

# Rise of Influencer Marketing: Social Media Impact on Consumer Buying Behaviour in Bangalore

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*Abstract - Being a major tech and commercial hub Bengaluru, offers a unique market where influencer marketing has a significant impact on consumer behaviour. The study focuses on evaluating the influence of social media platforms and analysing the impact of social media influencers on consumer purchasing behaviour in Bengaluru. The study employed a mixed-methods approach. Data was collected through an online survey targeting individuals across different age groups, professions, and social media usage patterns. The questionnaire included quantitative and qualitative questions to gauge consumer preferences, trust levels, and frequency of purchases influenced by social media. Statistical tools were used to analyse the data and identify key trends. The findings reveal that Instagram is the most influential platform, followed by YouTube and Facebook. Influencers specializing in fashion, beauty, electronics, and food have the highest impact on purchase decisions. The study also highlights that transparency, product reviews, and influencer-audience interactions significantly affect consumer trust and purchase intent. Influencer marketing is a powerful tool in shaping consumer behaviour and purchase decisions. The findings suggest that micro and macro-influencers provide better engagement and conversion rates compared to celebrity influencers. Understanding these dynamics can help brands optimize their marketing strategies for better consumer outreach and sales growth.*

**Index Terms — Influencer Marketing, Consumer Behaviour, Social Media, Purchase Decisions, Digital Marketing.**

## I. INTRODUCTION

Social media influencers have gained credibility among consumers, making them essential marketing assets for brands. Influencers create authentic, engaging content that resonates with their followers, often leading to increased brand awareness and trust.

Businesses in Bengaluru should strategically collaborate with influencers who maintain transparency and authenticity in their content. In Bengaluru, a rapidly growing consumer market with high digital penetration, social media influencers play a crucial role in shaping purchasing trends. While global studies highlight influencer marketing's effectiveness, there is limited research focusing on Bangalore's consumer market, which has its own unique purchasing patterns and digital engagement behaviour.

This study provides clear data on how influencer marketing affects consumer behaviour, helping businesses make informed decisions. Study includes people of different ages and genders, making the findings more dependable and applicable to a wider audience. The research identifies which social media platforms influence purchases the most, allowing brands to target the right audience effectively and explores why people trust influencers, such as honest reviews and personal experience, giving brands key areas to focus on.

The research covers how often people buy products based on influencer recommendations, helping businesses understand consumer habits. While this study gives useful insights, a larger sample size in future research could make the findings even more accurate. Since the data is based on people's opinions, future research could track real purchases to confirm these trends. Some products may be more influenced by social media than others, so brands should analyse their specific category in detail. This study looks at immediate buying behaviour, but further research could explore how influencer marketing affects loyalty and repeat purchases over time. Since

influencer marketing is constantly evolving, brands need to stay updated with contemporary trends, platforms, and strategies.

REVIEW OF LITERATURE

Abidin, 2016 - Influencer commerce has experienced an exponential growth, resulting in new forms of digital practices among young women. In response, everyday users are beginning to model after Influencers through tags, reposts and #OOTDs (Outfit Of The Day). Drawing on ethnographic fieldwork among Instagram Influencers and followers in Singapore, this article investigates the visibility labour in which followers engage on follower-anchored Instagram advertorials, in an attention economy that has swiftly profited off work that is quietly creative but insidiously exploitative.

Boerman's 2020 study, "The Effects of Influencer Marketing on Social Media: A Systematic Review and Future Research Directions," provides a comprehensive overview of the field, examining how social media influencers impact consumer behavior and engagement. The study highlights the significant role of influencer marketing in driving engagement and influencing purchase decisions, while also identifying areas for future research

De Veirman, Cauberghe, and Hudders (2017) investigated the impact of Instagram influencers' follower numbers and product divergence on brand attitude. Their research found that influencers with more followers are perceived as more likeable, potentially due to their popularity, but only in limited cases does follower count increase perceived opinion leadership. Furthermore, the study suggests that partnering with high-follower influencers may not be the best strategy for promoting divergent products, as it can decrease the brand's perceived uniqueness and negatively impact brand attitudes.

The 2011 study by Freberg et al. explored public perceptions of social media influencers' personality. They found that influencers are generally perceived as smart, ambitious, productive, poised, and verbal. Conversely, attributes like self-pitying, indecisive, easily frustrated, and lacking meaning in life were not seen as characteristic of influencers.

The study by Hughes et al. (2019) in the Journal of Business Research investigates how online

influencers can drive brand engagement through sponsored blogging campaigns. It explores the factors influencing the success of these campaigns at different stages of the consumer purchase funnel, revealing the prevalence of influencer marketing in firm strategies. The research finds that influencer marketing is a valuable strategy for engaging consumers and influencing purchase decisions.

In essence, Schouten et al.'s research suggests that understanding the nuances of different influencer types and their engagement strategies is crucial for brands seeking to maximize the impact of influencer marketing campaigns, particularly when targeting specific demographics or niche markets.

RESEARCH METHODOLOGY

Study Design: This research follows a Descriptive Study Design as it aims to systematically analyses and evaluate the impact of social media influencers on consumer purchasing behaviour in Bengaluru without manipulating any variables.

Data Collection: Gathering data using relevant methods like surveys, interviews, observation, or secondary data analysis. Primary data collected by using convenient sampling and the sample size is 88.

Data Analysis: The collected data was analysed using statistical techniques and qualitative interpretation methods:

Percentages and frequency tables were used to analyses how many respondents were influenced by different social media platforms and types of influencers. Responses were compared across demographics to evaluate variations in consumer behaviour. Chi-square test is employed to test the variables relationship.

RESULTS AND DISCUSSION

The study provides valuable insights into the influence of social media marketing on consumer purchasing decisions.

Table-1 Shows the Age of the Respondents.

Age Group	Number of Respondents	Percentage
Below 18	3	3.4%
18-24	47	53.4%
25-34	28	31.8%

35-44	7	8%
45+	3	3.4%
Total	88	100%

It is inferred that the 18-24 age group (53.4%) is the most influenced by social media marketing, confirming that younger consumers are more engaged with digital platforms, that influencer marketing has a strong impact on this age group.

**Table - 2 shows the Gender of the Respondents**

Gender	No. of Respondents	Percentage
Female	48	54.5%
Male	40	45.5%
Others	0	0
Total	88	100

It is observed from the table, Female (54.5%) engage more with influencer marketing, suggesting that female consumers may be more receptive to recommendations from influencers, especially in industries like beauty, fashion, and lifestyle .suggesting that influencer marketing may have a higher impact on female consumers.

Table - 3 shows the social media platform that influences respondents' buying decisions the most.

Platform	No. of respondents	Percentage
Instagram	41	46.6%
YouTube	27	30.7%
Facebook	12	13.6%
Twitter	2	2.3
LinkedIn	2	2.3
Others	4	4.5%
Total	88	100%

It is divulged that Instagram (46.6%) is the most dominant platform for influencer marketing, followed by YouTube (30.7%), indicating that visual content and video reviews play a significant role in shaping consumer trust and interest.

Table - 4 shows how often respondents purchase products based on influencer recommendations.

Frequency	No. of respondents	Percentage
Never	18	20.5%
Rarely	28	31.8%
Sometimes	36	40.9%
Often	4	4.5%
Always	2	2.3%
Total	88	100%

It is inferred that only 2.3% of respondents always buy based on influencer recommendations, 40.9% purchase sometimes, indicating that influencers can moderately drive sales, but other factors like pricing, brand reputation, and product necessity also

play a role. 40.9% of respondents make purchases sometimes based on influencer recommendations

Table - 5 shows the type of influencer respondent's trust the most.

Influencer Type	No. of respondents	Percentage
Micro	17	19.3%
Macro	49	55.7%
Celebrity	20	22.7%
Other	2	2.3
Total	88	100%

It is divulged from the table Macro-influencers (55.7%) are the most trusted more than celebrities, likely because they strike a balance between high reach and perceived authenticity and close engagement with followers However, micro-influencers (19.3%) are gaining traction due to their niche expertise and closer audience engagement.

Table - 6 shows the product category respondents buy most often due to influencer marketing.

Product Category	No. of respondent	Percentage
Clothing & Accessories	44	50%
Beauty & Skincare	33	37.5%
Electronics & Gadgets	24	27.3%
Food & Beverages	15	17%
Fitness & Health Products	12	13.6%
Other things	6	6.8%
Total	88	100%

It is divulged from the above table that 50% of Fashion-related products have higher impact through influencer marketing, followed by beauty products37.5%.

Table – 7 shows the factors that make respondents trust an influencer's recommendation.

Trust Factor	No. of Respondent	Percentage
Personal experience with the product	34	38.6%
Honest and transparent reviews	39	44.3%
Number of followers	17	19.3%
Brand collaboration	14	15.9%
Other	4	4.5%
Total	88	100%

It is inferred from the table that personal experience with the Product plays the biggest role in building trust with consumers

Table - 8 shows whether influencer promotions lead respondents to make impulse purchases.

Response	No. of Respondents	Percentage
Yes	29	33
No	43	48.9
Maybe	16	18.2
Total	88	100%

It is divulged that 48.9% of respondents fail to agree that impulsive buying taking place due to influencer promotions.

Table 9 - shows whether respondents prefer influencer recommendations over traditional advertisements.

Responses	No. of respondent	Percentage
Yes	34	38.6
No	29	33
Maybe	25	28.4
Total	88	100

Divulged from the above table 38.6% of Influencer marketing is seen as more credible than traditional advertising on the other hand 33% contradicting it.

Table – 10 shows how much you trust social media influencers' recommendations.

Preference	No. of respondent	Percentage
1 – Very high	16	18.2%
2 – High	24	27.3%
3 – Moderate	30	34.1%
4 – Low	15	17%
5 – Very low	3	3.4%
Total	88	100%

It inferred that 34.1% of respondents give influencers a moderate level of trust (rating of 3) and 18.2% of them have very high trust.

chi-square test

Table 11 Chi-Square Test-1 Age Vs. Level of Profit earned

Parameter	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	14.019 <sup>a</sup>	4	0.007
Likelihood Ratio	14.048	4	0.007
Linear-by-Linear Association	1.462	1	0.227
N of Valid Cases	500		

Source: Primary data

In order to find the relationship between age of the respondents and the level of profit earned a chi-square test has been employed to test the hypothesis and the result of the test is shown in the following table.

Null Hypothesis  $H_0$ : There is no close relationship between age of the respondents and the trust on social media influencer.

Alternative Hypothesis  $H_1$ : There is a significant relationship between age of the respondents and the trust on social media influencer.

Interpretation

It is divulged that the calculated chi-square value is greater than table value and the result is significant at 1% level. Hence the null hypothesis  $H_0$  is rejected and the alternative hypothesis  $H_1$  is accepted. The hypothesis “Age of the respondents and the trust on social media influencer”, are associated, holds good. From the analysis it is concluded that there is a close relationship between age of the respondents and the trust on social media influencer.

Future Directions: Potential Research Avenues

While this study provides valuable insights into influencer marketing and consumer behaviour, there are several areas that future research can explore:

Long-Term Impact of Influencer Marketing

Does influencer marketing create brand loyalty and repeat customers over time? How does consumer trust evolve after multiple interactions with the same influencer?

Effectiveness of Different Social Media Platforms

How do newer platforms like TikTok and Threads compare to Instagram and YouTube in influencing purchase decisions?

Does the type of content (short videos, live streams, posts, or stories) affect consumer trust and engagement?

Role of AI and Virtual Influencers

How do AI-generated influencers (like virtual brand ambassadors) compare to human influencers in terms of trust and engagement?

Can AI help personalize influencer marketing based on user preferences and behaviour?

Psychological and Emotional Triggers

What psychological factors make people trust and follow influencer recommendations?

How do emotions like fear of missing out (FOMO) or social validation impact purchase decisions?

Cross-Cultural and Demographic Studies

How do consumer responses to influencer marketing differ across countries and cultures?

Are there age-based or income-based variations in how people trust and engage with influencers?

Ethical Considerations in Influencer Marketing

How can brands ensure transparency and honesty in influencer promotions?

What are the ethical concerns of influencer marketing, such as hidden sponsorships or exaggerated claims?

By exploring these research directions, future studies can further enhance our understanding of how influencer marketing is evolving and its long-term impact on consumer behaviour.

### CONCLUSION

This study explored the impact of influencer marketing on consumer purchasing behaviour. The findings reveal that Instagram is the most dominant platform for influencer marketing, influencing 46.6% of respondents, followed by YouTube. Additionally, micro-influencers are found to be more trusted (55.7%) compared to celebrities, as they are perceived to be more authentic and relatable. Trust in influencer recommendations is driven by honest and transparent reviews (44.3%) and personal experience with the product (38.6%). Furthermore, 40.9% of respondents reported that they sometimes purchase products based on influencer recommendations, and fashion (50%) and beauty products (37.5%) are the most purchased categories influenced by social media marketing.

The study contributes to the understanding of how social media influencers shape consumer behaviour and decision-making. It provides valuable insights for businesses looking to leverage influencer marketing by identifying effective platforms and understanding consumer trust factors. The research highlights the growing influence of micro-influencers, emphasizing the need for brands to focus on authenticity and credibility in their marketing strategies. Additionally, the findings can help companies tailor their advertising efforts to better align with consumer preferences and trust mechanisms.

Businesses can enhance their influencer marketing strategies by focusing on micro-influencers who have stronger audience engagement and credibility. Build trust, brands should prioritize influencers who provide honest and transparent product reviews. Additionally, selecting the right platform is crucial, with Instagram emerging as the most effective medium. Marketers

should also consider impulse buying behaviour when designing campaigns and strategically align their promotions with consumer interests. By implementing these recommendations, companies can improve their brand perception and drive higher conversions through influencer collaborations.

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