

A Study on Impact of Social Media Influencer on Consumer Purchase Decision with Special Reference to Coimbatore District

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Abstract – Social media has emerged as a powerful platform for communication, promotion, and brand engagement in the modern digital era. Among the various digital marketing tools, social media influencers play a significant role in shaping consumer perceptions and purchase behaviour. This study focuses on analysing the impact of social media influencers on consumer purchase decisions with special reference to Coimbatore city. The research examines factors such as influencer credibility, trustworthiness, authenticity, content quality, and follower engagement that influence consumers while making purchasing decisions. The study also explores how consumers in Coimbatore respond to product recommendations shared by influencers across platforms such as Instagram, YouTube, and Facebook. The findings of earlier studies show that influencers can strongly affect purchase intention, especially when audiences perceive them as authentic and relatable. The study suggests that businesses can use influencer marketing more effectively by selecting the right influencers and maintaining genuine brand communication.

Keywords – Social Media Influencer, Consumer Purchase Decision, Influencer Marketing, Trust, Authenticity, Coimbatore City

I. INTRODUCTION OF THE STUDY

Social media has transformed the way businesses promote their products and connect with consumers. Platforms such as Instagram, YouTube, Facebook, and X have enabled brands to reach target audiences through content creators and influencers who share product reviews, demonstrations, and lifestyle-based promotions. Influencers often influence consumer thinking because followers trust their opinions and relate to their online personality. In Coimbatore city, social media usage has increased rapidly among students, working professionals, and homemakers. As a result, influencer marketing has become an important promotional strategy for many brands operating in the city. Consumers are often exposed to sponsored content, product endorsements, and recommendations from local and national influencers. This study aims to understand how such influencer activities affect consumer purchase decisions in Coimbatore city.

Objectives of the Study

- To identify the influence of social media influencers on consumer purchase decisions.
- To examine the factors that attract consumers to influencer promotions.
- To analyse the level of trust consumers place in influencers.
- To study the impact of influencer content on buying behaviour in Coimbatore city.
- To suggest measures for effective influencer-based marketing.

II. STATEMENT OF THE PROBLEM

Social media influencers have become a major part of digital advertising, but their actual impact on consumer purchase decisions is still a matter of study. In Coimbatore city, consumers are regularly exposed to influencer promotions, product reviews, and sponsored content. However, not all consumers respond in the same way, as their decisions may depend on trust, authenticity, relevance, and perceived usefulness of the content. Some consumers may purchase products based on influencer recommendations, while others may ignore them due to skepticism or lack of credibility. Therefore, this study is undertaken to analyse the impact of social media influencers on consumer purchase decisions in Coimbatore city and to understand the factors that shape consumer response.

Limitations of the Study

- The study is limited to Coimbatore city, so the findings may not apply to other regions.
- The sample size may affect the generalization of results.
- Responses are based on consumer opinions, which may include bias.
- The study focuses only on social media influencers and excludes other forms of advertising.

III. RESEARCH METHODOLOGY

1. Research Design: The study adopts a descriptive and analytical research design.

2. Data Collection: Primary data collected through structured questionnaires from consumers in Coimbatore city. Secondary data collected from journals, articles, websites, and previous research studies.

- Consumers in Coimbatore city are highly exposed to influencer content.
- Micro-influencers and relatable creators are often more persuasive than overly promotional accounts.

IV. REVIEW OF LITERATURE

Kutz et al. (2024) studied the impact of social media influencers on consumer purchasing decisions and found that influencers significantly affect buying behaviour, especially when consumers perceive them as authentic. The study also showed that many consumers make purchases after being exposed to influencer promotions.

Sharma and Gupta (2024) examined online consumer behaviour and noted that trust, engagement, and digital influence play an important role in shaping consumer decisions. Their findings support the view that influencer recommendations can increase purchase intention when consumers feel emotionally connected to the content.

Brown and Taylor (2018) found that digital credibility and secure communication increase consumer trust in online platforms. Their study highlights that trust is an important factor in digital purchase behaviour, which also applies to influencer marketing.

Suggestions

- Brands should collaborate with influencers who have genuine engagement.
- Influencers should maintain transparency about sponsored content.
- Companies should focus on content quality and audience relevance.
- Local and regional influencers should be considered for Coimbatore-based campaigns.
- Consumers should be educated to evaluate online recommendations critically.

V. DATA ANALYSIS AND INTERPRETATION

VI. CONCLUSION

The study concludes that social media influencers have a significant impact on consumer purchase decisions in Coimbatore city. Consumers are influenced mainly by authenticity, trust, and relatable content. Influencer marketing is becoming an effective promotional strategy for businesses, especially when the influencer’s message aligns with consumer interests. For sustainable success, brands should choose influencers carefully and ensure that promotions remain genuine and informative.

Influence Level

Category	Respondents	Percentage
High	40	40%
Moderate	35	35%
Low	25	25%
Total	100	100%

REFERENCES

1. Kutz, et al. (2024). Social Media Influencers’ Impact on Consumer Purchasing Decisions.
2. Sharma, P. & Gupta, S. (2024). Online Consumer Behaviour and Digital Influence.
3. Brown, T. & Taylor, M. (2018). Digital Trust and Consumer Purchase Behaviour.
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Factors Affecting Consumer Response

Category	Respondents	Percentage
Authenticity	30	30%
Trustworthiness	25	25%
Content Quality	20	20%
Product Relevance	15	15%
Celebrity Popularity	10	10%
Total	100	100%

Findings

- Social media influencers have a strong influence on consumer purchase decisions.
- Authenticity and trustworthiness are the most important factors for consumers.
- Product reviews and demonstrations increase purchase intention.