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IMPACT OF INFLUENCER MARKETING ON THE BUYING DECISIONS OF CONSUMERS TOWARD SMARTPHONES

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ABSTRACT
Influencer marketing has become a significant digital marketing strategy that influences consumer purchasing behaviour, especially in the smartphone industry. With the increasing use of social media platforms such as YouTube, Instagram, and Facebook, consumers rely on influencers for product reviews, recommendations, and feature explanations before making purchase decisions. This study examines the impact of influencer marketing on consumers' buying decisions toward smartphones by analyzing factors such as influencer credibility, trust, content quality, and engagement level. Primary data were collected through a structured questionnaire from smartphone users belonging to different demographic backgrounds, and statistical tools were used for analysis. The findings reveal that influencer marketing plays an important role in creating awareness, shaping consumer perception, and increasing purchase intention. The study concludes that authentic and informative influencer content significantly affects consumer decision-making and encourages smartphone brands to adopt influencer-based promotional strategies to reach modern digital consumers effectively.

KEYWORDS: *Influencer Marketing, Consumer Buying Behaviour, Smartphone Purchase Decision, Social Media Influencers, Digital Marketing, Consumer Perception.*

INTRODUCTION

In recent years, influencer marketing has become an important promotional strategy in the digital marketing environment, especially in the smartphone industry. The rapid growth of social media platforms such as YouTube, Instagram, and Facebook has changed the way consumers gather information and make purchasing decisions. Instead of relying only on traditional advertisements, consumers now depend on influencers who provide product reviews, comparisons, and personal experiences. Influencers build trust and credibility among their followers, which significantly affects consumer attitudes and buying behaviour.

Smartphones, being high-involvement products with frequent technological updates, require detailed information before purchase, making influencer opinions highly valuable. This study focuses on analyzing the impact of influencer marketing on consumers' buying decisions toward smartphones. It aims to understand how influencer content, credibility, and engagement influence awareness, perception, and purchase intention. The research helps marketers and smartphone brands understand changing consumer behaviour in the modern digital era.

STATEMENT OF THE PROBLEM

The rapid growth of social media has transformed marketing practices, with influencer marketing becoming a popular strategy for promoting smartphones. Consumers are increasingly exposed to influencer reviews, unboxing videos, and promotional content that may shape their perceptions and purchasing decisions. However, it is unclear to what extent influencer marketing genuinely affects consumer buying behaviour compared to traditional marketing methods. Many consumers may be influenced by sponsored content without fully understanding its promotional nature, which raises questions about trust, credibility, and decision-making accuracy.

Furthermore, smartphone purchases involve high financial investment and careful evaluation of product features, quality, and brand reputation. Despite the widespread use of influencer marketing, there is limited understanding of how factors such as influencer credibility, engagement level, and platform choice impact consumer purchase intention. Therefore, this study aims to examine the influence of influencer marketing on consumer buying decisions toward smartphones and identify the key factors that drive consumer preference and final purchase decisions.

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REVIEW OF LITERATURE

Year	Title	Author	Research Methodology	Findings
2023	Influence of Social Media Influencers on Smartphone Buying Behaviour	Ramesh & Priya	Descriptive and inferential study	Influencer content, product reviews, and social proof strongly influence smartphone purchase decisions.
2022	Impact of Influencer Marketing on Consumer Buying Decisions in Electronics	Sharma & Verma	Analytical research; primary data and regression	Influencer marketing has a strong positive influence on consumer awareness and final purchase decisions
2020	Impact of Influencer Marketing on Brand Perception and Purchase Intention	Ki & Kim	Questionnaire-based study; SEM	Influencer credibility and content quality enhance brand image, leading to higher purchase intention
2019	The Role of Influencer Marketing in Consumer Decision-Making	Lou & Yuan	Online survey; structural equation modelling (SEM)	Trustworthiness and authenticity of influencers positively influence brand attitude and buying decisions

OBJECTIVES OF THE STUDY

- To analyze the influence of social media influencers on consumers' smartphone buying decisions.
- To examine the role of influencer reviews and recommendations in shaping brand preference for smartphones.
- To identify the factors such as trust, credibility, and engagement that motivate consumers to rely on influencer recommendations while purchasing smartphones.

RESEARCH METHODOLOGY

Area of Study: Coimbatore City
Sampling Technique: Convenient sampling technique
Sample Size: 120 respondents
Period of Study: December 2025 – February 2026.

RESULTS & DISCUSSION

DEMGRAPHIC PROFILE OF THE RESPONDENTS

The following table 4.1 predicts the demographic profile of the respondents

Table 4.1
Gender of the Respondents

Demographic profile		Frequency	Percent
Gender	Male	60	50.0
	Female	60	50.0
Age	below 18 years	14	11.7
	18-25 years	80	66.7
	26-35 years	22	18.3
	36-45 years	2	1.7
	above 45 years	2	1.7
Educational Qualification	School Level	4	3.3
	Undergraduate	83	69.2
	Postgraduate	23	19.2
	Professional Degree	10	8.3
Occupation	Student	92	76.7
	Private Employee	20	16.7
	Government Employee	2	1.7
	Business/Self-Employee	6	5.0

Gender : 50.0 percent of the respondents belong to the male category and 50.0 percent of the respondents belong to the female category. Hence, the respondents are equally distributed between male and female categories.

Age: 11.7 percent of the respondents belong to the below 18 years age group, 66.7 percent belong to the 18–25 years age group, 18.3 percent belong to the 26–35 years age group, 1.7 percent belong to the 36–45 years age group, and 1.7 percent belong to the above 45 years age group. The majority of the respondents belong to the 18–25 years age group.

Educational Qualification: 3.3 percent of the respondents have school-level education, 69.2 percent are undergraduates, 19.2 percent are postgraduates, and 8.3 percent possess professional degrees. The majority of the respondents are undergraduates.

Occupation: 76.7 percent of the respondents are students, 16.7 percent are private employees, 1.7 percent are government employees, and 5.0 percent are engaged in business/self-employment. The majority of the respondents are students.

CHI-SQUARE ANALYSIS- Gender and Preferred Platform

Chi-square analysis has been carried out to test the relationship between Gender and preferred platform and it is tested at 5% level of significance.

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Table 4.2
Cross tabulation - Gender and Preferred Platform

			Preferred Platform				Total
			YouTube	Instagram	Facebook	Twitter(X)	
Gender	Male	No	25	29	4	2	60
		%	41.7%	48.3%	6.7%	3.3%	100.0%
	Female	No	18	37	4	1	60
		%	30.0%	61.7%	6.7%	1.7%	100.0%
Total		No	43	66	8	3	120
		%	35.8%	55.0%	6.7%	2.5%	100.0%

Among the male respondents, the highest proportion of 48.3% of the respondents prefer Instagram as their influencer platform, followed by 41.7% who prefer YouTube and Among the female respondents, the highest proportion of 61.7% of the respondents prefer Instagram, Hence, Instagram is the most preferred platform among both male and female respondents.

Hypothesis: "There exists significant relationship between Gender and preferred platforms of the respondents."

Table 4.3
Chi-Square Tests- Gender and Preferred Platform

	Value	df	Asymptotic Sig (2-sided)
Pearson Chi-Square	2.443	3	.486
Likelihood Ratio	2.457	3	.483
Linear-by-Linear Association	.443	1	.506
N of Valid Cases	120		

From the significant value of .486, it is clear that there exists no significant relationship between Gender and preferred platforms of the respondents. Hence the hypothesis is accepted.

CHI-SQUARE ANALYSIS- Occupation and Preferred Platform

Chi-square analysis has been carried out to test the relationship between Occupation and preferred platform and it is tested at 5% level of significance.

Table 4.4
Cross tabulation - Occupation and Preferred Platform

Occupation		Preferred Platform				Total
		YouTube	Instagram	Facebook	Twitter(X)	
Student	No	35	51	5	1	92
	%	38.0%	55.4%	5.4%	1.1%	100.0%
Private employee	No	5	11	3	1	20
	%	25.0%	55.0%	15.0%	5.0%	100.0%
Government employee	No	0	2	0	0	2
	%	0.0%	100.0%	0.0%	0.0%	100.0%
Business/Self-employee	No	3	2	0	1	6
	%	50.0%	33.3%	0.0%	16.7%	100.0%
Total	No	43	66	8	3	120
	%	35.8%	55.0%	6.7%	2.5%	100.0%

Among the student respondents, the highest of 55.4% of the respondents are influenced by Instagram, Overall, Instagram is the most influential platform across most occupational groups.

Hypothesis: "There exists no significant relationship between Occupation and the social media platform influencing smartphone purchase decisions."

Table 4.5
Chi-Square Tests- Occupation and Preferred Platform

	Value	df	Asymp Sig (2-sided)
Pearson Chi-Square	12.012	9	.213
Likelihood Ratio	10.117	9	.341
Linear-by-Linear Association	1.614	1	.204
N of Valid Cases	120		

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From the significant value of .213, it is clear that there exists no significant relationship between Occupation and preferred platforms of the respondents. Hence the hypothesis is accepted.

CONCLUSION

The study on the impact of influencer marketing on the buying decisions of consumers toward smartphones highlights the growing importance of social media influencers in shaping modern consumer behaviour. The findings indicate that influencers play a significant role in creating product awareness, improving understanding of smartphone features, and influencing purchase intentions through reviews, demonstrations, and personal recommendations. Consumers tend to trust influencers who provide authentic, informative, and unbiased content, which reduces uncertainty during the decision-making process. Platforms such as YouTube and Instagram are particularly effective in influencing consumer preferences due to their visual and interactive nature. Overall, influencer marketing has become a powerful promotional tool that directly impacts purchasing decisions. Therefore, smartphone companies should collaborate with reliable influencers and focus on transparent and engaging content to build consumer trust and enhance marketing effectiveness.

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