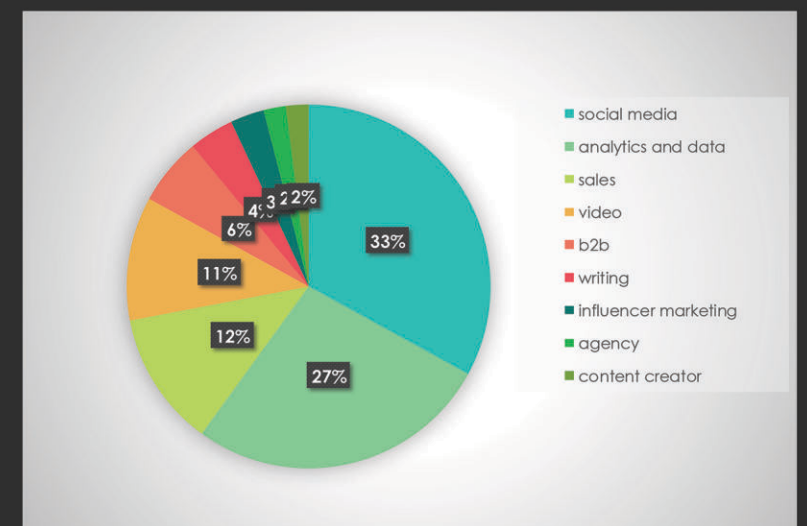


# The Influence of Social Media Influencers on Consumer Purchasing Behavior in the Canadian Market

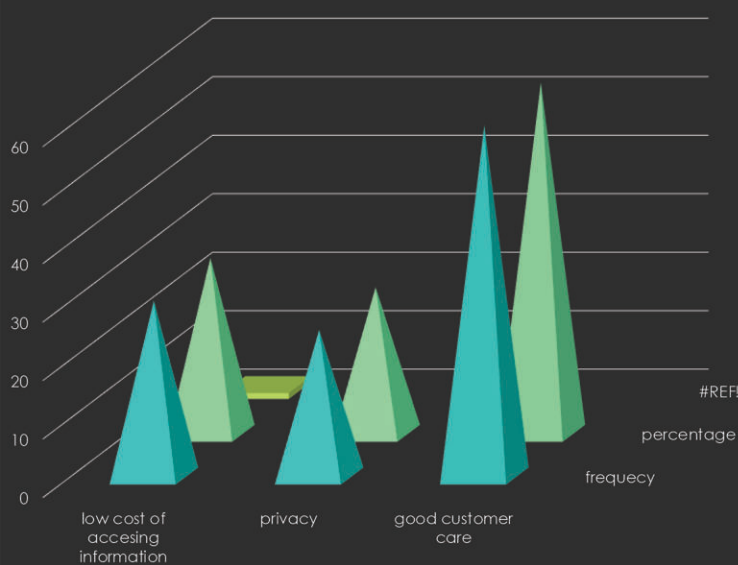
This study seeks to cope with the urgent question of how social media influencers impact the shopping selections of Canadian clients. As clients increasingly turn to influencers for product guidelines and lifestyle inspiration, knowing the mechanisms at play will become imperative for organizations and entrepreneurs.

## The consumer landscape

This pie chart explains the consumer landscape in which we can see that most of the consumer are mostly influence by social media whereas only 3 % are influence by the social media influencers but the presence of social media helps the influencer to get engagement



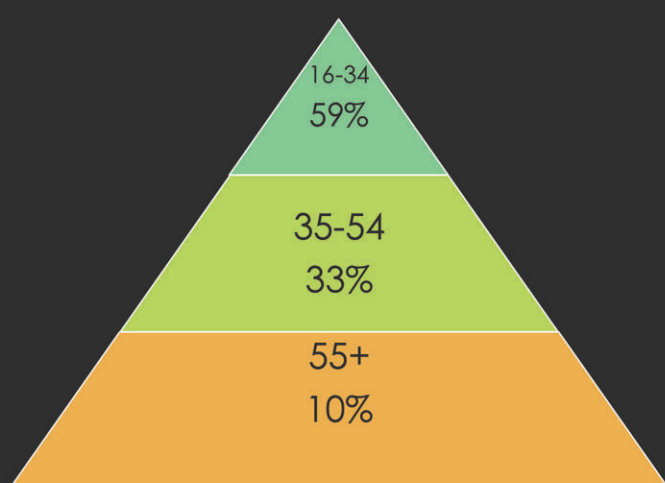
Audience and stakeholders



## AUDIENCE AND STAKEHOLDERS

This chart shows the engagement of our stakeholders on the research in this chart we can see that to access the information was very easy and less costly with full privacy whereas we face difficulties in taking care of the consumers.

frequency percentage #REF!



## Influencer Following Across Ages in Canada

"The chart illustrates the percentage of Canadian social media users following influencers across different age groups. Among users aged 16-34, 59% actively follow social media influencers. In the 35-54 age group, 33% engage with influencers, while users aged 55 and above show a 10% following. This data provides insights into the varying degrees of influencer engagement among different age demographics in Canada."

## CONCLUSION

In conclusion, our consumer landscape analysis reveals that while social media significantly influences the majority of consumers, only a small percentage (3%) is directly influenced by social media influencers. However, the presence of social media proves crucial for influencers to garner engagement. In terms of audience and stakeholders, accessing research information was found to be easy, cost-effective, and private, though challenges exist in consumer care. Lastly, the breakdown of influencer following across different age groups in Canada emphasizes the diverse levels of engagement, with a notable 59% of users aged 16-34 actively following influencers. This holistic overview informs our understanding of consumer behavior and stakeholder engagement in the current market