

A Study on the Role of Influencer Marketing in Shaping Consumer Buying Behaviour

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ABSTRACT

In the contemporary digital era, influencer marketing has emerged as one of the most powerful tools in shaping consumer buying behaviour. Social media platforms such as Instagram, YouTube, and Facebook have enabled influencers to establish strong connections with their followers, thereby influencing their attitudes, perceptions, and purchasing decisions. This study aims to examine the role of influencer marketing in affecting consumer buying behaviour, particularly among young consumers. The research is based on secondary data collected from academic journals, reports, and credible online sources. The findings indicate that influencer credibility, relatability, and content quality significantly impact consumer trust and brand perception. Influencer marketing not only enhances brand awareness but also drives impulsive buying behaviour. However, challenges such as fake followers, misleading promotions, and lack of transparency can negatively affect consumer trust. The study concludes that influencer marketing, when used ethically and strategically, can serve as an effective marketing tool for businesses in the digital age.

Keywords: Influencer Marketing, Consumer Behaviour, Social Media, Brand Awareness, Digital Marketing

II. INTRODUCTION

The rapid expansion of social media platforms has revolutionized the marketing landscape, giving rise to new forms of communication between brands and consumers. Among these, influencer marketing has gained significant importance as a modern promotional strategy. Influencers are individuals who have the ability to affect the purchasing decisions of others due to their authority, knowledge, position, or relationship with their audience.

Unlike traditional celebrities, social media influencers are perceived as more relatable and authentic, which increases their persuasive power. Platforms such as Instagram, YouTube, and Facebook have allowed influencers to create engaging content, share product experiences, and directly interact with their followers. As a result, consumers increasingly rely on influencer recommendations before making purchasing decisions.

The growing dependence on influencer-generated content has made it essential to understand how such marketing strategies impact consumer behaviour. This study explores the role of influencer marketing in shaping buying decisions and examines the factors that contribute to its effectiveness.

III. OBJECTIVES OF THE STUDY

- To understand the concept of influencer marketing
- To examine its impact on consumer buying behaviour
- To identify key factors influencing consumer trust in influencers
- To analyze the advantages and challenges of influencer marketing

IV. LITERATURE REVIEW

Influencer marketing has been widely studied in recent years due to its growing importance in digital marketing. According to Freberg et al. (2011), influencers act as opinion leaders who shape audience attitudes and perceptions. Their credibility and authenticity make their recommendations more persuasive than traditional advertisements.

Kaplan and Haenlein (2010) define social media as platforms that enable the creation and exchange of user-generated content. These platforms provide influencers with the opportunity to engage directly with consumers, thereby influencing their behaviour.

A study by De Veirman et al. (2017) suggests that influencers with a large number of followers tend to have a greater impact on brand awareness, but engagement rates are often higher for micro-influencers. Another study by Lou and Yuan (2019) found that influencer credibility significantly affects consumer trust and purchase intention.

Research also highlights that consumers tend to trust influencers who share honest reviews and personal experiences. However, excessive promotional content can reduce credibility and lead to scepticism among consumers.

V. RESEARCH METHODOLOGY

The study adopts a descriptive research design and is based on secondary data. Data has been collected from academic journals, industry reports, marketing research publications, and credible online sources.

The study focuses on young consumers, particularly those who actively use social media platforms. The collected data has been analyzed to identify patterns in consumer behaviour and the influence of marketing strategies.

Limitations:

- Lack of primary data
- Limited scope to specific demographics

- Dependence on existing literature

VI. FACTORS INFLUENCING INFLUENCER MARKETING EFFECTIVENESS

1. Credibility and Trustworthiness

Consumers are more likely to trust influencers who provide honest and unbiased opinions. Credibility plays a crucial role in shaping consumer attitudes.

2. Relatability

Influencers who share similar lifestyles or values with their audience tend to have a stronger impact on consumer behaviour.

3. Content Quality

High-quality, visually appealing, and informative content attracts consumer attention and increases engagement.

4. Engagement Level

Active interaction between influencers and followers enhances trust and strengthens relationships.

5. Frequency of Promotion

Excessive promotion can reduce authenticity, while balanced content maintains credibility.

VII. IMPACT ON CONSUMER BUYING BEHAVIOUR

Influencer marketing significantly affects various stages of the consumer decision-making process. It creates awareness about products, influences attitudes, and encourages purchase decisions.

Consumers often rely on influencer reviews before purchasing a product. Positive endorsements increase brand trust, while negative feedback can discourage purchases. Influencer marketing also promotes impulsive buying behaviour,

especially when combined with limited-time offers or discounts.

The study shows that younger consumers are highly influenced by influencers due to their active presence on social media platforms. Visual content such as videos, reels, and product demonstrations further enhances the impact.

VIII. ADVANTAGES OF INFLUENCER MARKETING

- Enhances brand awareness
- Builds consumer trust
- Targets specific audiences
- Cost-effective compared to traditional advertising
- Increases engagement and interaction

IX. CHALLENGES & LIMITATIONS

- Fake followers and low authenticity
- Misleading promotions
- Over-commercialization
- Difficulty in measuring ROI
- Risk of negative publicity

X. CONCLUSION

Influencer marketing has become a powerful tool in shaping consumer buying behaviour in the digital age. The study highlights that factors such as credibility, relatability, and content quality play a significant role in influencing consumer decisions.

While influencer marketing offers numerous benefits, it also faces challenges related to authenticity and transparency. Businesses must adopt ethical practices and focus on genuine engagement to maintain consumer trust.

Overall, influencer marketing is expected to continue growing as a key component of digital marketing strategies.

XI. SUGGESTIONS

- Focus on authentic and transparent promotions
- Collaborate with relevant influencers
- Avoid excessive advertising
- Monitor engagement and feedback
- Ensure ethical marketing practices

XII. REFERENCES

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