



AUS EDITION



INSIGHTS SPECIAL REPORT

# 2024 Australia Trust in Influencer Marketing

July 2024



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## BACKGROUND

We surveyed over 1,000 **Australia-based** consumers to understand their sentiments around influencer marketing and see how those thoughts differ between age groups and gender.

## GOALS

- Offer valuable insights for our partners overseeing the promotion of products and services across digital platforms.
- Provide education and support to decision-makers who must stay updated on trends in social media and the Creator Economy for effective business operations.
- Assist all parties in understanding the evolving dynamics of social media preferences and influencer reach, guiding them on effective ways to engage with consumers.





# SAMPLE POPULATION

AUSTRALIAN SOCIAL MEDIA USERS

Australia

GEOGRAPHY

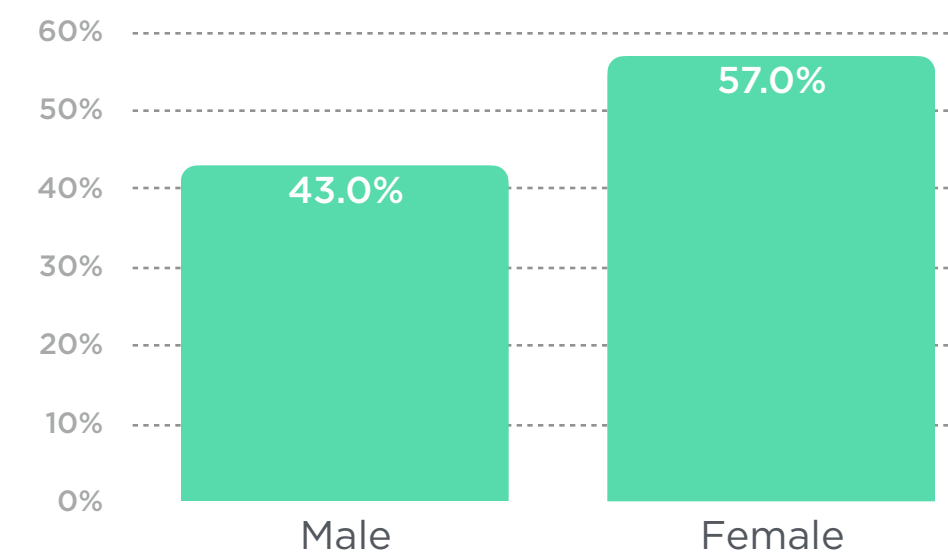
5/16/24  
TO  
5/17/24

DATA GATHERED

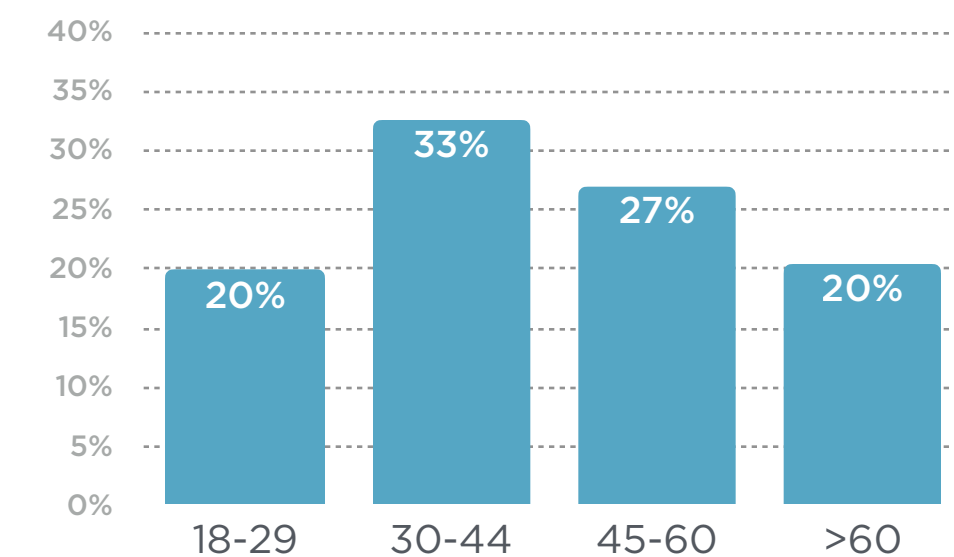
## 1,006 Respondents

All respondents were required to have an internet connection and be a social media user in order to participate in the survey.

### SEX



### AGE



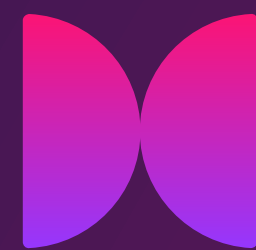
**WE KNOW  
HUMAN  
CONNECTION  
DRIVES  
ACTION**



# 46%

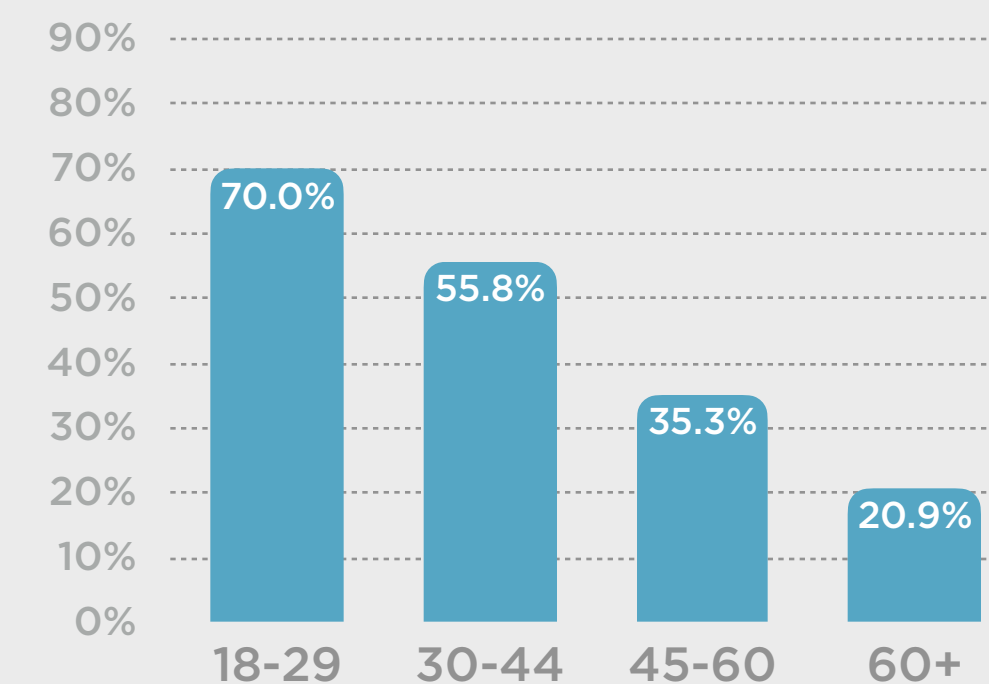
OF RESPONDENTS

say they have  
purchased a product  
**after seeing it being used  
by an influencer.**

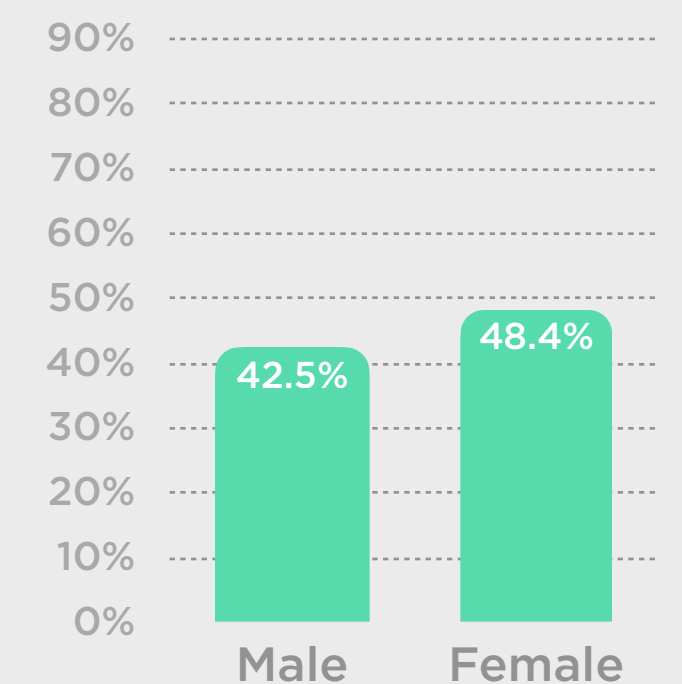


**Q:** Have you ever purchased a product after seeing it being used by an influencer?

“Yes” by Age Group



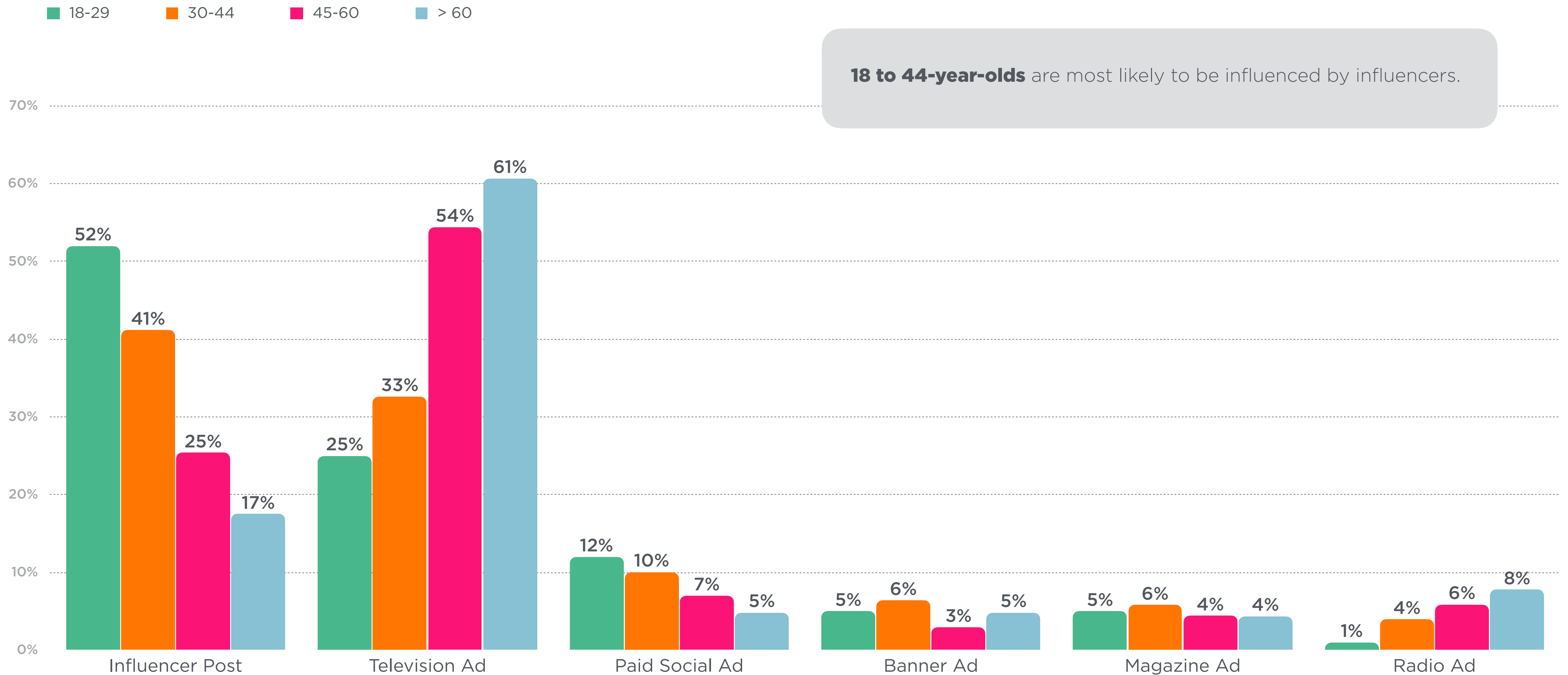
“Yes” by Sex



# ADVERTISING IMPACT ON PURCHASES



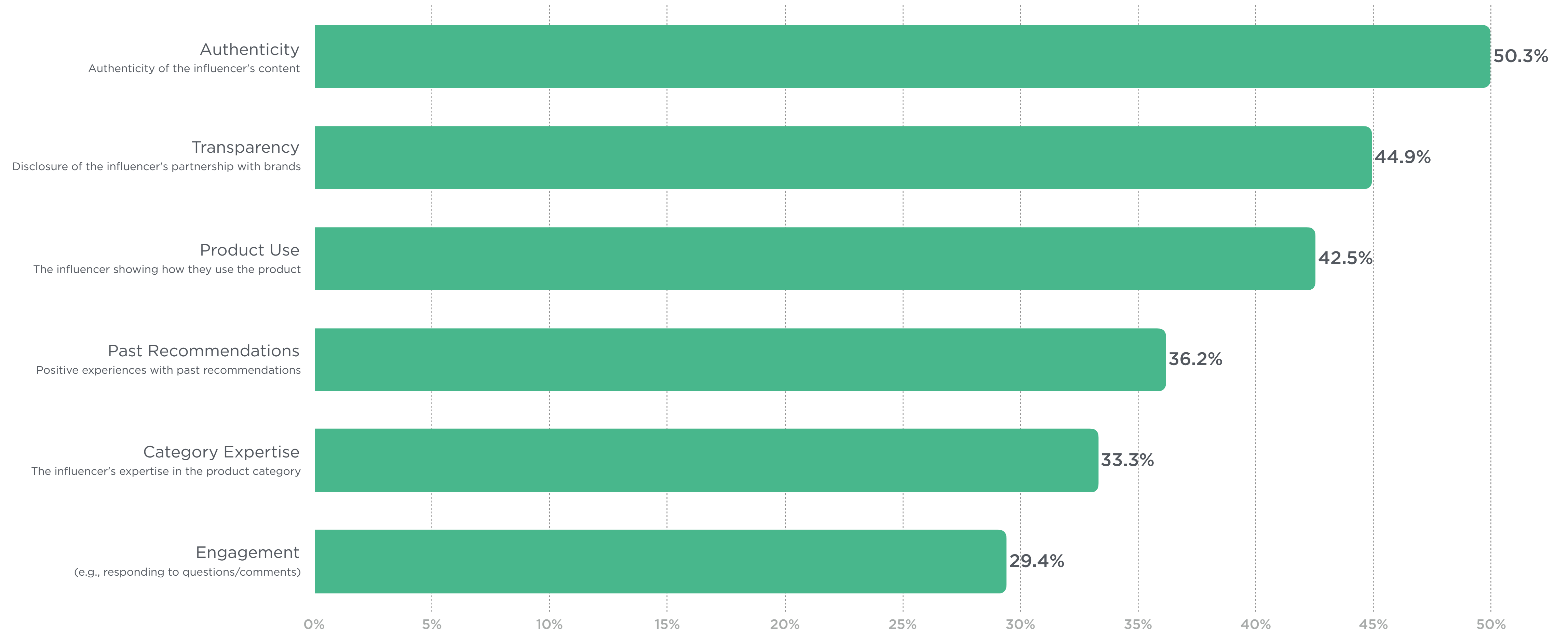
Q: Which of these is more likely to get you to try a new product?



**18 to 44-year-olds** are most likely to be influenced by influencers.

# TRUST IN RECOMMENDATIONS

Q: What factors increase your trust in influencer product recommendations?

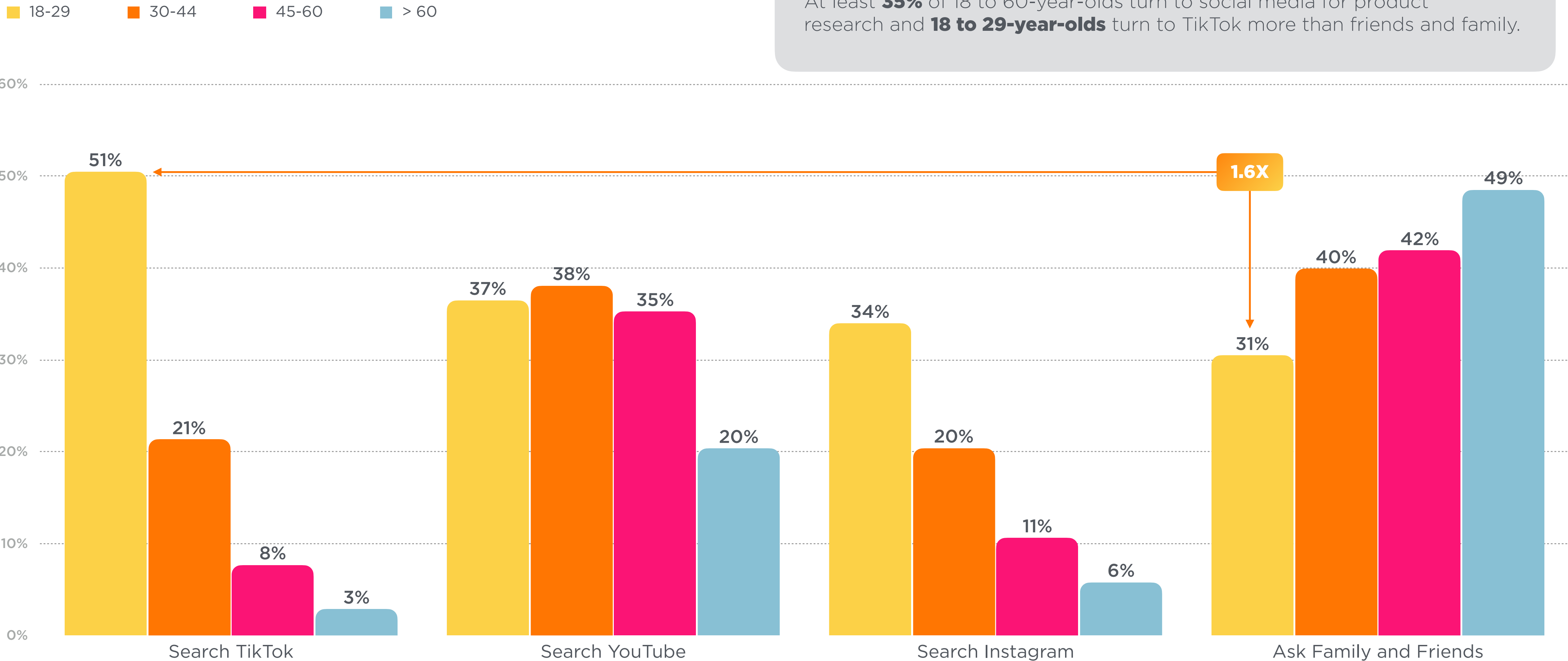


# PRODUCT RESEARCH



Q: How do you typically research a product/service before making a big purchase?

At least **35%** of 18 to 60-year-olds turn to social media for product research and **18 to 29-year-olds** turn to TikTok more than friends and family.





# 53%

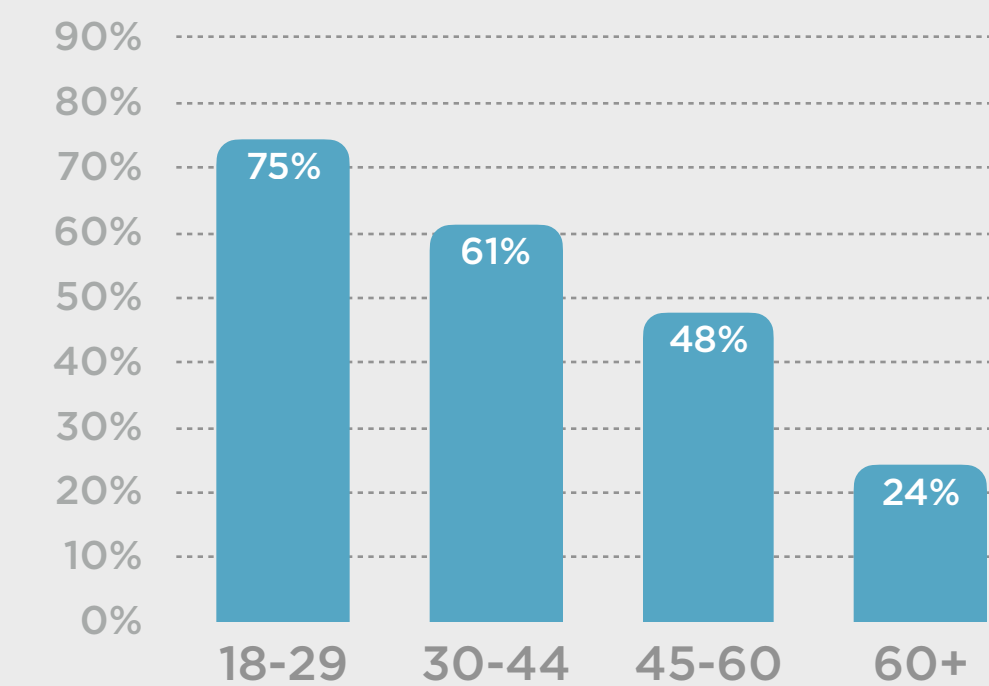
OF RESPONDENTS

say they prefer content created by social media **influencers.**

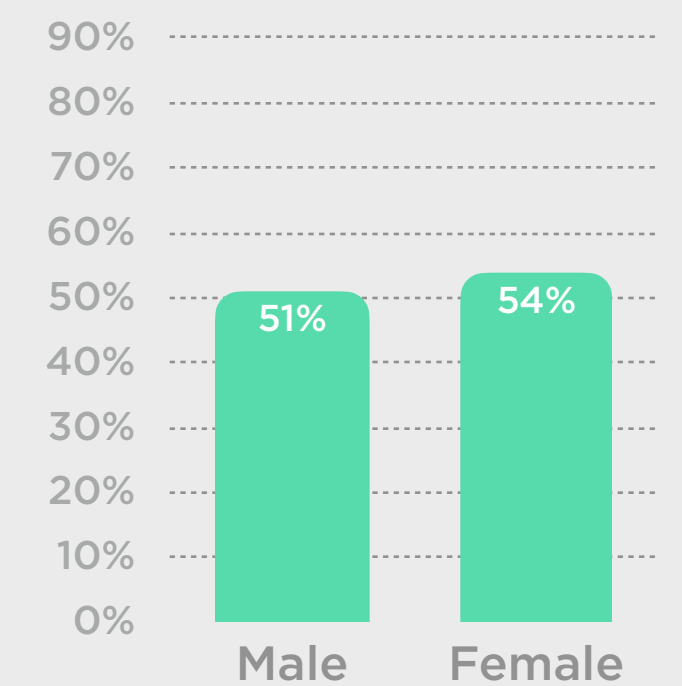


**Q:** Do you find content created by social media influencers to be more compelling than scripted advertising written by a marketing professional?

“Yes” by Age Group



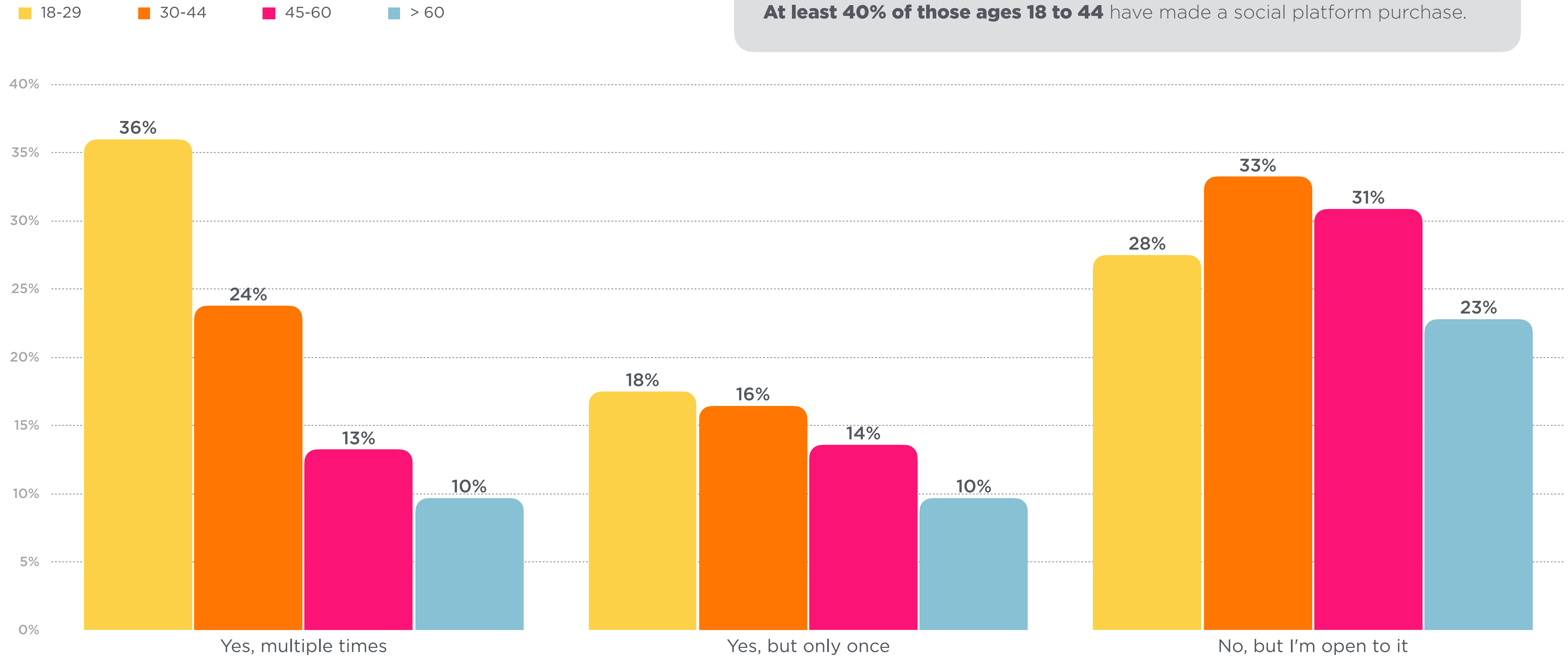
“Yes” by Sex



# SOCIAL SHOPPING



Q: Have you ever purchased a product directly through a social media platform's shopping feature?

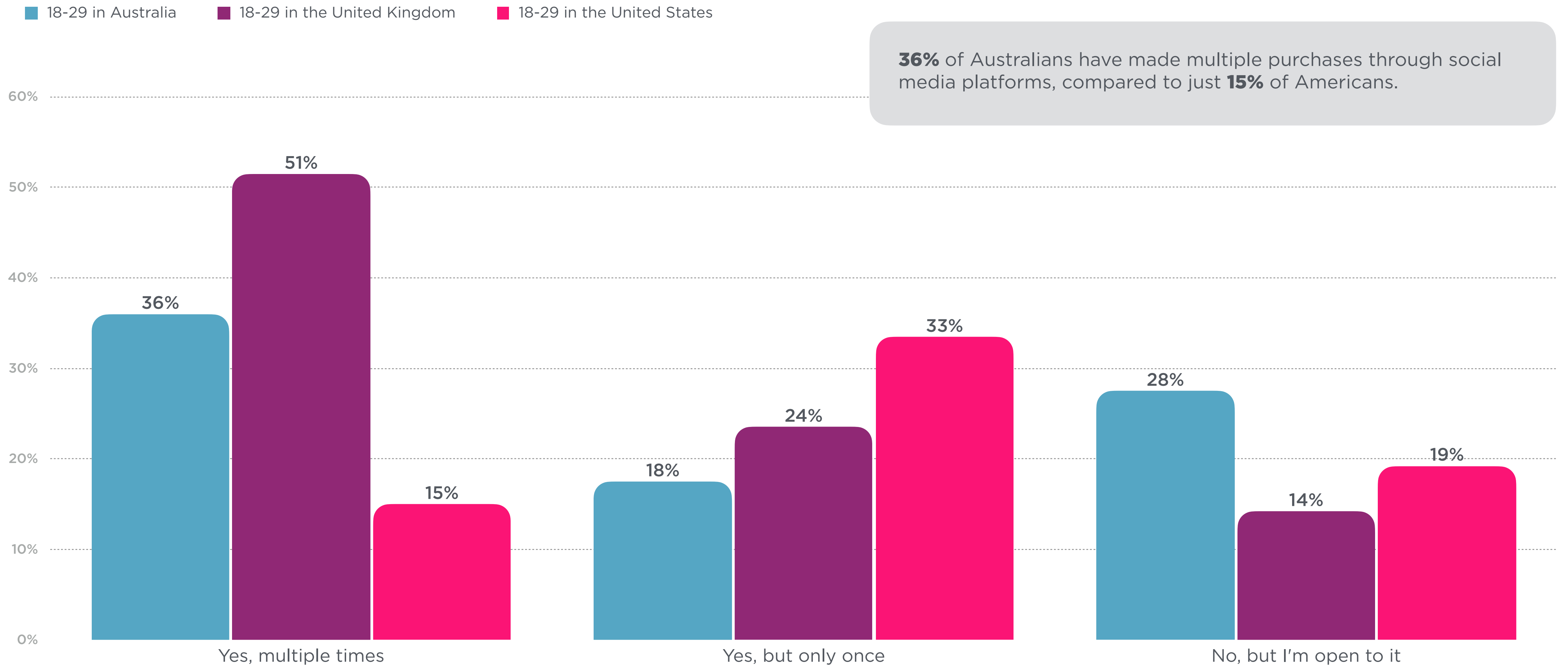


\*Example: Instagram Shopping

# SOCIAL SHOPPING



Q: Have you ever purchased a product directly through a social media platform's shopping feature?



**36%** of Australians have made multiple purchases through social media platforms, compared to just **15%** of Americans.

## CONSUMERS EMBRACE SOCIAL

51%

OF 18-TO-29-YEAR-OLDS

research purchase decisions on **TikTok** before making a product purchase



54%

OF 18-TO-29-YEAR-OLDS

have purchased a product directly through a **social media app** (e.g. Instagram Shopping, etc.)



70%

OF 18-TO-29-YEAR-OLDS

have purchased a product after seeing it being used by an **influencer**

18-to-29-year-olds spend an average of

**5.8 HRS A DAY**

using social media platforms

## CONSUMERS EMBRACE SOCIAL

**38%**

OF 30-TO-44-YEAR-OLDS

research purchase decisions on **YouTube** before making a product purchase



**40%**

OF 30-TO-44-YEAR-OLDS

have purchased a product directly through a **social media app** (e.g. Instagram Shopping, etc.)



**56%**

OF 30-TO-44-YEAR-OLDS

have purchased a product after seeing it being used by an **influencer**

30-to-44-year-olds spend an average of

**4.5 HRS A DAY**

using social media platforms

# 59%

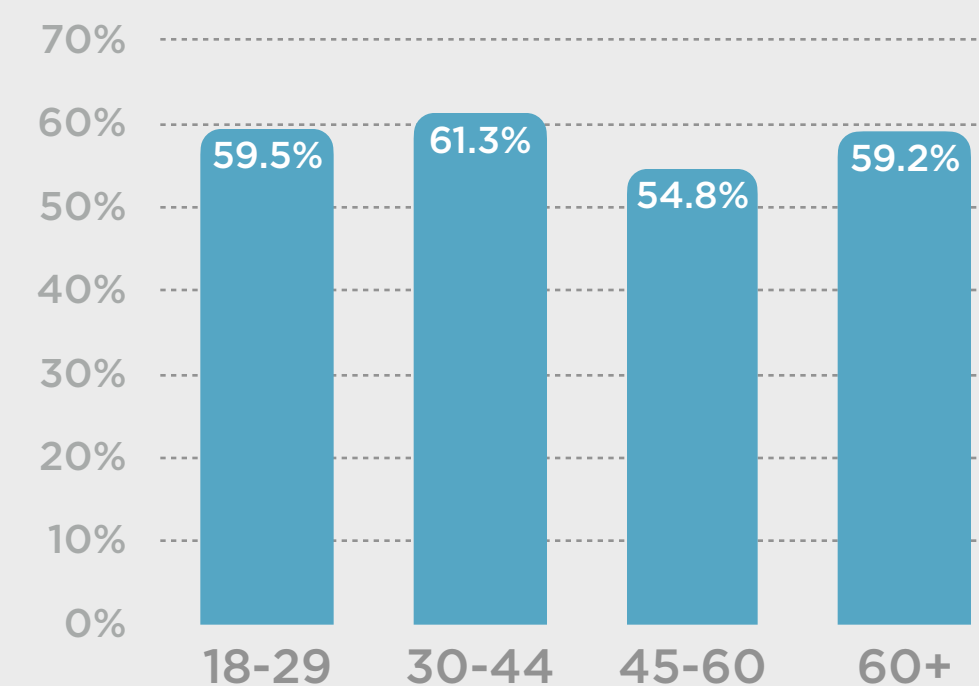
OF RESPONDENTS

say they are more likely to trust a sponsored post from an **influencer** over an A-List celebrity.

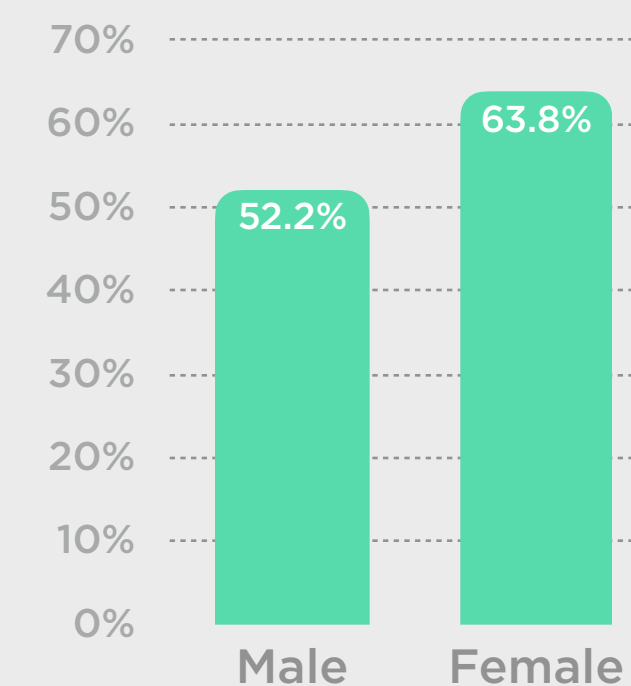


**Q:** Are you more likely to trust a sponsored post from an A-List celebrity or a social media influencer?

“Influencer” by Age Group

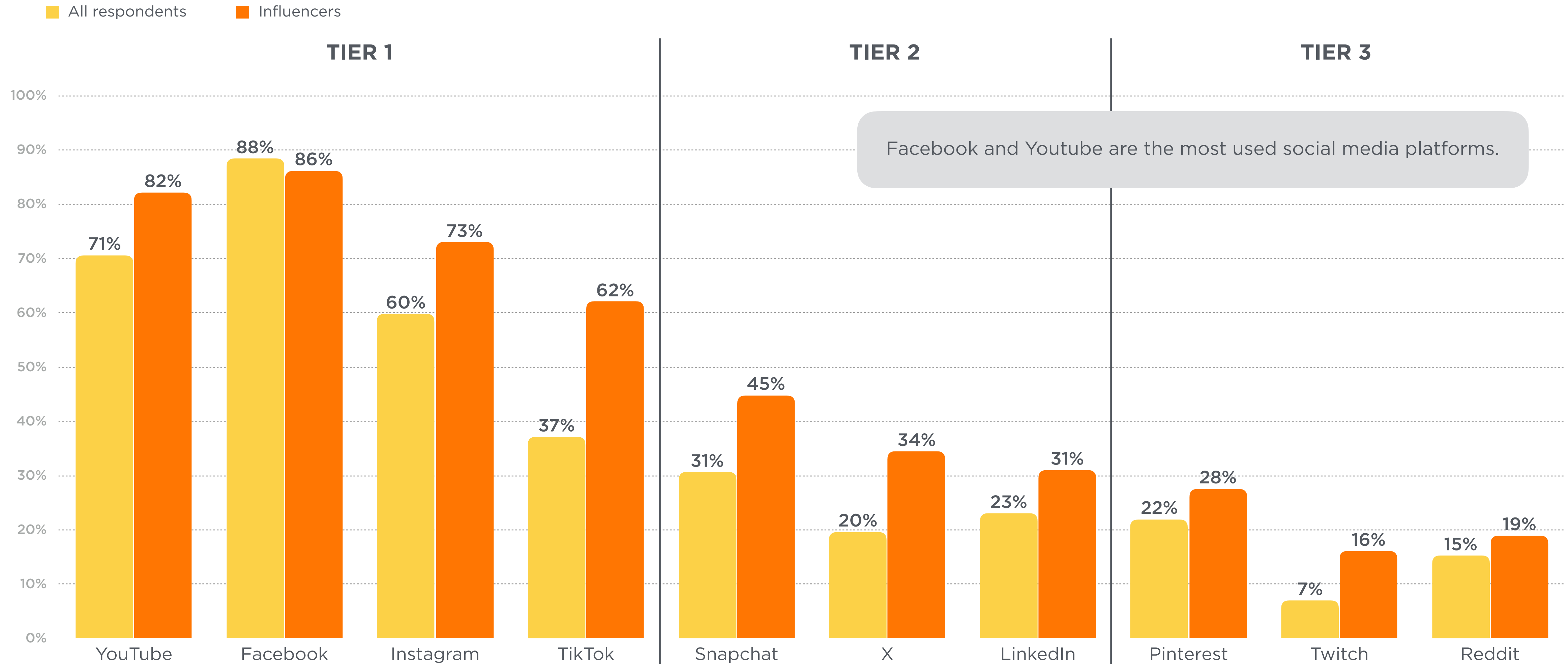


“Influencer” by Sex



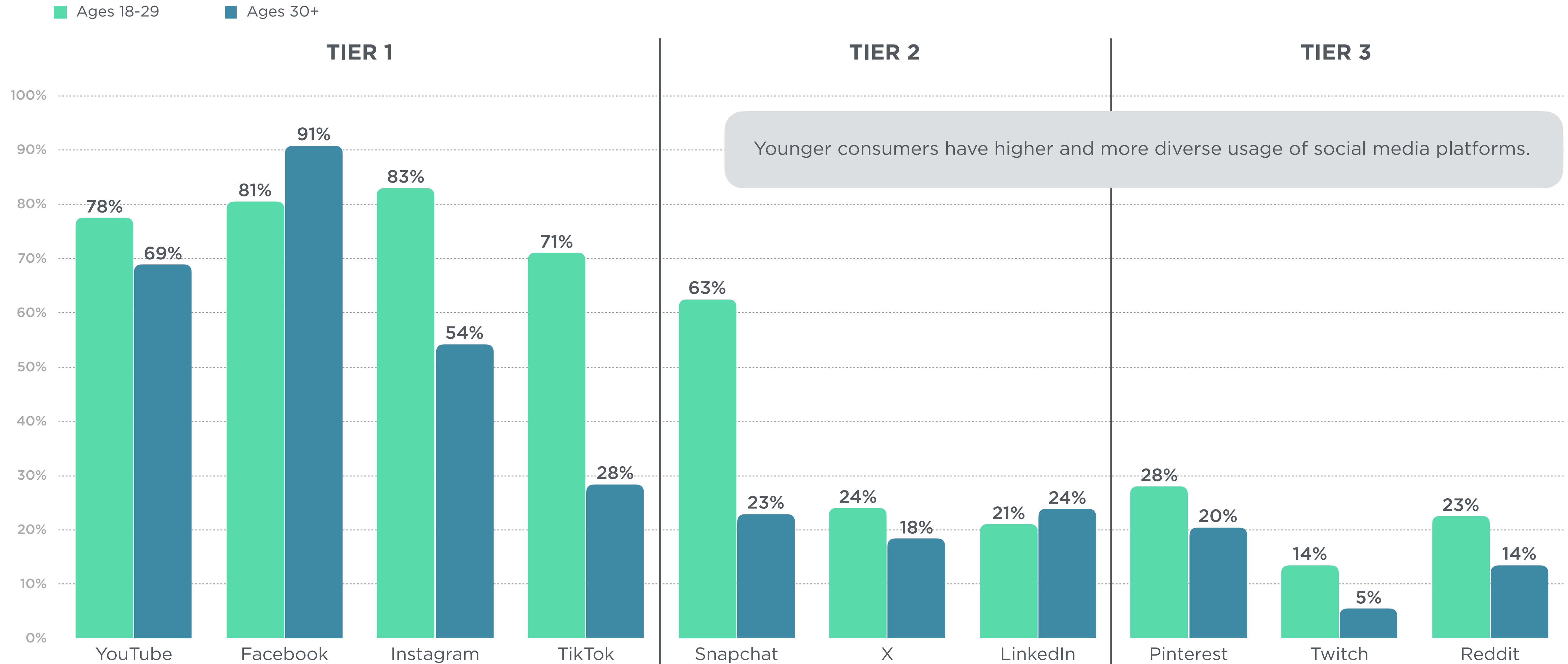
# PLATFORM USAGE

Q: Which social media platforms do you regularly use?



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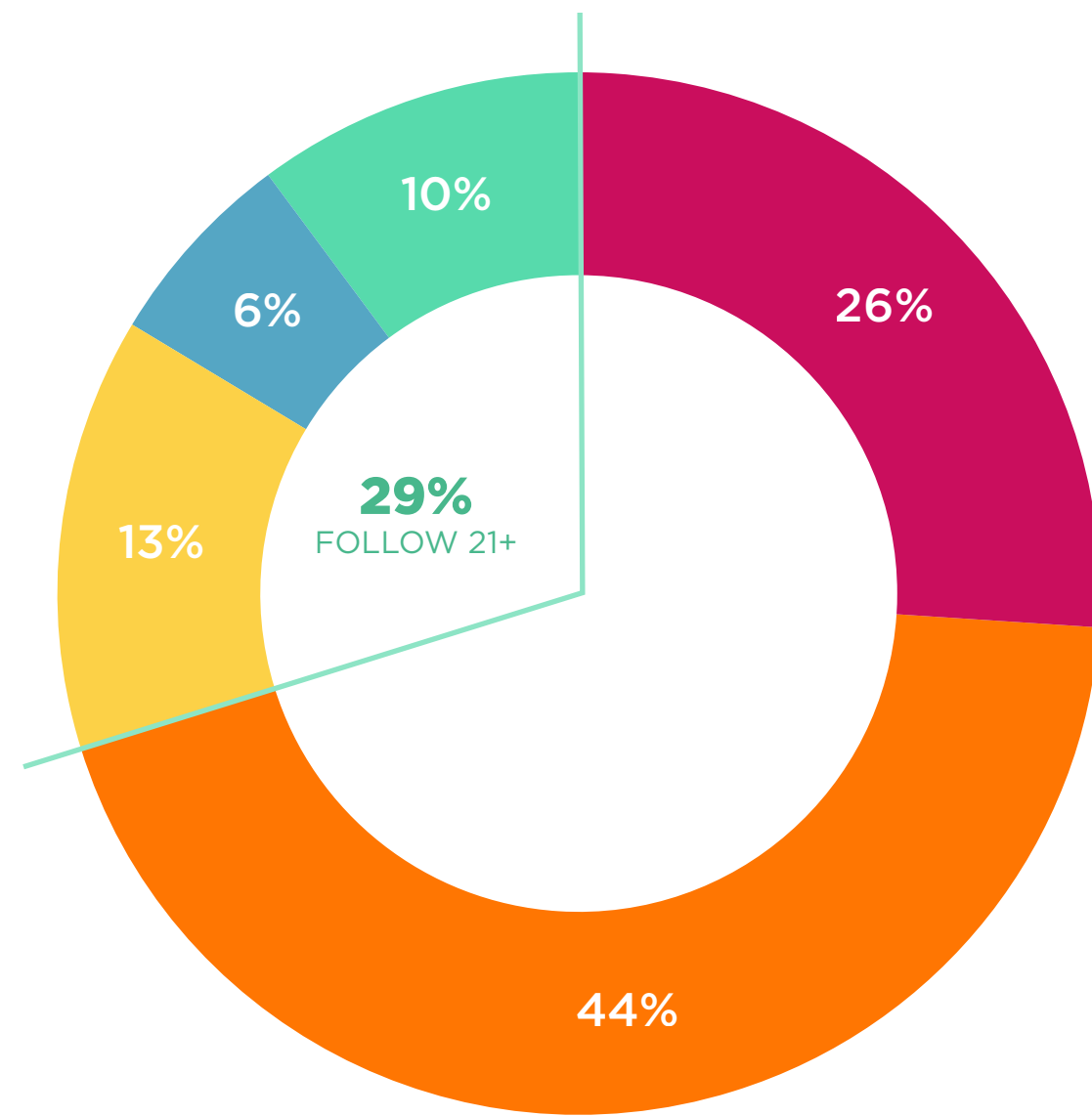


# SOCIAL FOLLOWING

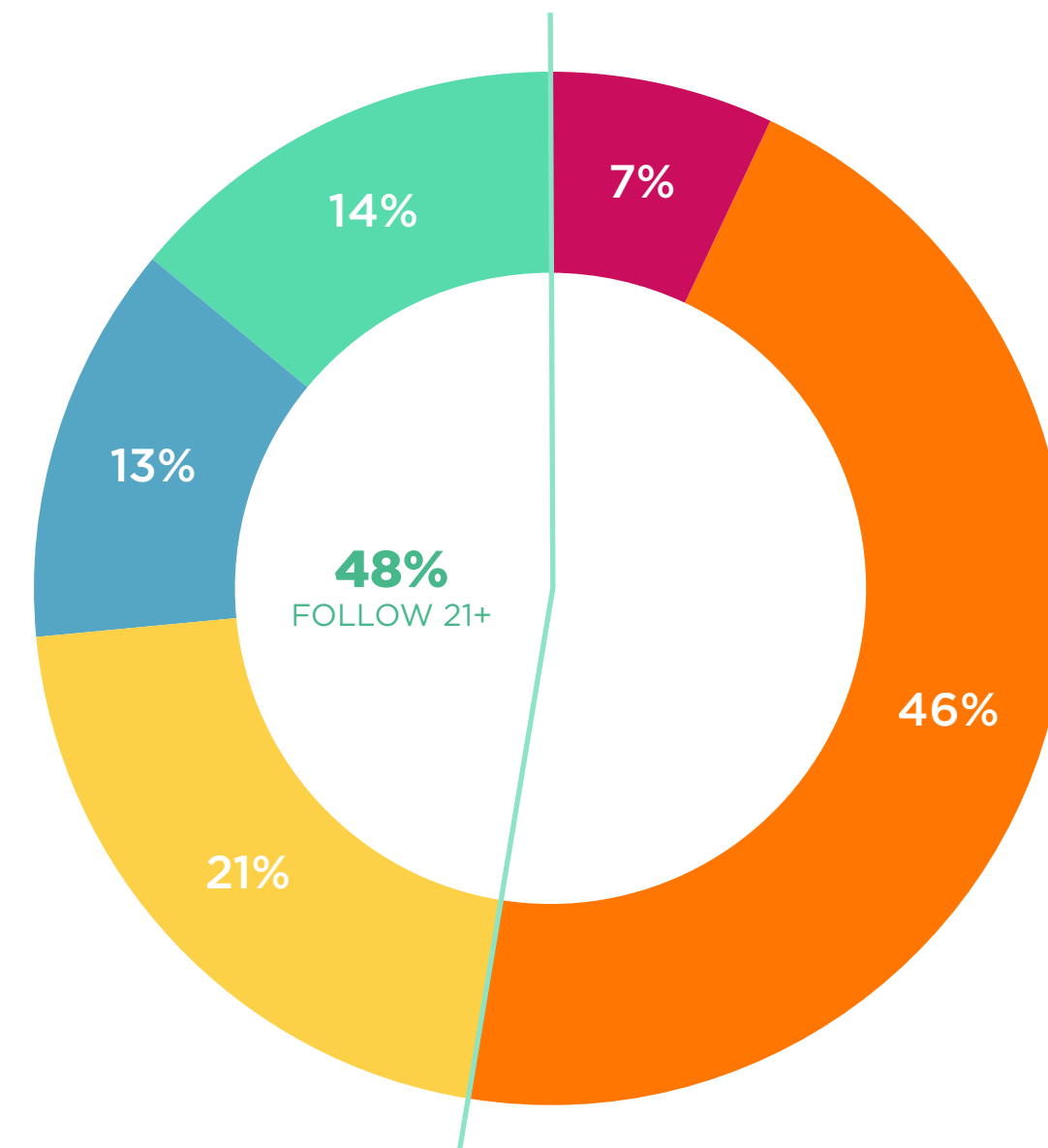
Q: How many influencers do you follow on social media?



ALL RESPONDENTS



18-TO-29-YEAR-OLDS



- None Followed
- 1-20 Influencers Followed
- 21-50 Influencers Followed
- 51-100 Influencers Followed
- 101+ Influencers Followed

# 48%

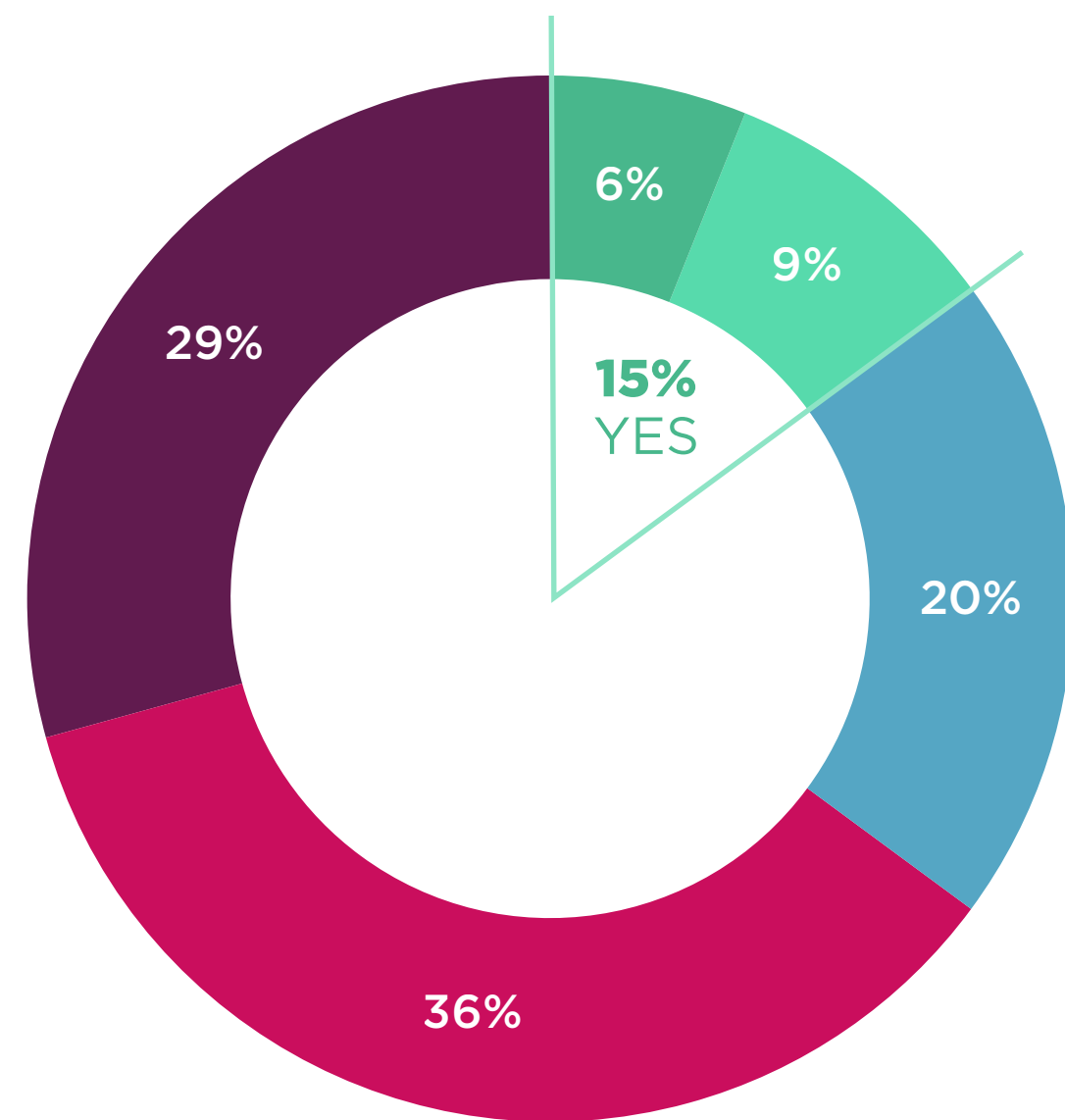
of 18-to-29-year-olds follow more than 21 influencers.

# AI INFLUENCERS

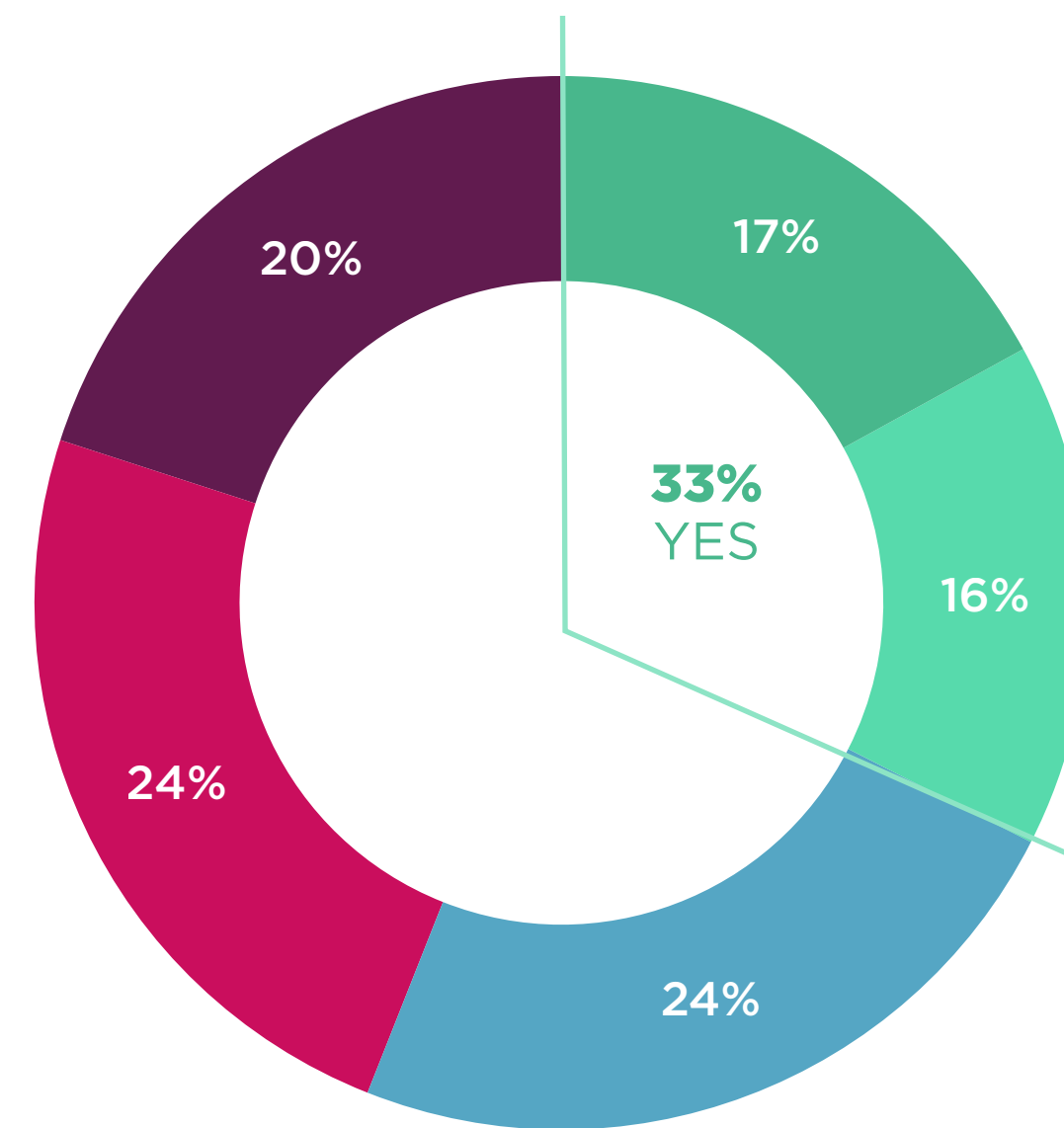
Q: Do you follow any AI-generated or virtual influencers on social media platforms?



30+ YEAR-OLDS



18-TO-29-YEAR-OLDS



- Yes, I actively follow and engage with AI/virtual influencers.
- Yes, I follow a few but don't actively engage with their content.
- No, but I'm aware of them and interested in following.
- No, I'm not interested in AI/virtual influencers.
- I wasn't aware of AI/virtual influencers until now.

**33%**

of 18-to-29-year-olds follow an AI or virtual influencer.

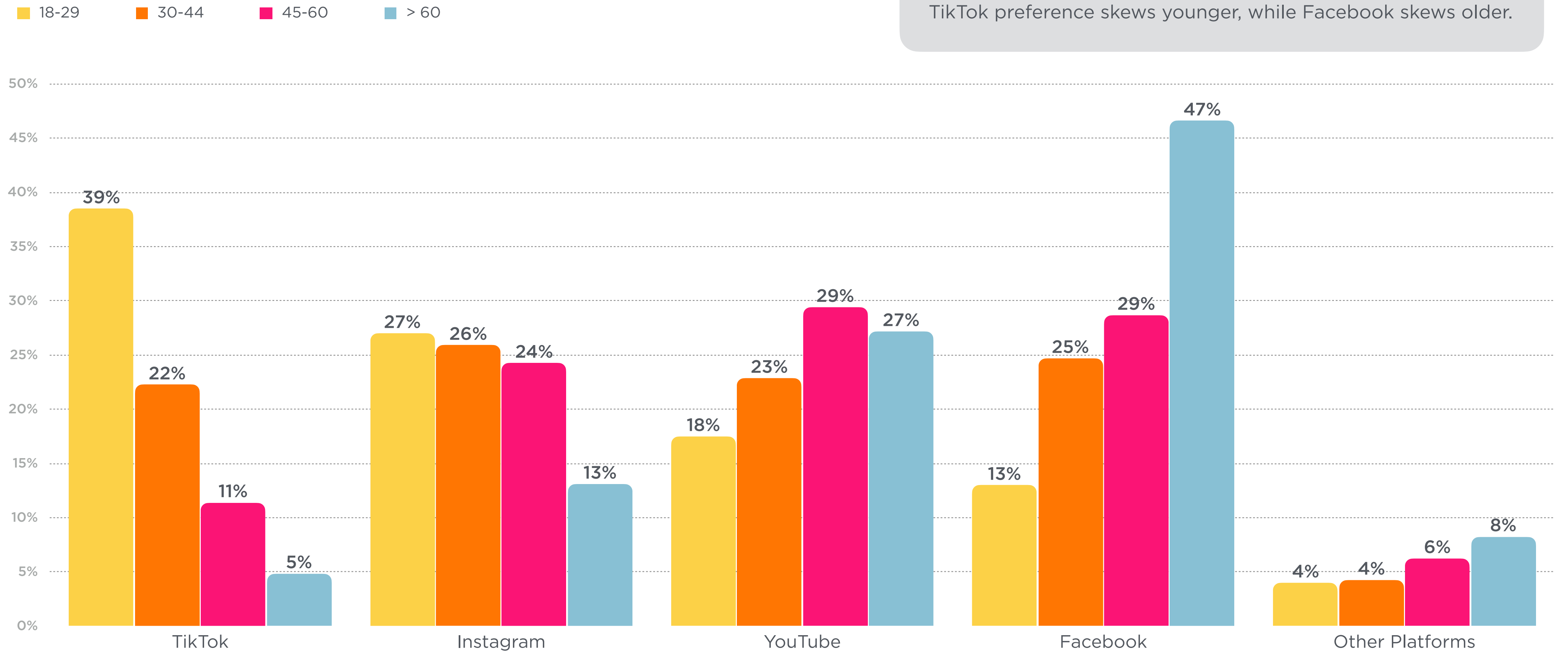
**15%**

of 30+ year-olds follow an AI or virtual influencer.

# INFLUENCER PLATFORM EFFECTIVENESS



Q: In your opinion, what is the best platform to promote a product through an influencer?



# INFLUENCE DRIVES INFLUENCE

77%

OF INFLUENCERS

say they have **purchased a product directly** through a social media platform.



84%

OF INFLUENCERS

say they have purchased a product after seeing it being used by **another influencer**.



91%

OF INFLUENCERS

say they are the **primary shopper** in their household.

Influencers spend an average of

**7 HRS A DAY**

using social media platforms

# KEY TAKEAWAYS

## BE CUSTOMER-LED

To truly be audience-first, leveraging human behaviour and emotional drivers from real people now replaces scripted brand assets. Creators bridge the gap between the brand's value and what authentically connects and motivates people.

## SOCIAL-FIRST SEARCH IS SURGING

Social Search is the new currency. Influencers are key players in this landscape. Their authentic content and endorsements significantly sway consumer decisions. Brands should prioritise building relationships with influencers to amplify their reach and credibility

## INFLUENCERS POWER PURCHASE DECISIONS

Influencers hold significant sway over consumer behaviour, transforming the way we make purchase decisions. Seeing real people, from various backgrounds and lifestyles, using your products and services, significantly boost a consumer's confidence in making a purchase.

### Platform Usage and Engagement

- **Facebook Ubiquity:** 88% of all respondents regularly use Facebook, making it the top in social platform usage.
- **TikTok Popularity:** 37% of respondents use TikTok regularly, with higher usage among younger demographics at 71%.
- **Instagram:** 60% of respondents are active on Instagram, making it a key platform for influencer marketing.
- **Diverse Platform Use by Youth:** Younger consumers (18-29) have a higher and more diverse usage of social media platforms compared to older age groups.
- **Daily Engagement:** Influencers spend an average of 7 hours a day on social media platforms, while 18-to-29-year-olds users spend an average of 5.8 hours a day.

### Advertising and Impact

- **Influencer Effectiveness:** 52% of respondents ages 18 to 29 are more likely to try a new product based on an influencer post.
- **Radio and Magazine Obscurity:** Only 6% of respondents ages 18 to 29 are influenced by radio and magazine ads to try new products.
- **Banner Ad Effectiveness:** Banner ads are among the least effective among online advertising methods, with only 3-6% of respondents in all age groups being influenced by them.
- **Social Media Shopping Features:** 64% of all respondents have purchased a product through a social media platform's shopping feature, or are open to doing so.

### Consumer Behaviour and Preferences

- **Influenced Purchases:** 46% of respondents have purchased a product after seeing it being used by an influencer.
- **Trust in Influencers:** 59% of respondents are more likely to trust a sponsored post from an influencer over an A-List celebrity.
- **Social Shopping Trends:** More than 50% of those ages 18-29 have used social shopping features.
- **Product Research Methods:** At least 35% of 18 to 60-year-olds turn to social media for product research and 18 to 29-year-olds turn to TikTok more than friends and family.
- **Influencer Followings:** 48% of 18-to-29-year-olds follow more than 21 influencers.
- **Content Preference:** 53% of respondents prefer content created by social media influencers over scripted advertising.

### Trust and Authenticity

- **Authenticity:** Authenticity in an influencer's content is the top factor in increasing trust in product recommendations, with 50.3% of respondents prioritising it.
- **Transparency:** 44.9% of respondents value the disclosure of the influencer's partnership with brands.
- **Product Use Demonstration:** 42.5% of respondents trust influencers who show how they use the product.
- **Past Recommendations:** Positive experiences with past recommendations increase trust for 36.2% of respondents.
- **Category Expertise:** 33.3% of respondents believe category expertise impacts trust.
- **Engagement:** 29.4% of respondents trust influencers who engage with their audience by responding to comments.

## SUMMARY OF FINDINGS

The Trust in Influencer Marketing Australia 2024 report reveals significant trends and behaviours among Australian consumers. Facebook and YouTube are the most used platforms, with younger users showing higher engagement on TikTok and Instagram.

Influencer marketing significantly impacts consumer behaviour, with 46% of respondents having **purchased a product** after seeing it used by an influencer. Trust in influencers is driven by authenticity, transparency, and product use, with many consumers **preferring influencer-created content** over traditional advertising.

These findings underscore the critical role of influencer marketing in shaping consumer preferences and purchasing decisions in Australia.





*We Are*  
**INFLUENCER  
MARKETING**



**IZEA** +  **Hoozu**