

ASSESSING THE EFFECTIVENESS OF INFLUENCER MARKETING ON CONSUMER PURCHASING BEHAVIOUR

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ABSTRACT

The concept of influencer marketing has evolved in tandem with the growth of social media platforms such as Instagram, YouTube, and TikTok. Influencers, who are individuals with significant online followings, have become central figures in many brands' marketing strategies. Companies spend a lot of money on working with influencers, but it's uncertain how much this actually impacts consumer decisions, brand loyalty, and purchases.

The primary objective of this study is to assess the effectiveness of influencer marketing in shaping consumer buying decisions. The methodology followed for collecting the data in simple random sampling from 120 respondents Thoothukudi City through a structured questionnaire distributed via Google Forms. The collected data were analysed using statistical tools, including percentage analysis and graphical methods like, pie charts, Likert scales, and the Chi-square test. It was found that to increase the effectiveness of influencer marketing influencer should stay updated in their field.

KEY WORDS

Influencer Marketing , Social Media Platforms , Consumer Buying Decisions, Brand Loyalty , Influencer

INTRODUCTION

Influencer marketing is a form of marketing that enables businesses to collaborate with individuals who have a following for increased brand exposure. Companies may ask a person with a large following to publish social media content that promotes their products or services. People often follow individuals they trust on social media, so if they see someone, they follow advertising your business, there's an inherent trust factor you can lean on to boost your conversion rate. We are moving closer to the digital era every day. People nowadays day's scroll constantly either tapping away on their laptops or using their smartphones.

Social media has become a daily necessity for many people and not a day passes by without them checking their social media habitually. It should not be a surprise that social media platforms have now surpassed traditional advertising channels in importance.

The primary objective includes:

- ⇒ Analyse how influencer marketing affects consumer trust and purchasing behaviour.
- ⇒ Evaluate the impact of influencers on consumer buying behaviour.
- ⇒ Investigating the factors for effective influencer marketing

MATERIALS AND METHODS

MATERIALS USED

Shwetha N S and Vinutha H K (2024)¹ “Influencer Marketing: An Empirical Study on its Impact and Challenges” explored how influencer marketing has become increasingly popular for promoting products and brands among new consumers. The paper delves into both the effectiveness and the challenges of using influencers, relying on empirical research methods to understand these dynamics. The study aims to examine consumer perceptions of influencer marketing and identify the factors that drive purchasing decisions influenced by social media personalities. The research uses a quantitative approach and employs convenience sampling. The findings highlight that influencer marketing has a notable effect on consumer behaviour. The study recommends that marketers focus on strategies to build trust with their followers and understand how this trust influences brand perceptions. However, a significant challenge noted is the difficulty in targeting the right audience within a fixed budget for product promotion.

Dwi Arnin Nurani (2024)²⁰ “The impact of Social Media Influencers on Consumer Behaviour” examines how technology and social media influencers influence consumer behaviour. These influencers have the power to shape customer attitudes, evaluations, and buying decisions, particularly on online platforms. The research focuses on understanding this impact through a quantitative approach, using convenience sampling and empirical methods. The study treats consumer behaviour as the dependent variable and social media influencer strategies as the independent variable. It finds that influencers play a significant role in affecting consumer preferences, attitudes, and purchasing decisions. The paper suggests that companies need to gain a deep understanding of the mechanisms and factors that is important for brands and companies in designing effective marketing strategies in

today's digital era. However, a key limitation noted is that the study does not consider the trustworthiness of influencers, which could impact the overall findings.

METHODOLOGY

Data was collected from both primary and secondary data. Primary data was collected from the respondents by means of questionnaire. Secondary data was collected from the magazines, journals and websites. The collected data were analysed by using the following statistical tools namely percentage analysis and graphical method like pie charts, Likert scale and Chi square test.

TABLE 1
Type of product purchased

Type of Product	No. of respondents	Percentage
Fashion and Apparel	30	25
Beauty and Skincare products	24	20
Tech Gadgets	23	19
Home décor and Lifestyle items	19	16
Food and Beverages	24	20
Total	120	100

Source: Primary Data

INFERENCE

The above table infers that 25% of consumers purchase fashion and apparel 20% purchase beauty and skincare, 19% of consumers purchase tech gadgets , 16% of consumers purchase home décor and lifestyle items and remaining 20% purchase food and beverages.

Thus, the majority 25% of the consumers purchase fashion and apparel.

Table 2
Usage of discount code

Opinion	No of respondents	Percentage
Yes	79	66
No	41	34
Total	120	100

Source: Primary data

INFERENCE

The above table infers that 66% of consumers use discount code while shopping and remaining 34% of consumers use discount code while shopping.

Thus, the majority 66% of consumers use discount code while shopping.

Table 3

Chi-Square Test for Significance between Discount and Purchase Intention

Null Hypothesis (Ho): There is no significant relationship between discount and purchase intention.

Alternative Hypothesis (H1): There is a significant relationship between discount and purchase intention

Observed value

Opinion	Yes	No	Total
Yes	71	28	99
No	8	13	21
Total	79	41	120

Expected value

Opinion	Yes	No	Total
Yes	65.2	33.8	99.0
No	13.8	7.2	21.0
Total	79.0	41.0	120.0

	Value	df	Significance
Pearson Chi-Square	8.707 ^a	1	.003

Inference:

The table value for 1 degree of freedom at 5% level of significance is 3.841. It is found that the calculated value i.e., 8.707 is greater than the table value. Therefore, the Null Hypothesis (Ho) is rejected. Hence it is concluded that there is a significant relationship between discount and purchase intentions which indicates that discount factor influences consumer's purchase decisions

Table 4
Chi-Square Test Chi-Square Test for Significance between Influencer follow and Upgradation in the field

Null Hypothesis (Ho):

There is no significant relationship between Influencer follow and Upgradation in field.

Alternative Hypothesis (H1):

There is a significant relationship Influencer follow and Upgradation in field

Observed Value

Opinion	Yes	No	Total
Yes	75	24	99
No	7	14	21
Total	82	38	120

Expected value

Opinion	Yes	No	Total
Yes	67.6	31.4	99.0
No	14.4	6.7	21.0
Total	82	38.1	120.0

	Value	df	Significance
Pearson Chi-Square	14.410 ^a	1	.000

Inference:

The table value for 1 degree of freedom at 5% level of significance is 3.841. It is found that the calculated value i.e., 14.410 is greater than the table value. Therefore, the Null Hypothesis (Ho) is rejected. Hence it is concluded that there is a significant relationship between Influencer follow and Upgradation in field which indicates that influencer should stay updated in the field.

RESULTS

- ⇒ The majority 25% of the consumers purchase fashion and apparel.
- ⇒ The majority 66% of consumers use discount code while shopping.
- ⇒ There is a significant relationship between discount and purchase intentions which indicates that discount factor influences consumer's purchase decisions
- ⇒ There is a significant relationship between Influencer follow and Upgradation in field which indicates that influencer should stay updated in the field.

CONCLUSION

In conclusion, regular influencer campaigns are essential for maintaining strong consumer engagement and fostering brand loyalty. By consistently interacting with their audience, influencers gain valuable insights into evolving consumer tastes, preferences, and purchasing behaviour. This continuous feedback loop allows them to tailor their promotional strategies to align with consumer expectations, making their recommendations more relevant and persuasive.

Moreover, frequent campaigns help build trust and credibility, as consumers are more likely to engage with influencers who provide consistent and valuable content. This ongoing engagement strengthens the influencer-brand relationship, leading to higher conversion rates and a more profound impact on consumer decision-making. Additionally, regular campaigns allow influencers to experiment with different content formats, platforms, and messaging strategies, helping them refine their approach and maximize audience reach.

REFERENCE

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