

# Influence of Influencer-Led Social Commerce on Consumer Purchase Intentions: A Study with Special Reference to Tirupur

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## ABSTRACT

This study explores the impact of influencer-led social commerce on consumer purchase intention in Tirupur. With the rapid growth of social media platforms, influencers have emerged as important opinion leaders who shape consumer perceptions, reduce uncertainty, and provide engaging product-related information. The research adopts a descriptive design and collects primary data through a structured questionnaire administered to 128 respondents. Statistical tools such as descriptive analysis, Likert scale evaluation, Chi-square test, One-Way ANOVA, and Karl Pearson correlation were applied to examine relationships among demographic factors, awareness, and purchase intention. The findings indicate that consumers demonstrate moderate awareness of influencer-led social commerce and generally express satisfaction with product quality and pricing promoted by influencers. However, responses toward influencer-generated content vary based on individual perception and trust levels. The study reveals no significant relationship between age and social proof factors, and no significant difference in product quality perception across educational groups. A weak positive correlation exists between educational qualification and awareness. Overall, the effectiveness of influencer marketing largely depends on credibility, transparency, engagement, and trust-building strategies, which significantly enhance consumer purchase intention in the regional market.

**Keywords:** Influencer Marketing, Social Commerce, Purchase Intention, Consumer Trust, Influencer Credibility, Social Proof, Digital Engagement.

## 1. INTRODUCTION

The rapid expansion of social media has transformed traditional marketing into interactive digital engagement, giving rise to influencer-led social commerce as a powerful promotional strategy. Platforms such as Instagram, YouTube, and Facebook enable influencers to shape consumer perceptions through reviews, live sessions, and authentic storytelling. By fostering trust, credibility, and social proof, influencers significantly affect consumers attitudes and purchase intentions in online environments. While prior research has largely focused on metropolitan markets, limited attention has been given to emerging industrial cities such as Tiruppur. In this context, localized influencer engagement may differently shape consumer awareness, trust, and buying behaviour. Therefore, this study examines the influence of influencer-led social commerce on consumer purchase intention in Tiruppur, offering insights for both academic research and regional marketing practice.

## 2. OBJECTIVES

- To understand the level of consumer awareness regarding influencer-Led social commerce.
- To identify the key factors of influencer-led social commerce that influence consumer purchase intentions.
- To find the difficulties faced by consumers while purchasing influencer-promoted products.
- To suggest ways to enhance consumer purchase intentions in influencer-Led social commerce.

### 3. SCOPE OF THE STUDY

The study examines the influence of influencer-led social commerce on consumer purchase intention in Tirupur. It analyses how influencer credibility, trust, engagement, and social proof affect consumer buying decisions. The scope is limited to social media users in Tirupur and focuses only on online influencer-based promotions.

### 4. RESEARCH METHODOLOGY

#### 4.1 SOURCES OF DATA

**Primary Data Collection** - The primary data were collected through a questionnaire.

**Secondary Data Collection** - The secondary data were gathered from journals, magazines and websites.

#### 4.2 TOOLS USED FOR ANALYSIS

The statistical tools used for the analysis of the study are

- Simple percentage analysis
- Rank correlation
- Chi-Square
- One-way Anova
- Likert scale

### 5. REVIEW OF LITERATURE

**Chaturvedi and Sangwan (2025)<sup>1</sup>** found that influencer attributes such as expertise, attractiveness, and information quality positively affect consumer purchase intention, with credibility and engagement acting as key mediating factors.

**Patmawati and Miswanto (2022)<sup>2</sup>** revealed that social media influencers significantly enhance brand awareness, which in turn increases consumer's purchase intentions.

### 6. DATA ANALYSIS AND INTERPRETATION

#### CHI-SQUARE TEST

**Null Hypothesis (H0)** There is no significant association between Age and Social Proof that Most Influences Purchase Intention.

**TABLE 6.1.1**

Age	Social Proof that Most Influences Purchase Intention					
	Customer rating	Influencer follower count	Number of likes	Number of shares	User comment	Total
18-25 years	19	3	12	7	15	56
26-35 years	11	9	7	4	11	42
36-45 years	4	1	2	6	8	21
Above 45 years	3	1	1	4	0	9

Total	37	14	22	21	34	128
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Sources: primary data

### CHI-SQUARE TEST

Calculated value	Table value	Degree of freedom	Level of significance	Result
20.805	21.026	12	0.05	Accepted

### INTERPRETATION

The table deals with the calculated value of X (20.805) is less than the table value (21.026) so the null hypothesis is accepted. Hence it can be concluded that there is no significant relationship between age and social proof that most influencer's purchase intentions.

**7. FINDINGS** There is no significant relationship between age and the social proof that most influences purchase intention, indicating similar preferences across age groups.

**8. SUGGESTION** Influencers can focus on commonly preferred social proof elements like customer ratings and user comments to appeal to all age categories.

### 9. CONCLUSION

A research study conducted in Tirupur provides important insights into consumer awareness and purchase intention toward influencer-led social commerce. The findings show that age does not significantly influence the type of social proof affecting purchase decisions. However, educational qualification and monthly income are associated with differences in refund experiences and navigation difficulties. Consumers generally express satisfaction with product quality and pricing, though responses toward influencer content vary. Challenges related to refunds and platform navigation still influence consumer experience. Strengthening credibility, transparency, and clear communication can enhance consumer trust. Expanding similar studies across wider markets would provide a more comprehensive understanding of influencer-led social commerce effectiveness.

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