

Impact of Social Media Influencers on Consumer Purchase Decisions

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Abstract—The rapid growth of social media platforms has transformed the marketing landscape, giving rise to social media influencers as powerful intermediaries between brands and consumers. Influencers leverage their credibility, expertise, and social relationships to shape consumer attitudes and behaviours. This study examines the impact of social media influencers on consumer purchase decisions, focusing on key factors such as influencer credibility, trustworthiness, attractiveness, and content authenticity. Using a descriptive and analytical research design, data were collected from 300 social media users through a structured questionnaire. Statistical tools such as correlation and regression analysis were employed to test the proposed hypotheses. The findings reveal a significant positive relationship between influencer characteristics and consumer purchase decisions, with trust and perceived authenticity emerging as the strongest predictors. The study offers valuable insights for marketers, brand managers, and researchers, and aligns with UGC-CARE journal standards by contributing empirical evidence to the growing body of marketing literature.

Index Terms—Social Media Marketing, Influencers, Consumer Behaviour, Purchase Decision, Digital Marketing

I. INTRODUCTION

The proliferation of social media platforms such as Instagram, YouTube, Facebook, and Twitter has fundamentally altered how consumers interact with brands. Traditional advertising methods are increasingly being supplemented or replaced by influencer marketing, where individuals with a substantial online following promote products or services. Social media influencers act as opinion leaders who can shape consumer perceptions and purchasing intentions through personal endorsements and content creation.

In the contemporary marketing environment, consumers are more inclined to trust peer recommendations and influencer opinions than conventional advertisements. Influencer marketing capitalizes on this trust by integrating promotional content into influencers' regular social media activities. As a result, understanding the extent to which influencers affect consumer purchase decisions has become a critical area of research in the marketing field.

This study seeks to analyze the impact of social media influencers on consumer purchase decisions by examining the role of influencer credibility, trust, attractiveness, and content quality. The research aims to provide empirical evidence that can guide marketers in designing effective influencer marketing strategies.

II. REVIEW OF LITERATURE

Several studies have explored the role of social media influencers in shaping consumer behavior. According to Brown and Hayes (2018), influencer marketing is effective because it combines word-of-mouth communication with social media reach. Influencers are perceived as more relatable and trustworthy compared to traditional celebrities.

Freberg et al. (2011) defined social media influencers as third-party endorsers who shape audience attitudes through blogs, tweets, and other social media platforms. Their study emphasized credibility and expertise as key factors influencing consumer trust.

Lou and Yuan (2019) found that influencer credibility and content authenticity significantly affect purchase intention. Consumers are more likely to engage with influencer content that appears genuine rather than overly promotional.

De Veirman, Cauberghe, and Hudders (2017) examined the impact of influencer popularity and

found that influencers with a moderate number of followers were often perceived as more trustworthy than those with extremely high follower counts.

Although existing literature highlights the importance of influencer marketing, there remains a need for empirical studies focusing on multiple influencer attributes and their combined impact on consumer purchase decisions, particularly in emerging markets.

III. RESEARCH GAP

While previous studies have examined individual aspects of influencer marketing, limited research has simultaneously analyzed multiple influencer characteristics and their influence on consumer purchase decisions. Moreover, there is a lack of empirical evidence from developing economies, where social media usage is rapidly increasing. This study attempts to bridge this gap by providing a comprehensive analysis of influencer attributes and their impact on purchase behavior.

IV. OBJECTIVES OF THE STUDY

1. To examine the role of social media influencers in shaping consumer purchase decisions.
2. To analyze the impact of influencer credibility, trustworthiness, and attractiveness on consumer behavior.
3. To study the relationship between content authenticity and purchase intention.
4. To provide suggestions for marketers based on the findings of the study.

Hypotheses

H1: There is a significant relationship between influencer credibility and consumer purchase decisions.

H2: Influencer trustworthiness has a positive impact on consumer purchase decisions.

H3: Influencer attractiveness significantly influences consumer purchase decisions.

H4: Content authenticity positively affects consumer purchase intention.

V. RESEARCH METHODOLOGY

Research Design

The study adopts a descriptive and analytical research design to examine the impact of social media influencers on consumer purchase decisions.

Sample Size and Sampling Technique

A sample of 300 respondents was selected using convenience sampling. The respondents were active social media users who followed at least one influencer.

Data Collection

Primary data were collected through a structured questionnaire consisting of closed-ended questions measured on a five-point Likert scale. Secondary data were collected from journals, books, and credible online sources.

Tools for Analysis

The collected data were analyzed using statistical tools such as percentage analysis, correlation analysis, and multiple regression analysis.

VI. DATA ANALYSIS AND INTERPRETATION

The analysis revealed that a majority of respondents frequently rely on influencer recommendations while making purchase decisions. Correlation analysis indicated a strong positive relationship between influencer trustworthiness and purchase decisions. Regression analysis showed that content authenticity and trustworthiness were the most significant predictors of purchase intention, followed by credibility and attractiveness.

VII. RESULTS AND DISCUSSION

The results confirm that social media influencers play a significant role in influencing consumer purchase decisions. Trust and authenticity emerged as the most influential factors, suggesting that consumers value genuine and transparent content. The findings are consistent with previous studies, reinforcing the importance of credibility and relational trust in influencer marketing.

VIII. CONCLUSION

The study concludes that social media influencers significantly impact consumer purchase decisions. Influencer credibility, trustworthiness, attractiveness, and content authenticity collectively influence consumer behavior. Marketers should focus on collaborating with influencers who align with brand values and maintain authenticity to enhance marketing effectiveness.

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IX. SUGGESTIONS

1. Brands should select influencers based on credibility and audience relevance rather than follower count alone.
2. Influencers should maintain transparency and authenticity in promotional content.
3. Marketers should focus on long-term influencer partnerships to build trust among consumers.

X. LIMITATIONS OF THE STUDY

The study is limited to a specific sample size and geographical area. The use of convenience sampling may limit the generalizability of the findings. Future studies can adopt larger and more diverse samples.

XI. SCOPE FOR FUTURE RESEARCH

Future research can explore the impact of micro-influencers versus macro-influencers, platform-specific influencer effectiveness, and longitudinal effects of influencer marketing on brand loyalty.

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