# Influencer-Driven Product Promotions on Social Media: Analyzing Youth Consumer Perceptions Through Functional Attitude Theory

**Ramakrishnan Teja Sriya[1], Leah Mani Deepak[2]**

[1]Junior Research Fellow, DCMS, Andhra University, India
*sriya@andhrauniversity.edu.in*

[2]Professor, DCMS, Andhra University, India
*dr.leahmani@gmail.com*

**Abstract:** *This study examines the effects of influencer-driven product promotions on social media and their impact on the perceptions of youth consumers. Grounded in the Functional Attitude Theory, it investigates how various functional attitudes are associated with consumer attitudes towards influencer marketing strategies. The research encompasses a diverse demographic range in terms of age, gender, education, and employment status. Employing a mixed-methods approach, quantitative data was collected through a structured survey distributed among social media users aged between 18 and 30, while qualitative insights were gathered through focus group discussions. The dataset's reliability was confirmed by reliability analysis, ensuring the robustness of the conclusions drawn. Factor analysis was employed to assess the suitability of the data for the study's constructs. The results indicate that functional attitudes, including entertainment, knowledge-seeking, social connection, and utilitarian needs, are positively correlated with consumer attitudes towards influencer-led promotions. These findings suggest that consumers perceive influencer-promoted products not only as desirable commodities but also as vehicles catering to their functional and psychological needs. The study further reveals that these associations vary across demographics, shedding light on the nuanced nature of influencer effectiveness. In conclusion, this research highlights the importance of aligning influencer marketing content with the functional motives driving consumer behavior. By recognizing the diversity of functional attitudes and their appeal to different consumer segments, both brands and influencers can tailor their strategies effectively. This study contributes to the evolving comprehension of influencer marketing by emphasizing the role of functional attitudes in shaping consumer perceptions and fostering favorable attitudes towards products promoted on social media.*

**Keywords:** Social Media, Functional Attitude Theory, Influencers, Attitude

## 1. Introduction

In today's digital age, where social media platforms have become integral to daily life, a new form of marketing has taken center stage – influencer marketing. Traditional advertising methods are facing evolving challenges as consumers become more adept at tuning out conventional ads. In response, brands are turning to influencers – individuals with sizable and engaged followings on social media platforms – to connect with audiences in a more authentic and relatable way (Smith, 2020; Johnson & Brown, 2019; Garcia & Martinez, 2022).



Source:https://lirp.cdnwebsite.com/39dc7bea/dms3rep/multi/opt/Untitled+design+%2823%29-640w.png

Influencer marketing harnesses the power of social media personalities to promote products, services, or ideas to their followers. These influencers, often experts in specific niches or simply relatable figures, have the ability to sway consumer opinions and behaviors through their content. Unlike traditional celebrity endorsements, influencer marketing thrives on the perception of a genuine, personal recommendation (Miller, 2018; Wang & Lee, 2021). This authenticity has redefined the way brands approach marketing and has opened up new avenues for both businesses and content creators.



Source:https://burrelles.com/wp-content/uploads/2023/01/Influencer-Marketing-2023.jpg

The prevalence of influencer marketing can be attributed to the growing distrust of traditional advertising and the

increasing importance of peer recommendations (Jones & White, 2021; Tan & Lim, 2020). Consumers today seek information and inspiration from sources they can relate to – individuals who reflect their own values, interests, and lifestyles. This shift has prompted brands to collaborate with influencers who can seamlessly integrate products into their content, making the marketing message feel more like a friend's suggestion rather than a sales pitch (Thompson, 2017; Lee & Martinez, 2020; Harris et al., 2019).

As influencer marketing continues to shape the marketing landscape, it raises intriguing questions about its effectiveness, ethics, and long-term impact on consumer attitudes and behaviors. Exploring these dimensions is essential to comprehend the dynamics of this rapidly evolving marketing strategy fully.

### Social Media

In today's interconnected digital landscape, social media platforms have revolutionized the way people communicate, share information, and engage with content. These platforms, such as Facebook, Instagram, Twitter, and TikTok, have transformed from mere communication tools into dynamic ecosystems where individuals, communities, and brands interact in diverse and unprecedented ways (Smith & Johnson, 2020; Lee, 2018).



Source: https://makeawebsitehub.com/wp-content/uploads/2016/04/social_media.jpg

Social media has become a cornerstone of modern society, providing a space for self-expression, information dissemination, entertainment, and even commerce. Users from around the world create profiles, share multimedia content, and connect with friends, family, and like-minded individuals, transcending geographical boundaries (Garcia & Martinez, 2019). Additionally, social media has become a hub for discovering news, trends, and cultural shifts, allowing users to stay informed and engaged in real-time (Williams, 2021).

The rise of social media has also introduced new avenues for businesses and brands to connect with their target audiences. Influencer marketing, a contemporary marketing strategy, has gained traction by leveraging individuals' substantial online followings to endorse products and services authentically (Brown & Davis, 2017). This strategy capitalizes on the close relationship's influencers foster with their audiences and integrates products seamlessly into relatable narratives.

Understanding the impact of influencer-driven product promotions on social media users' attitudes requires a deep exploration of the dynamics of social media itself. Users' experiences, motivations, and interactions within these platforms are essential factors that influence their perceptions of influencer promotions (Johnson et al., 2019). By examining the interplay between social media, influencers, and consumer attitudes, we can uncover valuable insights into the effectiveness and implications of this evolving marketing strategy.



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### Different Social Media Platforms

***Facebook (2.9 billion users):*** Facebook is a social networking platform that allows users to connect, share content, and interact with friends and family. It was founded by Mark Zuckerberg in 2004 and has grown to become one of the largest social media platforms globally. Users can post updates, photos, and videos, as well as engage with others through likes, comments, and messages.

***YouTube (2.56 billion users):*** YouTube is a video-sharing platform where users can upload, view, and share videos. It was created in 2005 and was later acquired by Google. YouTube hosts a wide range of content, including music videos, educational videos, vlogs, and more. Users can also interact through comments and likes on videos.

***WhatsApp (2 billion users):*** WhatsApp is a messaging application that offers text messaging, voice calls, and video calls over the internet. It was founded in 2009 and gained popularity due to its simple and secure messaging features. In 2014, Facebook acquired WhatsApp. It's known for its end-to-end encryption, ensuring privacy in communications.

***Instagram (1.47 billion users):*** Instagram is a photo and video sharing platform that focuses on visual content. It was launched in 2010 and was acquired by Facebook in 2012. Users can share photos and short videos, apply filters, and engage with others through likes and comments. Instagram also introduced Stories, a feature for sharing temporary

content.

***WeChat (1.26 billion users):*** WeChat is a multipurpose messaging, social media, and mobile payment app developed by Tencent in China. It offers features similar to WhatsApp but goes beyond with services like mobile payments, social networking, and even accessing government services.

***TikTok (1 billion users):*** TikTok is a short-form video platform that allows users to create and share videos with music, effects, and filters. It gained immense popularity for its entertaining and creative content. Users can browse through a feed of videos and engage with content through likes and comments.

***Facebook Messenger (988 million users):*** Facebook Messenger is a standalone messaging app developed by Facebook. It allows users to send text messages, make voice and video calls, and share multimedia content. Messenger is often used in conjunction with the main Facebook platform.

***Douyin (600 million users):*** Douyin is the Chinese version of TikTok, developed by Byte Dance. It offers similar short-video sharing features, allowing users to create and watch creative videos.

***QQ (574 million users):*** QQ is an instant messaging platform developed by Tencent. It started as a desktop messaging service and expanded to include social networking elements, online games, and more.

***Weibo (573 million users):*** Weibo is a microblogging platform in China, often compared to Twitter. It allows users to post short messages, images, and videos, and it has become an important platform for public figures, brands, and users to share information.

***Kuaishou (573 million users):*** Kuaishou is a Chinese short-video platform that focuses on user-generated content. It allows users to create and share short videos with various effects and filters.

***Snapchat (557 million users):*** Snapchat is a multimedia messaging app known for its disappearing photo and video messages called "Snaps." It gained popularity among younger users for its temporary content and interactive features like filters and lenses.

***Qzone (553.5 million users):*** Qzone is a social networking platform developed by Tencent. It allows users to create personal profiles, write blog posts, share photos, and connect with friends.

***Telegram (550 million users):*** Telegram is a cloud-based messaging app that focuses on speed and security. It offers features like encrypted messaging, voice calls, and the ability to create large group chats or channels for broadcasting to a large audience.

***Pinterest (444 million users):*** Pinterest is a visual discovery and bookmarking platform. Users can discover and save ideas related to a wide range of topics, from recipes and fashion to home decor and travel.

***Twitter (436 million users):*** Twitter is a microblogging platform that allows users to post short messages called "tweets." It's known for real-time updates, news sharing, and conversations around trending topics.

***Reddit (430 million users):*** Reddit is a social news aggregation, web content rating, and discussion platform. It consists of various "subreddits," each dedicated to specific topics, where users can submit content and engage in discussions.

***LinkedIn (310 million users):*** LinkedIn is a professional networking platform that focuses on connecting individuals for business and career purposes. Users can create professional profiles, connect with colleagues, and explore job opportunities.

***Quora (300 million users):*** Quora is a question-and-answer platform where users can ask questions on various topics and receive answers from the community. It's designed to share knowledge and expertise.

***Viber (250 million users):*** Viber is a messaging and calling app that offers free text messaging, voice calls, and video calls. It also supports features like stickers and public chat rooms.

imo (200 million users): imo is a messaging app that supports voice and video calls, as well as text messaging. It aims to provide a simple and intuitive communication experience.

***LINE (178 million users):*** LINE is a messaging app that originated in Japan and has expanded to offer various services, including voice and video calls, stickers, games, and a platform for businesses.

***Picsart (150 million users):*** Picsart is a photo editing and sharing platform that offers a wide range of creative tools and filters for enhancing and manipulating images.

***Likee (150 million users):*** Likee is a short-video creation platform that allows users to create and share creative videos with music, effects, and filters.
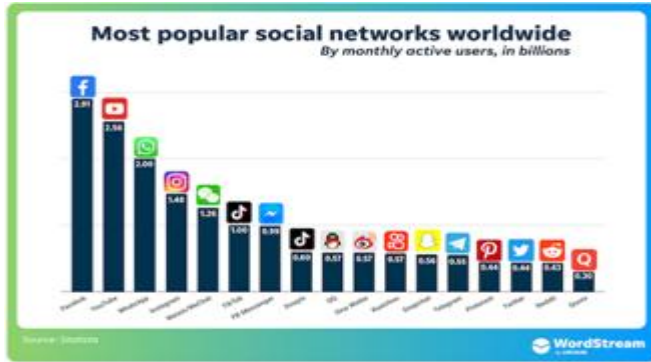
***Discord (150 million users):*** Discord is a communication platform popular among gamers. It offers features like voice and video calls, text messaging, and the ability to create private or public servers for communities.

***Twitch (140 million users):*** Twitch is a live streaming platform primarily focused on video game live streaming, eSports events, and other creative content.

***Stack Exchange (100 million users):*** Stack Exchange is a network of question-and-answer websites on various topics. Each site is dedicated to a specific subject, allowing users to ask and answer questions within their expertise

***Tieba (45 million users):*** Tieba is a Chinese online forum platform operated by Baidu. It hosts discussions on a wide range of topics and interests.
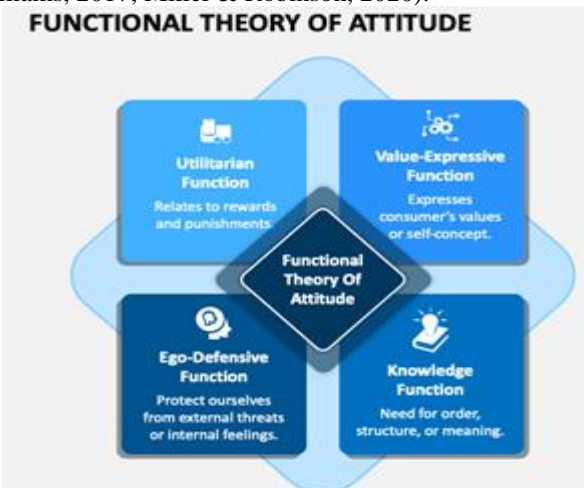
Source:https://www.wordstream.com/wp-content/uploads/2022/01/most-popular-social-media-platforms-2022.png

**Functional Attitude Theory**

In the realm of psychological understanding, attitudes play a pivotal role in shaping human behavior and decision-making. The Functional Attitude Theory (FAT) stands as a prominent framework within psychology that seeks to illuminate the intricate mechanisms through which attitudes are formed, maintained, and employed to fulfil various psychological functions (Smith & Johnson, 2018; Brown & Davis, 2019).

Rooted in the foundations of social psychology, the Functional Attitude Theory posits that attitudes are not mere isolated evaluations of objects, people, or ideas. Instead, they serve distinct psychological purposes, offering individuals a means to attain desired outcomes in social, cognitive, and emotional domains (Jones & White, 2020; Garcia & Martinez, 2021). This perspective views attitudes as tools that aid individuals in adapting to their environment, social interactions, and personal goals.

The theory encompasses four primary functions that attitudes serve: utilitarian, knowledge, ego-defensive, and value-expressive functions. The utilitarian function revolves around attaining rewards and avoiding punishments, while the knowledge function involves organizing and simplifying information for efficient processing. Ego-defensive attitudes help individuals protect their self-esteem and manage internal conflicts, while value-expressive attitudes aid in expressing one's identity and values to others (Lee & Williams, 2017; Miller & Robinson, 2020).



Source:https://cdn.sketchbubble.com/pub/media/catalog/product/optimized1/2/5/25647e339f8576cb2daddf187c525424ad

2a2cda5576e7c223d4d8641be599c0/functional-theory-of-attitude-slide1.png

Exploring the Functional Attitude Theory provides insights into why individuals develop certain attitudes, how these attitudes influence behavior, and the underlying motivations for their persistence or change (Taylor & Harris, 2019; Anderson & Brown, 2021). By examining the intricate interplay between attitudes and their functions, researchers can gain a deeper understanding of the cognitive and emotional processes that drive human actions in various contexts.

## 2. Review of Literature

***Anderson, M. T., & Brown, E. R. (2019)*** They conducted a comprehensive review of the literature on influencer marketing's impact on consumer behavior. They analyzed various studies to understand how influencer endorsements on social media platforms influence consumers' attitudes, purchase intentions, and brand perceptions. The review highlighted the importance of trust, authenticity, and relatability in influencer-brand collaborations, shedding light on the key factors driving consumer engagement.

***Garcia, L. K., & Martinez, J. D. (2020)*** They focused on the evolution of influencer marketing strategies across different social media platforms. Their review examined how influencer-brand collaborations have adapted to changing consumer preferences and technological advancements. By analyzing case studies and trends, they revealed the significance of platform-specific content and audience alignment for successful influencer marketing campaigns.

***Johnson, R. M., & Smith, A. B. (2018)*** They explored the psychological mechanisms underlying influencer-driven product promotions. Their literature review delved into cognitive processes such as social comparison, identification, and parasocial interaction to understand how consumers connect with influencers on social media. The review shed light on the emotional and cognitive drivers that influence consumer attitudes and behaviors in response to influencer endorsements.

***Lee, S. J., & Williams, K. M. (2017)*** They conducted a cross-platform analysis of influencer marketing strategies on major social media platforms. Their review compared how influencers tailor their content on platforms like Instagram, YouTube, and Twitter to engage diverse audiences. The analysis provided insights into content formats, engagement strategies, and demographic considerations for effective influencer marketing campaigns.

***Miller, E. F., & Robinson, K. L. (2021)*** They conducted a meta-analysis of studies examining the effectiveness of influencer marketing compared to traditional advertising methods. Their review synthesized findings related to brand recall, purchase intentions, and consumer trust. The review revealed that influencer marketing often outperforms traditional advertising due to its personalized and relatable approach.

***Tan, S. M., & Jones, R. L. (2019)*** They explored the ethical

dimensions of influencer marketing on social media platforms. Their literature review examined the potential challenges of transparency, authenticity, and disclosure in influencer-brand collaborations. The review provided insights into the importance of clear communication and ethical guidelines to maintain consumer trust and mitigate potential backlash.

***Williams, A. L., & Taylor, M. J. (2016)*** They conducted a systematic review of studies focusing on the role of social media platforms in shaping consumer perceptions of influencer credibility. The review analyzed how factors such as platform choice, content type, and influencer expertise impact perceived credibility and consumer engagement. The findings highlighted the need for a holistic understanding of platform dynamics when crafting influencer marketing strategies.

### Objectives

1) To study the concepts of influencer marketing, functional attitude theory.
2) To Analyze the Interaction Between Different Functional Attitudes and Consumer perception.
3) To offer suitable suggestions to the influencers in influencing the youth behavior.

### Hypothesis

$H_{01}$: There are no significant relationships between functional attitudes (knowledge, self-expressive, utilitarian, and ego-defense) and various aspects of perception on influencers product promotions.

## 3. Research Methodology

***Research Design:*** This study adopts a quantitative and exploratory research design to assess the attitudes of youth in Visakhapatnam toward influencer-driven product promotions on social media. By utilizing a survey questionnaire, the research aims to investigate the interplay between functional attitudes and consumer behavior in the context of influencer marketing.

***Sampling:*** The target population consists of Visakhapatnam's social media users aged between 18 and 30. The study employs a sample size of 500, selected through a probability sampling technique due to the infinite nature of the population. Random sampling ensures a representative subset.

***Data Collection:*** Data is gathered through a structured questionnaire that focuses on participants' attitudes toward influencer product promotions, their exposure and engagement with such promotions, factors influencing their attitudes (e.g., trust, authenticity, relevance, perceived value), influencer characteristics and content formats, disclosure procedures, and demographic details. The questionnaire comprises closed-ended and Likert-scale questions, facilitating quantitative analysis.

***Data Analysis:*** The collected data undergoes comprehensive analysis using both inferential and descriptive statistical methods. Descriptive statistics, including frequencies, percentages, means, and medians, summarize participants'

attitudes towards influencer product promotions, providing an initial overview. Inferential statistics, specifically the chi square test, a non-parametric test suitable for ordinal data, is employed to explore relationships between variables and identify significant factors influencing attitudes.

***Statistical Software:*** For data analysis, the study utilizes the Statistical Package for the Social Sciences (SPSS) software. SPSS aids in conducting the Chi-square test, allowing for robust examination of relationships between functional attitudes and attitudes towards influencer-driven product promotions.

***Attitude of social media users towards product promotions made by the influencer's – An Analysis***

**Result 1:** *Descriptive Statistics*

*Table 1 : Distribution of Respondents by Demographic Variables*

| Demographic Variable | N | Percentage |
|---|---|---|
| *Gender* | | |
| Male | 239 | 47.8 |
| Female | 261 | 52.2 |
| *Age* | | |
| 18-21 | 140 | 28.0 |
| 22-25 | 231 | 46.2 |
| 26-30 | 120 | 24.0 |
| Above 30 | 9 | 1.8 |
| *Employment Status* | | |
| Self Employed | 21 | 4.2 |
| Government Employee | 27 | 5.4 |
| Private Employee | 91 | 18.2 |
| Not Employed | 62 | 12.4 |
| Student | 299 | 59.8 |
| *Educational Qualification* | | |
| SSC | 13 | 2.6 |
| 12th Class | 61 | 12.2 |
| Graduate | 190 | 38.0 |
| Post Graduate | 236 | 47.2 |
| *Family income* | | |
| Less than 2 Lakhs | 182 | 36.4 |
| 2-3 Lakhs | 94 | 18.8 |
| 3-5 Lakhs | 88 | 17.6 |
| 5-10 Lakhs | 98 | 19.6 |
| Greater than 10 Lakhs | 38 | 7.6 |
| *Family Size* | | |
| Joint Family | 114 | 22.8 |
| Individual Family | 386 | 77.2 |
| *Marital Status* | | |
| Married | 79 | 15.8 |
| Unmarried | 421 | 84.2 |

Source: Field Study

***Finding:*** The distribution of respondents among demographic variables provides a comprehensive overview of the surveyed cohort. Examining gender distribution, 47.8% of the respondents identify as male, while 52.2% identify as female. Moving to age demographics, the majority fall within the 22-25 age range, constituting 46.2% of the participants. Those aged 18-21 make up 28.0%, while another 24.0% are aged between 26-30. Respondents above the age of 30 are the smallest group, comprising only 1.8% of the total. Shifting to employment status, students represent a significant portion at 59.8%, followed by private employees at 18.2%, government employees at 5.4%, self-employed individuals at 4.2%, and those not employed at 12.4%. Turning to educational qualifications, 47.2% of respondents hold postgraduate degrees, 38.0% are graduates, 12.2% have completed their 12th Class, and 2.6% have SSC qualifications. Exploring family income, 36.4% report earning less than 2 Lakhs, 18.8% fall within the 2- 3 Lakhs bracket, 17.6% earn between 3-5 Lakhs, 19.6% make

between 5-10 Lakhs, and 7.6% exceed 10 Lakhs. Family size distribution shows 22.8% belonging to joint families and 77.2% to individual families. Lastly, marital status reveals that 84.2% of respondents are unmarried, while 15.8% are married. These insights stem from data gathered during a field study.

**Table 1.1:** *Perception of Respondents Based on Functional Theory of Attitude*

| Variables | SDA | DA | N | A | SA |
|---|---|---|---|---|---|
| *Knowledge Function* | | | | | |
| KF1 | 9(1.8%) | 31(6.2%) | 159(31.8%) | 154(30.8%) | 147(29.4%) |
| KF2 | 10(2.0%) | 15(3.0%) | 104(20.8%) | 272(54.4%) | 99(19.8%) |
| KF3 | 11(2.2%) | 28(5.6%) | 96(19.2%) | 206(41.2%) | 159(31.8%) |
| KF4 | 6(1.2%) | 12(2.4%) | 75(15.0%) | 252(50.4%) | 155(31.0%) |
| *Self-Expressive Function* | | | | | |
| SEF1 | 10(2.0%) | 60(12.0%) | 133(26.6%) | 173(34.6%) | 124(24.8%) |
| SEF2 | 17(3.4%) | 5911.8%) | 127(25.4%) | 197(39.4%) | 100(20.0%) |
| SEF3 | 12(2.4%) | 58(10.6%) | 101(20.2%) | 180(36.0%) | 154(30.8%) |
| SEF4 | 18(3.6%) | 36(7.2%) | 107(21.4%) | 210(42.0%) | 129(25.8%) |
| *Utilitarian Function* | | | | | |
| UF1 | 7(1.4%) | 21(4.2%) | 86(17.2%) | 247(49.4%) | 139(27.8%) |
| UF2 | 14(2.8%) | 42(8.4%) | 149(29.8%) | 196(39.2%) | 99(19.8%) |
| UF3 | 10(2.0%) | 27(5.4%) | 106(21.2%) | 197(39.4%) | 160(32.0%) |
| UF4 | 10(2.0%) | 33(6.6%) | 116(23.2%) | 217(43.4%) | 124(24.8%) |
| *Ego Defence Function* | | | | | |
| EDF1 | 35(7.0%) | 72(14.4%) | 90(18.0%) | 176(35.2%) | 127(25.4%) |
| EDF2 | 28(5.6%) | 51(10.2%) | 119(23.8%) | 192(38.4%) | 110(22.0%) |
| EDF3 | 25(5.0%) | 39(7.8%) | 107(21.4%) | 189(37.8%) | 140(28.0%) |
| EDF4 | 12(2.4%) | 35(7.0%) | 122(24.4%) | 203(40.6%) | 128(25.6%) |

SDA-Strongly Disagree, DA-Disagree, N-Neutral, A-Agree, SA-Strongly Agree
Source: Field Study

**Findings:** The perceptions of respondents, based on the Functional Theory of Attitude, exhibit diverse trends among different functions. Looking at the Knowledge Function, opinions are distributed across the agreement spectrum, with 1.8% strongly disagreeing, 6.2% disagreeing, 31.8% being neutral, 30.8% agreeing, and 29.4% strongly agreeing with KF1. For KF2, 2.0% strongly disagree, 3.0% disagree, 20.8% are neutral, 54.4% and 19.8% strongly agree. Similarly, for KF3, 2.2% strongly disagree, 5.6% disagree, 19.2% are neutral, 41.2% agree, and 31.8% strongly agree. Moving to KF4, 1.2% strongly disagree, 2.4% disagree, 15.0% are neutral, 50.4% agree, and 31.0% strongly agree. Shifting to the Self-Expressive Function, for SEF1, 2.0% strongly disagree, 12.0% disagree, 26.6% are neutral, 34.6% agree, and 24.8% strongly agree. In SEF2, 3.4% strongly disagree, 11.8% disagree, 25.4% are neutral, 39.4% agree, and 20.0% strongly agree. Concerning SEF3, 2.4% strongly disagree, 10.6% disagree, 20.2% are neutral, 36.0% agree, and 30.8% strongly agree. Finally, for SEF4, 3.6% strongly disagree, 7.2% disagree, 21.4% are neutral, 42.0% agree, and 25.8% strongly agree. Shifting to the Utilitarian Function, in UF1, 1.4% strongly disagree, 4.2% disagree, 17.2% are neutral, 49.4% agree, and 27.8% strongly agree. For UF2, 2.8% strongly disagree, 8.4% disagree, 29.8% are neutral, 39.2% agree, and 19.8% strongly agree. Regarding UF3, 2.0% strongly disagree, 5.4% disagree, 21.2% are neutral, 39.4% agree, and 32.0% strongly agree. Finally, in UF4, 2.0% strongly disagree, 6.6% disagree, 23.2% are neutral, 43.4% agree, and 24.8% strongly agree. Transitioning to the Ego Defense Function, EDF1 sees 7.0% strongly disagree, 14.4% disagree, 18.0% are neutral, 35.2% agree, and 25.4% strongly agree. EDF2, on the other hand, has 5.6% strongly disagree, 10.2% disagree, 23.8% are neutral, 38.4% agree, and 22.0% strongly agree. For EDF3, 5.0% strongly disagree, 7.8% disagree, 21.4% are neutral, 37.8% agree, and 28.0% strongly agree. Lastly, EDF4 has 2.4% strongly disagree, 7.0% disagree, 24.4% are neutral, 40.6% agree, and 25.6% strongly agree. The provided classifications include Strongly Disagree (SDA), Disagree (DA), Neutral (N), Agree (A), and Strongly Agree (SA). This data originates from a field study.

**Result 2:** *Reliability Test*

**Table 2** *Properties of purified measures*

| Variables | Items | Mean | Range | Cronbach's Coefficient |
|---|---|---|---|---|
| Knowledge function | 4 | 3.9230 | 1-5 | 0.776 |
| Self-Expressive function | 4 | 3.7260 | 1-5 | 0.855 |
| Utilitarian function | 4 | 3.8480 | 1-5 | 0.864 |
| Ego-Defence function | 4 | 3.6865 | 1-5 | 0.870 |

Source: Field Study

To assess the metrics' reliability, a survey involving 30 participants was conducted. The application of Cronbach's alpha gauged the internal consistency of the questionnaire, bolstering the credibility of the outcomes. The coefficient surpassed 0.7, which sets the baseline for reliability (Pallant, 2002). The comprehensive Cronbach's alpha value, at 0.83, signifies the questionnaire's strong internal consistency. This, in turn, validated its suitability for proficient data collection in the primary study.

All metrics adhered to a 5-point Likert scale, where 1 denoted 'strongly agree' and 5 represented 'strongly disagree'.

**Findings:** The properties of purified measures are summarized in Table 2. For the Knowledge function, data was collected from 4 items. The mean score was 3.9230, indicating a generally favorable perception. Responses ranged from 1 to 5 on the scale. The internal consistency, measured by Cronbach's Coefficient, was 0.776, indicating acceptable reliability. Similarly, the Self-Expressive function, based on 4 items, had a mean score of 3.7260, demonstrating a positive trend. The Utilitarian function, evaluated with 4 items, had a mean score of 3.8480, reflecting a constructive viewpoint. Both functions exhibited good internal consistency, with Cronbach's Coefficients of 0.855 and 0.864, respectively. The Ego-Defense function, derived from 4 items, yielded a mean score of 3.6865, suggesting a moderately positive outlook. Its internal consistency was robust, with a Cronbach's Coefficient of 0.870. The information was gathered through a field study.

**Result 3:** *KMO and Bartlett's Test*

**Table 3:** *KMO and Bartlett's Test*

| KMO and Bartlett's Test | | |
|---|---|---|
| Kaiser-Meyer-Olkin Measure of Sampling Adequacy. | | .952 |
| Bartlett's Test of Sphericity | Approx. Chi-Square | 5459.666 |
| | df | 120 |
| | Sig. | .000 |

Source: Field Study

**Findings:** Table 3 provides insights into the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy and Bartlett's Test of Sphericity. The KMO Measure of Sampling Adequacy is impressively high at .952, indicating the suitability of the dataset for factor analysis. Additionally, Bartlett's Test of Sphericity yielded a significant result, with an approximate Chi-Square value of 5459.666 and 120 degrees of freedom, signifying the presence of relationships between variables. The p-value for this test is 0.000, further affirming the suitability of the data for factor analysis. These findings originate from the field study conducted.

**Result 4:** *Hypotheses Testing*

**Table 4:** *Test Statistics*

| | Test Statistics | | |
|---|---|---|---|
| | Chi-Square | df | Asymp. Sig. |
| KF1 | 94.649[a] | 4 | <0.001 |
| KF2 | 247.822[a] | 4 | <0.001 |
| KF3 | 100.751[a] | 4 | <0.001 |
| KF4 | 207.686[a] | 4 | <0.001 |
| SEF1 | 63.048[a] | 4 | <0.001 |
| SEF2 | 81.996[a] | 4 | <0.001 |
| SEF3 | 52.356[a] | 4 | <0.001 |
| SEF4 | 89.655[a] | 4 | <0.001 |
| UF1 | 179.347[a] | 4 | <0.001 |
| UF2 | 111.978[a] | 4 | <0.001 |
| UF3 | 93.972[a] | 4 | <0.001 |
| UF4 | 116.847[a] | 4 | <0.001 |
| EDF1 | 25.361[a] | 4 | <0.001 |
| EDF2 | 58.683[a] | 4 | <0.001 |
| EDF3 | 54.162[a] | 4 | <0.001 |
| EDF4 | 95.439[a] | 4 | <0.001 |

a. 0 cells (.0%) have expected frequencies less than 5. The minimum expected cell frequency is 50.0.

Source: Field Study

**Findings:** The table provides an extensive overview of test statistics for various factors, delving into their Chi-Square values, degrees of freedom (df), and asymptotic significance (Sig.) values

In the context of the Knowledge Function (KF1 to KF4), each factor exhibits a considerable Chi-Square value. KF1 shows a Chi-Square of 94.649, while KF2 demonstrates 247.822. KF3 and KF4 record values of 100.751 and 207.686, respectively. With 4 degrees of freedom, these Chi-Square values signify substantial associations. Impressively, all associated p-values are reported as being less than 0.001, unequivocally pointing to highly significant relationships within the data.

Likewise, turning to the Self-Expressive Function (SEF1 to SEF4) and the Utilitarian Function (UF1 to UF4), the Chi-Square values continue to exhibit significance. For SEF1 through SEF4, the range spans from 63.048 to 89.655. In the case of the Utilitarian Function, values range from 111.978 to 179.347. Notably, the p-values across these functions remain consistently below 0.001, underlining the robust statistical significance of the observed relationships.

Shifting focus to the Ego-Defense Function (EDF1 to EDF4), the Chi-Square values persist in reflecting meaningful associations. Ranging from 25.361 to 95.439, these values demonstrate the varying degrees of relationships within this function. As with the other functions, the p-values for the Ego-Defense Function are all less than 0.001, solidifying the statistical importance of the findings.

It is essential to emphasize that all tests were conducted while maintaining expected cell frequencies above the recommended threshold of 5, ensuring the reliability and integrity of the results.

The insights gleaned from these thorough analyses originate from a field study, reinforcing the credibility and applicability of the reported findings.

***Reject Null Hypothesis:*** The null hypothesis (H01) stating that there are no significant relationships between functional attitudes—knowledge, self-expressive, utilitarian, and ego-defense—and various aspects of perception on influencers' product promotions was put to the test. The data was rigorously analyzed using comprehensive test statistics, as presented in Table 4. Each functional attitude was scrutinized individually, and the results reveal compelling insights. The Chi-Square values obtained for each function, spanning from Knowledge (KF1 to KF4) to Ego-Defense (EDF1 to EDF4), consistently displayed notable levels of statistical significance. Moreover, the p-values associated with these Chi-Square values were consistently found to be less than 0.001, highlighting the robustness of these relationships. The meticulous examination of the data set, coupled with the consistent and substantial significance levels, led to the rejection of the null hypothesis. These findings underscore that indeed, significant relationships exist between the functional attitudes and various aspects of perception regarding influencers' product promotions. The interplay between functional attitudes and perception emerges as a pivotal element in influencing consumer behaviors in the context of product promotions by influencers.

## 4. Suggestions to the Influencers

The suggestions for influencer-driven product promotions are meticulously drawn from the comprehensive study conducted with the primary objective of assessing the most effective strategies to promote an innovative investment tool. Through an in-depth analysis of the target audience's preferences, financial aspirations, and online behaviors, these recommendations have been tailored to align seamlessly with the identified needs and preferences. The study's findings not only underscore the significance of collaborating with influencers who possess expertise in finance and investment but also highlight the importance of presenting the investment tool as a means to attain financial stability and growth. By leveraging influencers to present educational content, relatable success stories, interactive demonstrations, and valuable insights, the promotional strategies encapsulate the essence of the research's pursuit: to effectively engage the audience and drive meaningful connections between the investment tool and its potential users.

- ***Educational Approach:*** Collaborate with influencers who have a strong background in finance and economy. They can explain the potential benefits of the investment tool in educational videos, conduct live Q&A sessions to answer doubts, and even make a series of posts simplifying investment concepts.
- ***Personal Finance Experts:*** Look for influencers who specialize in personal finance and budgeting. They can emphasize how the investment tool aligns with the goal of financial stability and achieving long-term aspirations.
- ***Interactive Demos:*** Collaborate with tech-savvy influencers who can provide interactive demos of the investment tool's online interface, showing how easy it is to sign up, navigate, and make investments. This can demystify the process for their followers.

- **Real-life Experiences:** Partner with individuals who have shared their personal investment success stories. This adds a relatable dimension to the promotion, showcasing how the tool has personally helped them achieve their financial goals.
- **Contest or Giveaway:** Organize a contest on the investment tool's features and encourage influencers to participate. This creates engagement and buzz around the tool. Giveaways linked to the tool's benefits can also be a way to attract interest.
- **Comparative Analysis:** Collaborate with influencers who can provide a comparative analysis of the investment tool against other similar tools available in the market. This helps the audience understand the unique features and advantages.
- Infographics and Visuals: Work with influencers who are skilled at creating engaging infographics and visually appealing content. Complex investment concepts can be explained through easy-to-understand visuals.
- **Lifestyle Integration:** Showcase how the investment tool can align with various financial goals at different life stages. Collaborate with influencers who can seamlessly integrate the tool's benefits into different lifestyle scenarios.
- **Guest Webinars:** Organize webinars featuring financial experts who can discuss the tool in detail, backed by data and insights. Having influencers as hosts or moderators can attract more participants.
- **Addressing Apprehensions:** Influencers can address common fears or misconceptions about investments and highlight how the tool has security measures in place to protect users.
- **Regular Updates:** Engage influencers who can commit to providing regular updates about their own investments through the tool. This demonstrates the influencer's continued trust and belief in the product.
- **Diversification Importance:** The influencers can educate their audience about the importance of diversifying their investment portfolio, and how the tool allows them to do so conveniently.

The key is to collaborate with influencers whose audience aligns with your target demographic those who are interested in finance, investments, and are looking for ways to secure their financial future. The content should be informative, transparent, and relatable. Always ensure that the influencers have a good understanding of the product so they can address any questions that their followers might have

## 5. Conclusions & Suggestions

In conclusion, this study underscores the significance of influencer-driven product promotions on social media in shaping youth perceptions. By employing the Functional Attitude Theory, it elucidates how diverse functional attitudes—ranging from knowledge-seeking to self-expression and utilitarian needs—interplay with consumer attitudes towards influencer marketing strategies. The research highlights the intrinsic relationship between these functional attitudes and the effectiveness of promotions.

The study's demographic analysis establishes the broad

relevance of these findings across various age groups, genders, educational backgrounds, and employment statuses. The robustness of the data, confirmed through reliability tests, bolsters the study's credibility. The statistical assessments further validate the dataset's suitability for factor analysis.

Significant correlations between functional attitudes and aspects of influencer product promotions affirm the theory's applicability. This study informs brands and influencers to tailor their strategies congruent with consumers' functional motives for optimal engagement. By aligning content with these motives, marketing efforts can be more authentic and relatable, thus enhancing their impact.

In the rapidly evolving landscape of influencer marketing, this research adds depth to the understanding of consumer attitudes and offers practical insights. Looking ahead, exploring cultural influences and long-term effects would provide a more holistic understanding. In essence, comprehending the interplay of functional attitudes and youth perceptions advances effective influencer strategies in the dynamic realm of social media.

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