IMPACT OF INFLUENCER MARKETING ON CUSTOMER PURCHASE INTENTION WITH SPECIAL REFERENCE TO COIMBATORE CITY

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Abstract: Influencer marketing is a type of advertising that involves collaborating with powerful figures in a certain market or sector to promote the goods or services. In order to reach a larger audience and raise brand recognition, influencer marketing makes use of these people's personal and professional networks. By promoting the goods or services to their followers, who are inclined to trust and appreciate their viewpoint, the influencer serves as a reliable middleman. Recently, influencer marketing has gained popularity, particularly in the digital era when social media platforms have established a broad network of influencers with sizable fan bases. This study's main objective is to ascertain the general influence of influencer marketing on consumers' intentions to make purchases and to investigate the role of trust, credibility and authenticity in influencer marketing. Descriptive research methodology was employed for the study, and both primary and secondary data were consulted. 110 respondents made up the study's sample, and the tools used were chi-square test and one way ANOVA. It was discovered that influencer marketing could have a big impact on consumers' intents to make purchases, but it is essential that influencers are real, reliable, and create high-quality material.

Keywords - Influencer Marketing, Customer Purchase Intention, Trust, Credibility, Authenticity.

I. INTRODUCTION

Influencer marketing is a type of marketing in which businesses collaborate with individuals that have a significant and engaged following on social media platforms such as Instagram, TikTok, and YouTube, among others. The influencer promotes the company's products or services to their followers by utilizing their authority and influence. Because of the rise of social media and the decrease of conventional means of advertising, influencer marketing has grown in popularity in recent years. Influencer marketing may help businesses reach out to potential customers in a more honest and relatable way, and it can be less expensive than other kinds of promotion.

Companies often seek out influencers with a significant and active following in their target market to participate in influencer marketing. The influencer and the brand agree on conditions such as the sort of content to be generated, the influencer's salary, and the duration of the collaboration. The influencer then shares material with their followers that promotes the company's products or services. Sponsored articles, product reviews, video tutorials, and other kinds of influencer marketing are all possible. The purpose of influencer marketing is to link the firm with the influencer's followers and urge them to buy the brand's products or services. Businesses must collaborate with the appropriate influencer. The followers of the influencer should be similar to the company's target demographic, and the influencer should have a reputation for authenticity and reliability. Furthermore, the influencer's material should be consistent with the company's brand and values.

II. STATEMENT OF THE PROBLEM

Influencer marketing has evolved as a popular marketing technique for companies trying to promote their products or services in recent years. Yet, there is a need to better understand the impact of influencer marketing on customer purchase intention. Furthermore, while trust, trustworthiness, and authenticity are significant concerns in influencer marketing, their significance in determining customer behaviour is uncertain. As a result, the goal of this study is to determine the impact of influencer marketing on customer purchase intention and investigate the role of trust, credibility, and authenticity in influencing customer behaviour in the context of influencer marketing.

III. OBJECTIVES OF THE STUDY

- To determine the impact of influencer marketing on customer purchase intention.
- To investigate the role of trust, credibility, and authenticity in influencer marketing.

IV. RESEARCH METHODOLOGY

- **RESEARCH DESIGN:** Descriptive research design.
- **SOURCES OF DATA**
  1. **Primary data:** structured questionnaire with the help of Google Forms.
  2. **Secondary data:** books, magazines, journals, articles and websites.
- **SAMPLING TECHNIQUE:** Simple Random Sampling.
- **SAMPLE SIZE:** 110 respondents.
- **AREA OF THE STUDY:** Within the Coimbatore city.
- **TOOLS USED FOR THE STUDY:**
  1. Chi- square Test
  2. One way ANOVA

V. ANALYSIS AND FINDINGS

5.1 Chi- Square Test

Comparison Between Gender and Level of Influence

H_0: There is no significant relationship between gender and level of influence.

FACTOR	PEARSON CHI-SQUARE VALUE	DF	P VALUE
GENDER	13.127[a]	1	.001
LEVEL OF INFLUENCE	29.909[b]	4	.001

SOURCE: Primary Data

From the above table, it is clear that the P value is less than the 5% level of significance therefore the null hypothesis is rejected.

Comparison Between Age and Level of Influence

H_0: There is no significant relationship between age and level of influence.

FACTOR	PEARSON CHI-SQUARE VALUE	DF	P VALUE
AGE	75.727[a]	4	.001
LEVEL OF INFLUENCE	29.909[a]	4	.002

SOURCE: Primary Data

From the above table, it is clear that the P value is less than the 5% level of significance therefore the null hypothesis is rejected.

5.2 One-way ANOVA

Comparison Between Age and Importance of Influencer's Trust and Credibility

H_0: There is no significant difference between age and importance of influencer's trust and credibility.

ANOVA						
IMPORTANCE OF INFLUENCER'S TRUST AND CREDIBILITY						
	Sum of Squares	df	Mean Square	F	Sig.	S/NS
Between Groups	1.219	4	.305	.469	.759	NS
Within Groups	68.236	105	.650			
Total	69.455	109				

SOURCE: Primary Data

From the above table, it is clear that the P value is greater than the 5% level of significance therefore the null hypothesis is accepted.

Comparison Between Age and Importance of Influencer's Authenticity

H_0: There is no significant difference between age and importance of influencer's authenticity.

ANOVA IMPORTANCE OF INFLUENCER'S AUTHENTICITY						
	Sum of Squares	df	Mean Square	F	Sig.	S/NS
Between Groups	.454	4	.113	.218	.928	NS
Within Groups	54.601	105	.520			
Total	55.055	109				

SOURCE: Primary Data

From the above table, it is clear that the P value is greater than the 5% level of significance therefore the null hypothesis is accepted.

VI. FINDINGS

1. **Chi- Square Test**
   - There is significant relationship between gender and the level of influence.
   - There is significant relationship between age and the level of influence.

2. **One Way ANOVA**
   - There is no significant difference between age and importance of influencer's trust and credibility.
   - There is no significant difference between age and importance of influencer's authenticity.

VII. CONCLUSION

Influencer marketing is a common marketing tactic for businesses looking to reach their target audience via social media platforms. Brands may possibly reach a larger audience and enhance their exposure and sales by working with influencers that have a significant following.

The chi-square test results show a significant association between gender, age, and amount of influence, indicating that various demographic groups may respond differently to influencer marketing. According to the ANOVA study, age has no effect on the value of influencer trust, credibility, or authenticity, implying that these criteria are universally important to customers regardless of age.

The study's findings indicate that influencer marketing may significantly affect consumers' purchase intentions, but it is crucial that influencers are authentic, trustworthy, and produce high-quality content. The results also imply that various demographic groups may react to influencer marketing in various ways, and marketers should keep this in mind when developing influencer campaigns.

VIII. REFERENCES

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