

“Impact of Social Media Influencers on Consumer Learning and Purchase Intentions”

Sreevidya L

Assistant Professor, SB College of Management Studies

Abstract-- Social media influencers have become an integral element of contemporary digital marketing, playing a significant role in shaping consumer learning and purchasing behaviour. By sharing personal experiences, product reviews, and recommendations, influencers enhance brand visibility and help consumers develop a better understanding of products, while also influencing their attitudes towards brands. From Existing studies suggest that factors such as influencer credibility, content quality and audience engagement strongly affects consumer perceptions and purchase intentions. This study is based on secondary data and examines the influence of social media influencers on consumer learning and buying intentions through a review of articles, journals, and academic online sources. The findings indicate that influencers contribute to increased brands awareness improved product knowledge and greater decision making confidence among consumers. However challenges such as limited transparency, over-commercialization and concerns regarding credibility remain. The study emphasizes that ethical influencer practices and informative content are essential for building long-term consumer trust and encouraging informed purchasing decisions.

Keywords -- Social Media Influencers, Consumer Learning, Purchase Intention, Influencer Credibility, Brand Awareness, Digital Marketing, Consumer Behavior.

I. INTRODUCTION

The rapid growth of social media platforms has changed how consumers find information and make buying decisions. Social media influencers play a key role in this shift. They serve as opinion leaders, influencing their followers through reviews, recommendations, and lifestyle content. Unlike traditional advertising, influencer marketing provides personal and relatable information, which improves how consumers learn and engage.

Consumer learning is the process through which people gain knowledge, attitudes, and experiences about products and services. Influencers contribute to this learning by simplifying product information, demonstrating how to use products, and sharing their personal experiences. This learning shapes consumers' attitudes and increases their confidence in their buying decisions.

Purchase intention reflects how likely a consumer is to buy a product after seeing content from influencers. Studies show that influencer credibility, trustworthiness, and expertise positively impact consumer attitudes and purchase intentions. For this reason, understanding how influencer marketing connects with consumer learning and purchase intention is important for marketers and researchers.

II. OBJECTIVE OF THE STUDY

- a. To examine the role of social media influencers in enhancing consumer learning through brand awareness and product knowledge.
- b. To analyze the impact of influencer credibility on consumer attitudes and purchase intentions.
- c. To study how consumer engagement with influencer content affects purchase intention.
- d. To review existing literature to identify key factors influencing influencer-driven consumer behavior.

III. DISCUSSION OF THE OBJECTIVES

(a) To examine the role of social media influencers in enhancing consumer learning through brand awareness and product knowledge.

According to Patmawati and Miswanto (2022), social media influencers play a major role in helping consumers learn. They raise brand awareness and simplify complex product information. Influencers act as informal teachers by demonstrating how to use products, sharing reviews, and clearly explaining features. Likewise, De Veirman, Cauberghe, and Hudders (2017) found that content created by influencers enhances consumers' ability to recognize brands and remember product details. This speeds up the learning process for consumers. These studies indicate that influencers have a positive effect on consumers' learning by providing them with repeated exposure to and relatable explanations of products.

(b) To analyze the impact of influencer credibility on consumer attitudes and purchase intentions.

Research by Khan and Asim (2020) shows that influencer credibility, measured by trustworthiness, expertise, and authenticity, strongly influences consumer attitudes and purchase intentions. When consumers see influencers as honest and knowledgeable, they tend to have a positive view of the products they promote. Similarly, Lou and Yuan (2019) found that credible influencers reduce consumer doubt about advertising messages. This builds trust and increases purchase intentions. These findings highlight that influencer credibility plays a key role in turning learning into buying behavior.

(c) To study how consumer engagement with influencer content affects purchase intention.

Dauhan and Langi (2022) reported that consumer engagement includes likes, comments, shares, and video views. This engagement strengthens the link between influencer content and purchase intention. It shows active involvement and deeper processing of information, which improves learning outcomes. In a similar study, Ki, Cuevas, Chong, and Lim (2020) found that higher engagement levels build stronger emotional and cognitive connections between consumers and influencers. This leads to a greater intention to purchase. Therefore, engagement is a key sign of effective consumer learning and response.

(d) To review existing literature to identify key factors influencing influencer-driven consumer behavior.

A meta-analysis by Akand (2024) identifies influencer credibility, content quality, platform type, and audience trust as the key factors that affect consumer learning and purchase intention. Similarly, Jin, Muqaddam, and Ryu (2019) highlight the significance of content authenticity and transparency in sponsored posts to keep consumer trust. These studies together show that influencer-driven consumer behavior is influenced by a mix of informational value, emotional appeal, and ethical communication practices.

IV. FINDINGS

1. Social media influencers positively impact consumer learning by improving brand awareness and product knowledge.
2. Influencer credibility is a key factor in shaping consumer trust and purchase intentions.

3. Higher consumer engagement results in stronger learning and buying intentions.
4. Visual and interactive platforms like Instagram and YouTube have a greater influence.
5. Too much promotional content can harm consumer trust and learning effectiveness.

V. SUGGESTION

1. Influencers should focus on informative and clear content to improve consumer learning.
2. Marketers should work with trustworthy influencers who match brand values.
3. Sponsored content should be clearly disclosed to keep trust.
4. More educational influencer campaigns should be promoted instead of just promotional messages.
5. Future research should more clearly include consumer learning factors.

VI. CONCLUSION

The study concludes that social media influencers are important in shaping how consumers learn and decide to buy. By sharing easy-to-understand product information and personal stories, influencers serve as informal educators who help with consumer choices. Though influencer marketing can effectively encourage purchases, it is crucial to keep credibility and openness for lasting consumer trust. Combining educational content with ethical influencer practices can promote informed buying habits and create lasting relationships between brands and consumers.

REFERENCES

- [1] Khan, L., & Asim, J. (2020). Impact of social media influencers on purchase intention. *Research Journal of Psychology*, 5(2), 45–56.
- [2] Jain, R., & Singla, B. (2021). Impact of consumer attitude towards social media influencers on purchase intention. *Journal of Internet Commerce*, 18(3), 210–225.
- [3] Patmawati, D., & Miswanto. (2022). The effect of social media influencers on purchase intention: The role of brand awareness. *International Journal of Business and Management*, 7(4), 88–97.
- [4] Dauhan, G. I., & Langi, E. (2022). Social media influencer marketing and purchase intention. *Business Behavior Review*, 10(1), 55–68.
- [5] Akand, F. (2024). Impact of social media influencers on purchase intentions: A comprehensive study. *International Journal of Marketing Research*, 12(2), 101–115.



International Journal of Recent Development in Engineering and Technology

Website: www.ijrdet.com (ISSN 2347-6435(Online) Volume 15, Issue 01, January 2026)

- [6] Sokolova, K., &Kefi, H. (2020).Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services*, 53, 101742.
- [7] Jin, S. V., Muqaddam, A., &Ryu, E. (2019).Instafamous and social media influencer marketing. *Marketing Intelligence & Planning*, 37(5), 567–579.
- [8] Ki, C.-W. C., Cuevas, L. M., Chong, S. M., & Lim, H. (2020). Influencer marketing: Social media influencers as human brands. *Journal of Business Research*, 115, 233–243.
- [9] Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust and purchase intention. *Journal of Interactive Advertising*, 19(1), 58–73.