respondents response	No. Of Respondents
Yes	21
No	36
Maybe	36
Never	7
Total	100

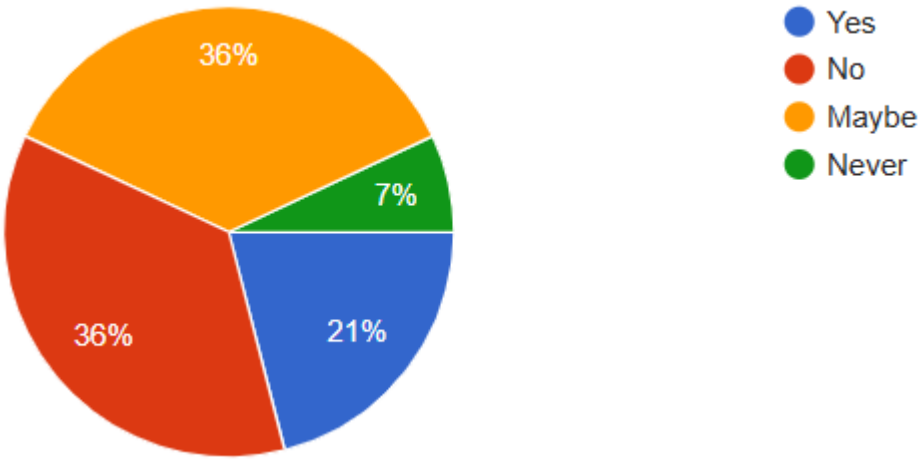

Figure 13Consumer Response to Influencer Endorsements

The pie chart shows that 36% of people said "No" and another 36% said "Maybe" to buying a product just because a popular influencer uses it. 21% said "Yes," while only 7% said "Never." This means most people are either unsure or not fully influenced by influencers when making buying decisions.

4.1.4.3 Trust in Popular Influencers and Product Quality

As shown in the table and pie chart below, responses vary on whether people believe popular influencers promote better quality products. While some trust them, others remain doubtful or unsure, indicating mixed opinions among consumers.

Table 14Public View on Influencer Popularity and Product Quality

Respondents Response	No. Of Respondents
Strongly agree	15.8
Agree	53.5
Strongly disagree	16.8
Disagree	13.9
Total	100

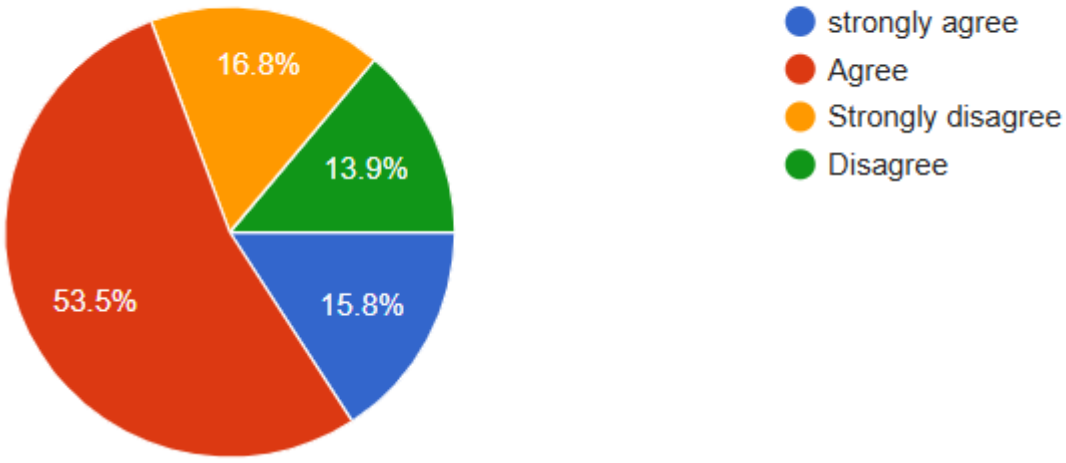

Figure 14Public View on Influencer Popularity and Product Quality

As the table and pie chart show, a majority of respondents believe that popular influencers promote better quality products. 53.5% agreed and 15.8% strongly agreed, showing a strong level of trust. On the other hand, 13.9% disagreed and 16.8% strongly disagreed, indicating that some people remain doubtful. Overall, most people tend to trust product quality promoted by well-known influencers.

4.1.4.4 Impact of Influencer Fame on Brand Perception

As shown in the following table and pie chart , influencer fame significantly affects how people view brands. Popular influencers tend to create more positive brand impressions, influencing consumers' trust and interest in the products they promote.

Table 15Role of Influencer Popularity in Brand Evaluation

Impact of Influencer frame	No. Of Respondents
Very much	21.8
Somewhat	35.6
Slightly	34.7
Not at all	7.9
Total	100

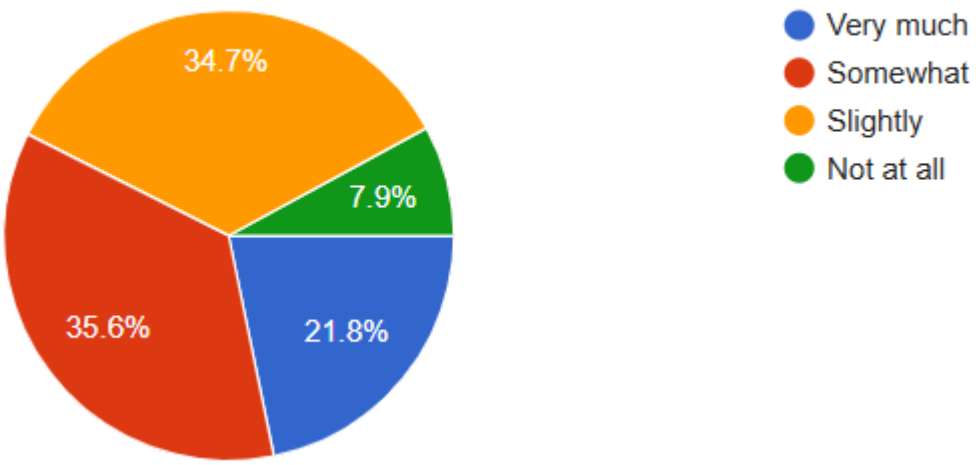

Figure 15Role of Influencer Popularity in Brand Evaluation

The pie chart shows that 21.8**%** of people say influencer fame affects brand perception very much**,** while 35.6% say it affects them somewhat**.** 34.7% feel only slightly influenced, and 7.9% are not influenced at all. This shows most people are influenced by an influencer's fame to some extent when viewing a brand.

4.1.5 Section 5: Type of product promoted

4.1.5.1 Product Types That Drive Consumer Buying Decisions

As the table and pie chart show, different product categories have varying levels of influence on consumers' purchase intentions. Categories like fashion**,** electronics, skin care, Foods are the most influential for many respondents. This indicates that consumers are more likely to be influenced to buy products that match their interests or lifestyle needs.

Table 16Product Types That Drive Consumer Buying Decisions

Products Categories	No. Of Respondents
Fashion	39.6
Electronics	21.8
Skin care	26.7
Food	11.9

Total	100

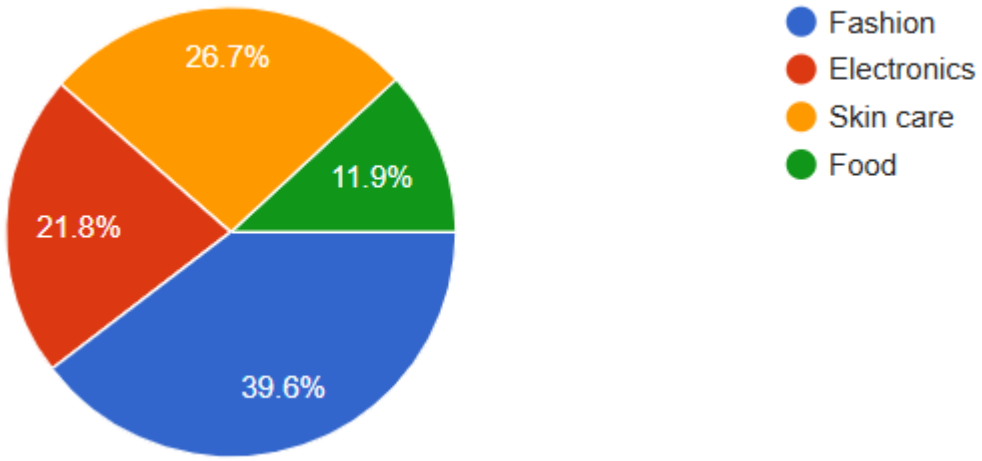

Figure 16Product Types That Drive Consumer Buying Decisions

As shown in the pie chart, fashion is the most influential product category, with 39.6% of respondents saying it affects their purchase intention the most. This is followed by skincare at 26.7%**,** and electronics at 21.8%. Food products influenced the least, with only 11.9%. This suggests that items related to personal appearance and style play a major role in consumer buying decisions.

4.1.5.2 Impact of Influencer Promotions on Daily Necessities Purchase

As shown in the **t**able and figure, the objective is to understand how much influencer promotions affect people's decision to buy daily-use products. The data helps measure whether consumers are likely to trust and purchase essential items like food, skincare, or hygiene products when promoted by influencers.

Table 17Impact of influencer promotion on daily necessities purchase

Influencer promotion Impact	No. Of Respondents
Yes	25.7
No	18.8
Sometimes	47.5

Never	7.9
Total	100

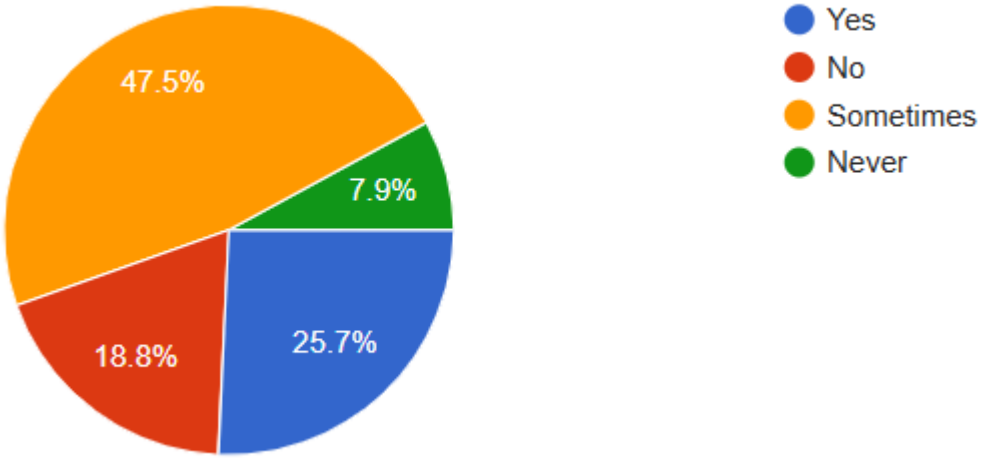

Figure 17Impact of influencer promotion on daily necessities purchase

As shown in the table and pie chart, 47.5% of respondents said they sometimes buy daily-use products promoted by influencers, while 25.7% said yes, showing a fair level of influence. 18.8% said no, and 7.5% said never, indicating that a smaller portion is not influenced. Overall, the data suggests that influencer promotions have a moderate impact on purchasing daily necessities.

4.1.5.3 Best-Suited Product Categories for Influencer Marketing

To identify which types of products gain the most consumer attention and trust when promoted through influencers.

Table 18product categories

Product categories	No. Of Respondents
Personal care	17.8
Clothing	33.7
Tech gadgets	25.7

All of the above	22.8
Total	100

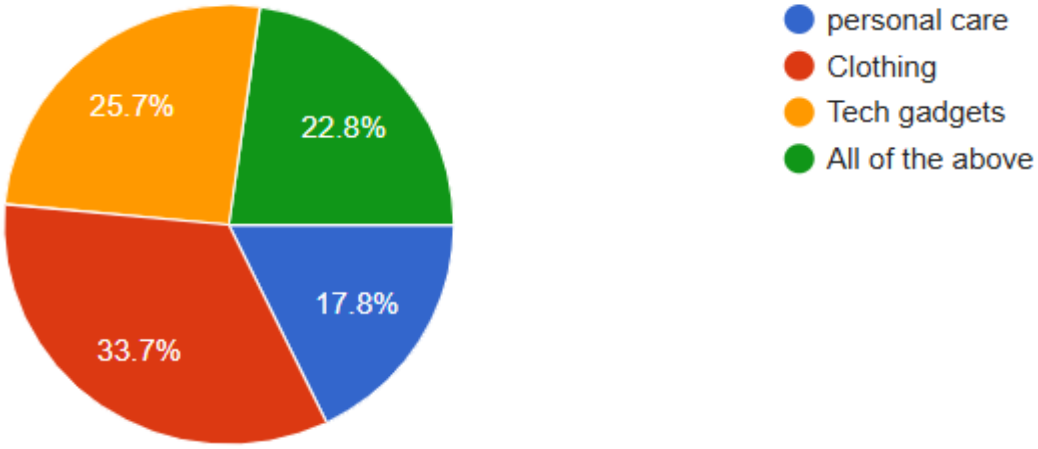

Figure 18product categories

The pie chart shows that clothing (33.7%) is the most preferred product category for influencer marketing, followed by tech gadgets (25.7%) and personal care (17.8%). About 22.8% of respondents trust influencers across all these categories. This indicates that influencers are especially effective in promoting fashion and tech products.

4.1.5.4 Consumer Trust Level in Reviews Based on Product Price

As shown in the given table and figure, the objective is to understand whether the price of a product (low-cost or high-cost) influences the level of trust consumers place in product reviews. It aims to measure if consumers rely more on reviews for expensive products, affordable ones, or both equally.

Table 19consumer trust level

Trust level of consumer	No. Of Respondents
Low cost	16.8
High cost	19.8
Both	51.5
None	11.9
Total	100

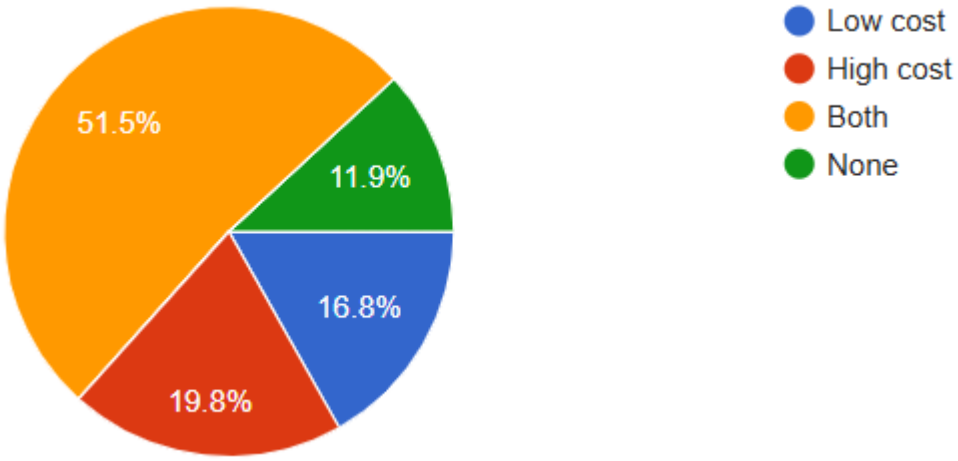

Figure 19consumer trust level

The pie chart shows that most consumers (51.5%) trust influencers for both low and high-cost products. About 19.8% trust them only for high-cost items, while 16.8% trust them for low-cost products. A smaller group (11.9%) does not trust influencers at all. This suggests that influencers are generally trusted across different price ranges.

4.1.6 Section 6: Influencers Credibility : Role of Influencer Transparency in Shaping Buying Behavior

4.1.6.1 To examine how influencer transparency affects consumer trust and influences their buying decisions.

Table 20Influencer Transparency

Transparency of Influencer	No. Of Respondents
A Lot	40.6
Somewhat	23.8
A Little	26.7
Not at all	8.9
Total	100

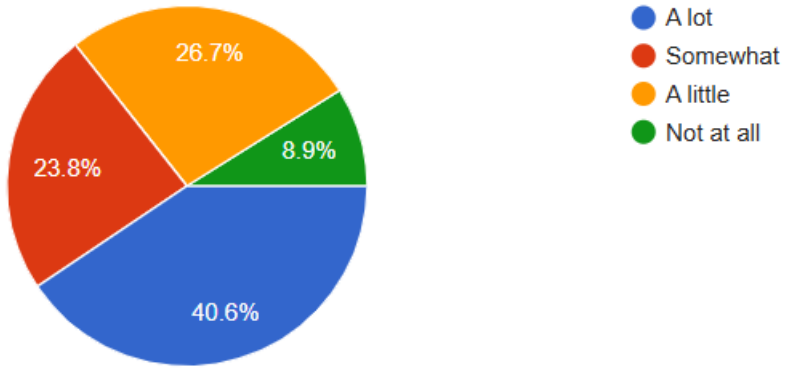

Figure 20Influencer Transparency

The pie chart shows that 40.6% of respondents believe influencers are very transparent, while 26.7% feel they are only a little transparent. About 23.8% think influencers are somewhat transparent, and 8.9% feel they are not transparent at all. This suggests that while many people trust influencers, a significant portion still questions their honesty.

4.1.6.2 Role of Expertise in Gaining Influencer Followers

The following table and pie chart helps to analyze how an influencer's expertise impacts their ability to gain followers and build trust among the audience, as reflected in the given table and figure.

Table 21Expertise Role

Audience Trust and Engagement"	No. Of Respondents
Yes	40.6
No	17.8
Sometimes	34.7
Not sure	6.9
Total	100

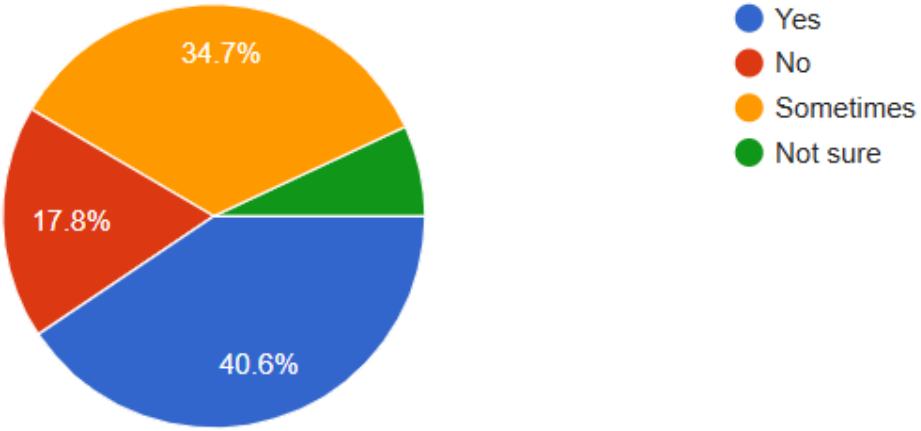

Figure 21Expertise Role

Table:20 Expertise role

The pie chart shows that 40.6% of respondents believe influencers positively impact audience trust and engagement. Around 34.7% think it happens sometimes, while 17.8% say no, and 6.9% are not sure. This indicates that most people see a connection between influencer activity and how much the audience trusts and interacts with brands.

4.1.6.3 Effect of Influencer Credibility on Buying Behavior

The following table and figure helps to assess how the credibility of influencers influences consumers' decisions to purchase products they promote.

Table 22Influencer credibility

Credibility Effect Of Influencer	No. Of Respondents
Very Likely	30.7
Likely	47.5
Unlikely	15.8
Very unlikely	6
Total	100

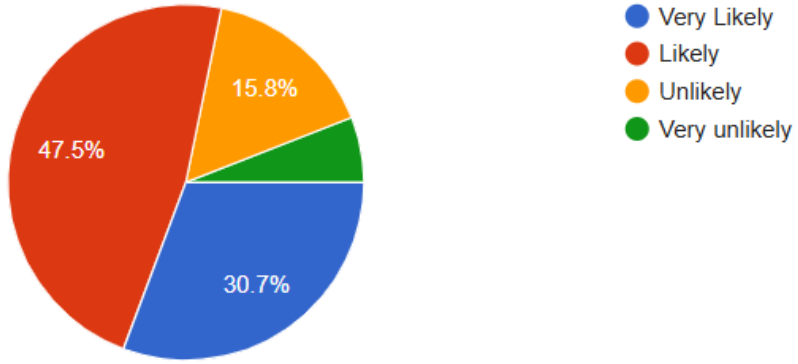

Figure 22Influencer credibility

The pie chart shows that 47.5% of respondents find influencers likely to be credible, while 30.7% believe they are very likely to be credible. About 15.8% consider them unlikely to be credible, and only 6% think they are very unlikely. This suggests that most people trust influencers and believe their recommendations are reliable.

4.1.6.4 Consumer Trust in Influencers Based on Sponsored Content Transparency

The table and figure show that clear disclosure of sponsorships increases consumer trust, while lack of transparency can lower it.

Table 23Influencer transparency

Respondents Trust	No. Of Respondents
Increases trust	50.5
No effect	28.7
Decreased trust	7.9
Not noticed	12.9
Total	100

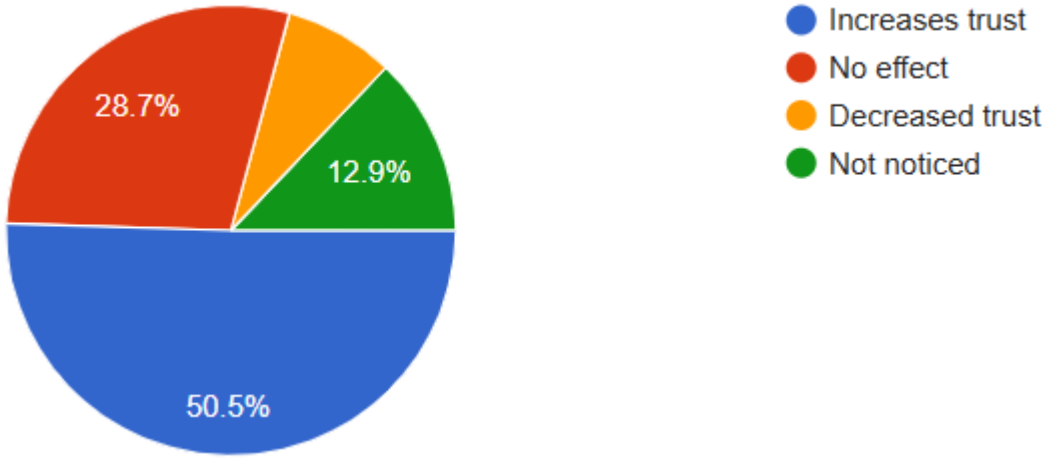

Figure 23Influencer transparency

The data shows that 50.5% of respondents feel that influencer marketing increases their trust in a brand. Meanwhile, 28.7% say it has no effect on their trust, and 7.9% feel it actually decreases their trust. About 12.9% have not noticed any change in their trust level. This indicates that influencer marketing generally helps build consumer trust, though its impact varies for some people.

4.2 Major findings

1. Majority of 66 percent of the respondents fall within the age group of 19–22 years.
2. Out of 100 percent of respondents, 58 percent of the respondents who responded to the questionnaire are female.
3. The entire group of responses belongs to the segment of students. Among them, 44 percent of the respondents were from the 3rd year of Bachelor level.
4. 51 percent of the respondents find high-quality influencer content very important in influencing their decisions.
5. 60 percent of the respondents value original and creative content from influencers.
6. Out of 100 percent of respondents, 64 percent value originality and creativity in influencer content.
7. Out of 100 percent of respondents, 36 percent are most influenced by informative content shared by influencers.
8. Out of 100 percent of respondents, 48 percent sometimes trust influencers, indicating moderate trust among the audience.
9. Out of 100 percent of respondents, 44 percent find instagram as the most influential platform.
10. Out of 100 percent of respondents, 41 percent engage on social media sometimes**,** showing moderate activity levels among users.
11. Out of 100 percent of respondents, 45.5 percent trust video platforms (like YouTube and TikTok) the most for product recommendations.
12. Out of 100 percent of respondents, 43.6 percent said that popularity sometimes affects their trust, showing that influencer fame has a moderate impact on consumer trust.
13. Out of 100 percent of respondents, 36 percent responded "No" and another 36 percent said "Maybe", showing mixed opinions on influencer endorsements.
14. Out of 100 percent of respondents, 53.5 percent agree that popular influencers promote better quality products, indicating a positive public view.
15. Out of 100 percent of respondents, 35.6 percent said influencer fame somewhat impacts their brand perception, showing a moderate level of influence.
16. Out of 100 percent of respondents, 39.6 percent said fashion influences their buying decisions the most.
17. Out of 100 percent of respondents, 47.5 percent said they sometimes buy daily-use products based on influencer promotions, showing moderate influence.

18. Out of 100 percent of respondents, 33.7 percent believe clothing **i**s the product category best suited for influencer promotion.
19. Out of 100 percent of respondents, 51.5 percent trust product reviews for both low-cost and high-cost items, showing that price does not significantly affect their trust in reviews.
20. Out of 100 percent of respondents, 40.6 percent believe that transparency matters a lot when it comes to influencer promotions, highlighting the importance of honesty in gaining consumer trust.
21. Out of 100 percent of respondents, 40.6 percent believe that an influencer's expertise plays a key role in building audience trust and engagement.
22. Out of 100 percent of respondents, 47.5 percent are likely to buy a product recommended by a credible influencer, showing that influencer credibility strongly impacts consumer purchase decisions.
23. Out of 100 percent of respondents, 50.5 percent said that transparency in influencer promotions increases their trust**,** showing that honest disclosures (like #ad) positively affect consumer trust.

CHAPTER V: SUMMARY AND CONCLUSION

5.1 Summary and Conclusion

Influencer marketing has emerged as a dominant strategy for reaching and engaging youth, especially through platforms like Instagram, TikTok, and YouTube. This study was conducted among college-going students to understand how influencers shape their buying behavior. A sample of 100 respondents was selected using the convenience sampling method. The data collection, analysis, and findings successfully fulfilled the research objectives.

Most of the respondents were active users of Instagram and trusted video-based content for product recommendations. Influencers were seen as credible sources, especially when they shared high-quality and original content. A significant number of students admitted to purchasing products promoted by influencers, particularly in fashion and skincare categories. They also believed that influencer transparency and expertise played a crucial role in their trust and engagement.

Overall, the perception of influencer marketing among youths is largely positive. Influencer content is considered engaging, trustworthy, and persuasive. Therefore, it can be concluded that influencer marketing is an effective digital tool for businesses aiming to target the youth segment and influence their purchase decisions.

5.2 Recommendation

Since influencer marketing is becoming one of the most effective forms of digital advertising, I would like to recommend businesses, influencers, and consumers to take this trend seriously and use it responsibly. In Nepal, influencer marketing has significantly grown in the last few years, especially among urban youth in cities like Kathmandu, Pokhara, and Chitwan. As more young consumers rely on social media for product recommendations, influencer marketing will continue to shape future buying trends. Therefore, some recommendations and practical tips are suggested below:

I would like to recommend some tips regarding effective marketing

- I’d like to recommend that influencers promote only those products that are genuine and personally used or tested by them.
- Influencers and brands must be honest about the product quality while presenting it on their social media posts.
- More brands should collaborate with influencers to promote essential products and services that can be accessed easily online.
- Influencer content should be creative, clear, and should have a positive impact on viewers rather than just focusing on sales.
- Influencers should maintain regular engagement with their audience to build long-term trust and transparency.
- The products promoted through influencers should be fairly priced and not overpriced just for brand image.
- Influencer marketing should continue evolving in Nepal to support digital convenience and e-commerce among youth.
- There must be strong trust and transparency between influencers, brands, and the audience to ensure ethical and meaningful marketing.

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APPENDIX

Survey Questionnaire

I am prabisha Sharma a BBA student at Nepal tourism and Hotel Management college affiliated with Pokhara university. I am currently conducting a research study on **"The Impact of Influencer Marketing on Youth Purchasing Behavior"** as part of my academic project. The main objective of this research is to understand how social media influencers affect the buying decisions of young people like you. I kindly request you take **just 3 to 5 minutes** of your time to fill out this short questionnaire. Your responses will be kept confidential and used only for academic purposes. Thank you in advance for your cooperation.

Regards,

Prabisha Sharma

NTHMC

BBA 6th Semester

Email: sharmaprabisha2061@gmail.com

Section 1: Background Characteristics

1. Age
   - Below 19
   - 19–22
   - Above 22
2. Gender
   - Male
   - Female
   - Prefer not to say
   -
3. Education Level [Bachelor]
   - 1st year
   - 2nd year
   - 3rd year
   - 4th year

Section 2: Content Quality

4. How important is high quality content from influencers in influencing your purchase decision?

- Very important
- Somewhat important
- Not important
- Not sure

5. Do you prefer influencers who create original and creative content?

- Yes
- No
- Sometimes
- Never

6. What type of content influences you the most?
   - Informative
   - Entertaining
   - Relatable
   - Aesthetic
7. Does consistent posting by influencer's impact your trust in their content?
   - Yes
   - No
   - Sometimes
   - Not sure

Section 3: Social Media Platform

8. Which platform do you follow influencers the most on?

- Instagram
- YouTube
- TikTok
- Facebook

9. How often do you engage (like, comment, share) with influencers on social media?

- Very often
- Sometimes
- Rarely
- Never

10. Which type of platform do you trust the most for product recommendations?
    - Video (YouTube, TikTok)
    - Image (Instagram)
    - Text (Twitter/X, Facebook)
    - None

Section 4: Influencer Popularity

11. Does the number of followers influence your trust in an influencer?
    - Yes
    - No
    - Sometimes
    - Not sure
12. Would you buy a product just because a popular influencer used it?
    - Yes
    - No
    - Maybe
    - Never
13. Do you agree that more popular influencers promote better quality products?
    - Strongly agree
    - Agree
    - Strongly disagree
    - Disagree
14. Does influencer fame affect your view of the brand they promote?
    - Very much
    - Somewhat
    - Slightly
    - Not at all

Section 5: Type of Product Promoted

15. Which product category influences your purchase intention the most?
    - Fashion
    - Electronics
    - Skin care
    - Food
16. Are you more likely to buy daily-use products promoted by influencers?
    - Yes
    - No
    - Sometimes
    - Never
17. Which kind of product do you think suits influencer promotion best?
    - Personal care
    - Clothing
    - Tech gadgets
    - All of the above
18. Do you trust product reviews more for low-cost or high-cost items?
    - Low cost
    - High cost

- Both
- None

Section 6: Influencer Credibility

19. How much does the honesty of an influencer matter in your buying decision?

    - A lot
    - Somewhat
    - A little
    - Not at all

20. Do you follow influencers who are experts in their field?

    - Yes
    - No
    - Sometimes
    - Not sure

21. How likely are you to buy a product recommended by a trustworthy influencer?
    - Very likely
    - Likely
    - Unlikely
    - Very unlikely
22. Does transparency in sponsorships (e.g., #ad) affect your trust?
    - Increases trust
    - No effect
    - Decreases trust
    - Not noticed

THANK YOU