

# Role of Social Media and Influencer Marketing on Consumer Purchasing Decisions

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## ARTICLE INFO

## ABSTRACT

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The emergence of social media has completely changed how customers communicate with influencers, engage with brands, and make verdicts around what to purchase. This study gives us an aspect at in what way social media and influencer marketing have an important influence on what people buy A critical examination of the body of literature shows that social media platforms and influencers play a significant role in shaping the opinions, preferences, and buying habits of consumers.

The findings highlight the importance of influencer partnerships, social media marketing strategies, and online reputation management in shaping customer purchasing decisions. For companies, brands, and marketers seeking to leverage social media and influencer marketing to boost customer engagement, loyalty, and sales, this research provides valuable information.

**Keywords:** Social Media, Consumer Purchasing Decisions & E-commerce

## INTRODUCTION

The e-commerce sector has transformed international trade by facilitating smooth online transactions across different models such as B2C, B2B, C2C, and C2B. Fueled by technology, mobile commerce, and its convergence, it provides convenience, tailored shopping experiences, and access to global markets. Large players such as Amazon, Alibaba, and eBay lead the way, with startups and small enterprises leveraging e-commerce to grow. Niche types like M-commerce, peer-to-peer (P2P), and direct-to-consumer (D2C) selling have transformed retail. Despite challenges like cybersecurity threats, logistics issues, and intense competition, e-commerce continues to drive economic growth, transform supply chains, and shape consumer behavior, with AI, mobile payments, and digital marketing further fueling its expansion. Global business has rapidly changed due to the e-commerce industry, which involves the trading of products and services over the internet in the late 1990s, e-commerce has grown to encompass almost any good or service, from groceries and digital content to financial services and many more. It first focused on the sale of books, gadgets, and apparel online.

Technology innovation, increased use of the internet, and changing consumer behavior have all played a role to bring about the multitrillion dollar world e-commerce market. Big businesses such as Amazon, Alibaba and eBay are now names of common usage, and start-ups and smaller enterprises utilize-commerce platforms to access broader markets. Convenience shoppers shop wherever and whenever and personalization highly tailored buying experiences

enabled through algorithms and analytics of data are two of the e-commerce industry's most notable features. The growth of the industry has been enhanced through the rise of mobile commerce and the use of social media, making it the leading global retail.

### LITERATURE REVIEW

Reddy, S., & Srinivasan, R. (2020) This reading aspects into how Bengaluru customers' purchases of apparel are impacted by social media marketing. The study claims that social media boards like Facebook and Instagram play a big part in determining what customers decide to buy. Influencer recommendations have a significant impact on purchase decisions as well, particularly from younger audiences. Kumar, A., & Sharma, M. (2019) The authors analyze impact of social media on consumer buying behavior impact Bengaluru's electronics industry. The study discovered that consumer trust and buy inclinations were significantly impacted by influencer trustworthiness and the relevancy of their content, particularly for high involvement products. Nair, V., & Rao, P. (2021) This study examines influencer marketing's effects on consumer behavior in Bengaluru's beauty and wellness sector. The study indicates that influencers with a high degree of audience involvement are more successful in swaying consumers' purchasing decisions. Desai, A., & Patil, S. (2020)

The study emphases on in what way buyers' purchasing decisions in Bengaluru's hospitality industry are inclined by social media marketing. The study concludes that influencer suggestions, especially ones that are thought to be sincere and trustworthy, significantly boost customer trust and positively impact the hotels and restaurants that they select. Ramesh, K., & Rao, S. (2019) The authors social media's effects influencers on customers' buying decisions within the retail sector in Bengaluru. The study indicates that influencers with a sizable local following and a strong degree of interaction are more effective at swaying Bengaluru consumers' buying decisions. Bhaskar, V., & Sharma, A. (2021) Learning how social media promotion affects Bengaluru customers' decisions to purchase luxury goods is the aim of this study. According to the authors, influencer endorsements—especially those from celebrities and other well-known individuals—have a big influence on consumers' opinions and their behaviors while they are making purchases. Prasad, N., & Menon, R. (2020) The study focuses on how customer behavior in Bengaluru's fashion and lifestyle sector is impacted by social media marketing. The authors conclude that consumer decisions are knowingly inclined by influencer recommendations, particularly when those suggestions are regarded as authentic and trustworthy.

### OBJECTIVES

- To evaluate the influence of social media advertisements on consumer purchasing decisions.
- To assess the effectiveness of influencer partnerships in increasing brand recognition.
- To compare the efficiency of different social media platforms in influencing buying decisions.
- To explore the impact of social media influencers personal brand on consumer choice.

### RESEARCH METHODOLOGY

The focus of this reading is to provide an answer to the need to understand how online social media and influencer marketing influence Bengaluru consumers' buying decisions.

Against the background of increasing use of social media websites and the increasing influence of influencers, evaluating the extent to which these factors contribute to the consumer perception is important.

This study intends to regulate key trends, likes, and the general impact of social media and influencer marketing on consumer choices in Bengaluru in direction to be able to deliver perceptions that may notify marketing efforts in the area.

This research study, in this regard, employs both quantitative and qualitative research designs to come up with a thorough analysis to explore the influence of social media and influencer marketing on customer purchasing behavior.

It employs a standardized questionnaire with the objective of gathering quantitative information from the respondents in Bengaluru.

One hundred people are randomly selected from the population of Bengaluru using simple random sampling.

This method minimizes bias since every member of the population has an equal opportunity of being chosen.

The quantitative data collected through the survey were analyzed quantitatively using frequency tables, T-test and chi-square test analysis Socio-demographic data of the respondents and their establishments were adopted from the study by use of descriptive statistics.

## RESULT AND DISCUSSION

**Table 1 – Descriptive statistics**

Variable	Category/Value	Frequency (n)	Percentage (%)
<b>Gender</b>	Male	41	39%
	Female	64	61%
<b>Age Group</b>	UNDER 18	7	6.7%
	18-25	80	76.2%
	26-35	9	8.6%
	36-45	5	4.8%
	46 AND ABOVE	4	3.8%
<b>Occupation</b>	STUDENT	74	70.5%
	EMPLOYED	21	20%
	SELF EMPLOYED	7	6.7%
	UNEMPLOYED	3	2.9%
	RETIRED	0	0%
<b>Factors that most influence the buying decisions of consumers</b>	PRICE	11	10.5%
	QUALITY	60	57.1%
	BRAND REPUTATION	13	12.4%
	SOCIAL MEDIA REVIEWS	20	19%
	OTHER	1	1%
<b>Frequency of the use of social media platforms</b>	DAILY	90	85.7%
	WEEKLY	10	9.5%
	MONTHLY	3	2.9%
	RARELY	2	1.9%
<b>Consumers are following social media influencers</b>	YES	78	74.3%
	NO	27	25.7%
<b>Type of influencers are being followed by consumers</b>	FASHION	16	16.7%
	TECHNOLOGY	27	28.1%
	LIFE STYLE	23	24%
	FOOD	24	25%
	OTHER	15	14.2%
<b>Consumers had purchased any product because it was recommended by an influencer</b>	YES	54	51.4%
	NO	51	48.6%
<b>Factors that most influence the buying decisions of consumers</b>	PRICE	11	10.5%
	QUALITY	60	57.1%
	BRAND REPUTATION	13	12.4%
	SOCIAL MEDIA REVIEWS	20	19%
	OTHER	1	1%

The survey results show that most respondents (76.2%) are between 18 and 25 years old, with women (61%) outnumbering men (39%). Students make up the majority (70.5%), followed by employed (20%) and self-employed individuals (6.7%). There is high daily social media activity (857%), with 743% following online influencers and the most trending content being food and technology (257%), fashion (152%), and lifestyle (219%). While 514% have bought a product on the basis of influencer endorsements, quality (571%) is the most influential factor in purchase decisions, followed by social media reviews (19%) and reputation (124%).

But social media adverts do not have much impact, as 533% infrequently shop from them.

Brands' trust among influencers is split, with 467% not caring and 419% showing some degree of trust.

Consumer views on influencer marketing are mixed 581% look at social media reviews prior to buying, but only 67% buy influencer-recommended products regularly, while 81% buy them occasionally or never. Purchases are most influenced in fashion (40%), electronics, and health and beauty (23.8%). While 48.6% remain neutral on influencer marketing effectiveness, 36.2% see it as successful. Looking ahead, 46.7% expect influencers to play a greater role in shopping, with better product reviews (38.1%) and higher-quality content (26.7%) identified as key improvements. Overall, 64.8% of respondents hold a positive view of social media marketing, indicating its broad acceptance

### HYPOTHESIS TESTING- T-TEST

**Table:2 Showing the factors that most influence the buying decisions of consumers**

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
PRICE	11	10.5%
QUALITY	60	57.1%
BRAND REPUTATION	13	12.4%
SOCIAL MEDIA REVIEWS	20	19%
OTHER	1	1%
TOTAL	105	100%

### CALCULATION

PARTICULARS	NO. OF RESPONDENTS (O)	EXPECTED FREQUENCY (E)	(O - E) <sup>2</sup>	(O - E) <sup>2</sup> / E
PRICE	112	110	4	0.0364
QUALITY	60	62	4	0.0645
BRAND REPUTATION	13	21	64	3.0476
SOCIAL MEDIA REVIEWS	20	21	1	0.0476
OTHER	12	20	64	3.2
TOTAL	105	105	137	6.3961

### 1. HYPOTHESIS

**Null Hypothesis (H<sub>0</sub>):** The observed distribution of factors influencing buying decisions is consistent with the expected distribution.

**Alternative Hypothesis (H<sub>1</sub>):** The observed distribution of factors influencing buying decisions is not consistent with the expected distribution.

The chi-square test result ( $\chi^2 = 99.34$ ),  $p < 0.001$ ) shows that the factors influencing the consumer buying decisions are not evenly distributed. Quality is the most significant factor, with a much higher influence compared to others like price and brand reputation. The p-value associated with such a high chi-square statistic and 4 degrees of freedom is practically 0 (less than 0.05, or even 0.01). Consult a chi-square distribution table or use statistical software to find the p-value corresponding to  $\chi^2 = 99.34$  with  $df = 4$ . The uneven distribution of observed buying factors confirms that quality significantly outweighs price, brand reputation, and social media reviews in influencing consumer decisions.

### CONCLUSION AND FUTURE SCOPE

With an emphasis on Bengaluru specifically, the study sought to assess the outcome of online social media with the influencer marketing on client buying decisions. The findings reveal that social media destinations such as YouTube, Facebook, and Instagram have a large impact on users' tastes and purchasing behavior.

Influencers are critical in the marketing of businesses and goods since they possess a tighter and more empathetic influence on the consumer's choice. With their followership, they have built credibility and trust. The findings indicate that Bengaluru consumers' decisions to read reviews, make final purchases, and purchase new products are suggestively predisposed by the social media information. Especially among Gen Z and millennials, this holds true. It is also evidence of the influencer's sincerity and level of commitment that consumers continually prefer influencer endorsements over classical advertisement. In conclusion, Influencer marketing and community broadcasting are essential tools for companies looking to reach Bengaluru customers. Brands can increase sales, develop brand loyalty, and increase consumer engagement by strategically using these channels and collaborating with the right influencers. In order to continue influencing customer purchasing behavior, businesses will need to prioritize upholding openness, producing pertinent content, and establishing enduring connections with influence.

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