

# Study of Student Perception Towards the Gaming Industry

Sahil Jadhav<sup>1</sup>, Prof. Mrs. Jyoti A Chougale<sup>2</sup>

Dapoli Urban Bank Senior Science College, Dapoli, Ratnagiri

Email Id :- Oakrasika7@gmail.com, Mobile No. – 9075244854

## Abstract

The rise of social media has given birth to a new career: the social media influencer. Influencers have built dedicated online followings and use their platforms to promote brands, products, and services, turning their presence into a profitable career. This study explores the evolution of the influencer industry, focusing on how influencers generate income and achieve financial independence. It examines monetization strategies such as brand partnerships, affiliate marketing, sponsored content, and personal product lines, highlighting how influencers have transformed their online presence into sustainable business models. The research also delves into the daily life and challenges of influencers, including maintaining engagement, managing public scrutiny, and adapting to platform algorithms. As the world becomes increasingly digital, influencers are emerging as key players in the global marketplace, offering new opportunities for individuals to achieve financial independence outside traditional employment. This research aims to evaluate social media influencing as a viable career choice and consider its societal implications, showcasing its potential as a long-term profession with far-reaching effects on both individuals and markets.

**Keywords:** Social Media, Influencer, Financial Independent.

## INTRODUCTION

The digital revolution has redefined the way people connect, communicate, and consume information. At the forefront of this transformation are social media influencers, individuals who have leveraged platforms like Instagram, YouTube, TikTok, and others to create impactful personal brands. Social media influencers hold significant sway over their audience's opinions, behaviors, and purchasing decisions, making them pivotal players in the modern marketing landscape.

In recent years, the concept of financial independence has gained prominence, especially among the youth. With the rise of non-traditional career paths, many individuals see becoming a social media influencer as a viable way to achieve financial freedom. Influencers not only earn income through brand partnerships and advertisements but also generate revenue through affiliate marketing, selling digital products, and launching their own ventures.

This study explores the journey of social media influencers in achieving financial independence, focusing on their strategies, challenges, and overall impact. The research aims to provide insights into the dynamics of this new-age career path, which combines creativity, entrepreneurship, and digital marketing.

A social media influencer is an individual who has established credibility, expertise, or popularity in a specific niche or industry through social media platforms. These individuals use their online presence to engage with a dedicated audience, shaping opinions, behaviors, and trends. Influencers often collaborate with brands and organizations to promote products, services, or causes, leveraging their influence to reach target audiences effectively.

### Objectives of the study -

1. To study the new gen way of becoming financially independent
2. To analyse the impact of social media influencers on youth
3. To promote this skilled based ways for becoming financially independent

### Research methodology -

The study focuses on to analyse the social media influencer in the way of becoming financially independent in this investigation primary data and secondary data resources are used it involves primary data like questionnaire and secondary data like journals research papers books etc in this study our sample size of the Research is 120

### Review of Literature

1. De Veirman, M., Cauberghe, V., & Hudders, L. (2017). This study examines how mega influencers on Instagram affect investor attention, volatility, and trading volume, though not stock returns. It highlights that only top influencers with extreme sentiment posts can influence returns, and even then, the effect is short-lived.<sup>1</sup>
2. Jansen, S., & Van Rooij, M. (2023). This research explores how exposure to financial influencers affects young adults' financial knowledge, attitude, and behavior. It finds that financial knowledge and attitude positively impact financial behavior, with perceived behavioral control also playing a significant role.<sup>2</sup>
3. Baker, S., & McFall, L. (2024). This paper examines the rise of financial influencers ('finfluencers') on social media and their impact on shaping financial subjectivities. It discusses how these influencers contribute to the democratization of financial knowledge and the implications for financial decision-making.<sup>3</sup>

### CONCEPTUAL BACKGROUND

In today's digital world, social media influencers play a vital role in shaping consumer choices, trends, and lifestyles. This chapter provides a theoretical foundation for understanding their impact, focusing on essential aspects such as digital marketing, personal branding, and content creation.

The chapter first explores the digital marketing strategies influencers use to engage with their audiences. It then discusses personal branding, explaining how influencers build distinctive and authentic identities to foster strong connections with their followers. Additionally, it examines content creation, highlighting the methods influencers use to produce compelling and engaging material.

Furthermore, the chapter traces the growth of key social media platforms like Instagram, YouTube, and TikTok, illustrating how these platforms enable influencers to monetize their content and achieve financial

independence. It also emphasizes the critical skills and traits necessary for success, including authenticity, relatability, consistency, creativity, and adaptability.

By analyzing these elements, the chapter offers insights into the evolving landscape of influencer marketing and the digital economy. It explains how influencers establish their brands, connect with their audiences, and sustain long-term success in the competitive online space.

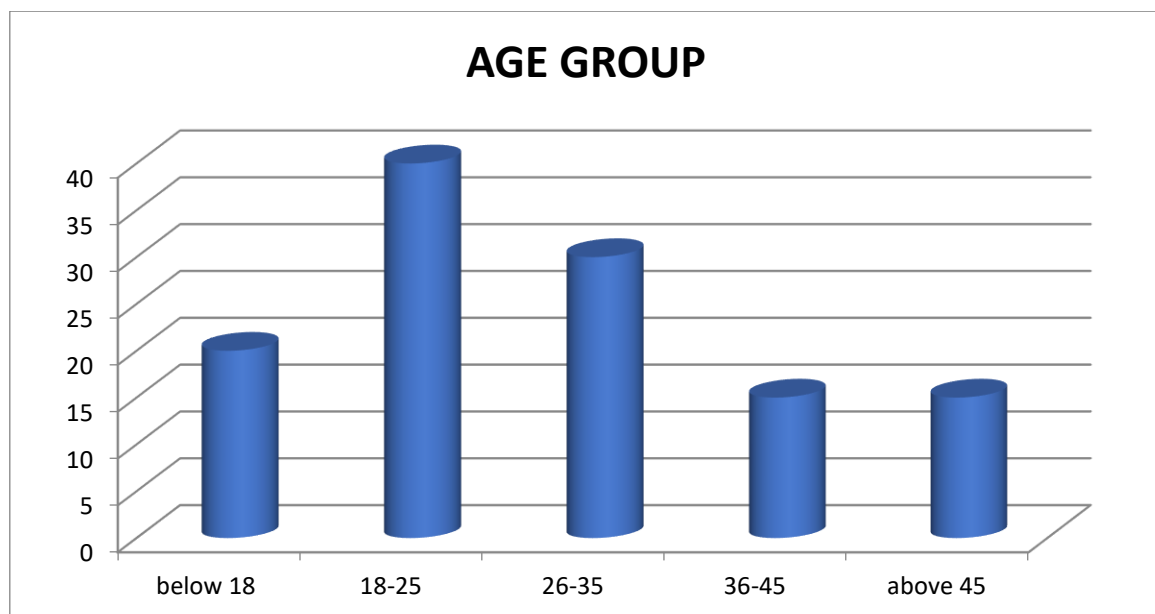
## DATA ANALYSIS AND INTERPRETATION

Part 1 general / demographic Information

**Table 1.1 AGE WISE CLASSIFICATION**

AGE GROUP	FREQUENCY ( NO. OF RESPONSES )	PERCENTAGE (%)
BELOW 18	20	16.67%
18-25	40	33.33%
26-35	30	25.00%
36-45	15	12.50%
ABOVE 45	15	12.50%
TOTAL	120	100%

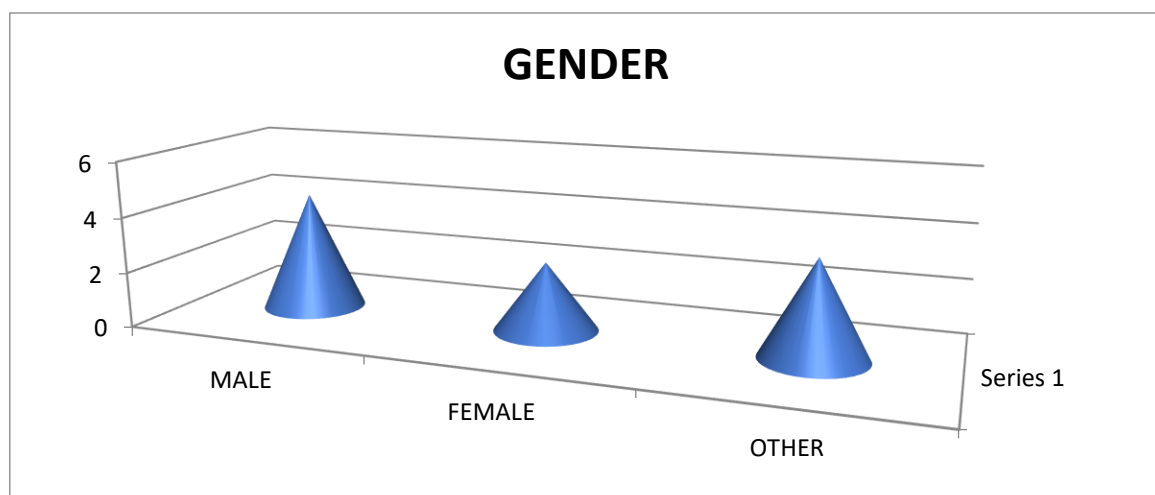
Above table is showing that The largest group is aged between 18–25 years (33.33%).and. The second largest group is 26–35 years (25.00%).next Both the 36–45 and above 45 groups make up 12.50% each, suggesting a balanced representation of older age groups.



**Table 1.2 GENDER WISE CLASSIFICATION**

GENDER	FREQUENCY ( NO. OF RESPONSES )	PERCENTAGE (%)
MALE	60	50.00%
FEMALE	55	45.83%
OTHER	5	4.17%
TOTAL	120	100%

Above table is showing that The sample includes a relatively balanced distribution of genders, with males being slightly more represented (50.00%) compared to females (45.83%). And A small proportion of respondents identified as “Other” (4.17%).

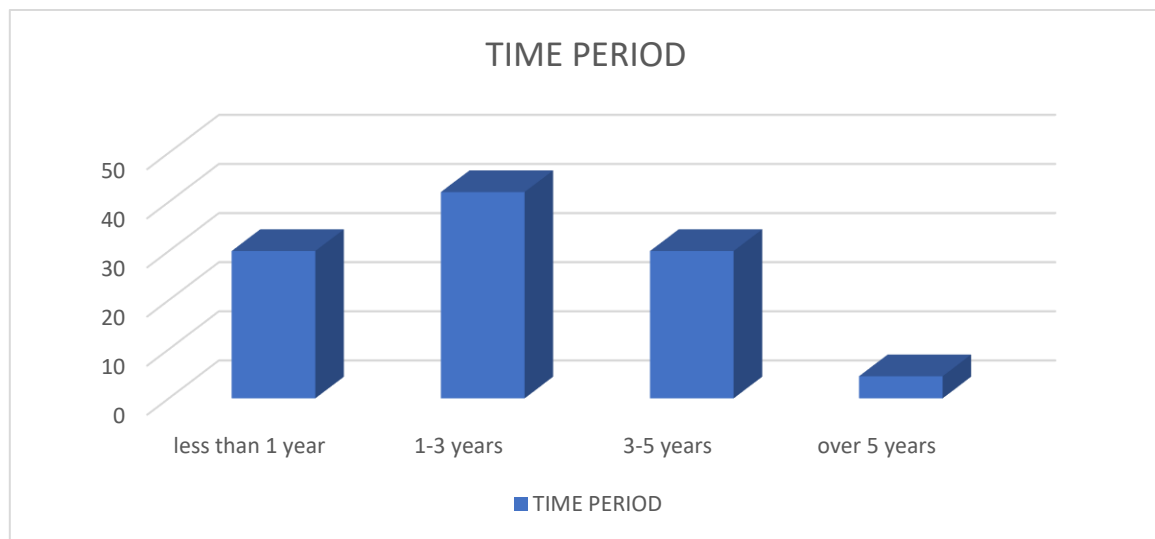


Part 2 - general information

### 1.3 Duration of Work as a Social Media Influencer

TIME PERIOD	FREQUENCY	PERCENTAGE
LESS THAN 1 YEAR	30	25%
1-3 YEARS	42	35%
3-5 YEARS	30	25%
OVER 5 YEARS	18	15%

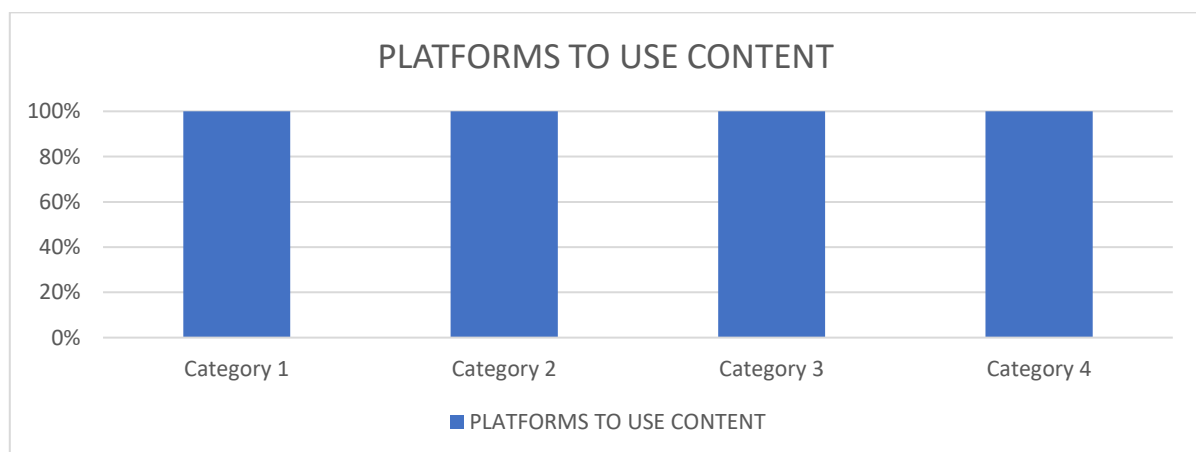
Above table shows that majority of respondents (35%) saying that they are working since 1-3 years and less respondents (15 %) are working since over than 5 years



## 1.4 Primary Platform for Content Creation

PLATFORM	FREQUENCY	PERCENTAGE
Instagram	57	47.5 %
YouTube	45	37.5%
Twitter	12	10%
Other	6	6%

above table shows that instagram is the 1st primary platform which use to create content and other latforms are less use than above platforms.

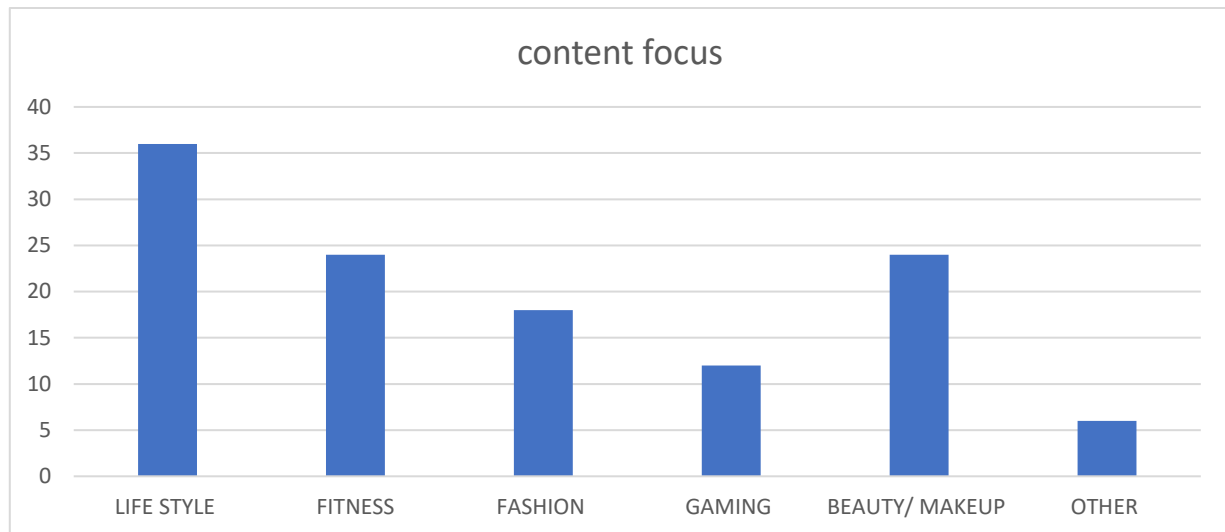


## 1.5 Type of Content Focus

Content type	Frequency	Percentage
Lifestyle	36	30%
Fitness	24	20%
Fashion	18	15%

Gaming	12	10%
Beauty/Makeup	24	20%
Other	6	5%

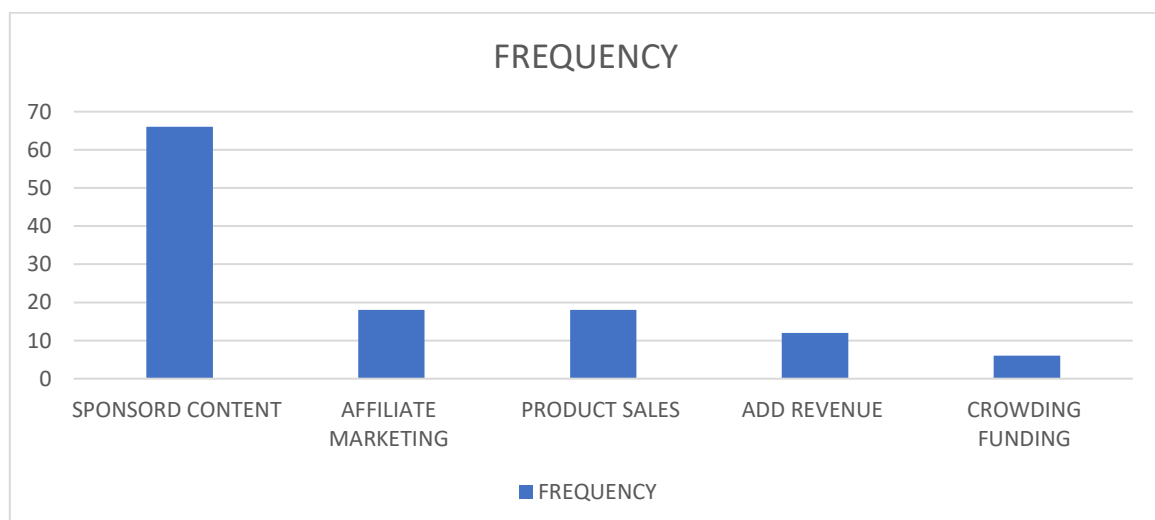
Above table shows that more respondents are posting the content on lifestyle



## 1.6 Main Source of Income as an Influencer

Income source	Frequency	Percentage
Sponsored content	66	55%
Affiliate marketing	18	15%
Products sales	18	15%
Ad revenue	12	10%
Crowdfunding	6	5%

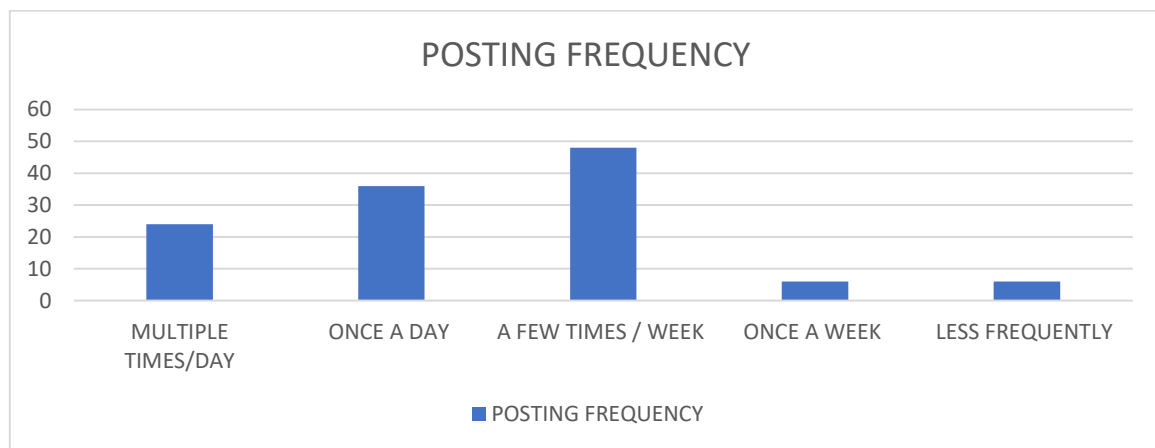
Above table shows that (55%) respondents earn income through sponsored content and only (5%) respondents earn income through crowdfunding



## 1.7 frequency of posting content

Responses	Frequency	Percentage
Multiples time s/day	24	20%
Once a day	36	30%
A few times / week	48	40%
Once a week	6	6%
Less frequency	6	6%

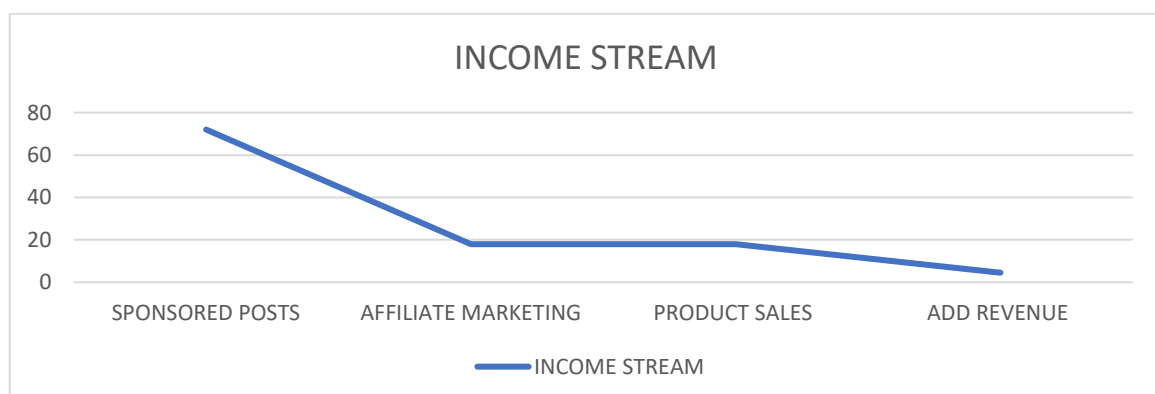
Above table shows that more respondents a few times / week and only few respondents often post content once a week or less frequently



## 1.8 Most Successful Income Stream

Income stream	Frequency	Percentage
Sponsored posts	72	60%
Affiliate marketing	18	15%
Products sales	18	15%
Ad revenue	12	10%

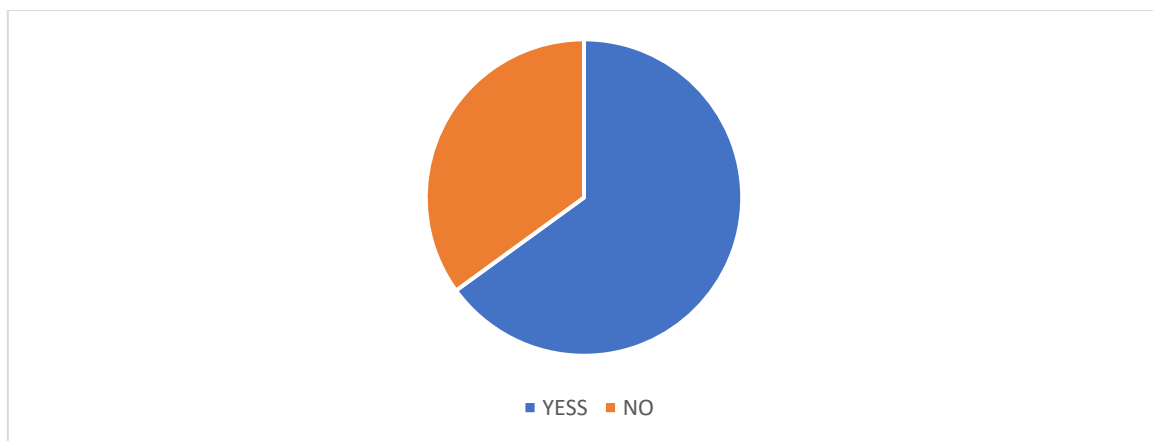
Above table shows that 60 % respondents successful stream is sponsored posts and 10 % respondents successful stream is ad revenue



## 1.9 Reinvestment of Earnings into Social Media Growth

Responses	Frequency	Percentage
Yes	78	65%
No	42	35%

Above table shows that 65% of influencers reinvest their earnings to grow their online presence, suggesting a long-term growth strategy.



## FINDINGS

- Thus it shows that the age group of 18 – 25 is the largest group in our respondents
- Thus it shows that 3-5 years of experience helps to make more money through being social media influencer
- Thus Above table shows that Instagram is the leading platform and the YouTube is second leading platform
- Thus Lifestyle (30%) and Fitness/Beauty (20% each) are the most popular content types.
- Thus the majority of influencers (55%) earn income primarily through sponsored content.
- Thus Most influencers (40%) post content a few times per week, while 30% post daily.
- Thus Sponsored posts are the most successful income source for 60% of influencers.
- it provides growth in income

## CONCLUSION

This study highlights the growing recognition of social media influencing as a sustainable career choice, particularly among young adults. The majority of influencers belong to the 18–25 age group (33.33%), indicating that this profession appeals primarily to younger individuals. The gender distribution is fairly even, with males representing 50% of respondents and females 45.83%.

A significant portion of influencers (35%) have been in the field for 1–3 years, suggesting that many are still in the early stages of their careers. Instagram (47.5%) is the most widely used platform for content creation, followed by YouTube (37.5%), emphasizing the importance of visual content in influencer marketing.



When it comes to content categories, lifestyle (30%) is the most common focus, with fitness and beauty/makeup (20% each) also being popular. Sponsored content serves as the main revenue source for most influencers (55%), with 60% identifying it as their most profitable income stream. Other monetization methods, such as affiliate marketing and product sales (15% each), contribute to earnings but are not as dominant.

Posting frequency is another critical factor, with 40% of influencers sharing content multiple times a week to maintain engagement. Additionally, 65% of influencers reinvest their earnings to expand their online presence, demonstrating a long-term commitment to their careers.

In summary, social media influencing has developed into a structured profession rather than a short-term trend. By utilizing multiple income streams, producing strategic content, and reinvesting in growth, influencers can achieve financial stability. As digital platforms continue to evolve, influencers must remain adaptable to audience preferences and algorithm changes to maintain their success. This research affirms the viability of social media influencing as a long-term profession that combines creativity, entrepreneurship, and financial independence.

## SUGGESTIONS AND RECOMMENDATIONS

- Use your skills to become financially independent
- Increase awareness of social media tools
- Encourage positive factors of social media platforms
- Increase awareness of becoming social media influencer