

Influence of Influencer Marketing on Consumer Buying Behaviour

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Abstract - The rapid growth of social media has transformed the way consumers obtain product information and make purchasing decisions. Influencer marketing has emerged as an important promotional strategy through which influencers provide product information, recommendations and reviews to their followers. The present study examines the relationship between influencer marketing and consumer buying behaviour. The study is based on primary data collected through a structured questionnaire from 163 valid respondents. The data were analysed using mean and standard deviation, Cronbach's Alpha reliability test and Pearson correlation analysis. The reliability analysis produced Cronbach's Alpha values of 0.729 for influencer marketing and 0.675 for consumer buying behaviour, indicating acceptable internal consistency. The Pearson correlation analysis revealed a positive and statistically significant relationship between influencer marketing and consumer buying behaviour ($r = 0.382$, $p < 0.001$). The study concludes that influencer marketing is significantly associated with consumer buying behaviour. Authentic recommendations, useful product information and engaging influencer content can contribute to consumers' product interest, evaluation and purchase intention.

Keywords--Influencer Marketing, Social Media, Consumer Buying Behaviour, Influencers, Purchase Intention.

I. INTRODUCTION

The rapid development of social media has significantly changed the way consumers communicate, obtain information and make purchasing decisions. Social media platforms have created new opportunities for businesses to communicate with consumers and promote their products. In this digital environment, influencers have become important sources of product information, recommendations and reviews.

Influencers are individuals who have established an audience and credibility in particular areas such as fashion, beauty, food, lifestyle, technology and entertainment. Their opinions and recommendations can influence the perceptions and attitudes of their followers towards products and brands. Consumers increasingly use influencer content to obtain information about product features, quality, usefulness and value before making purchasing decisions.

The effectiveness of influencer marketing depends on several factors, including credibility, authenticity, knowledge, attractiveness and the quality of content provided by influencers. Genuine and informative recommendations may create consumer trust, while attractive and engaging content may increase interest in products. Therefore, examining the relationship between influencer marketing and consumer buying behaviour is important for businesses using social media as a promotional strategy.

II. REVIEW OF LITERATURE

Lou and Yuan (2019) examined the effect of influencer content on consumer trust and engagement. The study found that the informative value of influencer content and influencer credibility positively contributed to followers' trust in branded content. The study suggested that useful and credible influencer content can improve consumer responses towards promoted products.

Ki et al. (2020) studied how social media influencers affect consumers through perceptions of similarity, attractiveness and credibility. The findings indicated that influencers can strengthen consumers' identification with brands and generate positive marketing outcomes.

Sokolova and Kefi (2020) examined the relationship between influencer credibility and purchase intentions. The findings indicated that perceived credibility and parasocial interaction with influencers were associated with consumers' purchase intentions.

Campbell and Farrell (2020) examined influencer marketing as an emerging promotional strategy. The study highlighted the importance of authenticity and the relationship between influencers and their followers. It suggested that businesses should carefully select influencers according to their target consumers and marketing objectives.

Vrontis et al. (2021) reviewed influencer marketing research and identified credibility, authenticity, engagement and consumer attitudes as important factors influencing the effectiveness of influencer marketing. The study suggested that influencer marketing can be effectively integrated into digital marketing strategies.

Overall, the literature indicates that influencer credibility, authenticity, content quality and engagement play an important role in shaping consumer attitudes and purchase-related behaviour.

III. STATEMENT OF PROBLEM

The increasing use of social media has made influencer marketing an important promotional strategy for businesses. Consumers are exposed to numerous influencer recommendations, reviews and promotional contents. Although influencer marketing provides product information and creates awareness, the extent to which influencer recommendations are associated with consumer buying behaviour may differ among consumers. Therefore, the present study attempts to examine the relationship between influencer marketing and consumer buying behaviour.

IV. OBJECTIVES

1. To study the perception of consumers towards influencer marketing.
2. To analyse consumer buying behaviour towards influencer-recommended products.
3. To measure the reliability of influencer marketing and consumer buying behaviour constructs.
4. To examine the relationship between influencer marketing and consumer buying behaviour.

V. RESEARCH METHODOLOGY

The present study is mainly based on primary data collected through a structured questionnaire. The questionnaire consists of questions relating to the demographic profile of respondents, influencer marketing and consumer buying behaviour. A total of 169 questionnaires were targeted and 163 valid responses were considered for the final analysis. The study follows a descriptive research design. The collected data were analysed using frequency and percentage analysis, mean and standard deviation, Cronbach's Alpha reliability test and Pearson correlation analysis.

5.1 Universe and Sampling Technique

The study covers consumers who use social media and are exposed to influencer marketing content. The respondents were selected using a suitable sampling technique. The final analysis was based on 163 valid responses.

5.2 Framework of Analysis

The following statistical tools were used for analysing the collected data:

1. Mean and Standard Deviation
2. Cronbach's Alpha Reliability Test
3. Pearson Correlation Analysis

VI. DATA ANALYSIS

6.1 Reliability Analysis

Table 1
Reliability Analysis of Influencer Marketing

Construct	No. of Items	Cronbach's Alpha
Influencer Marketing	5	0.729

Table 1 presents the reliability analysis of the influencer marketing construct using Cronbach's Alpha. The construct consists of five measurement items and obtained a Cronbach's Alpha value of **0.729**, indicating acceptable internal consistency among the items. Therefore, the scale is considered reliable for further analysis.

Table 2
Reliability Analysis of Consumer Buying Behaviour

Construct	No. of Items	Cronbach's Alpha
Consumer Buying Behaviour	5	0.675

Table 2 presents the reliability analysis of the consumer buying behaviour construct. The construct consists of five measurement items and obtained a Cronbach's Alpha value of **0.675**, indicating moderate and acceptable internal consistency. Therefore, the items were retained for further analysis.

6.2 Descriptive Statistics

Table 3
Descriptive Statistics of Influencer Marketing

S. No.	Statements	Mean	Std. Deviation
1	I trust influencers who provide genuine product information.	3.6810	0.82929
2	Influencer recommendations provide useful information about products.	3.7423	0.89986
3	Attractive and engaging influencer content increases my interest in products.	3.6319	0.82370
4	I consider influencers knowledgeable about the products they recommend.	3.8160	0.88359
5	I prefer authentic and honest recommendations from influencers.	3.8712	0.82512

Table 3 presents the descriptive statistics of influencer marketing among 163 respondents. The statement **“I prefer authentic and honest recommendations from influencers”** recorded the highest mean score (Mean = 3.8712, SD = 0.82512), indicating that consumers give greater importance to authenticity and honesty in influencer recommendations. The statement **“I consider influencers knowledgeable about the products they recommend”** also recorded a relatively high mean score of 3.8160. The lowest mean score was recorded for **“Attractive and engaging influencer content increases my interest in products”** (Mean = 3.6319, SD = 0.82370). Overall, the results indicate a positive perception towards influencer marketing.

Table 4
Descriptive Statistics of Consumer Buying Behaviour

S. No.	Statements	Mean	Std. Deviation
1	Influencer recommendations affect my interest in a product.	3.6687	0.87528
2	I consider purchasing products recommended by influencers.	3.6871	0.99083
3	Influencer reviews influence my product evaluation.	3.7546	0.85413
4	I have purchased products after seeing them promoted by influencers.	4.2147	0.84432
5	Influencer marketing increases my intention to purchase products.	3.8466	0.66279

Table 4 presents the descriptive statistics of consumer buying behaviour among 163 respondents. The statement **“I have purchased products after seeing them promoted by influencers”** recorded the highest mean score (Mean = 4.2147, SD = 0.84432), indicating a high level of agreement among respondents. The statement **“Influencer marketing increases my intention to purchase products”** recorded a mean score of 3.8466. The lowest mean score was recorded for **“Influencer recommendations affect my interest in a product”** (Mean = 3.6687, SD = 0.87528). Overall, the findings indicate that influencer marketing is associated with consumers’ product interest, evaluation and purchasing behaviour.

6.3 Correlation Analysis

Table 5
Relationship Between Influencer Marketing and Consumer Buying Behaviour

Variables	Influencer Marketing	Consumer Buying Behaviour
Influencer Marketing	1	.382**
Consumer Buying Behaviour	.382**	1
Sig. (2-tailed)	—	.000
N	163	163

Note: Correlation is significant at the 0.01 level (2-tailed).

Hypothesis

H0: There is no significant relationship between influencer marketing and consumer buying behaviour.

H1: There is a significant relationship between influencer marketing and consumer buying behaviour.

Table 5 presents the Pearson correlation between influencer marketing and consumer buying behaviour among 163 respondents. The analysis shows a **positive and statistically significant relationship** between influencer marketing and consumer buying behaviour ($r = 0.382$, $p < 0.001$). This indicates that higher perceptions of influencer marketing are associated with higher consumer buying behaviour. Since the p-value is less than 0.05, the null hypothesis is rejected and the alternative hypothesis is accepted. Thus, there is a significant positive relationship between influencer marketing and consumer buying behaviour.

VII. FINDINGS

1. The influencer marketing construct obtained a **Cronbach’s Alpha value of 0.729**, indicating acceptable internal consistency.
2. The consumer buying behaviour construct obtained a **Cronbach’s Alpha value of 0.675**, indicating moderate and acceptable internal consistency.
3. The highest mean score for influencer marketing was recorded for **authentic and honest recommendations** (Mean = 3.8712).
4. The highest mean score for consumer buying behaviour was recorded for **purchasing products after seeing influencer promotions** (Mean = 4.2147).

5. Pearson correlation analysis revealed a **positive and significant relationship** between influencer marketing and consumer buying behaviour ($r = 0.382, p < 0.001$). Hence, H_0 is rejected and H_1 is accepted.

VIII. SUGGESTIONS

Businesses should give greater importance to **authenticity and honesty** while selecting influencers for promoting their products. Influencers who provide genuine and trustworthy product information can improve consumer confidence.

Influencers should provide **clear, useful and reliable product information** rather than focusing only on promotional content. Genuine product experiences and informative content can help consumers make better purchasing decisions.

Businesses should select influencers who are **knowledgeable about the products and relevant to their target consumers**. Since the study identified a significant relationship between influencer marketing and consumer buying behaviour, organizations can use influencer marketing as an important part of their digital marketing strategy.

IX. CONCLUSION

The present study examined the relationship between influencer marketing and consumer buying behaviour among **163 respondents**. The reliability results indicate acceptable internal consistency for the influencer marketing construct and moderate acceptable consistency for the consumer buying behaviour construct.

The descriptive analysis shows that consumers particularly value **authentic and honest recommendations**, while purchasing products after seeing influencer promotions received the highest mean score. The Pearson correlation result ($r = 0.382, p < 0.001$) confirms a positive and significant relationship between influencer marketing and consumer buying behaviour. Therefore, the study concludes that influencer marketing is significantly associated with consumer buying behaviour. Businesses can strengthen their digital marketing strategies by selecting credible influencers and providing consumers with genuine, informative and engaging promotional content.

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