

# Influencers Have More Sway Among D2C Shoppers

## ARTICLE |

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**S**crolling through social media, it's hard not to be influenced by influencers. Do you need another carry-on bag? Probably not. But do you *have* to have it after you saw an influencer capturing its essence on the hills of Santorini, and you suddenly saw yourself there? Of course you do.

For many consumers, this scenario happens often—especially among direct-to-consumer (D2C) shoppers, according to a May 2019 survey from the Interactive Advertising Bureau (IAB). The study explored the differences between D2C shoppers and traditional brand shoppers and found that across the board, D2C consumers were more charmed by influencers and relied heavily on them throughout the shopping process.

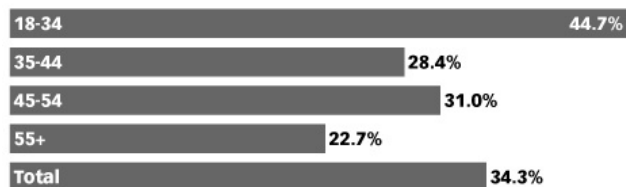
Roughly four in 10 US D2C shoppers said that celebrities and professional influencers make them more interested in a brand, while only 15% of traditional shoppers felt the same. And D2C shoppers were nearly three times more likely than traditional shoppers to say that influencers and celebrities impact their perception of a brand.



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**US Internet Users Who Have Ever Bought a Product/Service Recommended by an Online Influencer, by Age, March 2019**

% of respondents



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*Note: ages 18+; such as a YouTube or Instagram personality*  
*Source: Clever Real Estate, "Marketing to Millennials in 2019," April 15, 2019*

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Additionally, roughly a third of US internet users surveyed by Adtaxi in August 2018 said they made a purchase after seeing a post from a social media influencer, while 25.6% only considered purchasing.