



MEXICO EDITION



IZEA INSIGHTS SPECIAL REPORT

# Trust in Influencer Marketing

September 2024



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## BACKGROUND

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

## 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.



IZEA





# SAMPLE POPULATION

MEXICO SOCIAL MEDIA USERS

MEXICO

GEOGRAPHY

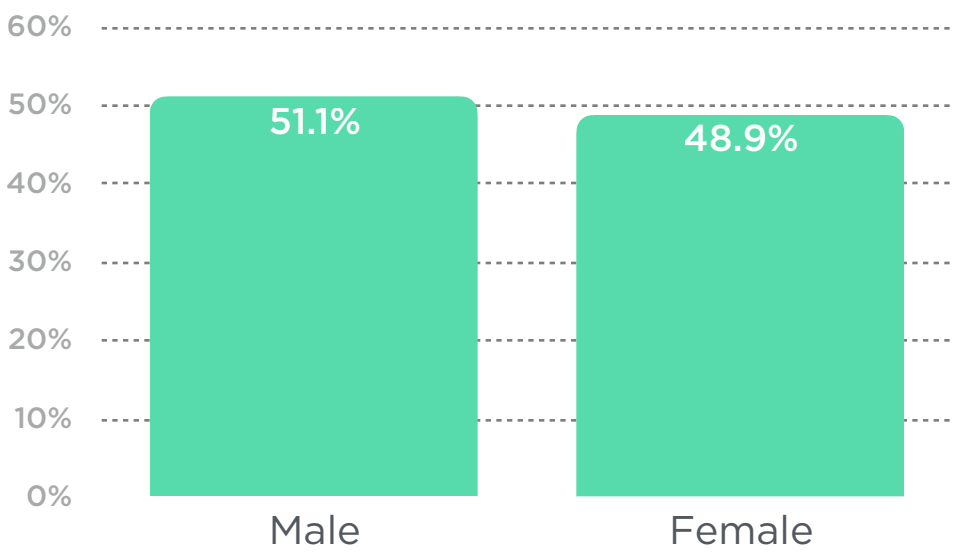
5/30/24  
TO  
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DATA GATHERED

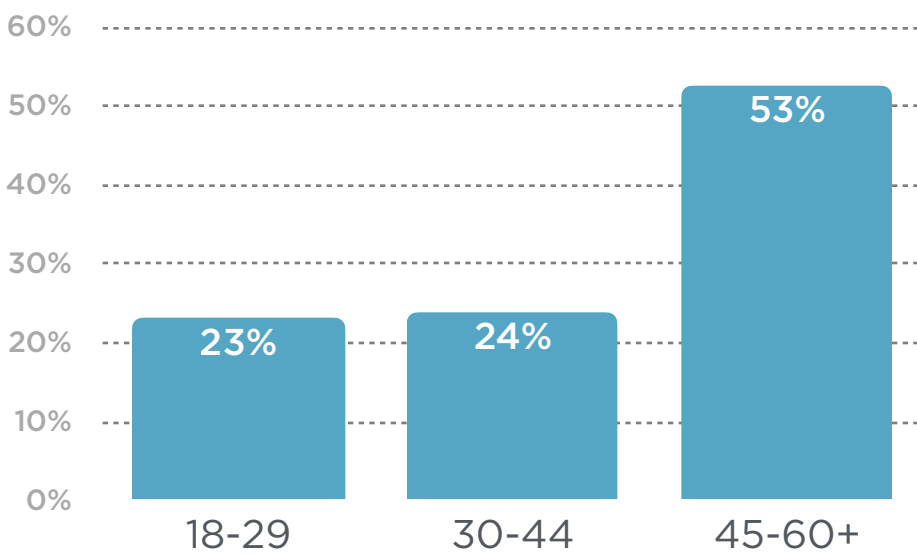
1,052 Respondents

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

SEX



AGE



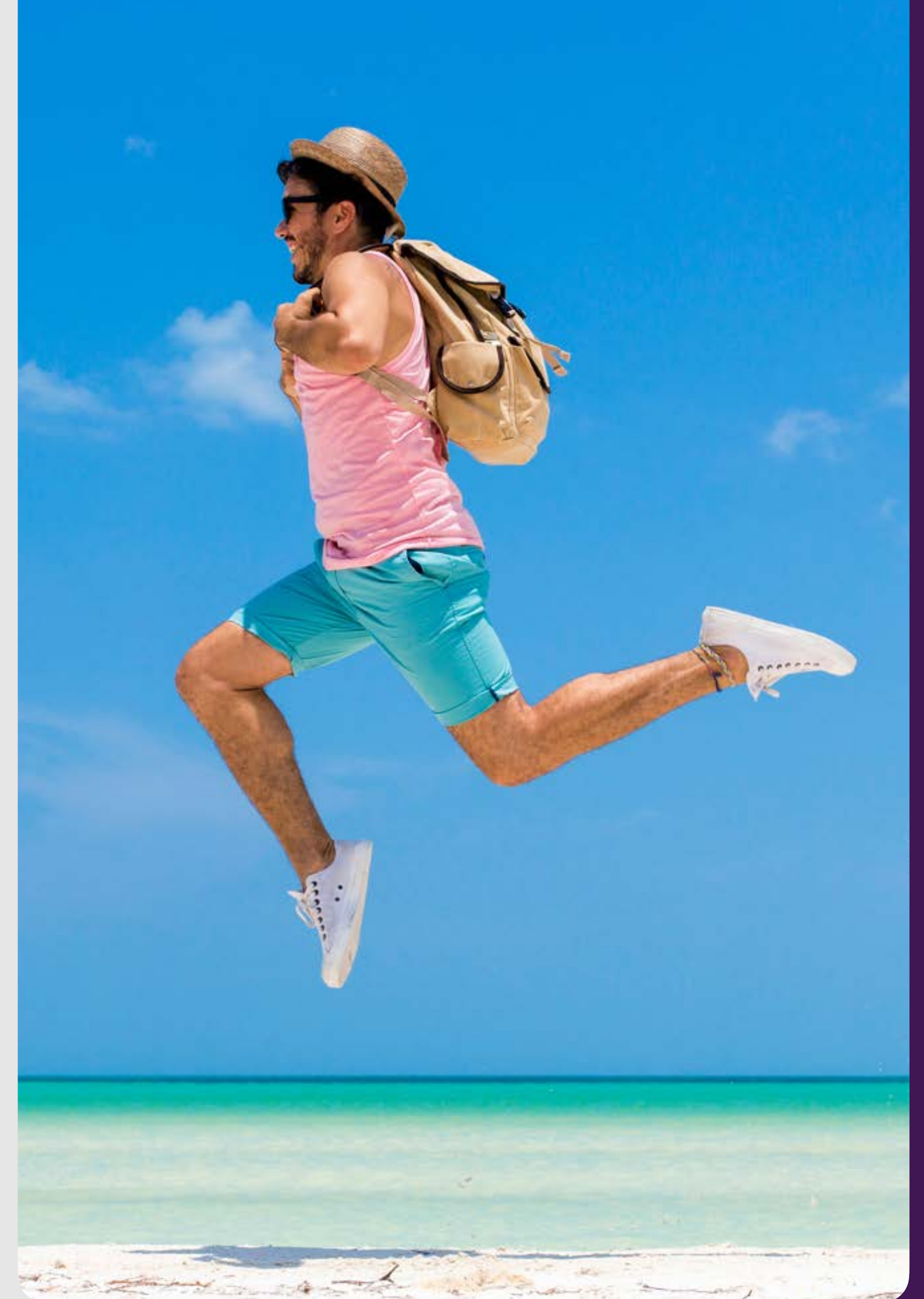


## SUMMARY OF FINDINGS

Our findings in this report reveal significant trends in influencer marketing and social media usage in Mexico. **Facebook** and **YouTube** are the most widely used platforms, followed by TikTok and Instagram.

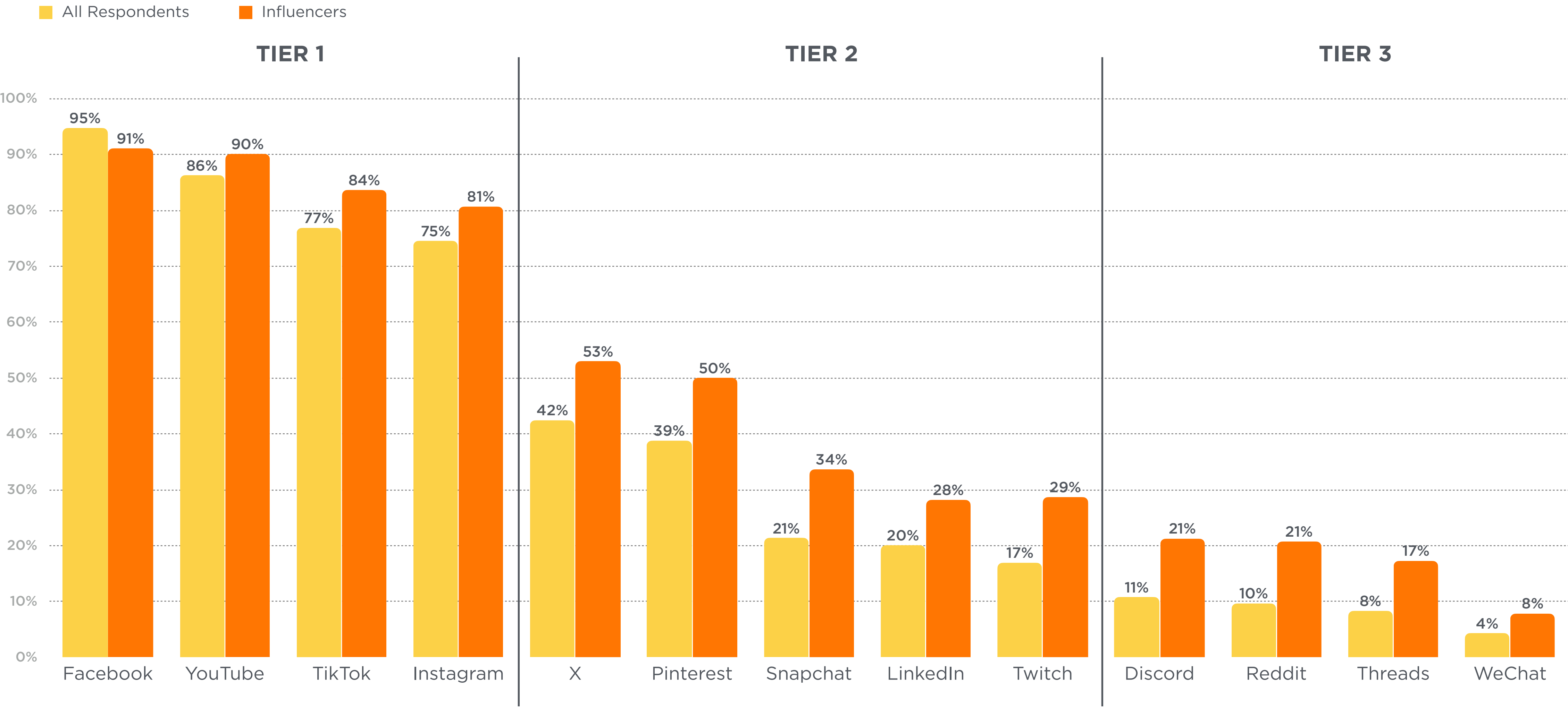
Trust in influencer recommendations is bolstered by **positive experiences with past recommendations**, authenticity, and product use, driving consumer behavior and purchase decisions.

**Social shopping** features are widely accepted among all age groups, and influencer advertising is more effective than traditional methods. These insights highlight the evolving landscape of digital marketing, emphasizing the importance of authentic and relatable content in **influencing consumer behavior**.



# PLATFORM USAGE

Q: Which social media platforms do you regularly use?





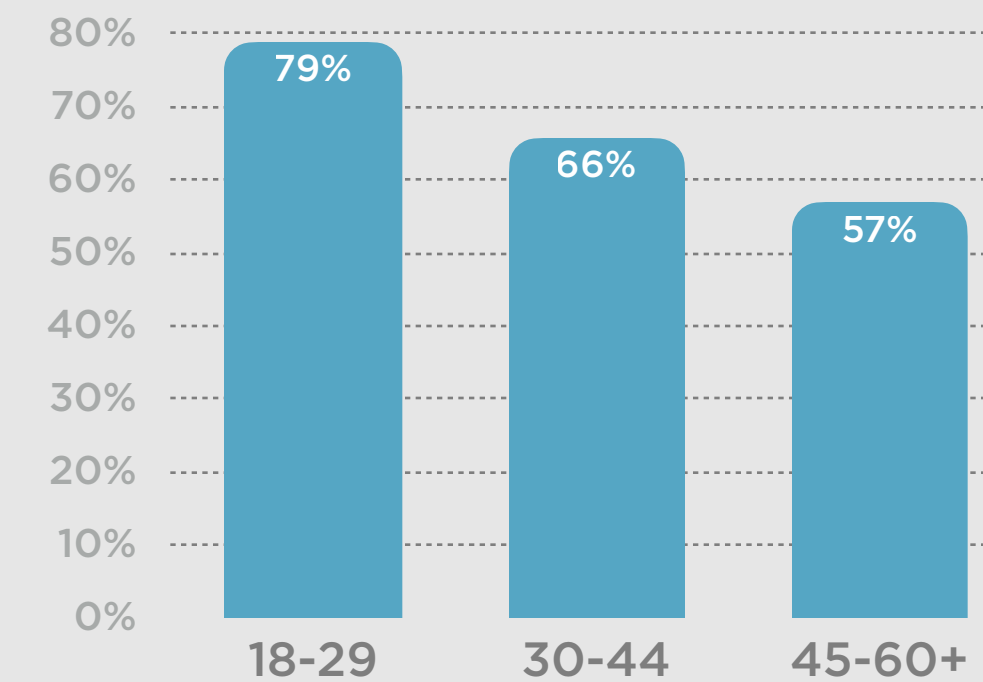
# 64%

OF RESPONDENTS

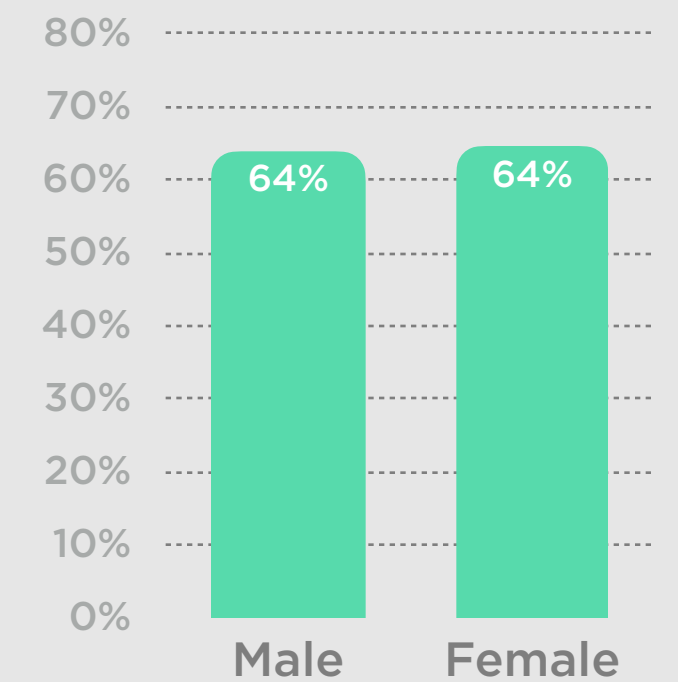
say they prefer content created by  
**social media influencers** over  
marketing professionals.

**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



# INFLUENCE DRIVES INFLUENCE

89%  90%  97%

OF INFLUENCERS      OF INFLUENCERS      OF INFLUENCERS

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

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

say they are likely to **search on social platforms** before making a purchase

Influencers spend an average of

**8.4 HOURS A DAY**

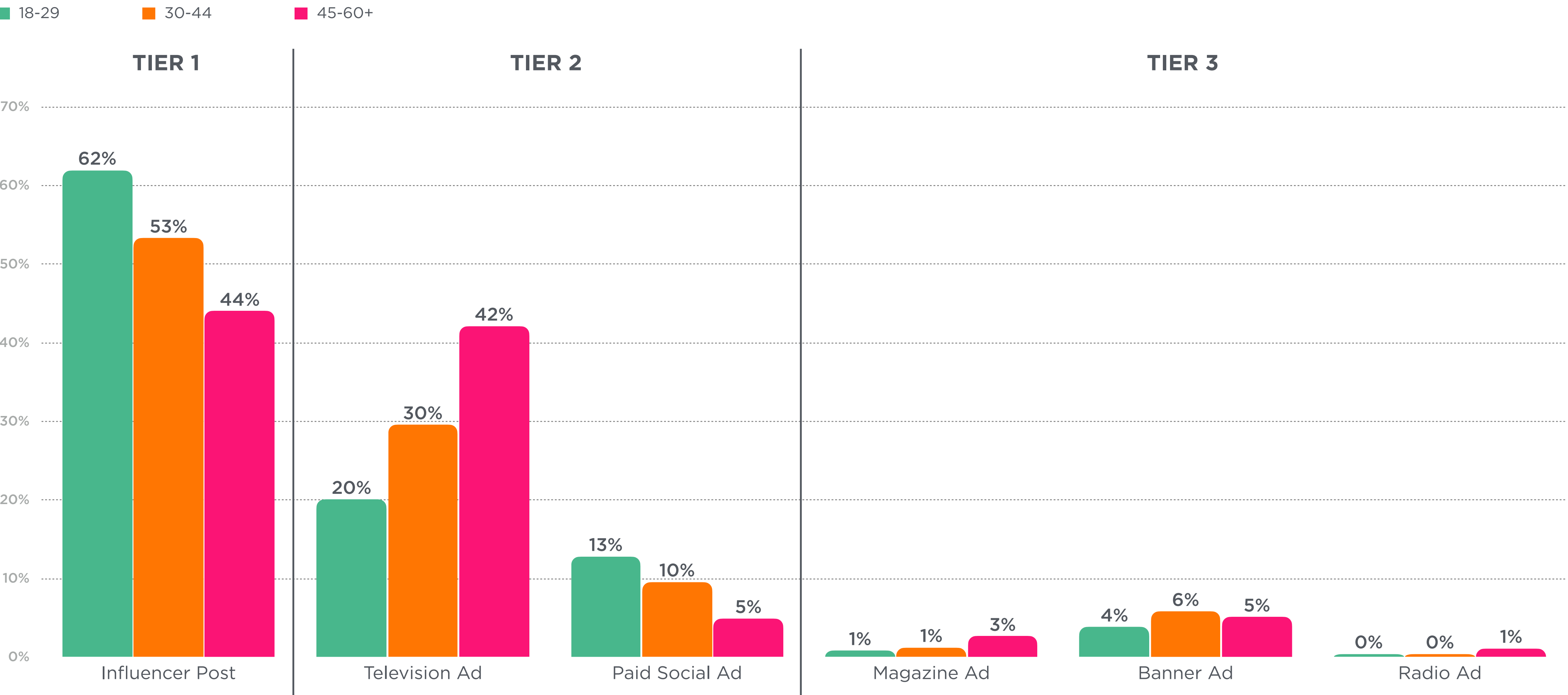
using social media platforms



# ADVERTISING IMPACT ON PURCHASES



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







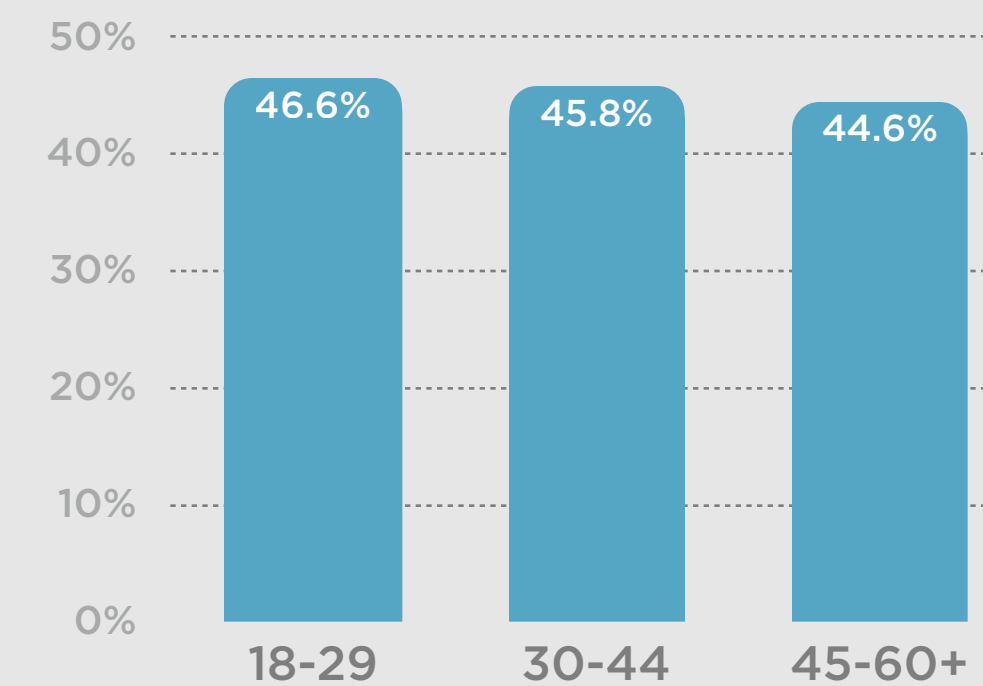
# 45%

OF RESPONDENTS

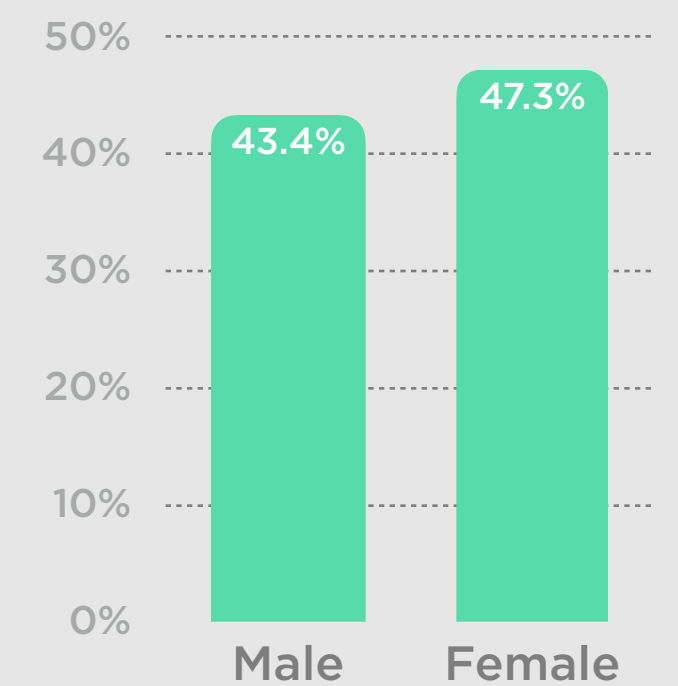
say they are more likely to trust a sponsored post from an **influencer** over an A-List celebrity.

**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

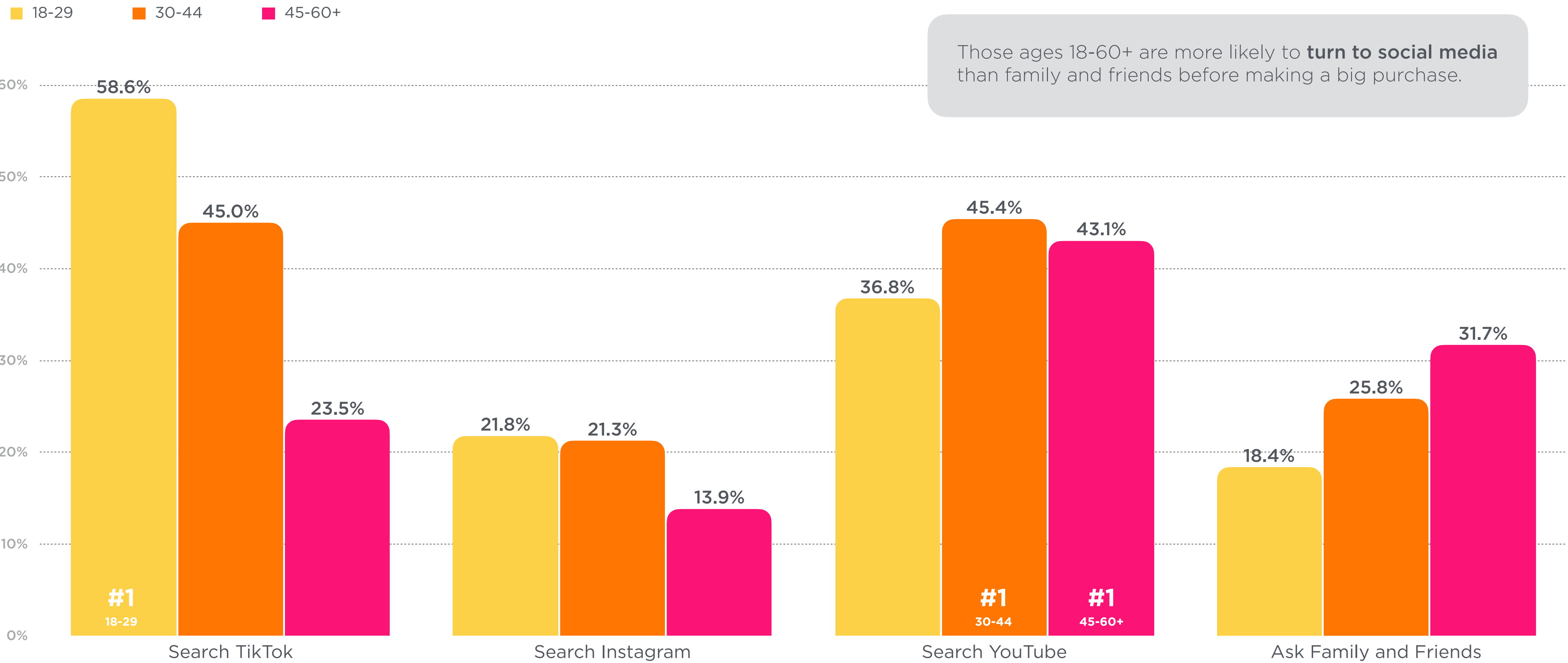




# PRODUCT RESEARCH



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





# YOUNG CONSUMERS EMBRACE SOCIAL

77%

OF 18-TO-29-YEAR-OLDS

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



79%

OF 18-TO-29-YEAR-OLDS

prefer content created by  
**social media influencers**  
over marketing professionals



97%

OF 18-TO-29-YEAR-OLDS

say they are likely to **search on**  
**social platforms** before deciding  
to make a big purchase

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

**7.6 HOURS A DAY**

using social  
media platforms





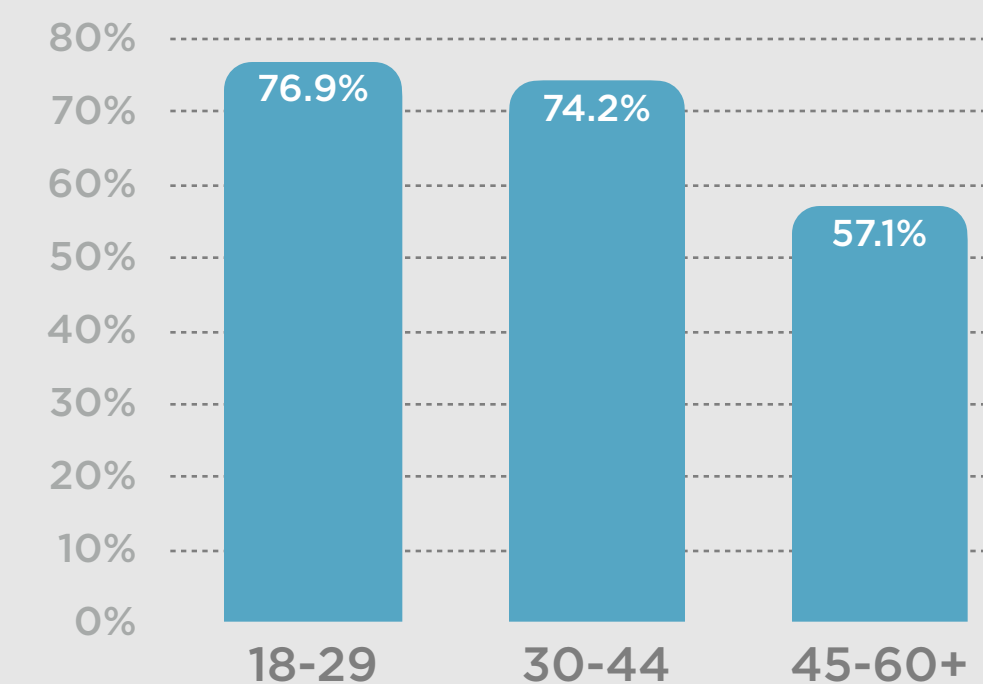
# 66%

OF RESPONDENTS

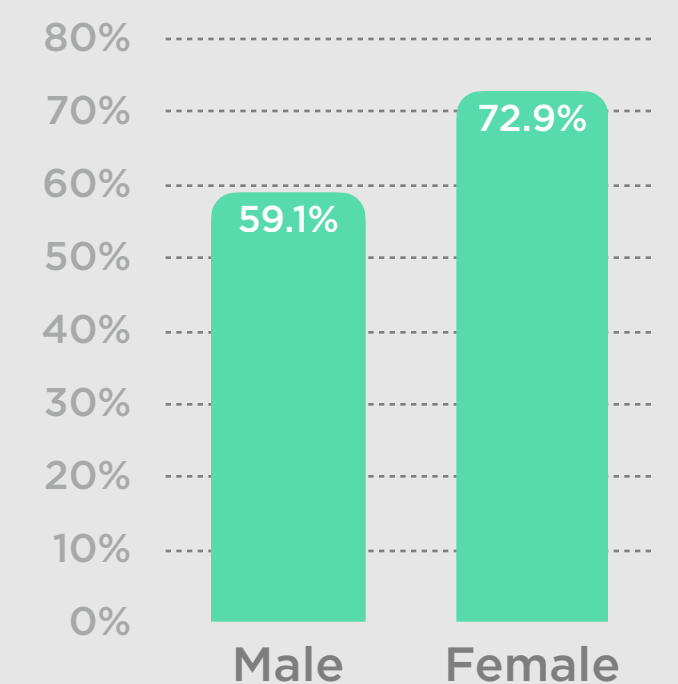
say they have  
**purchased a product**  
after seeing it being used  
by an influencer.

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

“Yes” by Age Group



“Yes” by Sex

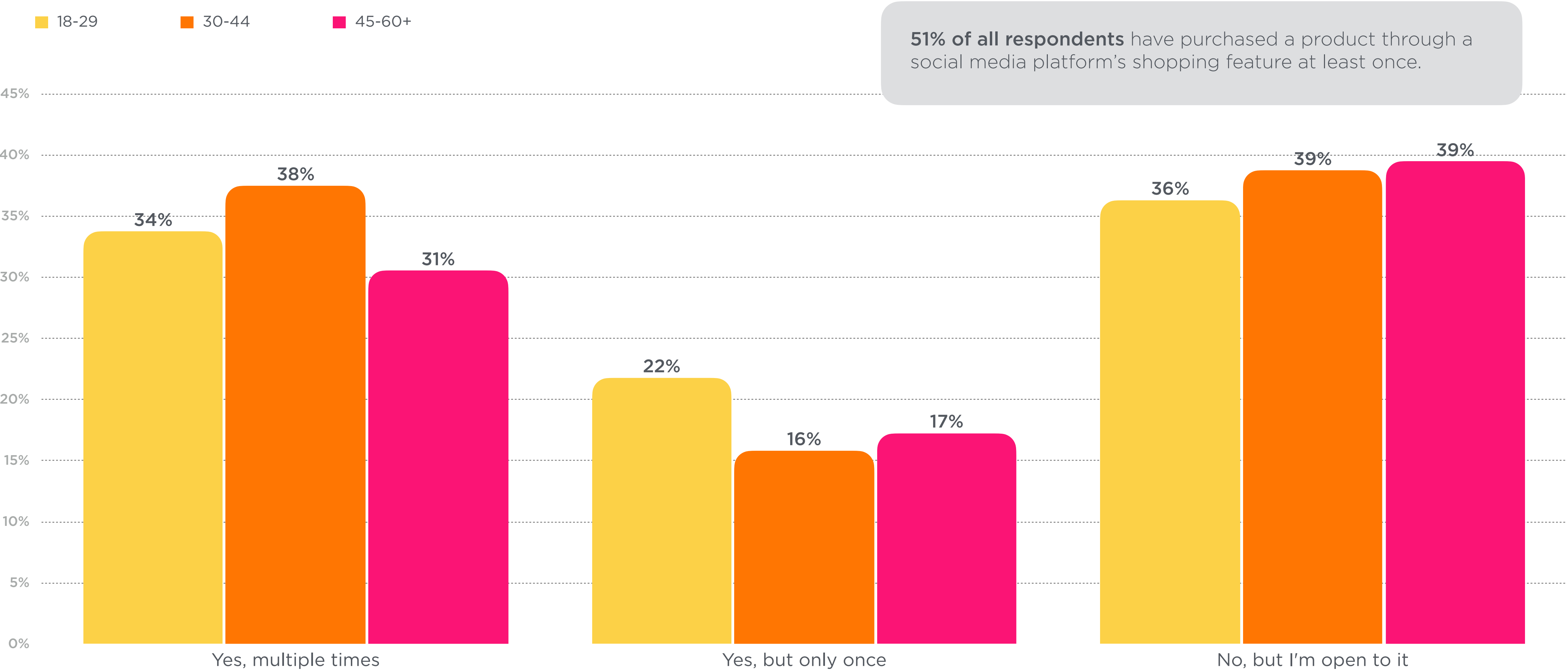




# SOCIAL SHOPPING



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

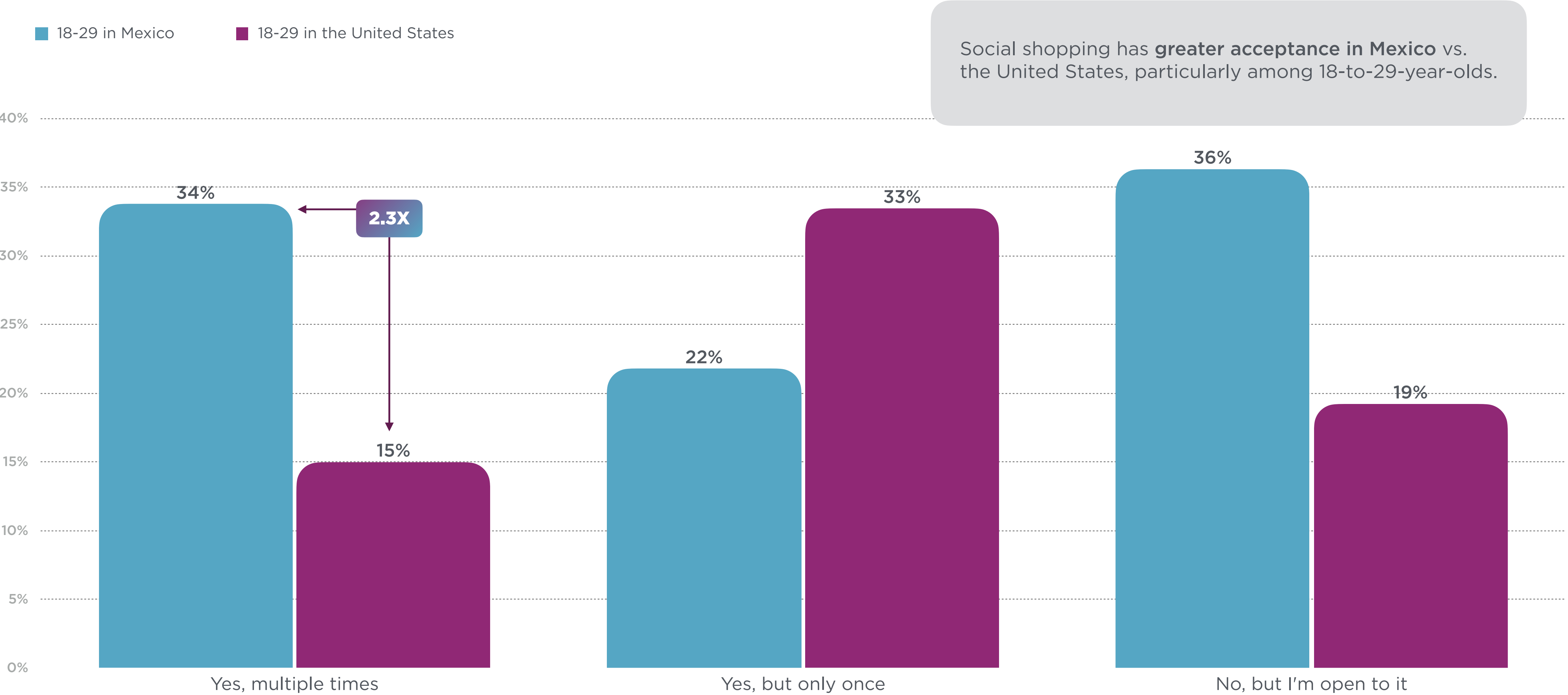


\*Example: TikTok Shop

# SOCIAL SHOPPING



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

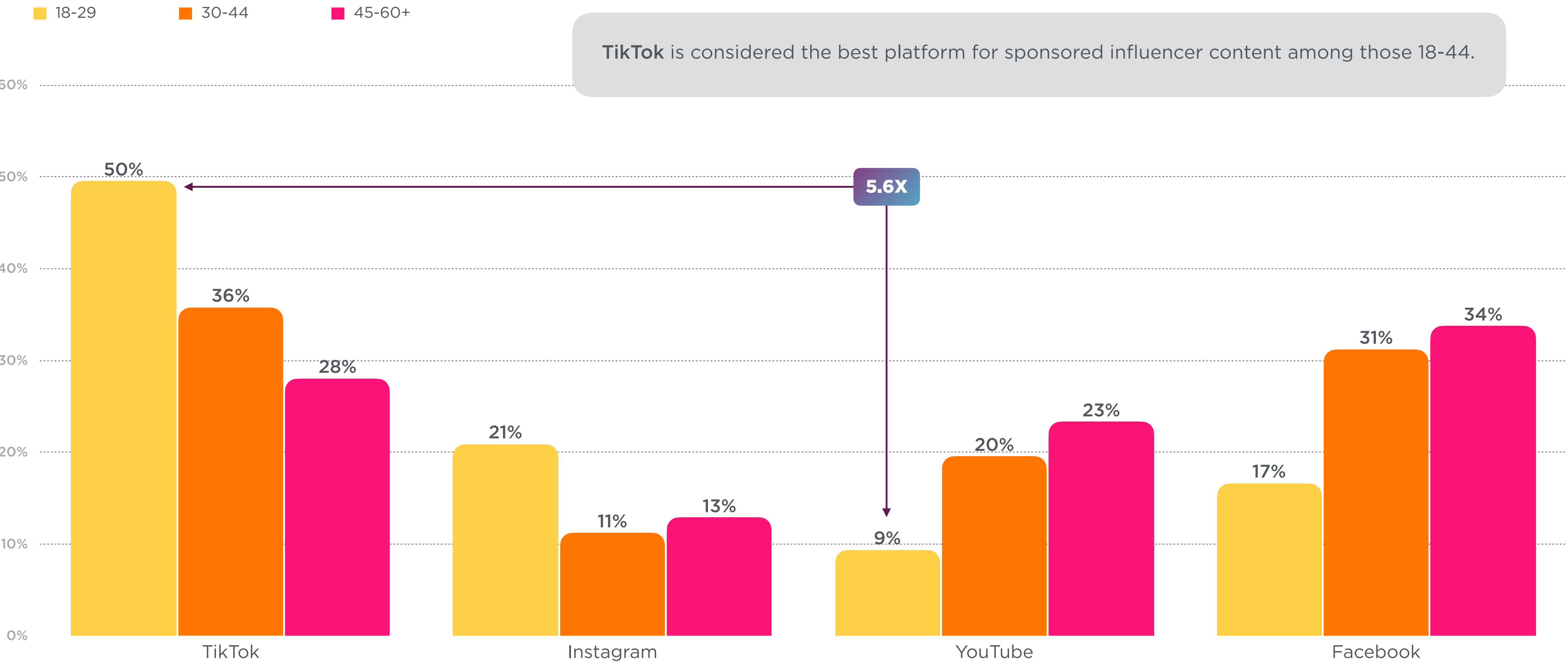




# INFLUENCER PLATFORM EFFECTIVENESS



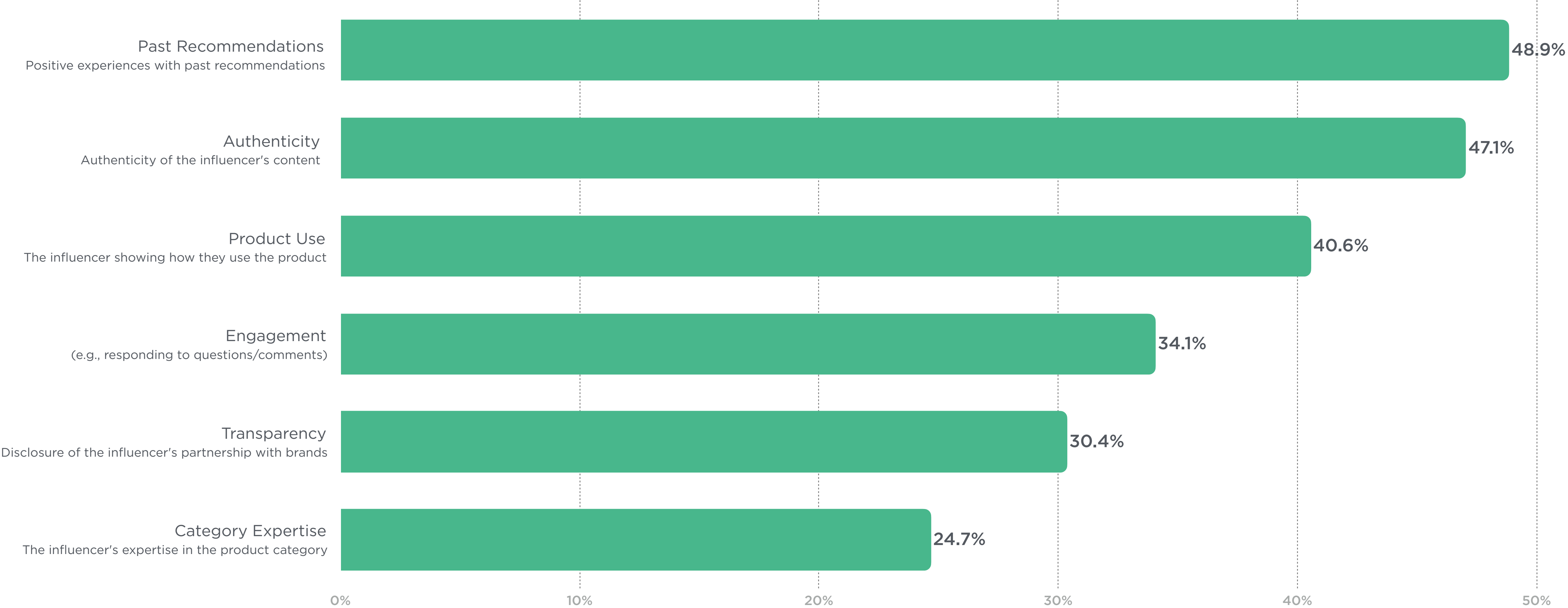
Q: In your opinion, what is the best platform to promote a product through an influencer?



# TRUST IN RECOMMENDATIONS



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



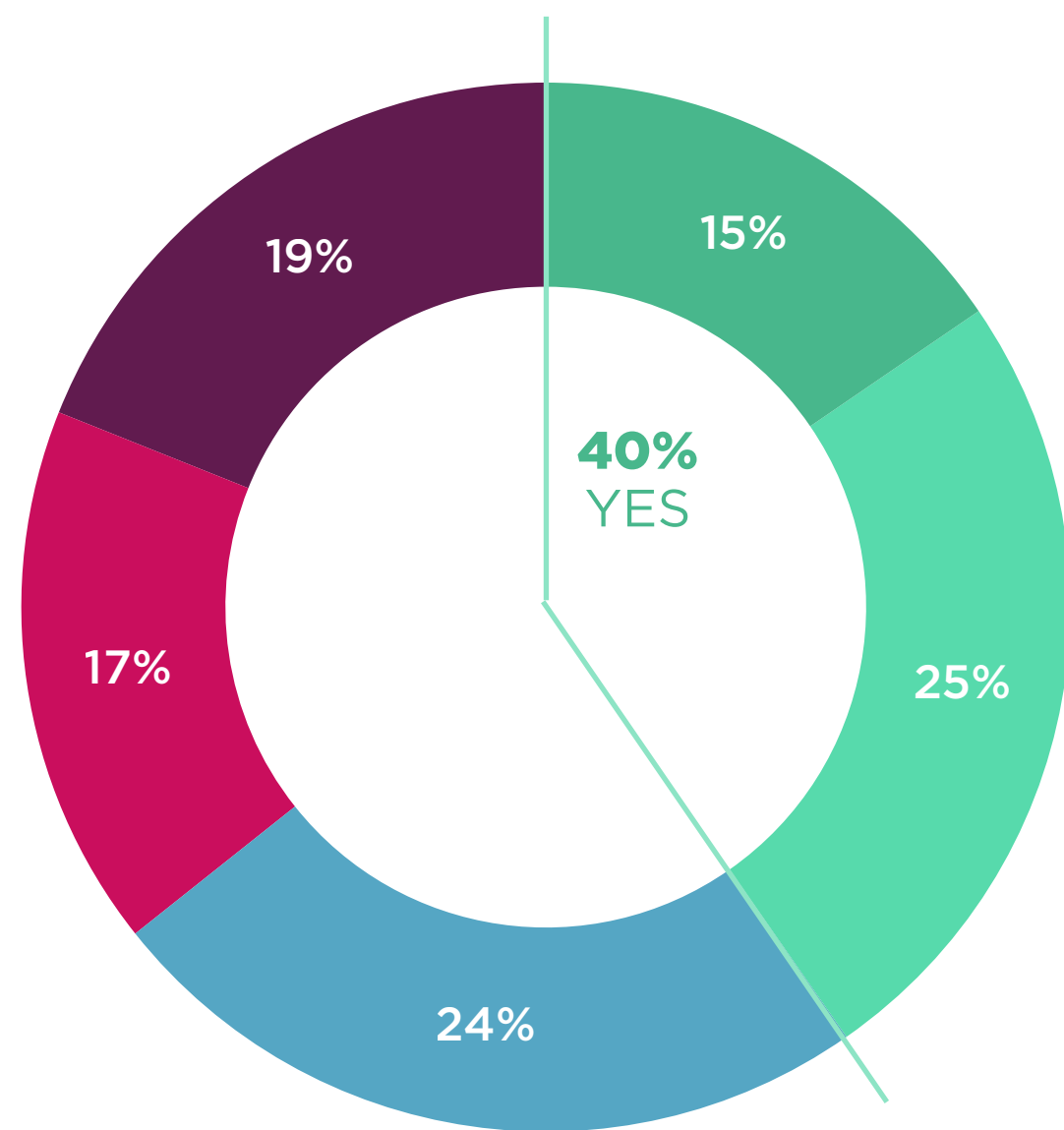


# AI INFLUENCERS MEXICO VS U.S.



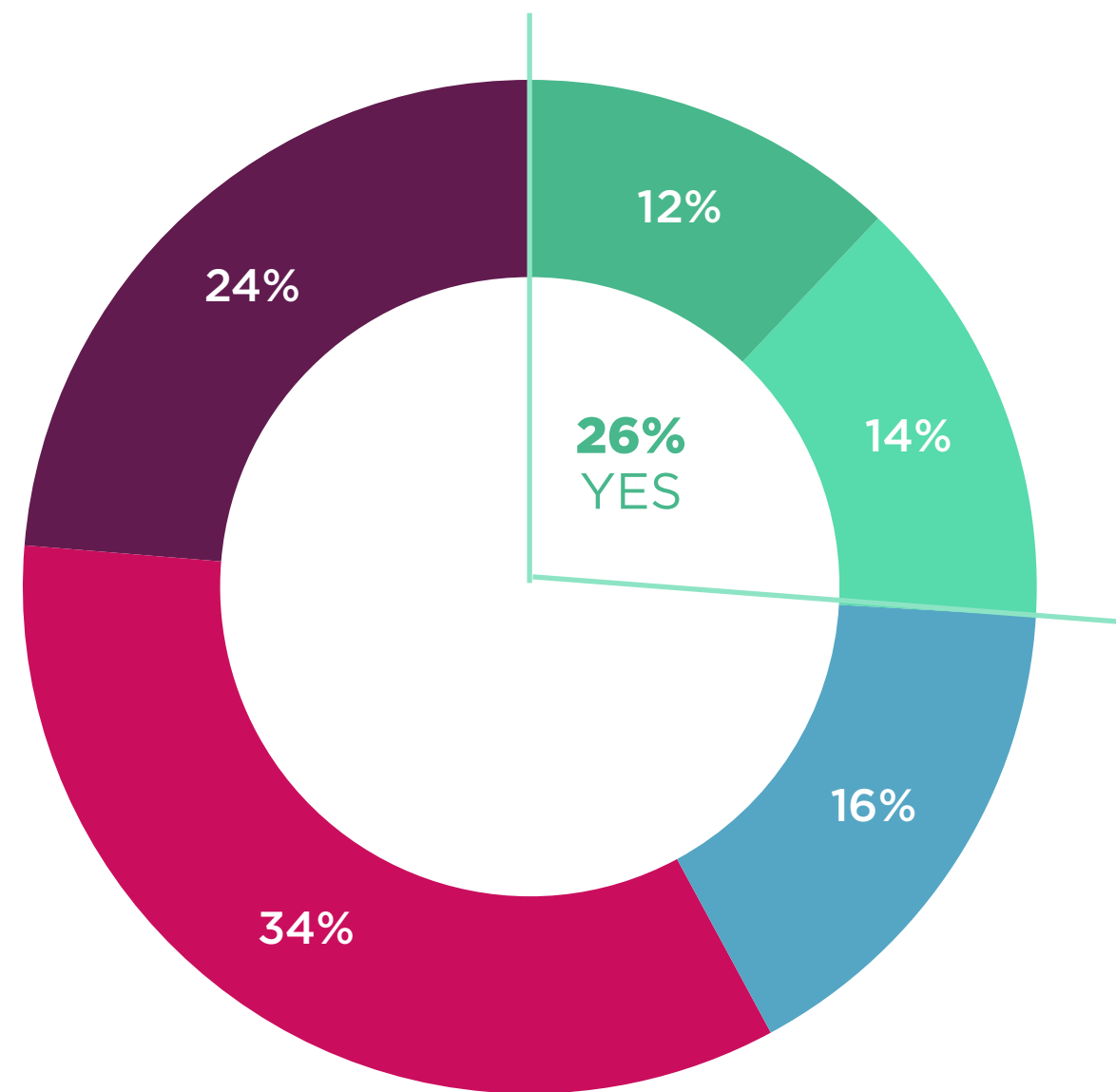
Q: Do you follow any AI-generated or virtual influencers on social media platforms?

ALL RESPONDENTS - MEXICO



- 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.

ALL RESPONDENTS - U.S.



40%

of social media users in Mexico follow AI influencers.

26%

of social media users in the United States follow AI influencers.

# KEY TAKEAWAYS

## Platforms and Behaviors



### Platform Usage and Engagement

- **Facebook Dominance:** 95% of all respondents regularly use Facebook, making it the most widely used platform across demographics.
- **YouTube Popularity:** YouTube usage is a close second among those over the age of 30.
- **Influencer Search Behavior:** 97% of influencers are likely to search on social platforms before making a purchase, indicating the critical role of social media in their decision-making process.
- **Daily Engagement:** Influencers spend an average of 8.4 hours a day on social media platforms, highlighting the extensive engagement time that can be leveraged by marketers.
- **Engagement with AI Influencers:** 40% of all respondents follow AI or virtual influencers, demonstrating the increasing acceptance and interest in AI-generated content.

### Consumer Behavior and Preferences

- **Purchase Influence:** 66% of respondents have purchased a product after seeing it being used by an influencer, underscoring the power influencers have in driving sales.
- **Trust in Influencers:** 45% of respondents are more likely to trust a sponsored post from an influencer over an A-List celebrity.
- **Social Shopping Trends:** 51% of respondents have used social shopping features, showing a strong trend toward in-app purchases among all demographics.
- **Product Research Methods:** 58.6% of 18-to-29-year-olds turn to TikTok for product research before making a big purchase, making it a critical platform for reaching younger consumers.
- **Recommendation Preferences:** Those ages 18 to 60+ are more likely to turn to social media rather than family and friends before making a big purchase.



# KEY TAKEAWAYS

## Trust and Impact



### Trust and Authenticity

- **Past Recommendations:** Positive experience with past recommendations is the top factor in increasing trust in product recommendations, with 48.9% of respondents prioritizing it.
- **Influencer Authenticity:** Authenticity in an influencer's content is a close second in increasing trust in product recommendations at 47.1%.
- **Product Use Demonstration:** 40.6% of respondents trust influencers who show how they use the product, highlighting the importance of practical demonstrations.
- **Engagement:** 34.1% of respondents trust influencers who engage with their audience (e.g., responding to comments).
- **Transparency:** 30.4% of respondents value the disclosure of the influencer's partnership with brands, indicating the importance of transparency.
- **Category Expertise:** 24.7% of respondents take into account the influencer's expertise in the product category.

### Advertising and Impact

- **Influencer Advertising Effectiveness:** 62% of 18-to-29-year-olds are more likely to try a new product based on an influencer post compared to other forms of advertising like television ads.
- **Television Ad Decline:** Only 20% of respondents ages 18 to 29 and 30% of those 30 to 44 are most influenced by television ads, indicating a decline in traditional advertising effectiveness among all age groups.
- **Radio Ad Effectiveness:** Radio ads are the least effective form of digital advertising, with no more than 1% of respondents being influenced by them.
- **Trust in Sponsored Posts:** 64% of respondents find influencer-created content more compelling than scripted advertising by marketing professionals.
- **Influencer Platform Effectiveness:** TikTok is considered the best platform for influencer content among respondents ages 18 to 44.



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