

INFLUENCER MARKETING – INDIAN CONSUMER – 2023

Draw on the aspirational qualities of celebs for urbanites. For better reach, leverage micro/nano influencers and partner with relatable, educational and humorous influencers.



A Mintel Analyst, Global Analyst



Influencer Marketing - Indian Consumer - 2023

This report looks at the following areas:

- Indian consumers' usage of various social media platforms
- The rise of the creator economy
- Who consumers generally follow on social media
- Consumer purchase of products/services as per recommendation of online influencers
- Attributes of online influencers that consumers like
- Consumers' attitudes towards online influencers



Draw on the aspirational qualities of celebs for urbanites. For better reach, leverage micro/nano influencers and partner with relatable, educational and humorous influencers.

Overview

YouTube has become the go-to social media platform for all generations, making it an essential focus for influencer marketing. Instagram can be specifically utilised to target Gen Zs, while YouTube and Facebook have higher engagement among Millennials, making both Gen Zs and Millennials crucial cohorts for influencer marketing.

Consumers from low-tier cities tend to follow **people they are familiar** with on social media. Further, urbanites are influenced by **people they know** in their purchasing decisions. With the rise of the creator economy, brands can leverage the reach of micro and nano influencers to build trust and authenticity amongst both city dwellers and consumers from low-tier cities.

Furthermore, urbanites have a strong affinity towards sports celebrities due to their growing affinity towards leading an active lifestyle and are influenced by such celebs' apparel and

BUY THIS REPORT NOW


€2600.00 | £2195.00 | \$2995.00*

store.mintel.com

Americas: +1 (312) 932 0400
China: +86 (21) 6032 7300
Germany: +49 (0) 211 3399 7411
India: +91 22 4445 1045
Singapore: +65 6653 3600
Thailand: +66 2 821 5122
UK: +44 (0) 20 7606 4533

*These prices are correct at time of publication, but are subject to change due to currency fluctuations.

MINTEL



choices. Similarly, urban females are influenced by media celebrities and aspire to lead lifestyles that are in tune with them. Brands can take advantage of the **aspirational power** of celebrities and then combine it with the **reach of micro and nano influencers**.

Live streaming is a great way to showcase an online influencer's authenticity, a key attribute that consumers value. Beyond trust, consumers want influencers to be relatable, knowledgeable, humorous and have ethical stances on issues.

BUY THIS REPORT NOW

€2600.00 | £2195.00 | \$2995.00*

store.mintel.com

Americas: +1 (312) 932 0400
China: +86 (21) 6032 7300
Germany: +49 (0) 211 3399 7411
India: +91 22 4445 1045
Singapore: +65 6653 3600
Thailand: +66 2 821 5122
UK: +44 (0) 20 7606 4533

*These prices are correct at time of publication, but are subject to change due to currency fluctuations.

MINTEL

Report Content



EXECUTIVE SUMMARY

- Mintel's perspective

Key issues covered in this Report

- Report definition
- Overview
- Outlook for social media influencers
- Consumers from low-tier cities and urbanites are most influenced by people they know on social media
- Urban Gen Zs and Millennials are influenced by sports and entertainment celebs
- Micro/nano influencers garner greater trust from consumers
- Beyond authenticity, offer relatable and engaging/humorous content to connect with Indians

KEY TRENDS AND MARKET FACTORS

- What you need to know

The rise of the creator economy

- Financial uncertainty is driving young Indians towards new careers
 - Graph 1: consumer sentiment about their financial situation over the next year or so, by age group, 2023
- Marketers are unlocking potential of the creator economy in India
- Moving forward, preserving influencers' authenticity will be key

The democratisation of the influencer landscape

- Indians are embracing 'main character energy', which is democratising the influencer landscape
 - Graph 2: consumer sentiment regarding identity and technology, 2023
- Brands are at the forefront of a new era of opportunity for creators
- Platforms that are trying to democratise could undermine the credibility of influencers

Role of technology in influencer marketing

- Live streaming has emerged as a tool to remain connected with like-minded communities
- The role of AI in influencer marketing for both content creators and brands
- Advances in AI is fueling further developments in virtual influencers

WHAT CONSUMERS WANT AND WHY

- What you need to know
- Across generations, YouTube is the most used social media platform

Influencer Marketing – Indian Consumer – 2023

- Graph 3: usage of social media platforms in the last six months, by generation, 2023
- Who and where to influence
- Young consumers like to use different kinds of social media platforms
 - Graph 4: repertoire analysis of different platforms used, by age, 2023

The dawn of micro and nano influencing

- Across social media channels, familiarity drives followers
 - Graph 5: accounts consumers follow on social media, by social media usage in the last six months, 2023
- Consumers from low-tier cities savour digital connection with those close to them
 - Graph 6: consumers who follow people they know personally on social media, by region, city tier, socio-economic group and employment status, 2023
- Despite their social media activity, consumers from low-tier cities are unmoved by influencers
 - Graph 7: consumers who have not purchased anything based on online influencers' recommendations in the last six months, 2023
 - Graph 8: consumers who have not purchased anything based on online influencers' recommendations in the last six months, by age group, city tier and SEC groups, 2023
- Despite their social media activity, consumers from low-tier cities are unmoved by influencers
- Urban consumers are still at the forefront when it comes to making purchase decisions based on influencers
 - Graph 9: behaviours pertaining to social media influencers, by city tier, 2023
- Peers' social media posts are also shaping urbanites' shopping habits
 - Graph 10: goods and/or services that urban consumers have purchased based on online influencers' recommendations, by consumers who are greatly influenced by social media posts of people they know, 2023
- The familiarity and ease of access driving consumers to be swayed by the opinions of those they know
- Nurture the next generation of content creators in a bid to connect with their authentic followers
- Partner with personalities who align with your brand
- Case study: brands are actively supporting the creator economy
- Partner with regional influencers through short video platforms to light the way ahead for consumers from low-tier cities

Appeal to the passions of urbanites

- Online influencers are shaping the way young Indians dress
 - Graph 11: types of goods or services that consumers have purchased based on online influencers' recommendations in the last six months, by age group, 2023
- Sports celebs have the highest influence over urban youth
 - Graph 12: consumers who follow sports celebrities on social media, by gender, age group and city tier, 2023
- Furthermore, young male consumers who have shopped for clothing and accessories follow sports celebs on social media
 - Graph 13: accounts consumers follow on social media, by gender and age group, 2023
- Fashion and accessories brands are partnering with sports celebs
- Urban female consumers are inspired by the glamorous lives of entertainment celebs on social media
 - Graph 14: accounts urban female consumers follow on social media, by financial situation, 2023

Influencer Marketing – Indian Consumer – 2023

- Entertainment celebrities are inspiring middle-aged women to look and live their best
 - Graph 15: goods/services purchased based on recommendations from online influencers in the last six months, by gender and age group, 2023
 - Graph 16: goods and/or services that consumers have purchased based on recommendations from online influencers, by females who follow entertainment celebs, 2023
- Entertainment celebrities are inspiring middle-aged women to look and live their best
- Lead the campaign with well-known celeb faces, then leverage the power of micro influencers for better reach
- Offer relevant content to engage with brand-savvy older Millennials
 - Graph 17: consumers who follow brands on social media, by generation, 2023
 - Graph 18: social media platform usage in the last six months, by whether they follow brands on social media or not, 2023
- Establish an engaging brand presence on Instagram for all generations

Attributes of new-age influencers

- Authenticity and trust are cornerstones for new-age influencers
 - Graph 19: consumer behaviours regarding nano/micro influencers, 2023
- Explore the power of live streaming through influencers
 - Graph 20: goods and/or services that consumers have purchased based on recommendation of online influencers, by behaviours towards online influencers, 2023
- Tap into the perceived authenticity of live reactions
- Indians are likely to follow online influencers who are knowledgeable, relatable and humorous
- The rise of social media stars in India happened mostly because of humorous content
- Identify trendsetters on social media platforms who may have fewer followers
 - Graph 21: behaviours towards online influencers, by preference for stylish online influencers, 2023
 - Graph 22: social media platforms that consumers have used in the last six months, by preference for stylish online influencers, 2023
- Spotlight on Myntra's M-Live and Myntra Studio
- Urbanites are invested in influencers who take an ethical stance
- The rise of educational influencers in India who voice out ethical concerns
- Partner with influencers who preach sustainable living

APPENDIX

- Consumer research methodology
- CHAID analysis
- TURF analysis

About Mintel India Consumer

Access our reports now and we'll tell you how major trends are affecting India. We also hone in on the regional differences from socio-economic groups to demographics such as age, gender and household composition. We research consumers in Metro and Tier 1 to 3 cities across the 4 main regions and in 6 local languages.

In each report, we're analysing the trends and the innovations, the behaviours and the influencers of consumers across India. Our local expert analysts then examining the primary research and consumer data and translating it into what it means for you.

- ✔ Find out what Indian consumers want, what they need and what influences their purchasing decisions.
- ✔ Understand the Indian market and see how it fits into wider trends on a local and global level.
- ✔ Take advantage of the gaps and opportunities that exist today, tomorrow and beyond.

How Mintel Indian Consumer will help your business grow:

01

Segment consumers across India according to their regional and demographic differences so you can target them more effectively.

02

Analyse the latest trends and innovations and see how they fit at a local level to identify opportunities for your next big idea.

03

See action-oriented summaries to understand an area quickly or investigate the data to get an in-depth understanding of your market.

BUY THIS REPORT NOW

€2600.00 | £2195.00 | \$2995.00*

store.mintel.com

Americas: +1 (312) 932 0400
China: +86 (21) 6032 7300
Germany: +49 (0) 211 3399 7411
India: +91 22 4445 1045
Singapore: +65 6653 3600
Thailand: +66 2 821 5122
UK: +44 (0) 20 7606 4533

*These prices are correct at time of publication, but are subject to change due to currency fluctuations.

MINTEL

Disclaimer

This is marketing intelligence published by Mintel. The consumer research exclusively commissioned by Mintel was conducted by an Indian licensed market survey agent ([See Research Methodology for more information](#)).

Terms and Conditions of use

Any use and/or copying of this document is subject to Mintel's standard terms and conditions, which are available at <http://www.mintel.com/terms>

If you have any questions regarding usage of this document please contact your account manager or call your local helpdesk.

Published by Mintel Group Ltd

www.mintel.com

Help desk

UK	+44 (0)20 7778 7155
US	+1 (312) 932 0600
Australia	+61 (0)2 8284 8100
China	+86 (21) 6386 6609
India	+91 22 4090 7217
Japan	+81 (3) 6228 6595
Singapore	+65 (0)6 818 9850