

The Power of Influence: Examining How Social Media Influences Shape Consumer Buying Behaviour

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ABSTRACT

With the advent of the internet, social media has become a significant part of our daily lives. As consumers, we rely on social media to find out about products and services, to see what's trending, and to connect with others. Therefore, influencer marketing allows for effective communication between companies and their consumers through influencer marketing. Social media influencers develop strong relationships with their followers, creating an environment of trust for brands and products. Unlike traditional marketing methods, where a brand communicates to a wide audience using many different marketing channels, Influencer Marketing focuses on creating a more personal connection with an audience and so transfers that relationship into an ability to persuade a consumer's purchasing decisions. The goals of this research are to gain an understanding of how social media influencers influence consumer purchasing behaviour. The research involves studying consumer trust, credibility, authenticity, and engagement levels with influencers. The research will include primary data analysis through a survey of 120 participants from all the major metropolitan areas in India, as well as the results of previous influencer marketing studies. Analysis of this research suggests that Credibility and Authenticity are both major determinants of whether consumers trust an influencer and whether they are likely to purchase from the brand.

Keywords: Influencer Marketing, Consumer Buying Behaviour, Brand Trust, Purchase Intention, Social Media, Customer Loyalty, Digital Marketing

