A Study on Impact of Social Media Influencers on Consume Purchasing Decision in Myntra with Special Reference to Coimbatore District

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ABSTRACT

In the modern digital era, social media has become one of the most influential platforms for communication, marketing, and consumer engagement. Businesses are increasingly using social media platforms such as Instagram, YouTube, and Facebook to promote their products and services through influencers. Social media influencers are individuals who have built a strong follower base and can affect the opinions and purchasing decisions of their audience through reviews, recommendations, and product demonstrations. Influencer marketing has become particularly significant in the fashion e-commerce industry, where consumers rely on influencers for style inspiration, product awareness, and brand trust.

With the rapid growth of online shopping platforms like Myntra, influencer marketing has emerged as an effective promotional strategy to reach young and digitally active consumers. Influencers help brands create authentic connections with consumers by sharing personal experiences, fashion tips, and product reviews. These activities enhance consumer awareness, increase brand credibility, and motivate consumers to explore and purchase products online. In cities like Coimbatore, where social media usage is steadily increasing, influencers play a vital role in shaping the purchasing behaviour of fashion-conscious consumers.

Keywords: Social Media Influencers, Consumer Purchasing Decision, Influencer Marketing

I. Introduction

In the digital era, social media has become an important platform for communication, entertainment, and marketing. Businesses increasingly use social media platforms such as Instagram, YouTube, and Facebook to promote their products through influencers. Social media influencers are individuals who have many followers and can influence the opinions and purchasing behaviour of consumers through their reviews, recommendations, and promotional content.

In the fashion e-commerce industry, influencer marketing plays a significant role in attracting consumers and creating brand awareness. Platforms like Myntra collaborate with influencers to showcase fashion products, share styling ideas, and provide product demonstrations. These activities help consumers gain better knowledge about products and build trust in the brand.

This study focuses on analysing the impact of social media influencers on consumer purchasing decisions in Myntra with special reference to Coimbatore District. The study aims to understand how influencer recommendations and promotional activities affect consumer awareness, interest, and buying behaviour in online shopping.

II. Review of literature

Ki & Kim (2020) showed that social proof and source credibility significantly impact consumer buying decisions. Consumers imitate influencers they admire and trust. Higher credibility leads to greater confidence in product choices. Influencer endorsements reduce uncertainty in online fashion shopping. This supports Myntra's strategy of influencer collaboration.

Breves et al. (2020) emphasized the importance of brand-influencer fit. When influencer image aligns with brand values, trust and purchase intention rise. Mismatched endorsements create skepticism. Fashion brands must carefully select influences to maintain authenticity. Myntra can optimize results through proper influencer selection.

III. OBJECTIVES OF THE STUDY

1. To study the role of social media influences in influencing consumer purchasing behavior in Myntra.
2. To analyses the importance of trust and authenticity in influencer marketing in Myntra.
3. To examine how demographic factors such as age, gender, and income influence the impact of influence on marketing on consumer purchasing decisions in Myntra.

IV. RESEARCH METHODOLOGY

This study adopts a descriptive research design to examine how social media influences consumer purchasing behavior on Myntra. The research focuses on understanding the roles of trust, authenticity, and demographic factors such as age, gender, and income in shaping consumer responses to influencer marketing. Primary data will be collected through a structured questionnaire from Myntra users in the Coimbatore district. The collected data will be analyses using appropriate statistical tools to identify patterns and relationships between influencer marketing and consumer purchasing decisions.

V. RESULTS AND DISCUSSION

PREFERRED INFLUENCER CONTENT

Preferred influencer	Frequency	Percentage
Giveaways	5	5.0
Product unboxing	19	18.8
Reviews	41	40.6
Sponsored posts	9	8.9
Styling tips	27	26.7
Total	**101**	**100.0**

Interpretation:

Reviews (40.6%) are the most influential type of content, followed by styling tips (26.7%) and product unboxing (18.8%). This suggests that informative and practical content is more persuasive than giveaways or sponsored posts.

Anova Analysis

Hypothesis

H_0: There is no significant difference among respondents based on time spent on social media with respect to the dependent variable.

H_1: There is a significant difference among respondents based on time spent on social media.

SOCIAL MIDEA USAGE AND LIKELIHOOD

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.910	4	.727	.921	.455
Within Groups	74.262	94	.790		
Total	77.172	98			

Interpretation

The F value is **0.921** and the p-value is **0.455**. Since 0.455 is greater than 0.05, the result is not statistically significant.

Chi-square Analysis

Hypothesis

(H_0): There is no significant association between the age of the respondents and the frequency of engagement (daily, weekly, monthly, occasionally, or never) with influencers before purchasing.

(H_1): There is a significant association between the age of the respondents and the frequency of engagement with influencers before purchasing.

AGE AND PURCHASE AFTER INFLUENCERS

Age	Daily	Monthly	Never	Occasionally	Weekly	Total	Chi-square	P Value
18-24	5	17	3	16	17	58	18.52	0.29
25-34	1	3	0	1	3	8		
35-44	0	1	1	0	1	3		
Above 45	0	0	0	1	0	1		
Below 18	7	13	1	2	8	31		
Total	13	34	5	20	29	101		

Interpretation

Since the P-value (0.29) is greater than 0.05, there is no statistically significant association between age group and shopping frequency. Although respondents aged 18–24 and Below 18 show higher shopping frequency (Daily, Weekly, Monthly), statistically the difference is not strong enough.

VI. FINDINGS OF THE STUDY

1.   The majority of respondents (57.4%) belong to the 18–24 age group, indicating that young consumers dominate the sample.

2.   Male respondents (63.4%) form the majority compared to female respondents (36.6%).

3.   Most respondents are students (37.6%), followed by self-employed individuals (34.7%), showing that young and independent earners are the main participants.

4.   A large portion of respondents belong to the middle- and lower-income groups, with 35.6% earning ₹20,000–30,000 and 32.7% earning below ₹20,000.

VII. SUGGESTIONS

1.   Myntra should collaborate with reliable and authentic influences to build stronger trust among consumers.

2.   Influencers should provide honest product reviews and demonstrations, as customers prefer informative content.

3.   Myntra can encourage influencers to share styling tips and product usage videos, which attract more customers.

4.   The company should focus on improving product quality, since quality strongly influences purchase decisions.

VIII. CONCLUSION

The study concludes that social media influencers play a significant role in shaping consumer purchasing decisions, particularly in the online fashion industry. Influencers create trust, provide product information, and reduce uncertainty in online shopping through reviews, recommendations, and demonstrations. The findings also support previous studies which highlight that source credibility, social proof, and brand–influencer fit strongly influence consumer attitudes and purchase intentions. When consumers admire and trust influencers, they are more likely to follow their recommendations and try new products. Therefore, platforms like Myntra can strengthen their marketing strategies by collaborating with credible influencers who align well with their brand image, thereby increasing consumer engagement and boosting online sales.

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