

January
2024

The Influencer Revolution

How Social Media Stars Are Shaping Consumer Purchasing Habits

A TrendER/InfoQuest Report

info
quest

Fusing Collaborative Insights

TrendER

Influencers are becoming the trusted voices of a new generation of consumers.

They establish connections that traditional advertising often struggles to achieve. Influencers that are perceived to be genuine, transparent and relatable have power over consumer decision-making.

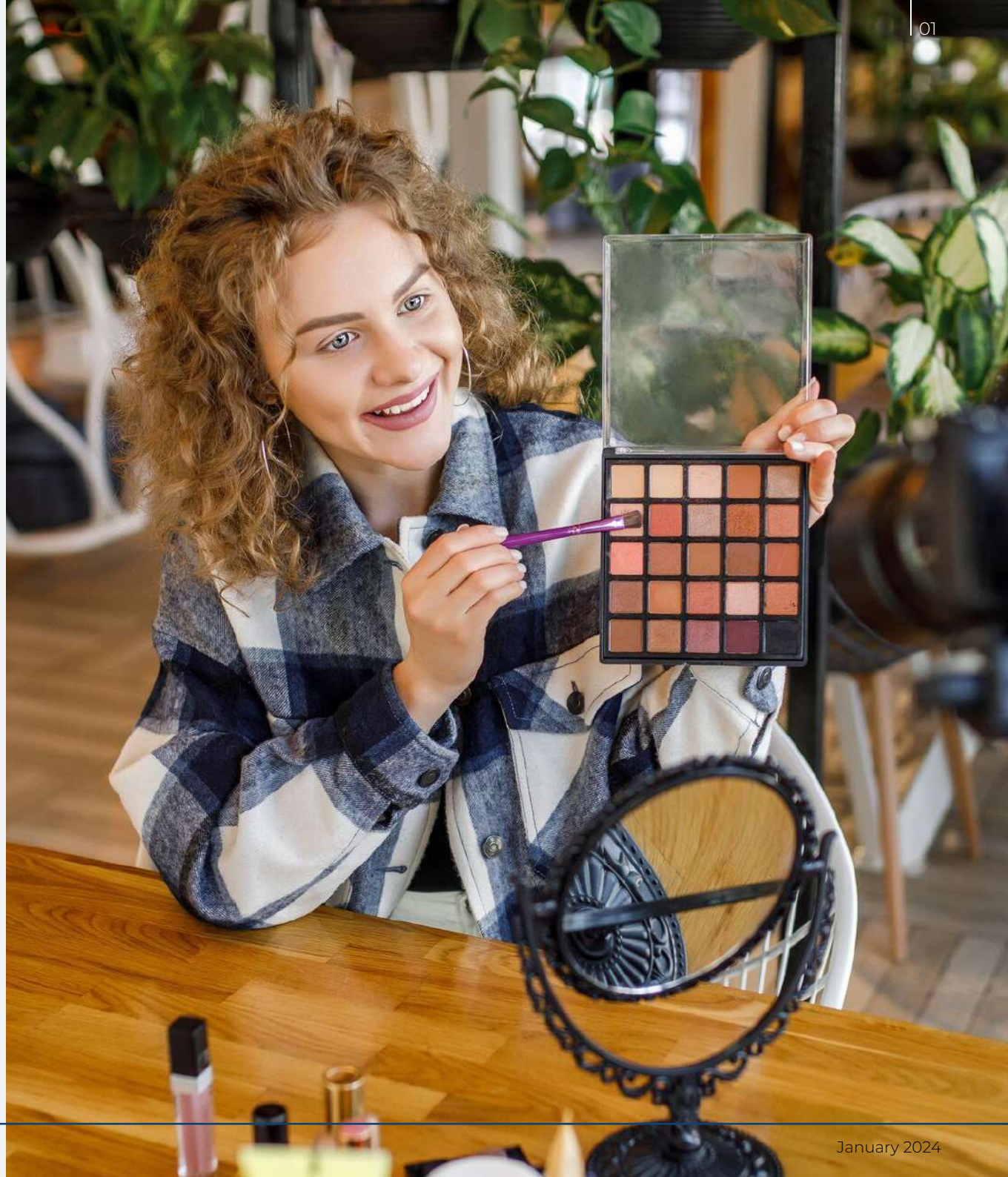


of followers claim that influencers' opinions about a product or service would have an impact on their decision to buy the product or service.

This is one of the findings of a recent survey conducted by TrendER/InfoQuest, a leading online South African research supplier.

The research is based on **302 South African followers** of influencers across all demographics. Respondents were sourced from TrendER/InfoQuest's online panel of over **40 000 South Africans**.

The research was conducted during October 2023.



On average, respondents follow influencers on 3 different social media platforms, with FaceBook, Instagram and TikTok being the top three.

Social media platforms where Influencers are followed





Mainly follow South African influencers



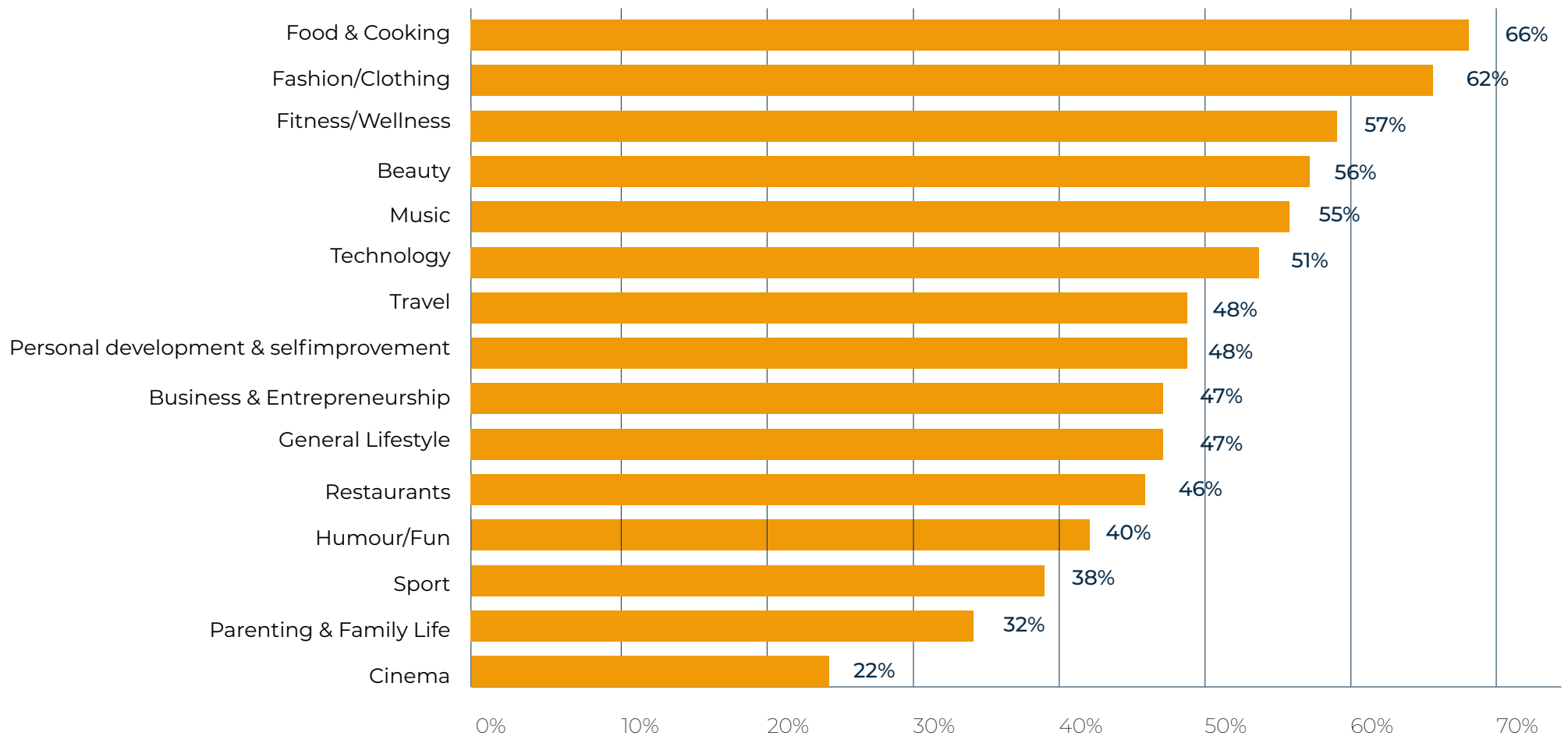
Following influencers from other African countries.



Influencers outside Africa were followed by respondents.

On average, followers track influencers in 7 categories or themes, with food and cooking, and fashion/clothing being the most popular.

Influencer categories

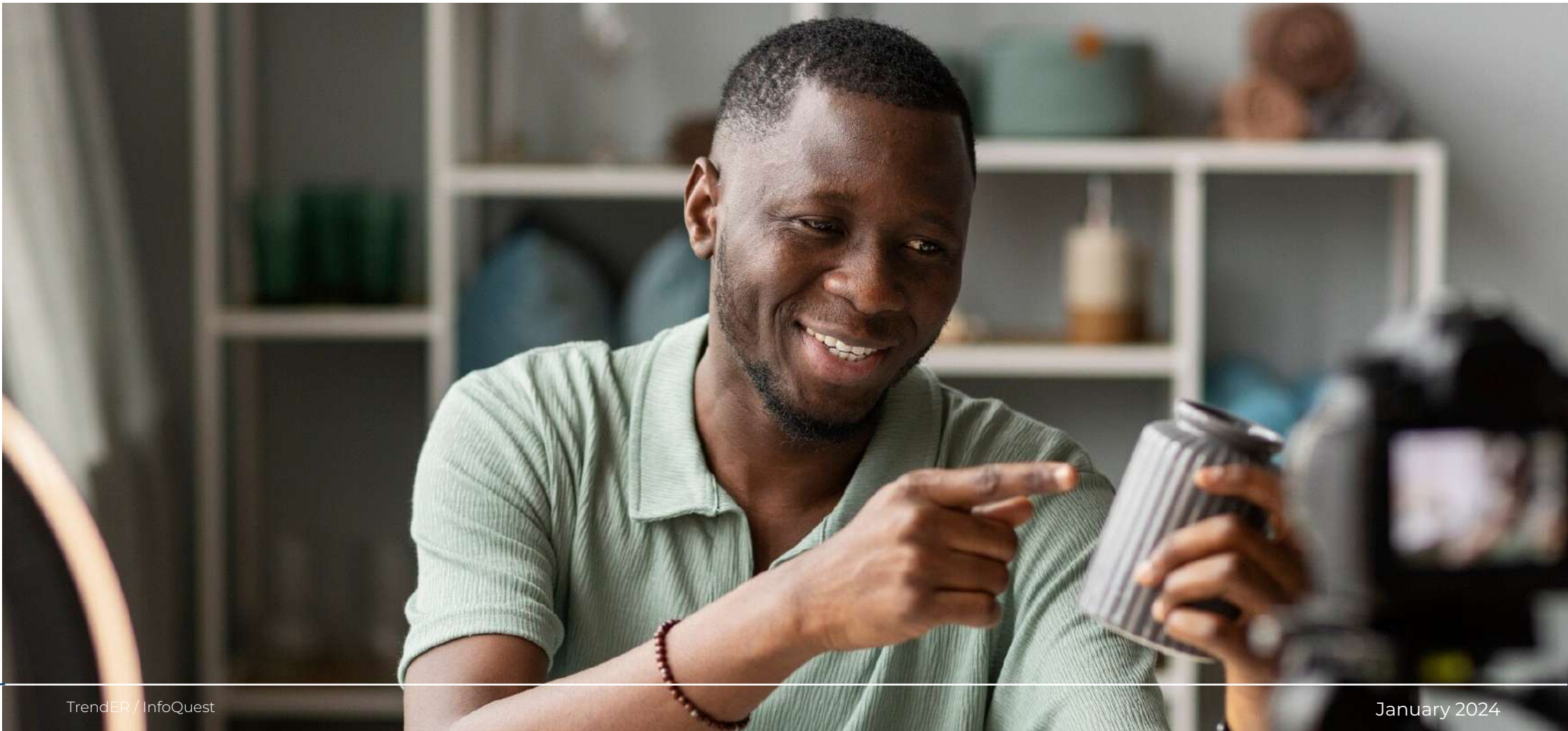


Females are more likely to follow influencers in the food & cooking, fashion/clothing and beauty categories, while males are more likely to follow sports influencers. Not surprisingly, those aged **35 – 40 years** are more interested in parenting and family life influencers, while music is a category followed more by younger respondents.

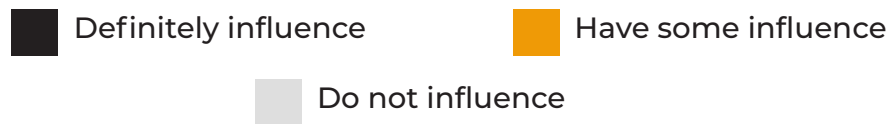
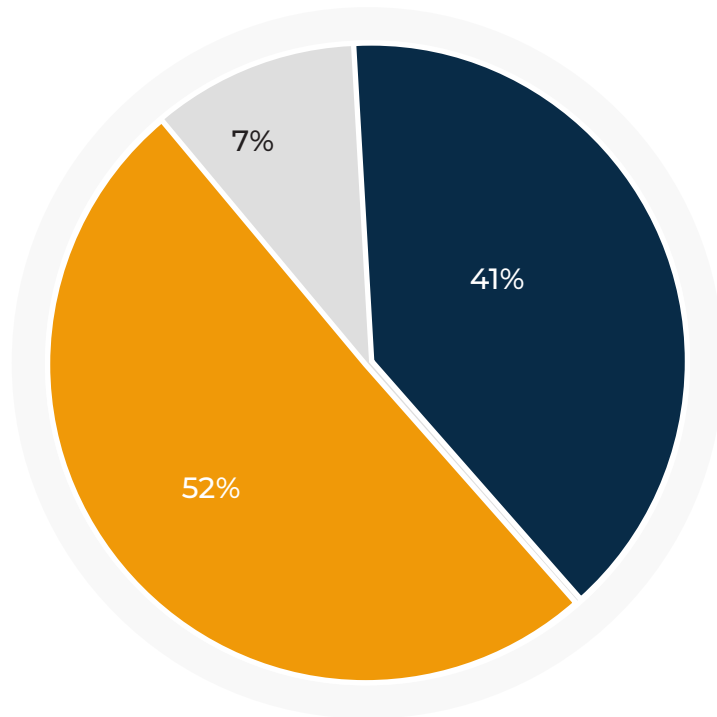
The effect of influencers to sway followers to purchase products or services that they use or promote, should not be underestimated.



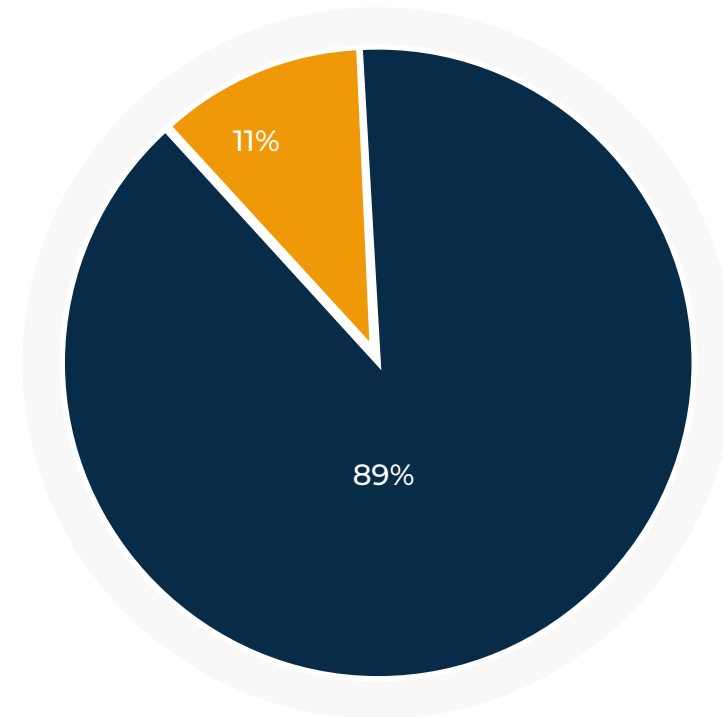
93% of followers claim that an influencer's opinion about a product or service would have an impact on their decision to buy the product or service.



Influencer's ability to impact purchase decisions



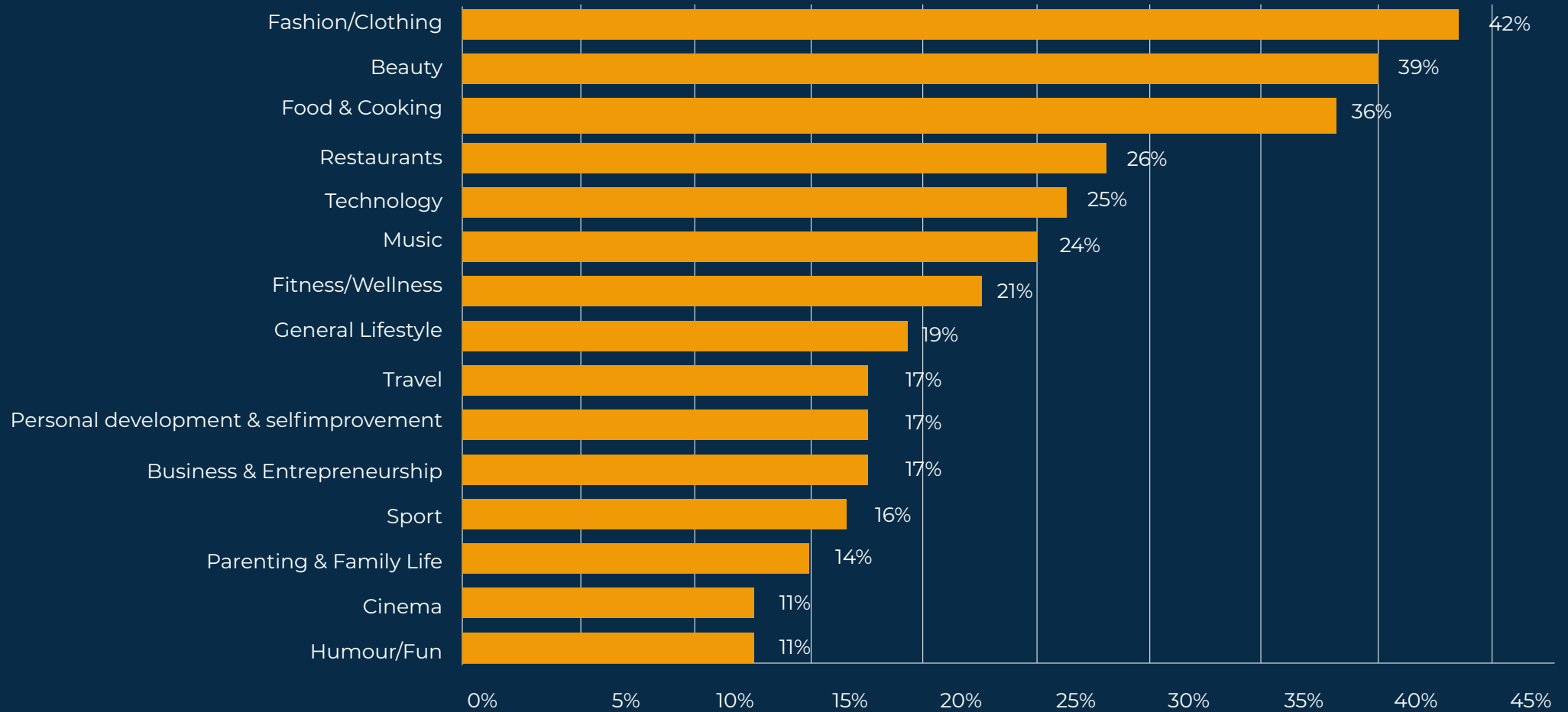
Incidence of buying as a result of influencer opinion



The majority of followers had bought at least one product or service as a result of an influencer's opinion, indicating the significant power that these individuals have to sway purchasing decisions.

The categories which benefit most from influencer marketing are fashion/clothing, beauty and food & cooking.

Influencer categories where purchases made



DISCLAIMER

This publication contains general information only. The views and opinions in this publication should not be viewed as professional advice with respect to your business.

Before making any decision or taking action that may affect your finances or your business, you should consult a qualified professional adviser.

TrendER Insights shall not be responsible for any loss whatsoever sustained by any person who relies on this publication.

The use herein of trademarks that may be owned by others is not an assertion of ownership of such trademarks by TrendER Insights nor intended to imply an association between TrendER Insights and the lawful owners of such trademarks.

OUR — SERVICES

We are a full service advertising agency:

Consumer research

- **Insights**
- **Trends**
- **Strategy**
- **Creative development**

Contacts:

Mogorosi Mashilo: Director
mogorosi@trender.co.za

MORE TREND REPORTS

www.trender.co.za

For media inquiries, interview requests, or further information, please contact Claire Heckrath at claire@infoquest.africa



TrendER

Infoquest is a subsidiary of TrendER, infoQuest was established in 2006 and is a leading South African online research company, also operating in Africa. They have the longest running consumer panel in SA, with approximately 40 000 panellists .

TrendER Insights is an African consumer insights research agency that offer business intelligence by following trends and surveying consumers to gain a deeper understanding behind our consumer motivations, beliefs, needs and behaviours.