IMPACT OF SOCIAL MEDIA INFLUENCERS ON CONSUMER PURCHASING DECISIONS

Mr. s. Muruganantham[1], G. sujitha[2]

Assistant Professor, Department of commerce, Dr. N.G.P Arts and Science college[1]

student, Department of B.com IT, Dr. N.G.P Arts and Science college[2]

Abstract: In the digital age, social media influencers have emerged as powerful figures in shaping consumer behavior and purchasing decisions. This study explores the extent to which influencers impact consumer choices, examining factors such as trust, authenticity, engagement, and perceived expertise

I. INTRODUCTION

The main goals of this project are to look at the different benefits of social media marketing influencer on consumer purchasing decisions. Social media influencer have become powerful catalysts in shaping consumer purchasing decisions in today's digital age. With the rise of platforms such as Instagram, YouTube, and ,TikTok influencer have gained substantial followings, allowing them to impact the preferences and buying behaviour of their audiences. By leveraging their credibility, relatability, and personal branding, influencer often create persuasive content that resonates with consumers, blurring the line between personal recommendations and marketing.

II.OBJECTIVES OF THE STUDY

1.To analyse the degree to which the social media influences affect consumer purchasing decisions.
2.To examine the challenges businesses face in selecting and collaborating with influencer.
3.To analyse how these ethical considerations affect consumer trust and brand reputation.
4.To study the longterm effects of influencer marketing on consumer loyalty and purchasing behaviour

III.STATEMENT OF THE PROBLEM

The problem addressed in this study is the growing influence of social media influencer on consumer purchasing decisions and the potential implications for both consumer sand businesses. As influencer increasingly shape consumer behave through sponsored content, reviews, and personal recommendations, questions arise about the authenticity, transparency, and long-term effects of such endorsements.

IV RESEARCH METHODOLOGY

To acquire precise and reliable data, the research methodology specifies the use of a variety of techniques, including surveys , interviews, observation, and experiments. The purpose of this heading is to information gathering and processing techniques.

SAMPLE SIZE
The sample size is the number of items to selected from the universe to constitute a sample. The sample size is 112 respondent

DATA ANALYSIS
Percentage analysis research tools that have been used to analyse the primary data.

V.LIMITATIONS OF STUDY

- Dynamic Nature of Social Media: Social media platforms and trends evolve rapidly, which can affect consumer behaviour over time. Findings from a particular period may not remain applicable as new platforms emerge and user interactions change.

- Authenticity of Influencer Metrics: The prevalence of fake followers and engagement can skew perceptions of an influencer actual impact. This artificial inflation challenges the accuracy of studies assessing influencer effectiveness.

VI.CONSUMER PURCHASING DECISIONS

Consumer Purchasing Decisions refer to the process consumers go through when selecting, purchasing, and using products or services to satisfy their needs and desires. This decisionmaking process is influenced by various psychological, social, cultural, and personal factors that shape how consumers evaluate and choose among available options.

1.Problem Recognition
The consumer identifies a need or problem that requires a solution (e.g., running out of toothpaste or wanting a new phone).

2.Information Search
The consumer gathers information about possible solutions from personal experiences, advertisements, social media, reviews, and word of mouth recommendations.

3.Post-Purchase Behaviour
The consumer reflects on their purchase decision. Satisfaction leads to brand loyalty and positive reviews, while dissatisfaction can result in product returns, complaints, or negative feedback.

VII.DATA ANALYSIS

TABLE NO.7.1
THAT HOW MUCH TIME DO YOU SPEND ON SOCIAL MEDIA DAILY

PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
LESS THAN 1 HOUR	51	45.5
1-3 HOURS	43	38.4
5 HOURS	11	9.8
MORE THAN 5 HOURS	7	6.3
TOTAL	112	100

CHART 7.1
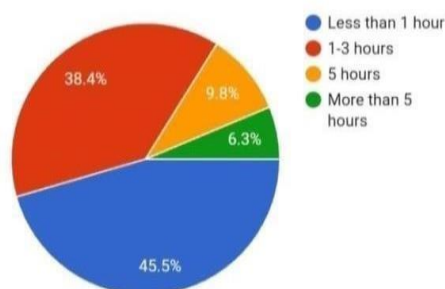
TABLE 7.2
THAT HOW LIKELY ARE YOU TO CONTINUE TRUSTING   AN INFLUENCER AFTER A BAD

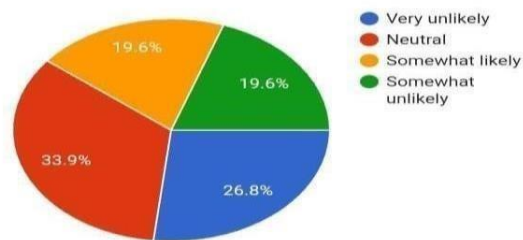| PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
Very unlikely	30	26.8
Neutral	38	33.9
Somewhat likely	22	19.6
Somewhat unlikely	22	19.6
TOTAL	112	100

RECOMMENDATION

CHART 7.2

TABLE 7.3
WHAT FACTORS INFLUENCE YOUR TO PURCHASE FROM AN INFLUENCERS
RECOMMENDATIONS

PARTICULARS	NO.OF. RESPONDENTS	PERCENTAGE (%)
The number of positive reviews	43	38.4
Discounts or promotions offered	19	17
Personal interest in the product	29	25.9
Brand reputation	21	18.8
TOTAL	112	100

CHART 7.3
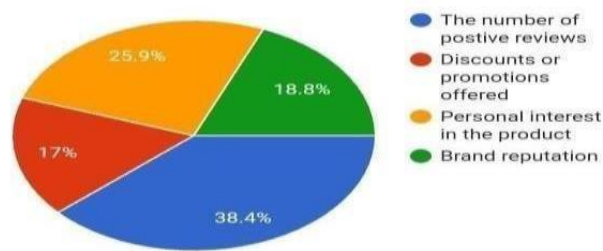
FINDINGS

- Most (45.5%) of the respondents have choose the less the 1hour.
- Most (33.9%) of the respondents have choose the neutral.
- Most (38.4%) of the respondents have choose The number of positive reviews.

SUGGESTION

- Social media platforms often serve as spaces where consumers look for validation from others. If a popular influencer promotes a product, it creates a sense of social proof, signaling to others that the product is worthy of attention. This can lead to an

  increase in consumer interest and purchasing behaviour

VIII.   CONCLUSION

social media influencer have a significant impact on consumer purchasing decisions. Their ability to build trust, engage with followers, and create authentic content makes them powerful marketing tools for brands. Influencer recommendations can shape consumer perceptions, influence trends and even drive immediate purchase actions. This effect is amplified by the targeted nature of social media advertising, where influencer reach highly engaged audiences that align with their interests and preferences.

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