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Impact Of Influencer Marketing On Consumer Purchase Decisions In Pune

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***Abstract* – Influencer marketing has emerged as one of the most effective digital marketing strategies in recent years. Social media influencers play an important role in shaping consumer opinions, increasing brand awareness, and influencing purchase decisions. This research paper analyzes the impact of influencer marketing on consumer purchase decisions in Pune. The study focuses on understanding how influencer content, reviews, recommendations, and engagement affect consumer behaviour. The research is based on primary data collected from 80 respondents through a structured questionnaire using Google Forms and offline responses. Descriptive research design and convenience sampling methods were used for the study. The collected data was analyzed using percentage analysis, charts, and tables with the help of Microsoft Excel. The findings reveal that Instagram and YouTube are the most influential platforms affecting consumer buying behaviour. A majority of respondents follow influencers and have purchased products recommended by them. Consumers trust influencer recommendations more than traditional advertisements because influencers appear more relatable and authentic. Product quality, brand reputation, and influencer reviews are the major factors influencing consumer buying decisions. The study concludes that influencer marketing has a significant positive impact on consumer purchase decisions in Pune. It increases brand awareness, customer engagement, and purchase intentions. However, issues such as fake followers, misleading promotions, and lack of transparency may reduce consumer trust. The study suggests that businesses should collaborate with trustworthy influencers and focus on authentic and engaging content for effective marketing campaigns.**

Keywords: **Influencer Marketing, Consumer Behaviour, Social Media, Purchase Decisions, Digital Marketing, Instagram, YouTube.**

I. INTRODUCTION

In the modern digital era, social media has transformed the way businesses communicate with consumers. Traditional marketing methods are gradually being replaced by digital marketing strategies that are more interactive, personalized, and consumer-oriented. Among these strategies, influencer marketing has become one of the most powerful tools for brands to promote products and services.

Influencer marketing refers to the practice of collaborating with social media influencers who have a strong online presence and a loyal follower base. Influencers create content related to products, services, and brands, which affects the opinions and buying behaviour of their audience. Platforms such as Instagram, YouTube, Facebook, and Twitter (X) are widely used for influencer marketing activities.

Consumers today rely heavily on influencer recommendations, product reviews, tutorials, and social media content before making purchase decisions. Influencers help brands build trust, increase visibility, and improve customer engagement. Compared to traditional advertisements, influencer content appears more authentic and relatable.

Pune is one of the fastest-growing urban markets in India with a large number of young and digitally active consumers. The growing use of social media platforms has increased the influence of digital creators and influencers in shaping consumer preferences and purchase behaviour.

Therefore, this study aims to examine the impact of influencer marketing on consumer purchase decisions in Pune and understand how influencers affect consumer awareness, trust, engagement, and buying intentions.

II. OBJECTIVES OF THE STUDY

The major objectives of the study are:

1. To study the role of influencer marketing in influencing consumer behaviour.

2. To analyze the impact of influencer marketing on consumer purchase decisions.

3. To identify the factors that attract consumers towards influencers.

4. To examine the influence of social media platforms on buying behaviour.

5. To understand consumer trust in influencer recommendations.

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6. To identify the benefits and challenges of influencer marketing.

III. RESEARCH QUESTIONS

1. Does influencer marketing affect consumer purchase decisions?

2. Which social media platforms influence consumers the most?

3. What factors make influencers effective in marketing?

4. Do consumers trust influencer recommendations more than traditional advertisements?

5. How does influencer content increase consumer interest in products?

IV. REVIEW OF LITERATURE

Several researchers have studied the impact of influencer marketing on consumer behaviour and digital marketing.

Kotler (2017) explained that modern marketing is becoming more consumer-centric and digitally driven. Kumar and Sharma (2019) concluded that influencer marketing increases brand awareness and positively affects purchase decisions. Johnson (2020) highlighted that influencer recommendations improve customer engagement and brand visibility.

Patel and Mehta (2021) found that influencer content provides authentic information and reduces consumer uncertainty. Gupta (2022) identified challenges such as fake followers and lack of transparency in influencer marketing.

Recent studies from 2025–2026 emphasize the growing role of influencer marketing across industries such as fashion, technology, food, beauty, and electronics. Researchers concluded that micro and nano influencers are becoming more effective because of stronger engagement and relatability.

The literature review clearly shows that influencer marketing has become an important component of modern marketing strategies and significantly affects consumer buying behaviour.

V. RESEARCH METHODOLOGY

5.1 Research Design

The study uses a descriptive research design to understand consumer behaviour and the impact of influencer marketing.

5.2 Data Collection

The research is based on primary data collected through a structured questionnaire distributed through Google Forms and offline responses.

5.3 Sampling Method

Convenience sampling method was used to collect responses from consumers residing in Pune.

5.4 Sample Size

The total sample size for the study was 80 respondents.

5.5 Tools Used for Analysis

The collected data was analyzed using:

Percentage Analysis

Tables and Charts

Microsoft Excel

VI. DATA ANALYSIS AND INTERPRETATION

6.1 Demographic Profile

The majority of respondents belonged to the age group of 23–27 years, indicating strong participation from young consumers who are highly active on social media.

Gender participation was nearly equal, with both male and female respondents actively contributing to the study.

Most respondents were working professionals and students, showing that younger consumers are highly influenced by influencer marketing.

6.2 Social Media Usage

Facebook, Instagram, and YouTube were identified as the most commonly used social media platforms.

A majority of respondents spend 1–3 hours daily on social media, increasing their exposure to influencer content.

6.3 Influencer Engagement

More than 75% of respondents follow social media influencers. Technology, food, and fitness influencers were among the most followed categories.

Consumers frequently engage with influencer content through likes, comments, and shares, which increases the effectiveness of influencer marketing campaigns.

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6.4 Purchase Behaviour

More than 64% of respondents stated that they had purchased products recommended by influencers.

Instagram and YouTube were identified as the most influential platforms affecting purchase decisions.

Respondents agreed that influencer reviews help them discover new products and increase their interest in brands.

6.5 Factors Influencing Purchase Decisions

The study found that quality, brand reputation, and influencer reviews are the major factors affecting consumer buying behaviour.

Consumers trust influencer recommendations more than traditional advertisements because influencers appear more relatable, authentic, and engaging.

VII. HYPOTHESIS TESTING

Null Hypothesis (H0)

Influencer marketing does not have a significant impact on consumer purchase decisions.

Alternative Hypothesis (H1)

Influencer marketing has a significant impact on consumer purchase decisions.

Result

Based on the analysis of survey responses, the null hypothesis was rejected and the alternative hypothesis was accepted.

This indicates that influencer marketing has a significant positive impact on consumer purchase decisions in Pune.

VII. FINDINGS OF THE STUDY

The major findings of the study are as follows:

1. Social media platforms such as Instagram and YouTube strongly influence consumer behaviour.

2. Most consumers actively follow social media influencers.

3. Influencer recommendations significantly affect buying decisions.

4. Consumers trust influencers more than traditional advertisements.

5. Influencer content helps consumers discover new products.

6. Technology, food, and fitness influencers are highly popular.

7. Quality content and relatability are major factors attracting consumers towards influencers.

8. Influencer marketing increases brand awareness and customer engagement.

9. Young consumers are more influenced by influencer marketing.

10. Influencer marketing is considered more effective and engaging than traditional marketing.

IX. CONCLUSION

The study concludes that influencer marketing has become an essential part of modern digital marketing strategies. Influencers play a major role in shaping consumer preferences, increasing product awareness, and influencing purchase decisions.

The findings show that social media platforms like Instagram and YouTube have strong influence over consumer buying behaviour. Consumers trust influencer recommendations because they appear authentic and relatable.

Influencer marketing helps brands improve customer engagement, increase visibility, and strengthen consumer relationships. However, challenges such as fake promotions, over-commercialization, and lack of transparency may negatively affect consumer trust.

Overall, influencer marketing has a strong positive impact on consumer purchase decisions in Pune and is expected to continue growing in importance in the future.

X. SUGGESTIONS

1. Companies should collaborate with trustworthy and authentic influencers.

2. Brands should focus on creating engaging and high-quality content.

3. Influencers should maintain transparency in promotional activities.

4. Businesses should utilize Instagram and YouTube effectively for campaigns.

5. Companies should regularly monitor influencer campaign performance.

6. Ethical practices should be followed to maintain consumer trust.

XI. LIMITATIONS OF THE STUDY

1. The study is limited to Pune city only.

2. The sample size is limited to 80 respondents.

3. The study is based on self-reported responses.

4. Consumer behaviour may change over time due to changing digital trends.

5. The study focuses mainly on selected social media platforms.

XII. SCOPE FOR FUTURE RESEARCH

1. Future studies can be conducted with a larger sample size.

2. Comparative studies can be done between traditional and influencer marketing.

3. Research can focus on specific industries such as fashion, beauty, or technology.

4. Future studies can examine the long-term impact of influencer marketing on brand loyalty.

5. Researchers can study the influence of nano, micro, macro, and celebrity influencers separately.

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APPENDIX

Sample Questionnaire

1. Do you follow social media influencers?

2. Which platform influences your purchase decisions the most?

3. Have you ever purchased a product recommended by an influencer?

4. Which type of influencers do you follow?

5. Do influencer reviews affect your purchase decisions?

6. Which factors influence your buying decisions the most?

AUTHOR DECLARATION

I hereby declare that this research paper titled “Impact of Influencer Marketing on Consumer Purchase Decisions in Pune” is an original work carried out by me for academic purposes under the guidance of faculty members at ZIBACAR, Pune.

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