

PURCHASING DECISION INFLUENCED BY INFLUENCER MARKETING

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Abstract

Influencer marketing has become a powerful tool in shaping consumer purchasing decisions by leveraging trust, social proof, and digital engagement. With the rise of social media platforms, consumers increasingly rely on influencers for product recommendations, valuing their perceived authenticity and expertise. The success of influencer marketing campaigns depends on key factors such as credibility, audience relevance, and content quality. To measure effectiveness, brands analyze metrics such as reach, engagement rates, click-through rates, and conversions. Additionally, emerging trends – such as the growing impact of micro-influencers, AI-driven content strategies, and performance-based collaborations – are redefining the industry. As brands continue to integrate data-driven decision-making, influencer marketing remains a dynamic and evolving approach, playing a crucial role in modern digital marketing strategies.

Keywords: *Influencer Marketing, Consumer Behavior, Purchasing Decisions, Social Media Influence, Brand Endorsement*

Introduction

Influencer marketing has become a powerful strategy for brands to engage with their target audience by leveraging the credibility and reach of social media influencers. These influencers, who have built trust through authentic content and interactions on platforms like Instagram, YouTube, and TikTok, play a crucial role in shaping consumer behavior and purchasing decisions. Consumers often trust influencer recommendations due to their perceived authenticity, creating a social proof that enhances a product's desirability. Many influencers are considered experts in their niche, adding credibility to their endorsements, while their aspirational lifestyles encourage followers to emulate their choices. The effectiveness of influencer marketing depends on factors such as relevance, authenticity, engagement, and content quality. Brands must collaborate with influencers whose audience aligns with their target market and ensure transparency in paid partnerships. Measuring the impact of influencer marketing involves tracking engagement metrics, reach, impressions, click-through rates, and conversions to assess ROI. As the landscape evolves, emerging trends include a shift towards micro-influencers with highly engaged niche followings, long-term partnerships for sustained brand integration, diversification across multiple platforms beyond Instagram, and using data-driven strategies to optimize campaigns. These trends indicate that influencer marketing will continue to adapt to changing consumer preferences and digital advancements, making it an essential tool for brands looking to influence purchasing decisions effectively.

Literature Review

Yodi – This study examines the effects of content and influencer marketing on purchasing decisions in the fashion industry, specifically focusing on Erigo Company. It explores how

consumer behavior mediates the relationship between content marketing and influencer marketing, using path analysis with a sample of 100 respondents.

Ida Kristin Johansen & Camilla Sveberg Guldvik, 2017 – This research investigates the impact of influencer marketing on purchase intentions. While influencer marketing has gained popularity, there is limited academic research on its direct effects. The study focuses on identifying influencers' credibility and their influence on consumer decisions.

J. Pol. Stud., 2021 – This study analyzes the effects of promotional posts through Instagram influencer marketing on purchasing behavior. Using an experimental research design, the study evaluates how influencer marketing increases consumer trust and purchase likelihood among Instagram users, based on a sample of 203 participants.

Thilina DK, – This conceptual review explores the impact of social media influencers on purchase intention in the fashion retail industry. It highlights the shift from traditional advertising to influencer-driven marketing and examines how social media strategies shape consumer behavior.

Savica Dimitrieska & Tanja Efremova, 2021 – This study evaluates the effectiveness of influencer marketing, revealing that 91% of marketers believe influencer marketing is a powerful tool, with a significant return on investment. It also highlights that 49% of consumers rely on influencer recommendations for purchase decisions.

Charles R. Taylor, 2020 – This article emphasizes the urgent need for further research on influencer marketing. It discusses how industry trends and advertising publications indicate a growing demand for academic studies to inform marketers on influencer effectiveness.

Mr. Ramshankar Varma – This study explores influencer marketing as a dominant marketing tool in the age of social media. It discusses the shift from traditional celebrity endorsements to social media influencers and the various platforms available for influencer-driven content.

Aziz Muqaddam & Ehri Ryu – This research compares the effects of Instagram celebrities versus traditional celebrities on trustworthiness, brand attitude, and social presence. It investigates how social media influencers shape consumer perception and brand engagement.

Chen Lou & Shupeí Yuan – This study examines how message value and credibility impact consumer trust in branded content on social media. It introduces the Social Media Influencer Value Model, which analyzes the role of advertising value and source credibility in influencer marketing.

Research Objectives

1. Analyze consumer engagement with influencer content and its impact on purchasing decisions.
2. Assess trust and credibility in influencer recommendations.
3. Identify key factors shaping consumer attitudes toward influencer marketing.
4. Provide insights to optimize influencer marketing strategies for better effectiveness.

Research Gap

- This study is limited to a specific group of respondents, making it difficult to generalize findings to a larger population with diverse purchasing behaviors.
- The impact of influencer marketing on different consumer segments (such as age groups, income levels, and purchasing power) has not been extensively analyzed.
- While the study examines consumer decisions influenced by influencers, external factors like personal preferences, brand reputation, and economic conditions are not deeply explored.
- The research primarily focuses on digital influencer marketing, overlooking the role of offline word-of-mouth and traditional media influences in purchasing decisions.
- The study does not compare the effectiveness of different influencer types (micro, macro, celebrity) in shaping consumer purchasing decisions.
- The long-term impact of influencer marketing on consumer retention and repeat purchases remains unexplored in this research.

Conceptual Framework

This study explores how influencer marketing impacts consumer purchasing decisions by analyzing key psychological and behavioral factors. The framework is built on three essential dimensions: influencer marketing elements, mediating consumer perceptions, and purchasing decision outcomes. Influencer marketing elements, such as content quality, credibility, engagement, and transparency, play a crucial role in shaping consumer attitudes. These elements influence consumer perceptions through trust, social proof, emotional connection, and brand perception, which act as mediating variables. When consumers perceive influencers as authentic and trustworthy, they are more likely to develop a positive attitude toward the promoted brand. Ultimately, these perceptions lead to key consumer purchasing decision outcomes, including increased purchase intention, stronger brand loyalty, and higher chances of actual purchase behavior. The study aims to assess how influencer marketing strategies influence these decisions and how perceived authenticity and trust serve as critical mediators in driving consumer engagement and conversions. By understanding these dynamics, brands can optimize their influencer collaborations to enhance consumer trust, boost brand perception, and maximize their marketing effectiveness. The conceptual model follows this structure:

Influencer Marketing (IV) → Mediating Variables (Trust, Authenticity, Social Proof) → Consumer Purchasing Decision (DV: Purchase Intention, Brand Loyalty, Purchase Behavior).

This study aims to analyze how influencer marketing strategies drive consumer decisions and how perceived authenticity and trust mediate the impact, helping brand

Research Method

Research approach on "Influencer Marketing Influencing Purchasing Decisions" involves conducting cross-sectional surveys to assess the impact of influencer marketing on consumer

purchasing decisions. Using probability sampling techniques, data is collected through online surveys featuring structured questionnaires and Likert scales to quantify consumer attitudes and behaviors related to influencer marketing. Statistical analysis, performed using software like SPSS, helps interpret the relationship between influencer marketing activities and purchasing decisions. Ethical considerations, including obtaining informed consent and ensuring confidentiality, are paramount throughout the research process. The findings provide valuable insights into the effectiveness of influencer marketing strategies and their influence on consumer behavior, offering actionable recommendations for businesses and marketers

Relevance of the Study

Influencer marketing has emerged as a pivotal strategy in shaping consumer purchasing behavior, driven by digital engagement and social media influence. This study is highly relevant as it examines the extent to which influencer recommendations affect consumer trust, brand perception, and purchase decisions. By identifying key determinants such as credibility, authenticity, and engagement, this research provides valuable insights for businesses to optimize their marketing strategies. Furthermore, it aids in understanding consumer psychology and the effectiveness of influencer-driven campaigns, enabling brands to enhance their targeting, improve conversion rates, and foster long-term brand loyalty. The findings of this study will contribute to the existing body of knowledge on digital marketing while offering practical implications for marketers, businesses, and influencers in refining their strategic approaches.

Result and Discussion

Frequency Distribution

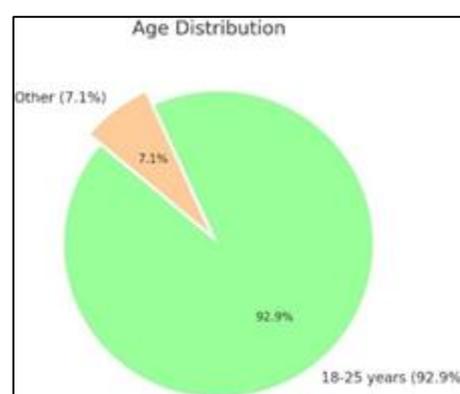
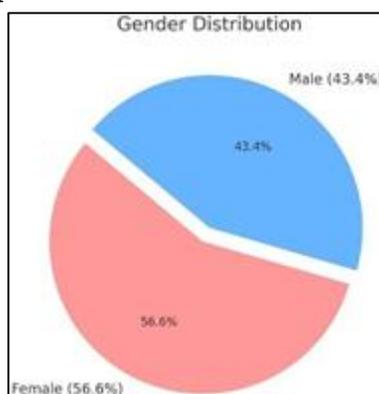
Gender Distribution

The survey had a balanced gender representation, with 56.6% female and 43.4% male respondents, ensuring diverse consumer insights.

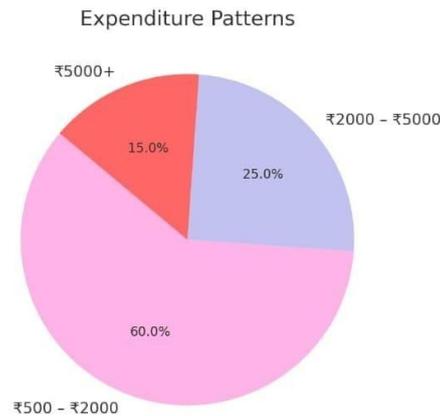
Age Distribution

A majority (92.9%) of respondents were aged 18-25, indicating influencer marketing's strong impact on younger consumers.

1. Expenditure Patterns



Most respondents spent ₹ 500 – ₹ 2000 on influencer-promoted products, while high-cost purchases (₹ 5000+) were less common.



2. Purchase Decision

Over 60% consider influencer recommendations, with 15% relying on them consistently. Brand credibility and peer reviews also play key roles.

3. Quality vs. Quantity Preference

Around 65% prioritized quality over quantity, favoring durable products over cheaper alternatives.

4. Shopping Preference

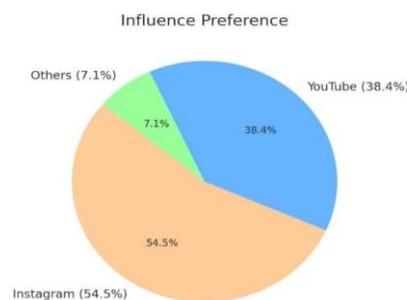
Online shopping dominated, especially via Amazon, Flipkart, and brand websites, though some preferred offline stores for certain products.

5. Preferred Payment Methods

Digital payments (UPI, cards, e-wallets) were the most used, while a small percentage still preferred cash-on-delivery.

6. Influence Preference

Instagram (54.5%) and YouTube (38.4%) were the top platforms for following influencers. Trust was built on expertise (31%) and authenticity (19%).



Statistical Analysis 1) Chi-Square Test

The chi-square test was conducted to examine the association between purchase decisions and concerns regarding influencer marketing regulations. The obtained significance value (0.123) was greater than the threshold value (0.05), leading to the acceptance of the null hypothesis (H₀). This indicates no significant association between purchase decisions and concerns about regulations.

Reliability Analysis Reliability Statistics

Cronbach's Alpha	N of Items
.377	2

The reliability analysis yielded a Cronbach's Alpha coefficient of 0.377, which is below the acceptable threshold of 0.7. This suggests poor internal consistency, indicating that the scale items may not be strongly correlated. Reassessing the scale's design or incorporating alternative measurement methods is recommended for future studies.

T-Test and ANOVA Results T-Test Results

Variable	Mean	t-value	p-value	Significance
Purchase Decision	1.9494	32.328	< 0.001	Significant
Concerns & Regulations	2.2879	26.926	< 0.001	Significant

Both "Purchase Decision" (mean 1.9494) and "Concerns & Regulations" (mean 2.2879) showed statistically significant results ($p < 0.001$). This means both factors have a strong, measurable effect in the study.

ANOVA Results

Factor	Sum of Squares	df	Mean Square	F-value	p-value
Purchasing Decision	0.741	2	0.370	1.777	0.175

The non-significant F-test ($F = 1.777$, $p = 0.175$) for 'Purchasing Decision' suggests that there is no statistically significant difference in the mean scores of 'Purchasing Decision' across the groups. Therefore, the variation observed is more likely due to random variability within the groups rather than differences between the groups. This implies that factors other than group differences are influencing 'Purchasing Decision' scores within this study context.

Correlation Analysis

Correlations

		which gender do you identify with?	Age
which gender do you identify with?	Pearson Correlation	1	.013
	Sig. (2-tailed)		.895
	N	99	99
Age	Pearson Correlation	.013	1
	Sig. (2-tailed)	.895	
	N	99	99

A correlation analysis between gender and product preference at the same price yielded a Pearson correlation coefficient of 0.176. This weak positive correlation was not statistically

significant ($p = 0.895$), implying gender does not significantly impact product preference at a given price point. However, a larger sample size might reveal stronger trends.

Regression Analysis

Regression analysis examined the relationship between age and purchasing decisions. A weak negative correlation was observed, suggesting younger individuals might be more inclined to purchase than older ones. The unstandardized coefficient (-0.325) indicates a decrease in purchasing likelihood with increasing age. However, the p-value (0.066) suggests statistical insignificance, necessitating further data collection for conclusive results.

Findings

- Influencer marketing significantly impacts consumer behavior, with over 60% of respondents considering influencer recommendations when making purchases.
- Nearly half (47.5%) of respondents sometimes consider influencer recommendations, while 15% always rely on them.
- Consumers trust influencers due to their perceived expertise in specific fields such as fashion, beauty, fitness, and technology.
- Relatability plays a crucial role, as influencers create personal connections that make their endorsements feel more genuine.
- Influencers highlight products positively, emphasizing benefits that can shape consumer perceptions and drive interest.
- Consumers must critically evaluate influencer recommendations, as many influencers collaborate with brands for paid promotions.
- Purchase decisions should be based on factors beyond influencer endorsements, including product quality, personal preferences, and multiple reviews.
- Influencer marketing is especially effective among Gen Z, who are more receptive to digital content and online promotions.
- Tailoring influencer marketing strategies to specific demographic characteristics enhances their effectiveness.
- Brands should carefully choose influencers aligned with their target audience and values to build consumer trust.
- Authenticity and transparency in influencer marketing are essential for long-term consumer engagement.
- Product categories like fashion, beauty, and lifestyle benefit more from influencer endorsements compared to finance or industrial sectors.

Conclusion

The research highlights the strong impact of influencer marketing, especially on Gen Z. Over 60% of respondents consider influencer recommendations, with 47.5% doing so occasionally and 15% always. Key factors driving influence include expertise, relatability, and positive product portrayal. While influencers shape consumer choices, but buyers must assess product quality and reviews critically. Influencer marketing is most effective among younger

audiences and works best for lifestyle, fashion, and beauty products. Brands can maximize impact by selecting authentic influencers aligned with their values and target audience.

Influencer marketing significantly shapes purchasing decisions, requiring consumers and brands to approach it strategically.

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