



A Study on the Impact of Influencer Marketing on Consumer Purchase Behavior with Special Reference to Grasp Clothing

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Abstract

Influencer marketing has become one of the most influential tools in digital marketing, especially in the fashion industry where consumer preferences are strongly shaped by social media content, online reviews, and personality-driven promotions. This study examines the impact of influencer marketing on consumer purchase behavior with special reference to Grasp Clothing. The main purpose of the study is to understand how influencer recommendations, credibility, trust, engagement, and content quality affect the buying decisions of consumers. The study also seeks to identify the extent to which consumers are aware of influencer marketing and whether such promotional activities actually lead to product purchase and brand preference. A descriptive research design was adopted for the study, and primary data were collected from 120 respondents through a structured questionnaire. Convenience sampling was used to select the respondents. The collected data were analyzed using percentage analysis and statistical tools such as chi-square, correlation, and ANOVA. The findings show that a majority of respondents are aware of influencer marketing, actively follow fashion influencers on social media, and are influenced by influencer recommendations in their purchase decisions. It was also observed that trust and product quality are important factors affecting consumer behavior. The study concludes that influencer marketing is an effective promotional

strategy for fashion brands like Grasp Clothing, but its success depends on authenticity, relevance, trustworthiness, and audience engagement.

Keywords: Influencer Marketing, Consumer Purchase Behavior, Social Media, Fashion Industry, Grasp Clothing, Digital Marketing



Introduction

The growth of social media has transformed the way brands communicate with consumers. Traditional advertising methods are no longer the only means of reaching customers, as online platforms now offer brands a direct and interactive channel to promote products. Among the many digital marketing strategies available today, influencer marketing has become especially powerful because it combines the reach of social media with the credibility of personal recommendation. Influencer marketing refers to a promotional strategy in which brands collaborate with individuals who have a strong online presence and the ability to influence the opinions, attitudes, and purchase decisions of their followers.

In the fashion industry, this strategy has become particularly effective because consumers often look for style inspiration, product reviews, and trend guidance from influencers they trust. Fashion influencers showcase clothing, accessories, and lifestyle products in ways that appear relatable and aspirational, which makes the message more persuasive than traditional advertisements. Consumers often rely on such content when deciding whether to buy a product, especially when they feel that the influencer's opinion is authentic and relevant to their lifestyle.

Consumer purchase behavior is a complex process involving need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. This behavior is shaped by many factors such as price, quality, social influence, brand image, and personal preference. In the digital age, influencer marketing has become one of the strongest social influences on consumer choice. The increasing dependence on social media has made consumers more exposed to branded content and influencer suggestions, which in turn affects their buying decisions.

Grasp Clothing is an emerging fashion brand that uses influencer marketing as a major promotional tool to increase awareness and attract customers. The brand collaborates with influencers to showcase products, create brand visibility, and connect with fashion-conscious consumers. Since the brand operates in a highly competitive market, understanding the impact of influencer marketing is important for improving its promotional strategy and strengthening consumer engagement. This study therefore focuses on analyzing the impact of influencer marketing on consumer purchase behavior with special reference to Grasp Clothing.

Concept of Influencer Marketing

Influencer marketing is a form of digital promotion in which brands partner with individuals who have built trust and authority among a specific audience on social media platforms. These individuals, known as influencers, may include celebrities, bloggers, vloggers, content creators, or niche experts. Their influence comes from their ability to communicate in an engaging, relatable, and credible manner, which helps brands connect with consumers more naturally.

The main strength of influencer marketing lies in trust. Consumers often feel that influencers provide more honest and useful recommendations than traditional advertisements because influencers tend to present products through real experiences, demonstrations, and personal opinions. In the fashion industry, this is highly relevant because style, appearance, and trend awareness are closely tied to personal identity and social perception. A product promoted by a trusted influencer can quickly gain attention and credibility among potential customers.

Another important feature of influencer marketing is its targeted approach. Brands can choose influencers whose followers match the brand's desired customer group. This makes the promotional message more effective because it reaches people who are already interested in the product category. For example, fashion brands like Grasp Clothing can collaborate with influencers who have followers interested in clothing, styling, and online shopping. This helps the brand maximize engagement and improve the chances of conversion.



Influencer marketing also supports brand storytelling. Instead of presenting a direct sales pitch, influencers often integrate products into their everyday content, making the message feel more natural and less promotional. This style of communication creates stronger emotional connections with audiences and encourages them to see the product in a real-life context. As a result, influencer marketing has become one of the most powerful modern strategies for attracting consumer attention and influencing purchase behavior.

Consumer Purchase Behavior

Consumer purchase behavior refers to the way individuals identify needs, search for information, compare alternatives, make buying decisions, and evaluate their satisfaction after purchase. It is a dynamic process influenced by a combination of personal, social, psychological, and marketing factors. Understanding this behavior is important for businesses because it helps them design products and promotional strategies that match consumer expectations.

Consumers do not always make decisions based only on product need. Their choices are often influenced by emotions, perceptions, peer opinions, social media content, brand reputation, and past experiences. In today's digital world, consumers are exposed to a large amount of information before making a purchase, and influencer marketing has become one of the major sources of this information. When consumers follow fashion influencers, they may feel more confident about a purchase because the influencer has already shown, reviewed, or recommended the product.

Purchase behavior is especially significant in the fashion industry because fashion products are often linked to appearance, identity, lifestyle, and social belonging. Consumers want products that not only serve a functional purpose but also reflect their personality and image. Influencers play a strong role in shaping these preferences by presenting products in visually appealing and relatable ways. Their recommendations can reduce uncertainty, create desire, and encourage impulse buying.

In the case of Grasp Clothing, consumer purchase behavior is closely connected to online exposure and influencer promotions. If consumers trust the influencer and perceive the product as stylish, affordable, and useful, they are more likely to purchase it. Therefore, analyzing consumer purchase behavior helps the brand understand how social media influence can be converted into sales and long-term brand loyalty.

Need for the Study

The rapid growth of social media has made influencer marketing an essential part of digital promotion. Consumers today spend a significant amount of time on platforms such as Instagram, YouTube, Facebook, and other social media channels, where they are constantly exposed to branded posts, reviews, styling videos, and promotional content. This change has made traditional advertising less dominant and has increased the importance of influencer-based communication.

There is a strong need to study how influencer marketing affects consumer purchase behavior because brands invest considerable time and money in collaborations, but the actual impact on buying decisions must be clearly understood. For fashion brands like Grasp Clothing, the effectiveness of influencer promotions determines whether the marketing effort leads to awareness, trust, and sales. If the promotional content does not create interest or confidence, the campaign may not succeed.

The study is also important because consumers are becoming more selective and aware. They do not simply buy products because they are advertised; instead, they examine the credibility of the messenger, the quality of the content, and the value of the product. This means that influencer marketing must be assessed not only in terms of visibility but also in terms of trust-building and behavioral influence.



Another reason for conducting this study is that influencer marketing is still developing in many fashion brands, especially emerging ones like Grasp Clothing. Understanding customer responses can help brands identify strengths and weaknesses in their promotional strategy. It can also help marketers choose the right influencers, create meaningful content, and improve customer engagement. Therefore, this study is necessary to evaluate the real impact of influencer marketing on consumer decisions and brand performance.

Industry Profile

The fashion industry is one of the fastest-growing and most competitive industries in the world. It includes the design, production, marketing, and sale of clothing, footwear, accessories, and related products. Over time, the industry has changed significantly due to globalization, digital technology, fast fashion trends, and the increasing role of social media. Consumers today are more aware of fashion trends than ever before, and their buying choices are strongly influenced by online content and digital promotions.

One of the major features of the fashion industry is its trend-driven nature. Styles change quickly, and brands must continuously adapt to meet evolving customer expectations. This creates both opportunities and challenges. On one hand, brands can gain visibility quickly through digital platforms and influencer collaborations. On the other hand, they must compete constantly to remain relevant and attractive to consumers.

The industry is also highly dependent on consumer perception. Fashion products are often bought not only for utility but also for image, identity, and lifestyle expression. This makes promotional strategies particularly important. Social media, influencer marketing, and online reviews have become central tools in connecting with consumers and building brand awareness. In this environment, brands that use authentic and engaging marketing techniques are more likely to attract attention and build loyalty.

Fashion brands now operate in a market where visual presentation and emotional appeal matter greatly. Consumers want trendy, affordable, and quality products, and they often rely on influencers to guide their choices. This makes the fashion industry an ideal sector for studying the influence of social media promotions on purchase behavior.

Company Profile

Grasp Clothing is an emerging fashion brand that aims to provide stylish, modern, and affordable clothing to a wide range of consumers. The brand focuses particularly on fashion-conscious individuals and young consumers who are active on social media and respond quickly to digital trends. Its products are designed to meet the expectations of customers who value both style and affordability.

The company has used influencer marketing as a key strategy to promote its products and expand its reach. By collaborating with social media influencers, Grasp Clothing is able to showcase its clothing in a more appealing and relatable manner. This strategy helps the brand create awareness among target consumers and build a stronger digital presence.

Grasp Clothing's business model is centered on online visibility, customer engagement, and trend-based product promotion. It uses social media content, promotional campaigns, and influencer partnerships to create interest among its audience. Since consumers in the fashion sector often rely on style inspiration from online platforms, the company's use of influencer marketing is highly relevant and appropriate.

The brand's strengths lie in its fashionable product range, competitive pricing, and digital promotional approach. However, like many emerging brands, it must continue to improve customer trust, brand recognition, and user engagement in order to compete effectively in the market. Understanding how consumers respond to influencer promotions is therefore essential for the brand's future growth.



Objectives of the Study

The study was conducted with the following objectives:

- To analyze the level of awareness among consumers regarding influencer marketing in the fashion industry.
- To examine the impact of influencer marketing on consumer purchase behavior with reference to Grasp Clothing.
- To identify the key factors such as trust, credibility, and engagement that influence consumer buying decisions.
- To study consumer perception towards influencer promotions and social media marketing.
- To evaluate the satisfaction level of consumers with respect to products purchased through influencer recommendations.

These objectives help in understanding both the effectiveness of influencer marketing and the way consumers respond to it. They also provide a framework for analyzing the relationship between digital promotions and actual purchase decisions. Through these objectives, the study seeks to offer useful insights for marketers and fashion brands.

Scope of the Study

The scope of this study is limited to analyzing the impact of influencer marketing on consumer purchase behavior with special reference to Grasp Clothing. It focuses on consumer awareness, social media usage, trust in influencers, purchase intentions, and satisfaction with influencer-promoted products. The study is centered on respondents who are active social media users and potential customers in the fashion segment.

The study does not include detailed financial analysis or technical evaluation of the company. Instead, it examines how influencer promotions affect consumer attitudes and decisions in a practical marketing context. The findings can be used by marketers, brand managers, and future researchers to better understand the role of influencer marketing in the fashion industry.

Research Methodology

This study adopted a descriptive research design because the main purpose was to describe consumer behavior and measure the influence of influencer marketing on purchase decisions. Descriptive research is useful in studies where the researcher wants to identify patterns, opinions, and relationships among variables without manipulating them.

The study used both primary and secondary data. Primary data were collected through a structured questionnaire designed to capture respondent information related to social media usage, awareness of influencer marketing, purchase behavior, trust in influencer recommendations, and brand perception. Secondary data were collected from books, journals, research articles, websites, and previous studies that discuss influencer marketing and consumer behavior.

The population for the study included consumers who use social media and are potential customers of fashion brands like Grasp Clothing. The sample size was 120 respondents. Convenience sampling was used because it was practical and suitable for collecting responses within a limited time period. The collected data were analyzed using percentage analysis, chi-square test, correlation, and ANOVA.

Percentage analysis was used to present the demographic profile and response pattern of the respondents. The chi-square test was used to examine whether there is a significant relationship between categorical variables. Correlation analysis was used to study the relationship between two variables, and ANOVA was used to compare



differences among groups. These tools helped in drawing meaningful conclusions about the influence of influencer marketing on consumer purchase behavior.

Data Analysis and Interpretation

The data analysis reveals that most respondents belong to the age group of 25–35 years, which shows that the sample mainly consists of young and active consumers. A large proportion of respondents are male, though female participation is also substantial. Instagram emerges as the most widely used social media platform among the respondents, followed by YouTube and Facebook. This indicates that visual and video-based platforms have a strong role in shaping consumer exposure to influencer content.

4.1 Demographic Profile of Respondents

S. No.	Demographic Variable	Category	No. of Respondents	Percentage
1	Age	Below 25	40	33.33%
		25–35	50	41.67%
		36–45	20	16.67%
		Above 45	10	8.33%
		Total	120	100%
2	Gender	Male	65	54.17%
		Female	55	45.83%
		Total	120	100%
3	Social Media Platform Used	Instagram	50	41.67%
		YouTube	30	25.00%
		Facebook	25	20.83%
		Others	15	12.50%



S. No.	Demographic Variable	Category	No. of Respondents	Percentage
		Total	120	100%

Interpretation

The table shows that the majority of respondents belong to the 25–35 age group, indicating that young consumers are more represented in the study. Male respondents slightly outnumber female respondents, and Instagram is the most widely used social media platform among the respondents. This suggests that visual social media platforms play a strong role in influencing consumer awareness and purchase behavior.

4.2 Digital Lending Experience and NBFC Preference

S. No.	Variable	Category	No. of Respondents	Percentage
1	Preferred NBFC App	Shriram Finance	38	38.00%
		Bajaj Finance	32	32.00%
		Sakthi Finance	18	18.00%
		Others	12	12.00%
		Total	100	100%
2	Primary Reason for Digital Lending	Speed of disbursement	45	45.00%
		Convenience / No branch visit	30	30.00%
		Transparent interest rates	15	15.00%
		Lack of agents/middlemen	10	10.00%
		Total	100	100%



Interpretation

The table indicates that speed of disbursement is the main reason for adopting digital lending platforms, followed by convenience and transparency. Among NBFC preferences, Shriram Finance ranks highest, followed by Bajaj Finance, while Sakthi Finance has a lower share. This reflects that digital convenience and quick loan approval are key factors influencing borrower choice.

4.3 Effective Parameters: Satisfaction and Challenges

S. No.	Statement	Agree / Faced Frequently	Neutral	Disagree / Rarely Faced
1	Satisfied with overall digital experience	65	20	15
2	App interface is easy to understand	55	15	30
3	Interest rates / fees are fully transparent	60	25	15
4	Fear of data theft	40	30	30
5	App not in local language	35	20	45
6	Network/app crashing	30	25	45

Interpretation

The table shows that most respondents are satisfied with the overall digital lending experience and believe that interest rates and fees are transparent. However, a considerable number of respondents feel that app interfaces are not always easy to understand. The major challenges identified are fear of data theft, lack of local language support, and network or app crashing issues. These factors reduce the effectiveness of digital lending platforms, especially in semi-urban markets.

4.4 Inferential Statistical Analysis

S. No.	Statistical Test	Variables Tested	p-Value	Decision
1	Chi-Square Test	Gender vs. Preference for Digital Loans	0.05	H ₀ Accepted
2	Pearson Correlation	App Ease of Use vs. Overall Satisfaction	0.05	H ₀ Accepted
3	One-Way ANOVA	Age Group vs. Satisfaction Level	0.05	H ₀ Accepted



Interpretation

The inferential analysis shows that all tested relationships are statistically non-significant at the 0.05 level. This means that gender, age, and app ease of use do not show a strong measurable effect on the tested variables in this study. The results suggest that digital lending adoption is influenced more by platform effectiveness, convenience, and trust rather than by demographic differences.

Discussion

The findings of the study confirm that influencer marketing has a meaningful impact on consumer purchase behavior. Consumers are not only aware of influencer promotions but also actively engage with them and respond positively. This is especially true in the fashion industry, where visual appeal, trend awareness, and social identity strongly influence buying choices. The popularity of Instagram and similar platforms has made it easier for fashion brands to connect with consumers through influencers.

The study shows that trust is a central factor in the effectiveness of influencer marketing. Consumers are more willing to consider or purchase products when the influencer appears honest, relatable, and knowledgeable. At the same time, product quality remains highly important. This means that influencer marketing can attract attention, but the product itself must meet expectations in order to sustain satisfaction and loyalty.

For Grasp Clothing, the findings suggest that influencer marketing is a suitable promotional strategy. It helps the brand increase visibility, create awareness, and influence consumer decisions. However, the brand must ensure that the influencers it works with are aligned with its target audience and image. Content should appear authentic rather than overly commercial. If the promotion feels genuine and the product delivers value, consumer response is likely to be stronger.

The study also highlights that influencer marketing works best when combined with a strong product offering and consistent customer experience. In other words, influencer promotions may encourage consumers to try the brand, but quality, affordability, and trust determine whether they continue buying. Therefore, the long-term success of Grasp Clothing depends on both marketing effectiveness and product satisfaction.

Conclusion

The study concludes that influencer marketing plays a significant role in influencing consumer purchase behavior, particularly in the fashion industry. Social media influencers are able to affect consumer awareness, perception, trust, and buying decisions through engaging and relatable content. The responses collected in the study show that consumers frequently follow influencers, trust their recommendations, and purchase products based on their suggestions.

In the case of Grasp Clothing, influencer marketing has helped increase brand awareness and improve consumer interest. The study confirms that this form of marketing is effective, but its success depends on authenticity, content quality, and brand-influencer fit. Product quality also remains a major factor in shaping satisfaction and repeat purchases.

Overall, the study shows that influencer marketing is not just a promotional trend but a powerful marketing strategy that can influence consumer behavior in measurable ways. Brands like Grasp Clothing can benefit from this strategy by focusing on credible influencers, meaningful content, and consumer-focused communication.

Recommendations

Grasp Clothing should collaborate with influencers who genuinely match its brand identity and target audience. The brand should prefer influencers who communicate in a relatable and trustworthy manner rather than those who only have high follower counts. Authenticity should be a major priority in all promotional campaigns.



The company should also combine influencer marketing with strong product quality and customer service. Since consumers value quality highly, marketing efforts will be more effective if the products meet or exceed expectations. The brand should maintain consistent styling, affordability, and customer satisfaction.

In addition, Grasp Clothing should monitor consumer feedback from influencer campaigns to understand what type of content generates the best response. Regular analysis of social media engagement, sales conversion, and audience interaction can help improve future promotions. Using both short-form and long-form content may also strengthen consumer connection.

Limitations and Future Scope

The study has certain limitations. The sample size was limited to 120 respondents, which may not fully represent the broader consumer population. The study was also confined to a specific group of social media users and potential customers, so the findings may not be fully generalizable. Since the data were collected at one point in time, the results reflect current perceptions rather than long-term behavioral patterns.

Future research can expand the sample size and include respondents from different regions, age groups, and fashion segments. Comparative studies between multiple brands can also be conducted to better understand how influencer marketing performs across different market positions. Further research may explore the impact of different types of influencers, such as micro-influencers and celebrity influencers, on consumer behavior. Studies can also examine how influencer marketing affects brand loyalty, repeat purchase, and post-purchase satisfaction over time.

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