

## **Examining the Effect of Social Media Influencing on Consumption**

Emma Xu

Flintridge Preparatory School, La Canada Flintridge, California, Polygence

DOI: 10.46609/IJSSER.2025.v10i06.039 URL: <https://doi.org/10.46609/IJSSER.2025.v10i06.039>

Received: 30 April 2025 / Accepted: 20 June 2025 / Published: 10 July 2025

### **ABSTRACT**

*As social media becomes increasingly embedded in daily life, it has transformed how companies engage with consumers, giving rise to e-marketing strategies that reach vast audiences quickly and efficiently. Influencer marketing has become a prominent tactic, with influencers commonly engaging in two types of campaigns: long-term brand partnerships, where they act as ongoing representatives, and lifestyle influencing, where they share products that fit with their personal aesthetic and content. The ubiquity of social media has also broadened consumer purchasing power, enabling people to make independent decisions with greater ease than before. This has expanded market opportunities, allowing brands to tap into digital platforms to engage diverse audiences through targeted marketing. This paper reviews existing research to address the social pressures that arise from social media and how these pressures shape modern consumer habits. It fills a critical gap in current literature, focusing on the specific mechanisms through which social media influences consumption in today's digital age.*

**Keywords:** Social media, consumption, influencer, marketing

### **1. Introduction**

As of August of 2024, California legislature passed a cell phone ban policy during the school day to curb social media and device addictions for minors (Estavillo, 2024). Despite social media's existence since 1997, the capabilities of social media are still widely unexplored by legislatures. As in March of 2024, states like Florida or Texas passed bills limiting children below the age of 16 from creating social media accounts; states like Connecticut or Maryland have more lenient laws, only allowing children on social media platforms where only approved content could be shown; lastly, California blocked a bill that required social media companies from assessing whether their content could harm children. This lack of consensus on policy between states suggests the inexperience when grappling with social media and without proper education, could leave to inadequate policies.

Before national disputes, social media had already imbued 3 generations: millennials (1981-1996), generation Z (1997-2010), and generation A (2010-2024). Specifically, there were 150 million new social media users in 2022 and 2023 in the US, a 3.2% increase year-over-year (Nyst 23). Furthermore, surveys show that 90 percent of teens 13-17 have used social media (AACAP, 2018). It encompasses a powerful tool of digital technology that is capable of sharing information through virtual networks and typically feature user-generated content that lends itself to engagement (Dollarhide, 2024). Popular examples include Instagram, Snapchat, Tiktok, Youtube, or Facebook.

The increasing presence of social media has shaped the consumer world by creating new avenues of profit. Companies employ E-marketing for the promotion, distribution, and pricing of products or services in the computerized world, which pertains to social media (Encyclopedia). The advertising spending in digital advertising is projected to reach 298.4 billion USD in 2024 and grow by 7.73% from 2024 to 2028 (Statista). E-marketing differs from traditional marketing as it is broader, faster, and cheapest form of marketing. Specifically, it could advertise to a larger audience, increasing the exposure of the product or service. Moreover, e-marketing, or digital marketing, often employs the use of influencers to reach a targeted customer (Lawrence, et al, 2018). Digital marketing is the broader term that encompasses e-marketing, though used synonymously (Indeed, 2024). Traditional marketing in contrast, employs any “offline” form of media like newspaper, radio stations, billboards, mail, or television to display their advertisement (MailChimp).

Furthermore, unlike traditional marketing, digital marketing employs evolved versions of influencer campaigning for brands and the paper focuses on two pervasive strategies online. The first is long-term ambassador roles. This strategy requires that an influencer becomes a long-term partner to the brand and often becomes the face of it for a period (scrunch, 10-8). The second is lifestyle influencing. These content creators are not contractually tied to a single brand due to their coverage on a wide variety of ‘life’. They promote a certain lifestyle through the content they create (Brown, 2024).

This begs the question, “amidst the rise of social media how is consumer behavior impacted?” This paper explores how social media influences consumption. A review of existing literature reveals that while this topic is salient there exists an opportunity to review the existing research and discuss specific ways in which social media impacts consumption. This paper also introduces two case studies to demonstrate this relationship between social media marketing and consumption.

## **2. Methods**

A systematic literature review was conducted to comprehensively assess existing studies on e-commerce, social media marketing, and consumption. To answer the research question, the author gathered research on the use of digital and influencer marketing from both grey and academic literature. Grey literature is information produced outside of traditional publishing and can include reports, policy literature, working papers, newsletters, speeches, or blogs (McKenzie, 2023), whereas academic literature is derived from online publications that are often peer-reviewed such as journal articles, professional research papers, or books (Charleston, 2024).

### **2.1 Review of Existing Literature**

The first step in the research process for this paper was a preliminary review of existing literature. The author narrowed down on specific categories for each part of the independent variables; for example, informative blogs for start-ups regarding e-commerce name 10 common technical aspects such as website architecture, hosting, website security, website performance, website updating, site speed, content/SEO consideration, mobile commerce, data engineering, and third-party integration. The paper focuses on algorithms and search engine optimization. Secondly, there exists a variety of methods for social media marketing such as bloggers/vloggers, social media sensations, reality TV stars, micro influencers, nano influencers, activists, journalists, photographers, thought leaders, and mainstream celebrities. However, this paper only focuses on mainstream celebrities, micro influencers as well as vloggers. The abundance of factors that could influence consumption and the countless pieces of literature accompanying them requires the author to narrow down on a few variables to study for this paper.

The paper starts with the investigation of the technological aspect of e-commerce. By using Google Scholar and keywords such as ‘social media’, ‘e-commerce’, and ‘personalization’, the results yield multiple studies detailing the abilities of technology to personalize information which has a positive correlation with consumption.

The author also used the Google Search Engine and keywords such as ‘e-commerce statistics’ and ‘types of influencers’, yielding reports on the increase of e-commerce sales and basic definitions regarding types of influencers and their capabilities of attracting their audience.

The paper then dives into the capabilities of influencer marketing on consumption. By searching with keywords ‘influencer’, ‘celebrity branding’, ‘lifestyle influencer’, and ‘gen-z’ into databases and the google search engine, there are countless studies regarding the differences in celebrity and lifestyle influences. The author employs popular websites such as blogs due to the lack of peer-reviewed literature on social media platforms such as Instagram, Tiktok, Snapchat, Youtube, etc. Nonetheless, sources demonstrate the logic behind each type of influencer

marketing and statistics that show companies are taking advantage of it due to predicted return on investment in the long run from customer consumption.

This author searched on the Google search engine for popular brands that are renowned for their lifestyle and celebrity endorsement influencing and then switched to Google Scholar and found two case studies. The author uses Kääriäinen's (2021) case study on Glossier to exemplify influencer marketing, specifically life-style influencers, and demonstrate the perceived advantages from the business. Their paper breaks down the nuances of the social media posts from Glossier and also references social trends regarding feminism that may have attributed to the brand's success. This paper mentions Glossier's posts that try to connect with their audience and a specific aesthetic that they stay consistent for their brand image.

This paper utilizes screenshots from Glossier's Instagram to give visual representation for the tactics used when marketing; for example, their aesthetic through the colours, their lifestyle marketing through 'get-ready-with-me's' using their products, screenshotted tweets from customers, and active audience engagement in the comments of the posts.

This author contrasts the first case study with Shoffner's (2019) case study on CoverGirl demonstrates celebrity marketing, or a well-known celebrity figure that endorses the brand. The study mentions the advantages of loyalty from customers when products are celebrity endorsed.

Lastly, while researching the direct impacts on consumption, several sources reference factors beyond social media and e-commerce that affects consumer behaviour. They mention societal pressures that exist in the background of marketing, which some papers reference as underlying factors that businesses employ when building their brand image.

### **3. Results**

The compiled research demonstrates that companies in the modern age of technology use digital influencing as a key tactic. Social media has created a new type of purchasing experience. By reducing the clutter of information available online and offering only relevant content tailored to specific individuals, it places them in echo chambers (Alaimo, 2014). The unique ability of algorithms to personalize content—and thus personify products—increases the likelihood of a purchase. Moreover, companies are simplifying the purchasing experience. E-commerce "hooks" customers by providing a compelling online experience. The ease of locating websites or apps and using them effectively contributes to this. The result is brand engagement, increased retention, and positive word of mouth (Bilgihan et al., 2016), which in turn attracts more customers to the product.

This manifests in the phenomenon of impulse buying. Consumers with high social media involvement (SMI), who are constantly browsing social media pages and are frequently exposed to promotional and highly customized advertising materials, are prone to compulsive buying behavior. Such behavior has been linked to potential causes that are “biochemical, psychological, or societal in nature” (Faber and Christenson, 1996). The powerful tools of personalization and social media have contributed to U.S. retail e-commerce sales, which were estimated to total \$282.3 billion in the second quarter of 2024 (US Census, 2024). Furthermore, there is a positive correlation between e-commerce marketing and American household consumption (Banda, 2022). Banda’s study even specifies that a unit of development in e-commerce marketing results in a 0.72% increase in consumption.

Beyond the logistics and capabilities of programmed technology, companies also use influencers to promote their products or services. As consumers become more aware of traditional marketing tactics, they increasingly rely on other consumers to inform their purchasing decisions. This is where influencers play a role. The two common influencer strategies are lifestyle and long-term ambassador influencers. Lifestyle influencers typically consist of non-celebrity individuals whose products or services they showcase in their everyday lives, while long-term ambassador roles involve brands attaching themselves to a specific individual to reach a broader audience (Scrunch, 2023). The latter is most similar to traditional celebrity endorsements, which have historically proven successful.

The impact of employing long-term partnerships includes instant brand awareness, refreshing brand image by aligning it with the individual, heightened credibility, and convincing consumers. Specifically, this approach captures the attention of thousands of followers of the celebrity, increasing exposure to the brand (Abdussalam, 2014). A study on celebrity versus non-celebrity ad campaigns demonstrated that people were more likely to choose products endorsed by celebrities and made their choices faster. It also revealed that individuals’ pupils dilated less when consuming media featuring celebrities, suggesting less deliberation and greater confidence in their decisions (Basiouny, 2023). Researchers explain this phenomenon as stemming from the human biological tendency to follow high-status individuals and align actions with them.

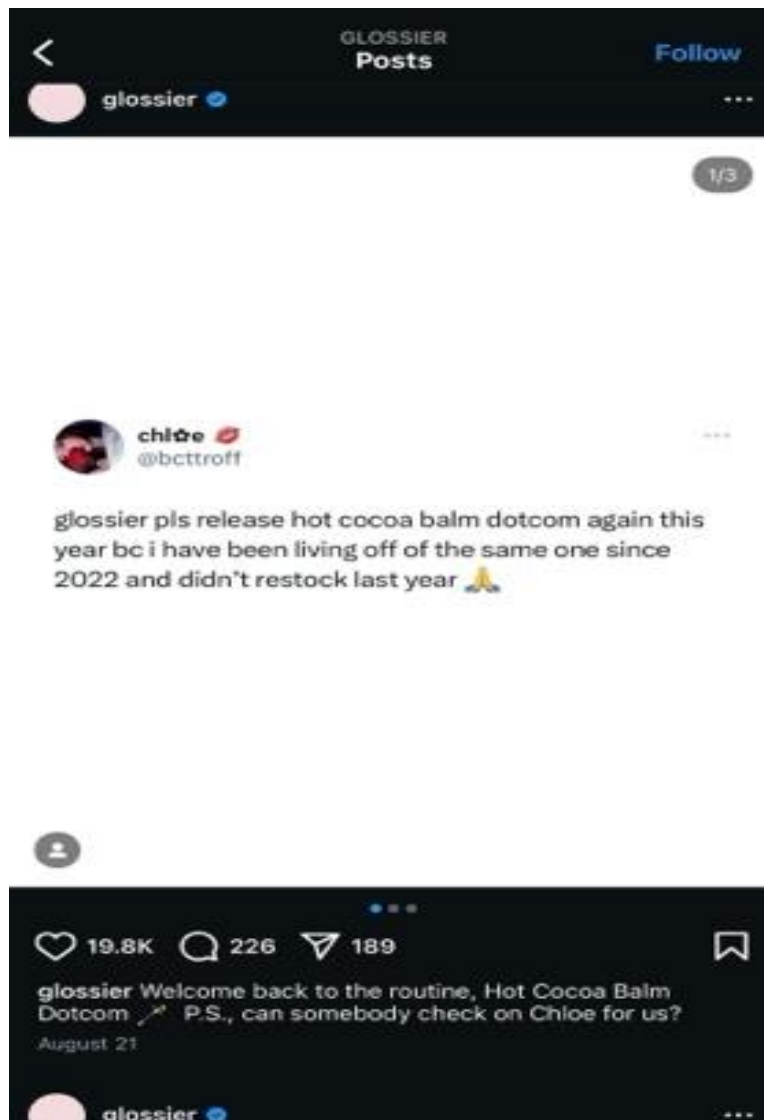
Interestingly, younger generations, especially Gen Z, show a statistically higher preference for non-celebrities in marketing. Basiouny (2023) attributes this to the perceived lack of authenticity in celebrity endorsements and the suspicion it generates among younger audiences.

Lifestyle influencers prioritize authenticity in their content, which builds trust when advertising for a brand. This unprecedented relationship between marketers and consumers differentiates traditional marketing from digital marketing. Studies show that even if consumers initially find promoted products or services from influencers untrustworthy, they are still more likely to follow

these influencers and make purchases. Interviews with influencers reveal that they heavily rely on gaining consumers' trust through digital platforms (Leparoux et al., 2019).

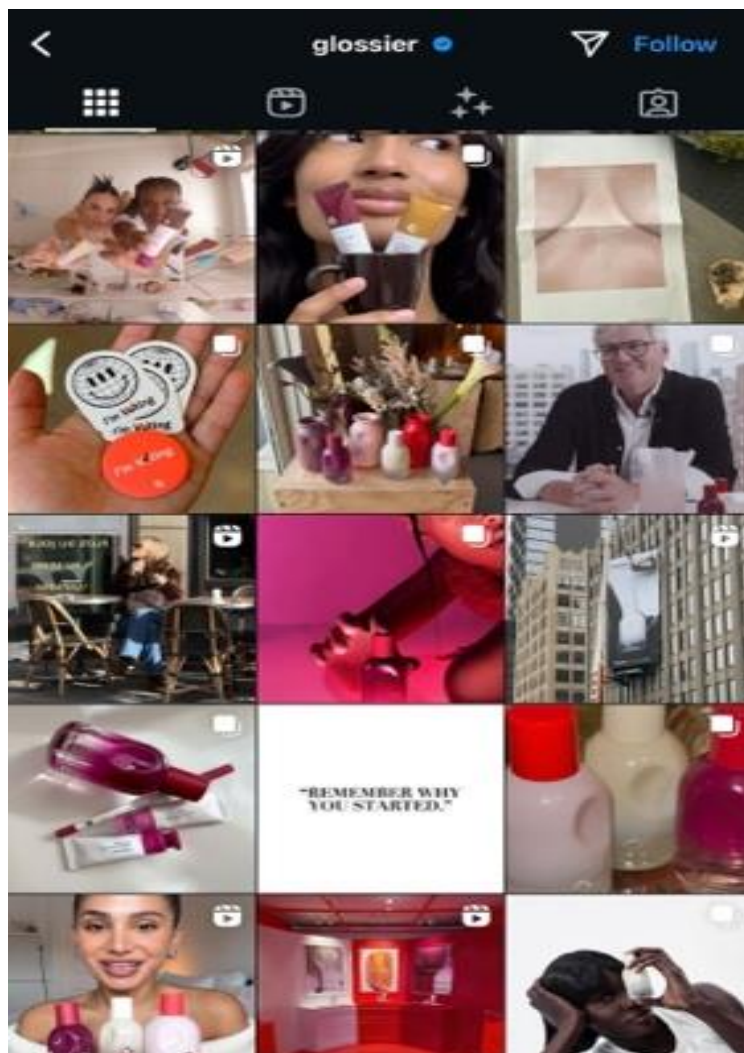
A notable example is Glossier and its journey in building its brand image on Instagram. Founded by Emily Weiss in 2014, Glossier began as a beauty blog attracting 8.5 million monthly visits and offering beauty tips and product recommendations from a variety of users instead of celebrities. With \$2 million in seed funding, Weiss launched Glossier, which has become one of Instagram's biggest internet brands (GCTV, 2024).

**Figure 1.1**



Glossier engages its community by dedicating posts to asking questions like, “If you were a Glossier product, which one would you be?” (posted July 25, 2019) to foster engagement with its audience. As shown in Figure 1.1, the brand also likes, shares, and comments on customer photos on social media, mimicking a friendship (Kääriäinen, 2021). Glossier’s tone is conversational, often using second-person pronouns and emojis to create a casual, friendly atmosphere that directly addresses readers.

**Figure 1.2**



The brand's personality is further demonstrated in its Instagram aesthetic (Figure 1.2), which prominently features colors like pink, purple, and cream white. These colors are key to Glossier's identity, representing feminine characteristics that align with the majority of its audience.

**Figure 1.3**



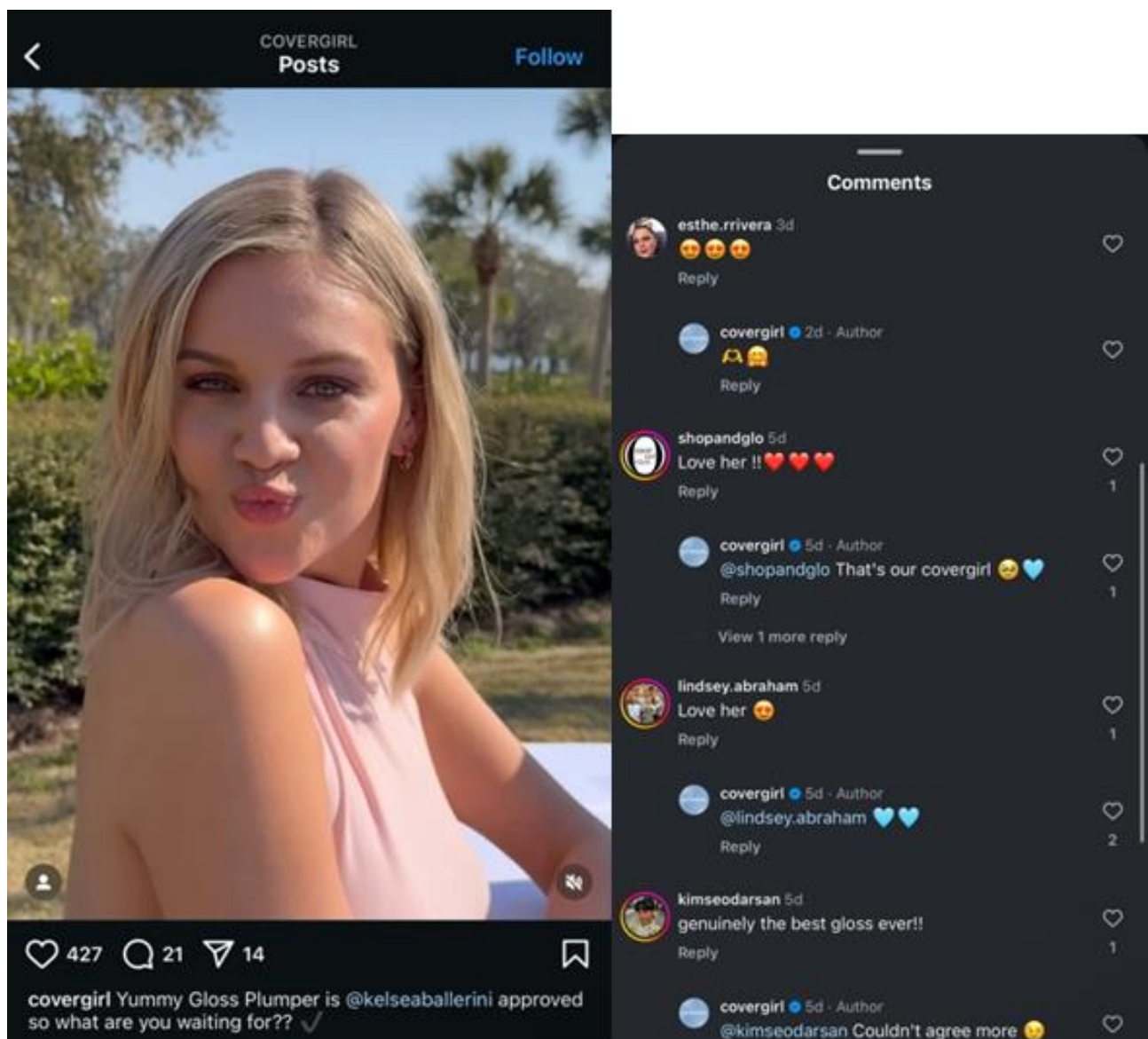
One example involves lifestyle influencer @kimyaebrahimi, a vlogger who frequently uses Glossier products in her “get-ready-with-me” posts (Figure 1.3). Her comment sections reflect this interactive approach, with discussions ranging from praise to critiques of the product. This sense of community encourages followers to help one another decide whether to purchase the product.

A contrasting example is the use of celebrity influencers, such as McDonald’s collaboration with BTS (a Korean boy band), paying them over \$8 million to advertise the "BTS Meal" (Jun et al., 2023). Brands aim to associate themselves with celebrities so that fans transfer their positive feelings about the celebrities to the brand.

This strategy leverages "parasocial relationships"—psychological relationships experienced by audiences in mediated encounters with personalities in media. Social media amplifies this effect

by enabling fans to interact with posts featuring their favorite celebrities (Shoffner, 2019). For example, CoverGirl frequently employs celebrity influencers like Taylor Swift, Ellen DeGeneres, Zendaya, and Kelsea Ballerini. By tagging these celebrities in posts and engaging with followers, CoverGirl fosters parasocial relationships, leading to increased trust and brand loyalty. While this approach may not always lead to immediate sales, it can establish long-term loyalty and future purchases.

Figure 1.4



An example is Covergirl's promotional video (Figure 1.5) on Covergirl's Instagram with Kelsea Ballerini (tagged in the caption of the post). It can be seen in the comment section that people post about the actual celebrity instead of the product which confirms the tactic of rallying followers of the celebrity herself.

This research demonstrates that social media influencing, combined with advanced technology, significantly impacts consumer behavior by driving increased consumption. The influencer marketing industry, valued at \$16.4 billion, shows that 75% of brands allocate substantial budgets to this method. Studies further indicate that a 1% increase in influencer marketing spending results in a 0.46% increase in user engagement, proving a positive return on investment (Leung et al., 2022).

#### **4. Discussion**

Beyond the statistical conclusions on consumption, other research highlights how social media fosters materialism, defined as the prioritization of owning material possessions (Neve et al., 2020). Neve's study shows a positive correlation between variables like attitudes toward advertising, attraction to media celebrities, and materialistic values, indicating that consuming social media content often heightens materialistic tendencies. This philosophy, which places immense value on material goods, encourages individuals to associate their self-worth with possessions. Consequently, materialism and consumption are interconnected, as people feel compelled to continuously purchase products to artificially validate their self-worth. This psychological inclination to overconsume aligns with the tactics employed by companies to promote their offerings.

For instance, Glossier's marketing strategy also reflects broader societal pressures influencing its success. Kääriäinen (2021) notes that Glossier's rise wasn't solely due to its "best friend" branding approach. The brand's identity revolves around the aesthetic of celebrating natural beauty—girls who "have freckles, pores, and scars" and those who "don't need the products but choose them because they feel great" (Mlotek, 2016). This narrative was widely embraced during the emergence of "girlboss feminism," which advocated empowerment while emphasizing effortlessness. Glossier championed this idea online; however, reports reveal that much of its feminist messaging lacked substance, reducing empowerment to a trendy aesthetic (Kääriäinen, 2021). Consumers were drawn to Glossier in part because it allowed them to align themselves with a brand image of being effortlessly cool, politically and socially aware, authentic, and using makeup as a tool for self-expression rather than transformation.

The integration of marketing and technology also plays a significant role in driving consumer behavior. By embedding product links within influencer content, brands make it easy for

followers to navigate directly to purchase pages, enhancing convenience and boosting engagement rates. Influencers often include these links in their bios, stories, or captions, simplifying the shopping process and reducing the effort needed for users to find products independently. This strategy is particularly effective because influencers cultivate trust and loyalty within their audiences, making their recommendations feel more personal and authentic. As a result, linked content often generates higher engagement and conversion rates (Sprout Social, 2024). Additionally, incorporating accessible links in influencer marketing improves brand reach by driving organic traffic to websites and optimizing search engine visibility through a network of reputable hyperlinks. This synergy between influencer endorsements and strategic linking creates a seamless user experience, expanding brands' market presence (Brandon, 2023).

## **5. Conclusion**

The paper explores the impact of social media on consumer behavior. California recently enacted a cell phone ban during school to address device addiction, while other states like Florida and Texas restrict social media access for minors. In contrast, states such as Connecticut and Maryland have more lenient policies, highlighting the lack of unified legislation on this issue. Social media's vast reach has transformed consumer markets, with companies using e-marketing to access a broader audience. Digital ad spending in the U.S. is projected to reach \$298.4 billion in 2024. Influencer marketing, particularly through long-term brand ambassadors and lifestyle influencers, has become a key strategy for targeting audiences. This increase in social media and e-marketing has empowered younger consumers, as social media now influences their purchasing decisions. U.S. e-commerce sales reached \$1.119 trillion in 2023, with children and teens becoming an increasingly valuable market segment. This paper reviews literature on social media's role in consumer culture and examines how it shapes modern consumption through social pressures, addressing a gap in existing research.

Though it is difficult to exactly quantify, there is evidence that social media and influencer marketing causes overconsumption; furthermore, younger audiences may be even more susceptible to these influences since they're easily impressionable. There is a severe lack of literature on the younger audience and even more specifically Generation Z or A due to the unprecedented increase in social media use. This paper implores the academic community to further research the effect on the youth and if there are specific tactics that companies use to target younger audiences.

## **Acknowledgements**

This author is extremely thankful to Kyle Karnuta, Polygence Mentor, for guidance and incredible advice for writing this research paper. This paper could not have been completed

without their knowledge and experience in the content, process of research, and construction of the work.

## References

- Estavillo, S. Z. (2024, September 25). *California Student Cell Phone Ban Legislation Signed into Law*. School Transport News. <https://stnonline.com/news/california-student-cell-phone-ban-legislation-signed-into-law/#:~:text=By%20restricting%20cell%20phone%20use,in%20the%20works%20for%20years.>
- Traditional Marketing: Is It Worth Your Budget?* (n.d.). Intuit MailChimp. <https://mailchimp.com/resources/traditional-marketing/#:~:text=Traditional%20marketing%20is%20any%20form,and%20TV%20and%20radio%20advertisements.>
- 13 Types Of Influencer Marketing Campaigns To Compliment Your Digital Marketing Strategy*. (2024, October 8). Scrunch. <https://scrunch.com/blog/13-types-of-influencer-marketing-campaigns-to-complement-your-darketing-strategy>
- Abdussalam, K. (2014). CELEBRITY ADVERTISEMENT: KEY TO MARKETING SUCCESS. *Indian Journal of Commerce and Management Studies*, 5(1), 78–82.
- Alaimo, C. (n.d.). *Computational consumption: Social media and the construction of digital consumers*.
- Banda, L., & Kassam, Z. (2022). E-commerce and household consumption in the United States: An arrangement of convenience. *Taylor & Francis Online*, 10(3). <https://doi.org/10.1080/23311975.2023.2275360>
- Basev, S. (2022). The Impact of Social Media on Children’s Consumption: Instagram Example. *OPUS Journal of Society Research*, 19(47), 462–476. <https://doi.org/10.26466/opusjsr.1077103>
- Basiouny, A. (2023, May 30). *The Marketing Psychology Behind Celebrity Endorsements*. Knowledge at Wharton. <https://knowledge.wharton.upenn.edu/article/the-marketing-psychology-behind-celebrity-endorsements/>
- Bilgihan, A., Kandampully, J., & Zhang, C. (2016). Towards a unified customer experience in online shopping environments: Antecedents and outcomes. *International Journal of*

*Quality and Service Sciences*, 8(1), 102–119. <https://doi.org/10.1108/IJQSS-07-2015-0054>

Brandon. (2023, December 14). *Hyperlink Best Practices For Digital Marketing*. Lime Leads. <https://www.limeleads.com/blog/hyperlink-best-practices-for-digital-marketing/>

Brown, C. (2024, February 9). *Lifestyle Influencers: How They're Shaping Trends*. Glewee. <https://glewee.com/blog/lifestyle-influencers/>

*Digital Advertising—United States*. (2024). <https://www.statista.com/outlook/dmo/digital-advertising/united-states>

Dollarhide, M. (2024, July 31). *Social Media: Definition, Importance, Top Websites and Apps*. Investopedia. <https://www.investopedia.com/terms/s/social-media.asp>

E-Marketing. (n.d.). In *Encyclopedia.com*. <https://www.encyclopedia.com/finance/finance-and-accounting-magazines/e-marketing>

*E-marketing vs. Digital Marketing: What's the Difference?* (2024, August 15). Indeed. <https://www.indeed.com/career-advice/career-development/emarketing-vs-digital-marketing>

Faber, R., & Christenson, G. (1996). In the mood to buy: Differences in the mood states experienced by compulsive buyers and other consumers. *Wiley Online Library*, 13(8), 803–819. [https://doi.org/10.1002/\(SICI\)1520-6793\(199612\)13:8<803::AID-MAR6>3.0.CO;2-J](https://doi.org/10.1002/(SICI)1520-6793(199612)13:8<803::AID-MAR6>3.0.CO;2-J)

GCTV Staff. (2024, January 15). *Glossier: A Social Media Success Story*. GCTV. <https://gctv.com/glossier/>

Glucksman, M. (2017). The Rise of Social Media Influencer Marketing on Lifestyle Branding: A Case Study of Lucie Fink. *Elon Journal of Undergraduate Research in Communications*, 8(2). [https://eloncdn.blob.core.windows.net/eu3/sites/153/2017/12/08\\_Lifestyle\\_Branding\\_Glucksman.pdf](https://eloncdn.blob.core.windows.net/eu3/sites/153/2017/12/08_Lifestyle_Branding_Glucksman.pdf)

Haleem, A. (2024, February 26). *US ecommerce sales reached \$1.119 trillion in 2023*. Digital Commerce 360. <https://www.digitalcommerce360.com/article/us-ecommerce-sales/#:~:text=Keytakeaways%3A,22.0%25%20of%20total%20retail%20sales>

Jun, M., Han, J., Zhou, Z., & Eisingerich, A. (2023). When is celebrity endorsement effective? Exploring the role of celebrity endorsers in enhancing key brand associations. *Journal of*

*Business Research, 164.*

<https://www.sciencedirect.com/science/article/pii/S0148296323003090#:~:text=Celebrity%20endorsement%20marketing%20has%20been,Yu%20and%20Hu%2C%202020>).

Kääriäinen, P. (2021). The Cool Girl Cult. *University of Jyväskylä Department of Language and Communication Studies.*

<https://jyx.jyu.fi/bitstream/handle/123456789/76567/URN%3aNBN%3afi%3ajyu-202106153768.pdf?sequence=1&isAllowed=y>

Lawrence, S., Deshmukh, S., & Navajivan, E. (2018). A Comparative Study of Digital Marketing vs. Traditional Marketing. *IBM'S Journal of Management Research*, 3(2), 112–121.

Leung, F., Zhang, J., Gu, F., Li, Y., & Palmatier, R. (2022, November 24). *Does Influencer Marketing Really Pay Off?* Harvard Business Review. <https://hbr.org/2022/11/does-influencer-marketing-really-pay-off>

McKenzie, J. (2023, September 19). *Grey literature: What it is & how to find it.* <https://www.lib.sfu.ca/help/research-assistance/format-type/grey-literature>

Charlesworth. (2022, February 28). *Understanding and using Grey Literature for your research paper.* Charlesworth Author Services. <https://www.cwauthors.com/article/understanding-and-using-grey-literature-for-your-research-paper>

Megane, L., Pauline, M., & Amitabh, A. (2019). The online influencers strategies and their impact on consumers decision process. *Mapketnht.* <https://cyberleninka.ru/article/n/the-online-influencers-strategies-and-their-impact-on-consumers-decision-process>

Mlotek, H. (2016, August 17). *How Glossier Harnessed The Myth Of Cool Girl Makeup.* The Fader. <https://www.thefader.com/2016/08/17/glossier-makeup-emily-weiss-interview>

Neve, M., & Trivedi, R. (2020). Materialism and Media Usage: To study the role of media in increasing materialism among youths with special reference to social media exposure. *International Journal of Advanced Science and Technology*, 29(8), 2431–2436.

Nyst, A. (2023, July 14). *134 Social Media Statistics You Need To Know For 2023.* Search Engine Journal. <https://www.searchenginejournal.com/social-media-statistics/480507/>

*Quarterly Retail E-Commerce Sales 2nd Quarter 2024.* (2024). US Census Bureau News. [https://www.census.gov/retail/mrts/www/data/pdf/ec\\_current.pdf](https://www.census.gov/retail/mrts/www/data/pdf/ec_current.pdf)

Shoffner, L. (2019). Parasocial Relationship Influence on CoverGirl Buying Intentions: Trust and Loyalty from SMI and Celebrity Endorsements. *Appalachian State University Department of Communication and The Honors College*. <https://core.ac.uk/download/pdf/345088913.pdf>

*Social Media and Teens*. (2018). American Academy of Child and Adolescent Psychiatry. [https://www.aacap.org/AACAP/Families\\_and\\_Youth/Facts\\_for\\_Families/FFF-Guide/Social-Media-and-Teens-100.aspx#:~:text=Surveys%20show%20that%20ninety%20percent,media%20site%20at%20least%20daily](https://www.aacap.org/AACAP/Families_and_Youth/Facts_for_Families/FFF-Guide/Social-Media-and-Teens-100.aspx#:~:text=Surveys%20show%20that%20ninety%20percent,media%20site%20at%20least%20daily).

*What is influencer marketing: An influencer strategy guide for 2024*. (2024, June 6). Sprout Social. <https://sproutsocial.com/insights/influencer-marketing/>