

Effect of Digital Marketing on the Young Consumers

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Abstract: *A new digital marketing tool that has emerged today is that of social media influencer marketing. Social media influencers are those individuals who shape consumers perceptions regarding a brand or product through photos, videos and other updates on social media platforms. This research paper is an attempt to identify the effect of various attributes of social media influencers on their credibility and eventually on purchase intention of consumers in Panvel, India. An online questionnaire was used to collect data through Google Forms and the size of the sample was 25. The findings reveal that trustworthiness, information quality and entertainment value have significant direct effects on the credibility of influencers as well as significant indirect effects on the purchase intention of consumers. Also, the purchase intention of consumers is directly affected by an influencer's trustworthiness and credibility.*

Keywords: digital platform, Social media, Digital Marketing

