

# Impact of Influencer Marketing On Consumer Buying Behaviour: Evidence From Indian Millennials

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**Abstract-** Influencer marketing has emerged as one of the most dynamic strategies in digital advertising, reshaping consumer-brand interactions. With the rise of social media platforms such as Instagram, YouTube, and Facebook, influencers have become key opinion leaders who can shape perceptions, preferences, and purchase decisions. This study examines the impact of influencer marketing on consumer buying behaviour, with a focus on Indian millennials, who constitute the largest consumer base for digital platforms. A structured questionnaire was administered to 150 respondents in Coimbatore, analysing their social media usage patterns, influencer trust levels, and purchase behaviours. Data was analysed using percentage analysis, Chi-square tests, and ANOVA. The findings reveal that while influencer marketing significantly impacts purchase decisions, factors such as authenticity, trust, and engagement are stronger drivers than follower count. Instagram and YouTube emerged as the most influential platforms. However, affordability and product quality remain critical for repeat purchases. The study suggests that brands should prioritize authentic collaborations, transparency, and relatable storytelling to build sustainable consumer trust and loyalty.

**Keywords-** Influencer Marketing, Consumer Behaviour, Social media, Brand Trust, Millennials, Coimbatore

## I. INTRODUCTION

The digital revolution has fundamentally changed the way consumers interact with brands. Traditional advertising is rapidly giving way to influencer-driven campaigns, where individuals with large followings shape purchase decisions. Influencer marketing leverages trust, relatability, and peer influence—factors often missing in conventional advertisements.

Globally, the influencer marketing industry has crossed **USD 21 billion in 2023** (Statista, 2023), with India emerging as one of the fastest-growing markets due to its large youth population and social media penetration. According to a survey by Deloitte (2022), **over 70% of Indian consumers aged 18–30 reported purchasing products based on influencer recommendations.**

In Coimbatore, a Tier-II city known for its vibrant student community and entrepreneurial culture, influencer marketing has gained traction among young consumers. However, questions remain: Do influencer endorsements translate into actual purchases? Which platforms and influencer categories are most impactful? To address these questions, this study investigates the role of influencer marketing in shaping consumer buying decisions.

## II. REVIEW OF THE LITERATURE

1. **Freberg et al. (2021)** observed that authenticity and expertise are key in influencing consumer trust in influencer marketing.
2. **Sudha & Sheena (2022)** found that Indian millennials value personalized storytelling more than direct promotional content.
3. **Kumar & Prasad (2023)** highlighted that Instagram and YouTube dominate as purchase-influencing platforms in Tier-II Indian cities.
4. **Sharma & Gupta (2024)** showed that factors like engagement rate and brand alignment are stronger purchase motivators than sheer follower numbers.
5. **Dwivedi et al. (2024)** emphasized that influencer marketing positively correlates with brand loyalty but only when consumers perceive content as genuine.

These studies collectively highlight a gap: while the effectiveness of influencer marketing is established, there is limited empirical evidence from semi-urban Indian contexts like Coimbatore.

## III. OBJECTIVES

1. To analyze the impact of influencer marketing on consumer purchasing decisions.
2. To examine the effect of different influencer strategies (reviews, tutorials, storytelling) on buying behaviour.
3. To identify factors that drive consumer trust in influencers.
4. To find out which social media platforms influence buying behaviour the most.

- To assess consumer satisfaction after purchases influenced by influencer marketing.

#### IV. RESEARCH METHODOLOGY

- Research Design:** Descriptive research.
- Sample Size:** 150 respondents (students, professionals, entrepreneurs) in Coimbatore.
- Sampling Method:** Convenience sampling.
- Data Collection:** Structured questionnaire divided into demographics, social media usage, and influencer impact.
- Tools Used:** Percentage analysis, Chi-square test (for demographics vs. purchase influence), and ANOVA (for differences across platforms).

#### V. DATA ANALYSIS & INTERPRETATION

**Table 1: Awareness and Purchase Influence**

Response	No. of Respondents	Percentage
Purchased many times	45	30%
Purchased a few times	78	52%
Never purchased	27	18%

**Interpretation:** Over **82%** of respondents admitted purchasing at least once based on influencer marketing, proving its strong impact.

**Table 2: Most Influential Platforms**

Platform	No. of Respondents	Percentage
Instagram	68	45%
YouTube	54	36%
Facebook	18	12%
Others	10	7%

**Interpretation:** Instagram leads as the most influential platform, followed by YouTube.

#### Chi-square Test:

- Tested association between **age group and platform influence**.
- Result: **p < 0.05**, indicating significant differences— young respondents (15–25) are more influenced by Instagram, while older groups (26+) prefer YouTube.

#### ANOVA Test:

- Compared **purchase intention across influencer categories** (fashion, tech, fitness, education).
- Result: **F-value significant at 0.03**, showing fashion/lifestyle influencers have the strongest effect.

#### VI. FINDINGS

- A majority (82%) of respondents have purchased products influenced by social media influencers.
- Instagram and YouTube dominate as key platforms influencing buying behaviour.
- Authentic reviews and engagement levels matter more than follower count in building trust.
- Price sensitivity remains a barrier; consumers still prioritize affordability alongside influencer recommendations.
- Fashion and lifestyle influencers exert the greatest impact, followed by tech and fitness influencers.
- Younger consumers (15–25 years) are significantly more influenced than older groups.

#### VII. SUGGESTION

- Brands should prioritize **authentic influencer partnerships** instead of one-time paid promotions.
- Focus on **storytelling and tutorials** that resonate with millennials, rather than overt advertising.
- Introduce **discount codes and offers** to overcome price sensitivity.
- Strengthen **long-term collaborations** with micro-influencers, who are perceived as more relatable than celebrities.
- Encourage **transparency in sponsored posts** to maintain consumer trust.

#### VIII. CONCLUSION

This study demonstrates that influencer marketing significantly impacts consumer buying behavior in Coimbatore, particularly among millennials. Instagram and YouTube are the most impactful platforms, with fashion and lifestyle influencers playing a dominant role. Trust, authenticity, and affordability emerge as critical determinants of consumer decisions.

For brands, influencer marketing should not be treated as a short-term promotional tool but as a **strategic engagement mechanism**. Building genuine, relatable, and transparent campaigns can not only increase sales but also foster **long-term loyalty and brand advocacy**.

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