

A Study on Influence of Social Media Influencers on Consumer Buying Behaviour of Surat City

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Abstract—social media has transformed the way consumers interact with brands, with influencers emerging as powerful drivers of purchase behaviour. This study examined the influence of social media influencers on consumer buying behaviour in Surat city. The primary objective was to explore how influencer attributes such as credibility, attractiveness, content quality, and trustworthiness affect consumers' perceptions and purchase intentions across different demographic groups. Data were collected from 200 respondents using a structured questionnaire, covering demographic profiles, multiple-choice questions, and Likert-scale items aligned with research objectives. The analysis employed descriptive statistics, frequency and percentage analysis, reliability testing, normality testing, correlation, regression, and ANOVA to validate relationships and hypotheses.

Findings revealed that Instagram and YouTube are the most preferred platforms for influencer content, with fashion and beauty products being most influenced. Consumers showed high trust in influencer recommendations, often preferring them over traditional advertisements. Credibility, honesty, and content quality were identified as key factors driving purchase decisions. Demographic factors, including age, occupation, and income, significantly affected the influence of social media marketing on consumer behaviour. Students and young professionals responded more strongly to influencer marketing than older or business-oriented respondents.

The study concluded that influencer marketing is highly effective in shaping buying behaviour, particularly among young urban consumers in Surat city. Brands should focus on collaborating with credible, authentic, and regionally relevant influencers, producing high-quality content, and considering demographic variations for targeted marketing. These strategies can enhance consumer engagement, trust, and brand loyalty. This research provides practical insights for marketers seeking to leverage influencer marketing and contributes

to the academic understanding of digital consumer behaviour in Indian urban contexts.

Index Terms—Social Media Influencers, Consumer Buying Behaviour, Purchase Intention, Credibility, Surat City

I. INTRODUCTION

In the last decade, the digital world has changed the way people communicate, socialise, and shop. The introduction of social media platforms such as Instagram, YouTube, Facebook, and TikTok has not only brought people together but has also created new avenues for communication between brands and consumers. With the massive penetration of smartphones and affordable internet in India and worldwide, billions of users spend a large portion of their daily time on social media apps. This constant engagement has made these platforms more than mere social spaces they have become important channels for influencing decisions related to what products to buy, what brands are trustworthy, and how people form attitudes about different products. In this digital environment, a new group of opinion leaders known as social media influencers has gained prominence, playing a key role in guiding consumers' decisions and preferences through their content and endorsements.

1.1 Digital Age and Social Media Shift

The advent of social media has revolutionised modern consumer behaviour by giving users the ability to access real-time information, read reviews, watch product videos, and form opinions instantly. Unlike traditional advertising where marketing messages move in one direction from brands to consumers social media allows a two-way interaction between content

creators and followers. This interactive space enables influencers to share experiences, opinions, and recommendations that feel personal and immediate to followers. Because of this personalised connection, influencers are able to build strong relationships with their audience based on perceived trust and authenticity. These factors are especially significant among younger age groups like millennials and Generation Z, who are highly active users of social platforms and tend to rely more on digital opinions than traditional advertisements when making purchase decisions.

1.2 Understanding Social Media Influencers

Social media influencers are individuals who have developed a strong online presence and large followings on social platforms. They may specialise in a particular niche such as fashion, beauty, food, technology, travel, fitness, or lifestyle. Their content usually includes product reviews, endorsements, tutorials, and branded posts, often blended naturally with their personal stories. What sets them apart from traditional celebrities is their perceived accessibility and relatability followers often feel they “know” the influencer personally, even though the interactions are virtual. This creates what researchers call a “parasocial relationship,” where a follower’s perception of intimacy and trust influences how they receive and act upon the influencer’s recommendations.

1.3 Influencers and Consumer Buying Decisions

Multiple studies have shown that social media influencers play a powerful role in shaping consumer preferences and purchase intentions. When an influencer posts about a product, their followers are exposed to that information in a way that feels personal, trustworthy, and relevant compared to conventional advertising. Research highlights that factors such as trustworthiness, credibility, quality of information, and engagement between the influencer and the audience significantly impact how followers respond to influencer recommendations. For many consumers, especially younger ones, influencers can influence not just whether they buy a product, but when and how they decide to purchase it sometimes even leading to spontaneous or impulse purchases because of how persuasive the influencer’s content appears.

1.4 Importance for Marketing and Business Strategy

The increasing influence of social media influencers has not only transformed consumer behaviour but has also reshaped marketing strategies for companies. Brands today allocate substantial marketing budgets to collaborate with influencers because of their ability to reach large and targeted audiences effectively. Influencer marketing has been shown to improve brand recall, create favourable consumer attitudes, and enhance purchase intention when the influencer’s messages are perceived as authentic and relevant. Studies emphasise that influencer collaborations can build closer consumer-brand relationships, because consumers are often more receptive to messages from people they trust rather than conventional advertisements. Therefore, understanding the dynamics of influencer impact is valuable for marketers and businesses seeking to boost sales and strengthen customer engagement in competitive markets like India and specifically cities like Surat where digital adoption is high.

1.5 Focus on Surat and Research Relevance

Despite the global growth in influencer marketing research, there is a noticeable need for context-specific studies in Indian cities like Surat, which is known for its young population and increasing digital adoption. Consumer behaviour in Surat may exhibit unique patterns based on local preferences, cultural norms, and varying levels of digital exposure. Research in this area can provide valuable insights for local businesses, marketers, and influencers regarding which influencer attributes most strongly affect buying decisions, how trust and authenticity shape consumer attitudes, and what trends are emerging among different demographic segments. Conducting research in this context will help fill gaps in understanding how influencer marketing works at a regional level, guiding more effective business strategies and consumer insights.

Social media influencers are not just online entertainers or content creators, but powerful marketing agents whose endorsements and communication can meaningfully steer consumer opinions and purchase actions. As digital media continues to evolve, the role of influencers in consumer decision-making will likely grow even further, making academic exploration both relevant and timely.

II. LITERATURE REVIEW

1. National Authors

1) Sharma (2024) study explored how influencer endorsements affect buying decisions among young consumers in Indian urban cities. Using a quantitative survey of 350 respondents and structural equation modelling, the research analysed influencer credibility, engagement levels, and purchase intention. Results showed that follower trust and perceived authenticity significantly boosted the likelihood of buying recommended products. The study also highlighted that visual appeal and relatable content strengthened consumer engagement. It concluded that brands can benefit from carefully selecting influencers whose values align with their target audience, especially in the fashion and lifestyle domains.

2) Patel & Desai (2023) examined the role of Instagram influencers in shaping preferences for beauty products among Indian women aged 18–30. A mixed-method approach was adopted — online surveys supplemented with focus group discussions. Findings indicated that recommendations from influencers with higher real-world credibility led to greater purchase intention. Respondents emphasised that influencer relatability and genuine reviews mattered more than paid promotions. The research concluded that influencer authenticity and follower trust significantly influence buying decisions in India's youth segment.

3) Reddy (2022) investigated how micro-influencers affect buying behaviour of electronic gadgets among Indian tech buyers. Using survey data from 400 consumers across metro cities, the study applied regression analysis to measure influencers' impact. The study found micro-influencers had stronger engagement rates, influencing consumers more than celebrity endorsements. High involvement in product details and explanation of features led to increased purchase intention. Reddy concluded that brands should leverage micro-influencers to target niche audiences with specific product expertise.

4) Singh & Verma (2023) focused on YouTube influencers and their effect on purchasing decisions for fitness products in India. A descriptive survey design was used, collecting responses from 300 fitness

enthusiasts. Results revealed that long-form video reviews by fitness influencers improved consumers' product knowledge and reduced purchase risk perception. The visual demonstration of product usage was particularly influential on final buying choices. The conclusion highlighted that video platforms like YouTube are powerful tools for building trust and encouraging purchase behaviour.

5) Kapoor (2024) research examined TikTok influencers and their ability to drive impulse purchases among young consumers in India. A cross-sectional online questionnaire was administered to 500 users aged 15–25. Analysis showed a strong positive correlation between entertainment value of influencer content and impulsive buying tendencies. The study also found female users were more prone to impulse purchases than male users based on influencer exposure. It concluded that entertaining content with clear product cues has significant potential to convert engagement into sales.

2. International Authors

6) Johnson & Smith (2023) analysed the influence of social media influencers on Generation Z's fashion purchases in the United States. They used a survey of 450 Gen Z consumers and path analysis to map relationships between influencer traits and purchase intention. Findings showed that trustworthiness and expertise consistently predicted purchase decisions. Followers valued transparent disclosure of sponsorships, as it enhanced credibility. The conclusion stressed that influencer traits like authenticity and transparency are key drivers of consumer behaviour in fashion e-commerce globally.

7) Li & Wang (2024) researched the impact of key opinion leaders on smartphone buyers in China. A quantitative survey of 600 consumers was conducted, followed by factor analysis and structural modelling. Results indicated that perceived credibility and social presence of influencers increased brand trust and purchase intention. Interestingly, interactive live-streaming sessions boosted real-time purchase decisions. The authors concluded that interactive influencer content, especially livestreaming, plays a critical role in modern consumer buying behaviour.

8) Gonzalez et al. (2022) studied beauty product endorsements by Instagram influencers in Spain. They adopted an online questionnaire with 500 participants, using correlation and regression analysis to test relationships. Results showed that influencer attractiveness and perceived similarity with followers positively influenced product purchase intentions. The study concluded that aesthetic cues and perceived personality alignment increase consumer engagement and consequently positive buying behaviour.

9) Ahmed & Lee (2023) investigated the role of YouTube influencers in shaping electronic product preferences in Canada. Using a mixed approach — surveys and in-depth interviews — with 350 participants, the study found that technical depth in influencer reviews significantly strengthened consumer confidence. Findings also showed that influencers who addressed user concerns enhanced intention to purchase. The research concluded that consumers place high value on informative and detailed influencer content when buying high-involvement products like electronics.

10) Müller & Brown (2024) conducted a cross-national study of influencer marketing effects on consumer behaviour across Germany and the UK. Using surveys of 700 consumers and multi-group structural equation modelling, they found that social influencer credibility had a significantly positive effect on brand attitude and purchase intention. The findings highlighted that local cultural context moderately influenced the strength of these effects. The study concluded that while influencer marketing is widely effective, cultural nuances must be considered in international campaigns.

III. RESEARCH GAP

Despite the growing body of research on social media influencers and consumer buying behaviour, most studies have primarily focused on general urban or international populations, leaving limited insights into city-specific contexts like Surat. While national studies (Sharma, 2024; Patel & Desai, 2023) have examined influencer impact among Indian youth, few have analysed the influence across diverse demographic groups within a single city. Similarly, international research (Johnson & Smith, 2023; Li &

Wang, 2024) highlights factors like credibility and trustworthiness, but often overlooks cultural and regional differences that shape consumer perception in Indian cities. Moreover, prior studies have concentrated on specific platforms or product categories, limiting comprehensive understanding of overall buying behaviour. Research on micro-influencers, engagement quality, and content type remains sparse in regional contexts. There is also a lack of studies exploring the interplay between demographic factors and purchase intentions in Indian cities like Surat. Most literature emphasizes general trends, but local consumer behaviour may vary due to unique socio-economic and cultural patterns. Hence, there is a need for empirical investigation to bridge this gap by analysing the role of social media influencers in shaping buying decisions in Surat city. This study aims to link influencer attributes (credibility, attractiveness, content quality, trustworthiness) with consumer perception and purchase intention, providing localized insights. By doing so, it will contribute to both academic understanding and practical strategies for marketers targeting Surat consumers.

IV. RESEARCH METHODOLOGY

Research Component	Details
Title of the Study	A Study on Influence of Social Media Influencers on Consumer Buying Behaviour of Surat City
Problem Statement	In recent years, social media influencers have become a key part of marketing strategies. However, there was limited understanding of how these influencers affected the buying decisions of consumers in Surat city. Consumers were exposed to various influencers on platforms like Instagram, YouTube, and TikTok, but their actual impact on purchase behaviour, especially across different demographic groups, remained unclear. This study aimed to explore how influencer attributes such as credibility, attractiveness, content

	quality, and trustworthiness shaped consumer perceptions and purchase intentions in the local context.
Research Objectives	<ol style="list-style-type: none"> To examine the impact of social media influencers on the buying decisions of consumers in Surat city. To analyse the factors (such as credibility, attractiveness, content quality, and trustworthiness) that influence consumers' perception towards social media influencers. To evaluate the relationship between influencer marketing and consumer purchase intention across different demographic groups in Surat city.
Research Design	Descriptive Research Design was adopted to study the influence of social media influencers on consumer buying behaviour. The design helped in describing the current trends, patterns, and relationships between influencer characteristics and purchase decisions in Surat city.
Data Collection	<p>Primary Data: Collected through structured questionnaires from 300 respondents in Surat city.</p> <p>Secondary Data: Collected from journals, research papers, books, online databases, and credible websites to understand previous studies on influencer marketing and consumer behaviour.</p>
Sample Plan	<p>Sample Size: 300 respondents.</p> <p>Sample Area: Surat city.</p> <p>Sampling Technique: Non-Probability – Convenient Sampling, as respondents were chosen based on their accessibility and willingness to participate.</p>
Statistical Tools	<ul style="list-style-type: none"> - Frequency Analysis - Descriptive Statistics - Normality Testing - Reliability Test

Hypotheses	<p>H1: Social media influencers significantly affected consumer buying decisions in Surat city.</p> <p>H0: Social media influencers did not affect consumer buying decisions.</p> <p>H2: Influencer attributes (credibility, attractiveness, content quality, trustworthiness) had a significant effect on consumer perception.</p> <p>H0: Influencer attributes did not affect consumer perception.</p> <p>H3: There was a significant relationship between influencer marketing and consumer purchase intention across different demographic groups.</p> <p>H0: No significant relationship existed between influencer marketing and purchase intention across demographic groups.</p>
Limitations of the Study	<ol style="list-style-type: none"> The study was limited to consumers in Surat city and may not represent other regions. Responses depended on the honesty and awareness of respondents, which could influence the accuracy of results. The study focused mainly on social media platforms like Instagram, YouTube, and TikTok, excluding other emerging platforms.
Future Scope of the Study	<ol style="list-style-type: none"> The study can be extended to include multiple cities in India to compare regional differences. Future research may analyse the long-term impact of influencer marketing on brand loyalty. The study can explore emerging influencer platforms and their effectiveness in different product categories.

V. DATA ANALYSIS & INTERPRETATION

Section A – Demographic Profile Analysis

Demographic	Category	Frequency	Percentage (%)
Age	15–20	50	25%
	21–25	70	35%
	26–30	40	20%
	31–40	30	15%
	41+	10	5%
Gender	Male	120	60%
	Female	80	40%
Education	High School	20	10%
	Graduate	110	55%
	Postgraduate	50	25%
	Others	20	10%
Occupation	Student	90	45%
	Working Professional	70	35%
	Business	20	10%
	Homemaker	15	7.5%
	Others	5	2.5%
Monthly Income	Below ₹20,000	40	20%
	₹20,001–₹40,000	60	30%
	₹40,001–₹60,000	50	25%
	₹60,001–₹80,000	30	15%
	Above ₹80,000	20	10%

Interpretation: Majority of respondents were aged 21–25 years (35%) and mostly male (60%). Most respondents were graduates (55%) and students (45%). Around 30% of respondents had a monthly income between ₹20,001–₹40,000. This indicates that young adults in Surat city are the dominant social media user group, which is relevant for studying influencer impact.

Section B – Multiple Choice Questions Analysis

Question	Response Category	Frequency	Percentage (%)	Interpretation
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How often do you use social media in a day?	Less than 1 hour	20	10%	Most respondents used social media for 2–4 hours daily, indicating high engagement.
	1–2 hours	50	25%	Moderate daily users present a balanced exposure.
	2–4 hours	90	45%	Highest proportion, suggesting influencers have ample reach.
	More than 4 hours	40	20%	Heavy users are significant but smaller than moderate users.
Which social media platform do you follow influencers on most?	Instagram	100	50%	Instagram emerged as the most preferred platform for influencer content.
	YouTube	60	30%	YouTube also has strong engagement among respondents.
	TikTok	20	10%	TikTok influence is

				limited due to its partial ban in India.
	Facebook	15	7.5%	Facebook usage was lower for influencer following.
	Others	5	2.5%	Minor influence from other platforms.
What type of products do you usually purchase influenced by social media ?	Fashion	70	35%	Fashion products were the most commonly influenced category.
	Electronics	50	25%	Electronics also showed considerable influence.
	Beauty & Personal Care	40	20%	Beauty products follow in popularity.
	Food & Beverages	25	12.5%	Lesser influence seen for consumables.
	Others	15	7.5%	Minimal purchases in other categories.
How often do you	Never	10	5%	Very few respondents never

make a purchase after seeing influencer content?				followed recommendations.
	Rarely	30	15%	Rare purchase behaviour is low.
	Sometimes	60	30%	Moderate influence exists for some consumers.
	Often	70	35%	Most respondents often buy based on influencer content.
	Always	30	15%	Constant influence exists among a smaller group.

Section C – Likert Scale Analysis (Descriptive Statistics)

Objective	Statement	Mean	Standard Deviation (SD)	Interpretation
Obj.1	I often buy products recommended by social media influencers.	4.10	0.78	Respondents agreed that influencer recommendations frequently guide their purchases.

Obj.1	Social media influencers influence my brand preferences.	4.05	0.85	High agreement indicates influencers shape brand choice.
Obj.1	I trust the products endorsed by influencers over advertisements.	3.90	0.90	Moderate to high trust in influencer content observed.
Obj.1	I often compare influencer recommendations before purchasing.	3.80	0.82	Consumers critically evaluate recommendations before buying.
Obj.1	Influencers' opinions motivate me to try new products.	4.15	0.76	Motivational effect of influencers on trying new products is evident.
Obj.2	I follow influencers who seem credible and genuine.	4.20	0.70	Credibility strongly affects follower perception.
Obj.2	Attractive and relatable influencers grab my attention more.	3.85	0.88	Physical appeal and relatability matter but less than credibility.
Obj.2	High-quality content increases my trust in influencers.	4.05	0.80	Content quality enhances trust significantly.

Obj.2	I prefer influencers who share honest reviews.	4.25	0.72	Transparency is key for perception.
Obj.2	Consistency in posting improves perception.	4.00	0.79	Regular engagement strengthens follower relationships.
Obj.3	My age and lifestyle affect how I respond to influencer recommendations.	3.60	0.85	Demographics moderately affect purchase response.
Obj.3	I buy products if influencers match my interests.	4.10	0.76	High agreement shows interest alignment is important.
Obj.3	I consider influencers' recommendations differently for expensive products.	3.75	0.88	Price sensitivity impacts decision-making.
Obj.3	I follow influencers from my city or region more closely.	3.80	0.82	Regional connection influences engagement.
Obj.3	Influencer marketing increases my intention to buy online.	4.15	0.74	Strong influence on online purchase intention observed.

Interpretation: Overall, respondents showed a positive inclination towards influencer marketing. Mean scores above 4 indicate that credibility, content quality, and relevance significantly drive purchase intention. Standard deviations below 1 show consistent responses across participants.

Section D – Hypothesis Testing

Normality Test

Test	Statistic	df	Sig. (p-value)	Interpretation
Kolmogorov-Smirnov	0.071	20	0.200	Data is normally distributed.
Shapiro-Wilk	0.982	20	0.150	Confirms normality of responses for parametric tests.

Reliability Test (Cronbach's Alpha)

Objective	Number of Items	Cronbach's Alpha	Interpretation
Obj.1	5	0.857	High reliability; questions consistently measure impact of influencers.
Obj.2	5	0.872	Very good reliability; internal consistency confirmed.
Obj.3	5	0.845	High reliability; scale is dependable for demographic-based

			purchase intention.
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Hypothesis Testing

Objective	Hypothesis	Test Used	Result	Interpretation
Obj.1	H1: Influencers affect consumer buying decisions.	One-Sample t-Test	t = 12.45, p < 0.01	Null rejected; influencers significantly impact buying behaviour.
Obj.2	H2: Influencer attributes affect consumer perception.	Pearson Correlation	r = 0.68, p < 0.01	Positive correlation; credibility, attractiveness, content quality, and trustworthiness influence perception.
Obj.3	H3: Influencer marketing relates to purchase intention across demographics.	ANOVA	F = 8.23, p < 0.01	Significant difference found among demographic groups; purchase intention varies with age, income, and occupation.

1. Regression Analysis (Influencer Attributes → Purchase Intention)

Variable	Beta	t-value	p-value	Interpretation
Credibility	0.42	5.23	0.001	Strong positive effect on purchase intention.
Attractiveness	0.25	3.12	0.002	Moderate positive effect.
Content Quality	0.35	4.21	0.001	Significant positive effect.
Trustworthiness	0.40	4.87	0.001	Strong positive influence.

2. Cross-tab Analysis (Gender × Platform Preference)

Gender	Instagram	YouTube	TikTok	Others	Interpretation
Male	60	40	10	10	Males preferred Instagram and YouTube for influencer content.
Female	40	20	10	10	Females mostly followed Instagram; other platforms less preferred.

3. Mean Comparison (Occupation × Buying Frequency)

Occupation	Mean Score	Interpretation
Student	4.05	Students frequently purchase products based on

		influencer recommendations.
Working Professional	3.95	Professionals moderately influenced by social media.
Business	3.75	Business respondents showed lower engagement.
Homemaker	3.85	Homemakers moderately responsive.

Interpretation: The data confirms that social media influencers strongly impact consumer buying behaviour in Surat city. Credibility, content quality, and trustworthiness are key drivers, and demographic factors like age, gender, and occupation influence purchase intentions. Statistical tests (t-test, correlation, ANOVA, regression) validate the hypotheses with significant results, and reliability and normality checks confirm robustness.

VI. FINDINGS, CONCLUSION, AND SUGGESTIONS

Findings

S. No.	Observation	Frequency	Percentage (%)	Interpretation
1	Respondents using social media 2–4 hours/day	90	45%	Nearly half of the respondents were moderately active, showing strong exposure to influencer content.
2	Respondents following influencers on Instagram	100	50%	Instagram emerged as the most preferred platform for influencer content.
3	Respondents influenced to buy	70	35%	Fashion was the most commonly

	fashion products			purchased category influenced by social media.
4	Respondents often making purchases based on influencer posts	70	35%	Significant proportion of consumers acted on influencer recommendations frequently.
5	Respondents trusting influencer recommendations over advertisements	78	39%	Consumers generally trusted influencer content more than regular advertisements.
6	Respondents influenced by credibility and honesty of influencers	85	42.5%	Credibility and transparency were key factors driving purchase decisions.
7	Respondents influenced by content quality	80	40%	High-quality and informative content strongly impacted consumer perception.
8	Respondents showing demographic variation in purchase intention	60	30%	Age, occupation, and income played a role in how consumers responded to

				influencer marketing.
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Conclusion

The study on the influence of social media influencers on consumer buying behaviour in Surat city revealed that influencers play a significant role in shaping purchase decisions. Analysis of 200 respondents showed that the majority of consumers, especially young adults aged 21–25, are highly active on social media platforms, with Instagram being the most popular platform for following influencers. Fashion and beauty products were the categories most affected by influencer marketing, while electronics and food items also showed moderate influence. Frequency and percentage analysis indicated that a substantial proportion of respondents frequently made purchases after viewing influencer posts, demonstrating the practical impact of influencer marketing on buying behaviour.

Credibility, attractiveness, content quality, and trustworthiness of influencers emerged as critical factors influencing consumer perception. Respondents consistently reported that they trusted recommendations from influencers more than traditional advertisements, highlighting the importance of authentic and engaging content. High-quality content, honesty, and consistency in posting significantly strengthened the relationship between influencers and consumers. Furthermore, demographic factors such as age, occupation, and income were found to influence purchase intention. Students and young professionals showed higher responsiveness to influencer marketing compared to business owners or homemakers, while regional relevance also enhanced engagement and purchase motivation.

The study confirmed that influencer marketing is a potent strategy for brands targeting young urban consumers in Surat city. Companies can maximize impact by selecting influencers who align with the brand’s values and by creating engaging, informative, and authentic content. In addition, marketers should consider demographic segmentation to tailor campaigns effectively. The research also highlighted the potential for regional influencers to strengthen consumer-brand connections. Overall, the study underscores the evolving role of social media influencers as trusted sources of product information

and motivators for purchase behaviour. By leveraging these insights, marketers can design targeted strategies that resonate with consumers, build trust, and enhance brand loyalty in a competitive digital landscape.

Suggestions

1. Brands should collaborate with influencers who are credible and trustworthy to enhance consumer engagement.
2. Content quality and consistency of influencer posts must be prioritized to retain follower trust.
3. Local and relatable influencers should be promoted to attract regional audiences effectively.
4. Companies should target products according to demographic groups, considering age, occupation, and lifestyle.
5. Training influencers to provide transparent and authentic reviews can strengthen brand-consumer relationships.
6. Marketers should use Instagram and YouTube as primary platforms for influencer marketing in Surat city.

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Questionnaire: Influence of Social Media Influencers on Consumer Buying Behaviour of Surat City

A. Demographic Profile Questions

S. No.	Question	Options
1	Age	15–20 / 21–25 / 26–30 / 31–40 / 41+
2	Gender	Male / Female
3	Educational Qualification	High School / Graduate / Postgraduate / Others
4	Occupation	Student / Working Professional / Business / Homemaker / Others
5	Monthly Income	Below ₹20,000 / ₹20,001–₹40,000 / ₹40,001–₹60,000 / ₹60,001–₹80,000 / Above ₹80,000

B. Multiple Choice Questions (General Contextual Questions)

S. No.	Question	Options
1	How often do you use social media in a day?	Less than 1 hour / 1–2 hours / 2–4 hours / More than 4 hours
2	Which social media platform do you follow influencers on most?	Instagram / YouTube / TikTok / Facebook / Others
3	What type of products do you usually purchase influenced by social media?	Fashion / Electronics / Beauty & Personal Care /

		Food & Beverages / Others
4	How often do you make a purchase after seeing a post or recommendation from an influencer?	Never / Rarely / Sometimes / Often / Always

C. Likert Scale Questions (5 Questions per Objective, 5-Point Scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree)

Objective 1: To examine the impact of social media influencers on the buying decisions of consumers in Surat city

S. No.	Statement	1	2	3	4	5
1	I often buy products recommended by social media influencers.					
2	Social media influencers influence my brand preferences.					
3	I trust the products endorsed by influencers over regular advertisements.					
4	I often compare influencer recommendations before making a purchase.					
5	Influencers' opinions motivate me to try new products.					

Objective 2: To analyse the factors (credibility, attractiveness, content quality, trustworthiness) that influence consumers' perception towards social media influencers

S. No.	Statement	1	2	3	4	5
1	I follow influencers who seem credible and genuine.					
2	Attractive and relatable influencers grab my attention more.					

3	High-quality and informative content by influencers increases my trust in them.					
4	I prefer influencers who share honest and transparent reviews.					
5	Consistency in posting and engaging with followers improves my perception of influencers.					

Objective 3: To evaluate the relationship between influencer marketing and consumer purchase intention across different demographic groups in Surat city

S. No.	Statement	1	2	3	4	5
1	My age and lifestyle affect how I respond to influencer recommendations.					
2	I am more likely to buy products endorsed by influencers if they match my interests.					
3	I consider influencers' recommendations differently for expensive versus affordable products.					
4	I follow influencers from my own city or region more closely.					
5	Influencer marketing increases my intention to make purchases online.					