Journal DOI: 10.36713/epra1013 | SJIF Impact Factor (2025): 8.619 ISSN: 2347-4378
EPRA International Journal of Economics, Business and Management Studies (EBMS)
Volume: 12 | Issue: 5 | May 2025 -Peer-Reviewed Journal

A STUDY ON SOCIAL MEDIA INFLUENCER AND CONSUMER PURCHASE INTENTION

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ABSTRACT
In the digital era, social media influencers (SMIs) have emerged as powerful figures capable of shaping consumer behavior and purchase intentions. This study explores the relationship between influencer characteristics – such as credibility, attractiveness, expertise, and trustworthiness – and consumer purchase intentions. Through a quantitative survey of active social media users, the research identifies key factors that mediate and moderate this relationship, including brand fit, perceived authenticity, and follower engagement. The findings reveal that consumers are more likely to purchase products endorsed by influencers they perceive as relatable and trustworthy. The study offers insights for marketers on optimizing influencer partnerships to enhance brand awareness and drive sales, highlighting the growing significance of influencer marketing strategies in consumer decision-making processes.
KEYWORDS: *Social Media Influencers, Consumer Purchase Intention, Influencer Credibility, Digital Marketing, Consumer Behavior, Social Media Marketing.*

I. INTRODUCTION

Influencer marketing is a strategy where brands collaborate with social media content creators to promote products, services, or campaigns. This form of marketing leverages an influencer's credibility, audience, and ability to sway their followers' purchasing decisions, effectively bridging the gap between a brand and its target demographic Over time, influencer marketing has evolved from celebrity endorsements to include a spectrum of influencers, from mega-influencers with millions of followers to nano-influencers who have a smaller, but highly engaged, audience. This evolution is largely due to the rise of social media platforms, which have democratized content creation and allowed niche personalities to build significant followings around specific interests.

II. REVIEW LITERATURE

1 Vemuri,Jahnavi,P.Lingala Manasa ,and Pallavi D.R. (2023) This study uses a survey questionnaire to gather data on 200 consumers in Sritha, India. The empirical study also focused on the effectiveness of influencer marketing in promoting sustainable lifestyles and consumer behaviours. Influencer marketing can be a valuable tool for promoting sustainable lifestyles and consumer behavior in this generation. Incorporating influencer marketing as a tool has two faces; understanding both aspects is essential.

2. **Udita Trehan, Imran Nadeem Siddiqui, and Jay Kumar Dewangan (2022)** This study aimed to systematically review the current literature on social media influencer marketing. By reviewing 50 articles, this study provides an overview of the trends and themes covered by relevant literature, such as the role of social media influencers in buying behaviour and the impact of social media influencers on a firm's image and performance, and highlights the domains wherein influencers play a significant role. The findings of the review throw light on geographical locations, context, and journal type of the articles taken in the study.

3. Mathilde Hogsnes, Tor-Morten Grønli, and Kjeld Hansen (2024), This study, which explored how commercial products and services are displayed by different influencer categories on Instagram, was motivated by the need for a more transparent picture of the commercial content consumed by followers. The study closes a literature gap by providing a more refined understanding of social media influencers' commercial content on Instagram. It offers managerial implications based on the societal impact of the commercial content that people consume

4 Fernanda Polli Leite, Nicolas Pontes, and Schivinski(2024), This study explores how intimate self-disclosure in influencer recommendations affects perceptions of credibility. The congruence between the influencer's content and expertise plays a mediating role, with intimate content being perceived as incongruent with their expertise,

thereby reducing credibility. Competence need fulfillment moderates this effect such that influencers' credibility is enhanced through content-expertise congruence as participants feel more competent.

5. **Jihye Kim and Minseong Kim,(2022),**This study indicated that perceived friendship was significantly influenced by language similarity, interest similarity, and self-disclosure but did not have a significant impact on psychological well-being. Lastly, social media influencers' social responsibility moderated the path from psychological well-being to loyalty. Based on these findings, this study proposes theoretical and managerial implications for the social media influencer marketing context.

6 Yoon-Na Cho, Charles Ray Taylor, Mivena Panteqi(2025), This study proposes that disclosing influencers' body size through hashtags can help mitigate issues related to body image that have historically arisen from viewer exposure to idealized body images in advertising while promoting informed consumer decisions. Results reveal that individuals engage in more social comparisons when viewing an ad in which a larger-sized influencer and an appeal to intrinsic motivations are used.

7 Ahmed Mohammed Yimer, Tsadiku Setegne Dessie, Seid Hussein Oumer and Mohammed Yimam Ali, (2023), The study aims to identify changes in consumer buying behavior and its effect on their purchase intention According to the findings, all variables had a positive and significant influence on purchase intention. Theoretically, this study supported the view of consumer behavior toward a product that influences their behavioral intention during a pandemic crisis. The findings proposed useful information to marketers to help them develop effective marketing strategies to convince consumers during a pandemic or similar crisis.

8.Elisabetta Benevento, Davide Aloini, Paolo Roma, andDavide Bellino,(2025),Study grounded in Social Network Theory, examines the impact of influencers on brand social network growth during new product launch events. Our findings highlight the importance of frequent influencer-follower interactions in enhancing brand awareness and directing followers to brand social networks. Furthermore, influencers who occupy central social hub positions and exhibit high popularity are particularly effective in fostering brand growth. This research provides practical guidance within the realm of influencer marketing, offering several valuable insights for both companies and influencers.

III. RESEARCH OBJECTIVE

1 To find the impact of social media influencer on its customer
2. To study consumer perception towards the credibility of the influencer.
3 To find the consumer perception of the influencer and degree of purchase intention.

VI. SCOPE OF RESEARCH

1 Influencer Marketing is a growing and appealing advertising practice that still needs to be considered as a new trend in the Marketing World
2. Hence identifying the potential influencer and influencer campaigns that influence the consumers perception and level or degree of purchasing the product/service
3. There are many social media applications, identifying the right social media application, right influencer with appropriate content is very essential for digital marketing.

V. HYPOTHESIS

1) There exists no association between age of the respondents and the physical appearance of the influencer.
2) There exists no association between gender of the respondents and influencers effect on purchase decision.
3)There exists no association between educational qualification of the respondents and willing to try a new brand recommended by influencer.

VI. RESEARCH METHODOLOGY

Types of Data Collection:

a. Primary Data: Data which are collected fresh and for the first time and thus happens to be original in character. Primary data are gathered for specific purpose.

b. Secondary data: Data that collected from primary data i.e., they are already exit somewhere. For the purpose of the study, I collected both the data.

Sample Size:

Since the population of Pollachi is infinite, the size of the sample was restricted to 110 customers A pilot study was done with 20 samples to refine the questionnaire.

Analysis Technique

Data Analysis Tools: Statistical software such as SPSS and Excel will be used to perform quantitative analysis of the survey data including descriptive statistics.

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Sample Unit

The target population in this study was the consumers who belong to Pollachi Area. Non-probability, convenience sampling method is used in the study.

VIII. DATA ANALYSIS AND INTERPRETATION

1.Age and Physical Appearance of the Influencer

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.705	12	.470
Likelihood Ratio	13.818	12	.313
Linear-by-Linear Association	.700	1	.403
N of Valid Cases	115		

H_0: There exists no association between age of the respondents and the physical appearance of the influencer. Calculated $\chi 2$ Value: 11.705, Degree of freedom: 12, Signification level: .470

2. Gender of the respondents and Influencers Effect on Purchase Decision

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	.881	4	.927
Likelihood Ratio	.893	4	.926
Linear-by-Linear Association	.144	1	.704
N of Valid Cases	115		

H_0: There exists no association between gender of the respondents and influencers effect on purchase decision. Calculated $\chi 2$ Value: .881, Degree of freedom: 4, Signification level: .927

3.Educational Qualification and Try a new brand Recommended by Influencer

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.769	16	.026
Likelihood Ratio	30.772	16	.014
Linear-by-Linear Association	5.225	1	.022
N of Valid Cases	115		

H0: There exists no association between educational qualification of the respondents and willing to try a new brand recommended by influencer. Calculated $\chi 2$ Value: 28.769, Degree of freedom: 16, Signification level: .026

IX. FINDINGS

- The study examines that, As the calculated $\chi 2$ value (11.705) is not significant (.470) at five percent level, there exist no association between age of the respondents and the physical appearance of the influencer. Hence the null hypothesis is accepted.
- From this study that, as the calculated $\chi 2$ value (.881) is significant (.927) at five percent level, there exist no association between gender of the respondents and influencers effect on purchase decision. Hence the null hypothesis is accepted.
- The study examines that, as the calculated $\chi 2$ value (28.769) is significant (.026) at five percent level, there exist an association between educational qualification of the respondents and willing to try a new brand recommended by influencer. Hence the null hypothesis is rejected.

X. SUGGESTIONS AND RECOMMENDATIONS

- There are people who don't use social media. But that cannot be taken lite as the current generation educated their elders, family and friends about influencers. So, all the generation area ware of the influencers whether it is food, product or service.
- The consumer is more likely to reflect a higher trust in the influencers they follow and listen to their recommendations. After establishing a royal follower base, the influencers will be more likely to be perceived as experts or industry insiders. Therefore, their advice will be more likely to be accepted by their followers.
- Majority of the respondents are found to be in the age group of 18 to 27 and most of them are female who are found to be well-informed about influencer marketing due to their frequent interactions with influencers inside their buyer ecosystem. Therefore, the business organizations may focus on utilizing influencer marketing to promote products that are specifically targeted towards women.

- The customers will often purchase products after seeing the same in social media platforms. Through the study, it is understood that, when compared to other social media platforms, Instagram was selected as their preferred social media by most of the respondents. Therefore, corporations may focus on marketing their product through influencer in Instagram platforms.
- Through the study it is understood that, most of the consumers consider influencers as an expert in their respective fields. Taking this in to consideration, corporations may check for the field of the influencer and when it suits their product, they can use the influencer to promote their brand which will have good reach among the consumers.

XI. CONCLUSION

In conclusion, influencer marketing is a growing and changing tactic with high payoff potential if done properly. In the right hands, it has the potential to help brands communication with and interact with their intended audience on a more authentic and individual level. We should also keep in mind that, the success of influencer marketing depends not only on the business, but also on the influencer's credibility and the authenticity of the collaboration between the influencer and the brand. Influencers have an effect on customer choices in a number of ways, including trust, product discovery, engagement, targeted advertising, user-generated content and emotional relationships. Consumers are able to feel as though they are making a more educated decision when they are making a purchase when they watch a trusted source, such as preferred influencer, utilize a product. Social media influencer marketing has, in fact, brought about a beneficial change in the manner in which businesses connect with their customers. The success of influencer marketing can be attributed to the fact that it allows for communication in both directions between the influencers and the consumers

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