

Buying Behaviors

# Influencer marketing *has changed how we shop*

sproutsocial





# Consumers underestimate the impact influencer marketing has on their buying decisions

Only 16% of consumers rank influencer marketing as having the most impact on their buying decisions. In reality, almost half of consumers indicate they make daily, weekly or monthly purchases because of influencer posts. **Almost all consumers (86%) make a purchase inspired by an influencer** at least once a year.



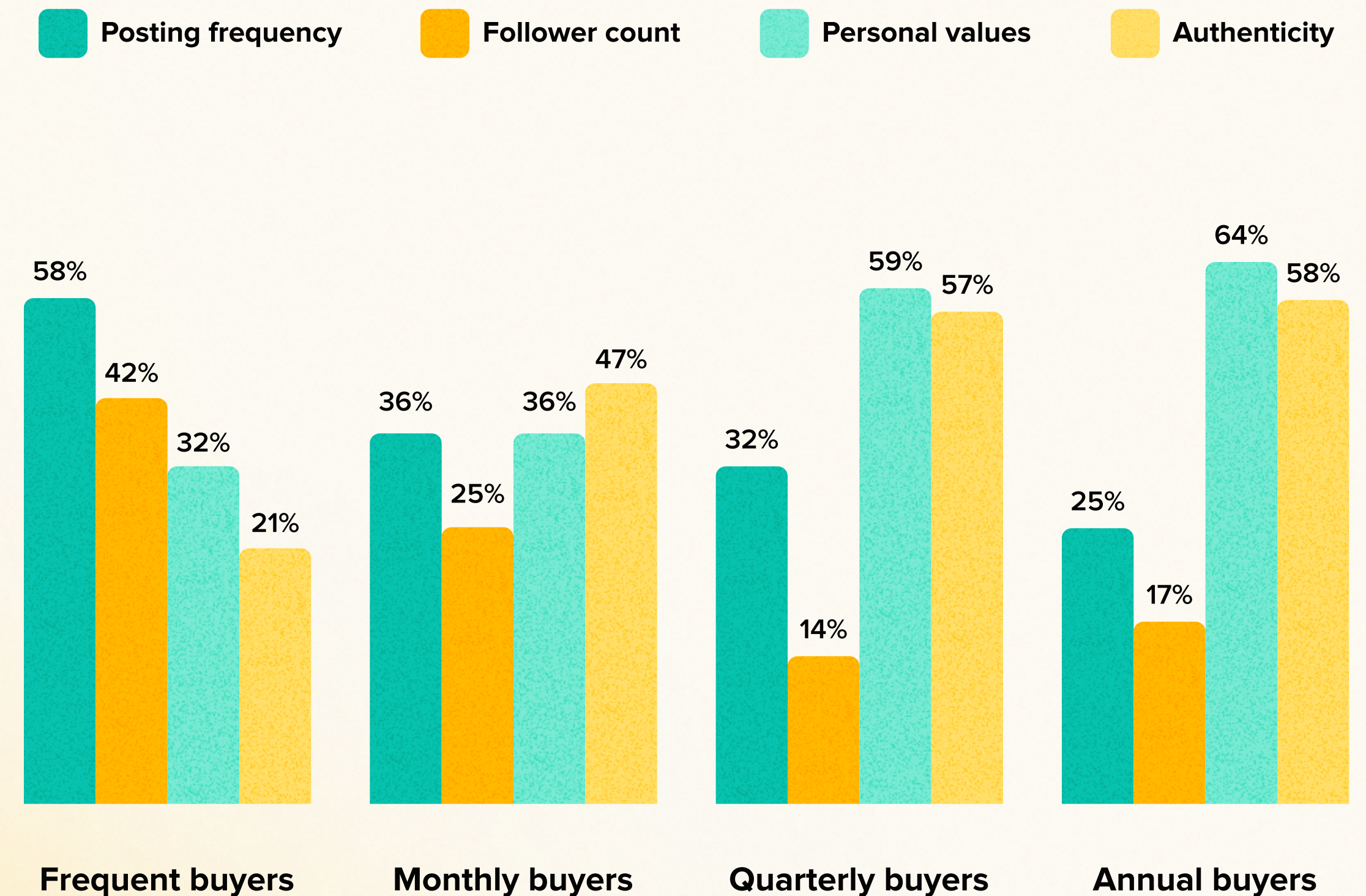
# 49%

**of consumers make purchases at least once a month because of influencer posts.**



# The traits consumers value in influencers differ by buying behavior

Consumers who make daily or weekly purchases (“frequent buyers”) tend to be Millennials or Gen Z, and place significantly more importance on influencers’ posting frequency and follower count. Consumers who make less frequent purchases tend to be older, and prioritize authenticity and alignment with personal values.





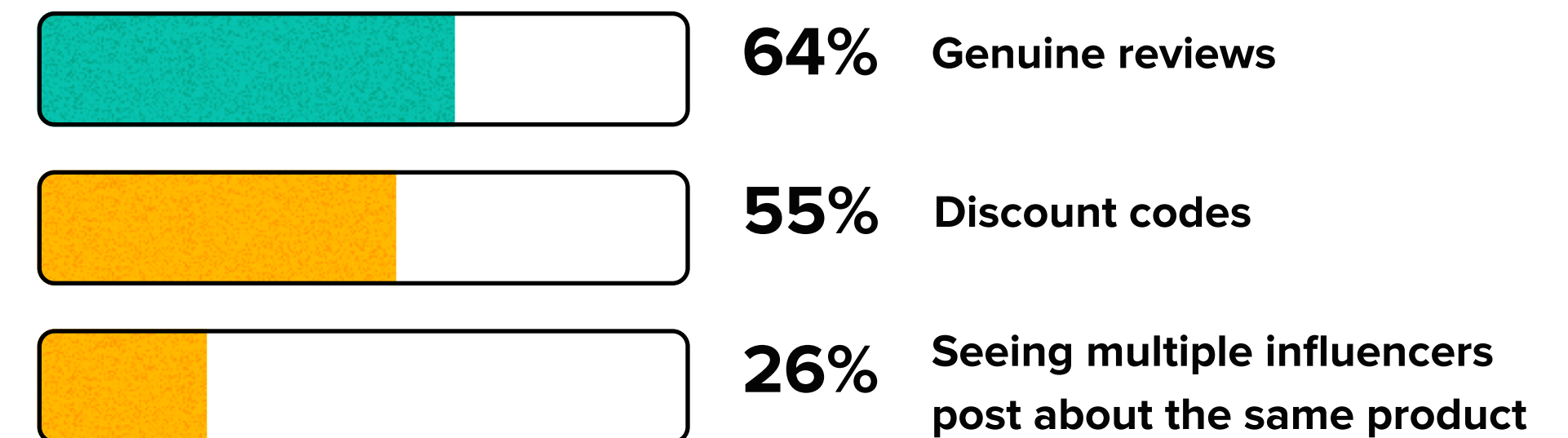
**Influencer trust is holding steady but growing in some pockets,** especially with younger generations and frequent purchasers. Nearly half of all consumers trust influencers just as much as they did six months ago, while close to 30% trust them more.

**Millennial and Gen Z respondents trust influencers at a higher rate than Gen X and Baby Boomers.**

**Frequent buyers trust influencers at nearly double the rate of monthly and triple the rate of quarterly buyers.**

The rise of de-influencing plays a role, but younger consumers are also more aware of how influencer marketing impacts their buying decisions compared to older consumers. For Millennials and Gen Z, influencer marketing is the norm.

### **The top influencer content qualities that compel consumers to buy**

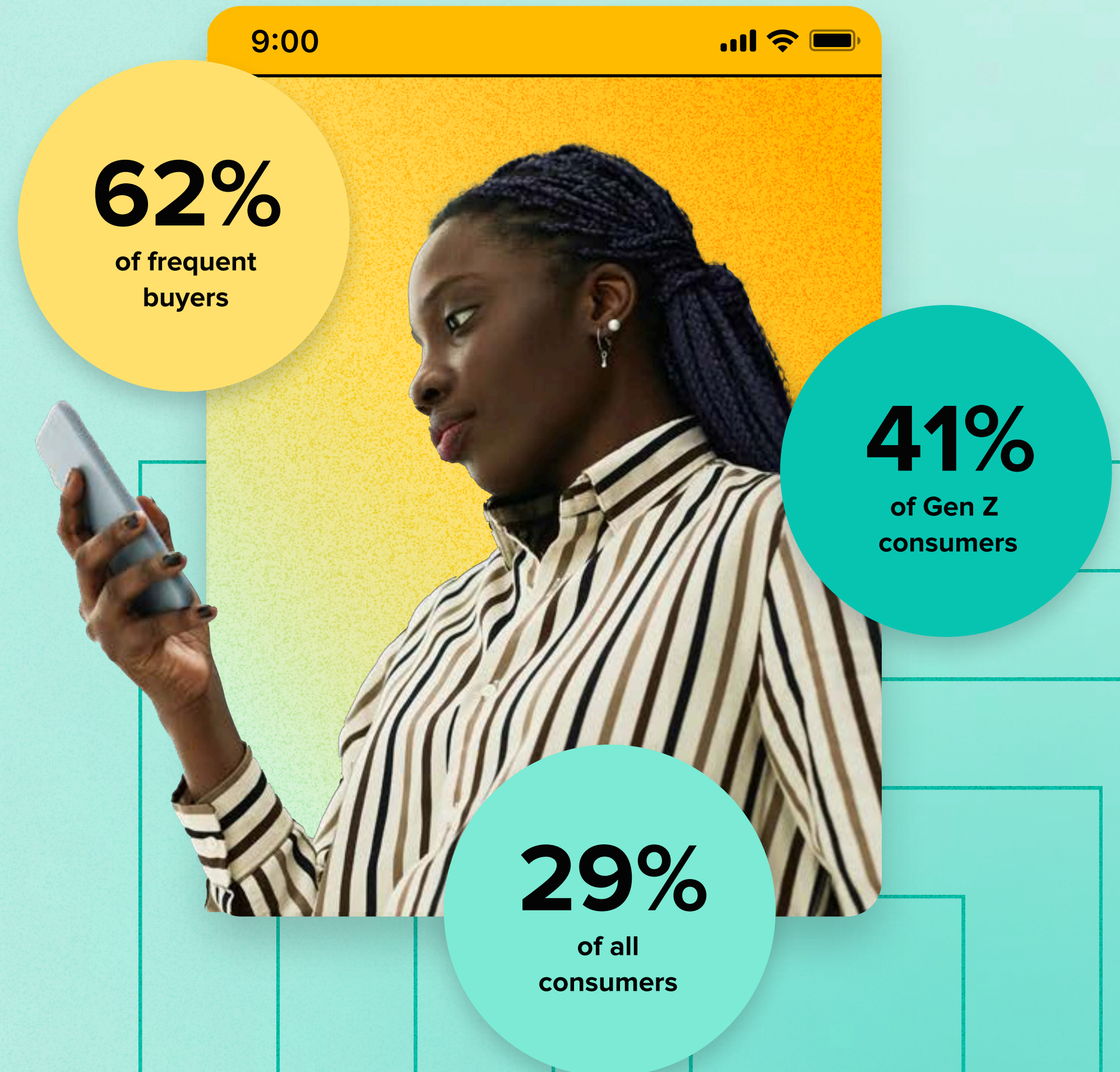




# Consumers are bringing influencers into the product feedback loop

Gen Z and frequent buyers are most likely to share product feedback with influencers rather than with the brands they bought from. **In the future, care teams and marketers will have to work more closely with influencers** to ensure they capture and address these valuable customer insights.

Most likely to share product feedback with influencers





# The bottom line

Influencer marketing is a full-funnel activation, not just an awareness play. As influencers continue to impact consumer buying decisions, ask yourself:

- ✓ Given the importance of influencer marketing, are you allocating enough resources into growing your influencer program? If not, what are the main barriers?
- ✓ Is your tech stack set up to draw the line between influencer efforts and revenue?
- ✓ Do you have a customer care strategy in place that encompasses product feedback influencers receive?





## About the data

This research cited in this report was conducted online by Cint on behalf of Sprout Social. Consumer participants included 2,000 respondents across the US and UK who have at least one social media account and follow at least five brands on social media. Influencer participants included 300 respondents across the US and UK who identify as social media influencers, with an audience of 10,000+ followers on at least one social network, who earn at least half of their annual income from brand partnerships on social media. The consumer and influencer surveys were conducted from February 13, 2024 to February 20, 2024.

For questions about the data, please contact  
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## About Sprout Social

Sprout Social is a global leader in social media management and analytics software. Sprout's intuitive platform puts powerful social data into the hands of more than 30,000 brands so they can deliver smarter, faster business impact.

With a full suite of social media management solutions, Sprout offers comprehensive publishing and engagement functionality, customer care, influencer marketing, advocacy and AI-powered business intelligence. Sprout's award-winning software operates across all major social media networks and digital platform.

Learn more at **[sproutsocial.com](https://sproutsocial.com)**

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