

**INFLUENCER AND NON-INFLUENCER WORD-OF-MOUTH ON
SOCIAL MEDIA: ANALYSIS OF MILLENNIAL CONSUMER BEHAVIOR
IN MEXICO**

Área de investigación: Mercadotecnia

Andrée Marie López-Fernández

Universidad Panamericana

México

andreemlf@gmail.com

Ana Cecilia González Ortiz

Universidad Panamericana

México

ac.gonzo@hotmail.com

Octubre 3, 4 y 5 de 2018

Ciudad Universitaria | Ciudad de México



INFLUENCER AND NON-INFLUENCER WORD-OF-MOUTH ON SOCIAL MEDIA: ANALYSIS OF MILLENNIAL CONSUMER BEHAVIOR IN MEXICO



Abstract

Social media has become a significant attribute in consumer behavior dynamics. The data and information that social networking sites' users view on a daily basis are strong determinants in their purchase decision making; as, in a sense, they trust what they are reading and, furthermore, tend not to verify it. Then, the question is, do influencers have a greater impact on millennial consumer behavior than non-influencers when sharing word-of-mouth on social media? An empirical study was developed with millennial consumers in Mexico to determine whether their behavior is in fact swayed by social networking sites' communication; findings suggest that trust is a determinant in the influence of millennial consumers' purchase decision making in Mexico.

Key words. Influencer; social media; word-of-mouth; millennial consumer behavior; Mexico.

