

“Deinfluencers kick off influencers”

Analysis on need of deinfluencing and how it contradicts hyperconsumerism

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OBJECTIVE- ‘This paper aims to explore the rising trend of de-influencing as a counter movement against late capitalist society’s hyper consumerism.’

Abstract: This paper shows that the social media influencers have essentially formed consumer behaviour, with influencers regularly seen as trusted figures whose support can drive patterns and deals. In any case, the development of “deinfluencers” has presented a counter-movement, challenging what the conventional influencers demonstrate. Deinfluencers study overconsumption and the commercialization of social media, encouraging gatherings of people to re-examine their obtaining choices. This theory investigates the flow between influencers and deinfluencers, looking at their effect on shopping behaviour, brand methodologies, and the broader suggestions for computerized showcasing. The pressure between these two strengths reflects a developing mindfulness of the moral and mental measurements of online impact, signalling a potential move in how customers connect with social media and make acquiring choices. They think about highlighting the advancing scene of impact where genuineness, straightforwardness, and moral contemplations progressively play a central part in forming buyer beliefs and devotion.

KEY WORDS: Influencers, Market, Brands, Content Creator

Why I chose this topic:

Being a student who is studying Psychology, Economics and Mass Media in school, I have always been interested in how psychology interacts with economics. I wanted to explore more about the factors that influence impulsive buying and how it contradicts with the act of de-influencing, which in the recent years has increased but not many are aware of this term or how it works.

1. Introduction:

Consumer behaviour has taken a significant turn in the past few years. The use of social media and online platforms for increasing the demand of goods has risen in recent times. According to influencermarketinghub.com, “An influencer is someone who has the power to affect the purchasing decisions of others because of his or her authority, knowledge, position, or relationship with his or her audience.” Thus the impact of social media on the purchase of goods and services is extremely large. While this is beneficial for the producers and influencers, it may not be as advantageous to the consumers. The use of influencer marketing strategy has also led to the practice of hyper-consumption which according to DBpedia, is the “consumption of goods beyond one's necessities and the associated significant pressure to consume those goods, exerted by social media, as those goods shape one's identity.” This behaviour of hyper consumption led to certain people “De- promoting” products. These people, instead of motivating social media viewers to buy a product, gave them reasons to not buy it. This gave rise to the contradictory movement known as de-influencing.

De-influencing is a trend whose main motive is to “educate the general public on the need to divest away from obtaining or upholding an excess of products that are not needed in daily lives,” according to environmental educator, [Isaias Hernandez](#). It is something that has increased rapidly over the past few years.

2. Psychological Factors that affect a consumer’s behaviour

Perception- The perception that a consumer has towards a product or the brand influences his or her decision to buy the product. Perception is the interpretation of information by a person to reach a conclusion. If the information perceived by the person is in favour of the product, the consumer usually ends up buying the product. Perception may involve certain factors that influence the purchase of a product. If a consumer finds the product to be good in its appearance, he may be attracted by the beauty of it and may end up buying the product being ignorant of the use of the product.

Stress- Many times individuals feel the need to buy something simply because they are anxious or stressed. They might not have the need to buy the product but they tend to take shopping as a stress buster which influences them to buy products while they are stressed.

Motivation- The consumer tends to buy a particular product when he or she internally feels the desire to do so. A consumer is driven by his need which motivates him to buy a product. The needs of the individual depend on his lifestyle, tastes and preferences.

3. Different ways of Marketing and how they contribute to hyperconsumption

Digital Marketing

Digital marketing is the way of selling products and services through online platforms and networking sites. It includes any type of publicity or advertisement of products through online platforms. According to [market.us](#), Digital marketing is expected to rise from 67.5 billion USD in 2023 to 310.9 billion USD in 2033. This means that it is the publicity of products at large on the online platform which is persuading an individual to buy a commodity which may or may not be particularly useful. This also results in an implication that the number of goods being purchased through online platforms are increasing, pointing towards over or hyperconsumption of goods.

Offline Marketing

Offline Marketing implies the selling of products and services through mediums like newspapers, and other offline platforms where online sites or networks do not play a role. According to [My codeless website](#), “7 out of 10 drivers make purchasing decisions while driving.” This is because they see a billboard advertising a particular product and while they are driving, they intend to decide to buy the product. This may lead to buying a product just because it was in somebody’s sight, where in actual they might not buy it.

Social Media Marketing- It is a type of digital marketing where social media is used as a basis for selling the product or service. It is through social media that a product is advertised or publicised which influences people to buy the product. It includes apps like Instagram, Youtube, Facebook etc. Brands tend to pay influencers and content creators to promote their products and services on social media. They choose the influencers on the basis of the popularity of the brand as well as the influencer. For example, the Bollywood celebrity, Deepika Padukone has promoted the brand Dyson on her Instagram page. [click here](#). This might have caused people to buy the product just because a famous celebrity is promoting it, believing that it would be of great value.

Content Marketing- It is a type of inbound marketing which educated people about the information related to the product or service. It includes blogs, videos, E-guides etc. Adobe Acrobat on its YouTube channel, Acrobat’s has uploaded videos e for advertising and market,

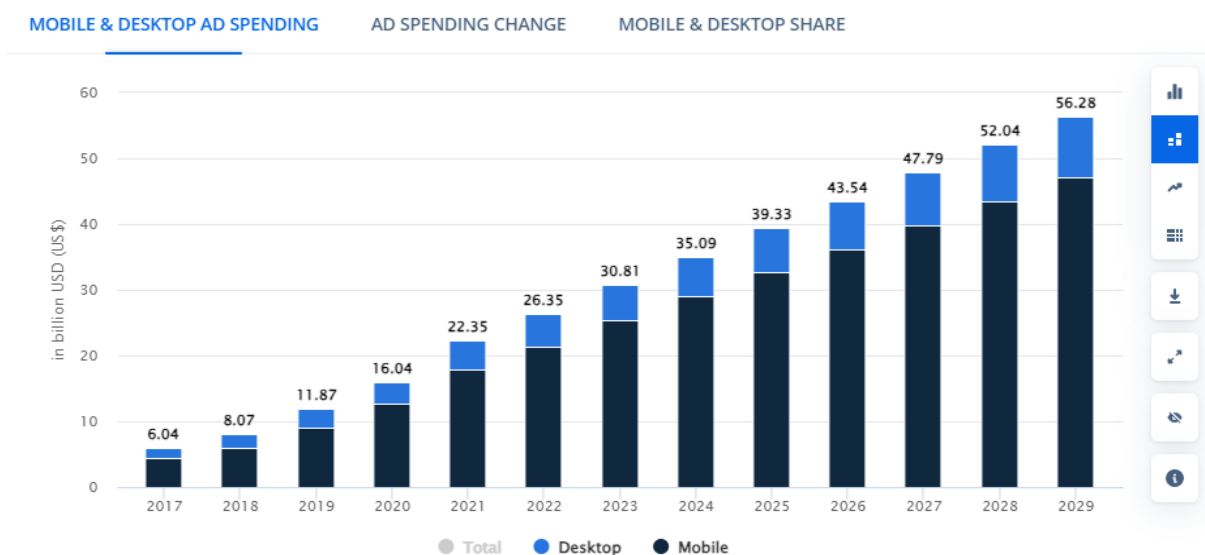


Fig 1: AD spending using different means

4. Difference between Influencing and de-influencing.

An influencer is the person who can attract consumers and persuade them to buy a particular product and service. Influencers, on social media encourage their followers to buy a certain product or service by themselves promoting it and posting about it. Influencers on social media have been an important marketing strategy which has helped a lot of people sell their product and service. Influencers, through their content, share their experiences and views about a product which encourages people to buy it due to their popularity.

On the other hand, De-influencing is the opposite of influencing. It persuades people not to buy something. De-influencing on social media is a form of influencer marketing where content creators share their experiences with products honestly with the consumers to influence their purchase regarding the product. The influencers talk about the problem of sustainability and waste generation that is connected with a product and its industry which motivates people to not buy it. Some de-influencers suggest people to avoid something, whereas there are certain de-influencers who motivate people to not waste money.

5. How does influencing cause hyperconsumerism?

Influencing persuades consumers to buy a product, targeted influencing grabs the attention of the consumers by presenting trending and up to date products which are hard for the consumers to resist, which therefore cause impulsive buying. According to the **Bureau of Labor Statistics**, the impulsive purchase of common items such as clothes and shoes had increased from 2021 to 2022 by 5.1% and 6.2%. According to a Bankrate survey conducted for the American population, research showed that around 60% of the social media users regret making a certain purchase due to hyper consumption through social media. About 25% of the respondents of the survey said that the reason for their impulsive buying behaviour is to appear successful on social media. One third of the respondents of the Ipsos survey stated that they bought a product impulsively due to its irresistible price.

6. List of De-influencers (*Forget the influencers. Here come the 'deinfluencers' | CNN*)

1. Mikayla Mains

Mikayla Mains is a 28 years old from St. Louis who says she has a connection with the de-influencing world. According to her, social media marketing can pressurise a person to buy pricey goods to feel good about himself.

2. Michelle Skidelsky

Canadian de-influencer, Michelle Skidelsky created [a post](#) to tell her TikTok followers about not needing a new wardrobe every season.

3. Khabane Lame

(What Is Deinfluencing? Unpacking TikTok's Unlikeliest Shopping Trend | Vogue)

[\(@khaby.lame\)](#), a content creator found internet fame creating takedowns of so-called life hacks, and connected with the world through reflecting his frustration about unnecessary products.

4. Alyssa Stephanie

("Deinfluencing" Is the Anti-Influencer Trend Rich With Paradoxes - Business Insider)

Content creator, Alyssa Stephanie ([@alyssastephanie](#)) posted a video on tik tok regarding products she would encourage people not to buy.

5. Katie Hub

Content creator, Katie Hub, ([@katiehub.org](#)) posted a video on tik tok De-influencing one of the world's most popular brands: Dior.

6. WHY IS THERE A NEED OF DE-INFLUENCERS?

As the users of social media increased day by day, the influencer marketing strategy became more and more popular. Brands started to increase reaching out to influencers and content creators to promote their products and services. The increasing number of social media users therefore led to an increase in the number of buyers through social media.

- **POPULARITY OF THE INFLUENCERS**-In most cases, many products became popular just because content creators were promoting them. The more popular the content creators or the influencers were, the greater was the

impact on the audience. This led to people buying certain products just because someone famous was promoting them, where in reality the products may not be as useful as portrayed on social media. This practice contributed to the birth of De-influencing, where certain content creators needed to tell their audience why they need not buy certain products.

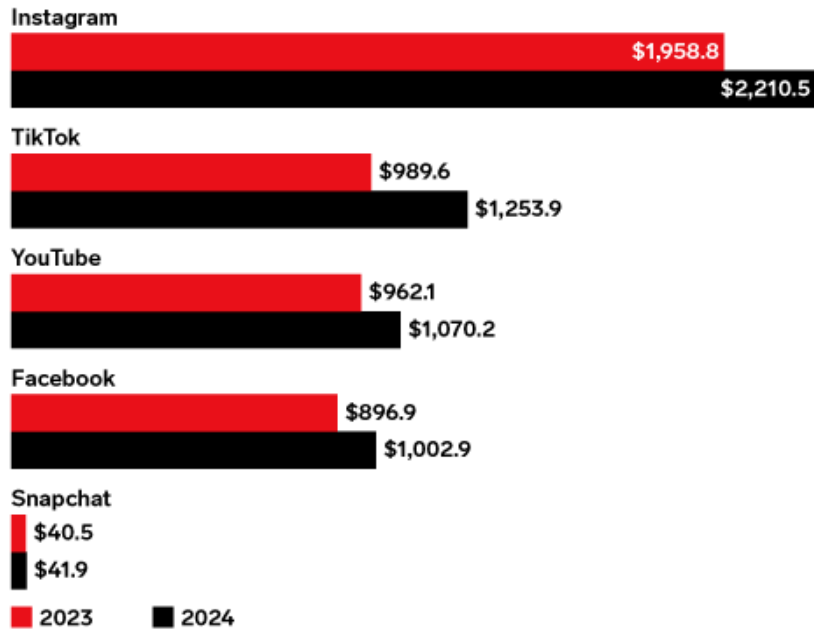
- **INCREASING COST OF PRODUCTS-** As the number of buyers through social media are increasing, the demand for the products also increase, which in turn causes the price of the products to rise. The rise in price of goods being marketed through social media proves to be a cause to let people know if spending a large amount of money on those products is worth it or not. For this reason, there is a need of de-influencing people against those products which do not meet the amount of money that is actually spent on them.
- **INCREASE IN INCOME OF INFLUENCERS-** When brands are promoted through content creators, the creators are paid for the promotion. As there is an increase in the influencer marketing strategy, the income of the creators also increases. This means that some of the creators would be willing to promote the products that would benefit them, irrespective of the fact that they are useful or not. This action would be wrong which would need someone giving actual insight about products to people, therefore giving rise to De- influencing.

7. De-influencing is the new trend:

Times are extreme for influencers, with a few being examined for their cooperation and tricks and others being scrutinized for different wrongdoings. And that's not all. All over on TikTok, we see plenty of recordings empowering customers to think twice before buying certain influencer-recommended items. Is this the modern time of the de-influencers? Are the days of influencers telling us what to purchase, what to wear, what to observe and who to take after coming to a conclusion? Since the beginning of the year, the TikTok community, and more especially Era Z, has been showing that they're encouraged by influencers, a communal opinion that has given rise to the hashtag "de-influencing." This term as of now sums more than 150 million views on the stage. It's demonstrating especially well known within the excellence and way of life communities, where it supposedly got its beginning.. Influencers are known to have awesome influence on the buying choices of their community of devotees. Agreeing to a 2020 Kantar think about transferred by Showcasing Plunge, more than a quarter of the common population has made a buy based on a suggestion from an influencer. A rate that rises to 44% for Gen Z. But their control has certain risks beneath.. Their devotees are presently more mindful of influencers' promoting procedures. Way better educated, they are getting to be progressively vocal, approximately taking steps to not be hoodwinked. A modern wave of recordings on TikTok criticize influencers. These recordings take the frame of substance makers, or "conventional clients," who set out to uncover the truth, mostly the items that influencers need us to purchase. They encourage clients to carefully consider their buys and to abstain from buying and to spare their money. Their point is to assist other clients not drop for a trick or indeed an over-hyped item whose price doesn't live up to the consideration. These recordings have given rise to the term "de-influence."

US Influencer Marketing Spending, by Platform, 2023 & 2024

millions



Note: payments made to influencers or their representatives to promote products and services primarily on social media and other platforms featuring user-generated content; excludes noncash payments such as free products or trips; excludes paid media
 Source: eMarketer | Insider Intelligence, July 2023

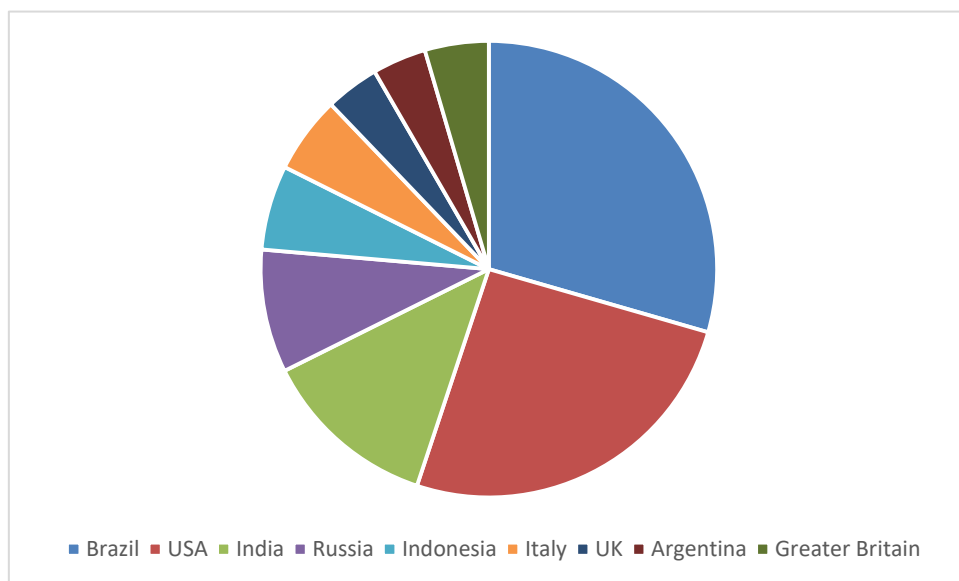
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Insider Intelligence | eMarketer

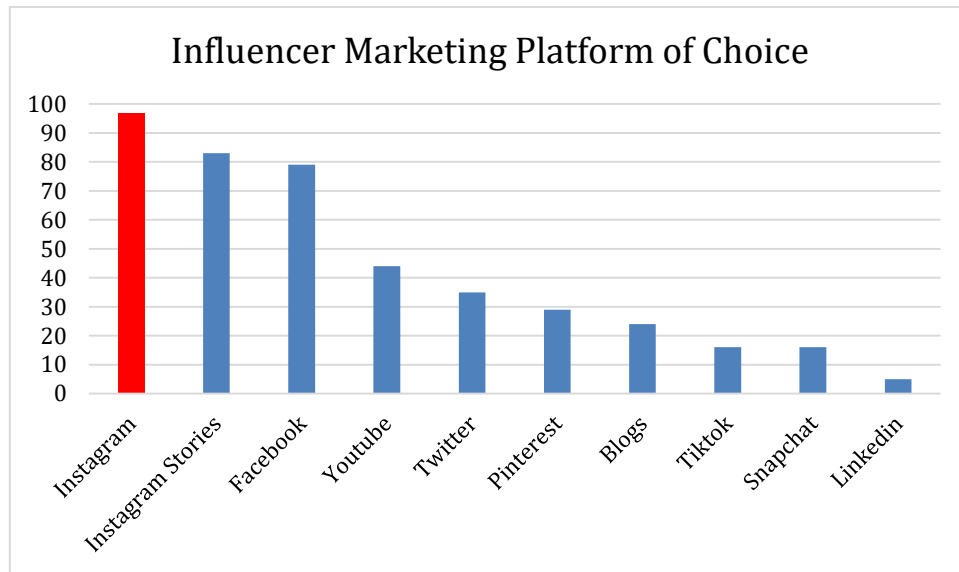
Fig 2: US Market Spending on social media platforms

8. ANALYSIS:

a. Percentage of Social Media Users:



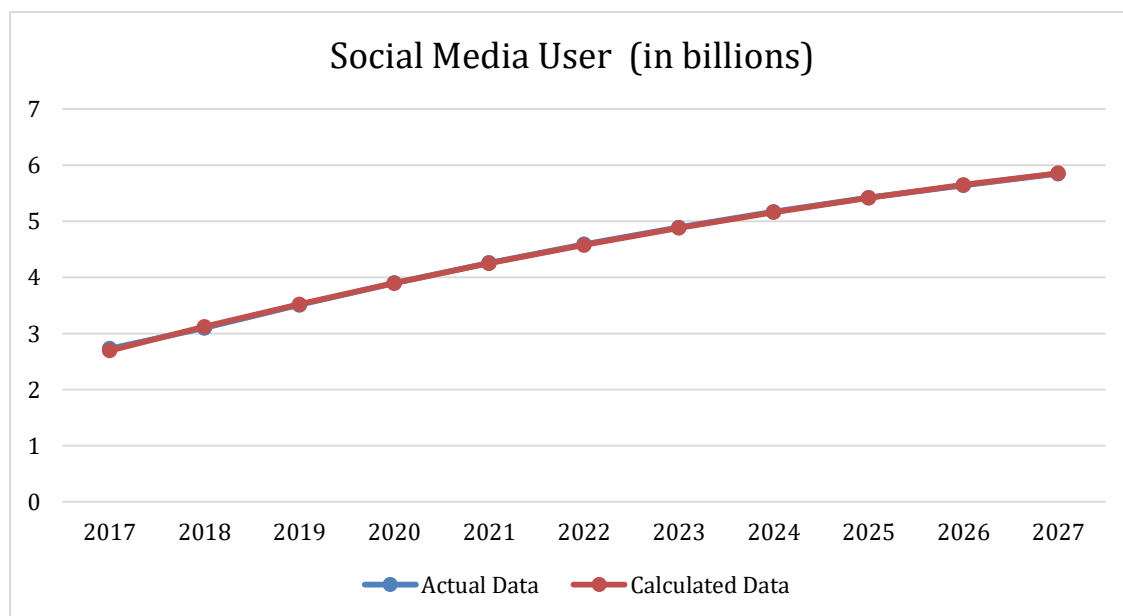
b. Percentage of Influencers on a particular Platform:



9. CALCULATIONS:

a. Social Media Users:

In graph, x-axis as years from 2017 to 2027 and Y-axis will show social media users (in billions)
 Let's consider 2017 as 1, 2018 as 2.....2027 as 11.
 After manually drawing graph and on excel.
 We concluded quadratic equation covers maximum number of plots considering $y=ax^2+bx+c$.



Graph 1: Actual vs calculated social media users

Formula: $y = -0.012x^2 + 0.46x + 2.25$

Where "y" represents no. of social media users (in billions) and "x" represents 1, 2, 3..... (1 represents 2017, 2 represents 2018 and so on).

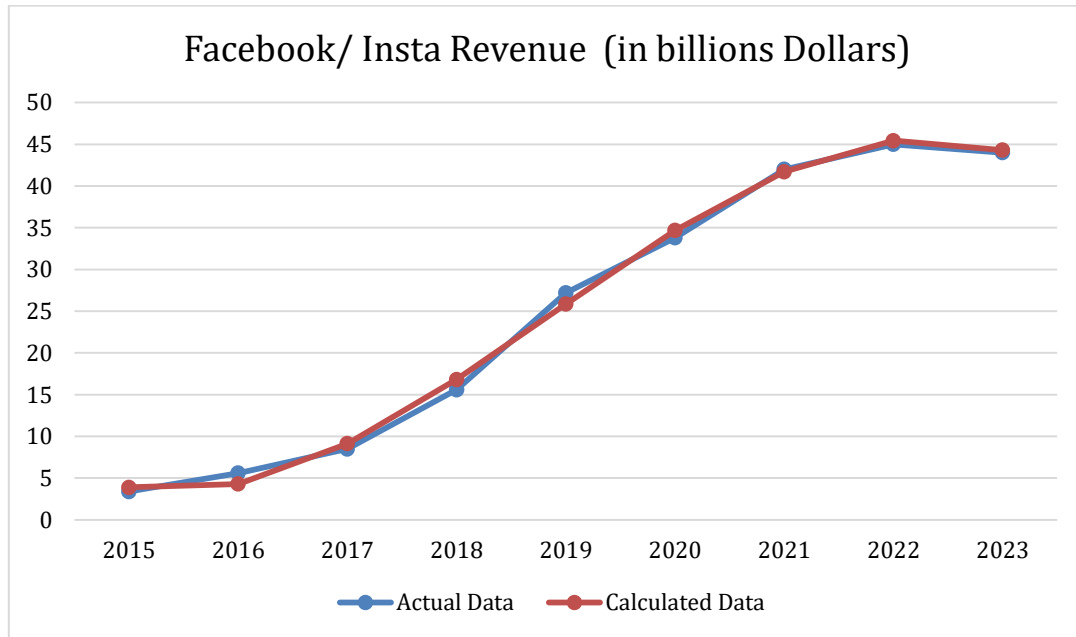
b. Global Influencer Market:

In graph, x-axis as years from 2015 to 2023 and Y-axis will show revenue of Facebook/Instagram (in billions dollars)

Let's consider 2015 as 1, 2016 as 2.....2023 as 9.

After manually drawing graph and on excel.

We concluded quadratic equation covers maximum number of plots considering $y=ax^3+bx^2+cx+d$.



Graph 2: Actual vs calculated Facebook revenue.

Formula: $y = -0.258x^3 + 3.76x^2 - 9.07x + 9.46$

Where "y" represents revenue of Facebook/Instagram (in billions dollars)

And "x" represents 1, 2, 3..... (1 represents 2015, 2 represents 2016 and so on).

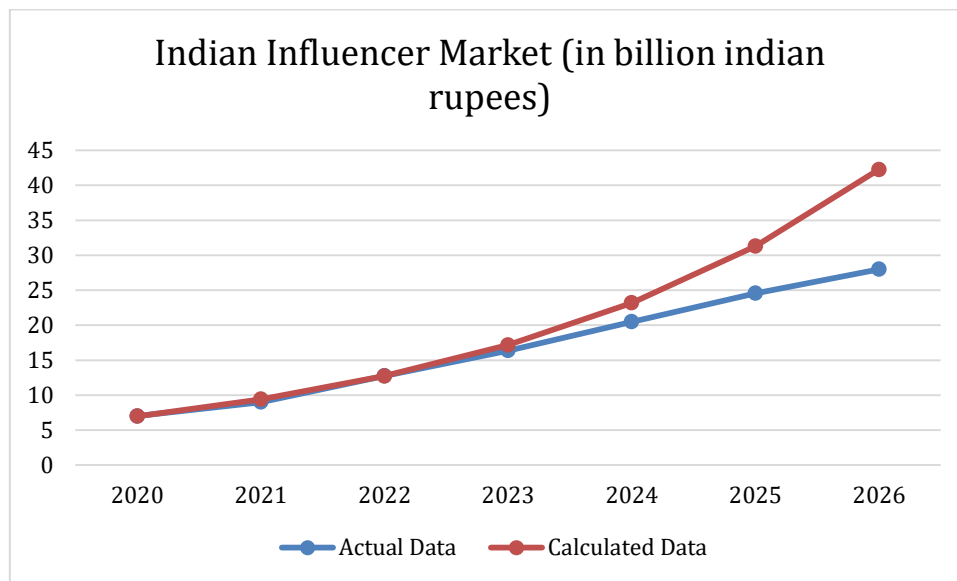
c. Indian Influencer Market (in billion Indian rupees):

In graph, x-axis as years from 2020 to 2026 and Y-axis will show India Influencer Market (in billions Rupees)

Let's consider 2020 as 1, 2021 as 2.....2026 as 7.

After manually drawing graph and on excel.

We concluded quadratic equation covers maximum number of plots considering $y=a*b^x$



Graph 3: Actual vs calculated Indian influencer market

$$\text{Formula: } y = 5.17 * (1.35)^x$$

Where “y” represents Indian Influencer Market (in billions rupees) and “x” represents 1, 2, 3..... (1 represents 2020, 2 represents 2021 and so on).

There is 36% increase in Indian influencer markets as per the actual data.

10. Conclusion:

The impact of social media identities has developed exponentially in a long time, driving to a critical increment within the showcase for influencers. This rise has been driven by the ability of influencers to put through with groups of onlookers on an individual level, making beliefs and cultivating a sense of relatability. As a result, influencers have ended up effecting operations of shopper behavior, regularly driving incautious buying choices among their supporters. The data and calculations displayed earlier clearly show that this slant isn't as persistent as it were but is additionally quickening day by day. Influencers use their stages to form powerful substance that resounds with their audience's wants and desires. This frequently leads to watchers making unconstrained buys, driven by the fear of losing out (FOMO) or the conviction that they are adjusting themselves with a specific way of life or community. The capacity of influencers to produce such solid enthusiastic reactions underscores their viability in forming shopper behavior, but it too raises concerns almost the moral suggestions of such influence, particularly when it comes to empowering rash investing. The developing advertise for influencers highlights the progressively imperative part they play within the publicizing and showcasing biological system. Brands are contributing more intensely in influencer associations, recognizing the coordinate affect these people have on driving deals. In any case, as the market expands, so as well does the require for straightforwardness and responsibility, both from influencers and the brands they speak to. In conclusion, the influencer advertise is on a soak upward direction, contributing to an increment in incautious buying among customers. As the information proposes, this slant is likely to proceed developing, requiring a more basic examination of the hones inside this industry. The rise of deinfluencers, while still in its beginning stages, may offer an offset, advancing more mindful consumption and challenging the standards set up by conventional influencers. Be that as it may, the dominance of influencers in forming buyer behavior remains a capable constrain within the current advanced scene.

Ending the paper by quoting, ‘You will never influence the world by trying to be like it, here comes deinfluencers.’

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12. Biographies :

Shanaya Malhotra:

- Received a certificate as well as scholarship from ICSE for securing 97% marks in class X boards
- Received merit for securing highest marks in Commercial Studies (100) and highest marks in Punjabi (99) in class X board exams.
- Appointed as the House captain of Sat Paul Mittal School, Ludhiana in 2023 and as The Cultural secretary in 2024.
- Appointed as the Cultural head in The Satyan Innovation Fest 4.0 and compered for various events in school including the VIP visit of Dr Shashi Tharoor and Dr Deepak Vohra.
- Volunteered at Ashirwad Ngo's Education Department to help with differently abled children and adults.
- President of the Economics Club where we conduct several activities for the students giving them more information about the subject and the economy market.
- Bagged Gold in Zonal as well as Regional level Badminton tournament.
- Bagged First position in zonal level declamation competition and will now proceed to Regionals.

Under the guidance of:

Dr. Mamta Jain

- M.Sc (Mathematics) (Double gold medalist)
- M.Phil (Computer Applications) with honors From University of Roorkee (now IIT Roorkee)
- PhD (Mathematics) -Various papers published in international journals
- Former Lead Auditor ISO 9001,ISO -22000 School Accreditation Examiner by QCI
- 26 years of teaching experience
- Various Research Paper Published

Er. Raunaq Jain

- B.E Mechanical Engineering From Thapar Institute of Engineering and Technology
- District Physics Topper
- Content Writer and graphic designer
- Mechanical Mentor from session 2019-2020
- Technical Data Analyst at Deloitte