

THE IMPACT OF INFLUENCER MARKETING ON CONSUMER PURCHASING DECISION MAKING IN COIMBATORE CITY

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Abstract:

The study explores the impact of influencer marketing on consumer purchase decisions, with a specific focus on Coimbatore, Tamil Nadu. It highlights how factors such as authenticity, trust, and information relevance shape consumer behaviour in the context of influencer marketing. The research delves into key elements, including platform choice, demographic influences, and the types of influencer campaigns. Analytical tools such as percentage analysis, rank, and ANOVA were employed to interpret the data collected from a sample size of 152 respondents. The findings demonstrate that influencer marketing has the potential to revolutionize contemporary advertising, provided brands address challenges like market saturation and legal compliance. The report concludes with actionable recommendations for optimizing influencer partnerships to achieve maximum impact.

Keywords — Social Media, Consumer Behaviour, Influencer Marketing, Trust, Purchasing decisions.

I. INTRODUCTION

Influencer marketing has emerged as a transformative force in modern advertising, redefining how brands engage with consumers in the digital era. By leveraging the credibility, relatability, and reach of social media influencers, this marketing strategy creates a direct, humanized connection between brands and their target audience. Influencers, ranging from nano to mega levels, have established trust and authenticity within their communities, making them effective in shaping

consumer preferences, attitudes, and purchasing decisions. The rise of social media platforms like Instagram, YouTube, and Facebook has amplified this trend, providing fertile ground for influencers to connect with audiences through engaging and tailored content.

II. STATEMENT OF THE PROBLEM

Influencer marketing has become an important tool of advertising for business houses in the recent past. Unfortunately, not much is known about the true impact

of the interface on buying decisions by consumers. Although influencers have been found to influence the opinions of consumers and create 'consciousness' about a brand, exactly how recommendations translate into actual consumer actions such as purchases has not been established to date. Other concerns include the validity of influencer endorsements, consumer trust, and the market being saturated with promotional content. All these factors have implications regarding how well this marketing strategy works. The ambiguity thus poses problems for businesses in designing the best influencer campaign as well as measuring its return on investment.

III. LITERATURE REVIEW

Dr. Sarathsimha Bhattaru and G. Suvarsha (2024)¹ conducted the study "The Impact of Influencer Marketing on Consumer Purchasing Decisions: A Survey-Based Analysis" to assess how social media influencers affect Generation Z's purchasing behaviour. Using a structured questionnaire, the study surveyed 100 respondents in Hyderabad, employing convenience sampling. The findings revealed that influencers significantly impact purchases, especially in fashion and cosmetics, with trust and authenticity playing crucial roles. The study recommends businesses focus on quality products, partner with relatable influencers, and use interactive social media content to engage consumers. The study concludes that influencer marketing is an effective two-way communication tool for connecting with digital-savvy audiences.

Dr. K. Praveen Kumar, Dr. V. Rajalakshmi, and Ganesh T (2024)² conducted the study "The Impact of Influencer Marketing on Consumer Purchase Intentions in the Indian Market" to explore how trust, credibility, and content relevance impact consumer purchase decisions. The study aimed to analyze the role of social media influencers, platform effectiveness, and demographic

IV. OBJECTIVE OF THE STUDY

- To know about demographic variables of the respondent.
- To identify the preferred social media platforms for influencer marketing.
- To analyze the impact of influencer marketing on consumer purchasing decision

factors in shaping purchase intentions. Data was collected using major case studies, including Nykaa, Mamaearth, and Lenskart. The findings revealed that authentic content, relatable influencers, and careful alignment with brand values significantly enhance brand awareness, trust, and sales. However, challenges such as authenticity concerns, high costs, and regulatory compliance were highlighted. The study recommended brands focus on transparent influencer collaborations, maintain cultural relevance, and track engagement metrics to optimize influencer campaigns. The study concluded that strategic application of influencer marketing can drive substantial consumer engagement and purchase intentions in the Indian market.

Jana Sandra, Sri Indrayanti, and Ade Suryana (2024)³ conducted the study "Influencer Marketing Strategies and Brand Image in Boosting Consumer Purchase Intent: The Role of Customer Support Intervention" to examine the relationship between influencer marketing, brand image, customer support, and purchase intent. The objective was to analyze the direct and indirect effects of these variables on consumer purchase decisions. The study surveyed 40 participants using random sampling. Data analysis was conducted using Structural Equation Modeling (SEM) with Smart PLS. Findings revealed that marketing strategies significantly influence both customer support and purchase intent, while brand image showed a marginally significant impact on purchase intent. Customer support was found to mediate the effect of marketing strategies on purchase intent. The study suggested integrating marketing strategies, customer support, and brand image to enhance consumer trust and engagement. The study concluded that a holistic approach is essential for optimizing consumer purchase intent in competitive market

V. SCOPE OF THE STUDY

The study will focus on influencer marketing, exploring its forms such as sponsorship, product endorsement, affiliate marketing, and live events across platforms like Facebook, Instagram, YouTube, and newer media. It will analyze how cultural, technological, and economic factors in Coimbatore impact the effectiveness of these

strategies, examining how cultural norms, consumer spending power, and tech accessibility influence customer engagement and responses to influencer content. Additionally, the study will explore how influencer marketing shapes Coimbatore consumers' decisions and behaviors.

factors have been analyzed, and the results are presented in the following tables.

VI. LIMITATIONS OF THE STUDY

- The area of the study is conducted only in Coimbatore city, so the result may not be applicable to other cities.
- The time period for the study was limited from November to February.
- This study is limited to 152 respondents.

VII. HYPOTHETICAL STATEMENT

- H1: There is a significant relationship between age group and the reasons for purchasing decisions influenced by influencers.
- Ho: There is no significant relationship between age group and the reasons for purchasing decisions influenced by influencers.

VIII RESEARCH METHODOLOGY

This study adopts a descriptive research design to examine the influence of influencer marketing on consumer purchasing decisions within Coimbatore city. Primary data was collected through a structured questionnaire, while secondary data was sourced from books, journals, websites, and other relevant materials. The study employs a simple random sampling technique to ensure equal representation, targeting a sample size of 152 respondents from Coimbatore. Data collection was conducted over a period spanning from November to February. Statistical tools such as descriptive analysis, Rank analysis and ANOVA were used to analyze the data and extract meaningful insights.

DATA ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

The percentage analysis has been used to evaluate the distribution of respondents based on their socioeconomic profiles. Specifically, the

DEMOGRAPICS		FREQUENC Y	PERC ENT
Age	<25	57	37%
	26-35	66	43%
	36-45	26	17%
	Above 46	3	2%
	Total	152	100
Gender	Female	70	46%
	Male	82	54%
	Total	152	100 %
Occupati on	Govt Employee	2	1.3%
	Private employee	52	34%
	Self-Employee	15	10%
	Student	83	55%
	Total	152	100 %
Family income	30000-50000	33	21%
	50000-70000	35	23%
	Above 70000	19	12%
	Below 30000	65	42%
	Total	152	100.0

(Source: Primary Data)

Interpretation

The table 1 summarizes demographic details of 152 respondents. Most were aged 26-35 years (43%), followed by under 25 (37%), 36-45 (17%), and above 46 (2%). Slightly more respondents were male (54%) than female (46%). Students formed the largest occupational group (55%), with others working in private companies (34%), self-employed (10%), or as government employees (1.3%). Regarding family income, 42.2% earned below ₹30,000, 21.4% between ₹30,000-₹50,000, 22.7% between ₹50,000-₹70,000, and 12.3% above ₹70,000.

RANK ANALYSIS

Rank analysis was used to identify the preferred social media platforms for influencer marketing by ranking the platforms based on consumer preferences and engagement levels.

	Frequency	Percentage	Rank
Instagram	51	34	1
Youtube	47	31	2
Facebook	40	26	3
Snapchat	10	7	4
Twitter	4	3	5

(Source : Primary Data)

Interpretation

The results show that Instagram is the most preferred platform for influencer marketing, followed by YouTube, then Facebook. Snapchat ranks fourth, and Twitter is the least preferred platform.

ANOVA

Analysis of different grouping variables. It is associated with estimation procedures used to analyses the differences among mean. It is way of finding out its survey or experiment re significant.

H1: There is a significant relationship between age group and the reasons for purchasing decisions influenced by influencers.

I value influence of a discount code in my purchasing decision.					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	9.730	2	4.865	3.282	.040
Within Groups	249.007	150	1.482		
Total	258.737	152			

I prefer buying a product when an influencer’s post goes viral with many likes, comments, and shares.					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	10.683	2	5.341	4.748	.010*
Within Groups	188.978	150	1.125		
Total	199.661	152			

(Source: Primary Data)

The result of significance regarding the relationship between reasons for influencer marketing and the age group of people "I prefer buying a product when an influencer’s post goes viral with many likes, comments, and shares" there is a 1% (p = 0.010) level of confidence for this reason. Hence, the hypothesis is accepted

IX. FINDINGS

- Majority aged 26-35 years (43%). Males (54%) slightly outnumbered females. Students formed the largest group (55%). Most earned below ₹30,000 (42.2%).
- Instagram was identified as the most preferred platform for influencer marketing, followed by YouTube and Facebook.
- The hypothesis that there is a significant influence age group and the reasons for purchasing decisions influenced by influencers.

X. CONCLUSION

The study provides insightful information about how influencer marketing affects Coimbatore consumers' decisions to buy. It shows that younger consumers, especially those between the ages of 26 and 35, are greatly influenced by influencer marketing, particularly on social media sites like Instagram. The results demonstrate that discount coupons and viral content have a major influence on consumer decisions to buy. Influencer-influenced purchase behaviour was found to be highly impacted by age. These findings imply that in order to optimise the efficacy of influencer marketing, firms should concentrate on producing genuine content and use well-known social media channels to boost engagement while tackling issues like market saturation and trust.

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