Impact of Social Media Influencers on the Society

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Abstract

This research investigates how social media influencers impact the actions of users, particularly in promoting behaviors such as making donations, participating in events, or offering support. The study uses a quantitative survey method, targeting social media users aged 14 and above living in Kolkata. A total of 114 participants were selected using convenience sampling, and data was collected through a structured questionnaire featuring scale-based questions to assess both behavioral responses and opinions regarding influencers. The questionnaire was organized into three sections: basic demographic details, actions influenced by influencer posts, and perceptions of influencers' roles in society. The gathered data was analyzed using descriptive statistics to highlight trends, while correlation and regression analysis were applied to explore relationships and predict behavioral outcomes based on variables like platform usage and user perception. The results indicate that influencers play a noticeable role in shaping user behavior, with meaningful connections observed between how users perceive influencers and whether they take action in response to their content. This study provides valuable insights into the dynamics of digital influence, offering practical implications for marketers, non-profit organizations, and researchers interested in how online personalities affect real-world decisions.

Keywords: Consumer Behaviour, Social Media Influence, Commodity Markets.

Introduction

The rise of friendly media has transformed by what method individuals write, combine, and consume news. One of the most powerful experiences within this mathematical countryside is the rise of social publishing influencers—things who influence floors like Instagram, TikTok, and YouTube to shape opinions, build societies, and advance brands. With increasing count on peer recommendations over established announcement, influencers have become important in forming consumer determinations, exceptionally regarding exclusive and indulgence products. This paper surveys by means of what social radio influencers rationally impact services behaviour, especially in the framework of high-priced purchases, and examines their role as clever assets in new shopping.

From a sociological viewpoint, the influence of public radio personalities may be assumed through the lens of group movement, hierarchy, and cultural use. Their curated behaviors, frequently marked by wealth, uniqueness, and aspirational content, set the standard for what is seen as advantageous or successful. This forms a form of friendly comparison, where backers, intentionally or unconsciously, measure their own lives against the tastemaker's imitated reality. In many cases, purchasers incorporate within one's self these lifestyles as standards, superior them to join their buying decisions accompanying

the seen expectations of their mathematical peer groups.Moreover, the phenomenon of influencers intersects accompanying the idea of identity composition. In postmodern services culture, things frequently express themselves and their social rank through the brands they wear or use. Influencers cause the construction of services identities by composing certain output as characters of taste, class, or individuality. Specifically accompanying expensive merchandise, influencers present these articles not merely as production, but as essential parts of a wanted lifestyle or public standing. In achievement, they reinforce patterns of hierarchy and educational capital, perpetuating a phase where material consumption is balanced accompanying personal worth and kinship.

The psychological methods behind tastemaker impact are rooted in intelligent biases, poignant resonance, and behavioural adaptation. An individual of the most outstanding beliefs relevant to this framework is Bandura's Friendly Learning Hypothesis, which posits that folk gain behaviours by observing possible choice, particularly those they admire or view as duty models. Influencers, the ones frequently perceived as identifiable still aspirational figures, serve as aforementioned models. Their constant presentation of expensive brands and luxurious occurrences nurtures an environment where supporters are more likely to reproduce these devouring patterns, believing it will yield identical behavior rewards.Another psychological idea at play is the parasocial relationship—a biased emotional bond that forms accompanying media traits. These friendships can foster trust and confidence, making members more receptive to advice and endorsements. When a tastemaker recommends or uses a high-priced output, followers frequently define it as a personal approval alternatively a compensated advertisement, considerably growing the product's seen believableness and value. This affecting link can override realistic economic judgment, chief buyers to make extreme-advantage purchases that they may not alternatively deem.Moreover, the shortage and uniqueness often stressed by influencers produce psychological experiences to a degree FOMO (Fear of Missing Out) and the shortage curious, where users appoint more value to articles that perform limited or precious. Influencers strategically use these triggers—restricted-period offers, exclusive cooperations, indulgence brand mentions—to create a sense of importance and worth. This manipulates services behaviour in favour of offhand, high-stakes purchases, further sealing the tastemaker's role in forceful business-related decisions through subjective influence.

From a shopping standpoint, public publishing influencers are a vital enlargement of brand plan and digital displaying. Brands progressively allocate abundant portions of their shopping budgets to influencer participations on account of their ability to give address, authentic date. Different traditional heroes, influencers frequently occupy alcove markets and support societies with particular interests, admitting brands to connect with very appropriate audiences. This data processing machine-point or direct at a goal enhances campaign effectiveness, particularly when promoting extreme-check items that demand a tailor-made approach to appeal to wealthy or aspirational shoppers.Influencers also present image of effective storytellers. Their ability to mix output into personal stories adjoins depth and relatability to shopping ideas. For instance, a fashion tastemaker tiring a designer evening bag as unspecified a "day-in-the-life" program softly normalizes indulgence consumption, making it perform achievable and justified. This form of native billing—seamless, non-obtrusive brand integration—outperforms conventional advertisement in date and conversion, specifically with younger head count the one distrust overt monetary to foreshadow. Furthermore, influencers specify determinable ROI through affiliate links, discount codes, and platform data, admitting brands to track the direct impact of bellwether campaigns. The accomplishment of these strategies, particularly accompanying luxury and high-priced fruit, illustrates by virtue of what influencers not only shape services psychology but further drive concrete business effects. Their capability to bridge

authenticity accompanying aspirational shopping create them necessary in the progressing landscape of mathematical business.This multi-disciplinary reasoning sets the base for a deeper exploration into the complex subjective impact public media influencers apply on users, particularly having to do with extreme-value purchases, and climaxes their clever significance in new shopping ecosystems.

Literature Review-

Various researchers have explored how social media influencers psychologically impact consumer behaviour, particularly in promoting the purchase of expensive and luxury goods. Here are some notable scholars and contributors:

Cornelia Pechmann & C Shih (1999) Focused on effects of advertising and social media on consumer behaviour, especially among adolescents. The paper examined how social media influences health-related behaviours and developed interventions like "Tweet2Quit" for smoking cessation. The paper concluded that teenagers are especially influenced by curated luxury content; influencers can instill brand aspirations that translate into real-world purchases.**Tanya Chartrand(1999)**Studied non-conscious mimicry ("chameleon effect") in social and brand interactions. The paper stated that Consumers naturally mimic influencers' preferences and behaviors—especially when they admire the portrayed lifestyle—often subconsciously driving luxurious purchases. **Thomas O'Guinn & Muniz A.M (2005)** Co-developed the concept of "Branding Community" and studied how media influences consumer perceptions and behaviours. He stated that Social media influencers foster micro-brand communities that emotionally bond followers—particularly in premium or aspirational product categories. **Ana Valenzuela(2009)** Explored how anthropomorphism and haptic feedback in technology interfaces influence consumer decisions. The paper concluded that Cultural differences shape how consumers emotionally connect with influencers, mediating their susceptibility to influencer-led marketing of costly goods. Research by **Freberg et al. (2011**) introduced the concept of parasocial interaction, where followers feel emotionally connected to influencers. It impacts the brand attitudes and purchase intentions of the consumers. **Alice E. Marwick(2013)** explored how influencers actively craft micro-celebrity personas and self-branding strategies on social media. The paper concluded that followers are drawn to these curated identities, which reinforce aspirational values and encourage consumers to emulate the lifestyles, often through luxury purchases. **Khamis et al**. (2017) emphasizes the influencer economy as part of the broader gig economy. In this case the social media influencers try to promote and monetize their personal branding and creative content. According to **Boerman et al (2017)** the rapid growth of influencer marketing has raised ethical concerns, such as deceptive advertising and unregulated content. Contents of influencers can significantly affect stock prices and consumer trust, highlighting the need for clearer advertising standards and regulations. **Marijke De Veirman et al (2017)** Focused on influence of follower count and perceived popularity on luxury brand endorsement. They derived that higher follower counts and popular appeal positively shape brand attitude. **Casaló Flavián et al (2018)** identified key influencer traits (e.g., expertise, attractiveness) that drive luxury purchase intention. According to **Lou & Yuan (2019)** Influencers with higher perceived authenticity often have more significant impacts on their followers' purchasing decisions, especially in sectors like fashion, beauty, fitness, and tech. **Yufei Li(2021)** analysed how factors like social development and cultural influences drive luxury purchasing behaviours. These researchers provide a comprehensive understanding of the psychological mechanisms through which social media influencers affect consumer behavior, especially concerning luxury and high-end product purchases.

LITERATURE GAP:

On the basis of the above mentioned literature, the study on the impact of social media influencers on the society of a metropolitan city like Kolkata is missing. Being one of the oldest city of India, it holds a tradition in its own way. Recently Globalisation is getting blended with that traditional heritage. Hence to capture that impact, this paper takes up such Study.

OBJECTIVE:

The basic objectives of the paper is to

1. assess the pattern of target audiences for social media influencers.
2. identify behavioral factors (trust, emotional connection, perceived credibility) that influence consumer behaviour.
3. evaluate the impact of influencer promotions on purchase decisions.

METHODOLOGY:

The study is descriptive with analytical research design. The descriptive component aims to present a detailed account of individuals' responses regarding the influence of social media. It examines patterns and relationships between demographics, actions taken and perceptions of influencer impact. The study employed a quantitative research approach, utilising a primary survey-based method to collect numerical data regarding individuals' actions and perceptions influenced by influencers. This approach allows for measurable and statistically analyzable insights into behavioral patterns and opinions. The target audience consists of active social media users aged 14 and above in Kolkata,India. The study focused on users who regularly engage with content from social media influencers across platforms like Instagram, YouTube, Snapchat, Facebook, Twitter (X). A non-probability convenience sampling technique was used. The method involves selecting respondents who were easily accessible and willing to participate in the study. Although this approach may limit generalizability, it is effective for exploratory research and when reaching a broader, diverse audience online. Data was gathered using a structured online questionnaire created through Google Forms. The survey consisted of close-ended questions, and had received 114 responses. The collected data was analysed using descriptive statistics. Descriptive statistics, such as frequencies, percentages, standard deviations, were used to summarize demographic details and general responses patterns.

RESULT & ANALYSIS

Analysis of Objective 1-

To assess the pattern of the target audiences, the demographic aspects of the respondents were evaluated.

Demographic Aspect-

Starting with age, the responders were categorized into four age groups, 15-18, 19-30, 30-40 and 41 and above. The largest group of responders fell in the 19-30 category (44.8%), followed by 31-40 (24.6%), then the 15-18 category (20.1%) and finally 41 and above (10.5%). It indicates that the young generation is the main target audience of the social media influencers.
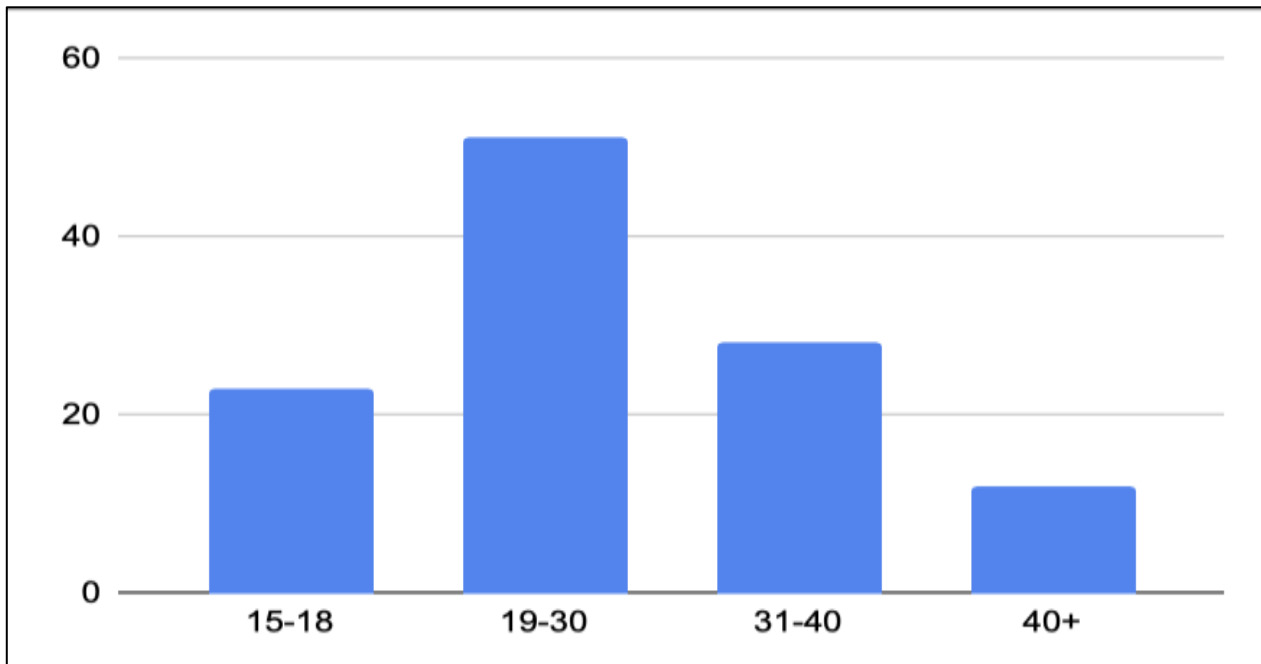
Figure 1- age of the respondents (Sources- sample survey by the authors)

Coming to the gender part, in the studied sample, 43.9% were females, 54.4% were males and 1.8% preferred not to say.

Participants reported their current occupation, which was categorised into, Student, Unemployed, Service, Homemaker, Self-Employed.
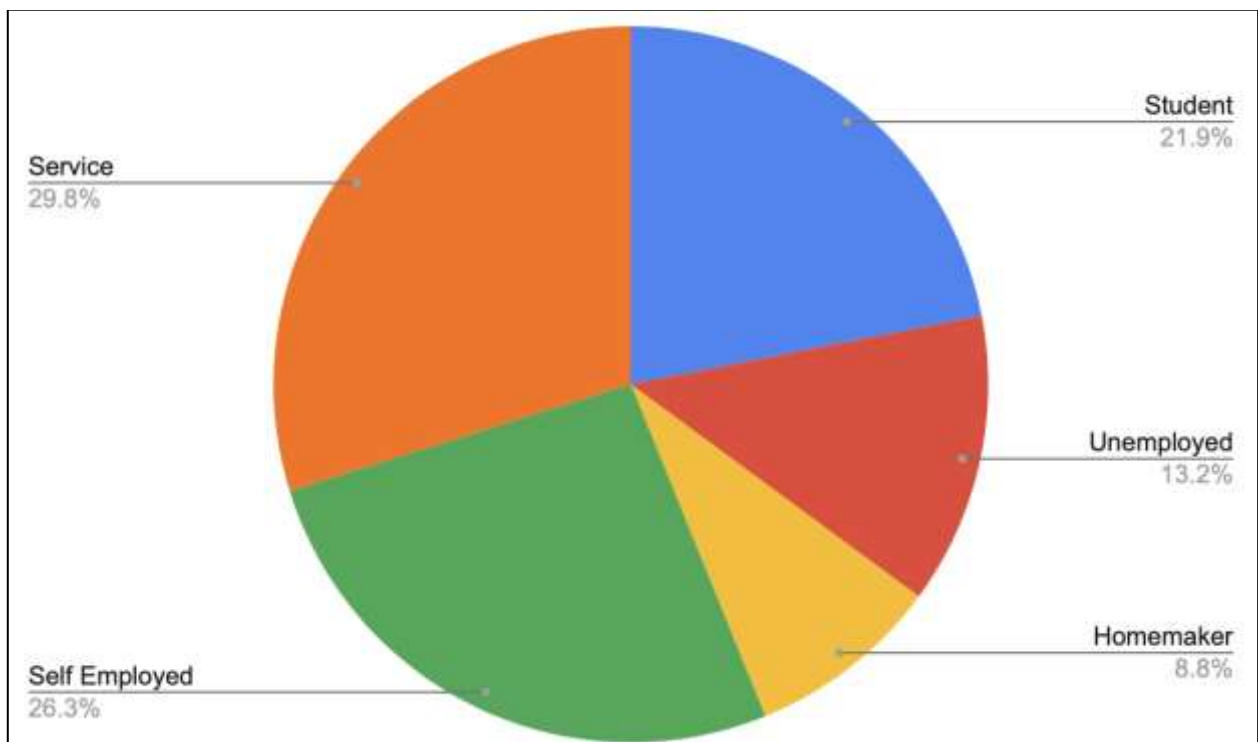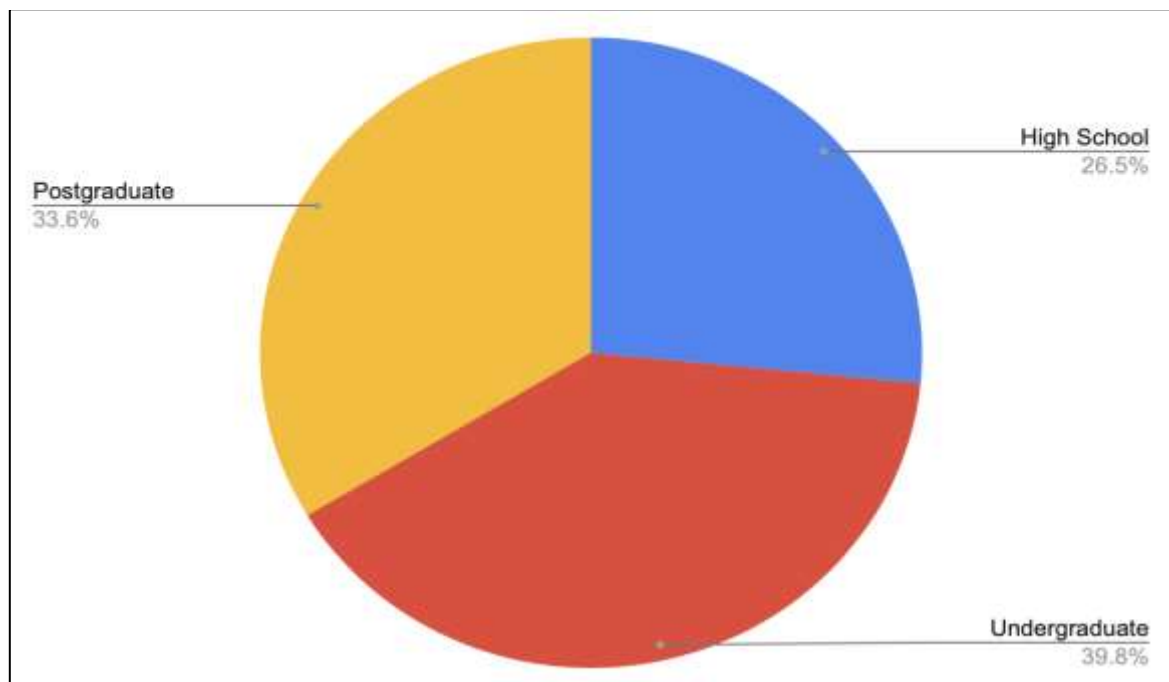

Figure 2- Occupation of respondents (Sources- sample survey by the authors)

Out of the total respondents, 25 were students, 15 were unemployed, 10 were homemakers, 30 were self-employed, and 34 were engaged in service-related occupations.

Participants reporting their highest level of education, categorised as:

● High school or below
● Undergraduate Degree
● Postgraduate Degree or above

The largest group had Undergraduate Degrees (40.4%), followed by Postgraduate Degrees (33.4%) and High School or Below (26.3%).
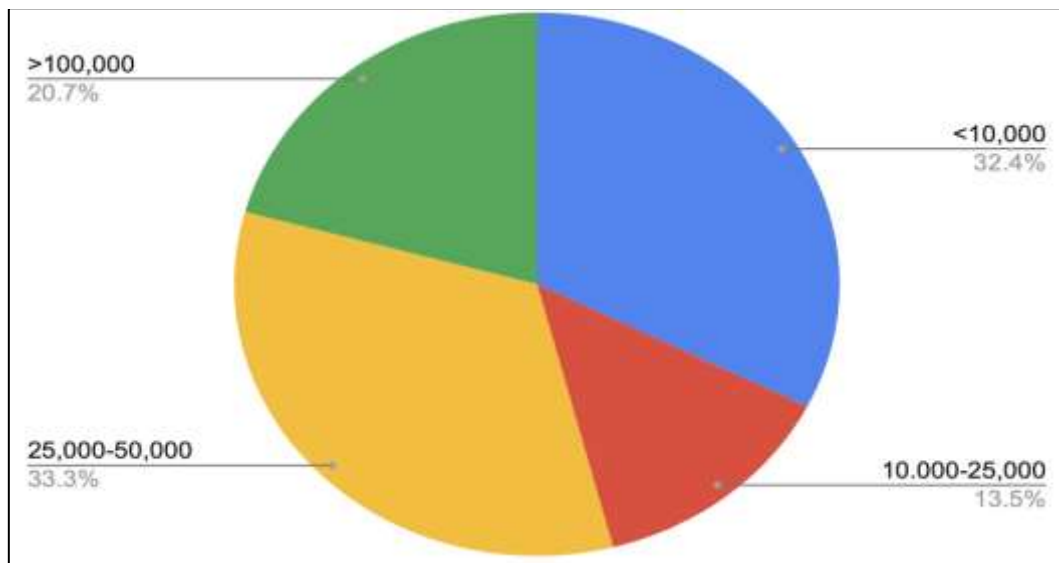

Figure 3- Education of respondents (Sources- sample survey by the authors)

Respondents were asked to report their approximate monthly income. Their responses were categorised into the following brackets:

● <10,000
● 10,000-25,000
● 25,000-50,000
● >1,00,000

The Largest income bracket was 25,000-50,000 comprising 33.33% of the responders, followed by <10,000 at 32.4%. The lowest income group was 10,000-25,000 at 13.5%. 23% of the responders fell into the bracket >1,00,000 (20.7).

Figure 4- Income of respondents (Sources- sample survey by the authors)

Analysis of Objective 2-

In the next part Participants were asked about their behavioral part.

Behavioural Aspect-

The respondents were asked their daily time consumption on social media. Their responses were categorized as follows:

- Less than an hour
- 1-3
- 3-6
- 6-12

Out of the total respondents, 25 were students, 15 were unemployed, 10 were homemakers, 30 were self-employed, and 34 were engaged in service-related occupations.

Among the respondents, 29 use social media for less than 1 hour, 35 respondents were active on social media between 1 to 3 hours, 40 spent 3 to 6 hours, and 10 respondents spent between 6 to 12 hours.
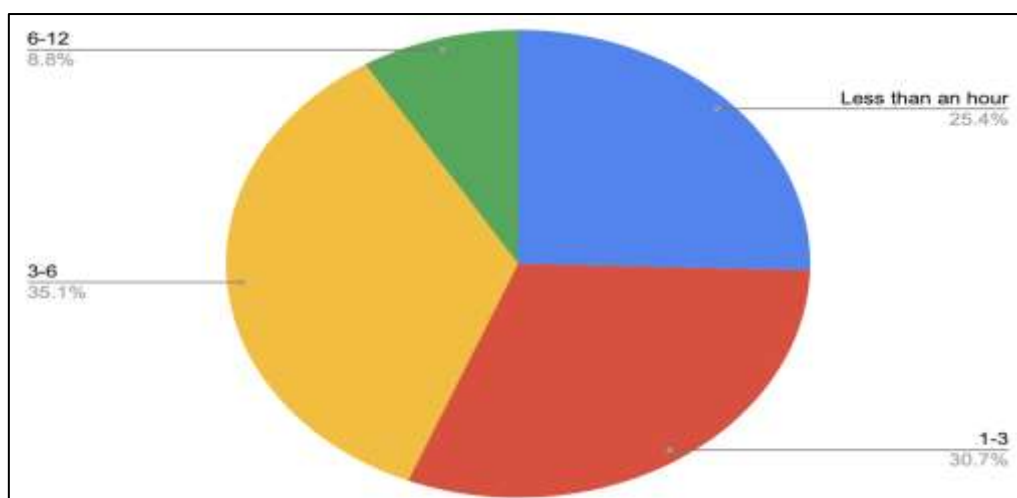
Figure 5- Time spent by respondents on social media (Sources- sample survey by the authors)

Respondents were questioned about their most frequently used platforms on social media. They revealed that the most used app was Instagram; followed by YouTube, Facebook, Snapchat, Twitter, Reddit, Pinterest, Linkedin, VSCO, Google and Telegram.
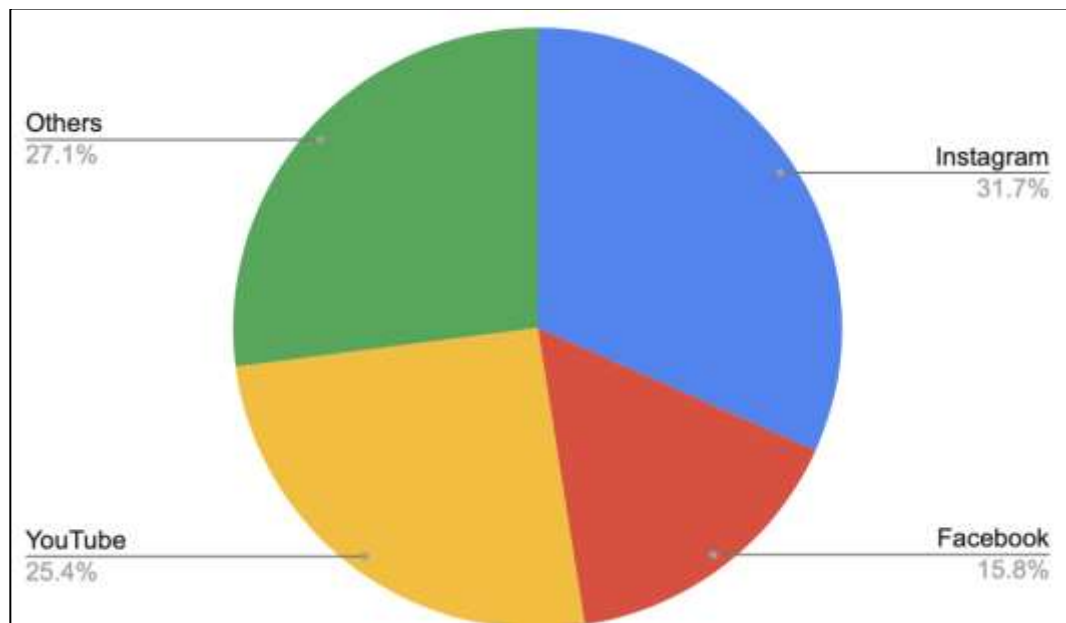
Figure 6- Most used app (Sources- sample survey by the authors)

Participants were asked if they follow any social media influencers. The responses reveal that a large proportion of the sample (87.7) engages with at least a single social media influencer content on platforms like Instagram, YouTube or Facebook. The rest of the others responded that they randomly use it without following any particular one. It indicates their indifference in those influencers.

For Participants who answered YES to following influencers, a follow-up question was asked

"How many influencers do you actively follow?" the responses were categorised as:

- 1-5 influencers- 32.4%
- 5-10 influencers- 41.2%
- More than 10 influencers- 26.5%

This distribution shows that most influencer-following participants tend to follow 5–10 influencers, indicating moderate engagement with online influencer content. A notable proportion (26.5%) follows more than 10 influencers, which suggests high engagement with influencer marketing or content.

Participants who reported that they follow social media influencers were asked about the platform through which they follow influencers the most. Their responses were categorized as:

- Instagram
- YouTube
- Snapchat
- Others

Study shows that instagram is the most followed platform.
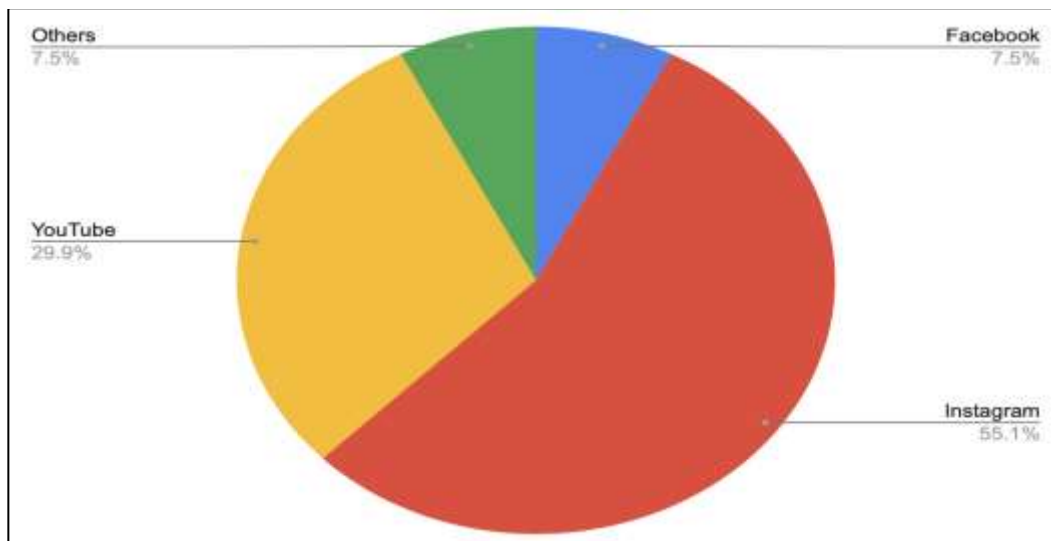
Figure 7- App in which they follow influencers the most. (Sources- sample survey by the authors)

Participants who reported following social media influencers were also asked:"What type of influencers do you follow most often?"

The responses were categorized into the following types:

- Fashion/Lifestyle/Beauty
- Tech/Gadget reviewers
- Fitness/Health
- Food Bloggers/Chef
- Travel Influencers
- Finance/Business
- Comedy/Entertainment
- Educational/Study Content Creators
- Others

Study reveals that the most followed genre is lifestyle contents followed by comedy or entertainment content. Food blogging and health fitness content are also quite popular. It depicts the behavioural pattern of the population.
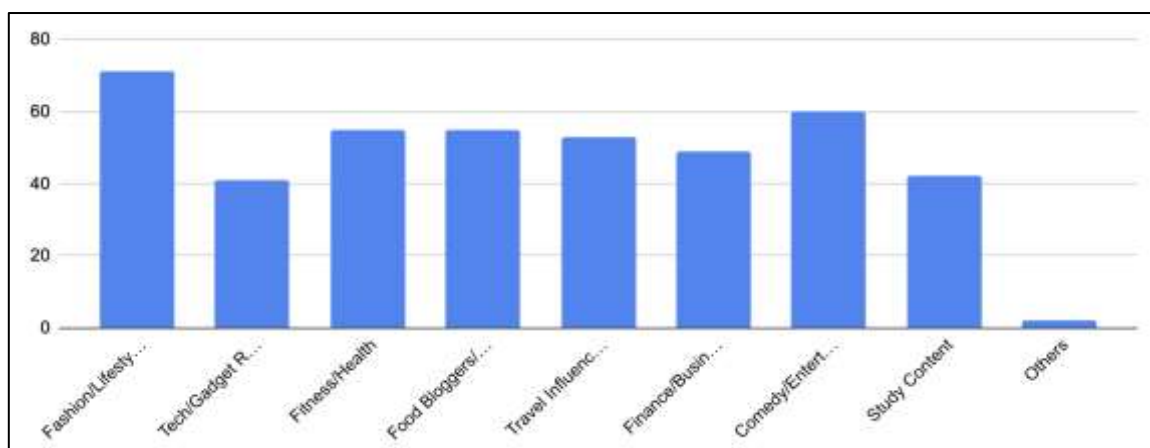
Figure 8- Most followed genre (Sources- sample survey by the authors)

Analysis of Objective 3.

Perception-

On the basis of objective 3, this section of the paper is trying to evaluate the impact of influencer promotion on their decision to purchase. This has been evaluated through the perception of the respondents who at least follow one influencer.
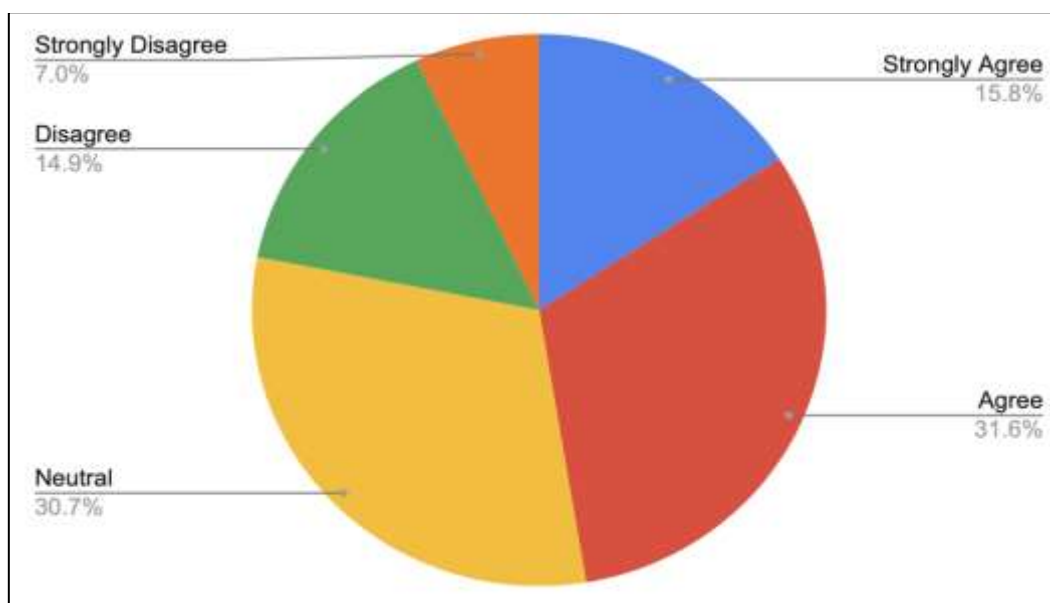
Participants were asked if they feel emotionally connected to any influencer. A significant proportion (57%) reported that they do feel emotionally connected to at least one influencer, while (43%) indicated they do not. This finding indicates that a substantial share of participants experience parasocial relationships with influencers—feeling a sense of friendship or connection despite the relationship being one-sided. This can influence participants' trust in influencer content, purchase decisions, and even their attitudes toward brands or causes endorsed by influencers

Participants were also asked if they ever purchased a product recommended by an influencer. A notable proportion (61.4%) indicated that they have purchased a product recommended by an influencer, while 38.6% indicated they have not. This finding underscores the power of influencer marketing, showing that over half of participants who follow influencers translate their interest into actual purchasing behavior. This highlights influencers' effectiveness in driving product adoption and shaping consumer choices

For participants who reported purchasing a product recommended by an influencer, a follow-up question asked, how satisfied were they with the product purchased.

Participants rated their satisfaction on a 5-point Likert scale. The results show that 26% of participants reported being either Satisfied (32.5%) or Neutral (30%). 16.3% reported feeling Very Satisfied, while 21.3% expressed Dissatisfaction (5% Dissatisfied and 16.3% Very Dissatisfied).

In the next part, participants were asked if the influencer's promotions have any impact on respondents' buying decisions. Responses were recorded on a 5-point Likert scale starting from Strongly Agree(5) to Strongly Disagree(0). Results revealed that 47.4% of participants agreed or strongly agreed that influencers impact their buying decisions, while 30.7% were neutral, and 21.9% disagreed or strongly disagreed.

Figure 9- Influencers promotion's impacts. (Sources- sample survey by the authors)

Participants were asked if the influencers shape respondent's perception about brands or trends. Responses were collected on a 5-point Likert scale starting from Strongly Agree(5) to Strongly Disagree(0). Results show that 52.6% of participants agreed or strongly agreed that influencers shape their perception about brands or trends. 27.2% were neutral, and 20.2% disagreed or strongly disagreed
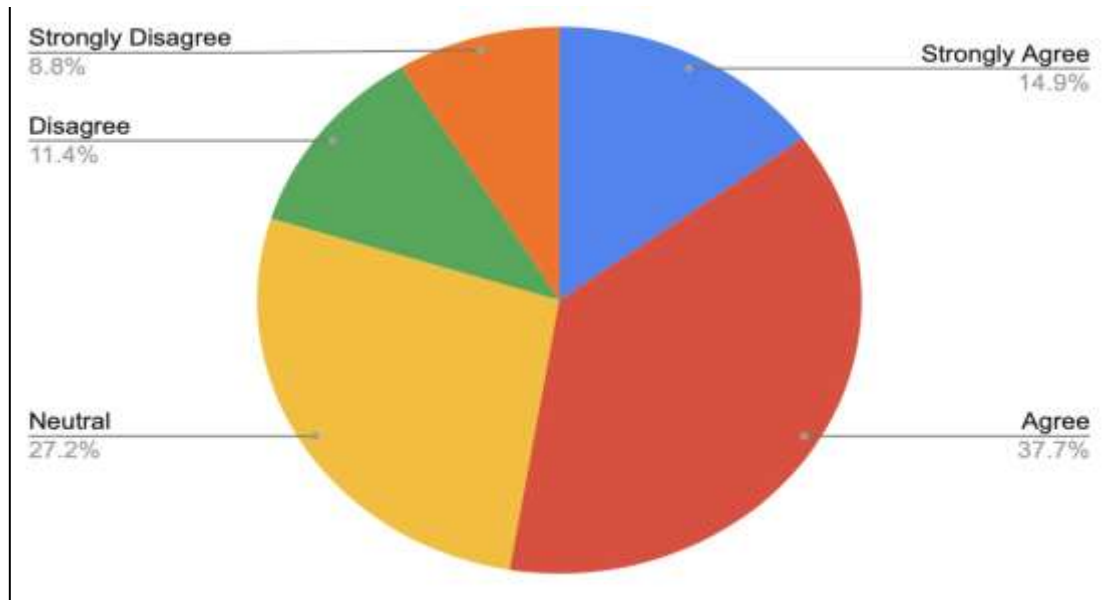

Figure 10- Influencers shaping public opinion (Sources- sample survey by the authors)

In the next part participants were asked to analyse how much they trust the opinions of social media influencers on a 5-point scale starting from 0 to 5.

The results show that more than half (54.4%) of participants selected 1 or 2, indicating that a significant proportion of respondents do not trust the opinions of social media influencers. Only 19.3% (11.4% + 7.9%) selected 4 or 5, demonstrating a lower level of trust. A neutral response (26.3%) suggests some uncertainty among participants.

On asking how much Influencer recommendations affect respondent's purchasing decisions, Responses were recorded on a 5-point Likert scale starting from Strongly Agree(5) to Strongly Disagree(0). A combined 39.4% (Strongly Agree + Agree) of respondents indicated that influencer recommendations affect their purchasing decisions, suggesting that influencers play a significant role in shaping consumer buying behavior. Meanwhile, 18.4% (Disagree + Strongly Disagree) reported that they are less likely to be influenced by recommendations. The neutral segment (42.1%) highlights a group of consumers who may be indecisive or situationally influenced
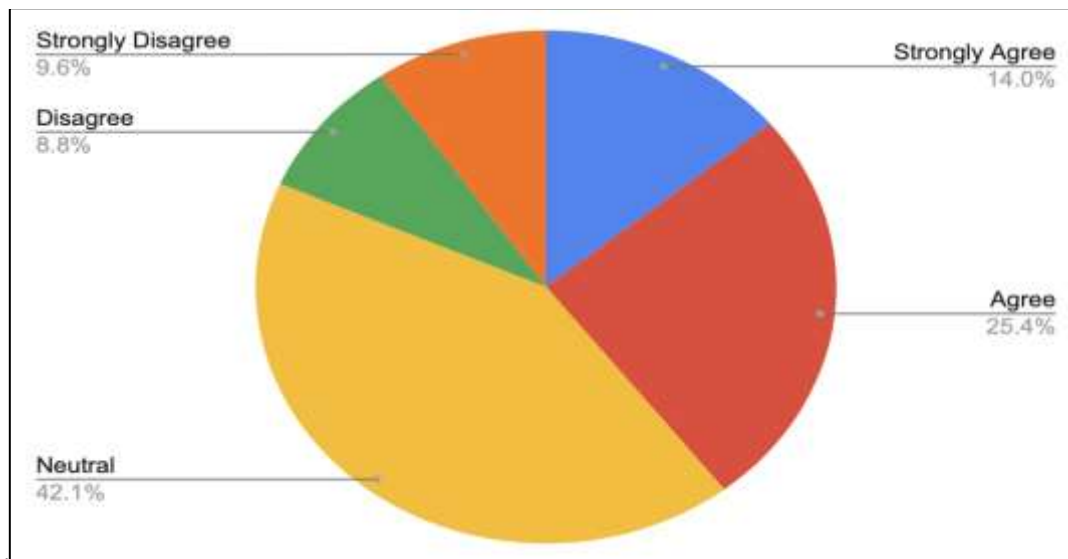
Figure 11- Influencers recommendations (Sources- sample survey by the authors)

To analyse participants' choice if they prefer products promoted by influencers over traditional advertisements, responses were recorded on a 5-point Likert scale starting from Strongly Agree(5) to Strongly Disagree(0). The results show that 39.5% of respondents (Strongly Agree + Agree) prefer products promoted by influencers over traditional advertisements, indicating a significant but not overwhelming preference for influencer marketing. A large proportion (33.7%) remain neutral, suggesting they may be indifferent or consider both influencer and traditional advertising equally persuasive. Meanwhile, 22.8% of respondents (Disagree + Strongly Disagree) indicate a preference for traditional advertising or skepticism toward influencer promotions.

Participants were asked if they often compare their lifestyle to that of the influencers they follow. Responses were recorded on a 5-point Likert scale starting from Strongly Agree(5) to Strongly Disagree(0). The results show that 36% of respondents (Strongly Agree + Agree) often compare their lifestyle to that of influencers, indicating a significant portion of participants are influenced by social comparison on social media. Meanwhile, 37.7% of participants (Disagree + Strongly Disagree) do not often compare their lifestyles, suggesting some resistance to or detachment from influencer-driven social comparison. A neutral stance (26.3%) suggests that many participants may occasionally compare themselves to influencers, but not consistently.

Participants who follow influencers (N = 70) were asked to rate their agreement with the statement: "Following influencers has made them more brand conscious."

Responses were recorded on a 5-point Likert scale starting from Strongly Agree(5) to Strongly Disagree(0). The data indicates that 44.7% of participants (Strongly Agree + Agree) believe that following influencers has made them more brand conscious, suggesting that influencers play a significant role in shaping consumer awareness of brands and trends. Meanwhile, 22.8% (Disagree + Strongly Disagree) report that following influencers has not significantly increased their brand consciousness, highlighting that some individuals may be less susceptible to influencer-driven branding. The largest segment (32.5%) selected a neutral stance, indicating that while influencers may influence brand consciousness, their impact might vary depending on other factors like trust, type of influencer, or personal preferences.

Participants who follow influencers (N = 70) were asked to rate their agreement with the statement:

"Influencer promotions make products seem more credible." Responses were recorded on a 5-point Likert scale starting from Strongly Agree(5) to Strongly Disagree(0). The data reveals that 38.6% of respondents (Strongly Agree + Agree) believe that influencer promotions make products seem more credible. This indicates that influencers can play a significant role in enhancing perceived product credibility among their followers. However, 29% of respondents (Disagree + Strongly Disagree) expressed skepticism, suggesting that for some individuals, influencer endorsements may not significantly enhance product credibility. A substantial proportion (32.5%) remain neutral, indicating a mixed perception or situational dependence.

Participants were asked before purchasing, if they researched more about the product when influencers promote them. Responses were recorded on a 5-point Likert scale starting from Strongly Agree(5) to Strongly Disagree(0). A majority of participants (53.5% — Strongly Agree + Agree) reported that influencer promotions motivate them to research products more thoroughly before purchasing, indicating that influencers can spark interest and encourage informed decision-making. This suggests that influencers not only act as brand endorsers but also drive consumers to explore product details, reviews, and comparisons. Meanwhile, 21.1% (Disagree + Strongly Disagree) were less likely to research further after seeing influencer promotions, suggesting that for some, influencers may not significantly influence their research behavior. The neutral group (25.4%) indicates some participants' research habits may be independent of influencer promotions.

Participants who follow influencers were asked if they think influencers play a role in spreading social awareness (e.g. mental health, environment, education). Responses were recorded as yes, no & maybe.
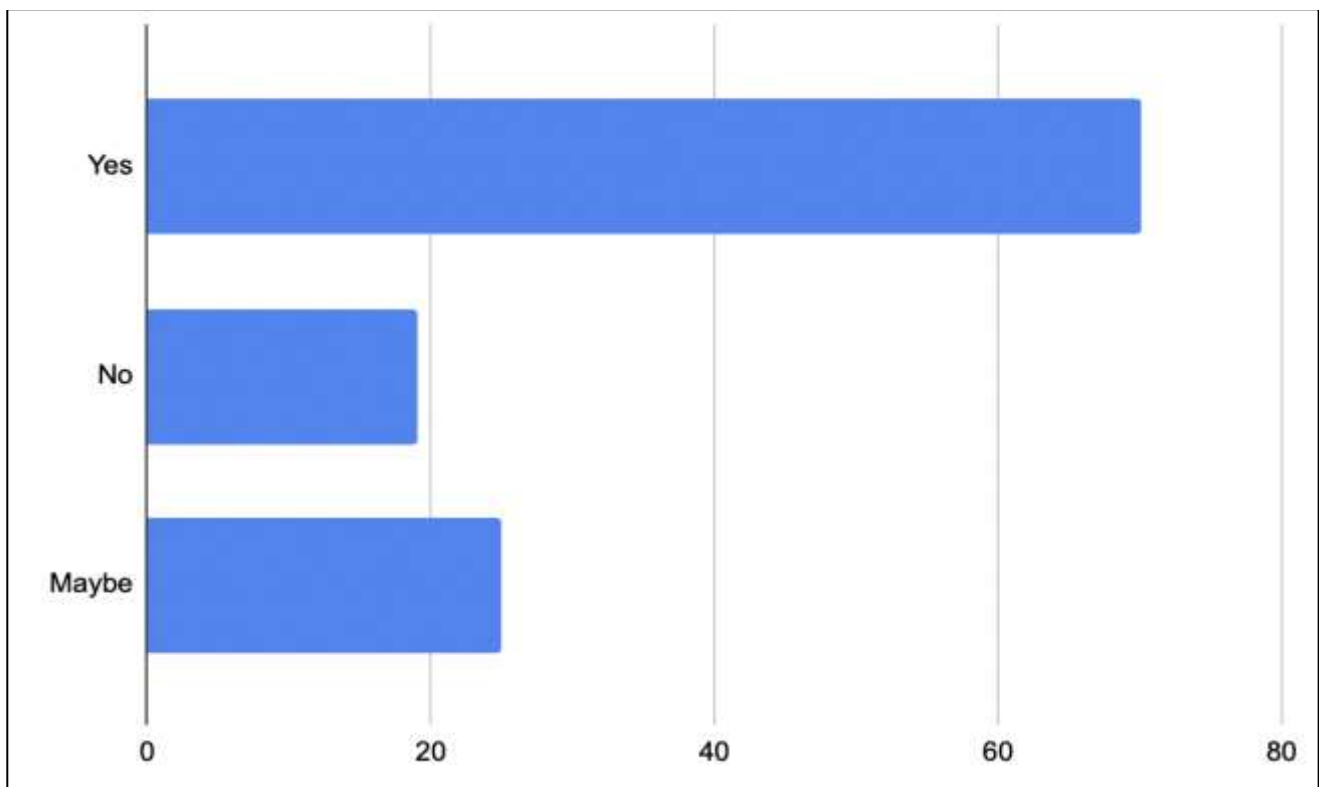

Figure 12- Influencers spreading awareness (Sources- sample survey by the authors)

This question explores whether participants believe influencers can impact social issues, such as environmental concerns, mental health awareness, or social justice movements. If the majority answered Yes, it suggests that influencers are seen as important voices for social change, potentially enhancing their influence beyond just product promotion. If many chose Maybe, it might indicate uncertainty or a belief that some influencers are impactful while others are not. A significant proportion of No responses could suggest skepticism about influencers' credibility or intentions in social causes.Here in this case, most of the respondents have agreed to the point that Social media influencers promote social awareness through their contents.

Participants who agreed to the points were asked on which issues have they seen influencers raise awareness about. This was an open-ended question that allowed participants to freely describe the topics they believe influencers have promoted or discussed. The categories were:

● Mental Health
● Body Image Issues
● LGBTQ+ rights
● Charity and Humanitarian causes

Apart from these four categories, participants identified a wide range of issues that influencers raise awareness about, with Mental Health and Body Image Issues among the most frequently mentioned. This indicates that influencers are increasingly using their platforms to educate and engage their audiences on critical topics.
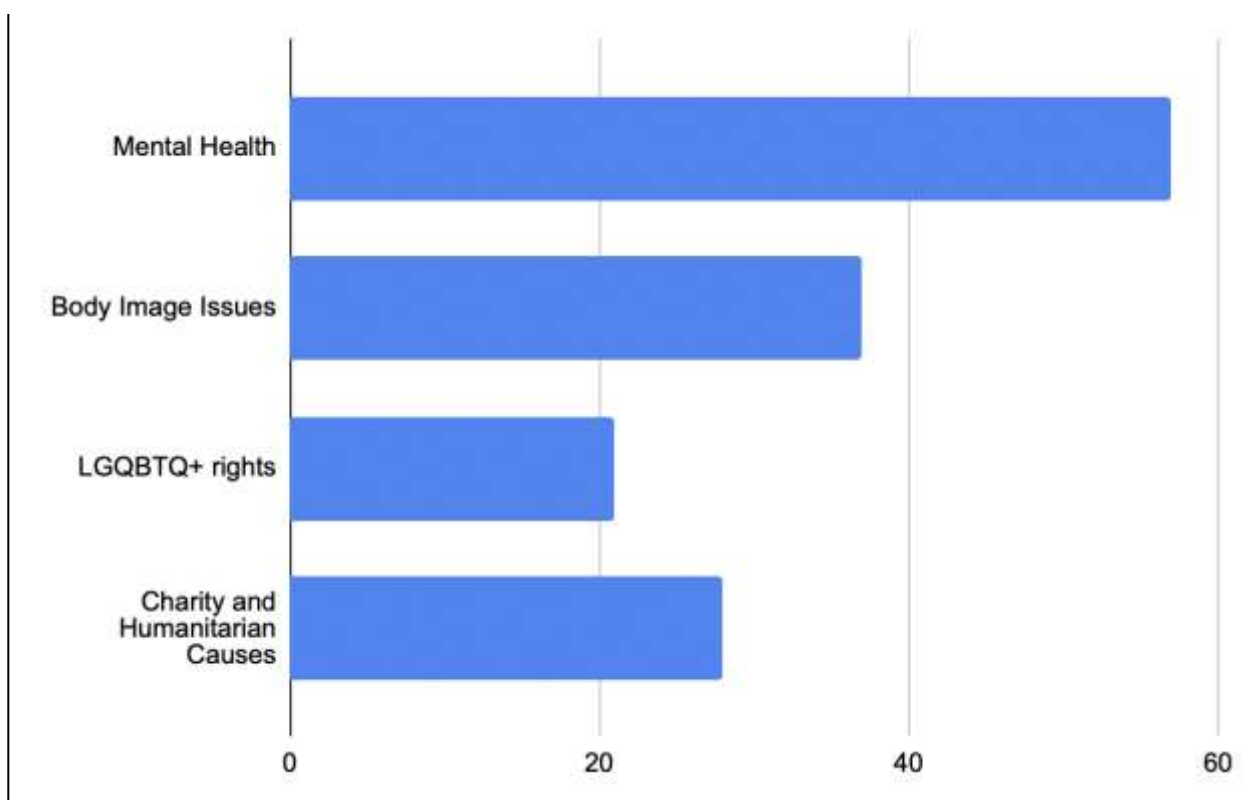
Figure 13- Influencers raising awareness on topics (Sources- sample survey by the authors)

The participants were then asked if they have ever taken any action (donation, participation, support) due to an influencer's post. Out of 112 respondents, 44 (39.3%) reported that they had taken some form of

action (donation, participation or support) due to an influencer's post, while 48 (42..9%) indicated that they had not. The rest (17.9%) did not disclose their donation.

The respondents were asked if they believed that influencers contribute positively to society. Most respondents answered Yes (52.3%) followed by maybe (33.9%) and then No (13.8%). This question explores participants' overall perceptions of influencers' social roles. If a significant portion answered Yes, it would suggest that participants view influencers as beneficial contributors, possibly in areas like mental health, environmental awareness, education, or philanthropy. A large proportion answering No might indicate that participants see influencers as self-serving or even as negative influences. Responses in the Maybe category could reflect ambivalence, implying that influencers' societal contributions may depend on factors like authenticity, content type, or specific causes they support.

The last question was, "What qualities do the respondents expect from a socially responsible influencer?". Responses were categorised into key terms:

- Authentic
- Informed
- Consistent
- Respectful
- Transparent
- Accountable
- Empowering

The majority of participants emphasised respectfulness, indicating that followers value influencers who are respectful in their content and interactions. Being informed was also highlighted suggesting the influencers should demonstrate knowledge and expertise in the issues. The participants also emphasised authenticity, indicating that followers value influencers who were genuine and honest. Consistency and empowerment emerged as important qualities, expecting influencers to maintain reliability and treat all communities fairly. Followers appreciate influencers who inspire positive change and uplift their audiences.
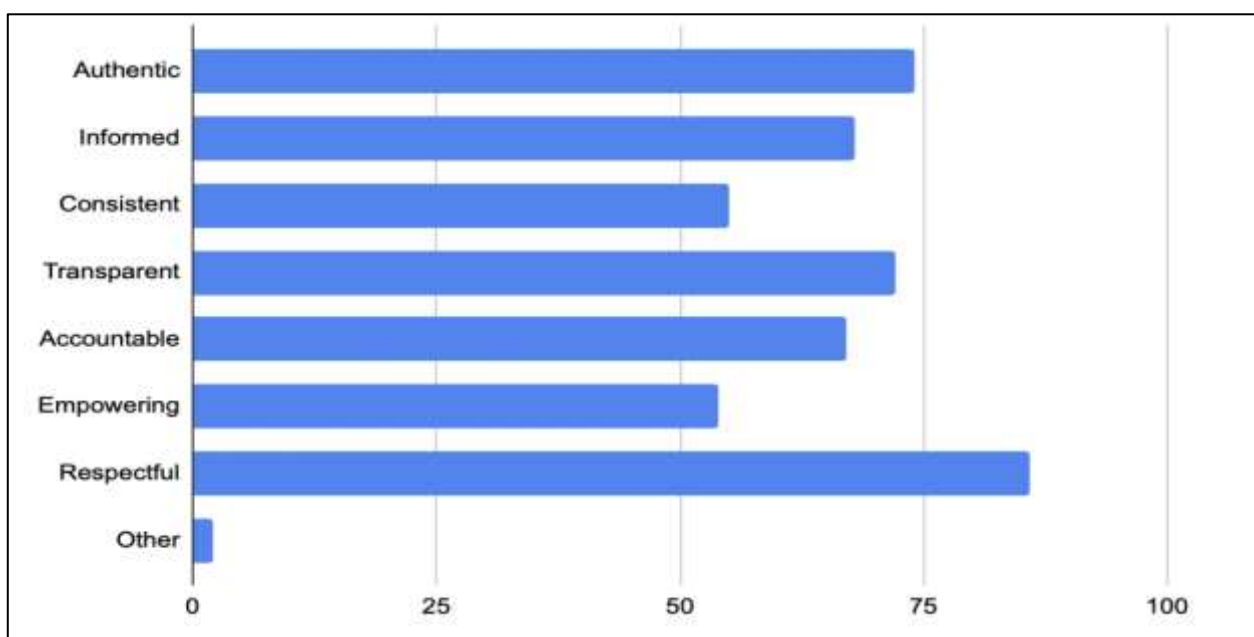
Figure 14- Qualities influencers are expected to have (Sources- sample survey by the authors)

Conclusion

This study aimed to understand the influence of social media influencers by assessing their target audience patterns, examining key behavioral factors, and evaluating the impact of their promotions on consumer purchasing decisions. The findings reveal that social media influencers primarily appeal to a younger, educated demographic. Most respondents fell within the young adult age group and had at least an undergraduate degree. The audience included individuals from diverse occupational backgrounds and varying income levels, suggesting that influencer content resonates across different socioeconomic segments. Platforms like Instagram and YouTube were most frequently used, with lifestyle, entertainment, and fitness content being the most popular genres among followers.

In examining behavioral influences, the study found that a majority of participants actively follow influencers and engage with their content regularly. Many followers feel a sense of emotional connection with influencers, highlighting the development of parasocial relationships. While trust in influencer opinions varied, a substantial number of participants indicated that influencers shape their perceptions of brands and trends. Emotional connection and perceived credibility emerged as important factors in building influence, though not all followers expressed strong trust in promotional content.

Regarding the impact of influencer promotions, a significant portion of participants acknowledged making purchase decisions based on influencer recommendations. Many reported feeling motivated to research products further after seeing influencer endorsements, indicating that influencers often serve as a catalyst for informed consumer behavior. Followers also expressed a preference for influencer promotions over traditional advertisements in some cases, with many recognizing the role influencers play in increasing brand awareness.

Finally, influencers were also seen as contributors to social awareness, particularly on issues such as mental health, body image, and charitable causes. Participants valued qualities such as authenticity, respectfulness, and empowerment in socially responsible influencers. Overall, the study highlights the multifaceted role of influencers in shaping both consumer behavior and social consciousness.

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