

A Study on the Relationship Between Influencer Marketing and Consumer Intentions

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Abstract

This study examines the relationship between influencer marketing and consumer purchase intentions in the digital era. With the rapid growth of social media platforms, influencers have become important intermediaries between brands and consumers. The research explores how factors such as influencer credibility, authenticity, trustworthiness, and content quality affect consumers' attitudes and their intention to purchase promoted products. Data collected through surveys and analyzed using statistical methods highlights the significant impact of influencer recommendations on consumer decision-making. The findings suggest that effective influencer marketing strategies can enhance brand awareness, build consumer trust, and positively influence purchasing intentions, providing valuable insights for marketers and businesses in competitive online markets.

Keywords: Influencer Marketing, Social Media Marketing, Consumer Behaviour, Digital Marketing etc.

Keywords:

1.INTRODUCTION:

The rapid growth of the digital era has made technology and the internet an essential part of daily life. People spend significant time on social media platforms through devices like smartphones, tablets, and laptops. Platforms such as Facebook, YouTube, Instagram, Twitter, and Snapchat are widely used in India for communication, entertainment, and information. Businesses increasingly use these platforms to enhance brand visibility and build relationships with customers. This shift has created opportunities for influencer marketing, where social media personalities promote products. Unlike traditional advertising, influencer marketing relies on trust and relatability, making influencers powerful in shaping consumer attitudes, preferences, and purchase decisions.

2.REVIEW OF LITERATURE:

1) **Shengnan Ren (2023)**, this research introduces a novel classification for social media influencers, namely informers and entertainers, and examines the impact of influencer type on engagement and online sales. Our findings suggest that endorsements by influencers who take on an entertainer role attract more engagement (number of views, likes, and comments) than endorsements by influencers who are informers. Furthermore, drawing on an influencer–brand congruency theory, the moderating effect of brand stereotypes is examined.

2) **Min Xiao (2023)** studied the impact of YouTube influencers on marketing effectiveness. While collaborating with influencers can help deliver marketing messages, negative user comments can reduce their impact. The research included one pretest and two main studies. The first study explored how the tone of comments (positive or negative) affects consumers' attitudes toward the product and their trust in the influencer. The second study examined whether frequent interaction between influencers and viewers can reduce the harm caused by negative comments. The results showed that

negative comments strongly affect consumers, but active responses from influencers can lessen this negative effect. The study highlights important insights for both marketing theory and practical influencer strategies.

3) **Kemala & Rizki (2025)** This research showed that influencer credibility (especially expertise and trustworthiness) positively affects consumer purchase intention. However, consumer engagement alone did not significantly increase purchase intention, suggesting that content trust matters more than just engagement volume.

4) **Wendy Bendon, Faina Danielian(2019)**, Influencer marketing for the past decade has proven to have a powerful voice for brands in the age of digital marketing. The role of influencer(s) continues to have the ability to motivate social attitudes and behavior within their online community towards the brand(s) endorsed by the influencer. The communities built by these social media influencers continue to gain social acceptance with their authentic voices and aspirational content. There has been much research on the effectiveness of social media influencers for brands the past decade, and in this research, we will look towards virtual influencers (VIs), which are not human but are digital recreations with levels of human likeness. In our study, we want to get a better understanding of whether VIs are capable of achieving comparable success to the traditional influencer, as well as the advantages and shortcomings of both types of influencers hold.

3. SCOPE OF THE STUDY:

The scope of the study focuses on understanding the relationship between influencer marketing and consumer intentions. It examines how social media influencers affect consumer attitudes, trust, and purchase intentions toward various products and brands. The study also analyzes the role of different social media platforms in promoting products through influencers and how consumers respond to such promotions. In addition, it helps to understand how influencer marketing contributes to brand awareness, customer engagement, and overall market outcomes. This study provides insights into how influencer marketing strategies influence consumer behavior in the modern digital market.

4. STATEMENT OF THE PROBLEM

In recent years, influencer marketing has become a popular marketing strategy used by companies to promote their products and services through social media influencers. Many consumers follow influencers and often trust their opinions, recommendations, and reviews. However, it is not always clear how strongly influencer marketing actually affects consumer intentions and purchasing decisions. Some consumers may be influenced by the credibility, popularity, and content of influencers, while others may remain skeptical about promotional messages. Therefore, it is important to study and understand the relationship between influencer marketing and consumer intentions. This study aims to examine how influencer marketing influences consumer attitudes, trust, and purchase intentions in the market.

5 OBJECTIVES OF STUDY:

1. To examine the impact of influencer marketing on consumer purchase intentions.
2. To understand consumer attitudes toward new brands.
3. To analyze how influencer credibility and trust influence consumer decisions.
4. To examine the impact of influencer marketing on market outcomes such as sales growth

6. RESERCH DESIGN:

The research design adopted for this study is descriptive research design. The purpose of this design is to describe and analyze the relationship between influencer marketing and consumer intentions. The study is based on both primary and secondary data. Primary data is collected from respondents through a structured questionnaire, while secondary data is obtained from books, journals, websites, and previous research studies related to influencer marketing and consumer behavior. The collected data is analyzed using statistical tools such as percentage analysis and charts to understand the impact of influencer marketing on consumer intentions. This research design helps in systematically collecting and interpreting the data to achieve the objectives of the study.

7 LIMITATIONS OF THE STUDY:

- The study is limited to a small number of respondents, which may not represent the entire population.
- The research focuses only on selected social media platforms and influencers.
- The study is based on respondents' opinions and perceptions, which may sometimes be biased.
- Time constraints may limit the depth of the research.
- The findings of the study are limited to the specific area and sample selected for the research.

8 ASSOCIATION ATTRIBUTES BETWEEN SATISFACTION AND GENDER

The association between satisfaction and gender examines whether levels of satisfaction differ between male and female respondents. This analysis helps identify patterns in preferences, expectations, and experiences across genders. By using statistical tools such as the chi-square test, researchers can determine whether gender significantly influences satisfaction levels. Understanding this association is important for businesses and organizations to tailor products, services, and marketing strategies according to the needs of different gender groups. The findings may reveal whether males and females perceive value, quality, or service differently, thereby helping decision-makers improve customer experience, enhance satisfaction, and design more inclusive and effective strategies.

Table 5.1

Association attributes between satisfaction and gender

Gender	Mode of satisfaction			Total	Chi square value	sig
	Good	Average	Bad			
Male	28 (35.44)	29 (36.70)	22 (27.84)	79 (100)	.376	.829
Female	24 (33.80)	24 (33.80)	23 (32.39)	71 (100)		
Total	52 (34.6)	53 (35.33)	45 (30)	150 (100)		

Interpretation:

Source: Primary data

The table 5.1 shows the relationship between gender and level of satisfaction among 150 respondents.

Among males, 28 reported good satisfaction, 29 reported average satisfaction, and 22 reported bad satisfaction. Among females, 24 reported good satisfaction, 24 reported average satisfaction, and 23 reported bad satisfaction.

The Chi-square value is 0.376 and the significance value is 0.829. Since the p-value (0.829) is greater than 0.05, there is no significant association between gender and satisfaction level.

ASSOCIATION ATTRIBUTES BETWEEN SATISFACTION AND AGE

The association between satisfaction and age examines how satisfaction levels vary across different age groups, helping identify differences in preferences, expectations, and experiences to improve services and targeted strategies.

Table 5.2

Association attributes between satisfaction and age

Age	Mode of satisfaction			Total	Chi square value	sig
	Good	Average	Bad			
18-25	14 (37.83)	14 (37.83)	9 (24.32)	37 (100)	2.848	.828
25-35	12 (33.3)	14 (38.8)	10 (27.7)	36 (100)		
35-45	12 (27.9)	15 (34.8)	16 (37.20)	43 (100)		
Above 45 years	14 (41.17)	10 (29.4)	10 (29.4)	34 (100)		
Total	52 (34.6)	53 (35.3)	45 (30)	150 (100)		

Interpretation:

Source: Primary data

The table 5.2 shows the relationship between age and level of satisfaction among 150 respondents.

- In the 18–25 age group, 14 respondents reported good satisfaction, 14 average, and 9 bad.
- In the 25–35 age group, 12 reported good satisfaction, 14 average, and 10 bad.
- In the 35–45 age group, 12 reported good satisfaction, 15 average, and 16 bad.
- In the above 45 years group, 14 reported good satisfaction, 10 average, and 10 bad.

The Chi-square value is 2.848 and the significance value is 0.828. Since the p-value (0.828) is greater than 0.05, there is no significant association between age and satisfaction level.

ASSOCIATION ATTRIBUTE BETWEEN SATISFACTION AND EDUCATIONAL QUALIFICATION

The association between satisfaction and educational qualification analyzes how satisfaction levels differ among individuals with various education levels, helping understand expectations, perceptions, and decision-making patterns across different educational groups.

Table 5.3

Association attributes between satisfaction and education qualification

Education qualification	Mode of satisfaction			Total	Chi square value	Sig
	Good	Average	Bad			
HSC	15 (28.8)	16 (30.7)	21 (40.3)	52 (100)	9.849	.131
UG	19 (50)	13 (34.2)	6 (15.7)	38 (100)		
PG	8	11	11	30		

	(26.6)	(36.6)	(36.6)	(100)		
Others	10 (33.3)	13 (43.3)	7 (23.3)	30 (100)		
Total	52 (34.6)	53 (35.3)	45 (30)	150 (100)		

Interpretation:

Source: Primary data

The table 5.3 shows the relationship between educational qualification and level of satisfaction among 150 respondents.

- Among HSC respondents, 15 reported good satisfaction, 16 average, and 21 bad.
- Among UG respondents, 19 reported good satisfaction, 13 average, and 6 bad.
- Among PG respondents, 8 reported good satisfaction, 11 average, and 11 bad.
- Among others, 10 reported good satisfaction, 13 average, and 7 bad.

The Chi-square value is 9.849 and the significance value is 0.131. Since the p-value (0.131) is greater than 0.05, there is no significant association between educational qualification and satisfaction level.

9. FINDINGS

- There is no significant association between gender and satisfaction level with influencer marketing.
- Age does not have a significant impact on satisfaction levels related to influencer marketing.
- Educational qualification shows no significant relationship with satisfaction levels.
- Overall, demographic factors like gender, age, and education do not significantly influence consumer satisfaction in this study.
- Influencer marketing impacts consumer attitudes and intentions, but this impact is not significantly different across demographic groups studied.
- The study suggests that satisfaction with influencer marketing is generally similar regardless of gender, age, or education background.

10. SUGGESTIONS

1. Brands should focus on building influencer credibility to increase consumer trust.
2. Marketers can use a mix of influencer types to reach different consumer segments.
3. Increase engagement by encouraging influencers to interact actively with followers.
4. Monitor and manage negative comments to reduce their impact on consumer attitudes.
5. Use influencer marketing to create authentic and relatable content to connect with consumers.
6. Tailor influencer campaigns based on consumer demographics but remember demographics may not strongly affect satisfaction.

7. Conduct regular feedback surveys to understand consumer perceptions of influencer marketing.
8. Explore collaborations with both traditional and virtual influencers for broader reach.

11. CONCLUSION

The study concludes that influencer marketing has a significant impact on consumer intentions in the digital marketplace. Social media influencers play an important role in shaping consumer perceptions, attitudes, and purchase decisions through their credibility, authenticity, and engaging content. The findings indicate that consumers are more likely to trust product recommendations from influencers they follow compared to traditional advertisements. Factors such as influencer reliability, relatability, and communication style strongly influence consumer behavior. Therefore, businesses can effectively use influencer marketing as a strategic tool to increase brand awareness, build consumer trust, and encourage positive purchase intentions in a highly competitive online environment.

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