PROJECT REPORT

ON

ROLE OF SOCIAL MEDIA INFLUENCERS TOWARDS CUSTOMERS BUYING BEHAVIOUR

Submitted By

FARHAN P N

Reg. No: AIAWMCM038

Under the guidance of

Smt. THANZEELA EBRAHIM K

M.Com, MBA, B.Ed, SET, NET

Assistant Professor

Research Department of Commerce

In partial fulfilment of the requirement for the award of the degree of

MASTER OF COMMERCE

OF

THE UNIVERSITY OF CALICUT

M.E.S.ASMABI COLLEGE

P.VEMBALLUR - 680671

2023-2024

CERTIFICATE ON PLAGIARISM CHECK

MES ASMABI COLLEGE, KODUNGALLUR

(Affiliated to the University of Calicut)

1.	Name of the Research Scholar/Student	**Farhan P N**		
2.	Title of the Thesis/paper	Role of Social Media Influencers Towards Customers Buying Behaviour		
3.	Name of the supervisor	**Thanzeela Ebrahim K**		
4.	Category	Master's Thesis		
5.	Department/institution	Research Department of Commerce		
6.		Introduction / Review of literature	Materials and Methods	Results/ Discussion/summary Conclusion
7.	Similar content (%) identified	-	-	-
	In case Overall similarity (%)	5%		
8.	Revised Check			
9.	Similar content (%) identified	5%		
10	Acceptable Maximum limit			
11	Software used	**Checker X**		
12	Date of Verification			

Issued by Librarian

SALIHA P I
UGC LIBRARIAN
MES ASMABI COLLEGE
P VEMBALLUR 680671

Signature of the Researcher

Principal / HoD

CHITHRA P
MCom, MEd
Assistant Professor
Research Department of Commerce
MES Asmabi College, P. Vemballur
PIN - 680 671

Signature of the supervisor

THANZEELA EBRAHIM K
MCom, MBA, BEd
Assistant Professor
Research Department of Commerce
MES Asmabi College,
P. Vemballur, PIN - 680 671

Place: P. Vemballur

Date: 03/06/2024

Seal

MES ASMABI COLLEGE P. VEMBALLUR THRISSUR DT., KERALA-680 671 RESEARCH DEPARTMENT OF COMMERCE

CERTIFICATE

Certified that the project work entitled **"ROLE OF SOCIAL MEDIA INFLUENCERS TOWARDS CUSTOMER BUYING BEHAVIOUR"** is a bonafide record of project work carried out by **FARHAN P N** in partial fulfillment of his Degree of Master of Commerce of the University of Calicut.

CHITHRA P
M.Com, Med
Head & Assistant Professor
Research Department of Commerce
M.E.S. Asmabi College, P. Vemballur

Place : P.Vemballur

Date : 03/06/2024

CERTIFICATE

This is to certify that the project report entitled **"ROLE OF SOCIAL MEDIA INFLUENCERS TOWARDS CUSTOMER BUYING BEHAVIOUR"** is a bonafide record of project work carried out independently by **FARHAN P N**, in partial fulfillment of Degree of Master of Commerce under my guidance and supervision.

Smt. THANZEELA EBRAHIM K,
M.Com, MBA, B.Ed, SET, NET
Assistant Professor
Research Department of Commerce
M.E.S. Asmabi College, P. Vemballur

Place : P.Vemballur

Date :

DECLARATION

I, **FARHAN P N,** hereby declare that the project report entitled **"ROLE OF SOCIAL MEDIA INFLUENCERS TOWARDS CUSTOMER BUYING BEHAVIOUR"** is a bonafide record of project work done by me, in partial fulfillment of the requirement for the award of the degree of Master of Commerce, under the supervision of **Smt. THANZEELA EBRAHIM K, Assistant Professor, Research Department of Commerce**, MES Asmabi College, P.Vemballur.

Place: P Vemballur

Date : **FARHAN PN**

ACKNOWLEDGEMENT

*I offer my gratitude to **GOD** almighty with whose grace I could successfully accomplish the project work.*

*I express my sincere gratitude to my project guide **Smt. Thanzeela Ebrahim K, Assistant Professor**, Research Department of Commerce, MES Asmabi College for her timely advice and able supervision throughout the study and for the preparation of the project report.*

*I am especially thankful to my Head & Assistant Professor, **Smt, Chithra P**, for her valuable support in providing us the facilities and her valuable guidance for the development of the project.*

*I am grateful to **Dr. A BIJU,** Principal for the congenial research environment he always tried to foster in the department.*

*I express my gratitude to **Mrs, Saliha P.I**, the librarian of M.E.S Asmabi College, P. Vemballur, for her support and timely guidance.*

I am especially thankful to selected respondents who have co-operated with me at the time of survey.

I express my sincere thanks to all my teachers and staff for their co-operation in the preparation of this project report.

*Finally, I express my sincere thanks to **my parents and my friends** for their co-operation in the preparation of this project report.*

FARHAN PN

TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO.
1	INTRODUCTION	1-6
2	REVIEW OF LITERATURE	7-13
3	THEORETICAL FRAMEWORK	14-21
4	DATA ANALYSIS AND INTERPRETATION	22-47
5	FINDINGS, SUGGESTIONS AND CONCLUSION	48-51
	BIBLIOGRAPHY	
	APPENDIX	

LIST OF TABLES

TABLE NO.	TITLE	PAGE NO.
4.1	Gender wise classification	22
4.2	Age wise classification	23
4.3	Qualification wise classification	24
4.4	Occupation wise classification	25
4.5	Income wise classification	26
4.6	Use of social media platforms	27
4.7	Frequently using social media platform	28
4.8	Influence in purchasing decision	29
4.9	purchase based on influencers recommendations	30
4.10	Time consuming	31
4.11	Trust on influencers recommendation	32
4.12	follow of social media influencers	33
4.13	Influencer's recommendation	34
4.14	Platform to follow influencers	35
4.15	Comparing influencers recommendation and traditional advertising	36
4.16	Authenticity and transparency	37
4.17	Influencers responsibility to disclosure about paid promotions	38
4.18	Engagement with influencers sponsored content	39
4.19	Group descriptive of Female and male	40
4.20	Independent sample t-test	41
4.21	Group descriptive of various age group	42
4.22	One-way ANOVA test (Welch's)	43
4.23	Group descriptive of various income level	44
4.24	One-way ANOVA test (Welch's)	45
4.25	Model Fit Measures	46
4.26	Omnibus ANOVA test	47
4.27	Linear regression analysis	47

LIST OF CHARTS

CHART NO.	TITLE	PAGE NO.
4.1	Gender wise classification	22
4.2	Age wise classification	23
4.3	Qualification wise classification	24
4.4	Occupation wise classification	25
4.5	Income wise classification	26
4.6	Use of social media platforms	27
4.7	Frequently using social media platform	28
4.8	Influence in purchasing decision	29
4.9	purchase based on influencers recommendations	30
4.10	Time consuming	31
4.11	Trust on influencers recommendation	32
4.12	follow of social media influencers	33
4.13	Influencer's recommendation	34
4.14	Platform to follow influencers	35
4.15	Comparing influencers recommendation and traditional advertising	36
4.16	Authenticity and transparency	37
4.17	Influencers responsibility to disclosure about paid promotions	38
4.18	Engagement with influencers sponsored content	39
4.19	Group descriptive of Female and male	40
4.20	Independent sample t-test	41
4.21	Group descriptive of various age group	42
4.22	One-way ANOVA test (Welch's)	43
4.23	Group descriptive of various income level	44
4.24	One-way ANOVA test (Welch's)	45
4.25	Model Fit Measures	46
4.26	Omnibus ANOVA test	47
4.27	Linear regression analysis	47

CHAPTER I

INTRODUCTION

1.1INTRODUCTION

In today's digital era, social media has profoundly altered how people interact, communicate, and make buying decisions. Among the diverse array of content creators on social platforms, social media influencers have emerged as significant influencers of consumer behaviour. This research investigates the intricate connection between social media influencers and consumer purchasing behaviour, exploring how influencers impact buying decisions, the methods they use to exert influence, and the implications for businesses and marketers.

The ascent of social media influencers as pivotal players in consumer decision-making processes is indisputable. With their capacity to cultivate large, engaged followings and establish genuine connections with their audiences, influencers possess a unique persuasive authority often lacking in traditional advertising. By leveraging their personal brand and expertise in specific niches, influencers can sway consumer perceptions, preferences, and intentions to purchase.

Understanding the dynamics of influencer marketing and its effects on consumer behaviour necessitates a multifaceted approach. Firstly, analyzing the psychological mechanisms underpinning influencer effectiveness, such as social validation, credibility, and likability, provides insights into why consumers trust and emulate influencers. Secondly, exploring the significance of authentic, relevant, and engaging content in influencer marketing campaigns sheds light on the factors driving consumer interaction and brand affinity.

Moreover, the influence of social media influencers extends beyond mere product endorsements to shaping broader consumer attitudes, lifestyles, and aspirations. By aligning themselves with specific brands, values, and trends, influencers not only endorse products but also embody aspirational lifestyles and identities that resonate with their followers. Consequently, consumers often view their purchasing decisions as a form of self-expression and identity creation, influenced by the aspirational imagery projected by influencers.

In conclusion, the phenomenon of social media influencers has transformed the landscape of consumer behaviour, ushering in an era of influencer-driven commerce. As consumers increasingly seek product recommendations and inspiration on social media, businesses must adapt their marketing strategies to effectively harness the power of influencer marketing. By comprehending the nuances of influencer-consumer dynamics, marketers can leverage influencer partnerships to enhance brand visibility, credibility, and ultimately, drive consumer engagement and conversion.

This research aims to provide a thorough understanding of the role of social media influencers in shaping consumer purchasing behaviour, offering actionable insights for marketers aiming to capitalize on this influential trend in contemporary marketing.

1.2 STATEMENT OF THE PROBLEM

The emergence of social media influencers as prominent figures in the digital landscape has reshaped consumer behaviour and purchasing patterns. However, despite the growing recognition of their influence, there remains a gap in understanding the precise role and impact of social media influencers on customer buying behaviour. This study seeks to address this gap by examining the following key questions:

- What are the mechanisms through which social media influencers influence customer buying behaviour?
- To what extent do social media influencers affect various stages of the consumer decision-making process, including awareness, consideration, and purchase?
- How do factors such as authenticity, relevance, and engagement of influencer content contribute to their effectiveness in shaping customer buying behaviour?
- What are the demographic and psychographic characteristics of consumers most susceptible to influencer influence?
- What are the implications of influencer marketing on consumer perceptions, brand loyalty, and long-term purchasing habits?

- How do different types of social media platforms (e.g., Instagram, YouTube, TikTok) and content formats (e.g., sponsored posts, product reviews, tutorials) influence the customer buying behaviour.

By addressing these questions, this study aims to provide a comprehensive understanding of the role of social media influencers in driving customer buying behaviour, offering insights that can inform marketing strategies.

1.3 OBJECTIVES OF THE STUDY

1. To investigate the demographic characteristics of the influenced audience.
2. To evaluate the influence of social media influencers on customer buying behaviour.
3. To examine strategies employed by influencers to shape consumer purchasing decisions.

1.4 HYPOTHESIS

H_{01}: There is no significant difference in the mean influence scores between females and male.

H_{02}: There is no significant difference in the mean influence scores across different age group.

H_{03}: There is no significant difference in the mean influence scores across different income level

H_{04}: There is no influence on social media influencers influence on customer buying behaviour.

1.5 SIGNIFICANCE OF THE STUDY

Examining the influence of social media influencers on consumer purchasing behaviour holds significance on multiple fronts. Firstly, it enables a deeper comprehension of how influencers impact consumer choices, vital for businesses employing influencer marketing. Secondly, it offers insights into the efficacy of various influencer tactics and platforms, assisting marketers in refining their strategies. Moreover, it contributes to scholarly knowledge on consumer behavior in the digital era, illuminating the changing

dynamics of social influence. Lastly, it provides actionable insights for businesses aiming to utilize social media influencers to enhance sales and cultivate brand allegiance.

1.6 SCOPE OF THE STUDY

The scope of the study on the role of social media influencers in customer buying behaviour encompasses various aspects includes examining different types of influencers, platforms, and strategies, as well as understanding consumer segmentation and motivations. This study was conducted by collecting data from 100 respondents through a structured questionnaire by sending through Google form. Theaims to provide a comprehensive understanding of how social media influencers influence customer purchasing decisions, offering valuable insights for marketers, businesses, and policymakers.

1.7 RESEARCH METHODOLOGY

1.7.1 Types of data used

Both primary and secondary data are used for the study

A. Primary data

Primary data for the study collected through questionnaires using Google form.

B. Secondary data

Secondary data collected from books, publications, websites and journals etc.

1.7.2 Tools for Data collection

Questionnaires are used to collect the data

1.7.3 Questionnaire construction

The questionnaire is constructed by comprehensive review of the literature and previous studies .Likert 5-point type questions are mainly used for the study.

1.7.4 Sampling technique

Non-probability sampling is used

1.7.5 Sampling method

Convenience sampling method is used

1.7.6 Sample size

The sample is 100

1.7.7 Tools for data analysis

Percentage analysis, Independent sample t-test, One way ANOVA, Linear regression.

1.7.8 Period of the study

The study is conducted during the period in between February 2024 to June 2024

1.8 LIMITATIONS THE STUDY

1.The sample size is limited to 100respondents

2.One of the drawbacks is respondent bias.

3.Another main limitation is the time constraints.

4.A sample is collected using a non-probability sampling method, such as convenience sampling. As a result, the study includes the drawbacks of convenience sampling

1.9 CHAPTERISATION

Chapter I: Introduction

Chapter II: Review of literature

Chapter III: Theoretical frame work

Chapter IV: Data Analysis and Interpretation

Chapter V: Findings, Suggestion and Conclusion

CHAPTER II

REVIEW OF LITERATURE

REVIEW OF LITERATURE

Dr. Fred Chan (2002) The study investigates Social Media Influencers (SMIs) and their impact on consumer behavior, focusing on personality traits, customer loyalty, and demographic influences.Findings reveal that SMIs significantly affect decision imitation through their personality and content traits, with customer loyalty playing a crucial mediating role. Demographic factors like income influence the extent of SMI influence, while gender and education levels show no significant impact.Methodologically, the study employs questionnaires distributed via MTurk, targeting individuals aged 18 to 65 in the UK. Factor analysis and statistical methods are used for data analysis.Overall, the study contributes important insights into SMI dynamics, offering theoretical and practical implications for digital marketing strategies.

Xin Jean Lim, Aifa Rozaini bt Mohd Radzol (2017) The study investigates the effectiveness of social media influencers (SMIs) in advertising, focusing on factors like source credibility, attractiveness, product match-up, and meaning transfer. It suggests that consumer attitude mediates the relationship between these factors and consumer behavior. Data from 200 respondents was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM), finding support for all hypotheses except source credibility. This research offers insights into the mechanisms behind SMI influence and highlights the importance of consumer perception. Implications, limitations, and suggestions for future research are discussed.

Mr. Sony Varghese, Ms. Mansi Agrawal (2021) The research investigates how social media influences consumers' complex buying behavior, particularly in infrequent, high-involvement purchases. It examines the impact of user-generated content and online conversations on consumer decision-making processes. The study explores social media platforms' role in shaping consumer opinions and altering traditional buying patterns. Additionally, it assesses the relevance of the traditional six-phase customer decision process model (EBM model) in the context of social media usage. Through a quantitative survey, the research evaluates various aspects of the customer decision

process and its relationship with social media. Overall, the study provides valuable insights into the evolving dynamics of consumer behavior in the digital age.

Piotr Kwiatek, Radoslav Baltezarević, Stavros Papakonstantinidis (2021) The research investigates how social media users perceive the credibility of influencer recommendations and its impact on consumer attitudes towards brands. It highlights the growing importance of social media influencers in brand communication and the need for influencers to demonstrate expertise and trustworthiness. Companies often hire influencers to promote their brands, providing them with content and timing guidelines to maintain control over messaging. The study aims to understand social media users' attitudes towards influencer credibility and its influence on brand perception through a survey methodology. Overall, it provides valuable insights for companies navigating the realm of influencer marketing and consumer trust on social media platforms.

Serman, Zehra and Sims, Julian (2020) The research focuses on understanding the influence of bloggers on consumer purchasing behavior by examining factors such as social attractiveness, credibility, experience, and sponsorship. It aims to develop and test a model that explains how these factors impact consumers' intentions to adopt blogger recommendations. Through a survey of 202 respondents, the study identifies key factors influencing consumer behavior and explores the mediating role of social attractiveness. Findings highlight the importance of trust, credibility, and perceived usefulness in shaping consumer intentions, with social attractiveness playing a significant mediating role. The research provides valuable insights for bloggers and consumers, offering guidance for content optimization and recommendation evaluation in influencer marketing.

Dr. Ruhi La, Dr. Geeti Sharma (2021) The research explores the relationship between social media influencers (SMIs), brand consciousness, and online purchase behavior. It investigates how brand consciousness mediates the impact of SMIs on consumers' online purchasing decisions. Through a study involving 567 youth in Delhi NCR, the research confirms that brand consciousness fully mediates this relationship. By employing structural equation modeling (SEM) and statistical analysis, the study

contributes to understanding the effectiveness of SMIs and their influence on consumer behavior in the context of online shopping. Overall, the findings offer valuable insights for marketers looking to leverage influencer marketing effectively.

M. Althaf Khan (2020) The research investigates how various attributes of social media influencers affect their credibility and subsequently influence consumers' purchase intentions in Delhi NCR, India. Using an online questionnaire and structural equation modeling, the study identifies trustworthiness, information quality, and entertainment value as significant factors impacting influencer credibility. These attributes not only directly affect credibility but also indirectly influence purchase intentions. Additionally, the study finds that consumers' purchase intentions are directly influenced by the trustworthiness and credibility of influencers. Overall, the findings provide valuable insights for marketers seeking to understand and leverage influencer marketing effectively in the digital landscape.

Mahmood Jasim Al-Samydai, Ihab Ali Qrimea (2020) The research investigates how social media influences consumer behavior towards herbal cosmetics, focusing on the Jordanian market. It finds that there's a growing preference for herbal cosmetics due to safety concerns associated with traditional products. Social media plays a significant role in shaping consumer preferences, with a majority attributing their desire to switch to herbal cosmetics to social media influence, particularly from social media stars. The study recommends leveraging social media influencers for advertising herbal cosmetics in Jordan. The research methodology involves in-depth interviews to collect qualitative data from respondents. Overall, the findings underscore the importance of social media in driving consumer interest towards safer and natural beauty products like herbal cosmetics.

Singh Kamaldeep (2021) The research investigates how social media influencers impact consumer buying behavior, aiming to understand consumer attitudes, confidence, and the influence of Word of Mouth (WoM). It finds that consumer attitudes towards influencers affect buying behavior, with positive attitudes leading to purchases influenced by influencers. Factors like perceived connection, honesty, and expertise

increase consumer confidence in influencers. Additionally, Word of Mouth plays a significant role, with consumers trusting recommendations from their social circles more than from influencers. The study adopts a qualitative approach, conducting semi-structured interviews with a minimum of 5 consumers to gather nuanced insights into consumer perspectives. Overall, the research aims to provide valuable insights into the dynamics of influencer marketing from a consumer standpoint.

Arif ashraf, Irfan Hameed (2023) The research explores how communication through technology-oriented social media influencers (T-SMIs) affects marketing outcomes, specifically purchase intentions, by fostering parasocial relationships (PSRs) with followers. It examines fairness dimensions and source credibility in this context. Findings suggest that attractiveness, expertise, trustworthiness, similarity,

interpersonal, procedural, and information fairness positively contribute to PSRs, which in turn influence purchase intentions. The study, employing purposive sampling and data analysis using IBM AMOS and SPSS 26, provides valuable insights for academia and industry, offering recommendations for brand managers in technology companies.

Hadeel ElmousaWong Foong Yee And Jun-Hwa Cheah (2024) The research aims to investigate how social media influencers impact consumer attitudes and intentions towards promotions, particularly in the context of influencer marketing in Malaysia. Through a sample of 350 respondents and employing partial least squares (PLS) analysis, the study confirms significant relationships between variables such as source credibility, subjective norms, meaning transfer, attitude, and buying intention. These findings contribute to marketing literature by extending psychological theories to influencer marketing and offer valuable insights for firms, marketers, and influencers in designing effective marketing strategies.**Emmelyn Croes (2021)**The study investigates why young adults buy products endorsed by social influencers on social media and explores the role of social identification in this relationship. Through an online questionnaire with 415 participants aged 16 to 25, the study identifies six primary motivations for following social influencers and reveals that social identification plays a significant role in influencing online advertisement clicking and buying behavior. The

research methodology involved administering the questionnaire and analyzing the data using statistical techniques to uncover differences across demographic groups. Overall, the findings provide valuable insights for marketers targeting young adults through influencer marketing strategies.

Arum Nurhandayani, Rizal Syarief, Mukhamad Najib (2019) The study explores the impact of social media influencers and brand image on consumer purchase intentions, focusing on female millennials in Jakarta. It confirms that influencers significantly shape brand image but finds their influence on purchase intentions to be less significant. Brand image emerges as the primary driver of consumer consideration to purchase. The research methodology involves structured questionnaires and structural equation modeling for data analysis. These findings have implications for marketers aiming to utilize influencer marketing strategies effectively.

Dr. Hafiz Ihsan ur Rehman, Muhammad Ashar Shakeel and Urva Zainab (2023) The study aimed to investigate the impact of social media influencer interactivity and authenticity on impulsive buying behavior among consumers in Pakistan, with a focus on the clothing industry. Through survey-based questionnaires collected from 332 participants, the research explored the relationships between these variables. While influencer interactivity and authenticity were found to influence attitudes toward influencers and brand attachment, they did not significantly affect impulsive buying behavior directly. However, these factors indirectly influenced impulsive buying through their effects on attitudes and brand attachment. The study highlights the importance of understanding the nuanced relationship between influencers, consumer attitudes, and impulsive buying behavior in the context of influencer marketing.

Mohamad-Noor SalehhuddinSharipudin (2023) The study investigated the influence of social media influencers (SMIs) on Generation Z consumers' purchase intentions. Using the TEARS model (trustworthiness, expertise, attractiveness, respect, similarity) and social influence theory, the research aimed to identify predictors of purchase intention among Gen Z. Findings revealed that trustworthiness, expertise, attractiveness, and similarity of SMIs significantly predicted purchase intention, while respect did not.

Additionally, both informational and normative influences were significant predictors of purchase intention. The study collected 605 responses through an online survey and employed statistical analysis techniques to analyze the data. Overall, the study sheds light on the factors influencing Gen Z's purchase behavior in the context of SMIs, offering valuable insights for marketers.

Norly Marlia Kamaruddin (2024) The study explores how social media influencers (SMIs) impact consumer buying behavior, focusing on trustworthiness, expertise, and information quality. It aims to fill a gap in understanding the effectiveness of SMIs compared to traditional endorsements. Findings indicate that SMIs significantly influence consumer decisions, especially when consumers align with the influencers' self-concept. Trustworthiness, expertise, and information quality of SMIs play crucial roles in shaping consumer purchasing intentions. The research methodology involves literature review, data collection through surveys or interviews, and statistical analysis techniques like regression or SEM. Overall, the study provides insights for marketers on leveraging SMIs in digital marketing strategies.

LelasariSijabat, Danny I. Rantung and Deske W. Mandagi (2022) The study investigated the impact of social media influencers (SMIs) on customer brand engagement (CBE) and brand perception (CBP) for the Big Cola brand in West Java, Indonesia. Through a survey of 154 respondents from key regions, the research found that SMI positively influenced both CBE and CBP. Additionally, CBE significantly affected brand perception, and it acted as a mediator between SMI and CBP. The findings highlight the importance of utilizing SMIs in marketing strategies to enhance brand perception and customer engagement, providing valuable insights for businesses aiming to optimize their promotional efforts.

Komathi Lokithasan (2019) The research explores how male and female social media influencers influence emerging adults differently. Through qualitative methods like focus groups and content analysis, it was found that female influencers impact beauty product purchases, while male influencers influence technology and gaming product choices. The study emphasizes the importance of entertainment value and

informativeness in influencer posts. Understanding these preferences can help organizations tailor influencer marketing strategies effectively.

Man Lai Cheung (2022) The research investigates how social media influencers' content characteristics influence consumers' online brand-related activities (COBRAs) through parasocial relationships and wishful identification. Using partial least squares structural equation modeling (PLS-SEM) and data from 263 social media users, the study identifies design quality, technology quality, and creativity as significant predictors of parasocial relationships. Additionally, design quality and creativity are significant predictors of wishful identification, which, in turn, impact COBRAs. The findings emphasize the importance of influencers' content curation in promoting brands effectively.

Aqilah Yaacob, Jen Ling Gan and Shamsuddin Yusuf (2021) The research investigates the impact of social media marketing on online purchase intention for fashion apparel during the pandemic. Through quantitative methods involving 163 online fashion apparel customers, the study finds significant positive correlations between online consumer reviews, social media advertisements, influencer endorsements, and online purchase intention. These findings underscore the importance of leveraging social media marketing strategies, particularly during the pandemic, to influence consumer behavior and drive online sales.

CHAPTER III

THEORETICAL FRAMEWORK

SOCIAL MEDIA

Social media refers to online platforms and websites that enable users to create, share, and exchange information, ideas, and content in virtual communities and networks. These platforms allow users to interact with each other through various forms of digital communication, such as text, images, videos, and audio. Popular social media platforms include Facebook, Twitter, Instagram, LinkedIn, Snapchat, TikTok, and YouTube. Social media has become a prominent part of modern communication, connecting individuals, businesses, and organizations across the globe, and facilitating the sharing of information and experiences in real-time.

SOCIAL MEDIA PLATFORMS

1.Facebook

Facebook is a social networking platform where users can connect with friends, family, and acquaintances. It allows users to share updates, photos, videos, and links, as well as join groups and follow pages of interest..

2.Twitter

Twitter is a microblogging platform where users can share short messages called tweets, which are limited to 280 characters. Users can follow other accounts, retweet and like tweets, and engage in public conversations using hashtags.

3.Instagram

Instagram is a photo and video sharing platform known for its visual content. Users can upload photos and videos, apply filters and effects, share stories, and interact with posts through likes, comments, and direct messages.

4.LinkedIn

LinkedIn is a professional networking platform designed for career development and business networking. Users can create professional profiles, connect with colleagues and industry professionals, search for jobs, and share professional content.

5.Snapchat

Snapchat is a multimedia messaging app known for its disappearing messages and short-lived photo and video stories. Users can send photos and videos with added filters, text, and stickers, as well as share stories with their followers.

6.TikTok

TikTok is a video-sharing app where users create and share short-form videos set to music. It's known for its viral challenges, creative content, and algorithm-driven recommendation system.

7.YouTube

YouTube is a video-sharing platform where users can upload, view, and share videos on a wide range of topics. Users can subscribe to channels, like and comment on videos, create playlists, and engage with content creators.

SOCIAL MEDIA INFLUENCERS

Social media influencers are individuals who have garnered trust, expertise, and a sizable following on social platforms. They utilize their authority to endorse products, services, brands, or causes to their audience. Influencers come from diverse fields and create engaging content like posts, videos, and stories to engage with their followers and collaborate with brands for promotional purposes. Their genuine connection with their audience often influences consumer preferences, trends, and purchasing choices.

ROLE OF SOCIAL MEDIA INFLUENCERS

Social media influencers wield significant influence on consumer behaviour through various means:

1.Product Recommendations

Influencers share their opinions on products, influencing their followers' purchasing decisions and boosting brand visibility and sales.

2.Authenticity

Followers trust influencers' endorsements because they perceive them as genuine and relatable, increasing the likelihood of purchases.

3.Trendsetting

Influencers introduce and popularize trends, shaping consumer behaviour in areas like fashion, beauty, and lifestyle.

4.Social Approval

Endorsements from influencers provide social validation to followers, affirming the quality and value of endorsed items and influencing purchase decisions.

5.Brand interaction

Brands partner with influencers to interact with their target audience more effectively through engaging content and campaigns.

6.Consumer Education

Influencers provide valuable information and insights through reviews, tutorials, and demonstrations, helping consumers make informed decisions about products and services.

7.Emotional Connection

Influencers build strong emotional bonds with their followers, influencing their purchasing behaviour and fostering support for endorsed brands

FACTORS EFFECTING THE INFLUENCE OF SOCIAL MEDIA INFLUENCERS ON CONSUMER BUYING BEHAVIOUR

1.Genuineness and Trustworthiness

The sincerity and reliability of the influencer significantly affect consumer trust. Followers are more inclined to believe recommendations from influencers they perceive as authentic and dependable.

2. Pertinence and Specialization

The relevance of the influencer's focus area and its alignment with the endorsed products or services are crucial. Influencers specializing in specific niches tend to attract engaged audiences interested in pertinent content.

3. Engagement and Interaction

The level of interaction between the influencer and their audience is pivotal. Influencers who actively engage with their followers through comments, likes, and direct messages can foster stronger connections and wield greater influence over consumer behaviour.

4.Audience Size and Composition

The size and demographics of the influencer's audience also matter. Those with extensive and diverse followings may reach a broader spectrum, while niche influencers can have a more targeted impact on specific consumer segments.

5.Content Quality and Authenticity

The Caliber and genuineness of the influencer's content are key determinants. Compelling, genuine content that resonates with the audience is more likely to sway consumer behaviour positively.

6.Consistency and Frequency

The regularity and frequency of content publication by the influencer can influence consumer behaviour. Those who consistently deliver relevant content and promote products or services in a non-intrusive manner tend to uphold their audience's trust and sway their purchasing decisions.

7.Brand Alignment and Connection

The compatibility between the influencer's personal brand and the endorsed brands is essential. Consumers are more apt to trust endorsements from influencers whose values and image are congruent with the brands they promote.

8.Social Proof and FOMO (Fear of Missing Out)

Social validation, like the number of likes, comments, and shares on influencer content, can instil FOMO in consumers. Observing others endorsing a product or service through influencers may compel consumers to follow suit.

ADVANTAGES OF SOCIAL MEDIA INFLUENCERS

1.Authenticity and Connection

Influencers' genuine rapport with their audience fosters trust and relatability, impacting purchasing decisions positively.

2.Targeted Audience Reach

Influencers can engage specific niche demographics, allowing brands to connect with their desired customer base effectively.

3.Enhanced Brand Visibility

Collaborating with influencers expands brand exposure to new audiences, leveraging the trust followers place in influencer recommendations.

4.Interactive Engagement

Influencers drive audience interaction through likes, comments, and shares, boosting brand awareness and product interest.

5.Cost-Efficiency

Compared to traditional advertising, influencer partnerships often offer a higher ROI due to their targeted reach and engagement.

6.Creative Content Generation

Influencers excel at crafting compelling content, offering brands valuable promotional materials such as sponsored posts and videos.

7.Credibility

Influencers' expertise in their niche lends credibility to endorsed products, influencing followers' purchasing decisions.

8.Potential for Virality

Influencer marketing campaigns have the potential to spread rapidly, reaching beyond the influencer's immediate audience and amplifying brand exposure.

DISADVANTAGES OF SOCIAL MEDIA INFLUENCERS

1.Authenticity Doubts

Some followers may perceive influencer endorsements as lacking genuineness or driven solely by financial incentives, resulting in scepticism and loss of trust.

2. Potential for Negative Publicity

Influencers' controversies or missteps can harm the brands they endorse, causing reputational harm and negative associations for those brands.

3.Lack of Control

Brands have limited influence over influencers' content and messaging, risking inconsistency with brand values and messaging.

4.Market Saturation

Overexposure to influencer endorsements may lead to diminishing returns as audiences become accustomed to sponsored content.

5.Variable Outcomes

The effectiveness of influencer marketing can vary widely based on factors like influencer credibility, audience engagement, and campaign quality, leading to unpredictable results.

6.Transparency Challenges

Inadequate disclosure of sponsored content by some influencers may result in regulatory violations and erosion of consumer trust.

7. Short-Term Impact

While influencer endorsements may generate initial excitement and interest, they may not necessarily translate into long-term brand loyalty or sustained sales growth.

8.Overreliance on Influencers

Brands may become overly dependent on influencers, neglecting other marketing avenues and strategies.

CHAPTER IV

DATA ANALYSIS AND INTERPRETATION

Table 4. 1

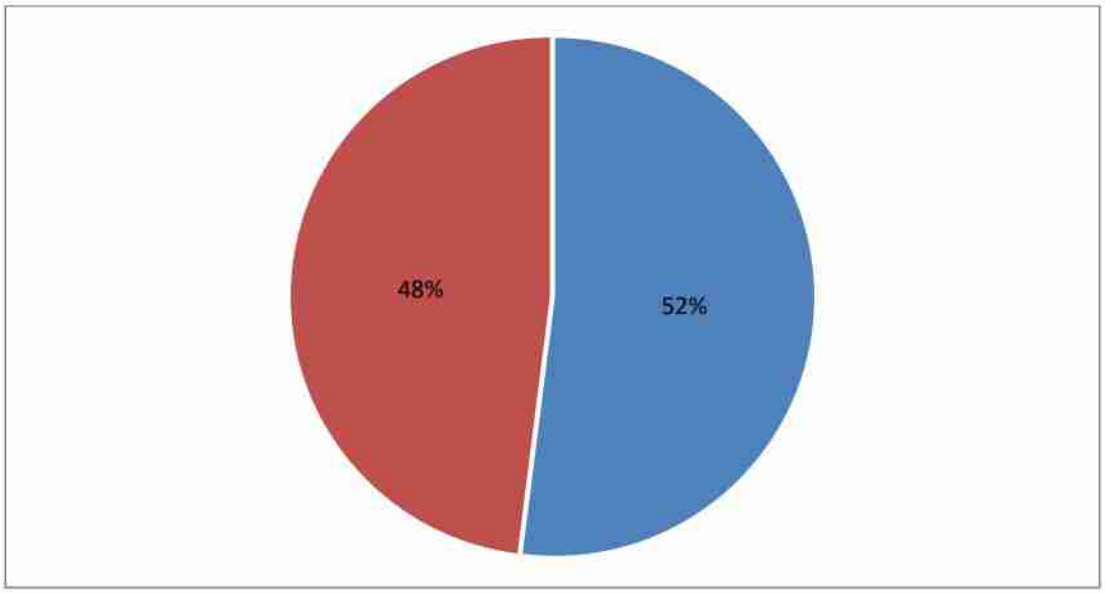
Gender wise classification of respondents

Gender	No. of respondents	Percentage
Female	52	52%
Male	48	48%
Total	**100**	**100%**

Source: Primary data

Chart 4. 1

Gender wise classification of respondents



Interpretation:

Table 4.1 shows that 52% of the respondents are Female and 48% were male.

Table 4. 2

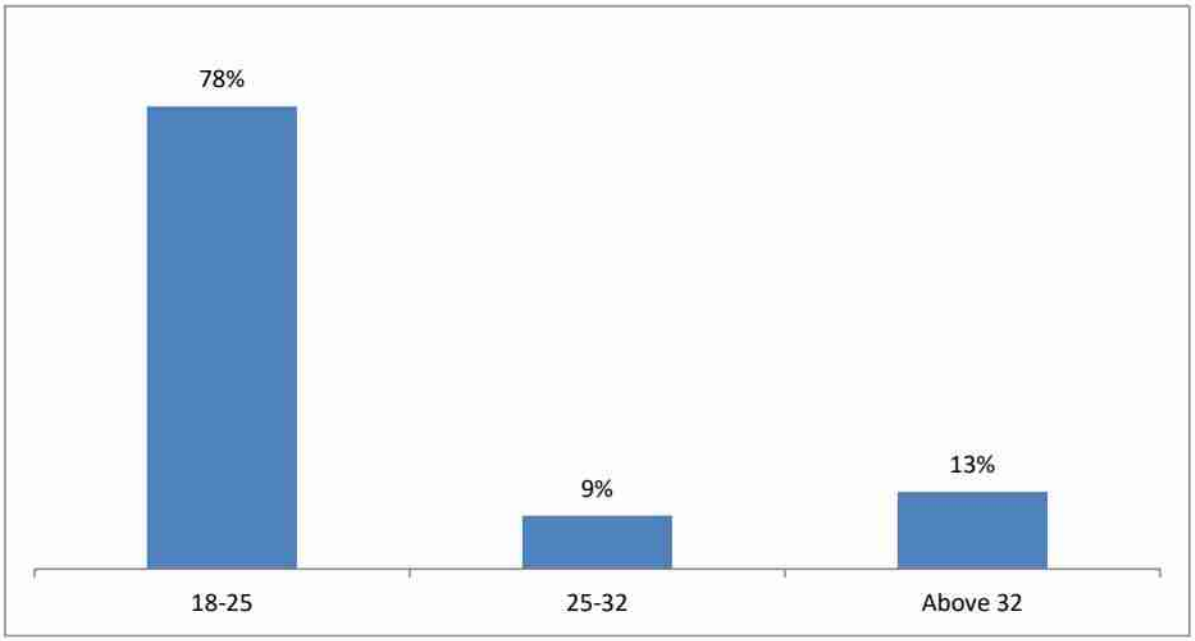
Age wise classification of respondents

Age	No. of respondents	Percentage
18-25	78	78%
25-32	9	9%
Above 32	13	13%
Total	**100**	**100%**

Source: Primary data

Chart 4. 2

Age wise classification of respondents



Interpretation:

Table 4.2 shows that 78% of the respondents are under the age group 18-25, 13% of the respondents are age above 32 and 9% of the respondents are under the age group 25-32.

Table 4. 3

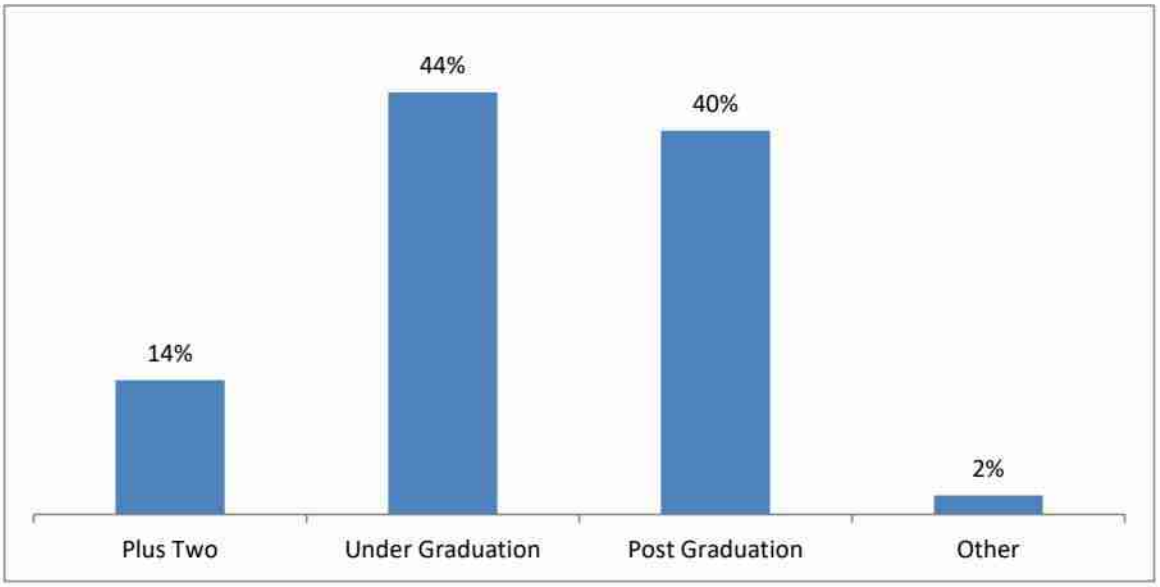
Qualification wise classification of respondents

Qualification	No. of respondents	Percentage
Plus Two	14	14%
Under Graduation	44	44%
Post Graduation	40	40%
Other	2	2%
Total	**100**	**100%**

Source: Primary data

Chart 4. 3

Qualification wise classification of respondents



Interpretation:

Table 4.3 shows that 44% of the respondents Qualification is Under Graduates, 40% are post graduate 14 % of the respondents Qualification is plus two, and 2% of the respondents with other Qualification.

Table 4. 4

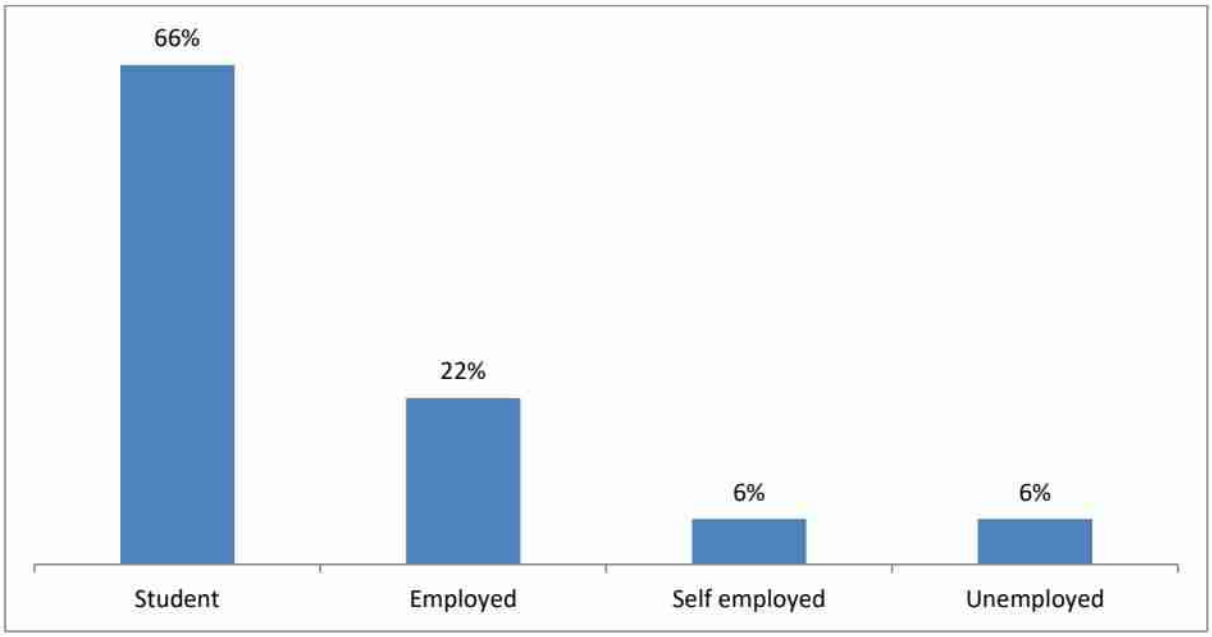
Occupation wise classification of respondents

Occupation	No. of respondents	Percentage
Student	66	66%
Employed	22	22%
Self Employed	6	6%
Unemployed	6	6%
Total	**100**	**100%**

Source: Primary data

Chart 4. 4

Occupation wise classification of respondents



Interpretation:

Table 4.4 shows that 66% of the respondents are students followed by 22% are Employed, 6% of the respondents are self employed and 6% are unemployed.

Table 4. 5

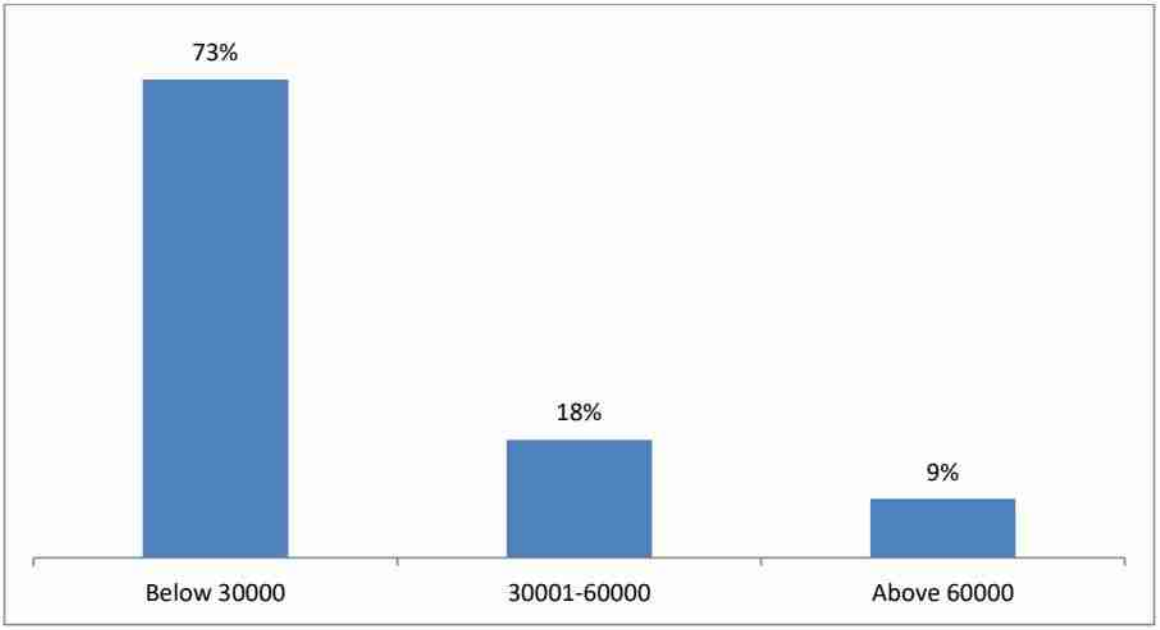
Income wise classification of respondents

Income	No. of respondents	Percentage
Below Rs.30000	73	73%
Rs.30001-Rs.60000	18	18%
Above Rs.60000	9	9%
Total	**100**	**100%**

Source: Primary data

Chart 4. 5

Income wise classification of respondents



Interpretation:

Table 4.5 shows that 73% of the respondents Income level is below Rs.30000 followed by 18% of the respondents income level is Rs.30001-Rs.60000 and 9% of the respondents have the income above Rs.90000.

Table 4. 6

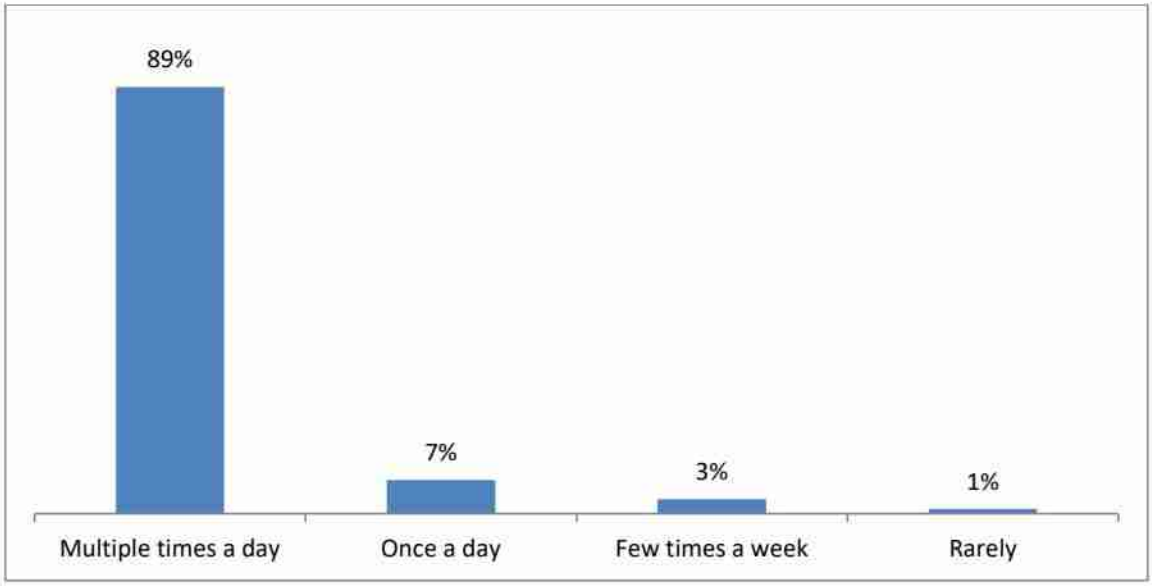
Use of social media platforms

Particulars	No. of respondents	Percentage
Multiple times a day	89	89%
Once a day	7	7%
Few times a week	3	3%
Rarely	1	1%
Total	**100**	**100%**

Source: Primary data

Chart 4. 6

Use of social media platforms



Interpretation:

Table 4.6 shows that 89% of the respondents use social media multiple time a day, 7% of the respondents use once a day, 3% of the respondents use social media few times a week and 1% of the respondents use rarely.

Table 4. 7

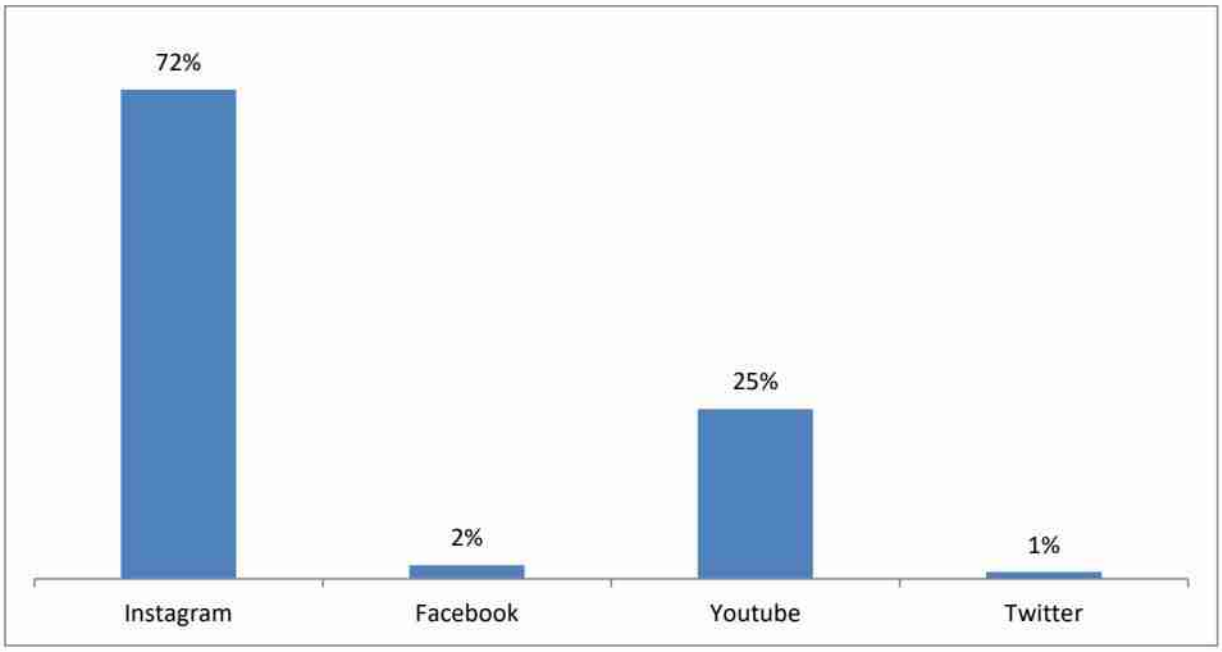
Frequently using social media platform

Particulars	No. of respondents	Percentage
Instagram	72	72%
Facebook	2	2%
Youtube	25	25%
Twitter	1	1%
Total	**100**	**100%**

Source: Primary data

Chart 4. 7

Frequently using social media platform



Interpretation:

Table 4.7 shows that 72% of the respondents are using Instagram, 25% of the respondents using YouTube, 2% of the respondents using Facebook and 1% of the respondents are using Twitter.

Table 4. 8

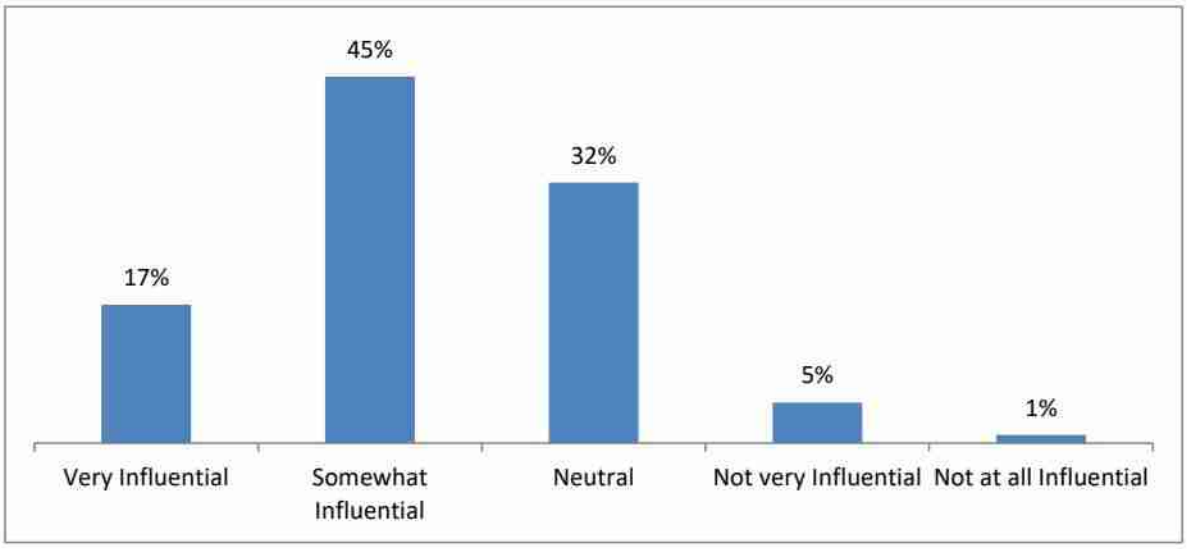
Influence in purchasing decision

Particulars	No. of respondents	Percentage
Very Influential	17	17%
Somewhat Influential	45	45%
Neutral	32	32%
Not very Influential	5	5%
Not at all Influential	1	1%
Total	**100**	**100%**

Source: Primary data

Chart 4. 8

Influence in purchasing decision



Interpretation:

Table 4.8 shows that Influence in purchasing decision.45% of the respondents are somewhat influential, 32% were neutral, 17% of the respondents are very influential,5% of the respondents are not very influential and 1 % are not at all influential.

Table 4. 9

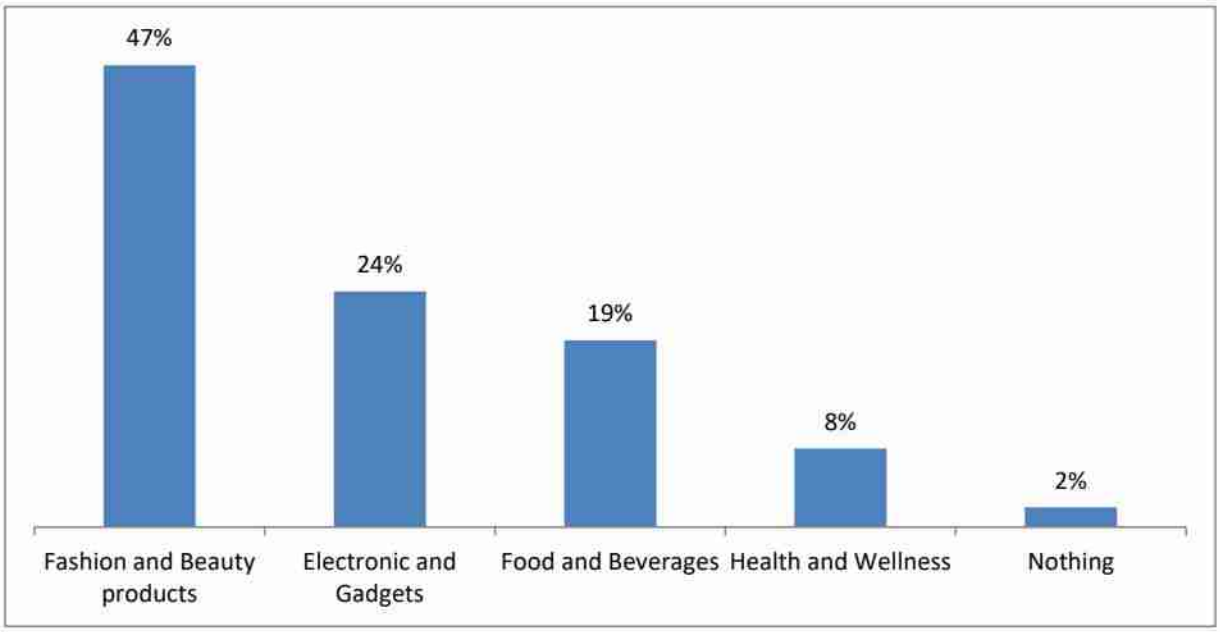
Purchase based on Influencers recommendations

Particulars	No. of respondents	Percentage
Fashion and Beauty products	47	47%
Electronic and Gadgets	24	24%
Food and Beverages	19	19%
Health and Wellness	8	8%
Nothing	2	2%
Total	**100**	**100%**

Source: Primary data

Chart 4. 9

Purchase based on Influencers recommendation



Interpretation:

Table 4.8 shows that products purchased based on influencers recommendation.47% of the respondents purchased fashion and beauty products followed by 24% of the respondents purchased electronic gadgets, 19% of the respondents purchased food and beverages, 8% purchased health and wellness product and 2 % didn't purchase.

Table 4. 10

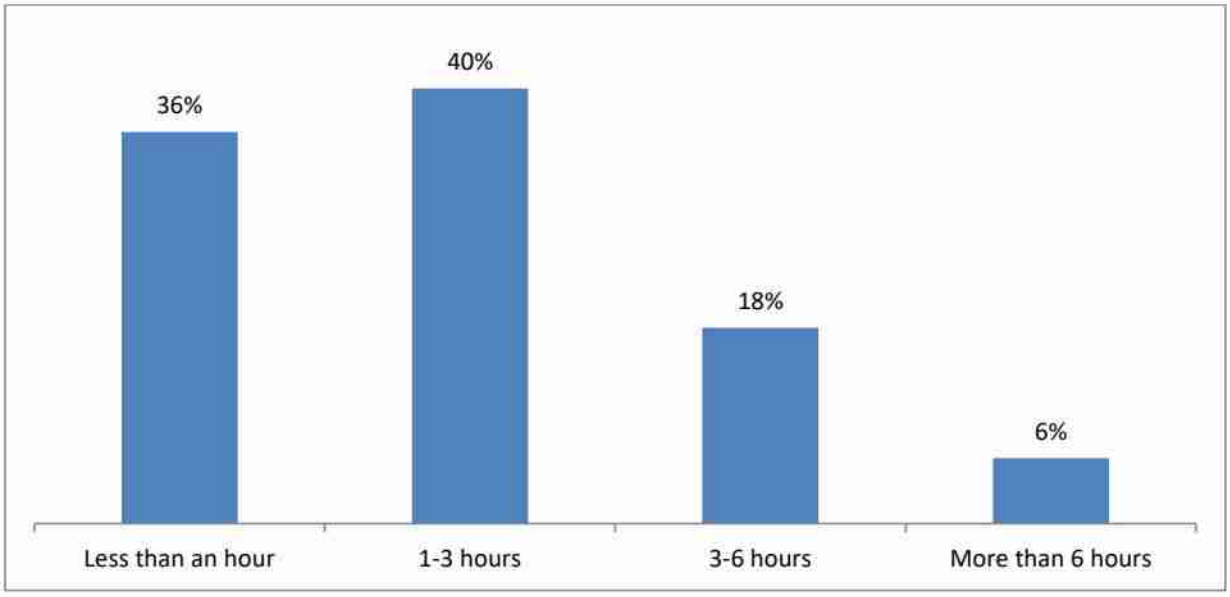
Time consuming for influencers content

Particulars	No. of respondents	Percentage
Less than an hour	36	36%
1-3 hours	40	40%
3-6 hours	18	18%
More than 6 hours	6	6%
Total	**100**	**100%**

Source: Primary data

Chart4. 10

Time consuming for influencers content



Interpretation:

Table 4.10 shows that Time consuming for influencers content per day. 40% of the respondents consumes 1-3 hours, 36% of the respondents consume less than an hour, 18% of the respondents consumes 3-6 hours and 6% consumes more than 6 hours.

Table 4. 11

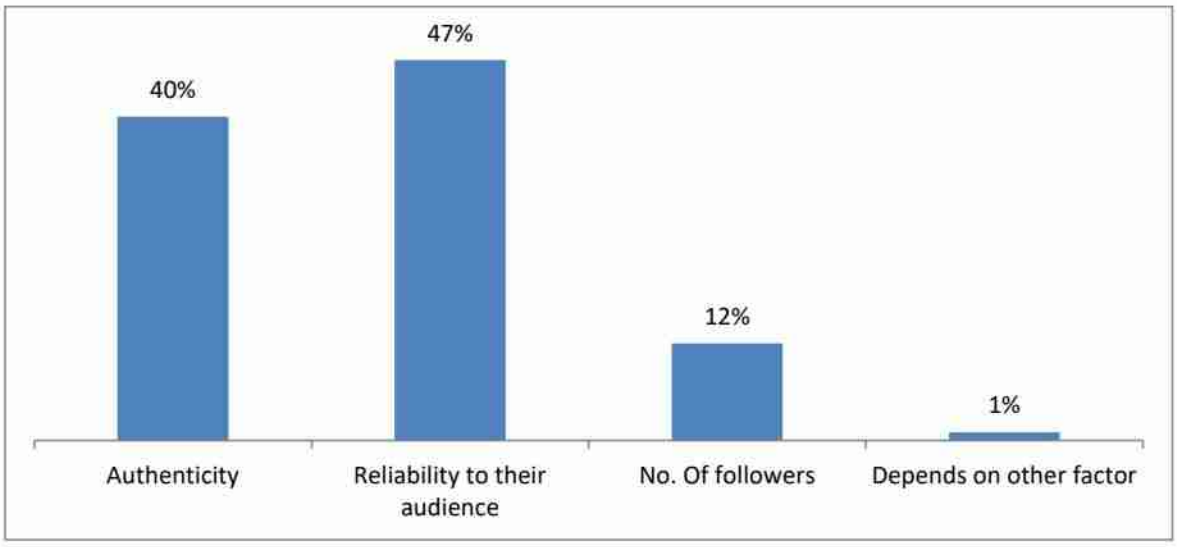
Trust on influencer's recommendation

Particulars	No. of respondents	Percentage
Authenticity	40	40%
Reliability to their audience	47	47%
No. Of followers	12	12%
Depends on other factor	1	1%
Total	**100**	**100%**

Source: Primary data

Chart 4. 11

Trust on influencer's recommendations



Interpretation:

Table 4.11 shows trust on influencer's recommendations. 47% due to reliability to their audience, 40% of the respondents trust due to their authenticity, 12% of the respondents trust due to no. Of followers and 1 % depends on other factor.

Table 4.12

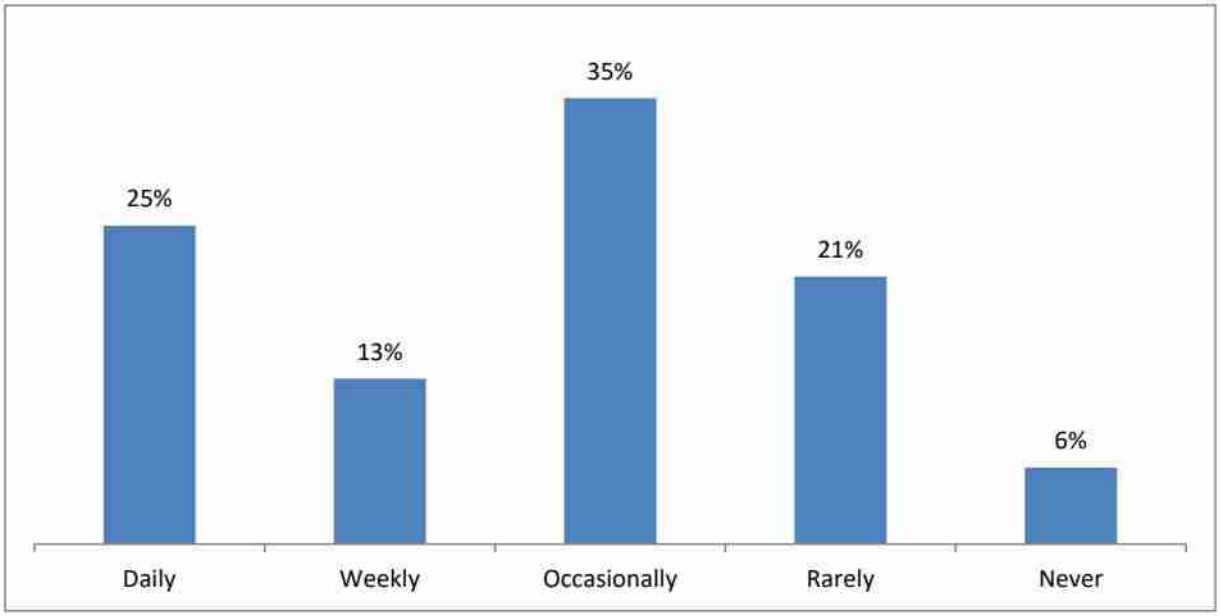
Follow of social media influencers

Particulars	No. of respondents	Percentage
Daily	25	25%
Weekly	13	13%
Occasionally	35	35%
Rarely	21	21%
Never	6	6%
Total	**100**	**100%**

Source: Primary data

Chart 4.12

Follow of social media influencers



Interpretation:

Table 4.12 shows that 35% of the respondents follows occasionally, 25% of the respondents follows influencers daily, 21% of the respondents follows rarely 13% of the respondents follow weekly, and 6% were not following.

Table 4.13

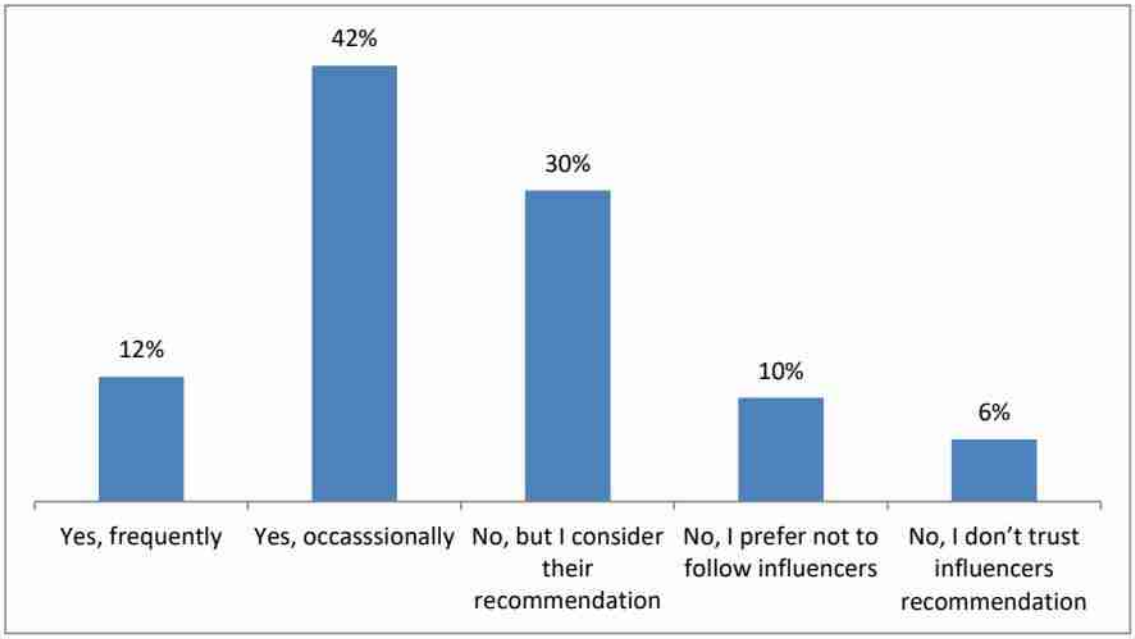
Influencer's recommendation

Particulars	No. of respondents	Percentage
Yes, frequently	12	12%
Yes, occasssionally	42	42%
No, but I consider their recommendation	30	30%
No, I prefer not to follow influencers	10	10%
No, I don't trust influencers recommendation	6	6%
Total	**100**	**100%**

Source: Primary data

Chart 4.13

Influencer's recommendation



Interpretation:

Table 4.13 shows that purchased based on influencer's recommendation. 54% of the respondents were purchased based on influencer's recommendation and 46% of the respondents were not purchased based on influencer's recommendation.

Table 4.14

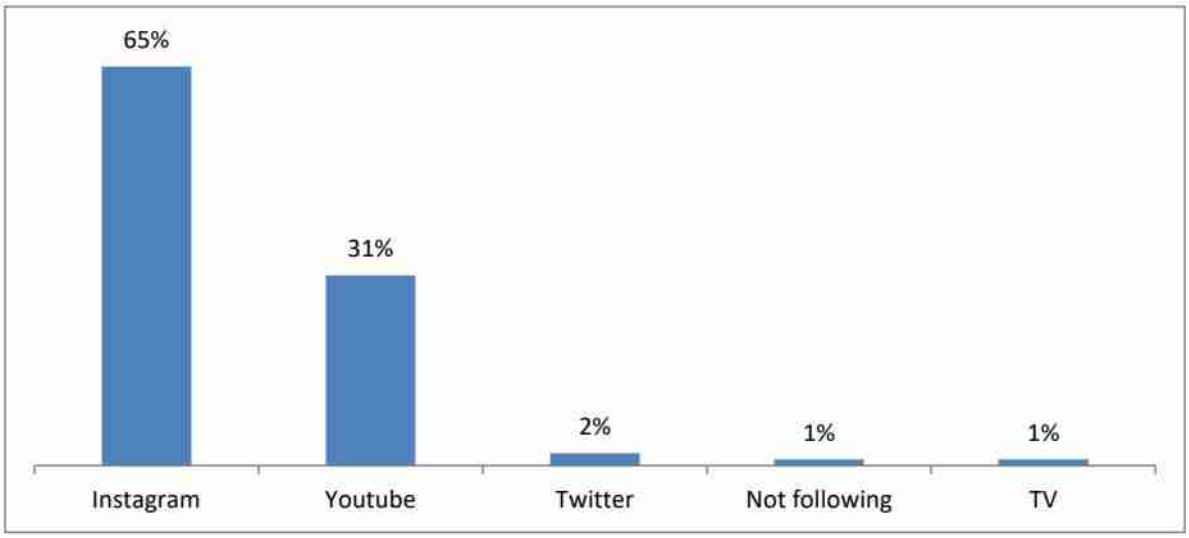
Platform to follow influencers

Particulars	No. of respondents	Percentage
Instagram	65	65%
YouTube	31	31%
Twitter	2	2%
Not following	1	1%
TV	1	1%
Total	**100**	**100%**

Source: Primary data

Chart 4.14

Platform to follow Influencers



Interpretation:

Table 4.14 shows that platform used to follow influencers. 65% of the respondents followed influencers through Instagram, 31% followed through YouTube, 2% through twitter, 1 % are not following and 1% followed through TV.

Table 4.15

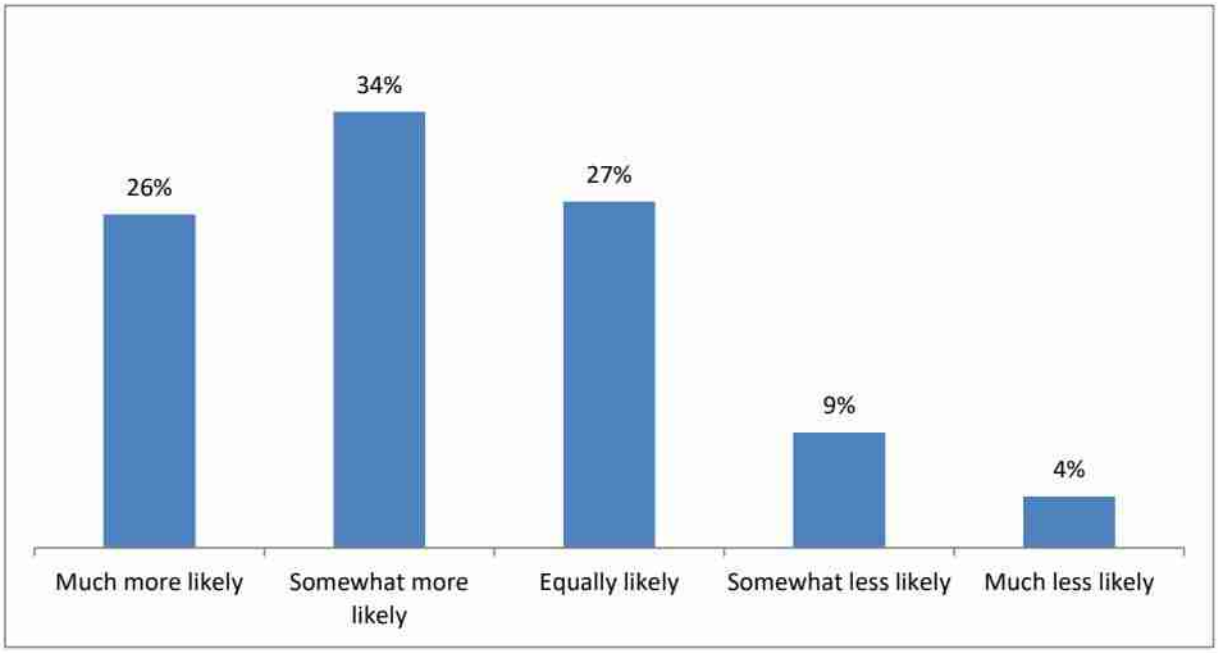
Comparing influencer's recommendation and traditional advertising

Particulars	No. of respondents	Percentage
Much more likely	26	26%
Somewhat more likely	34	34%
Equally likely	27	27%
Somewhat less likely	9	9%
Much less likely	4	4%
Total	**100**	**100%**

Source: Primary data

Chart 4.15

Comparing influencer's recommendation and traditional advertising



Interpretation:

Table 4.15 shows that comparing influencer's recommendation and traditional advertising. 34% of the respondents are somewhat more likely, 27% were equally likely. 26% of the respondents are much more likely, 9% of the respondents are somewhat less likely and 4 % are much less likely.

Table 4.16

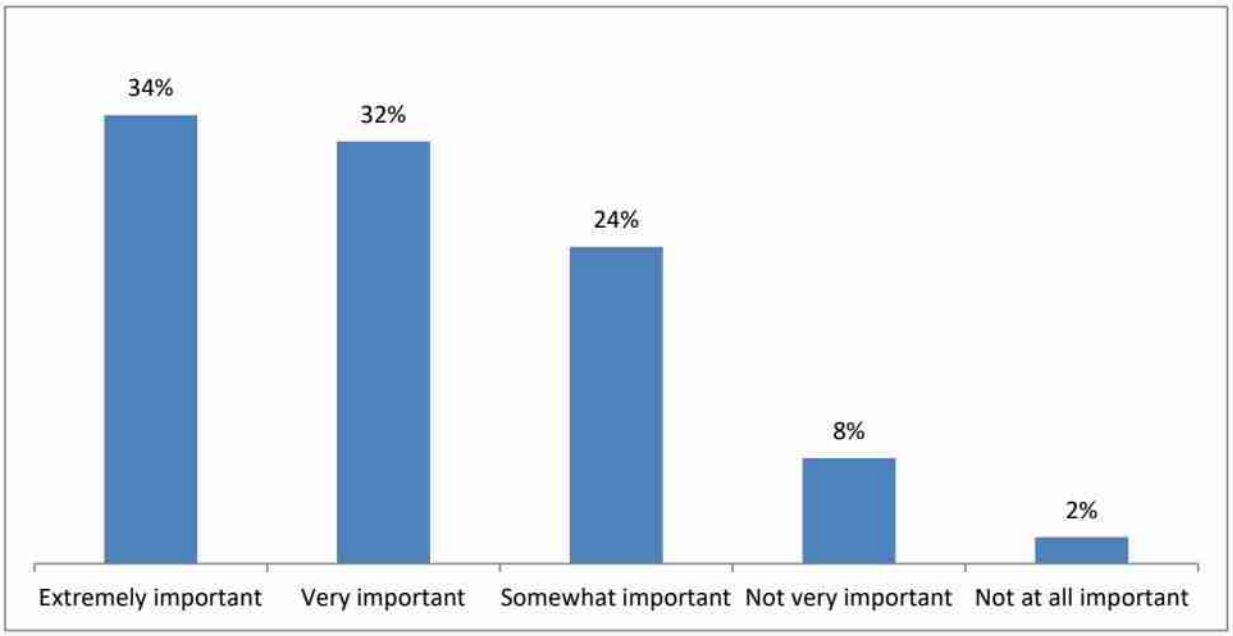
Authenticity and transparency towards Influencers

Particulars	No. of respondents	Percentage
Extremely important	34	34%
Very important	32	32%
Somewhat important	24	24%
Not very important	8	8%
Not at all important	2	2%
Total	**100**	**100%**

Source: Primary data

Chart 4.16

Authenticity and transparency towards Influencers



Interpretation:

Table 4.16 shows that Authenticity and transparency towards influencers marketing. 34% of the respondents responds extremely important, 32% responds very important, 24% responds somewhat important, 8% responds not very important and 2% responds not at all important.

Table 4.17

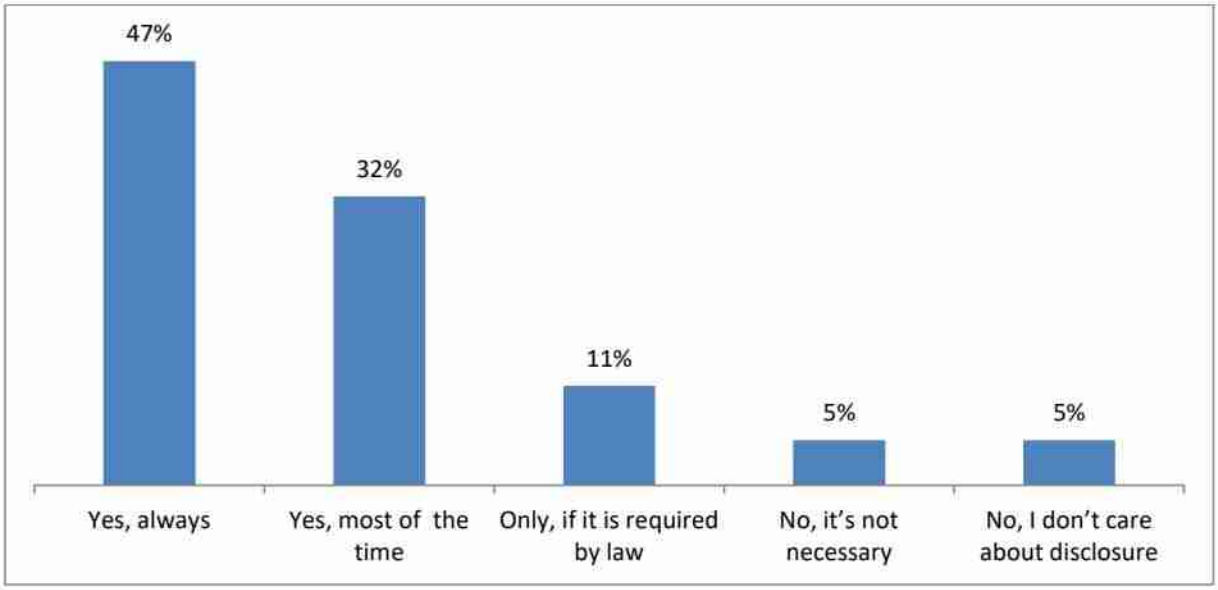
Influencer's responsibility to disclosure about paid promotion

Particulars	No. of respondents	Percentage
Yes, always	47	47%
Yes, most of the time	32	32%
Only, if it is required by law	11	11%
No, it's not necessary	5	5%
No, I don't care about disclosure	5	5%
Total	**100**	**100%**

Source: Primary data

Chart 4.17

Influencer's responsibility to disclosure about paid promotion



Interpretation:

Table 4.17 shows that influencer's responsibility to disclosure about paid promotion. 79% of the respondents responds Yes, 10% of the respondents respond No and 11 % responds only if it is required by law.

Chart 4.18

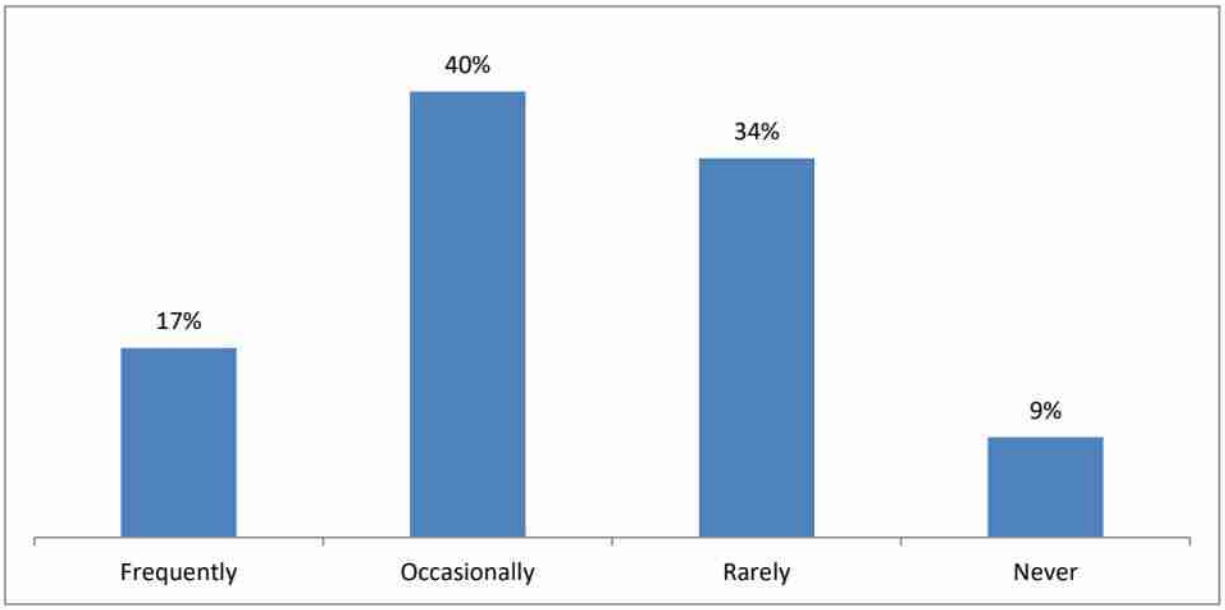
Engagement with Influencers sponsored content

Particulars	No. of respondents	Percentage
Frequently	17	17%
Occasionally	40	40%
Rarely	34	34%
Never	9	9%
Total	**100**	**100%**

Source: Primary data

Chart 4.18

Engagement with Influencers sponsored content



Interpretation:

Table 4.18 shows engagement with influencers sponsored content. 40% of the respondents engage occasionally, 34% engage rarely 17% of the respondents were engage frequently and 9% respondents never engage with influencers sponsored content.

Independent sample t-test

H_{01}: There is no significant difference in the mean influence scores between females and males.

Group Descriptives

	Group	N	Mean	Median	SD	SE
Influence of social media influencers	Female	52	3.29	3.50	0.778	0.108
	Male	48	3.02	3.00	0.799	0.115

Table 4.19

For females there were 52 participants with a mean influence score of 3.29, a median of 3.50, a standard deviation of 0.778, and a standard error of 0.108. For males there were 48 participants with a mean influence score of 3.02, a median of 3.00, a standard deviation of 0.799, and a standard error of 0.115.

Independent Samples T-Test

		Statistic	df	p
Influence of social media influencers	Student's t	1.73	98.0	0.087

Note. H_a $\mu_{Female} \neq \mu_{Male}$

Table 4.20

Interpretation

The t-value is 1.73, the degrees of freedom are 98 and the p-value associated with the t-test is 0.087. With a p-value of 0.087, we fail to reject the null hypothesis at conventional significance levels (e.g., $\alpha = 0.05$). This suggests that there is insufficient evidence to conclude that gender significantly influences perceptions of social media influencers.

One way ANOVA

H_{02}: There is no significant difference in the mean influence scores across different age groups.

Group Descriptives

	Age	N	Mean	SD	SE
Influence of social media influencers	18-25	78	3.16	0.799	0.0904
	25-32	9	3.03	0.785	0.2617
	Above 32	13	3.27	0.832	0.2308

Table 4.21

For the age group 18-25, there were 78 participants with a mean influence score (3.16, a standard deviation of 0.799, and a standard error of 0.0904, age group 25-3: there were 9 participants with a mean influence score of 3.03, a standard deviation (0.785, and a standard error of 0.2617 and the age group above 32, there were 1 participants with a mean influence score of 3.27, a standard deviation of 0.832, and standard error of 0.2308.

H_{02}: There is no significant difference in the mean influence scores across different age groups.

Group Descriptives

Age	N	Mean	SD	SE

One-Way ANOVA (Welch's)

	F	df1	df2	p
Influence of social media influencers	0.230	2	15.9	0.797

Table 4.22

Interpretation

The F-value is 0.230.The degrees of freedom for the numerator (df1) is 2, and for the denominator (df2) is approximately 15.9. The p-value associated with the ANOVA test is 0.797. With a p-value of 0.797, we fail to reject the null hypothesis at conventional significance levels (e.g., $\alpha = 0.05$). This indicates that there is insufficient evidence to conclude that age significantly influences perceptions of social media influencers

One way ANOVA

H_{03}: There is no significant difference in the mean influence scores across different income levels.

Group Descriptives

	Income level	N	Mean	SD	SE
Influence of social media influencers	Below 30000	73	3.08	0.792	0.0927
	30001-60000	18	3.35	0.888	0.2092
	Above 60000	9	3.50	0.484	0.1614

Table 4.23

For the income level group Below 30000, there were 73 participants with a mean influence score of 3.08, a standard deviation of 0.792, and a standard error of 0.0927,the income level group 30001-60000, there were 18 participants with a mean influence score of 3.35, a standard deviation of 0.888, and a standard error of 0.2092 and the income level group Above 60000, there were 9 participants with a mean influence score of 3.50, a standard deviation of 0.484, and a standard error of 0.1614.

One-Way ANOVA (Welch's)

	F	df1	df2	p
Influence of social media influencers	2.79	2	21.7	0.083

Table 4.24

Interpretation

F-value is 2.79.The degrees of freedom for the numerator (df1) is 2, and for the denominator (df2) is approximately 21.7.The p-value associated with the ANOVA test is 0.083.With a p-value of 0.083, the result is close to, but slightly above, the conventional threshold of significance (e.g., $\alpha = 0.05$). Therefore, we fail to reject the null hypothesis at conventional levels of significance.

LINEAR REGRESSION

H_{04}: There is no influence on social media influencers influence on customer buying behaviour

Model Fit Measures

			Overall Model Test			
Model	**R**	**R^2**	**F**	**df1**	**df2**	**p**
1	0.693	0.480	90.4	1	98	< .001

Table 4.25

The coefficient of determination (R^2) is 0.480, indicating that approximately 48.0% of the variability in customer buying behaviour can be explained by the influence of social media influencers. The F-value of 90.4 with associated degrees of freedom suggests that the overall model is statistically significant ($p < 0.001$). This implies that there is sufficient evidence to reject the null hypothesis, indicating that at least one predictor variable significantly influences customer buying behaviour.

Omnibus ANOVA Test

	Sum of Squares	df	Mean Square	F	p
Influence of social media influencers	27.0	1	26.978	90.4	< .001
Residuals	29.2	98	0.298		

Table 4.26

This test further confirms the statistical significance of the model. The sum of squares for the influence of social media influencers is 27.0, and the associated F-value is 90.4, with a p-value less than 0.001, indicating a significant effect.

Model Coefficients - Buying behaviour

Predictor	Estimate	SE	t	p
Intercept	0.910	0.2250	4.05	< .001
Influence of social media influencers	0.656	0.0690	9.51	< .001

Table 4.27

Interpretation

The intercept term is 0.910. This represents the estimated value of customer buying behaviour when the influence of social media influencers is zero. With a t-value of 4.05 and $p < 0.001$, the intercept is statistically significant. The coefficient of influence of social media influencers is 0.656. This suggests that for each unit increase in the influence of social media influencers, there is an estimated increase of 0.656 units in customer buying behaviour. The associated t-value of 9.51 and $p < 0.001$ indicate that this predictor is statistically significant.

CHAPTER V

FINDINGS, SUGGESTIONS AND CONCLUSION

FINDINGS

- 52% respondents are female.
- 78% respondents are age between 18-25.
- Most of the respondents are under graduates.
- Around 66% of the respondents are students.
- The income level of the respondents around 73% are under 30000.
- Majority of the respondents (89%) use social media platforms multiple times a day.
- Most of the respondents (72%) are using Instagram.
- 42% of respondents are somewhat influential of social media influencers in their purchasing decision.
- Around 47% respondents are purchased fashion and beauty products based on influencers recommendation.
- Majority respondents (40%) spend per day 1-3 hours to consume influencers content.
- Around 35% respondents follow social media influencers occasionally.
- Majority of the respondents (42%) are occasionally purchased products based on influencer's recommendation.
- Most of the respondents (65%) follow influencers through Instagram.
- Around 34% respondents somewhat more likely about influencer's recommendation compared to traditional advertising.
- Authenticity and transparency in influencers marketing to respondents 34% were extremely important.
- Majority respondents (47%) Agree that influencers have responsibility to disclosure for paid promotion.
- 40% of the respondents are occasionally engage with influencers sponsored content.
- Social media influencers play a significant role in shaping customer buying behaviour.

SUGGETIONS

- **Platform Focus**: Given that Instagram is the preferred platform among respondents, brands should concentrate their influencer marketing endeavours on this platform. Nevertheless, it's vital to diversify across other platforms where the target demographic may be active.
- **Understanding Audience Characteristics**: With a substantial portion of respondents being young females aged 18-25, brands should tailor influencer campaigns to resonate with this demographic. This entails aligning content themes, messaging, and influencer selection with the preferences and interests of young female consumers.
- **Prioritizing Authenticity**: Since 42% of respondents acknowledge being somewhat influenced by influencers in their purchasing decisions, brands must prioritize authenticity and transparency in influencer collaborations. This involves partnering with influencers who genuinely reflect the brand's values and ensuring that sponsored content is clearly disclosed.
- **Content Consumption Patterns**: Considering that a majority of respondents spend 1-3 hours daily consuming influencer content, brands should focus on creating engaging and captivating content that stands out amidst the competition. This might involve experimenting with various content formats, such as videos, stories, and interactive posts, to maintain audience engagement.
- **Influencing Purchase Decisions**: Nearly half of the respondents admit to making fashion and beauty purchases based on influencer recommendations. To leverage this influence, brands should collaborate with relevant influencers who can effectively showcase their products in an authentic and relatable manner.
- **Enhancing Engagement**: While 40% of respondents occasionally interact with influencers' sponsored content, brands should implement strategies to boost engagement rates. This could include incorporating interactive elements like polls, quizzes, or giveaways to incentivize audience participation.
- **Responsibility and Transparency**: The majority of respondents agree that influencers have a duty to disclose paid promotions. Therefore, brands must ensure

that influencers they partner with adhere to these guidelines to uphold trust and credibility with their audience.

- **Impact on Consumer Behaviour**: Recognizing the significant role that social media influencers play in shaping consumer buying behaviour, brands should continue investing in influencer marketing as part of their overall strategy. However, it's crucial to remain adaptable and responsive to evolving consumer trends and preferences.

CONCLUSION

The study delving into the role of social media influencers in shaping customer buying behaviour has shed light on the profound impact these digital personalities wield in the marketplace. Through meticulous analysis and empirical evidence, it is evident that social media influencers play a pivotal role in guiding consumer choices, fostering brand loyalty, and influencing purchasing decisions across diverse demographics. Their ability to authentically engage with audiences, leverage persuasive content, and cultivate trust underscores their significance as key drivers of modern consumer behaviour. As businesses navigate the dynamic landscape of digital marketing, understanding and strategically leveraging the power of social media influencers will be paramount in capturing market share, building brand equity, and fostering sustainable growth in an increasingly competitive marketplace

BIBLIOGRAPHY

REFERENCE

- Al-Samydai, A., AL-Samydai, M. J., Abu Hajleh, M. N., Qrimea, I. A., Badir Alindawy, A. A., Al-Halaseh, L. K., & Yousif, R. O. (2021). The De-marketing Strategies as a Vital Resolve of Antibiotics Misuse Dilemma. *J Pure Appl Microbiol*, *15*(4), 1898-1906.
- Ashraf, A., Hameed, I., & Saeed, S. A. (2023). How do social media influencers inspire consumers' purchase decisions? The mediating role of parasocial relationships. *International Journal of Consumer Studies*, *47*(4), 1416-1433.
- Bratina, D., & Faganel, A. (2024). Understanding Gen Z and Gen X Responses to Influencer Communications. *Administrative Sciences*, *14*(2), 33.
- Chan, F. (2022). A Study of Social Media Influencers and Impact on Consumer Buying Behaviour in the United Kingdom. *International Journal of Business & Management Studies*, *3*(07), 2694-1449.
- Cheung, M. L., Leung, W. K., Aw, E. C. X., & Koay, K. Y. (2022). "I follow what you post!": The role of social media influencers' content characteristics in consumers' online brand-related activities (COBRAs). *Journal of Retailing and Consumer Services*, *66*, 102940.
- Croes, E. A., & Antheunis, M. L. (2021). Perceived intimacy differences of daily online and offline interactions in people's social network. *Societies*, *11*(1), 13.
- Elmousa, H., Yee, W. F., & Cheah, J. H. (2024). Effectiveness of social media influencers and their impact on customers' attitudes and buying intention. *International Journal of Internet Marketing and Advertising*, *20*(1), 26-49.
- Kamaldeep, S. (2021). Influencer marketing from a consumer perspective: how attitude, trust, and word of mouth affect buying behavior. *European Integration Studies*, *15*(1), 231-241.
- Kamaruddin, N. M., Kamarudin, M. K., Manap, N. N. A., Malek, M. D. H. D., & Ab Kadir, M. F. (2024). THE IMPACT OF SOCIAL MEDIA INFLUENCERS ON CUSTOMER BUYING BEHAVIOR. *International Journal of Accounting*, *9*(53), 195-204.

- Kwiatek, P., Baltezarević, R., & Papakonstantinidis, S. (2021). THE IMPACT OF CREDIBILITY OF INFLUENCERS RECOMMENDATIONS ON SOCIAL MEDIA ON CONSUMERS BEHAVIOR TOWARDS BRANDS. *Informatologia*, *54*.
- Lal, R., & Sharma, G. (2021). Social media influencers for online purchase behaviour: Mediation by brand consciousness. *Journal of Content, Community & Communication*, *13*(7), 83-94.
- Lokithasan, K., Simon, S., Jasmin, N. Z. B., & Othman, N. A. B. (2019). Male and female social media influencers: The impact of gender on emerging adults. *International Journal of Modern Trends in Social Sciences*, *2*(9), 21-30.
- Nurhandayani, A., Syarief, R., & Najib, M. (2019). The impact of social media influencer and brand images to purchase intention. *Jurnal Aplikasi Manajemen*, *17*(4), 650-661.
- Saima, & Khan, M. A. (2020). Effect of social media influencer marketing on consumers' purchase intention and the mediating role of credibility. *Journal of Promotion Management*, *27*(4), 503-523.
- Serman, Z., & Sims, J. (2020). How social media influencers affect consumers purchase habit?.
- Sharipudin, M. N. S., Abdullah, N. A., Foo, K. W., Hassim, N., Tóth, Z., & Chan, T. J. (2023). The influence of social media influencer (SMI) and social influence on purchase intention among young consumers. *SEARCH Journal of Media and Communication Research*, 1-13.
- Sijabat, L., Rantung, D. I., & Mandagi, D. W. (2022). The role of social media influencers in shaping customer brand engagement and brand perception. *Jurnal Manajemen Bisnis*, *9*(2), 280-288.
- ur Rehman, H. I., Parvaiz, S., Shakeel, M. A., Iqbal, H. K., & Zainab, U. (2023). Impact of Social Media Influencer Interactivity and Authenticity on Impulsive Buying Behaviour: Mediating Role of Attitude and Brand Attachment. *Journal of Policy Research*, *9*(1).
- Varghese, S., & Agrawal, M. (2021). Impact of social media on Consumer Buying Behavior. *Saudi Journal of Business and Management Studies*, *6*(3), 51-55.

- Yaacob, A., Gan, J. L., & Yusuf, S. (2021). The role of online consumer review, social media advertisement and influencer endorsement on purchase intention of fashion apparel during Covid-19. *Journal of Content, Community and Communication*, *14*(8), 17-33.

APPENDIX

QUESTIONNAIRE

ROLE OF SOCIAL MEDIA INFLUENCERS TOWARDS CUSTOMER BUYING BEHAVIOUR

1.Age:

18-25

25-32

32-40

Above 40

2.Gender:

Male

Female

3.Qualification:

Plus two

Under graduate

Post graduate

other

4.Occupation:

Student

Employed

Self-employed

Unemployed

5.Income Level:

Below 30000

30001-60000

60001-90000

Above 90000

6.How often do you use social media platforms?

- Multiple times a day
- Once a day
- A few times a week
- Rarely

7.Which social media platforms do you use most frequently?

- Facebook
- Instagram
- TikTok
- YouTube

8.How influential do you find social media influencers in your purchasing decisions?

- Very influential
- Somewhat influential
- Neutral
- Not very influential
- Not at all influential

9.What types of products or services have you purchased based on social media influencer recommendations? (Select all that apply)

- Fashion and beauty products
- Electronics and gadgets
- Food and beverages
- Health and wellness products
- Other (please specify)

10.How much time do you spend consuming content from social media influencers per week?

- Less than an hour
- 1-3 hours
- 3-6 hours
- More than 6 hours

11.What factors do you consider most important when deciding whether to trust a social media influencer's recommendation? (Select all that apply)

- Authenticity
- Relatability to their audience

- Number of followers/subscribers
- Other (please specify)

12.How often do you follow social media influencers?

- Daily
- Weekly
- Occasionally
- Rarely
- Never

13.Have you ever purchased a product or service based on a recommendation from a social media influencer?

- Yes, frequently
- Yes, occasionally
- No, but I consider their recommendations
- No, I prefer not to follow influencer
- No, I don't trust influencer recommendations

14) which social media platform do you primarily follow influencers on?

- Instagram
- YouTube
- TikTok
- Facebook
- twitter

15) How likely are you trust recommendations from social media influencers compared to traditional advertising? (e.g.: tv, magazine ads)

- Much more likely
- Somewhat more likely
- Equally likely
- Somewhat less likely
- Much less likely

16) How important is authencity and transparency in influencer marketing to you?

- Extremely important
- Very important
- Somewhat important
- Not very important
- Not at all important

17) Do you think social media influencers have responsibility to disclosure when they are being paid to promote a product or services?

- Yes, always
- Yes, most of the time
- Only if it's required by law
- No, it's not necessary
- No, I don't care about disclosures

18) How often do you engage with influencer-sponsored content (e.g.: liking, sharing, commenting)

- Frequently
- Occasionally
- Rarely
- Never

Customers perspective on social media influencers recommendations:

19) Improves my purchasing Decisions

•Strongly agree

•Agree

•Neutral

•Disagree

•Strongly Disagree

20) Creates regularity in my purchase

•Strongly agree

•Agree

•Neutral

•Disagree

•Strongly disagree

21) It ensures Quality products

•Strongly agree

•Agree

•Neutral

•Disagree

•Strongly disagree

22) It improves knowledge about the product

•Strongly agree

•Agree

•Neutral

•Disagree

•Strongly disagree

23) It motivates me to purchase

•Strongly agree

•Agree

• Neutral

•Disagree

•Strongly disagree

24) I go on buying binge

•Strongly agree

•Agree

•Neutral

•Disagree

•Strongly disagree