

A Study on The Impact of Social Media Influencers on Consumer Purchasing Behavior Covering Geographical Regions of Tamil Nadu

M. S. Kamalaveni¹, R. Sowmiya², S. Logeswaran³, R. Sruthi⁴, S. Kartheeswaran⁵ and
R. K. Ragavi Chandanas⁶
{kamalaveni@sonabusinessschool.com¹, sowmiyaramesh2211@gmail.com²,
logeswaran210501@gmail.com³, Sruthiiram15@gmail.com⁴, kartheeswaran2003@gmail.com⁵,
ragavichandanas@gmail.com⁶}

Associate Professor, Department of Management Studies, Sona College of Technology, Salem,
Tamil Nadu, India¹

Student, Department of Management Studies, Sona College of Technology, Salem, Tamil Nadu,
India^{2, 3, 4, 5, 6}

Abstract. The research evaluates the intensifying power of social media influencers regarding their impact on purchasing choices of digital consumers. Such social media platforms as Instagram and YouTube have produced influencers who function as influential marketing intermediaries that control consumer opinion development. The research examines the major elements of trust, credibility and content quality together with audience involvement that establish influencer marketing success rates. Survey results combined with literature review findings show that consumers mainly influenced by influencers who present authenticity and relatable characteristics especially among younger individuals. Influencer marketing drives brand recognition, sparks interest in products and causes consumers to intend purchasing through meaningful emotional or dreamlike relationships with content creators. The paper concludes its discussion by underscoring marketing strategies including marketers to select influencers who match their brand values as well as audience attributes for maximizing campaign effectiveness.

Keywords: Technology, Authenticity, Brand recognition, Digital marketing, Marketing strategy, Social media influencers.

1 Introduction

The new digital era has enabled brands to selectively target their customers that may potentially be interested in their brand or based on previous browsing interests. In the context of brand endorsement and product recommendation and its influence on the purchasing power of the consumers, social media influencers with huge follower base play three important roles. Influencer marketing makes it possible for a person's relationships to be driven by relationships established with a trustworthy authority that shapes how people view products and what they purchase. The more intimate arrangements with Instagram and YouTube influencers provide a means by which they can better access their audience and even extend their own product recommendations. It is honest questions about following and relations traditional advertising messages manage to achieve high trust values which classical advertising surfaces fail to get to. The reason research on influencer marketing effects on

purchase decisions is becoming so important is due to companies that continue to put their ad budget into this.

The study examines the magnitude of influence that the social media influencers hold on consumer behaviour by examining trust elements as well as community engagement and brand credibility also as trust determinants. Companies need to leverage these market features to enhance brand exposure and consumer commitment while aligning modern marketing techniques with digital marketing operations.

1.1 India influencer marketing platform market, 2018-2030

As illustrated in Fig 1, there is a significant projected market growth from \$687.2 million in 2022 to over \$7,146.2 million by 2030. The chart shows a steady upward trend starting from 2018, with rapid acceleration expected after 2025. This indicates a strong and consistent market expansion over the next decade.

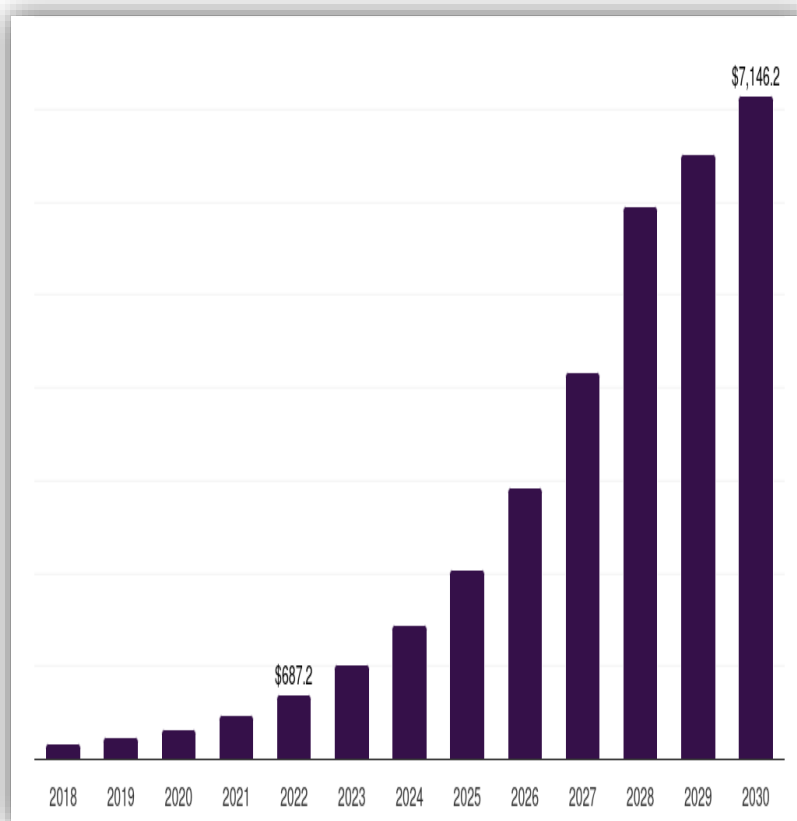


Fig.1. Bar Chart Depicting Projected Market Growth from 2018 to 2030.

2 Literature Review

- **Ertimur, B., & Gilly, M. C. (2025)** study analyzed influencer marketing as a force to develop brand communities through leader influencers who maintain mutual connections between brands and audiences. Good business relationships form between followers when influencers create connections that generate bonds based on shared community identity and belonging. Brand-consumer relationships become stronger because of this while user-generated content creation grows so the brand achieves expanded reach.
- **Martinez, R., & Thompson, L. (2025)** examines the moral dimensions of influencer marketing since it investigates the requirement to display open identification of promoted items. Research shows consumers now understand when advertising goes undisclosed so they consider it deceptive which results in diminished trust toward influencer and brand. To protect customer, trust the authors recommended implementing tighter advertising rule enforcement and ethical practice emphasis.
- **Taylor, A., & Roberts, J. (2025)** explored how influencer marketing influences customer loyalty throughout multiple years. When influencers maintain collaborative relationships with brands through time the consumer memory strength for these brands and consumer brand loyalty shows improved outcomes. When influencers transform with a brand throughout its development their audience feels a continuous link because the influencers adapt their values and promotions to brand changes.
- **Wilson, D., & Brown, T. (2025)** analyzed how humor utilized by influencers impacts buyer behavior by discovering that comedic material improves audience responses. The researchers found that effective utilization of humor by influencers generates positive brand emotions thus creating content which becomes more memorable. Customized content strategies must choose humor that matches both brand identity and consumer preferences according to author findings.
- **Diaz, A., & Patel, N. (2025)** investigated on how influencers add value to the health and wellness product endorsements. Current research findings indicated that when consumers produce personal review and generate fitness progress information, it can motivate consumers by enhancing consumer trust and consumer purchasing behaviour. The two influent behaviors increase the influence's credibility by making him/her more credible and trustworthy through offering product information and drawbacks.
- **Hughes et al. (2024)** investigated B2B influencer marketing tactics by building an understanding of how thought leadership content catalyzes business-to-business relationship formation. Industry experts who secure their positions in the industry are most effective at building trust and credibility with corporate buyers, the research findings demonstrate. For B2B influencers, their focus should be to deliver value-based content that provides insights and features other case studies, data-driven recommendations that are valuable to decision-makers.
- **Sokolova, K., & Kefi, H. (2024)** concluded that great visual contents play a very important role of influencer marketing through better customer memorability and purchase engagement. According to their findings, visually pleasing pictures combined with videos create stronger emotional responses in consumers, which is then used to sell items by making them more memorable and attractive to purchase. What sets the level of influencers investment to be professional production quality is important because it makes them receive higher engagement levels than influencer content creation that are made without professional help.

- **Kim, H., & Park, J. (2024)** analyzed how influencer recommendations influence spontaneous purchasing actions towards Gen Z consumers. The research results showed that influencers achieve maximum purchase velocity through using urgent marketing approaches that contain time-sensitive offers or unique price reductions. The identified use of relatable material together with persuasive language resulted in substantial enhancement of impulse buying behavior.
- **Chen, L., & Zhang, W. (2024)** investigated how faithful and trusted influencers influence purchase decisions by consumers. Thus, their research demonstrated that both perceived expertise and relatability determine an influencer's credibility the most. Customers tend to rely on influencers with complete product knowledge instead of people who obtain credibility mostly through their popular status.
- **10. Nguyen, T., & Patel, R. (2024)** investigated cultural factors which influence the performance of influencer marketing campaigns between international markets. The researchers discovered that cultures which follow collectivist values show better responses to marketing messages based on community and family recommendations whereas individualist cultures demonstrate stronger affinity to personal oriented aspirational material. Extensive research shows brands should adjust their influencer marketing approaches to follow specific cultural standards of the target markets to achieve better performance.
- **Liu, X., and Wang, Z. (2024)** also observed the role of influencers in facilitating the expansion of viral marketing efforts. In this study, researchers found that short-form videos with catchy elements of trendsetting music and trending tags can lead to high viewer engagement, and audience reach. Brand advocacy and audiences engaging are even stronger when influencers take the time to participate actively by commenting and dueting commenters according to this etudes research analysis.
- **Rodriguez, M., & Kim, S. (2024)** examined how influencer marketing has impact on the sustainability perception norms in society. The findings from the study concluded that sustainability ethical influences of the green product makers are shaping consumer attitudes on sustainability. Sustainable behavior changes are orchestrated by consumers when influencers demonstrate commitment to the environment as well as provide them with specific direction to do so.
- In their study, **Thompson, E., & Green, M. (2024)** explored the extent to which influencer marketing contributes to the promotion of luxury brands. Influencers' resultsTheir result reveals that influencers are most effective by showcasing luxury in order to foster feelings of product desire and exclusivity. Storytelling being an important part in the bonding of luxury goods with rich consumers as it creates emotional stories making products more relatable.
- **Zhang, Y., & Liu, H. (2024)** provides an analysis of the marketing potential of the social media personalities in Gen Alpha by examining young digital natives under 12. This research has proven that this target audience responds strongly to interactive graphic-based formats, augmented reality aspects and gaming. Influencers creating interactive content with brand partners are achieving stronger results when they reach Gen Alpha audiences.
- **Teng et al. (2023)** studied the emotional tie between influencer and followers and argued that emotional resonance is critical when it comes to affecting consumer behavior. Their research found in the case of influencing through positive emotions, such as joy and awe, an engaging influencer leads to greater brand advocacy and loyalty on a much deeper level. The research also demonstrated that emotional

engagement creates trust, which in turn drives repeat purchases and longer-term brand relationships.

- Wang, Y., & Li, X. (2023) investigated how stable influencer cooperation may impact brand equity, and examined the development of brand perception through influencer cooperation. Findings The effects of influencers on brands are – via their endorsement – in greater brand visibility and better product quality beliefs and stronger loyal customer relationships when their endorsements are perceived to be true and consistent with the values of the brand. Various studies have found that consumers ascribe positive brand attributes to brands mentioned by those IIPs whom they trust personally.
- **Brown, J., & Lee, S. (2023)** investigated authenticity in influencer marketing which resulted in consumers preferring genuine and transparent influencers. The research proved that material which appears too carefully prepared through scripting fails to engage viewers but untouched approaches make stronger connections with present-day consumer audiences. According to the authors authenticity extends beyond mere transparency through doing it requires that influencers share beliefs which mirror brand messages.
- **Garcia, M., & Smith, K. (2023)** examined small businesses that used micro-influencers to study their effects on expanding operations in niche markets. The research demonstrated that micro-influencers produce better Return on Investment and cost less than macro-influencers because their exclusive audiences are highly attentive. Research findings demonstrated micro-influencers create stronger emotional connections with their followers because they seem authentic along with being easily accessible.
- **Anderson, P., & Lee, H. (2023)** examined the psychological features behind parasocial relationship development within influencer marketing. The research showed that effective emotional connections between followers and influencers create friend or mentor-type relationships that heighten the listener's response to influencer product suggestions. The research data showed that influencer connect most deeply when they reveal personal experiences and admit to their vulnerabilities.
- **Harris, J., & Clark, R. (2023)** examined the way influencer marketing influences consumer holiday-buying impulses. Social media influencers are successful in creating impulse buying through their exclusive discount offers and immediate time constraints. Customers who interact with influencers who utilize countdowns along with flash sales generate more conversions according to research findings.
- **Hwang, Y., & Zhang, J. Z. (2022)** research the study explained how influencers create transformations in consumer attitudes towards brands. People who regard influencers as mentors or friends show stronger receptiveness to the recommendations made by these influencers. The research indicates that influencers who maintain two-way dialogue by answering comments develop stronger parasocial relationships that result in better trust levels and purchase willingness among their audience.
- **Ki, C. W., & Kim, M. (2022)** examined cultural differences in influencer marketing effectiveness, finding that collectivist cultures respond better to group-oriented messaging, while individualist cultures prefer personalized content. The study demonstrated cultural variations in influencer marketing effectiveness because collectivist communities react best to group-oriented content instead of individualist cultures which prefer personalized content. The research demonstrated how cultural background creates essential factors that determine influencer campaign success

- **Lou, C., & Yuan, S. (2022)** research by scientists demonstrated that entertainment aspect in Youtube influencer marketing produces significant enhancements in consumer interaction and purchasing intentions through content humor and creativity. When influencers embed music trends and interactive aspects with challenges into their videos they generate increased audience engagement according to their research.
- **Djafarova, E., & Bowes, T. (2021)** investigated how Gen Z makes spontaneous shopping decisions through Instagram influencers. The study showed visual attractiveness combined with relatedness served as primary motivators which influenced teenage customers to buy products. The research demonstrated that influencers who choose values which match Gen Z's principles succeed better in swaying their target customers to buy products.
- **Evans et al. (2021)** studied the impact of parasocial relationships on consumer engagement, finding that followers who develop strong emotional bonds with influencers are more likely to make repeat purchases. Their research revealed that parasocial interactions, such as personalized responses and behind-the-scenes content, enhance the sense of connection between influencers and their audience.
- **Freberg et al. (2021)** analyzed the way people perceive influencer credibility so it became clear that expertise combined with transparency essentially raises an influencer's power to move consumers to action. Research results showed that influential individuals who maintain strong expertise credentials and credibility produce better results for brand attitude transformation. The research established that an influencer's connection to the audience's values guides credibility and serves to maintain authenticity.
- **Abidin, C. (2020)** investigated how influencer trust relationships develop between micro-celebrities and their viewers base through genuine personality showcases along with viewer-related experiences. Data showed that influencers who disclosed personal narratives developed stronger emotional bonds with their audience members which drove purchasers to demonstrate purchase intentions. The research demonstrates that consumers consider micro-celebrities to be more genuine than traditional celebrities because of which micro-celebrities achieve higher effectiveness in directing consumer choices.
- **Audrezet et al. (2020)** conducted research to understand ways storytelling strengthens the outcome of influencer marketing campaigns. Brand recall and consumer loyalty extended into the long term demonstrate the results of stories promoted by influencers according to research findings. Engagement levels increase substantially because storytelling enables influencers to form emotional bonds with both their brands and their audience.
- **Casalo et al. (2020)** investigated the role of trust in influencer marketing, emphasizing that perceived authenticity and expertise are critical factors influencing consumer trust. Their research demonstrated that influencers who are transparent about sponsored content and demonstrate genuine enthusiasm for the products they promote are more likely to drive purchasing decisions.
- **Schouten et al. (2020)** emphasized ethical problems in influencer marketing by showing that unclear branding practices reduced consumer faith while pushing authorities to regulate sponsored content presentations. According to their study consumers view hidden advertising as deceptive so this results in both brand and influencer losing trust from consumers.

3 Research Objectives

- The research evaluates how different demographic groups are affected by purchasing decisions influenced by social media influencers.
- This research seeks to determine which elements create powerful influencers whose promotional actions lead customers to specific behaviors.
- The examination of how consumer behavior changes because of the selection of different platforms.
- Research will investigate how much time passes before customers start to trust and remain loyal to brands from influencer marketing campaigns.
- A study evaluates the moral concerns consumers have about influencer marketing activities.

3.1 Research Gap

The impact of social media influencers on consumer purchasing behavior has been a growing area of interest, especially with the rise of platforms like Instagram and YouTube.

- **Lack of Contextual Studies:** Most studies focus on Western markets, leaving a gap in understanding how these dynamics play out in emerging markets or non-Western cultures.
- **Generational Differences:** There is limited research exploring how different age groups (e.g., Gen Z vs. Millennials vs. Gen X) respond differently to influencer marketing.
- **Long-term Impact:** While many studies examine immediate purchase decisions, there is a lack of research on the long-term brand loyalty or trust built through influencer endorsements.
- **Ethical Concerns:** The ethical implications of influencer marketing, such as transparency and authenticity, are underexplored.
- **Platform-Specific Effects:** Different platforms may have varying impacts on consumer behavior, but this aspect is not well-documented. Fig 2 Shows the Ethical Issue Concerns About Influencer Marketing.



Fig.2. Ethical Issue Concerns About Influencer Marketing.

3.2 Limitations

3.2.1 Sample Size and Representation

- The research includes an insufficient number of participants who fail to demonstrate adequate representation of all social media users' demographic diversity.
- The analysis primarily includes data from tech-savvy people in urban settings because other less engaged social media users from rural areas were not part of the study.

3.2.2 Self-Reported Data Bias

- Such data collection methods rely on participant self-reports yet face a serious bias risk when respondents present answers that align with social expectations instead of their genuine thoughts.
- Participants could wrongly interpret survey inquiries thus producing false information during the collection of data.

3.2.3 Dynamic Nature of Social Media Trends

- Social media platforms together with influencer marketing strategies change so frequently that finding become difficult to sustain through multiple time intervals.

- Researchers need to consider that trends alongside and user behavior and short-term projects may temporarily transform over time thus affecting research sustainability.

3.2.4 Difficulty in Measuring Actual Purchase Behavior

- Purchase intention serves as the main study focus although actual buying decisions might be affected by additional external elements (price availability and personal budget).
- The process of verifying if recipients of influencer content ever end up purchasing becomes difficult to prove.

3.2.5 Platform-Specific Bias

- The research investigates Instagram together with YouTube despite omitting LinkedIn and Twitter and specific niche communities.
- The impact of influencers shows different levels of effect between various social media sites which creates problems for reaching general conclusions.

3.2.6 Ethical and Transparency Issues

The inability to determine genuine trust between consumers and influencers arises from undisclosed sponsored content in their posts.

3.2.7 Cultural and Regional Differences

- Consumer beliefs about influencers display variation between different cultural groups and social demographics which hinders the development of a single applicable model.
- Social patterns along with geographical boundaries determine that success strategies in one geographic segment would not necessarily translate to other areas.

3.2.8 Time Constraints

- The requirement of extensive resources alongside a lengthy timeframe prevents a study involving longitudinal data analysis from being feasible within an MBA research framework.
- Short-term research methods may fail to reveal modifications which happen over an extended time to consumer behavior patterns.

3.3 Suggestions

▪ Improve Transparency in Influencer Marketing

Consumers trust influencers more than colleagues and friends but are concerned about undeclared endorsements. Brands must clearly label paid partnerships so as to keep credibility, consumer trust and engagement.

- **Ethical Implications of Influencer Marketing**

To prevent counterfeiting of misleading deals, brands must observe precise honest standards for influencers, maintaining closeness and trustworthiness of their recommendations.

- **Leverage Micro-Influencers for Trust:**

Since verifying an influencer's background slightly increases purchase intent, brands should work with micro-influencers who have niche, highly engaged audiences to build stronger trust.

4 Conclusion

This study explores the impact of influencer characteristics on consumer purchasing behavior through various statistical analyses. The findings suggest that while influencers play a role in consumer decisions, their characteristics alone do not significantly influence purchasing frequency. Other factors, such as trust, transparency, and consumer preferences, appear to be more critical in shaping buying behavior. Age does not appear to determine susceptibility to influencer marketing, but education level does, suggesting that consumer trust is shaped differently based on educational attainment. The consumers tend to trust influencer endorsements more than recommendations from their personal circles, concerns over undisclosed sponsorships highlight the urgent need for transparency in influencer marketing. A weak but notable correlation between verifying an influencer's background and purchase intent suggests that trust identification plays a small yet meaningful role in decision-making. Furthermore, consumer platform preferences for purchasing decisions vary, emphasizing the importance of multi-channel marketing strategies.

The research examines that brands should prioritize transparency when it comes to partner with influencers by providing clear disclosures and brands deliver in the consumers trust and engagement. The ethical practices are essential to stop misleading efforts and secure brand fame. The brands should work with micro-influencers who have niche, highly engaged audiences with the aim of increasing consumer confidence. Future research could explore psychological, ethical and demographic factors in greater detail to develop a more comprehensive understanding of influencer-driven consumer behavior.

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