

## The Psychological Impact of Influencer Marketing on Self-Destructive Behaviour and Poor Mental Health Outcomes in the Teenage

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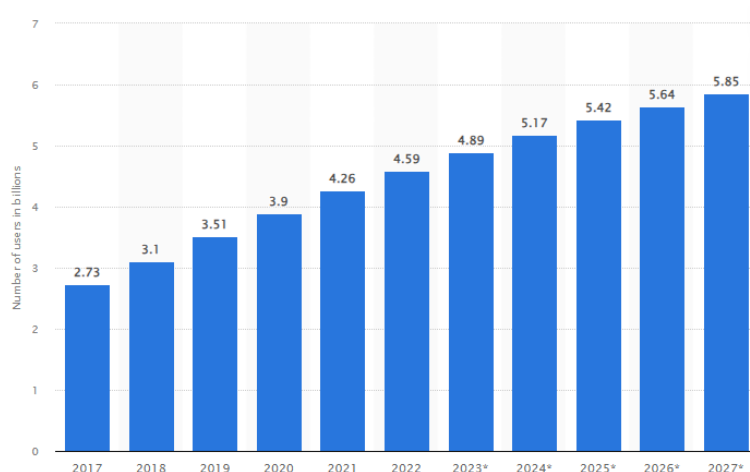
### Abstract

People may now access a wealth of knowledge from a variety of materials because of the dramatic rise in social networking usage in this current era. Recent technology advancements have made it possible for digital influencers to forge strong relationships with their followers. Such connections have had an impact on children's behaviours, mindsets, and decisions in a particular manner or else. Therefore, by critically analysing the varied effects of social media influencers' particular qualities on teens' behaviour, this study has added to the body of mental health knowledge. In order to clarify this issue, necessary theories and models were developed. Additionally, this study was created using a systematic methodology and the **Positivism and Deductive approaches**, according to the researcher. This strategy was adopted since it is rational and reduces the likelihood of mistakes. The scholar chose the **descriptive method** since it allowed for the generation of additional understanding along with material as a result of this study. In terms of gathering data for getting the actual situation, **5 social media influencers have been selected for the survey process (see Appendix)**. The findings have been crucial since it has reflected that the mental issue and cognitive behaviour of teenage are highly triggered by the way the influencers conduct marketing. The study concludes that it is more inclined towards the social media context since a greater number of teenage use various platforms.

**Keywords:** Influence marketing, social media influencers, Influence management, Teenagers' behaviour, cognitive strategy.

### 1. Introduction

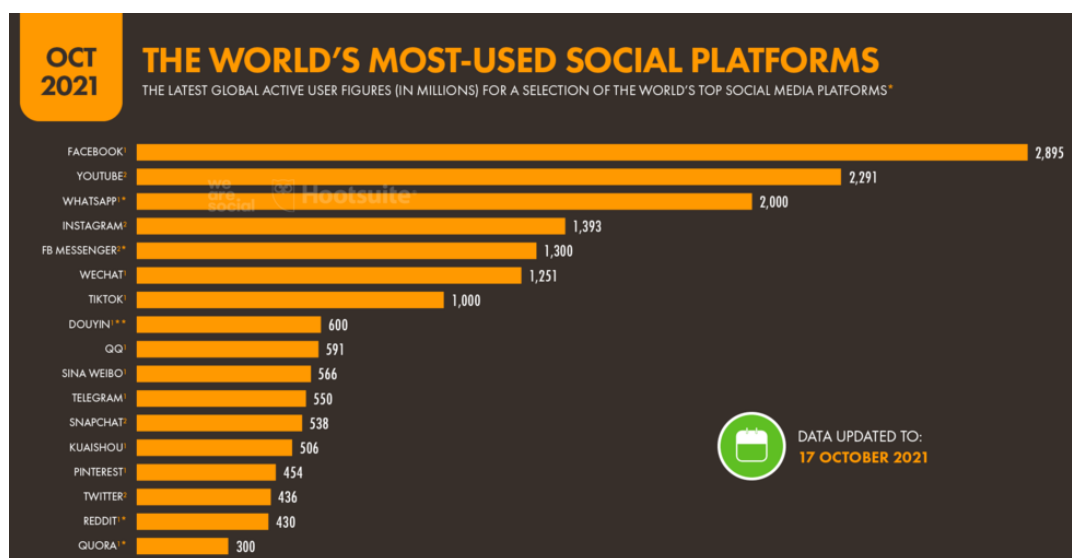
Influencer marketing addresses human nature's needs for societal approval, a sense of identity, as well as data assimilation [11]. The human brain appears fundamentally programmed to embrace influencer marketing. This comes to light that it seems more highly appealing, legitimate, and real than various kinds of promotion. By 2021, there have been over 4.26 billion people on social media, while influencer marketing has become a multi-billion dollar business. A figure that is anticipated to rise to approximately six billion by 2027 [25]. This study concerning the brain's internal mechanisms may assist to comprehend the preconceptions, habits, and interests that the majority of the public hold concerning the neuroscience of influential advertising, even if none of such psychological impacts extends to entirety of social networking participants.



**Figure 1: Global consumers of social networking sites from 2017 – 2027**

(Source: Statista, 2023)

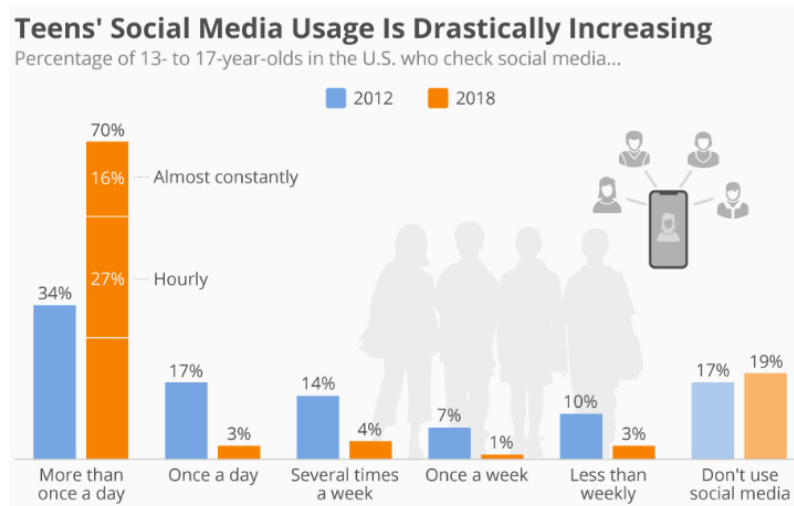
In this aspect, it can be added that Facebook is leading in this regard as most of the users are using this social media platform and after that YouTube comes into play since a huge number of individuals use this platform extensively. Whatsapp and Instagram come after that since the users are also using this platform for a long time and have been using [6]. These are the main areas where influencers are making good marks and their impacts are extensively growing since it is mostly acknowledged by teenagers. It can be witnessed that influencers are also preferring social media since it has become an open platform and many benefits are there which ultimately gain popularity and finance [8]. The authority figure appears more effective compared to other persons addressing identical subjects, as evidenced by the number of followers and interactions. Influencers additionally supply top-notch material in a particular sector or area, which gives the impression that they are instructional centres [7].



**Figure 2: The mostly used social media platforms**

(Source: DataReportal, 2022)

Teenagers' use of social networks has significantly grown between 2012 and 2018. According to a poll undertaken in the United States, more teens (ages 13 to 17) currently monitor social media at least once daily, compared with just thirty-four percent in 2012 [24]. Additional properties startlingly, though, comes the fact that twenty-seven percent of young people today examine their social media accounts at regular intervals as well as sixteen percent confess to doing this fairly regularly. In modern times, social media along with gadget dependency represents a significant problem that has to be addressed head-on by both company executives and the consumers individually.



**Figure 3: Teen's social media usage is drastically increasing**

(Source: Statista, 2018)

It happens that influencers frequently advocate for a particular physique or appearance, which may result in the development of unattainable beauty norms as well as problems with physical appearance among youths. Research demonstrates that individuals competitively evaluate themselves greater when they invest longer on “Facebook and Instagram” [3]. Among various factors, this social dichotomy has been associated with greater degrees of social nervousness along with worse levels of self-esteem [12]. Due to the influencers marketing various mental disorders may pop up since teens are connected with online platforms for more than normal times.

## 2. Literature Review

The article “*The affective profiles, psychological well-being, and Harmony: Environmental mastery and self-acceptance predict the Sense of a harmonious life*” shows that the this paper has deployed the influence opinions system, through which humans are separated into groups based on multiple implications, in order to gain a comprehensive awareness of the influence of both beneficial and unfavourable outcomes. 500 people were signed up digitally, and they had to complete 3 self-report questionnaires [10]. The mental health categories were used as indicators, while concord with oneself was used as the outcome of interest in several multi-group balance experiments. The various emotional categories' measures of psychological wellness accounted for forty-seven percent to sixty-six percent of the variation in existence's symphony. The findings showed that cognitive happiness and interpersonal compatibility are consistently related to emotional patterns.

The article “*Social Media and Depressive Symptoms in Childhood and Adolescence: A Systematic Review*” shows that worries regarding the effects of online communication on the health of teenagers are becoming more prevalent in scholarly along with popular publications. The usage of social networking sites along with indicators of depression in children and adolescents was the subject of a comprehensive evaluation of empirical studies. 11 appropriate studies were found after an in-depth review of the libraries in Medline, PsycInfo, and Embase [20]. Every research's pertinent findings have been taken out, yielding an overall size of 12,646. A study found a weak, however, highly probable association between teenagers' usage of online social networks and depressed feelings. The therapeutic importance of those observations is complicated by the fact that research differed greatly in their methodologies, sample sizes, as well as outcomes. Over fifty percent of the research was conducted cross-sectional, and the longitudinal investigations lasted quite briefly. With a demand for unanimity on the elements and evaluation methods, the paper recommends additional inquiry into this scourge.

According to the study “*The Impact of Poverty and Low Socioeconomic Status on the Socioemotional Functioning of African-American Children and Adolescents: Mediating Effects*”, in furtherance of family revenue, hunger, parents' professions, and professional field are other signs of a family's financial situation. The literature that investigates such situations is divided into two categories including psychological and social. One

area of study throughout research centres on financial hardship or loss, namely layoffs, unemployment, workplace demotion, along with diminished earnings as they are felt by working- alongside middle-class people who generally have stable employees. The additional section emphasises impoverishment and inadequate SES as continuing, chronic issues that are intimately tied to labour-related issues including joblessness, layoffs, poor earnings, and joblessness [21]. The latter part of the research constitutes the subject of this section. Reviewing both immediate and long-term data on the socially emotional development of African-American kids and teenagers is focused on the consequences of impoverishment along with low SES.

The study's goal stands to compare the impacts of two different celebrity categories on origin reliability, brand perception, jealousy, along with online visibility. The paper is titled "Instafamous and Social Media Influencer Marketing." The determining factor for the suggested conceptual framework involves the celebrity category, the facilitator includes social standing, whereas the facilitator represents self-discrepancy. A cross-subject randomised two-group contrast research was performed (n=104). According to statistical confidence levels alongside modular parametric modelling (Mplus 8.0), social recognition modulates the direct impact of personality profiles on credibility, brand perceptions, as well as envy [13]. The reducing impacts of appearance-associated actual-ideal pride are shown by multiple regression studies. Finally, supervisory repercussions for Instagram influencer-based promotion and digital advertising have been offered. The results highlight the value of influencer outreach as a promotional approach from the standpoint of promotional management.

The article ***"Influencer Marketing: How Message Value and Credibility Affect Consumer Trust of Branded Content on Social Media"*** demonstrates that spending on influential marketing has risen dramatically over the previous several years. In this investigation, an initial analysis has been conducted to determine how "influencer marketing on social media" influences customers. The social networking influencer impact framework has been suggested as a comprehensive framework to take into consideration the functions of marketing worth along with source trustworthiness [19]. This study conducted an online poll across social networking sites for individuals who monitored a minimum of a single influencer to evaluate how it worked. The outcomes of partial least squares (PLS) route modelling demonstrate that the audience's faith in influencers' identified publishes is effectively strengthened by the instructive quality of influencer-generated satisfaction, the influencer's credibility, charisma, as well as resemblance to the supporters. This belief in turn influences consumer awareness alongside plans to buy. Discussions on the philosophical and actual ramifications.

The title of the post asserts that social networking influencers have taken over online space with their exceptional jobs and online appearance. ***"INFLUENCER MARKETING AS A MODERN PHENOMENON CREATING A NEW FRONTIER OF VIRTUAL OPPORTUNITIES"*** In order to guarantee that they refrain from missing from their material, additional individuals are adhering to these influencers. This article's objectives are to provide a thorough analysis of influencer advertising to prospects and ascertain how influencers affect the buying habits of Generations Y and Z [14]. The research sought to identify distinctions between the various customer segments along with determining if celebrities who advocate items may draw in buyers and persuade them to make a transaction. Own investigation was done for the purpose to achieve the study's goals. The outcomes reflect that there are substantial distinctions between the aforementioned customer demographics in terms of how influencers affect buying habits, which creates a variety of promotional chances.

### 3. Methodology

The methodology of research indicates how the research has been conducted [22], and the way it helped the scholar to make the project or research looks successful. For this particular study, positivism philosophy has been used since it has allowed the researcher to gather information in an extensive way as that time limit was there. It has also helped the scholar to look after the variable and according to that data collection is done. There are generally two types of approaches that are used by the academicians such as inductive and deductive. This study has followed a deductive approach that has added aid to the researcher to conduct logical thinking and according to that collection of data has been done whereas the key focus was on the psychological impact of influencer marketing. It is one of the most trusted approaches that is widely used by scholars since it helps to construct many interpersonal skills of a user such as problem-solving skills [2].

**Table 1: Types of research approaches**

<b>Deductive approach:</b> The method of study that individuals most commonly connect with science involves deductive.	<b>Inductive approach:</b> When doing an investigation using an inductive method, an individual starts by gathering information related to the area of focus.
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(Source: Created by author)

Among the several designs that are used in the research methodology [4], the scholar has decided to follow the descriptive one and rejected the others. The descriptive design has supported the scholar to gather primary data since it is helpful for the user in a way that confirms that all the attributes of the study topic are covered with the help of various measurements like when, where, how and others. A research strategy comprises a technique used to gather information for research investigations [23]. In primary investigations, “survey and interview” are common techniques, but “systematic review and case studies” are the main investigation methods for secondary investigations. Since the researcher has acquired primary quantitative data for this study, a survey methodology is applied. This method has been quite successful since it has allowed the scholar to spend less money, but it is a contentious subject because survey mode affects cost.

The scholar has chosen the major data-collecting strategy for the present investigation in accordance with the main goal of the investigation. The quantitative information-collecting approach has since been applied using the aid of surveying. Sampling procedures are employed to make it easier to analyse additional information that has been gathered from the assets [16]. The five social media influencers surveyed for the present investigation's key quantitative information were tested using random sampling. This method was chosen by the researcher because it eliminated prejudice as well as generated responses that were most representative of the wider community. Considering the assistance of “Statistical data analysis” techniques alongside MS Excel, the core quantitative information gathered from the five social media influencers have been examined and displayed in visual along with tabular formats.

**Table 2: Types of data**

<b>Quantitative data:</b> Information that is capable of being evaluated or quantified in numbers can be considered quantitative information.	<b>Qualitative data:</b> Scholars can investigate concepts and additionally interpret numerical outcomes by analysing qualitative information.
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(Source: Created by author)

All moral issues for the present study have been discussed with the scholar. Additionally, the “data protection act 1998” along with the “human rights act 1999\*” must be followed to ensure that every study-related information acquired from the respondents stayed safely and also secret [18], and the scholar has done that effectively. Additionally, the scholar employed the findings to advance the freedoms of those who participated. Moreover, the scholar has made sure that there has been no space for duplicity or plagiarism. All the data has been collected from the reputed sources. This has ensured that the standard and quality of the study have been maintained throughout the study.

#### 4. Findings

##### Question 1

**Table 1: Survey Response to Question 1**

OPTIONS	RESPONSE	TOTAL PARTICIPANTS
21-25	0	5
26-30	4	5
31-35	0	5
36-40	1	5

41 and above	0	5
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(Source: Self-developed)

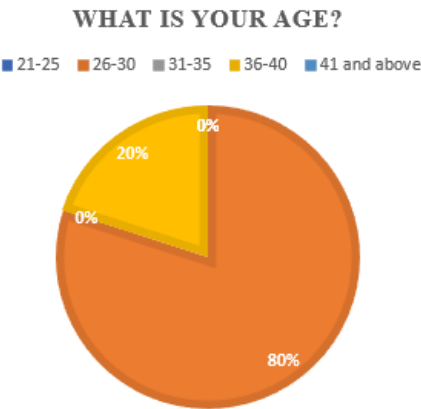


Figure 1: Survey response to Question 1

(Source: Self-developed)

In response to the first question's age requirement, those who responded noted that four attendees, or 80 percent, were within the 26–30 age range, while just one individual, or 20 percent, fell within the 36–40 age range. Due to the fact that every one of the people taking part also serves as an influencer, their replies appear extremely authentic, making their input vital. Notably, they were instructed to respond freely and without feeling under any pressure.

Question 2

Table 2: Survey Response to Question 2

OPTIONS	RESPONSE	TOTAL PARTICIPANTS
Highly agree	0	5
Agree	1	5
Neutral	0	5
Disagree	2	5
Highly disagree	2	5

(Source: Self-developed)

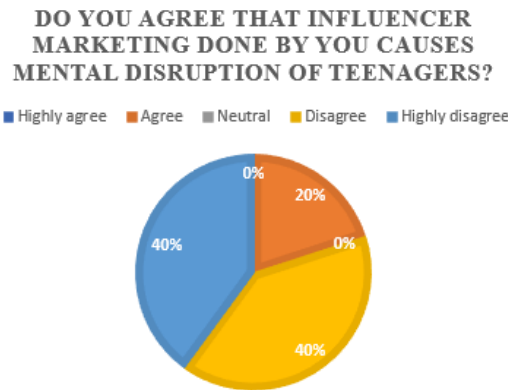


Figure 2: Survey response to Question 2

(Source: Self-developed)

In this survey process, the participants have been asked to remark on their thoughts about the influence since the question has been linked with the agreement of influencer marketing that places an impact on the mental situation of teenagers. It is noted that nobody remarked highly agree whereas only one person that is 20% of the respondents agreed on this. It is interesting to note down that the majority of the respondents did not support this statement since 40% of the respondents disagreed with this and another 40% of the participants highly disagreed with this.

### Question 3

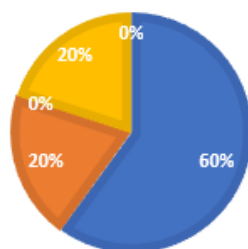
**Table 3: Survey Response to Question 3**

OPTIONS	RESPONSE	TOTAL PARTICIPANTS
Highly agree	3	5
Agree	1	5
Neutral	0	5
Disagree	1	5
Highly disagree	0	5

(Source: Self-developed)

**DO YOU AGREE THAT TEENAGERS ARE  
CAUGHT BY THE POOR MINDSET OF BODY-  
SHAMING BY VISUALISING THE PERFECT  
BODY OF INFLUENCERS ON SOCIAL MEDIA?**

■ Highly agree ■ Agree ■ Neutral ■ Disagree ■ Highly disagree



**Figure 3: Survey response to question 3**

(Source: Self-developed)

This question is highly significant since they also supported this matter as they have been asked to place their remark if visualisation that is done by influencers on the social media platform about perfect body shape, that place poor or negative thoughts in the mind of teenagers which is more like body-shaming. As per the data, around sixty percent of the respondents have highly agreed on this which makes this matter more realistic. Nowadays, teenagers spend maximum time on social media platforms than they talk to their parents [1], and an issue like body shaming can happen anytime and their parents do not aware of that since most of the teens do not share that with their parents. It causes mental trauma and that can lead to some cognitive disaster. Moreover, another 20% of the respondents agreed on this. Contrarily, only 20% of the participants disagreed with this.

### Question 4

**Table 4: Survey Response to Question 4**

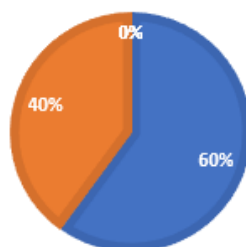
OPTIONS	RESPONSE	TOTAL PARTICIPANTS
Highly agree	3	5
Agree	2	5

Neutral	0	5
Disagree	0	5
Highly disagree	0	5

(Source: Self-developed)

**DO YOU AGREE THAT RATHER THAN  
TEENAGE, THIS INFLUENCER MARKETING  
IMPACTS NEGATIVELY ON OTHER AGE  
GROUP?**

■ Highly agree ■ Agree ■ Neutral ■ Disagree ■ Highly disagree



**Figure 4: Survey response to question 4**

(Source: Self-developed)

The last question of this survey process looks promising and impactful since the respondents have been asked to answer whether this influences a part of marketing put impacts other age groups apart from teenagers. As expected, around sixty percent of the participants strongly or highly agreed on this by mentioning that they believe this is true and it can put impact anyone across the globe. They are not sure about the intensity of the impact, however, they have confirmed that it has to be taken place for sure. Along with that, another 40% of the participants have also agreed on this matter since they are also supporting this deliberately.

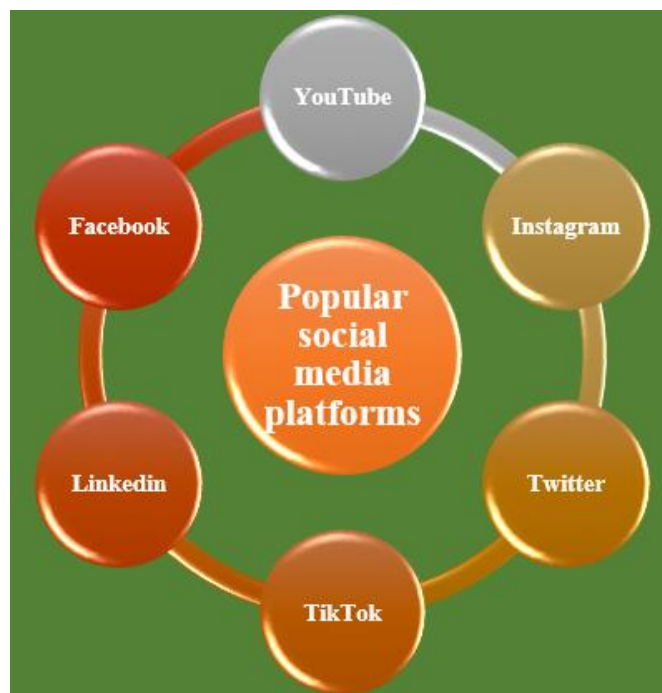
## 5. Discussions

Because of the basic need for the survival of human beings, individuals exhibit a fundamental need for authority and oversight. They think they will remain alive for as long as they maintain power. The brain tricks individuals into thinking that possessing influence over their life comes from possessing choices, despite the fact this is not always the case. From the literature review part, it can be linked that people may believe empowered when it comes to experts since they hold total authority over the individuals they adhere to along with the stuff they receive. Yet, this is a conflicting matter since teens are not fully aware of this presently and any kind of wrong marketing that is done by the influencers on the social media platforms, put a huge impact on the mindset of teenagers. In this aspect, sometimes, influencers encourage greed and consumption by urging their fans to purchase things they may not actually require or have the money to purchase [15].

Corporations are using influencer marketing progressively and frequently to advertise their offerings to a large number of people [5]. In contrast, there are a number of attainable detrimental consequences on individuals and the community in general, especially on adolescents, which might arise from the expanding power of social networking advocates. Social media advocates are used in promotional campaigns for advertising goods or businesses. On digital media sites, influencers build up sizable followings. These individuals may introduce organisational goods to their current clientele and assist spread the word about a business. Influencer marketing gets criticised for encouraging a limited [17], frequently erroneous attractiveness alongside physique suitable along with not incorporating different opinions and observations. Influencer marketing may be a successful method for reaching an extensive along with participated viewers; there are additionally certain probably adverse consequences of influencer advertising. This impact not only sticks to teenagers but also place an impact on



various age groups, however, teenagers are the most vulnerable ones. Interestingly, the respondents agreed with this precise statement.



**Figure 4: Popular social media platforms**

(Source: Created by author)

Younger groups of internet viewers are becoming more and more enamoured with influencers [9]. People who have grown accustomed to marketing dominating social media channels have learnt to ignore it. People choose suggestions from influencers who seem greater trustworthy alternatives. According to seventy percent of young YouTube followers, influencers are more trustworthy than conventional personalities as well as advertisements. In the literature review segment it is already mentioned and from the responses of the respondents, it can be said that influencers are not always right about what they say or what they encourage. They get paid for the promotion and they do not bother to check that a solution or offer is worthy and accurate or not [26]. Teens are nowadays heavily involved in various social media platforms, more than they engage with their parents, as per the respondents, and this has triggered the problem. Lastly, it can be said that every problem has a solution and it needs to be done properly to overcome this odd, however, it will take a long time and as the trends are projecting, this matter is not going to minimise or diminish soon.

## 6. Conclusion

This study concludes that informational social impact involves the shift in beliefs or actions that results from conforming to those who are seen as having reliable knowledge. Whereas this draws on many factors, the fundamental premise remains that people would imitate alongside act following individuals whom they perceive as being making wise decisions. There are several methods by which an influencer might be proven to be a knowledgeable individual. Moreover, it might be difficult to determine the extent to which social media utilisation is excessive, however, monitoring for comments, shares, or fresh content by acquaintances continually has an impact on youngsters, and multiple investigations indicate that this impact tends to be favourable. From the beginning to the end of this study, one thing has popped up that influencer frequently fail to support the correct things or express the appropriate things. They have no concern to verify whether an approach or service is worthwhile and correct because they receive reimbursement for marketing. According to those surveyed, adolescents are currently greater preoccupied with different online sites like Facebook, YouTube, Instagram and others than their relationship with their guardians, which has led to the issue. This study further concludes that

this is something really a concerning matter and if this is not addressed soon, the future may not look promising at all.

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