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Investigating the Role of Digital Content Creators in Shaping Online Shopping Preferences

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ABSTRACT

In the digital age, content creators have become influential figures, shaping consumer behavior and online shopping preferences. This study investigates the role of digital content creators in influencing the online shopping decisions of consumers. Through a mixed-methods approach, incorporating both quantitative surveys and qualitative interviews, this research explores the extent to which content creators impact consumer preferences, trust, and purchase intentions. The findings indicate that digital content creators play a significant role in shaping consumer behavior, with a notable impact on brand perception and product desirability. Factors such as authenticity, engagement, and the perceived expertise of content creators emerge as crucial elements in their influence. Additionally, the study examines the effectiveness of different types of content, including reviews, tutorials, and lifestyle posts, in driving consumer engagement and conversion. The results underscore the importance for brands to strategically collaborate with content creators to enhance their digital marketing efforts. This research contributes to the understanding of digital marketing dynamics and provides insights for marketers aiming to leverage content creators in their strategies.

Keywords*: Digital Content Creators, Online Shopping Preferences, Consumer Behavior, Brand Perception, Digital Marketing.*

I. INTRODUCTION

Thanks to the emergence and rapid expansion of social media platforms, businesses may now use Content creator marketing to reach a larger audience and alter consumer behaviour. Content creators on social media are being used more and more, and they are become an essential part of brand marketing strategies. Content creators are users of social media who have a substantial following and who utilize their platform to advocate for businesses' products and services. Thanks to the rise of social media sites like Instagram, YouTube, and TikTok, content creators

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may now communicate and engage with millions of people globally.

Content creator marketing has grown in popularity as a means for businesses to increase their clientele and reach. Working with individuals who have a substantial social media following—also known as content creators—to promote their products or services to their followers is the essence of this marketing strategy. Content creator marketing has become a popular kind of advertising for businesses due to its capacity to increase sales and spark customer interest. The purpose of this study is to examine the ways in which content creators impact consumer behaviour and purchase decisions.

Influencer-generated content, sponsored content, and product placements are now all part of content creator marketing's expanded repertoire. As audiences looked for real relationships between content creators and the products they advocated, authenticity and trustworthiness were crucial considerations in the selection of influencers. These days, influencer relationships, affiliate marketing, and influencer-generated content are all included in the umbrella of content creator marketing.

Campaign efficacy is now primarily determined by metrics and data analytics, guaranteeing a return on investment. With the constantly shifting digital world, the concept of content creator marketing is also evolving to include new platforms and technology. In an increasingly competitive online landscape, content creator marketing is still a potent tool for companies looking to connect with their target audience, especially in light of the growing significance of transparency, audience engagement, and relatability.

A thorough examination is necessary due to the complex dynamics of content creator marketing in relation to online buying preferences. In order to shed light on the mechanisms via which content creator marketing impacts online buying choices, this study aims to look into the complex interplay between content creators, customers, and companies in the digital marketplace.

(A) Review of literature:

Chopra A et al., (2021) in their study, underscores the growing significance of content creators in modern marketing, akin to an extension of word-of-mouth campaigns. Leveraging the Theory of Planned Behavior (TPB) and Social Learning Theory, the study identifies key factors driving consumer behavior in content creator marketing. Findings highlight the positive impact of attitudes toward content creators, perceived behavior control, personal relevance, inspiration, and trust on consumer behavior. Notably, product-content creator fitment emerges as crucial, as consumers seek content creators aligned with specific product categories. Successful content

creator marketing entails selecting content creators capable of providing tailored advice and engaging content to foster audience connections and influence consumer preferences.

Daimi S & Tolunay A (2021) in their study, shows how social media content creator marketing has grown into a fruitful strategy that has drawn the attention of academics and marketing professionals. Previous research has focused on many aspects of content creator marketing, including the characteristics of social media content creators, the material they offer, and the impact they have on firms and their followers. However, no comprehensive perspective integrating these factors and examining their impact on consumers' purchase intentions exists. This study attempts to fill this vacuum by examining the effects of attributes linked to followers, content, and content creators on purchase inclinations. The results show that follower ego demands, authenticity, and content creator trustworthiness have a significant impact on purchase intentions. The study concludes with a discussion of the implications, both theoretical and practical.

Dr.S.Vani (2023) in her study, illustrates how social media is getting to be increasingly vital in business-to-consumer (B2C) showcasing, especially in terms of affecting consumers' online shopping inclinations. The investigate looks at the numerous social media stages, how businesses lock in with their clients on them, and their employments for promoting. Furthermore, the commitment of user-generated substance, focused on promoting, and content creator promoting to the development of online deals is surveyed. Through buyer and promoting master studies and interviews, the think about gives data and concepts for businesses looking to progress their B2C showcasing endeavors and boost online deals.

Rathod H et al., (2023) in their study, shows how consumers are become increasingly reliant on digital platforms for their shopping decisions and more technologically educated. Because it's become more difficult for businesses to stand out in a crowded market as a result of brands spreading across several channels, content creator marketing is a new tactic that businesses are implementing. Content creator marketing leverages social media trends to foster trust between content creators and customers, which in turn shapes individual preferences. Social media platforms allow consumers to express their opinions, which emphasizes the importance of happy customers in minimizing negative word-of-mouth. Blogging about fashion is a fantastic method to directly influence and sell products online. It is particularly well-liked by females.

Okonkwo H & Namkoisse E (2023) in their study, offers a thorough analysis of content creator marketing, stressing its history, importance, and a range of topics including content creator kinds, campaign design, risk reduction, and emerging trends. It highlights how crucial audience

involvement, genuineness, and quantifiable results are to the success of content-creator collaborations. The analysis describes how content creator marketing is changing in the digital era, from working with celebrities to using nano-content creators with extremely localized networks. For campaigns to be successful, it emphasizes the necessity of having specific goals, choosing the right content creators, producing interesting content, and utilizing multi-channel tactics. It also emphasizes how crucial it is to reduce risks associated with scalability, authenticity, compliance, and content quality in order to guarantee positive results.

Kamuri K et al., (2023) in their study, underscores the importance of digital marketing content tools in building consumer trust for online shopping. The study focuses on describing how these tools play a role in establishing trust among consumers in Kupang City who engage in online shopping activities. Through qualitative descriptive methods, the research highlights the facilitative role of social media in fostering trust through aspects like relationship building, communication, content quality, and connection. Additionally, Search Engine Optimization (SEO) is highlighted as a reliable information source, enabling consumers to assess marketers' profiles and product quality based on user experiences and ratings. Pay Per Click (PPC) and video marketing are identified as effective tools for visualization, providing informative content, and demonstrating product usage. Overall, the findings emphasize the multifaceted role of digital marketing content tools in cultivating consumer trust in online shopping contexts.

Elrayah M & Jamil S (2023) in their study, highlights the growing significance of e-commerce, particularly amidst and after the COVID-19 pandemic. Experts are increasingly investigating the advantages of adopting e-commerce. This study focuses on analyzing the influence of various characteristics, including social media engagement, Instagram as a specific platform, type of content, and trustworthiness, on e-commerce preferences. The study emphasizes the impact of Instagram, known for its visually appealing design and effective storytelling capabilities, on consumer engagement and online purchase decisions. Trustworthiness, or perceived authenticity of social media content, is identified as a significant factor influencing e-commerce choices. The study also acknowledges limitations such as demographic specificity and the need for diverse participants and longitudinal studies to enhance generalizability and capture evolving trends in the relationship between social media and e-commerce preferences.

Chen N and Yang Y (2023) in their study, states live streaming e-commerce, a novel marketing model, integrates content creator marketing theory to understand how live streamers influence consumer purchase intentions. Research highlights the significance of customer experience, content creator trust, and attachment in driving consumer behavior. A study comparing Taobao and Douyin streamers demonstrates the mediating role of live streamers between customer

experience and purchase intention. The findings emphasize the importance of fostering emotional connections with audiences to stimulate robust purchase intentions. This research contributes to advancing live streaming e-commerce, enriching user data strategies, and guiding industry decision-making.

Mishra S & Ashfaq M (2023) in their study, shows how social media content creators may transform marketing strategy, especially when it comes to interacting with target customers on social media. Debate on how content creator marketing affects consumer demand and purchase habits has arisen as it becomes a more popular way for firms to communicate with their customers. The purpose of the study is to clarify the manner in which content creators affect the behavior and choices made by consumers. It offers a thorough summary of earlier research on content creator marketing, looking at a variety of topics including message impact, content creator traits, and content accuracy.

Jiang Y (2023) in his study, highlights the increasing importance of online shopping in people's daily lives and the attention it has garnered from scholars. However, there is limited understanding among consumers regarding marketing strategies employed by merchants, and merchants themselves are uncertain about preferred strategies. The study employs a qualitative approach, utilizing interviews to analyze the impact of different marketing strategies on consumer preferences. Findings suggest that product, price, channel, and promotional marketing strategies positively influence consumer choice preferences, with consumers showing a preference for promotional strategies. The paper concludes with recommendations for merchants to prioritize promotional marketing strategies and integrate other strategies for optimal results in online marketing.

(B) Objective of the study

The study was conducted in order to fulfil the following objectives:-

1. To assess the current landscape of influencer marketing strategies employed by brands across various industries.

2. To identify the key factors influencing consumer engagement with influencer-generated content in online shopping environments.

3. To explore the impact of influencer credibility, authenticity, and relevance on consumer perceptions and purchase behavior.

(C) Research Methodology

a. Research Design

In this study descriptive research procedure is used for describing the role of content creator in shaping online shopping preferences, to study the perception consumers towards content creators.

b. Sampling Unit

For this study sampling unit is different cities/towns of Assam (viz; Guwahati, Tezpur, Lakhimpur, Bihpuria)

c. Sample Size

Under this research study, the researcher has distributed a questionnaire through google form. 100 responses have been received where 61 are male and 39 are female.

d. Sampling technique and data analysis

In this research study, the researcher has adopted convenient sampling technique. The questionnaire was distributed to 100 respondents for collecting data and simple percentage analysis and bar diagram was used for analysis and interpretation of data.

(D) Sources of data

For the purpose of carrying out the study data are collected mainly from two sources primary and secondary.

a. Collection of primary data

The primary data for the study was mainly collected by means of questionnaire.

b. Collection of secondary data

The secondary data has been collected from various journals, articles, websites, books and Referrals.

II. WHO ARE DIGITAL CONTENT CREATORS?

Digital content creators are individuals or entities who produce and distribute content in various digital formats across online platforms. They play a pivotal role in shaping the digital landscape, influencing trends, opinions, and consumer behaviour. With the rise of the internet and social media, digital content creation has become an integral part of communication, entertainment, marketing, and education.

One of the defining characteristics of digital content creators is their ability to leverage technology to create diverse forms of content, including but not limited to videos, podcasts, blogs, social media posts, memes, animations, and interactive experiences. This versatility

allows them to cater to different audience preferences and engage users across multiple channels.

Video content creators, for instance, produce videos ranging from short clips to long-form documentaries, covering a wide range of topics such as lifestyle, gaming, beauty, education, and entertainment. Platforms like YouTube, TikTok, and Twitch have democratized video content creation, enabling anyone with a camera and an internet connection to share their stories and expertise with global audiences.

Similarly, podcasters create audio content on various subjects, from news and politics to self-help and storytelling. Podcasting platforms like Spotify, Apple Podcasts, and Google Podcasts have made it easier for creators to reach listeners worldwide and monetize their content through sponsorships, subscriptions, and donations.

Blogging remains a popular medium for content creation, allowing writers to express their thoughts, share knowledge, and build communities around niche interests. While traditional blogging platforms like WordPress and Medium continue to thrive, microblogging platforms such as Twitter and Tumblr have gained prominence for their real-time updates and multimedia content.

Social media influencers are another category of digital content creators who have amassed large followings on platforms like Instagram, Facebook, Twitter, and Snapchat. By creating visually compelling content and engaging with their audience, influencers can shape consumer preferences, drive product sales, and collaborate with brands on sponsored content campaigns.

Animation and digital art have also emerged as popular forms of content creation, with platforms like Adobe Creative Cloud, Blender, and Procreate providing tools for artists to bring their ideas to life. Whether it's 2D animations, 3D modelling, or digital illustrations, creators can showcase their talents and build a following on platforms like YouTube, Instagram.

Interactive content, including quizzes, games, and augmented reality experiences, offers immersive and engaging experiences for users across web and mobile platforms. Creators can leverage tools like Unity, Twine, and HTML5 to develop interactive narratives and educational games, blurring the lines between entertainment and learning.

III. HISTORY OF DIGITAL MARKETING IN INDIA

The history of computerized promoting isn't exceptionally ancient in India. As we know the decade of 90 is ascribed to the data transformation in India and it was 1996 when the Web begun to reach the common man. To begin with few a long time, the Web was as it were for learning

and perusing reason, in any case; gradually administrations and applications of the common man's utility were accessible on the Internet just like the keeping money segment and all managing an account exchanges got to be completely Web subordinate Railroad ticket reservation was connected with the Web. The railway reservation office was a miles stone within the advanced promoting history of India since the railroad is associated to each man and lady and individuals of all classes of society utilize the railroad for voyaging.

Development of advanced showcasing in India- In spite of the fact that the travel of computerized promoting begun in India between 1996 to 2005, in any case; it was the year 2008 when the data progressive benefit implies Web thumped on the entryway of the masses. When Google arrived in 2005; the development of advanced promoting in India moved beat adapt and got a speedier speed. By 2005, exceptionally few individuals knew almost Look Motor Optimization as the ubiquity of Google expanded year by year; the notoriety of Search Engine Optimization moreover expanded.

(A) Types of Content Creator

Content creators come in various types, each specializing in different formats and platforms to engage audiences and share their expertise, creativity, or entertainment value. Some of the key types of content creators shaping the digital landscape today are:

1. **Video Content Creators:** These creators produce videos across platforms like YouTube, TikTok, and Vimeo. They vary from vloggers sharing their daily lives to educational channels providing tutorials, and from entertainers producing skits to documentary filmmakers exploring various topics.

2. **Podcasters:** Podcasters create audio content distributed through platforms like Apple Podcasts, Spotify, and Google Podcasts. They cover a wide array of topics, including news, interviews, story-telling, comedy, self-help, and niche interests.

3. **Bloggers and Writers:** Bloggers and writers create written content on platforms like WordPress, Medium, and Substack. They share their thoughts, insights, and expertise on topics ranging from personal experiences and opinion pieces to informative articles and how-to guides.

4. **Social Media Influencers:** Social media influencers build large followings on platforms like Instagram, YouTube, Twitter, and TikTok. They create content ranging from photos and videos to live streams and stories, often focusing on lifestyle, fashion, beauty, fitness, travel, or niche interests.

5. **Photographers and Visual Artists:** Photographers and visual artists showcase their work on platforms like Instagram, Behance, and DeviantArt. They create visually compelling content, including photography, digital art, illustrations, and graphic design.

6. **Gaming Creators:** Gaming creators produce content centered on video games, streaming their gameplay on platforms like Twitch, YouTube Gaming, and Facebook Gaming. They entertain audiences with live commentary, multiplayer sessions, walkthroughs, reviews, and esports competitions

7. **Animation and Motion Graphics Artists:** Animation and motion graphics artists create animated content using software like Adobe After Effects, Blender, and Toon Boom.

8. **DIY and Craft Creators:** DIY and craft creators share tutorials, tips, and creative projects on platforms like Pinterest, Etsy, and YouTube.

9. **Educational Creators:** Educational creators produce content aimed at teaching and informing audiences on platforms like Khan Academy, Coursera, and Udemy. They create courses, tutorials, lectures, and educational resources on subjects like science, mathematics, language, coding, and professional development.

10. **Interactive and Game Developers:** Interactive and game developers create interactive experiences, including games, quizzes, apps, and immersive simulations.

IV. DATA ANALYSIS AND INTERPRETATION

(A) Table Showing the Age Of The Respondents

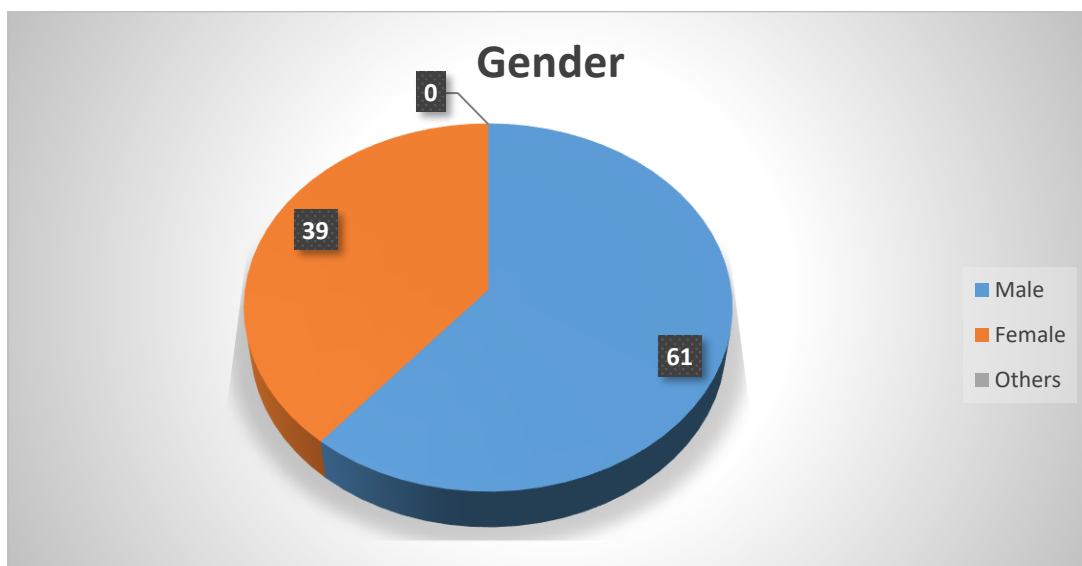| Category	No. Of Responses Collected	Percentage
Below 18	8	8
18 to 21	17	17
21 to 25	50	50
26 to 30	14	14
Above 30	11	11
Total	100	100

FIGURE: 4.1.

Age
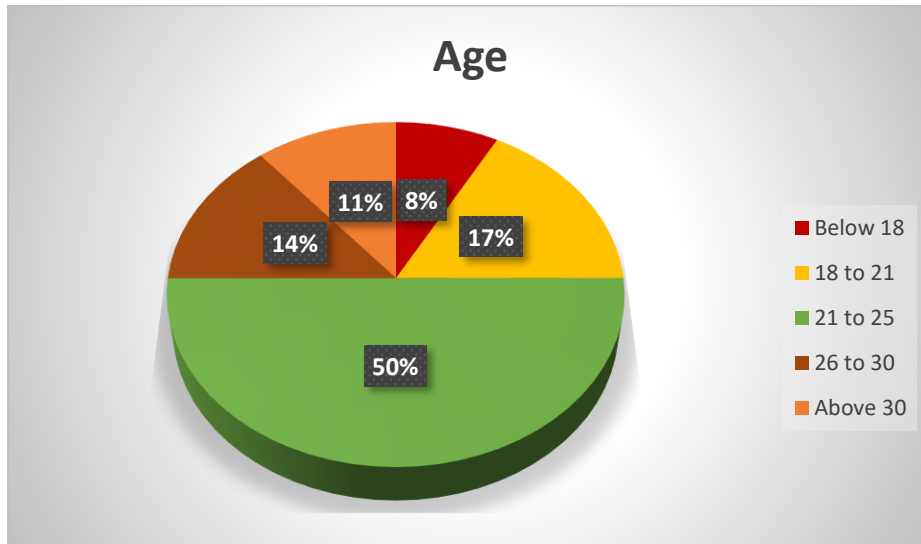
Interpretation:

From the above chart it can be interpreted that majority of the respondents belong to the age group of 21-25.

(B) Table Showing The Gender Of Respondents

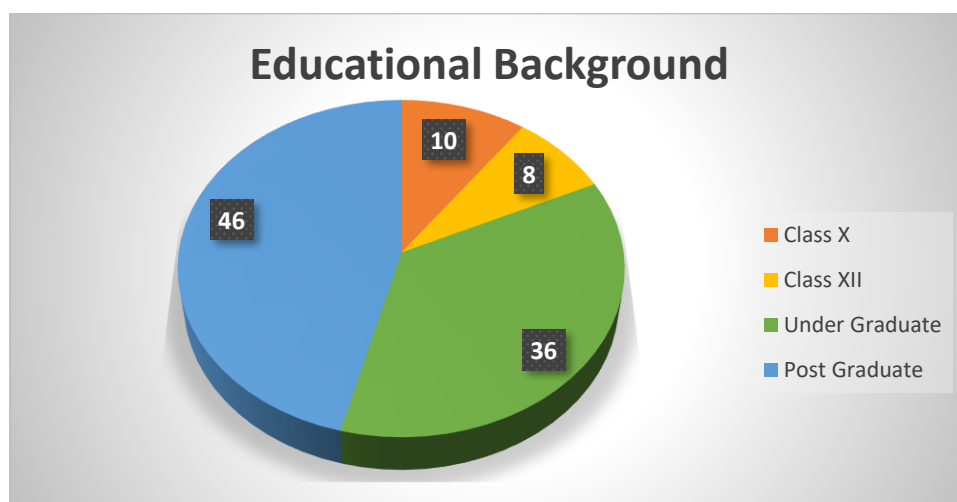| Category	No. Of Responses Collected	Percentage
Male	61	61
Female	39	39
Others	0	0
TOTAL	100	100

Figure: 4.2.

Gender

Interpretation: From the above chart it can be interpreted that 61 % of the respondents were male and 39 % were female.

(C) Table Showing The Qualification Of The Respondents

| Category	No. Of Responses Collected	Percentage
Class X	10	10
Class XII	8	8
Undergraduate	46	46
Postgraduate	36	36
TOTAL	100	100

Figure 4.3.

Interpretation: From the above chart it can be interpreted 46 % respondents are undergraduate and 36 % are postgraduate.

(D) Table Showing The Respondents Who Come Across Product Promotion By Content Creators On Social Media Platforms

Responses	No. Of Responses Collected	Percentage
Very often	31	31
Often	34	34
Sometimes	26	26

| Rarely | 8 | 8 |
| Never | 1 | 1 |
| Total | 100 | 100 |

Figure 4.4.
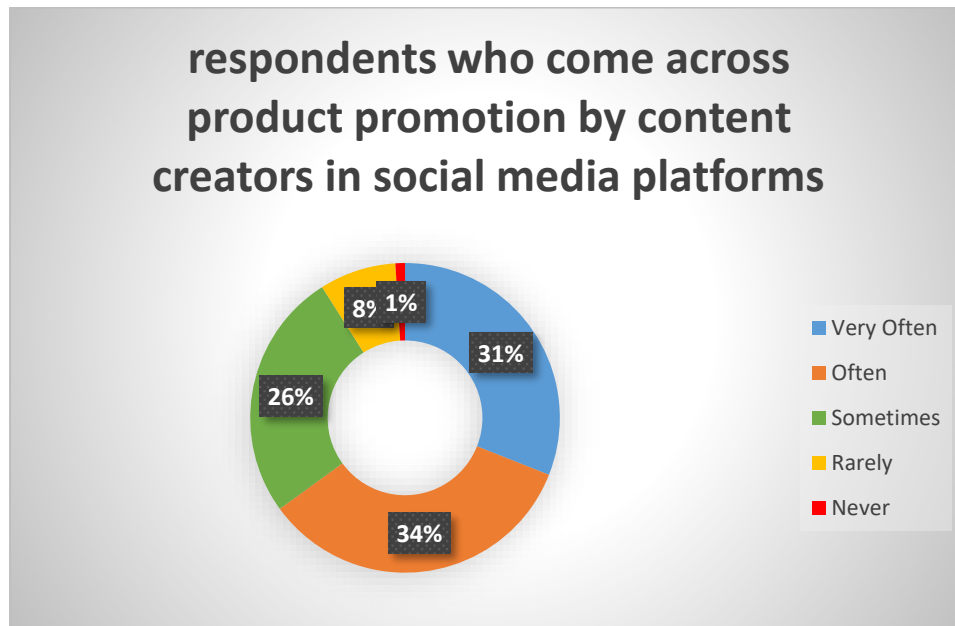
Interpretation: From the above chart and table it can be interpreted that 34% of the respondents often came across product promotion by content creators while 31% regularly and 26% sometimes came across product promotion by content creators on social media platforms.

(E) **Table Showing the Primary Social Media Platforms Used By Respondents To Consume Content Creator Contents**

| Responses	No. Of Responses Collected	Percentage
Facebook	17	17
Instagram	40	40
YouTube	33	33
X (Twitter)	8	8
Others	2	2
Total	100	100

Figure 4.5.
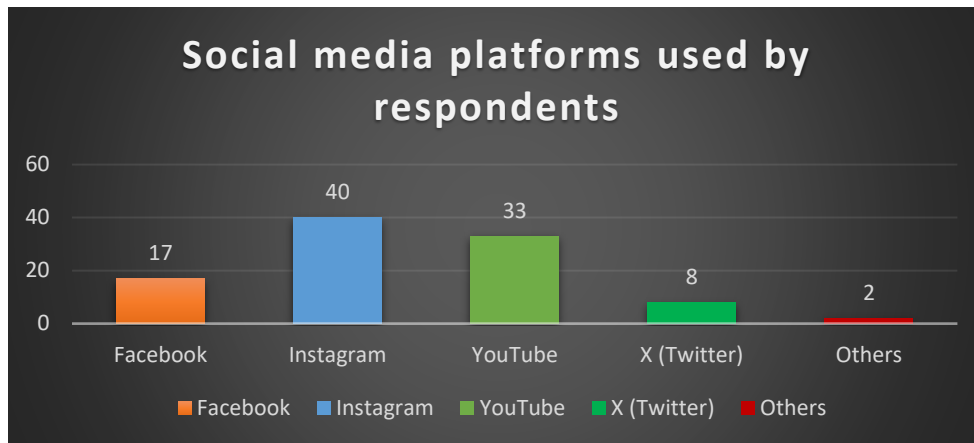
Interpretation: From the above chart, it can be interpreted that 40% of the respondents majorly used Instagram while 33% used YouTube and 17% used Facebook primarily to consume content creator content.

(F) Table Showing The Respondents Who Like To Engage With Such Promotional Contents

| Responses	No. Of Responses Collected	Percentage
Yes	81	81
No	19	19
Total	100	100

Figure 4.6.
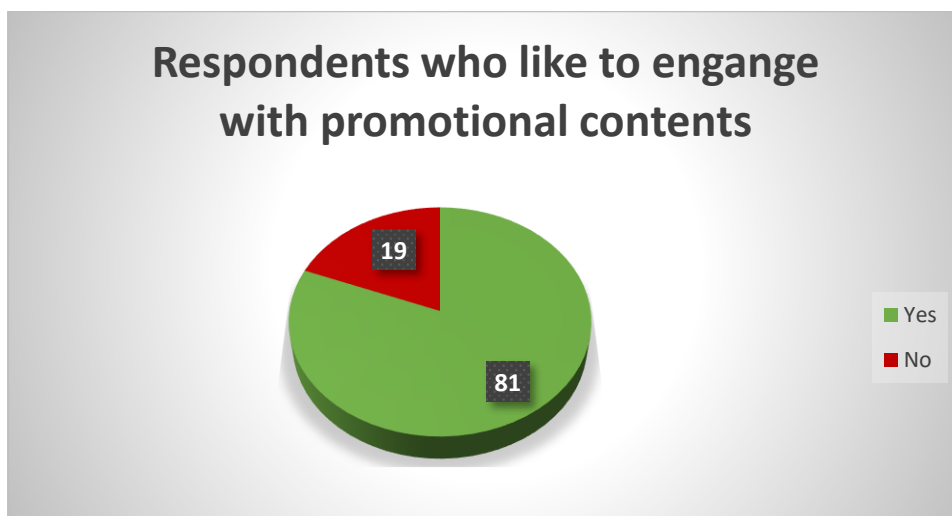
Interpretation: From the above chart it can be stated that 81% of the respondents like to engage with promotional content by content creators on social media platforms, while 19% do not like

to engage with such content.

(G)Table Showing The Respondents Who Purchased Products Seeing Promotions Done By Content Creators

Category	No. Of Responses Collected	Percentage
Yes	85	85
No	15	15
Total	100	100

Figure: 4.7.
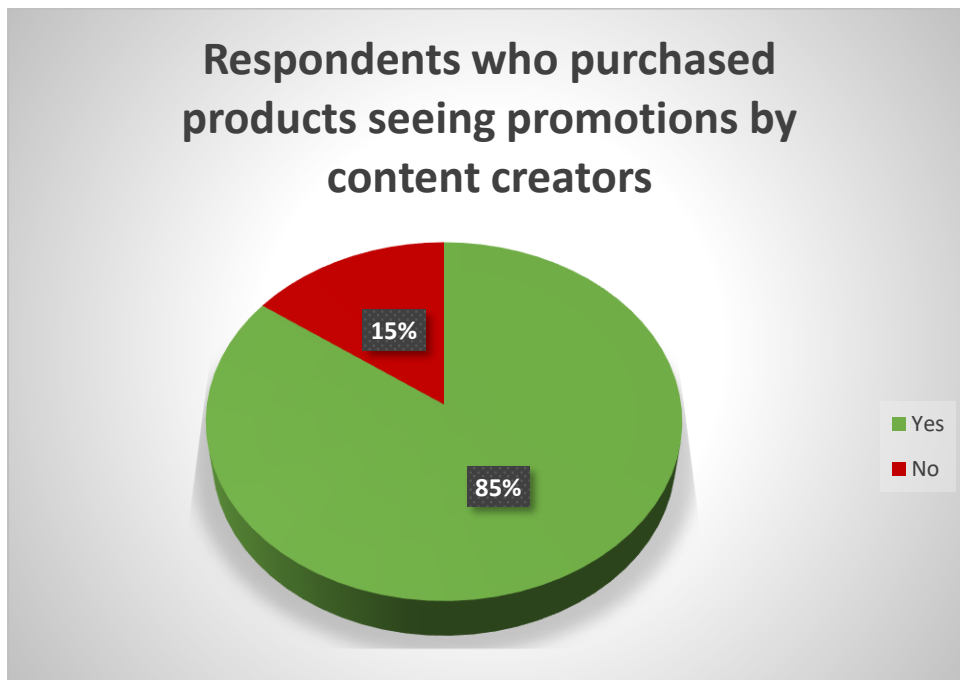
Interpretation: From the above pie chart it can be stated that 85% of the respondents purchased products seeing promotions done by content creators, while 15% did not purchased.

(H)Table Showing The Catagories Of Products Purchased By Respondents

Category	No. Of Responses Collected	Percentage
Electronics	31	31
Beauty and Makeup	36	36

Household Products	21	21
Artefacts	18	18
Automobiles	19	19
Shoes	1	1
Clothes	1	1
Not Purchased	3	3

Figure: 4.8.

Interpretation: From the above bar it can be stated that 36% of the respondents purchased beauty products while 31% purchased electronic goods and 21% purchased household products majorly.

**(I) Table Showing The Influencing Factors Of Content Creators (On Scale Of 1 To 5, 5 Being The Highest And 1 Being The Lowest)**

Category	No. Of Responses (1)	No. Of Responses (2)	No. Of Responses (3)	No. Of Responses (4)	No. Of Responses (5)
Visual appeal of the content	6	14	37	24	19
Number of audiences	4	14	40	31	11

| engaging with the content					
Discount codes/coupons provided by the content creator	7	17	36	26	14
The tone or style of the content creator's content	4	18	31	32	15
Perceived value of the information provided by the content creator	4	20	31	26	19

Figure: 4.9.
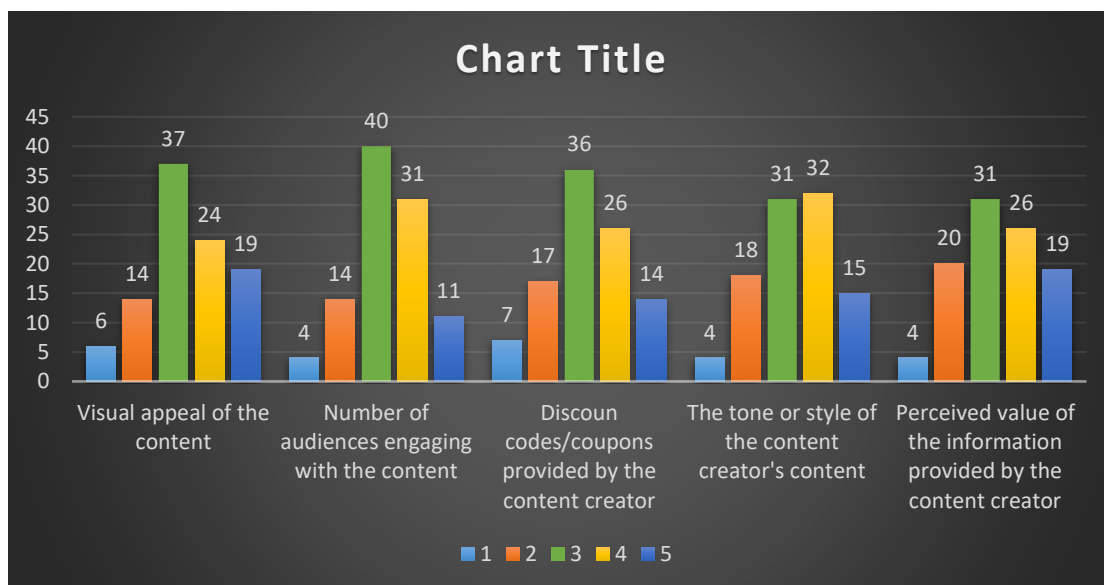
Interpretation: From the above chart it can be inferred that visual appeal of the content plays a major role in determining a content creator's influence. Followed by that, the tone or the style

of the content creator and discount codes are the factors which play a major role.

(J) Table Showing The Respondents Who Considers Content Creator's Credibility For Purchase Decisions

Category	No. Of Responses Collected	Percentage
Yes	61	61
No	13	13
Maybe	26	26
Total	100	100

Figure: 4.10.
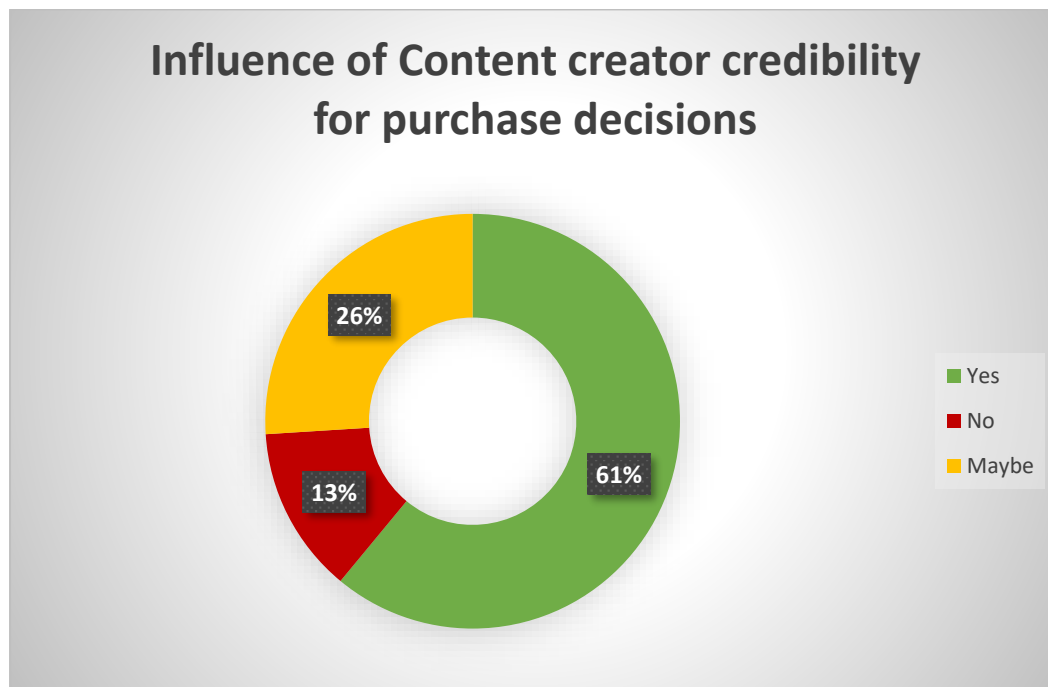
Interpretation: From the above chart and table, it can be seen that 61% of the respondents considered that the content creator's credibility influences purchase decisions, while 26% are not sure about this.

(K) Table Showing The Respondents Who Agreed With The Statement "Content Creator's Authenticity Has A Significant Impact On My Buying Decision."

Category	No. Of Responses Collected	Percentage
Strongly Agree	11	11

Agree	41	41
Neutral	34	34
Disagree	9	9
Strongly Disagree	5	5
Total	100	100

Figure: 4.11.

"Content creator's authenticity has a significant impact on my buying decision."
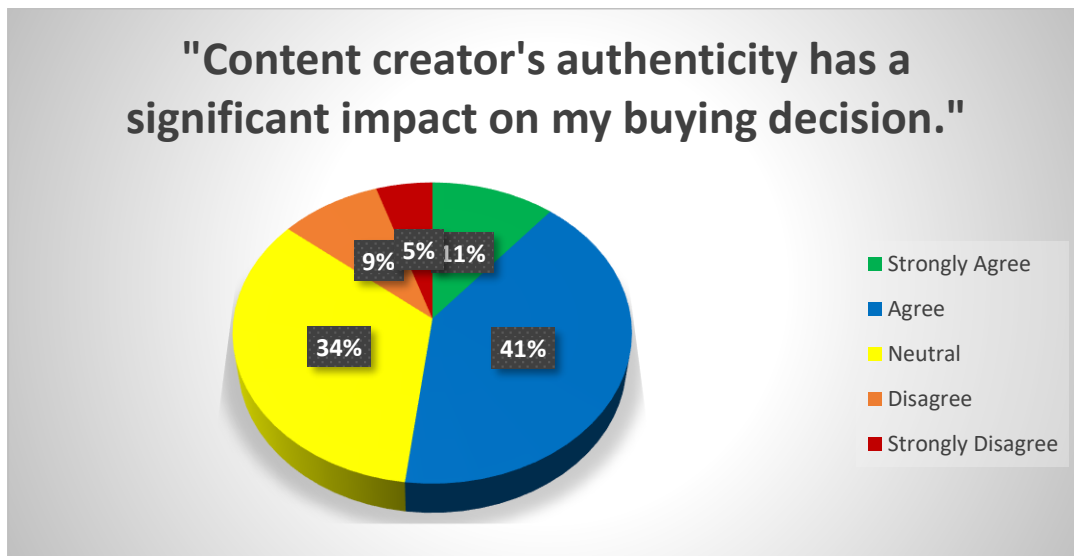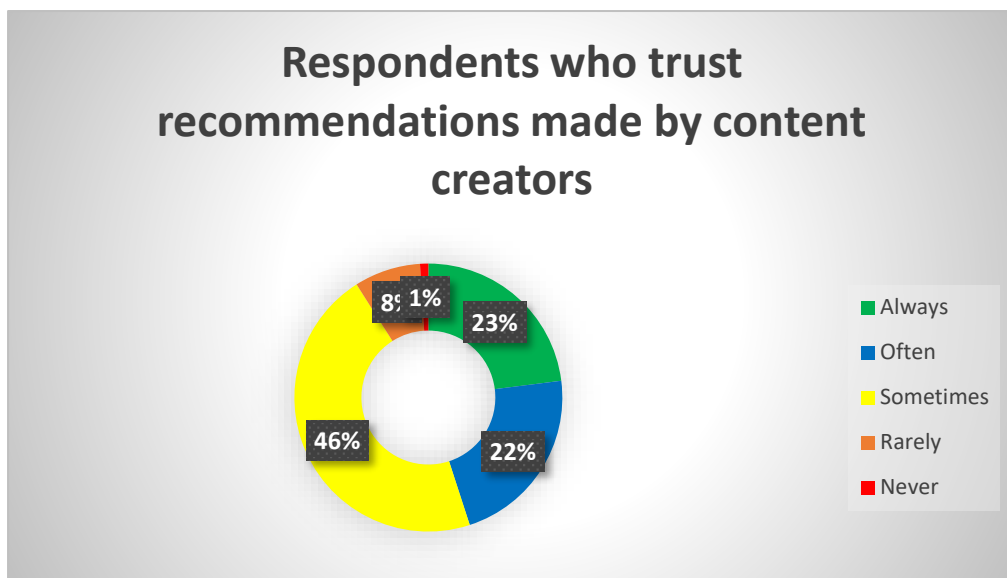
Interpretation: From the above table and chart it can be seen that 41% of the respondents are neutral about the statement i.e. "Content creator's authenticity has a significant impact on my buying decision." and 34% are neutral with the statement. On the other hand, 11% of respondents strongly agree to the statement whereas 9% of the respondents disagree to it.

(L) **Table Showing Respondents Who Trusts Recommendations Made By Content Creators**

Category	No. Of Responses Collected	Percentage
Always	23	23
Often	22	22
Sometimes	46	46
Rarely	8	8

| Never	1	1
Total	100	100

Figure: 4.12.

Interpretation: From the above table and chart it can be seen that 46% of the respondents trust the recommendations made by content creators sometimes and 23% of the respondents have said that they always trust recommendations made by content creators. On the other hand, 22% of the respondents often trust recommendations and 8% of the respondents have said that they rarely trust recommendations made by content creators.

(M)   Table Showing Responses About Characteristics Of An Authentic Content Creator

Category	No. Of Responses Collected	Percentage
Transparency	38	38
Genuine Engagement	25	25
Consistency	19	19
Honesty	38	38
Originality	34	34

Figure: 4.13.

Characteristics of an authentic content creator

ORIGINALITY	34
HONESTY	38
CONSISTENCY	19
GENUINE ENGAGEMENT	25
TRANSPARENCY	38

Legend: ■ Transparency ■ Genuine Engagement ■ Consistency ■ Honesty ■ Originality
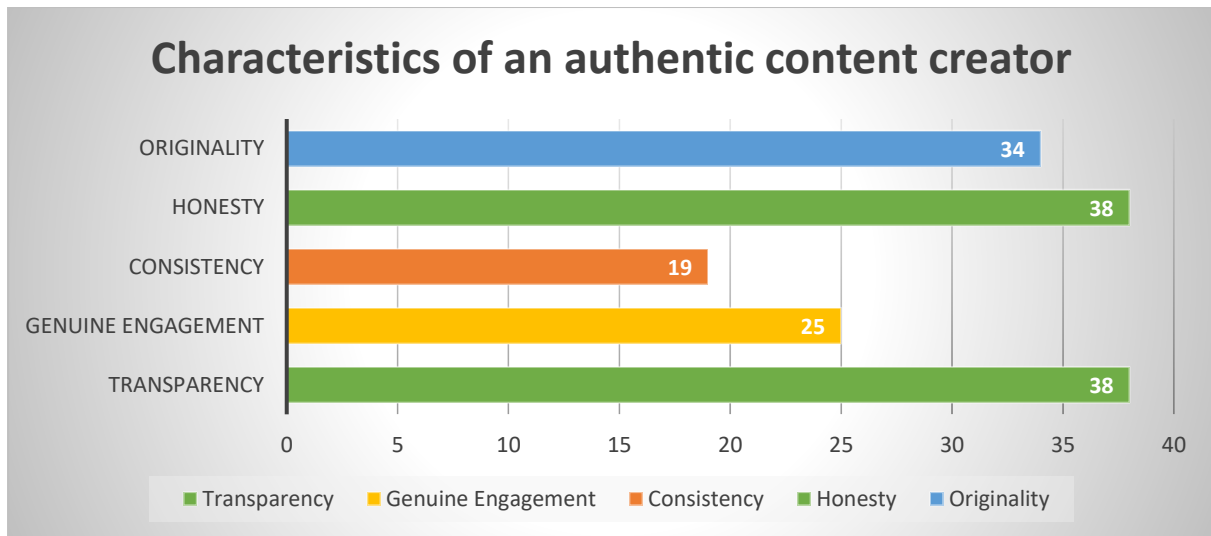
Interpretation: From the above bar and table it can be seen that 38% of the respondents prefer transparency and honesty and 34% prefer originality as characteristics of an authentic content creator. On the other hands, a very few percentage of 19 respondents have said that they prefer consistency as an authentic characteristics of content creator.

(N) Table Showing Respondents Who Believe Content Creator Marketing Is A Reliable Source Of Information

CATEGORY	NO. OF RESPONSES COLLECTED	PERCENTAGE
Yes	60	60
No	6	6
Maybe	34	34
Total	100	100

Figure: 4.14.

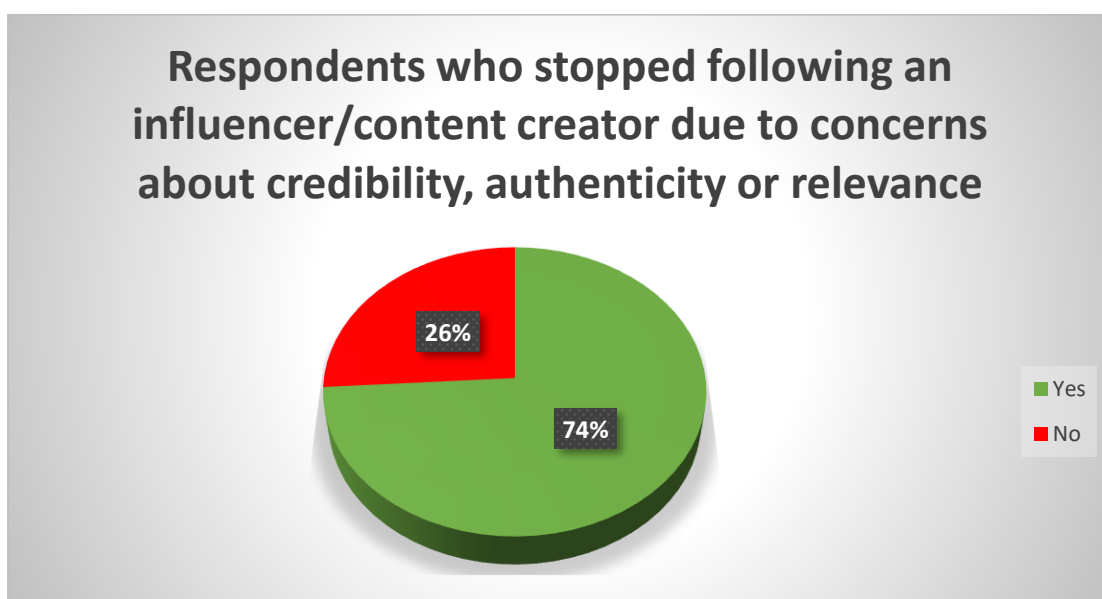Respondents who believe content creator marketing is a reliable source of information
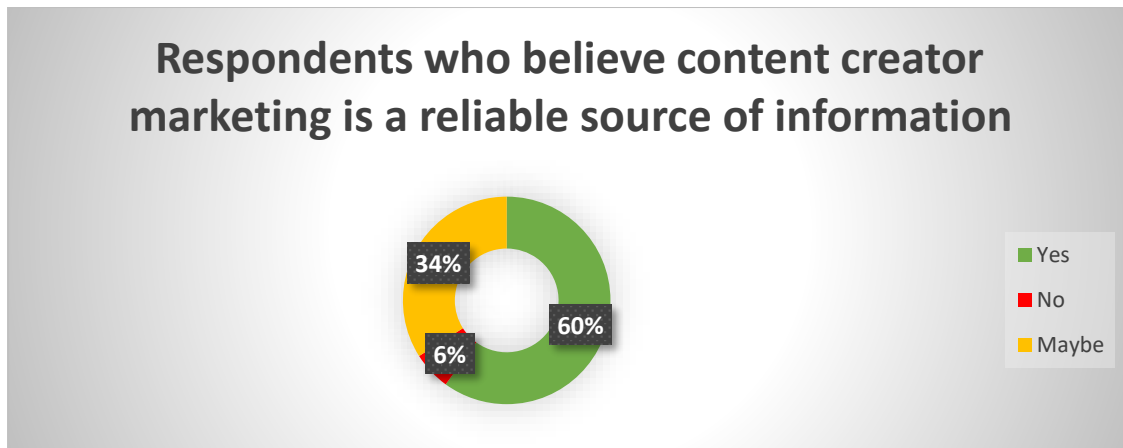
Interpretation: From the above table and chart it can be seen that 60% of the respondents believe content creator marketing is a reliable source of product information, while 34% are not sure about this.

(O) Table Showing Respondents Who Stopped Following An Influencer/Content Creator Due To Concerns About Credibility, Authenticity, Or Relevance

Category	No. Of Responses Collected	Percentage
Yes	74	74
No	26	26
Total	100	100

Figure: 4.15.

Respondents who stopped following an influencer/content creator due to concerns about credibility, authenticity or relevance

Interpretation: From the above table and chart it can be seen that 74% of the total respondents stopped following an influencer/content creator due to concerns about credibility, authenticity or relevance. While 26% believe that this factor does not matter to follow a content creator.

V. FINDINGS

From the data analysed and interpreted in the previous chapter, following findings are made

- As per the analysis it can be stated that that majority of the respondents belong to the age group of 21-25. However, it was found that 61% of respondents are male and rest 39% are female.

- It was found that majority of the respondents came across content creator marketing in product promotion on social media platforms.

- Through the field study and analysis of the various data it was also found that majority of the respondents like to engage with promotional contents by content creators. To engage with such promotional contents, the most used social media platforms are Instagram, YouTube and Facebook.

- It was found that majority of the respondents purchased products by seeing promotions by content creators.

- From the study it was found that electronics and beauty and makeup are the most purchased category by the respondents.

- As per the analysis it can be stated that the respondents have different level of perception towards the influencing factors of content creator i.e. Visual appeal of the content, Number of audiences engaging with the content, Discount codes/coupons provided by the content creator, The tone or style of the content creator's content and Perceived value of the information provided by the content creator.

- From the study it was found that majority of the respondents believes that content creator's credibility influences purchase decisions.

- From the analysis it was found that content creator's authenticity plays a crucial role in buying decision. And majority of the respondents trust recommendations made by content creators.

- From the study it was found that Transparency and Honesty are the key characteristic of an authentic content creator. And majority of the respondents believes that content creator marketing is a reliable source of product information.

- From the study it was found that content creator's credibility, authenticity and relevance plays an important role in promoting products. Majority of the respondents stopped following some influencers due to concerns about credibility, authenticity, or relevance.

VI. Suggestions

- It can be suggested for brands that while using content creator marketing they should partner with content creators who align with the brand values and target audience, invest in building long-term relationships with content creators, encourage creators to produce a variety of content, such as reviews, tutorials, unboxings, and lifestyle integrations. In short brands should study the capability and reach of a content creator before collaborating.

- For the content creators, it can be suggested that they should maintain authenticity in their content, respond to comments, host live sessions, and create content that encourages interaction and feedback, choose brand partnerships that align with their personal brand and values. In short content creators should experiment with different content formats and platforms to reach a broader audience and they should keep their content fresh and engaging.

- It can be also suggested that brands looking to expand their market reach should increasingly embrace online shopping platforms and collaborate with content creators to promote their product.

- Last but not the least, leveraging social media and digital content creators can enhance brand visibility and trust, driving higher engagement and conversion rates. By integrating e-commerce into their overall business strategy, brands can not only increase their market share but also stay competitive in the rapidly evolving retail market.

VII. Conclusion

In conclusion, Content creator marketing was found to be an effective marketing tool in social media to promote brands and products. Content creator marketing also helps in building emotional bonds with the engaged audience. Thus, it can bring more consumers to the product or brand they promote. Nowadays, Brands and organisations are rapidly collaborating with content creators to promote their product to the mass audience. In case of online shopping, through the information provided by content creator gives more details about a particular product or brand such as quality, usability, offers and discounts etc. which gives reason to consumers to select the product or brand.

Another key consideration is content creator credibility, authenticity and relevance plays an important role in buying decision of consumer. These creators build trust and credibility through authentic and relatable content, making their recommendations highly persuasive. Their ability to engage with niche audiences through personalized and diverse content strategies enhances brand visibility and loyalty. According to the respondents, they like to engage with such promotional content and end up buying the product. Overall, digital content creators are essential in shaping online shopping preferences, making them valuable partners for brands seeking to enhance their online presence and drive sales.

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