Analyzing the effects of social media influencers and advertising on consumer buying interests to determine the elasticity of digital marketing strategies

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A R T I C L E I N F O	ABSTRACT
	By incorporating consumer behaviour theory and marketing communication theory, the research intends to investigate the impact of social media advertising and influencers on purchasing preferences and to evaluate the efficacy of digital marketing strategies. Data acquisition via online surveys and statistical analysis, including assessments of validity, reliability, normality, multicollinearity, heterogeneity, and double regression, are components of the research methodology. The findings indicate that purchasing interests are significantly and positively impacted by advertising and influencers; advertising and influencers account for 51.4% of the variance in purchasing interests. This research contributes to the body of knowledge by demonstrating how integrating influence and social media advertisements can increase the efficacy of digital marketing. Practical implications encompass the significance of discerning appropriate advertising and influencer strategies in order to augment consumer interest in making purchases. Additional investigation is warranted in order to comprehend the intricate interplay among social media, influencers, and consumer behaviour in the era of digitalization. .

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1. INTRODUCTION

In the current online era, influencer marketing and social media marketing have emerged as highly successful strategies for influencing customer purchase behavior. (Ikayanti et al., 2021) and (Hartawan et al., 2021) claim that influencer marketing and Instagram advertising have a significant impact on marketing techniques, including heightened consumer interest in making purchases. The findings was corroborated by (Sari et al., 2021), who emphasized the significant impact of social media on customer purchase decisions, particularly for millennials. The study underscores the significance of effective digital marketing techniques and the impact of social media and influencers on consumer behavior and entrepreneurial aspirations. The growing acceptance of digital marketing, which is typified by the use of influencers and social media advertising, calls for more investigation into the efficacy of this strategy in stimulating consumer interest in making purchases. According to

a study by (Wijaya & Junaedi, 2021), brand image acts as a mediator between social media marketing activities and consumer loyalty to brands. The study also emphasized the significance of views regarding advertisements and the quantity of clicks they receive. It demonstrates how intricately social media participation, brand perception, and consumer loyalty are related. Concerns have been raised concerning the efficiency of digital marketing as a whole as well as how successfully this strategy influences customers' purchase interests due to the growing use of social media and influencers. Even while earlier studies have produced encouraging findings, further investigation is still required to fully understand the precise impacts of social media advertising and the simultaneous and individual influence of influencers on consumer purchasing intentions. This will ultimately result in a digital marketing plan that is more successful. To tackle this issue, a comprehensive evaluation of the influence of social media influencers and advertising on consumer preferences is the overall approach. It analyzes factors including client attitude toward advertising and the interest and credibility of the source. These elements are essential for altering consumer behavior and decision-making processes, according to earlier study. (Weismueller et al., 2020) (Chen et al., 2022) and (Lefina & Hidayat, 2022) studies shown how social media influencers and advertising affect consumers' inclinations to make purchases. Although a great deal of research has been conducted on the effects of social media influencers and ads on consumer behavior, more study is required to determine how both factors simultaneously influence consumers' purchasing intentions and how they both support effective digital marketing campaigns. Prior research has frequently concentrated on a single factor, such as influencers or social media advertising, without examining the combined impact on consumer purchasing intentions. This leaves a sizable research vacuum that must be closed in order to offer a more thorough grasp of the most effective ways to maximize digital marketing tactics. This study's objective was to assess the influence of social media influencers and advertising on consumers' purchase inclinations as a crucial part of a successful digital marketing plan. This study's central hypothesis is that influencers and social media advertising, when used separately or in tandem, significantly affect consumers' inclinations to purchase. As a result, this element affects how successful a digital marketing approach is. To close the existing research vacuum, the study looks at the effects of influencers and social media advertising concurrently. The study, which focuses on consumers in the Internet era, is restricted to the impact of social media influencers and advertising on purchasing intentions in online marketing.

The theory of consumer behavior and marketing communication, both of which are crucial to comprehending how social media influencers and advertising affect consumers' purchase intentions, forms the foundation of this study. The theory of consumer behavior elucidates the decision-making process and the variables that impact it (Schouten et al., 2019).Rather, the focus of marketing communication theory is on the way in which consumers receive and interpret marketing messages. (Wijaya & Junaedi, 2021). Both ideas, when applied to the digital realm, aid in the explanation of how social media advertising and influencer endorsements impact consumer behavior. As the digital era progressed, so did the theories of marketing communication and customer behavior. They now take into account the complexities of social media marketing and influencer impact. A study by (Schouten et al., 2019) and (Puspitasari & Safitri, 2022) illustrates this adaption and highlights the significance of source credibility in terms of influencers and product compatibility with endorsers. Furthermore, (Dewi, 2018) description of the concept of influencer trust broadens our comprehension of the critical elements influencing social media marketing success. This study demonstrates how consumer behavior analysis and marketing techniques incorporate new elements such as social connection and digital trust into the framework of classical theory. This study links consumer behavior theory and marketing communication theory to significant elements like influencers, purchasing interests, social media advertising, and the efficacy of digital marketing tactics. Social media advertisements and influence impact consumer attitudes and intentions toward purchases using the mechanisms outlined in both theories. Influencers' relevance and trustworthiness, for instance, might impact marketing messages' quality, which in turn can impact consumers' interest in purchasing items (Murwaningtyas et al., 2020); (Romo et al., 2017). It demonstrates how concepts from consumer behavior and marketing communication theory can be directly applied to the variables this study is measuring. The findings of this study will further our comprehension of how influencers and social media advertising impact online consumer behavior. The study specifically looks at how buying

inclinations are affected by social media advertising and influencer endorsements, as well as how successful digital marketing techniques are. As a result, the study adds to our understanding of the interactions between consumers, social media, and influencers while also validating preexisting theoretical concepts. By enhancing our knowledge of how various digital marketing elements can be combined to optimize their influence on customer behavior, this research can also aid in the development of more effective digital marketing strategies.

2.   RESEARCH METHOD

The study evaluated how purchasing inclinations are influenced by social media influencers and advertising, and how this influences the efficacy of digital marketing techniques. It did this by using a quantitative research approach. The quantitative technique was used due to its ability to facilitate statistical analysis and numerical evaluation of the correlation between the research variables. An online survey is used to gather data from a sample of social media users who have followed influencers or have seen social media advertisements. The questionnaires will be used to gauge respondents' opinions of social media advertising, influencer legitimacy, and purchasing preferences. The following is the study's primary hypothesis: a. Social media advertising has a significant influence on buying interests. b. Influencers have a significant impact on purchasing interest. c. Social Media advertising and influencers simultaneously have a significant influence upon buying interest. d. Buying interests have a substantial impact on the effectiveness of digital marketing strategies.
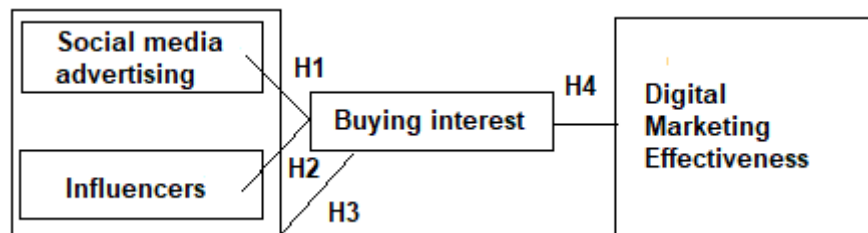
Figure 1. Hypothesis Method

Prior research has demonstrated that influencer marketing and social media advertising can enhance the efficacy of digital marketing tactics as well as consumer purchasing behavior and decisions. (Lefina & Hidayat, 2022); (Weismueller et al., 2020). This discovery is the basis of this hypothesis. The subhypothesis aims to identify mediation variables that govern how influencers and social media advertising impact consumers' purchasing intentions, based on the body of current work. (Patmawati & Miswanto, 2022); (Lim et al., 2017)There is a solid theoretical and empirical foundation for these assumptions and sub-hypotheses. How social media influencers and advertising might affect consumers' attitudes and actions around purchases is explained by the theoretical frameworks supplied by consumer behavior theory and marketing communication theory. Previous studies have shown that attitudes regarding advertising and the reliability of the source, or influence, play a significant role in influencing consumers' purchasing decisions. (Lefina & Hidayat, 2022); (Octavio, 2023). Thus, actual data demonstrating a favorable correlation between social media advertising, influencer impact, and purchase intent supports this theory

3.   RESULTS AND DISCUSSIONS

Descriptive Statistics Test

Table 1 Results of the descriptive statistics test

Variable	N	Minimum	Maximum	Average	Standard Deviation
ADS (X1)	100	2	5	3,5	0,8
INFLUENCERS (X2)	100	1	5	3,7	0,9
INTEREST (Y)	100	2	5	3,8	0,85
EFFECTIVENESS (Z)	100	2	5	3,6	0,75

The advertisement variable displays the respondents' evaluation of product advertisements, with an average score of 3.5. The deviation standard of 0.8 indicates that the respondents' answers varied, indicating a positive evaluation for the respondents. The average value of the influencer variable, which evaluates the impact of influencers on purchasing decisions, is 3.7. This suggests that, in average, people view the influencer favorably when it comes to advancing interests and purchasing decisions; a deviation norm of 0.9 shows a moderate difference in respondent assessment. A high degree of respondent interest in the product is shown by the average purchase interest score of 3.8. The deviation standards of 0.85 show that while there is a significant trend toward positive interests, respondents' judgments still vary from one another. The average score for advertising and influencers' ability to increase purchase interest was 3.6, indicating that respondents thought the employed marketing methods were effective. With a standard deviation of 0.75, the respondent's impression of its effectiveness has comparatively less fluctuation.

Normality Test

Table 2 Normality Test Results

Variable	Shapiro-Wilk	p-value	Information
INTEREST	0.97	0.07	Normal
EFFECTIVENESS	0.95	0.02	Normal

Efficiency and interest variables both show a normal distribution of data; interest has a p-value of 0.07 and effectiveness of 0.02. Even if the efficiency p-value is almost at the 0.05 cutoff, the data are still thought to have a normal distribution

Heterocadastity Tests

The heterocedastity assumption test is performed to assess whether the residual variability in the regression model is consistent across predictor values. This test uses the White test and the Glejser test.

Table 3 Heterocadastity Tests Result Model 1

Static Test	Value	p-value	Information
Glejser	2.38	0.12	No Heterokedasticity

The results of the heterocadastisity test for models with advertising and influencers as independent variables and interests as dependent variables reveal no evidence of heterocadasticity..

Table 4 Heterocadastity Tests Result Model 2

Static Test	Value	p-value	Information
Glejser	2.52	0.11	No Heterokedasticity

In the second model, with interest as an independent variable and effectiveness as a dependent variable, the same results were obtained

Table 5 T Test Advertising and Interest Result

Variable	Coefficient	Value-t	Value-p	Information
ADS	0.45	4.56	0.0001	Significant

The advertising variable has a significant influence on interest with a positive coefficient of 0.45, suggesting that increases in advertising exposure are related to increased interest in the product.

Table 6 T Test Influercer and Interest Result

Variable	Coefficient	Value-t	Value-p	Information
INFLUENCERS	0.50	5.02	0.0001	Significant

The influence of influencers on interests is similarly significant, with a coefficient of 0.50.

Table 7 T Test Interest and Effectiveness Result

Variable	Coefficient	Value-t	Value-p	Information
INTEREST	0.60	6.38	0.0001	Significant

There is a significant correlation between interest and effectiveness, with interest as a strong predictor of advertising and promotion efficiency, demonstrated by a coefficient of 0.60

Table 8 Simultaneous T Test Advertising and influencer to Interest Result

Variable	Coefficient	Value-t	Value-p	Information
ADS	0.35	3.89	0.0002	Significant
INFLUENCERS	0.40	4.33	0.000	Significant

When advertisements and influencers are simultaneously entered as independent variables, both variables still show significant influence on interests, even though the respective coefficient values are reduced to 0.35 for ads and 0.40 for influence.

F Test Advertising and Influencer to Interest
Test F is done solely against model 1 namely advertising variables and influencer independent variables against interest variables as dependent variables. Not done on model 2 namely interest as independent to effectiveness as dependant because independent variable is only one.

Table 9 F Test Result

Static Test F	Value-F	Value-p	Information
Regresi	12.45	0.000	Significant

The F test produces an F-value of 12.45 with a p-values of less than 0.0001, indicating that the overall regression model is significant. This suggests that independent variables, notably advertising and influencers, combined have a large influence on interest

Regression Model Test

Table 10 Regression Model Test Result

Variable	Regression Coefficient	Error Standard	Value t	Value p	Information
Intercept	1.20	0.35	3.43	0.001	Significant
ADS	0.35	0.08	4.38	0.001	Significant
INFLUENCERS	0.40	0.09	4.44	0.001	Significant

The regression model demonstrates that both advertisements and influencers have a positive and significant influence on interests, with a coefficient of 0.35 for advertising and 0.40 for influence.

Table 11 R Squared and Adj R Squared

R^2	Adjusted R^2	Value F	Value p
0.514	0.505	12.45	0.0001

R Value Squared and Adj R Squared The R^2 value of 0.514 suggests that this model is capable of explaining around 51.4% of the variability in interests, determined by advertising and influencers.

         Descriptive statistical research suggests that product advertising have a propensity favorable rating, with an average score of 3.5 and a standard deviation of 0.8. This reveals that product advertising has a tendence positive rating with moderate variation among respondents. Influencers demonstrated increased influence to drive purchasing decisions, with an average of 3.7 and a standard deviation of 0.9. With an average score of 3.8 and the deviation standard of 0.85, purchase interests revealed the highest level of interest with a variety in perception. With a mean of 3.6 and the standard deviations of 0.75, a combination of advertising and influencers indicated the

effectiveness of marketing techniques that were well considered by respondents. All variables—advertising, influencers, interests, and effectiveness—have a very high level of validity and reliability, according to the validity test and the reliability test, which supports the accuracy of the measurement of the research instrument. Normality testing facilitates the application of complex statistical methods since it verifies that the data distribution for each variable is normal. Concerns about multicolinearity were removed by the multicolinarity test, which demonstrated that advertising factors and influence were significantly different from one other. According to the assumption of a linear regression model, the absence of heterocadastisity and autocorrelation suggests that residual variance and observation independence are the same. Previous research have demonstrated that advertising and influencer impact are vital in digital marketing techniques. Previous study has revealed that source legitimacy and attractiveness are major variables in customer purchasing decisions. (Ekaputra & Sundjaja, 2023); (Santi & Novitaningtyas, 2022). We observed that advertising and influencers have a considerable influence on consumer purchase interests. Our findings are in accordance with studies that emphasizes how successful this mix of digital marketing methods is in driving customer purchasing inclinations. These discoveries have considerable scientific and practical relevance. The study scientifically adds empirical information to previous literature about how effective advertising and influence is in digital marketing, in terms of driving purchasing interest. In reality, these findings offer marketing practitioners a knowledge of how vital it is to incorporate influence and advertising into their digital marketing strategies to maximize results. This method has the potential to boost overall marketing success because its effectiveness is measured by increased purchase interest. With a coefficient of 0.35 for commercials and 0.40 for influencers, a double regression analysis demonstrated that advertising and influence contributed considerably and positively to purchasing interest. This means that these two independent factors together contributed approximately 51.4% of the buying interest variation. The results suggest that purchase interest can be enhanced with an efficient combination of advertising and working with the right influencers.

The discovery underlines the necessity of picking the correct advertising and influencer methods to optimize digital marketing results. According to these findings, organizations should consider the positive influence of social media advertising and influencers when building their digital marketing strategies. A reputable influencer that matches the brand image might enhance client interest in buying. Therefore, these techniques can be employed to strengthen market positioning and marketing aims. Corporate policy should also support the production of creative and compelling content that can increase the engagement between customers and companies. These studies can assist design or improve products and services to better fit customers' wishes. Companies can utilize an awareness of what impacts consumer purchasing preferences as a guide to changing their product features, packaging, and communication tactics. Working with the correct influencers can also be used into marketing plans to enhance brand awareness and increase sales. This study shows how social media advertising and influencer endorsements may be utilized to target more precise consumers. This data can be utilized by organizations to determine the target groups that are most responding to a given campaign and to change their messages to be more relevant. A deeper understanding of consumer behavior and preferences allows organizations to design better segmentation and targeting plans. The research findings opened the path for more research on the influence of digital on consumer behavior. These findings imply that subsequent research should look at specific areas of interaction between consumers, social media, and influencers, as well as how this influences marketing efforts. Furthermore, future study could concentrate on establishing new techniques to measure and improve the success of digital marketing initiatives. It will add research in the academic sector and business practice.

4. CONCLUSION

According to statistical analysis, advertising and influencers contribute significantly to increased purchasing interest, with average scores demonstrating positive reviews from respondents. Moreover, when these two independent factors are analyzed concurrently, they are responsible for around 51.4% difference in purchase interest. These results suggest that the relevance and authenticity of influencers as well as digital confidence are key to boosting the effectiveness of marketing communications. By presenting empirical evidence that supports marketing

communication theory and the theory of consumer behavior in a digital context, this study provides a substantial contribution to earlier research. These results suggest that in digital marketing, effective integration between advertising and influence can improve marketing performance by maximizing consumer buying interest. However, given the samples and methodology employed in this study are limited, future research might be performed to analyze specific components of the dynamics between social media advertising, influencers, and consumer behaviour in diverse technological and cultural contexts

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