



An impact of influencer marketing in shaping buying decision of youth with special reference to Coimbatore City

Keerthana S¹, Dr. S V Anitha²

¹ Department of Commerce, VLB Janakiammal College of Arts and Science, Coimbatore, Tamil Nadu, India

² Assistant Professor, Department of Commerce, VLB Janakiammal College of Arts and Science, Coimbatore, Tamil Nadu, India

Abstract

The study explores the impact of influencer marketing on consumer purchase decisions, with a specific focus on Coimbatore, Tamil Nadu. It highlights the factors such as authenticity, trust, and information that shape consumer behaviour in the context of influencer marketing. The research delves into key elements, including platform choice, demographic influences, and the types of influencer analytical tools such as Chi-Square test, used to examine the relationship between respondents' demographic factors gender and their perception of trustworthiness of influencer marketing were employed to interpret the data collected from a sample size of 52 respondents. The findings contribute valuable insights how demographic characteristics influence consumer trust in influencer marketing and their purchasing decisions.

Keywords: Influencer marketing, social media, impact

Introduction

In today's digital era, social media has become one of the most powerful tools influencing consumer behaviour. Among many trends emerging from online platforms, influencer marketing stands out as a dominant strategy used by brands to reach and engage their target audiences. Social media influencer individuals have built credibility and large followings on platforms such as Instagram, YouTube, and Facebook play a significant role in shaping consumer opinions and purchase decisions.

Objectives

- To know the qualities of influencer product marketing be trustworthy.
- To know the satisfaction level of product purchased based on influencer marketing.
- To know the impact of social media influencers in buying products.
- To know how influencer marketing plays a shopping role in buying decision.

Scope of study

The study focuses on influencer marketing, exploring its forms such as sponsorship, product endorsement, affiliate marketing, and live events across platforms like Facebook, Instagram, YouTube, and newer media. It analyses how cultural, technological, and economic factors impact the effectiveness of strategies, examining how cultural norms, consumer spending power, and tech accessibility influence customer engagement and responses to influencer content.

Statement of problem

Influencer marketing has become an important tool of advertising for business houses. The rise of social media has transformed the way brands engaged with consumers, particularly through influencer marketing. It depends on explanation provided by users to work on trust worthy product and its marketing for the users. Some peoples are not trust worthy due to paid promotion and it's crucial to

identify true products with their words some of the people can prefer true product.

Limitation

- The study shows that the impact of influencer marketing on purchasing behaviour is highly influenced by gender, especially females.
- The sample size is limited to 52.
- There is a strong connection between influencer behaviour and purchasing decisions.

Research methodology

Primary Data: Collected through structured questionnaires distributed to consumers who actively follow social media influencers and have purchased products recommended by them.

Secondary Data: Gathered from journals, articles, research papers, websites, and online publications related to influencer marketing and consumer behaviour.

Sample size: The study is conducted with a sample size of around 52 respondents, depending on the availability and willingness of participants.

Area of study

The study was conducted in Coimbatore-city.

Statistical tools

- Chi-square
- Simple percentage

Chi-square:

The Chi-Square test is used to examine the relationship between respondents' demographic factors gender and their perception of the trustworthiness of influencer marketing.

Simple percentage

Simple Percentage Analysis refers is used in making comparisons between two or more series of data. A

percentage is used to determine the relationship between the series.

Review of Literature

Freberg, K., Graham, K., McGaughey, K., & Freberg, L. A. (2011) [4]. Who are the social media influencers? A study of public perceptions of personality. Public Relations Review, provides insights into how influencers are perceived by the audience, which is critical when studying how they affect the purchasing decisions of youth.

Vrontis, D., & Thrassou, A. (2020). Influencer marketing: A comprehensive review of the literature. Journal of Strategic Marketing, focuses on the various aspects of influencer marketing and its impact on consumer behaviour, including youth consumers, and would serve as an essential reference for your study.

Dr Poornima C, Ms. Rogini P, Mr. Muthuvel Kannan B. (2025), study conducted influencer marketing has a strong effect on youth purchase decisions, especially among consumers aged 26–35. Authenticity, trust, and relevance of information were the main factors influencing consumer behaviour. Instagram was identified as the most impactful platform, with discount offers and viral content being major purchase motivators.

Over view

In the study of modern digital marketplace, social media has become one of the most powerful platforms influencing consumer behaviour. younger generations, particularly Gen Z and Millennials, are highly active on social media and tend to trust influencers more than traditional advertising, and their ability to shape trends have made them a key factor in shaping consumer behaviour. This trend is particularly visible in city like Coimbatore, one of the fastest-growing cities in Tamil Nadu. Digital media penetration is growing rapidly, youth are turning to influencers for product recommendations, fashion advice, lifestyle tips, and more.

Data analysis and Interpretation

Table 1: Gender Status of the Respondents

S. No	Gender	No. of respondents	percentage
1	Female	34	65.4%
2	Male	18	34.6%
	Total	52	100%

Source: primary data

Interpretation

Gender/social media platforms do you use most frequently	Instagram	YouTube	Facebook	Twitter	Grand total
Female	26	19	2	0	34
Male	15	6	2	1	18
Grand total	41	25	4	1	52

Gender/social media platforms do you use most frequently	Instagram	YouTube	Facebook	Twitter
Female	26.81	16.35	2.62	0.65
Male	14.19	8.65	1.38	0.35

Interpretation

The table clearly shows the demographic profile of the respondents & social media platforms frequently used mostly by the respondents is Instagram

The above table shows that 65.4% of the respondents are Female, 34.6% of the respondents are Male, Hence, majority (65.4%) of the respondents are Female.

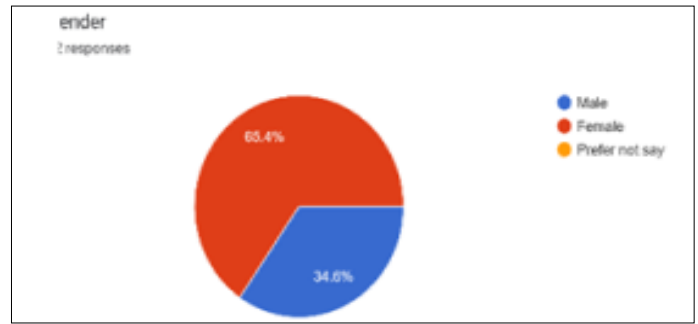


Chart 1

Table 2: Social media platforms used most frequently by Respondents

S. No	Social media platforms do you use most frequently	No. of respondents	percentage
1	Instagram	25	48.8%
2	YouTube	14	26.92%
3	Facebook	12	23.8%
4	Twitter	1	1.92%
	Total	52	100

Interpretation

The table shows that 48.8% of the respondents are Instagram, 26.92 of the respondents are YouTube, 23.8% of the respondents are Facebook, 1.92% of the respondents are Twitter. Hence, majority (48.8%) of the respondents are Instagram.

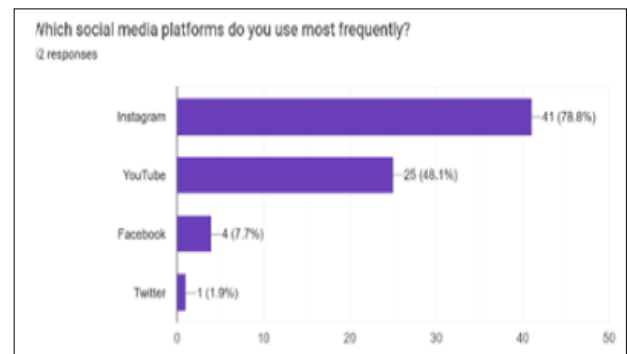


Chart 2

Chi – Square Test

Level of Significance

$\alpha=0.05$

Tabulated X^2

$X^2=3.88$

calculator= 7.815

Total chi square value χ^2

$$\chi^2 = 0.13 + 0.43 + 0.15 + 0.64 + 0.14 + 0.82 + 0.37 + 1.2 = 3.88$$

Observed value (O)	Expected value (E)	(O-E)	(O-E) ²	(O-E) ² /E
26	26.81	0.81	0.65	0.13
19	16.35	2.65	7.13	0.43
2	2.62	0.62	0.38	0.15
0	0.65	0.65	0.42	0.64
15	14.19	0.81	0.65	0.14
6	8.65	2.65	7.13	0.82
2	1.38	0.62	0.38	0.37
1	0.35	0.65	0.42	1.2

Chi-Square analysis = $\chi^2 = \sum (O_i - E_i)^2 / E_i$

Hypothetical statement

The alternative hypothesis(H₁) states that there is a significant relationship between gender and social media platform preference. Since 7.815 > 3.88, we reject the null hypothesis.

Findings:

- The majority (59.6%) of the respondents ages are between 18-21.
- The majority (65.4%) of the respondents are female.
- The majority (63.5%) of respondents are undergraduate.
- The majority (48.1%) of respondent’s experience are in education field.
- The majority (51.9%) of the respondent’s monthly income is between Rs. 20000.
- The majority (78.8%) of the respondents in social media platforms are using Instagram.
- The majority (42.3%) of the respondents spend daily 1-2 hours on social media.
- The majority (51.9%) of the respondents influence on fashion and lifestyle
- The majority (46.2%) of the respondents rarely buying products influenced by social media.
- The majority (61.5%) of the respondents feel satisfied with the products purchased based on influencer marketing sometimes.
- The majority (3.52%) of the respondents. People trust product recommendations made by influencers.
- The majority (3.23%) of the respondents Discounts, coupon codes, or offers are encourage to buy the product
- The majority (3.48%) of the respondents believe influencer marketing has a strong role in shaping youth buying decisions in average rating.

Suggestion

Influencers can improvise their trends to attract men also to buy the product.

- Influencers also can share personal experiences with a product showing a day in my life instead of posting a product photo.
- Bulide mini narratives around a product instead of isolated post.

Conclusion

This study provides insightful information about the impact of influencer marketing in shaping buying decision of youth. It shows that younger consumers, between the gender of

female, are greatly influenced by influencer marketing, particularly on social media sites like Instagram and YouTube. The results demonstrate that discount coupons and viral content have a major influence on consumer decisions to buy. Influencer marketing influence the purchase behaviour was found to be highly impacted by gender These findings optimise the efficacy of influencer marketing, duly the owners of the product channels to boost engagement while should concentrate on producing genuine content and use well-known social media tackling issues like market saturation and trust.

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