



# Impact Of Influencer Marketing On Consumer Behaviour

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## ABSTRACT:

Influencer marketing has emerged as a strategic mechanism through which brands could reach out to people online. Brands partner with influencers on social media platforms like Instagram, YouTube, and Facebook because of their strength in reach and the ability to command trust from followers. Indeed, several studies have shown that an influencer's credibility, knowledge, attractiveness, and trustworthiness can strongly affect what people think, prefer, and eventually buy. Emotional connection and authenticity go hand in hand-especially among young audiences who are so much hooked to social media.

This study uses a data-driven approach to figure out exactly why people buy products after seeing them on social media. By surveying a diverse group of social media users, a clear picture of modern shopping habits was developed. To make sense of the data, specific statistical methods like ANOVA, Regression analysis and correlation analysis were used to act like a high-tech filter.

**KEYWORDS:** Influencer marketing, Consumer behaviour, social commerce, Purchase intension, social media engagement.

## 1.INTRODUCTION

The fast growth of digital technology and social media has completely changed the way brands talk to customers. Influencer marketing allows brands to promote through popular social media personalities. Platforms like Instagram, YouTube, and Facebook strongly influence opinions and purchasing decisions.

## 1.2 Influencer Marketing

Influencer marketing is a modern promotional strategy in which brands collaborate with individuals who have a significant following on social media platforms to promote products or services. These individuals, known as influencers, create content that integrates brand messages in a natural and relatable manner. Unlike traditional celebrity endorsements, influencer marketing focuses on building authentic relationships with audiences, thereby enhancing credibility and trust.

With the rapid growth of digital platforms such as Instagram, YouTube, and Facebook, influencer marketing has become a dominant force in the advertising industry. Influencers may range from mega-celebrities to micro and nano influencers who have smaller but highly engaged audiences. Their ability to interact directly with followers through comments, live sessions, and personalized content makes their recommendations more persuasive.

Influencer marketing operates on the principles of credibility, expertise, attractiveness, and trustworthiness. When followers perceive influencers as genuine and knowledgeable, they are more likely to consider their opinions and recommendations. As a result, brands leverage influencer partnerships to enhance brand awareness, shape consumer perceptions, and drive purchase intentions in a competitive digital marketplace.

## 1.3 Impact of Influencer Marketing on Consumer Behaviour

Consumer behaviour refers to the study of how individuals select, purchase, use, and dispose of goods and services to satisfy their needs and wants. In the digital era, consumer behaviour is increasingly shaped by online interactions, peer reviews, and social media content. Influencer marketing plays a crucial role in this transformation by acting as a bridge between brands and consumers.

Influencers impact consumer behaviour by shaping attitudes, perceptions, and purchase decisions. Their recommendations often reduce uncertainty about products, especially when followers trust their opinions. Factors such as authenticity, emotional connection, and relatability strengthen the persuasive power of influencers. When consumers feel connected to an influencer, they are more likely to develop positive attitudes toward the endorsed brand.

Moreover, influencer marketing creates social proof. When followers observe others engaging with or supporting a product, it increases their likelihood of considering or purchasing it. The visual and interactive nature of social media platforms further enhances product appeal, making influencer marketing an effective tool in influencing buying behaviour, particularly among young and digitally active consumers.

## 1.4 Objectives

The main objectives of this study are:

1. To identify the key influencer attributes (credibility, expertise, attractiveness, and trustworthiness) that affect purchase decisions.
2. To examine the impact and significance of influencer marketing on consumer behaviour in digital era.
3. To study the relationship between emotional connection, authenticity, and consumer buying intention.
4. To provide recommendations for improving the effectiveness of influencer marketing strategies.

## 1.5 Scope of the Study

This study aims to examine the impact of influencer marketing on consumer behaviour within the context of social media platforms. It specifically analyses how influencers on platforms such as Instagram, YouTube, and Facebook influence consumers; attitudes, perceptions, purchase intentions, and actual buying decisions.

## 2. RESEARCH METHODOLOGY

This study adopts a **quantitative, data-driven research design** to examine the factors influencing consumers' purchase decisions after exposure to product promotions on social media. The methodology is structured to ensure systematic data collection, objective analysis, and reliable interpretation of results.

### 2.1 Research Design

The research follows a **descriptive and analytical design**. It aims to describe consumer responses to influencer marketing and analyze the relationship between influencer-related factors and consumer buying behaviour.

### 2.2 Data Collection

#### Primary Data:

Primary data were collected through a structured questionnaire administered to a diverse group of active social media users. The questionnaire consisted of close-ended statements measured using a five-point Likert scale (ranging from strongly disagree to strongly agree)

#### Secondary Data:

Secondary data were obtained from academic journals, books, research articles, and credible online sources to support the theoretical foundation of the study.

### 2.3 Sampling Design

**Sampling Technique:** Convenience Sampling

**Sample Size:** 100 respondents

**Target Population:** The target population consists of different social media users.

### 2.4 Tools for Data Collection

A structured questionnaire consisting of 25 questions were used. The questionnaire was divided into sections.

### 2.5 Statistical Tools Used

Regression Analysis, ANOVA, Correlation Analysis

### 2.6 Hypothesis of the Study

This study develops hypotheses to understand the connection between influencer marketing and consumer behaviour. It checks whether qualities like credibility, trust, knowledge, and attractiveness of influencers affect people's intention to buy and their actual buying decisions. Both null and alternative hypotheses were tested using statistical tools such as ANOVA and Regression Analysis.

### 3.LITERATURE REVIEW

The impact of influencer marketing on consumer behaviour, establishing it as a key driver of digital purchase decisions and brand engagement. Early studies such as Sokolova and Kefi (2020)[1] demonstrated that influencer credibility, attractiveness, and parasocial interaction significantly influence consumer purchase intentions, highlighting the emotional connection between influencers and followers. Similarly, Lou and Yuan (2019/2020)[2] found that trustworthiness and informativeness of influencer content directly affect consumer attitudes and buying behaviour. Building on this, Djafarova and Bowes (2021)[3] emphasized that micro-influencers are perceived as more authentic and relatable than celebrities, leading to stronger engagement and trust. A comprehensive systematic review by Tanwar et al. (2021)[4] analyzed trends from 2008–2019 and identified key determinants such as credibility, self-presentation, and parasocial relationships as central to influencing consumer behaviour ([indianjournalofcapitalmarkets.com][1]). Further, Vidani and Das (2021) highlighted that influencer marketing evolved from electronic word-of-mouth and plays a major role in consumer decision-making processes. Later, Kanaveedu and Kalapurackal (2022/2024)[5] reviewed 65 studies and proposed an integrative framework showing that factors such as trust, engagement, and influencer-brand congruence significantly affect consumer behaviour and purchase intention ([archives.christuniversity.in. Expanding the field, Johne (2023) demonstrated through empirical data that influencer characteristics strongly impact the entire consumer decision journey, including awareness, interest, and purchase stages ([Springer][3]). More recent systematic reviews, such as Vrontis et al. (2024)[6] confirmed that influencer marketing affects not only purchase intention but also brand loyalty and post-purchase behaviour. Finally, Bhargava and Pareek (2026)[7] synthesized global literature from 2015–2025 and concluded that variables such as trustworthiness, attractiveness, and influencer-product congruence are key predictors of consumer behaviour, while also identifying gaps such as lack of longitudinal studies, limited cross-cultural research, and over-reliance on survey methods ([Propulsion Technology Journal][4]). Overall, the literature consistently shows that influencer marketing significantly shapes consumer attitudes, engagement, and purchase decisions, though further research is needed to explore long-term effects, ethical issues, and platform-specific differences.

### 4.DATA ANALYSIS:

This section of the report discusses the analysis and interpretation of the data collected for the study titled “Impact of Influencer Marketing on Consumer Behaviour.” The primary data was collected through a structured questionnaire from consumers who actively use digital platforms and are exposed to influencer marketing content. The analysis focuses on understanding how influencer attributes such as credibility, expertise, attractiveness, and trustworthiness affect consumer purchase decisions. It also examines the role of emotional connection, authenticity, and the overall effectiveness of influencer marketing strategies in shaping consumer behaviour in the digital era.

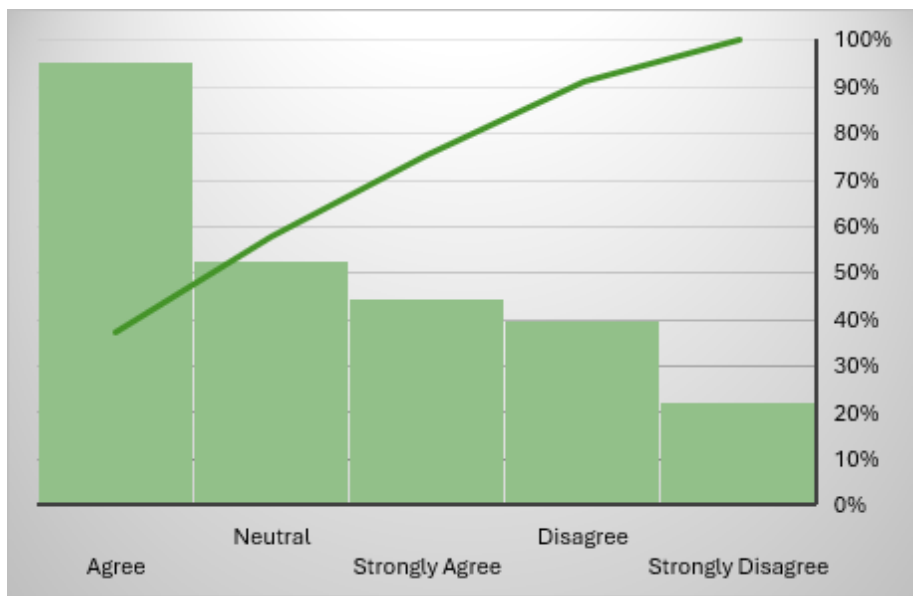


Fig 1: Consumer Opinions on Influencer Marketing

Responses	Count
Strongly Disagree	45
Disagree	80
Neutral	105
Agree	191
Strongly Agree	89
Total	510

**Interpretation:**

The histogram shows respondents’ opinions in five categories: Strongly Disagree, Disagree, Neutral, Agree, and Strongly Agree. Most people fall under the “Agree” category, showing a positive opinion. Fewer people chose “Strongly Agree,” but it still supports a favourable view. A moderate number of respondents are Neutral, meaning they are unsure or have no strong opinion. On the negative side, only a small number of people selected “Disagree” and even fewer chose “Strongly Disagree,” showing that very few respondents are unhappy. The chart also includes a “Total” category, which has the highest count, but it overlaps with the other categories and is not usually used in this type of chart.

**4.1 Descriptive Statistics**

**Table 1: Mean and Standard Deviation**

Variables	Mean	Standard Deviation
Trust in Influencers	3.23	1.01
Attractiveness	3.40	1.13
Emotional Connection	3.64	1.17
Relatability	3.58	1.16
Brand Perception	3.58	1.17

Brand Recall	3.38	1.28
Purchase Intention	3.54	1.24
Trying New Products	3.42	1.29
Actual Purchase Behaviour	3.54	1.11
Final Purchase Decision	3.54	1.20

Variable	Mean
Emotional Connection	3.64
Influencer Impact	3.63
Actual Behaviour	3.54
Purchase Intention	3.54

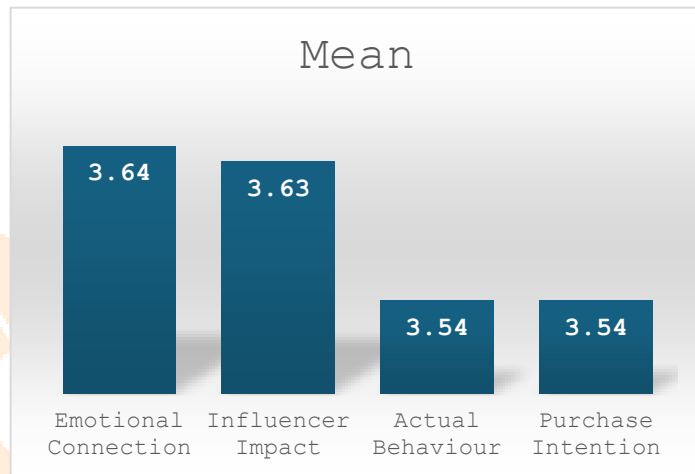


Fig 2: Mean Comparison of Influencer Marketing Variables

**Interpretation:**

The descriptive analysis indicates that emotional connection (Mean = 3.64) and influencer impact (Mean = 3.63) are the most influential factors affecting consumer behaviour. This suggests that consumers are highly influenced by engaging and relatable influencer content.

Purchase intention (Mean = 3.54) and actual buying behaviour (Mean = 3.54) also show moderate to high values, indicating that influencer marketing has a significant effect on consumers’ decision-making process.

As shown in Figure 1, emotional connection has the highest mean value, highlighting its strong influence on consumer purchase intention.

## 4.2 Correlation Analysis

**Table 2: Correlation Matrix**

Variables	Emotional Connection	Influencer Impact	Purchase Intention	Actual Behaviour
Emotional Connection	1	0.388	0.471	0.404
Influencer Impact	0.388	1	0.488	0.302
Purchase Intention	0.471	0.488	1	0.489
Actual Behaviour	0.404	0.302	0.489	1

### Interpretation:

The correlation analysis shows a moderate positive relationship between influencer marketing variables and purchase intention. Emotional connection ( $r = 0.471$ ) and influencer impact ( $r = 0.488$ ) exhibit a moderate association with purchase intention.

Additionally, actual buying behaviour ( $r = 0.489$ ) is positively correlated with purchase intention, indicating that consumers influenced by social media promotions are more likely to make purchases.

## 4.3 Regression Analysis

**Table 3: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error
1	0.434	0.188	0.153	0.948

**Table 4: ANOVA**

Source	DF	SS	MS	F	Sig.
Regression	2	9.589	4.795	5.337	0.008
Residual	46	41.329	0.898		
Total	48	50.918			

**Table 5: Coefficients**

Variables	Coefficient ( $\beta$ )	Std Error	t-value	p-value
Intercept	1.470	0.663	2.198	0.031
Emotional Connection	0.376	0.161	2.340	0.023
Influencer Impact	0.193	0.162	1.191	0.239

### Interpretation:

The regression analysis indicates that the model explains 18.8% of the variation in purchase intention ( $R^2 = 0.188$ ). The ANOVA results confirm that the model is statistically significant ( $p < 0.05$ ), indicating that influencer marketing factors influence consumer behaviour.

Emotional connection has a significant positive impact on purchase intention ( $\beta = 0.376$ ,  $p < 0.05$ ), suggesting that consumers who feel emotionally connected to influencers are more likely to purchase recommended products. However, influencer impact shows a positive but statistically insignificant effect ( $\beta = 0.193$ ,  $p > 0.05$ ).

### 4.4 Overall Findings

- Influencer marketing has a significant impact on consumer behaviour.
- Emotional connection is the strongest factor influencing purchase intention.
- Influencer promotions have a positive effect, but their impact is weaker compared to emotional engagement.
- Consumers respond more to authenticity and relatability than just promotional content.
- Effective influencer marketing strategies should focus on building genuine emotional connections.

### 5. SUGGESTIONS

- Focus on creating strong emotional connections between influencers and audiences, as it significantly drives purchase intention.
- Ensure authenticity and transparency in influencer content to build trust and credibility among followers.
- Collaborate with relatable influencers (especially micro-influencers) to enhance engagement and influence.
- Prioritize engaging and storytelling-based content instead of purely promotional messages.
- Maintain a strong alignment between influencer and brand/product to improve effectiveness.
- Use data analysis and feedback to continuously evaluate and improve influencer marketing strategies.

### 6. CONCLUSION

The study concludes that influencer marketing significantly affects consumer buying behaviour, with emotional connection identified as the most important factor influencing purchase intention. Consumers are more likely to trust and act on recommendations when they feel personally connected to influencers. While influencer impact shows a positive relationship with purchase intention, it is not statistically significant, indicating that mere promotion is less effective without emotional engagement. The model explains a moderate level of variation in consumer behaviour, suggesting that other factors also play a role. Overall, the findings highlight that authenticity, relatability, and emotional engagement are essential for successful influencer marketing strategies.

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