

Impact of Nano Influencer Marketing on Consumer Purchase Behaviour with Special Reference to Coimbatore City

A.Abdul Majeed¹, Dr.A.Sulekha²

¹Department of commerce and Research, VLB Janakiammal College of Arts and Science, Coimbatore, Tamil Nadu, India

²Assistant professor, head of the department of commerce UG, VLB Janakiammal College of Arts and Science, Coimbatore, Tamil Nadu, India.

ABSTRACT:

This study explores how nano influencers individuals with smaller yet highly engaged audiences impact consumer purchase decisions. The research focuses on how authenticity, trust, and relatability influence consumers' buying behaviour. The study highlights the shift from traditional celebrity marketing to more personalized influencer interactions that drive purchasing intent.

Keywords: Nano influencers, consumer behaviour, social media marketing.

INTRODUCTION

In recent years, social media platforms have become powerful tools for marketing and brand promotion. Among various digital marketing techniques, influencer marketing has gained immense popularity due to its ability to connect with audiences in a more personal and authentic way. Nano influencers, who typically have fewer than 10,000 followers, are now being recognized for their strong engagement rates and close relationships with their followers. They create genuine and relatable content that influences consumers' opinions and buying decisions. This study aims to examine how nano influencer marketing impacts consumer purchase behaviour and how trust, relatability, and credibility contribute to consumers' purchasing intentions.

With the growing digitalization of marketing, nano influencers have emerged as an essential part of brand communication strategies. Unlike celebrities or macro influencers, nano influencers maintain a closer and more personal connection with their followers, often leading to higher levels of engagement and trust. Their honest reviews, authentic storytelling, and relatable lifestyle content have a strong psychological impact on consumers, encouraging them to consider and purchase recommended products. Therefore, studying the influence

of nano influencers helps businesses understand how micro-level social media marketing can effectively shape consumer perception and drive purchasing behaviour.

OBJECTIVES

1. To study the demographic and socio economic profile of the respondents.
2. To examine the role of Nano influencer marketing in creating awareness about the product and services.
3. To analyze how nano influencer marketing influences consumer perception towards products and services.
4. To study the relationship between nano influencer marketing and consumer buying behaviour.
5. To identify the factors that make nano influencer marketing more effective compared to traditional marketing methods and to offer valuable suggestions.

STATEMENT OF THE PROBLEM

In today's digital era, consumers are constantly exposed to advertisements and promotions across various social media platforms, making it difficult for brands to gain genuine trust and attention. While traditional influencer marketing relies on celebrities and macro influencers, recent trends show that nano influencers—individuals with smaller but more loyal

audiences—are increasingly effective in influencing purchase behaviour. However, there is limited understanding of how these nano influencers impact consumers' buying decisions, brand trust, and overall marketing effectiveness.

SCOPE OF THE STUDY

The scope of this study is limited to understanding the influence of nano influencers on consumer purchase decisions, particularly through social media platforms such as Instagram, YouTube, TikTok, etc. The study focuses on how consumer attitudes, brand perception, and trust in influencers affect their buying behaviour. It also helps marketers understand how nano influencers can be effectively used in digital marketing strategies to reach niche audiences and improve brand engagement.

RESEARCH METHODOLOGY

Research in common refers to a search for knowledge. Research methodology is a way to systematically solve the research problem. The research design indicates the steps that have been taken in the sequence they occurred.

RESEARCH DESIGN

Research design is the arrangement of conditions analyses of data in a systematic manner that aims to combine relevance to research purpose. The research study applied here is convenience sampling.

SAMPLING TECHNIQUE

The sampling technique used in this study is 'random sampling method'. Respondents From Coimbatore were selected on the basis of random.

SAMPLE SIZE

The sample size is certified to its nature of data collection. Data collection is based on The primary data. 56 respondents are selected from coimbatore district for the purpose of the Study. Direct questionnaires are used to survey the respondents.

SOURCES OF DATA

The data is collected in two ways;

Primary Data : Primary data will be collected directly from respondents through structured questionnaires and online surveys. The participants include active social media users who follow nano influencers and have engaged with their content.

Secondary Data : Secondary data will be obtained from various published sources such as research articles, journals, marketing reports, online blogs, and case studies related to influencer marketing.

TOOLS AND TECHNIQUES

The tools used under for the study are

- Simple percentage method
- Chi square test

SIMPLE PERCENTAGE METHOD

A percentage analysis is used to interpret the data by the researcher for analysis and Interpretation. Through the use of percentages, the data are reduced in the standard form with Base equal to 100 which fact facilitates relative comparisons. In the percentage analysis, Percentage is calculated by multiplying the number of respondents into hundred and it is Divided by the same size.

Formula:

$$\text{Percentage} = \frac{\text{No. of .Respondents}}{\text{TOTAL RESPONDENTS}} * 100$$

CHI – SQUARE:

The chi-squared test is done to check if there is any difference between the observed value and expected value.

Formula:

$$\text{Chi square formula } \chi^2 = \sum (O - E)^2 / E$$

LIMITATIONS OF THE STUDY

1. The study is limited to a small group of respondents within a specific geographical area.
2. Responses may vary depending on the participants' awareness and usage of social media platforms.

3. Time constraints restrict the collection of a larger sample size for deeper analysis.
4. The study relies on self-reported data, which may include biases in consumer opinions.

REVIEW OF LITERATURE

1. Effectiveness of influencer credibility and authenticity — Several studies show that influencer credibility (expertise, trustworthiness) and perceived authenticity strongly affect followers' attitudes and purchase intentions. Nano influencers—because they typically have closer, more personal relationships with small follower groups—can generate higher perceived authenticity than macro-influencers, which boosts persuasion and purchase likelihood.

2. Engagement vs. reach trade-off — Research comparing influencer tiers finds that while macro-influencers provide wide reach, micro/nano influencers often deliver higher engagement rates (comments, direct messages, word-of-mouth). This increased engagement can foster stronger social validation for products and lead to higher conversion rates within niche local markets.

3. Message value and content fit — Message relevance, product–influencer fit, and storytelling quality moderate the influencer effect on consumer behaviour. Nano influencers who produce context-rich, locally relevant content (e.g., demonstrating product use in Coimbatore life) are more likely to influence purchase decisions than generic advertisements.

OVERVIEW OF THE STUDY

This study investigates how nano influencer marketing affects consumer purchase behaviour in Coimbatore City. It explores key mechanisms — authenticity, engagement, message fit, and local trust — that explain why nano influencers may be particularly effective in influencing purchase intention and eventual buying behaviour among urban consumers. The research uses a

mixed-methods approach: a structured survey of consumers across different Coimbatore neighborhoods to measure attitudes, intentions and self-reported purchase behaviour; and in-depth interviews with selected nano influencers and local consumers to capture qualitative insights about local content strategies and trust dynamics.

The study also examines demographic moderators (age, income, education) and product categories (food & dining, apparel, personal care, tech accessories) to determine where nano influencers have the greatest impact. By focusing on Coimbatore, the research accounts for local cultural factors—language preferences, marketplace norms, and local purchasing channels (offline stores, local e-commerce, WhatsApp/Social commerce). The results aim to offer actionable guidance for small businesses and marketers in Coimbatore who consider collaborating with nano influencers to boost local sales.

DATA AND INTERPRETATION

TABLE 1 : SHOWS THE AGE GROUP OF THE RESPONDENTS

AGE	NO OF RESPONDENTS	PERCENT AGE
below 18 years	5	10%
18 - 24 years	22	44%
25-34 years	22	44%
35 years above	4	8%
Total	56	100%

INTERPRETATION:

The majority of respondents are aged 18–24 years and 25–34 years, each comprising 40% of the total, indicating that most participants are young adults. The Below 18 years and 35 years and above groups are least represented at 10% each, showing that teenagers and older adults form a smaller portion of the survey. Overall, the study mainly reflects the views of respondents aged 18–34 years.

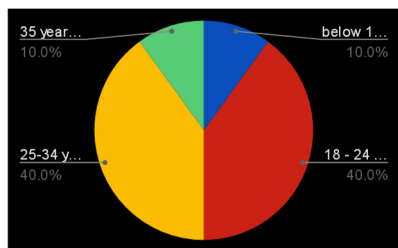
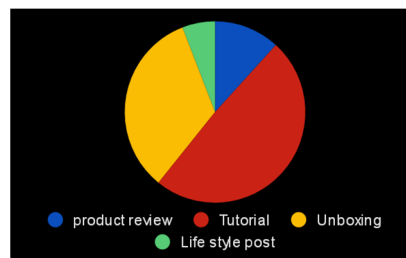


TABLE 2: SHOWS THE INFLUENCER CONTENT

INFLUENCER CONTENT	NO OF RESPONDENTS	PERCENT AGE
product review	6	10.71%
Tutorial	25	44%
Unboxing	17	30.36%
Life style post	3	5.36%
Total	56	100

INTERPRETATION:

The majority of respondents (44.64%) are influenced most by Tutorials/Demos. Unboxing videos also have significant influence (30.36%), while Product reviews (10.71%) and Lifestyle posts (5.36%) influence fewer respondents.



CHI-SQUARE TEST

Table 1.1: Observed Frequencies for Age Group and Influencer Content

Age Group	Product reviews	Tutorials/Demos	Unboxing videos	Life style posts	Total
Below 18	1	4	0	0	5
18–24	4	14	7	2	27
25–34	3	11	6	0	20
35 above	0	1	3	0	4
Total	8	30	16	2	56

INTERPRETATION:

The table shows the distribution of influencer content preference across age groups. The majority of respondents are in the 18–24 years age group (48.2%). The most influential content type overall is Tutorials/Demos (53.6%).

Ho(Null Hypothesis): There is no relationship between age group and the kind of influencer content that influences buying decisions.

H¹(Alternative Hypothesis): There is a relationship between age group and the kind of influencer content that influences buying decisions.

O	E	(O-E) ² /E
1	0.71	0.1143
4	2.68	0.6519
0	1.43	1.4286
0	0.18	0.1786
4	3.86	0.0053
14	14.46	0.0149
7	7.71	0.0661
2	0.96	1.1124
3	2.86	0.0071
11	10.71	0.0076
6	5.71	0.0143
0	0.71	0.7143
0	0.57	0.5714
1	2.14	0.6095
3	1.14	3.0179
0	0.14	0.1429
56	56	8.6571

Significance Level : 0.05

Degree of Freedom : 9

Chi-Square Table Value (significance level=0.05, df=9): {16.919}

The Calculated Chi-Square value (8.6571) is lesser than the Chi-Square Table value (16.919).

Hence, we fail to reject the null hypothesis (H₀).

Conclusion: Based on the Chi-Square test, there is no statistically significant relationship between the age group of the respondent and the kind of influencer content that influences their buying decision at the 0.05 significance level. The differences observed are likely due to random variation.

FINDINGS

1. Majority of the respondents belong to the age group of 18–24 years (45%).
2. Majority of the respondents are Female (62%).
3. Majority of the respondents are Undergraduate students (55%).
4. Majority of the respondents are Unemployed (36%).
5. Majority of the respondents have a monthly income of ₹30,001–₹50,000 (40%).
6. Majority of the respondents are Married (47%).
7. Majority of the respondents reside in Rural areas (38%).
8. Majority of the respondents use YouTube as their primary social media platform (40%).
9. Majority of the respondents spend 1–2 hours per day on social media (42%).
10. Majority of the respondents rarely follow influencers (50%).

RESULT:

11. Majority of the respondents have purchased Food and Beverage products through nano influencer marketing (35%).
12. Majority of the respondents cross-verify products/services before purchasing (52%).
13. Majority of the respondents are influenced by Tutorials/Demo videos when making purchase decisions (48%).
14. Majority of the respondents believe influencers give honest opinions (45%).
15. Majority of the respondents trust influencers mainly due to their Expertise in the field (40%).
16. Majority of the respondents find Short demo/tutorial content most convincing to try a product (38%).
17. Majority of the respondents verify product claims by checking other reviewers/multiple influencers (42%).
18. Majority of the respondents are much more likely to purchase when discount codes are provided (47%).
19. Majority of the respondents purchase a product mainly due to product features/value shown by the influencer (35%).
20. Majority of the respondents state that the #ad (paid partnership) label has no effect on trust (45%).
21. Majority of the respondents hold a neutral opinion regarding recommending the product to others (50%).
22. Majority of the respondents follow influencers mainly for Product recommendations and reviews (36%).

SUGGESTIONS

1. Select influencers for local fit and authenticity — Prioritize nano influencers who live in or actively engage with Coimbatore and whose everyday content aligns with the target product category.

2. Use micro-campaigns with trackable calls-to-action — Employ limited-time promo codes, trackable links, or local-event meetups to directly measure sales impact from each influencer.
3. Encourage storytelling and user-generated content — Ask influencers to showcase real use-cases (before/after, local context) and invite followers to share their own experiences, strengthening social proof.
4. Measure and iterate by product category — Pilot campaigns across 1–2 product categories first (e.g., local food outlets, apparel) and refine selection, messaging, and incentives based on engagement-to-conversion metrics.

CONCLUSION

Nano influencer marketing, especially when executed with authentic, locally-relevant content and high follower engagement, has significant potential to influence consumer purchase behaviour in Coimbatore City. Compared with broader influencer tiers, nano influencers offer higher perceived authenticity and stronger interpersonal trust—factors that translate into greater persuasion and conversion for niche or locally targeted products. For marketers seeking efficient, cost-effective local strategies, partnering with nano influencers can deliver measurable improvements in customer awareness, consideration, and purchases when campaigns are carefully matched to product type and local audience preferences.

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