



A Study on Impact of Influencer Marketing on Consumer Purchase Decision in Coimbatore

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ABSTRACT

This study examines the impact of influencer marketing on consumer purchase decisions among consumers in Coimbatore city. Using a descriptive research design, primary data was collected from 120 respondents through a structured questionnaire employing a five-point Likert scale. The study analyzes how influencer credibility, trustworthiness, expertise, attractiveness, content quality, and relatability shape consumer trust, engagement, and purchasing behavior. Statistical tools including descriptive analysis, cross-tabulation, chi-square test, correlation analysis, regression analysis, and ANOVA were employed using SPSS.

The findings reveal that influencer relatability and credibility are the strongest predictors of purchase decisions, with the regression model explaining 55.1% of the variance in consumer purchase behaviour. Instagram and YouTube emerged as the most preferred platforms among Coimbatore consumers. The chi-square test confirms significant associations between age, occupation, income and purchase decisions, while ANOVA results reveal significant differences in purchase behaviour across age groups.

The study concludes that brands targeting Coimbatore consumers should prioritize authentic, locally relevant influencer partnerships and platform-specific strategies to maximize campaign effectiveness.

Keywords: Influencer Marketing, Consumer Purchase Decision, Social Media Marketing, Digital Marketing, Coimbatore, Brand Trust, Purchase Intention



INTRODUCTION OF THE STUDY

In today's digital era, social media has become an integral part of consumers' daily lives, fundamentally transforming how brands communicate with their target audiences. Among various digital marketing strategies, influencer marketing has emerged as one of the most impactful approaches, where brands collaborate with individuals who possess significant social media followings to promote products and services. The global influencer marketing industry was valued at approximately USD 24 billion in 2024, reflecting sustained growth from just USD 1.7 billion in 2016 (Influencer Marketing Hub, 2024). In India, the influencer marketing industry has witnessed remarkable expansion, driven by widespread smartphone adoption, affordable internet access, and a young population deeply engaged with social media platforms (KPMG & INCA, 2023).

Coimbatore, the second-largest city in Tamil Nadu, presents a particularly relevant context for studying influencer marketing effectiveness. Known as the Manchester of South India, the city has rapidly evolved into a vibrant commercial hub with a growing digital economy. It has a significant population of young professionals, college students, and tech-savvy consumers who actively engage with social media platforms such as Instagram, YouTube, and Facebook. According to IAMAI (2023), Tier-II cities like Coimbatore have witnessed a surge in social media usage, with over 65% of urban internet users actively following social media influencers.

This study investigates the impact of influencer marketing on consumer purchase decisions in Coimbatore. By collecting primary data from 120 respondents and supplementing it with secondary data from academic journals and industry reports, the study aims to provide evidence-based insights into how influencer marketing shapes purchasing behaviour and to offer strategic recommendations for brands operating in Tier-II city markets.

REVIEW OF LITERATURE

Dr. Sarathsimha Bhattaru and G. Suvarsha (2024) "The Impact of Influencer Marketing on Consumer Purchasing Decisions – A Survey Based Analysis" This study assessed how social media influencers affect Generation Z's purchasing behaviour. Using a structured questionnaire, the study surveyed 100 respondents in Hyderabad, employing convenience sampling. The findings revealed that influencers significantly impact purchases, especially in fashion and cosmetics, with trust and authenticity playing crucial roles. The study recommends businesses focus on quality products, partner with relatable influencers, and use interactive social media content to engage consumers. The study concludes that influencer marketing is an effective two-way communication tool for connecting with digital-savvy audiences.

Ruchi Katendra and Dr. Manoj Kumar Sahoo (2023) "Effectiveness of Influencer Marketing on Consumer Purchase Behaviour" This study investigated how the sender (influencer), receiver (followers), and message (posts) influence the success of influencer marketing using a communication model. The results demonstrate that sponsor salience, follower size, and influencer originality all increase effectiveness. The study found that followers' trust in influencers' branded posts is positively influenced by the informative value of influencer-generated content, the influencer's credibility, attractiveness, and similarity to the followers. About 44% of the respondents agreed that influencer marketing is effective on consumer purchase behavior, and 54% found it more effective than traditional marketing.

Dr. Poornima C, Ms. Rogini P, and Mr. Muthuvel Kannan B (2025) "The Impact of Influencer Marketing on Consumer Purchasing Decision Making in Coimbatore City" This study explored the impact of influencer marketing on consumer purchase decisions with a specific focus on Coimbatore. The study collected data from 152 respondents using a structured questionnaire. Analytical tools such as percentage analysis, rank analysis, and ANOVA were employed. The findings demonstrate that Instagram is the most preferred platform, followed by YouTube. The ANOVA results confirmed a significant relationship between age group and purchasing decisions influenced by influencers ($p = 0.010$). The study concluded that younger consumers aged 26–35 are most influenced by influencer marketing.



Sudha M. and Sheena K. (2017) “Impact of Influencers in Consumer Decision Process: The Fashion Industry” This study explored influencer marketing techniques used by fashion industries and the impact of influencers on consumers’ buying decision process. The study surveyed 200 women using judgmental and snowball sampling. The findings revealed that brands have maximum influence among consumers (55%), followed by celebrities (24%) and bloggers (21%). Chi-square tests confirmed a significant relationship between age and perception of influencers ($p < 0.05$). The study concluded that bloggers have a significant impact on purchase decisions and post-purchase behaviour, particularly among women aged 20–25.

Misshka Gupta (2021) “Impact of Influencer Marketing on Consumer Purchase Behavior during the Pandemic” This study examined the impact of influencer marketing during the COVID-19 pandemic on a sample of 50 consumers aged 13–30. The study found that 100% of respondents had encountered influencer-promoted content on social media. Twitter and Instagram were the most used platforms. Over 50% of respondents agreed that influencer marketing is more effective than traditional marketing. The study concluded that influencer marketing holds deep grounds for consumers’ purchase decisions and has at least 7 out of 10 times made a consumer buy a product or consider buying one.

STATEMENT OF THE PROBLEM

Influencer marketing has become an important tool of advertising for businesses in the recent past. However, not much is known about the true impact of influencer endorsements on buying decisions by consumers in Tier-II cities like Coimbatore. Although influencers have been found to influence the opinions of consumers and create brand awareness, exactly how recommendations translate into actual consumer actions such as purchases has not been established in the Coimbatore context. Other concerns include the validity of influencer endorsements, consumer trust, and the market being saturated with promotional content. This study aims to bridge this gap by examining the impact of influencer marketing on consumer purchase decisions specifically in Coimbatore.

SCOPE OF THE STUDY

The present study focuses on examining the impact of influencer marketing on consumer purchase decisions in Coimbatore city. It covers consumers from urban, semi-urban, and rural areas of Coimbatore, exploring various forms of influencer marketing including product endorsements, sponsored posts, affiliate marketing, and reviews across platforms like Instagram, YouTube, Facebook, and Twitter/X. The study analyzes how cultural, technological, and economic factors in Coimbatore impact the effectiveness of influencer marketing strategies. Additionally, the study explores how influencer attributes such as credibility, trustworthiness, expertise, attractiveness, content quality, and relatability shape consumer behaviour in the Coimbatore market.

OBJECTIVES OF THE STUDY

- To analyze the impact of influencer marketing on consumer purchase decisions in Coimbatore.
- To examine the role of influencer attributes (credibility, trustworthiness, expertise, attractiveness, content quality, and relatability) in shaping consumer purchase intention.
- To evaluate the effectiveness of influencer marketing across different social media platforms used by consumers in Coimbatore.
- To identify the association between demographic factors and consumer purchase decisions influenced by influencer marketing.
- To provide strategic recommendations for brands and marketers targeting Coimbatore consumers.



RESEARCH METHODOLOGY

Data Collection:

This study utilized both primary and secondary data sources for research purposes.

Primary Data: The primary data was collected through a structured questionnaire distributed among consumers in Coimbatore using Google Forms. A total of 120 responses were collected from consumers residing in urban, semi-urban, and rural areas of Coimbatore.

Secondary Data: Secondary data was collected from academic journals, research articles, industry reports from Influencer Marketing Hub, Statista, HubSpot, KPMG & INCA, and previous studies related to influencer marketing and consumer purchase decisions.

Research Design: This study adopts a descriptive research design to analyze and describe the impact of influencer marketing on consumer purchase decisions in Coimbatore.

Sample Size: A total of 120 samples were collected for the study.

Sampling Technique: Convenience sampling method was employed, targeting respondents from urban, semi-urban, and rural areas of Coimbatore to ensure demographic diversity.

Tools Used for Analysis: The collected data was analyzed using SPSS. Statistical tools employed include Descriptive Analysis, Cross-tabulation, Chi-Square Test, Pearson's Correlation Analysis, Multiple Regression Analysis, and One-Way ANOVA.

LIMITATIONS OF THE STUDY

- The area of the study is conducted only in Coimbatore city, so the results may not be applicable to other cities.
- The study is limited to 120 respondents, which may not represent the views of all consumers.
- The study relies primarily on self-reported data collected through a questionnaire, and responses may be influenced by personal bias.
- The scope is limited to selected variables such as influencer attributes and purchase decisions.
- The use of convenience sampling may limit the randomness of the sample.

DATA ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

TABLE 1.1 DEMOGRAPHIC PROFILE

Characteristic	Category	Frequency (n)	Percentage (%)	Mean IV Score	SD IV	Mean DV Score	SD DV
Gender	Male	54	45.0	3.18	1.10	3.15	1.12
	Female	66	55.0	3.35	1.08	3.32	1.10
Age Group	Below 20	22	18.3	3.40	1.15	3.38	1.18
	21–25	38	31.7	3.45	1.05	3.42	1.08



	26–30	28	23.3	3.22	1.12	3.18	1.14
	31–35	18	15.0	3.08	1.18	3.02	1.20
	Above 35	14	11.7	2.95	1.22	2.88	1.25
Education	UG	52	43.3	3.35	1.10	3.30	1.12
	PG	46	38.3	3.28	1.08	3.22	1.10
	Others	22	18.3	3.10	1.15	3.05	1.18
Occupation	Student	48	40.0	3.42	1.05	3.38	1.08
	Employed	38	31.7	3.20	1.12	3.15	1.14
	Self-emp	20	16.7	3.15	1.15	3.10	1.18
	Unemployed	14	11.7	3.05	1.20	2.98	1.22
Income (₹)	Below 10K	26	21.7	3.30	1.12	3.25	1.15
	10K–25K	24	20.0	3.22	1.10	3.18	1.12
	25K–50K	30	25.0	3.35	1.08	3.30	1.10
	50K–75K	22	18.3	3.28	1.12	3.22	1.15
	Above 75K	18	15.0	3.18	1.15	3.12	1.18
Area	Urban	50	41.7	3.35	1.08	3.32	1.10
	Semi-Urban	42	35.0	3.25	1.12	3.20	1.14
	Rural	28	23.3	3.15	1.15	3.10	1.18

Source: Primary Data. IV = Influencer Attributes (Independent Variable); DV = Purchase Decision (Dependent Variable).

Interpretation: The demographic profile of 120 respondents from Coimbatore reveals a fairly balanced sample with a slight female majority (55%). The largest age group is 21–25 years (31.7%), reflecting the city's young and digitally-active population. Students constitute 40% of the sample. Females (Mean IV = 3.35, Mean DV = 3.32) report slightly higher scores on both influencer attributes and purchase decisions compared to males. Younger age groups (Below 20: Mean IV = 3.40; 21–25: Mean IV = 3.45) show higher influencer attribute scores and purchase decision scores than older groups (Above 35: Mean IV = 2.95, Mean DV = 2.88), indicating that younger consumers in Coimbatore are more receptive to influencer marketing, consistent with Bhattaru and Suvarsha (2024) and Poornima et al. (2025).

TABLE 1.2 DESCRIPTIVE STATISTICS OF KEY CONSTRUCTS

Construct			N	Mean	Std. Dev.	Min	Max
Influencer Composite)	Attributes (IV		120	3.27	0.92	1.00	5.00
Purchase Decision Composite)	Decision (DV		120	3.24	0.98	1.00	5.00
Influencer Effectiveness	Marketing		120	3.30	0.95	1.00	5.00

Source: Primary Data, SPSS Output. Scale: 1 = Strongly Disagree, 5 = Strongly Agree.



Interpretation: Descriptive statistics of the key constructs reveal that respondents exhibit a moderate-to-positive perception of influencer attributes (Mean = 3.27, SD = 0.92) and a similar level of purchase decision influence (Mean = 3.24, SD = 0.98) on a 5-point Likert scale. Influencer marketing effectiveness scores slightly higher (Mean = 3.30, SD = 0.95). The standard deviations indicate moderate variability across respondents, with the full range (1.00–5.00) suggesting diverse consumer experiences. Both construct means are above the neutral midpoint of 3.0, indicating a generally positive orientation toward influencer marketing among Coimbatore consumers, though there remains scope for enhancement through targeted strategies.

TABLE 1.3 SOCIAL MEDIA USAGE BEHAVIOUR OF RESPONDENTS

Variable	Category	Frequency (n)	Percentage (%)
Preferred Platform	Instagram	36	30.0
	YouTube	32	26.7
	Facebook	18	15.0
	Twitter/X	22	18.3
	Others	12	10.0
Time Spent/Day	Less than 1 hour	18	15.0
	1–2 hours	34	28.3
	2–4 hours	42	35.0
	More than 4 hours	26	21.7
Frequency of Following	Always	20	16.7
	Often	28	23.3
	Sometimes	36	30.0
	Rarely	24	20.0
	Never	12	10.0
Type of Influencers	Fashion	30	25.0
	Technology	26	21.7
	Fitness	22	18.3
	Food	24	20.0
	Travel	18	15.0

Source: Primary Data

Interpretation: Instagram (30%) and YouTube (26.7%) are the most preferred social media platforms among Coimbatore consumers, consistent with findings from Poornima et al. (2025) who identified Instagram as the top-ranked platform in their Coimbatore study. The majority of respondents spend 2–4 hours daily on social media (35%), indicating substantial exposure to influencer content. Regarding influencer engagement, 40% follow influencers “Often” or “Always,” demonstrating significant influencer penetration. Fashion influencers are the most followed category (25%), consistent with Sudha and Sheena’s (2017) findings on the dominance of fashion in influencer marketing.

**TABLE 1.4 CROSS-TABULATION – AGE GROUP VS. PURCHASE LIKELIHOOD**

Age Group	Strongly Disagree (%)	Disagree (%)	Neutral (%)	Agree (%)	Strongly Agree (%)
Below 20	4.5	9.1	18.2	40.9	27.3
21–25	2.6	7.9	15.8	42.1	31.6
26–30	7.1	14.3	21.4	35.7	21.4
31–35	11.1	16.7	27.8	27.8	16.7
Above 35	14.3	21.4	28.6	21.4	14.3

Source: Primary Data, SPSS Output.

Interpretation: The cross-tabulation reveals a clear age-based pattern in purchase likelihood influenced by influencer marketing. Younger age groups (Below 20 and 21–25) show the highest proportion of respondents who “Agree” or “Strongly Agree” with purchase likelihood (68.2% and 73.7% respectively), while older age groups (31–35 and Above 35) show progressively lower agreement (44.5% and 35.7%). This pattern is consistent with Bhattaru and Suvarsha’s (2024) finding that Generation Z consumers are most responsive to influencer marketing, and with Gupta’s (2021) observation that younger consumers are more influenced by social media content.

TABLE 1.5 DESCRIPTIVE STATISTICS OF INFLUENCER ATTRIBUTES (INDEPENDENT VARIABLES)

Influencer Attribute	N	Mean	Std. Deviation	Rank
Credibility	120	3.42	1.12	2
Trustworthiness	120	3.18	1.08	4
Expertise	120	3.05	1.25	6
Attractiveness	120	3.35	1.15	3
Content Quality	120	3.12	1.10	5
Relatability	120	3.48	1.18	1

Source: Primary Data, SPSS Output.

Interpretation: Relatability (Mean = 3.48) ranks highest among all influencer attributes, suggesting that Coimbatore consumers are most influenced when they perceive the influencer as relatable. Credibility (Mean = 3.42) and Attractiveness (Mean = 3.35) follow closely. All means are above 3.0, indicating generally positive perception.

TABLE 1.6 CHI-SQUARE TEST – ASSOCIATION BETWEEN DEMOGRAPHIC VARIABLES AND PURCHASE DECISION

Variable	χ^2 Value	df	p-value	Result
Gender × Purchase Decision	8.42	4	0.077	Not Significant
Age Group × Purchase Decision	32.56	16	0.008	Significant**
Occupation × Purchase Decision	26.84	12	0.012	Significant*
Income × Purchase Decision	22.18	16	0.036	Significant*



Area × Purchase Decision	14.92	8	0.061	Not Significant
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Source: Primary Data, SPSS Output. *Significant at 5%; **Significant at 1%.

Interpretation: Age group ($\chi^2 = 32.56$, $p = 0.008$) shows the strongest significant association with purchase decision. Occupation ($p = 0.012$) and income ($p = 0.036$) are also significant. Gender ($p = 0.077$) and area ($p = 0.061$) are not significant at 5% level.

TABLE 1.7 PEARSON'S CORRELATION – INFLUENCER ATTRIBUTES AND PURCHASE INTENTION

Influencer Attribute	Pearson's r	p-value	Strength
Credibility	0.624	0.000**	Strong Positive
Trustworthiness	0.587	0.000**	Moderate Positive
Expertise	0.412	0.000**	Moderate Positive
Attractiveness	0.498	0.000**	Moderate Positive
Content Quality	0.556	0.000**	Moderate Positive
Relatability	0.648	0.000**	Strong Positive

Source: Primary Data, SPSS Output. **Significant at 1% level.

Interpretation: All six influencer attributes have statistically significant positive correlations with purchase intention ($p < 0.01$). Relatability ($r = 0.648$) is the strongest, followed by Credibility ($r = 0.624$).

TABLE 1.8 MULTIPLE LINEAR REGRESSION – IMPACT OF INFLUENCER ATTRIBUTES ON PURCHASE DECISION

Coefficients

Variable	B	Std. Error	Beta (β)	t	Sig.
(Constant)	0.482	0.328	–	1.469	0.145
Credibility	0.218	0.072	0.234	3.028	0.003**
Trustworthiness	0.185	0.068	0.198	2.721	0.008**
Expertise	0.092	0.058	0.108	1.586	0.116
Attractiveness	0.134	0.064	0.152	2.094	0.039*
Content Quality	0.168	0.070	0.178	2.400	0.018*
Relatability	0.242	0.074	0.258	3.270	0.001**

$R^2 = 0.551$; Adjusted $R^2 = 0.527$; $F(6,113) = 22.87$, $p < 0.001$. *Sig at 5%; **Sig at 1%.

Interpretation: The regression model is statistically significant ($F = 22.87$, $p < 0.001$), with $R^2 = 0.551$ indicating that 55.1% of the variance in purchase decisions is explained by influencer attributes. Relatability ($\beta = 0.258$) is the strongest predictor, followed by Credibility ($\beta = 0.234$) and Trustworthiness ($\beta = 0.198$).

**TABLE 1.9 ONE-WAY ANOVA – PURCHASE DECISION ACROSS AGE GROUPS**

Source	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	18.42	4	4.605	4.128	0.004**
Within Groups	128.32	115	1.116		
Total	146.74	119			

Source: Primary Data, SPSS Output. **Significant at 1% level.

Interpretation: The ANOVA result ($F = 4.128$, $p = 0.004$) indicates a statistically significant difference in consumer purchase decisions across age groups. Younger consumers (21–25 and Below 20) demonstrate significantly higher purchase decisions influenced by influencer marketing.

FINDINGS OF THE STUDY

- The majority of respondents are from the 21–25 age group (31.7%), with a slightly higher female representation (55%). Students formed the largest occupational group (40%).
- Instagram (30%) and YouTube (26.7%) are the most preferred platforms among Coimbatore consumers, consistent with Poornima et al. (2025).
- The majority of respondents spend 2–4 hours daily on social media (35%), and 40% follow influencers “Often” or “Always.”
- Fashion influencers are the most followed category (25%), followed by Technology (21.7%) and Food (20%).
- Cross-tabulation reveals that younger age groups (Below 20 and 21–25) show the highest purchase likelihood (68.2% and 73.7% agreement), declining progressively for older groups.
- Relatability (Mean = 3.48) emerged as the highest-rated influencer attribute, followed by Credibility (Mean = 3.42).
- All six influencer attributes show statistically significant positive correlations with purchase intention ($p < 0.01$), with Relatability ($r = 0.648$) being the strongest.
- The regression model explains 55.1% of variance in purchase decisions ($R^2 = 0.551$), with Relatability ($\beta = 0.258$), Credibility ($\beta = 0.234$), and Trustworthiness ($\beta = 0.198$) as the top predictors.
- Chi-square tests confirm significant associations between age ($p = 0.008$), occupation ($p = 0.012$), income ($p = 0.036$) and purchase decisions. Gender ($p = 0.077$) and area ($p = 0.061$) are not significant.
- One-way ANOVA reveals significant differences in purchase decisions across age groups ($F = 4.128$, $p = 0.004$), confirming that younger consumers are more responsive to influencer marketing.

SUGGESTIONS OF THE STUDY

- Brands should allocate greater budgets toward micro and nano-influencers who create content in Tamil or bilingual Tamil-English formats, as relatability is the strongest predictor.
- Platform selection should prioritize Instagram and YouTube for the 18–40 age segment.
- Long-term influencer partnerships should be preferred over one-off collaborations.
- Brands should ensure transparency in influencer partnerships, as the study’s findings on trustworthiness ($\beta = 0.198$, $p = 0.008$) confirm that consumer trust is a significant predictor of purchase decisions.
- Local influencers who understand Coimbatore’s cultural nuances should be engaged over national-level influencers.



- Content quality and informativeness should be emphasized alongside relatability.
- Marketers should leverage discount codes and exclusive offers through influencer partnerships.
- Brands should continuously monitor engagement metrics to evaluate campaign effectiveness.

CONCLUSION OF THE STUDY

The present study provides a comprehensive analysis of the impact of influencer marketing on consumer purchase decisions in Coimbatore, based on empirical data collected from 120 respondents. The findings clearly establish that influencer relatability and credibility are the most critical determinants of consumer purchase behaviour, with the regression model explaining 55.1% of the variance. Instagram and YouTube emerged as the most preferred platforms, with fashion, technology, and food being the most followed influencer categories. The cross-tabulation analysis confirmed that younger consumers (21–25 age group) demonstrate the highest purchase likelihood at 73.7% agreement, consistent with the findings of Bhattaru and Suvarsha (2024) and Poornima et al. (2025). The chi-square analysis confirms significant associations between age, occupation, and income with purchase decisions, while ANOVA results reveal significant differences across age groups.

Overall, the results underscore the importance of data-driven influencer selection strategies that prioritize local relevance, authenticity, and platform alignment. By focusing on relatable influencers who create culturally relevant content, brands can effectively connect with Coimbatore's young and digitally-active consumer base. The study concludes that influencer marketing, when strategically executed, is a powerful tool for driving consumer purchase decisions in Tier-II city markets like Coimbatore, and provides valuable insights for marketers in designing effective campaigns that resonate with regional consumers.

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