

## Impact of Social Media Influencers on Purchase Intention: A Study on The Impact of Social Media Influencer Variables on The Purchase Intention of Buyers

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### ABSTRACT

With modern technology taking over the world social media platforms have now become more popular than ever before. Surfing through different social media platforms and consuming various forms of content through social media has become a staple in people's everyday lives. Since the role of social media has increased so significantly, there has also been an increase in the number of content creators across different social media platforms. These content creators or social media influencers have successfully monetized their content and have established their audience base. This successful engagement with their followers have led to many brands acknowledging these social media influencers as a viable source of product endorsement. This study explored whether few characteristics related to the social media influencer influences the purchase intention of their audience. This study adapted a questionnaire (Sokolova & Kefi, 2019) and the questionnaire was administered online to the participants. The characteristics chosen for this study were credibility, attitude homophily, physical attractiveness, social attractiveness and para social interaction. To see if there exists a relationship between these characteristics and purchase intention a correlational study was conducted. It was found that credibility, physical attractiveness, social attractiveness and para social interaction had a moderate positive correlation with intention to purchase, while attitude homophily displayed a weak positive correlation with purchase intention.

**Keywords:** Social Media Influencers, Social Media, Purchase Intention, Brands, Endorsements

Social media influencers are gaining a lot of popularity with the increase in use of social media in today's world. As more people continue to engage with various social media platforms, the influencers on these platforms who create different forms of content continue to gain popularity and a steady following. In this paper social media influencers were defined as independent endorsers who try to shape their audience's attitudes through their content in the form of blogs, tweets, videos, pictures and the use of other social media channels. There has been an increase in the number of social media

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influencers across various social media platforms. Influencers today have millions of “followers” and “subscribers”. This increasing trend of following social media influencers and the increase in the number of brand deals done by these social media influencers raised an interest in conducting a study about the impact of social media influencer factors and purchase intention in buyers.

### ***Variables of the study***

Social media influencers are seen as a tool to influence the purchase intention of their audience. In this paper purchase intention was defined as a measure of a person’s intention to perform a specific task of purchasing a product. Social media influencers who have a good audience engagement tend to be able to form a bond with their followers and are able to connect with them through their content. Brands are now looking to make use of this connection to help generate a dialogue about their brand between the social media influencer and their audience so as to influence the purchase intention of the audience. Purchase intention was looked at as a direct measure of whether the person who follows social media influencer would intend to buy the product they endorse and would they recommend said product to the people they know.

In this paper, the researcher wanted to explore the influence of social media influencers on the purchase intention of buyers. Thus, five characteristics of social media influencers that were considered were credibility, attitude homophily, physical attractiveness, social attractiveness and para social interaction. This paper examined how these characteristics related to the purchase intention of the buyer.

Credibility in this paper was defined as the perception of the audience about the social media influencer as being an expert in their field or as being trustworthy. The second variable in this paper was attitude homophily and how it relates to the purchase intention of the audience was explored. Attitude homophily in this paper was defined as the perception of how well the audience’s thought process and value system align with that of the social media influencer. Physical attractiveness which was defined in terms of how physically attractive the audience finds the social media influencer. The fourth variable that was considered was social attractiveness, this variable was defined in terms of how socially attractive the audience finds the social media influencer. The fifth variable which was considered was para social interaction which was defined as a connection the audience feels with the social media influencer because of interacting with them online and through their content. This connection acts as an interpersonal relationship the audience forms with the influencer and they are aware of the influence this relationship has on them.

## **LITERATURE REVIEW**

**Social media Influencers and brands.** Influencer marketing is now becoming a popular tool in public relations initiatives. To investigate this trend the author (Glucksman, 2017) conducted pentadic analysis and qualitative content analysis of different Influencer posts. Examples of social media influencer marketing from Instagram and YouTube were collected. As there are so many influencers to narrow it down the study focused on the influencer Lucie Fink. The Pentadic analysis revealed a variety of things. First it was seen that many influencers like Lucie use Instagram because it is an easy way to post authentic content and makes it easy to tag brands in order to manage brand deals. Also, here the act was the advertisement with the influencer being the agent, the purpose was three-fold first is to promote the product, second to gain more follower interest and last is to influence them to

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actually purchase the product by following the influencer's lead. It was also seen that the influencer uses effective captions to influence the audience as a tool and also uses her own personality as a tool to create a greater impact on audience perception. The influencer also uses her relationship with her followers as a tool and is constantly trying to enhance this relationship. The content analysis on the YouTube videos helps understand how the influencer is successful. It was found that for lifestyle influencers like her Authenticity is key and plays a major role on building relationship with the followers. It was also seen that brands are more likely to partner with influencers that are confident as this promotes more confidence in their brand. The influencer interactivity was seen to play a role in building a relationship between the consumer and the brand. Through positive content they invite the consumers to engage with the brands. Thus, it was found that social media influencers have helped break the wall between the consumers and the brands (Glucksman, 2017).

**Rise of Influencers.** As the new Influencer community is rising the authors (Booth & Matic, 2011) aimed at understanding and identifying these new "Somebodies" of social media. One way the companies make sure that they are able to exert some kind of control over the conversation people have about their brand online is by influencing the audience's opinion. An effective way of doing that becomes reaching out to these social media "somebodies" who have established audience and high engagement rates. The valuation algorithm that is customizable, helps to identify those influencers that are creating brand awareness. The "index valuation algorithm" that uses numbers to rate social media influencers in social media conversation about particular brand. The influencer is seen as having "direct" connections in terms of their followers and extended or "indirect" connections and using these connections the influencer index determines the blogger's influence. It considered different variables like Viewers per month, how popular the blog post links are, Medias that cite the blogs, "industry score", level of social media participation across platforms, "engagement index", "subject related posts", index score and "Qualitative topic related posts". This then gives an average index score. The high rated bloggers then get put into different tiers and this helps brands to pick the most influential "somebodies" to help increase engagement for their products. There are three of these tiers ABC. This helps form the correct brand strategy based on the kind of product that needs to be promoted and an appropriate influencer needs to be selected to do so (Booth & Matic, 2011).

**Influencers and endorsements.** Many brands recognize the value of these influencers and attempt to form alliances with them through brand deals. The companies who want to strike such deals look for influencers who have good audience engagement. "SMI capital" and "CEO capital" are compared. CEO capital is the contribution of the CEO to the organization. SMI capital is looked at in terms of how the audience perceives them. The authors (Freberg, Graham, McGaughey & Freberg, 2010) used "The California Q-sort CAQ" to quantify participant's perceptions. The study used four sample influencers. The participants were shown their YouTube videos and were given fact sheets about them. 32 college students were the participants and they completed the CAQ for one SMI. The CAQ gives 100 standard attributes to rank according to which one suits the target person the most, these attributes were sorted into 9 categories. The results were calculated using average of the responses and a profile was created. The profiles were used to create "SMI" prototypes with 13 most and least characteristic attributes. The most characteristic attributes were found to be verbal, smart, ambitious, productive, and poised. The least characteristic attributes were found to be self-pitying, indecisive, easily frustrated, self-defeating, and lacking meaning in life. The study also found an overlap between "CEO capital" and "SMI capital". The SMIs were found

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to be viewed positively and are therefore beneficial for brands (Freberg, Graham, McGaughey & Freberg, 2010).

### ***Social Media Influencers and Purchase Intention:***

Purchase intention can be seen as a measure of a person's intention to perform a specific task of purchasing a product. The purchase intention of a consumer is an important factor for brands as it determines whether the consumer will engage with the brand or not.

**Social Media Influencer variables and purchase intention.** This article talks about how social media influencers are now used as marketing tools as they help by introducing products to their audience. Beauty and fashion influencers on YouTube and Instagram were considered. The study looks at various persuasion cues used as well as the role of para social interaction on purchase intention of the audience. The aim was to understand what helps create the influence of these social media influencers. When it comes to persuasion cues credibility, expertise, attitude homophily and social attractiveness were considered to see how it affects purchase intention. The study uses an online questionnaire for the residents of France, the study has also controlled for age and gender (only females). A 5 point Likert scale is used. The study considers four fashion and beauty influencers namely Georgia Horackova, EnjoyPhoenix, Sananas and Dazzlingdrew. It was found that Credibility and Para social interaction had significant and positive relationships to purchase intention. Whereas physical attractiveness showed negative relationship or no evidence of relationship (Sokolova & Kefi, 2019).

**Sponsored Posts.** Today companies spend a fortune reaching out to social media influencers as a way of promoting their brand. References were made to literature and “fuzzy set Qualitative Comparative Analysis (fsQCA)” was used to evaluate the perception towards the AD, the influencer and the generation of purchase intention. Data was gathered using “qualitative comparative analysis (QCA)” to understand what results in purchase intention. Authors (Müller, Mattke & Maier, 2018) identified two factors namely rational configuration which refers to actual utility of the product and the other being emotional configuration which refers to consumers admiration for the influencer. Earlier ads done by influencers were not disclosed and the ads were shown as an honest review. Now advertisement disclosure is compulsory. Ad can be seen in terms of rational assessment wherein the ads appeal to the consumer's rational side and emotional assessment where it appeals to trigger an emotion in them. In the perception of the influencer credibility is found to be an important factor. The attitude towards the ad and utility of the product for perception of the product were also considered. It was found that the rational and emotional customer played a role in the purchase intention and that choosing the right influencer for the right product can influence purchase intention (Müller, Mattke & Maier, 2018).

**Social Media Influencer and consumer attitude.** Effectiveness of social media influencers was explored by focusing on factors like meaning transfer, product match up, credibility and source attractiveness. Factors like meaning transfer, product match up, credibility and source attractiveness were seen as affecting consumer attitude which in turn influences purchase intention. Data was collected from public university students in Malaysia using survey questionnaire. The study showed that credibility was found to have insignificant relationship with consumer attitude and purchase intention as most respondents acknowledged that the influencers may not be a credible source as they lack expertise in the area of the product they endorse. Source attractiveness also failed to influence purchase intention. Meaning

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transfer displayed a positive relationship, a positive relationship was also seen between customer attitude and purchase intention (Lim, Radzol & Cheah, 2017).

**Social Media Influencer and brand attitude.** The authors (Kudeshia and Kumar, 2015) examined how electronic word of mouth “eWOM” affects brand attitude and purchase intention. Facebook was examined for the eWOM. This word-of-mouth acts as reviews for the product. Social media is now becoming a prominent marketing tool. In the study the eWOM was classified in 4 categories namely, (1) Customer reviews posted on the rating websites, (2) Affiliated word of mouth refers to customer reviews affiliated with retail websites, (3) Any information related to brands/products exchanged on social networking sites and (4) Miscellaneous electronic word of mouth. The authors (Kudeshia and Kumar, 2015) explored how eWOM affects the consumer’s attitude which in turn affects their purchase intention. Data was collected through questionnaire and the participants were Facebook users, the sample size was 300. It was found that positive eWOM on Facebook significantly brand attitude and purchase intention (Kudeshia and Kumar, 2015).

**The purpose of present study:** This study was undertaken with the purpose of better understanding what characteristics of the social media influencer is related to influencing the purchase intention of the buyer who happens to be the audience member of the social media influencer. Brands now rely a great deal on such internet “somebodies” to promote their products (Booth & Matic, 2011). This helps to get a better understanding of what variables could play a role in establishing this influence that these social media influencers seem to have on their audience and what factors seem to impact purchase intention more significantly than others and what factors do not relate to purchase intention. Current literature on social media influencers and purchase intention does not focus on an Indian population as a sample for research however in the recent times there has been an increase in the number of Indian social media influencers like “Aashna Shroff, Malvika Sitlani and Beer Biceps” to name a few. These social media influencers have a huge audience following and often do brand deals. This study helps to fill the gap in the available literature by focusing on the Indian population.

The Independent Variable (IV) in this study were the social media influencer characteristics namely credibility, attitude homophily, physical attractiveness, social attractiveness and para social interaction as measured through a 5 point Likert scale. The Dependent Variable (DV) in this study was the purchase intention of the participant measured by asking them to select the appropriate score on a 5-point Likert scale regarding whether they would buy a product endorsed by the influencer and if they would recommend such a product to the people they know.

### ***Research hypothesis***

This paper aimed to study how different social media influencer factors impact the purchase intention of the buyer who follows social media influencers.

The Research Hypotheses considered for this study were:

- H1: There exists a positive relationship between the credibility of the social media influencer and purchase intention of the buyer.
- H2: There exists a positive relationship between attitude homophily and purchase intention of the buyer.

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H3: There exists a positive relationship between the physical attractiveness of the social media influencer and purchase intention of the buyer.

H4: There exists a positive relationship between the social attractiveness of the social media influencer and purchase intention of the buyer.

H5: There exists a positive relationship between para social interaction and purchase intention of the buyer.

The  $H_0$  considered for the study was:

There does not exist a relationship between social media influencer variables and purchase intention of the buyer.

### **METHODOLOGY**

#### ***Participants***

The study consisted of 130 participants (34 males and 96 females) between the age ranges of 18 to 27 years, convenience-based sampling was used. The participants differed in their educational qualification and employment status. The inclusion criteria of participants was that they needed to follow at least one social media influencer.

#### ***Materials***

This study adapted a questionnaire that was previously used to study the factors credibility, attitude homophily, physical attractiveness, social attractiveness, para social interaction and purchase intention (Sokolova & Kefi, 2019). The scale was tested for reliability and validity by the respective developers (Sokolova & Kefi, 2019), for validity all the factor loadings were found to be above 0.8 and hence the developers retained all the factors and for reliability Cronbach's Alpha was done and high internal consistency was found. The average variance extracted (AVE) is higher than 0.5 which was found adequate for establishing convergent validity. The scale was made available for use by the respective developers for future research purposes by other researchers. The scale was a five-point Likert scale, with 15 items. In this study the questionnaire was administered online.

#### ***Design***

A correlational design was used whereby different correlations were examined between each of the five factors namely credibility, attitude homophily, physical attractiveness, social attractiveness and para social interaction with the purchase intention of the participant.

#### ***Procedure***

A google form that asking for the demographics of the participants and including the standard scale was prepared and administered to the participants online. The participation to the present study was completely voluntary and hence the participants were informed that they could drop out of the study if they felt uncomfortable at any given point in the study. Consent was taken from each participant and they were also given instructions regarding what they were supposed to do and about the available options to choose from to answer each question. The participants were also informed that the responses that would be kept confidential.

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**RESULTS**

*Data Analysis*

Correlational analysis was done to examine the relationship between the different variables related to the social media influencer and the purchase intention of the buyer. Before performing the correlational analysis, the data was also tested for normality.

The mean and SD was also calculated as seen in the table below:

*Table 1 (Mean and SD)*

Variable	Mean	SD
Social Attractiveness	6.684615	2.153183
Physical Attractiveness	7	2.378847
Attitude Homophily	6.746154	1.897822
Para Social Interaction	7.423077	1.799506
Credibility	20.07692	3.465478
Purchase Intention	6.269231	2.19862

**Normality:** To check for normality of the data the Shapiro Wilk Test of normality was used. Normality was tested for each variable namely credibility, purchase intention, social attractiveness, physical attractiveness, para social interaction and attitude homophily. As reported in the table given below, the assumption of normality was not met for any variable.

*Table 2 (Normality Scores)*

Social Attractiveness	9.224e-05
Physical Attractiveness	4.098e-07
Attitude Homophily	0.0003609
Para Social Interaction	2.469e-05
Credibility	2.915e-05
Purchase Intention	9.399e-05

**Correlational Analysis:** The Spearman's Rho was done to examine the correlation between the different variables (Displayed in Table 3)

*Table 3 (Correlation)*

Social Attractiveness and Purchase Intention	0.3525079
Para Social Interaction and Purchase Intention	0.3598309
Attitude Homophily and Purchase Intention	0.2745015
Credibility and Purchase Intention	0.3299248
Physical Attractiveness and Purchase Intention	0.3351465

*As seen in the above table*

**Relationship between social attractiveness and purchase intention:** The obtained correlation between social attractiveness and purchase intention was 0.3525079,  $p < 0.01$ . As it can be seen, the significant correlation indicates that there exists a moderate positive correlation between social attractiveness and purchase intention. Thus, H4 was supported by the obtained results and was retained.

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**Figure 1 (Correlation between Social Attractiveness and Intention to Purchase)**

```
> cor.test(x=survey$SocialAttractiveness,y=survey$Intention  
toPurchase,method='spearman',alternative = "greater")
```

Spearman's rank correlation rho

```
data: survey$SocialAttractiveness and survey$IntentiontoPu  
rchase  
S = 237080, p-value = 1.951e-05  
alternative hypothesis: true rho is greater than 0  
sample estimates:  
rho  
0.3525079
```

**Relationship between para social interaction and purchase intention:** The obtained correlation between para social interaction and purchase intention was 0.3598309,  $p < 0.01$ . Thus the significant correlation indicates that there exists a moderate positive correlation between para social interaction and purchase intention. Thus H5 was supported by the obtained results and was retained.

**Figure 2 (Correlation between Para Social Interaction and Intention to Purchase)**

```
> cor.test(x=survey$ParasocialInteraction,y=survey$Intentio  
ntoPurchase,method='spearman',alternative = "greater")
```

Spearman's rank correlation rho

```
data: survey$ParasocialInteraction and survey$IntentiontoP  
urchase  
S = 234390, p-value = 1.307e-05  
alternative hypothesis: true rho is greater than 0  
sample estimates:  
rho  
0.3598309
```

**Relationship between attitude homophily and purchase intention:** The obtained correlation between attitude homophily and purchase intention was found to be 0.2745015,  $p < 0.01$ . Thus the significant correlation found indicated that there exists a weak positive correlation between attitude homophily and purchase intention. Thus H2 was supported by the obtained results and was retained.

**Figure 3 (Correlation between Attitude Homophily and Intention to Purchase)**

```
> cor.test(x=survey$AttitudeHomophily,y=survey$IntentiontoP  
urchase,method='spearman',alternative = "greater")
```

Spearman's rank correlation rho

```
data: survey$AttitudeHomophily and survey$IntentiontoPurch  
ase  
S = 265640, p-value = 0.0007875  
alternative hypothesis: true rho is greater than 0  
sample estimates:  
rho  
0.2745015
```

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**Relationship between credibility and purchase intention:** The obtained correlation between credibility and purchase intention was 0.3299248,  $p < 0.01$ . Thus, the significant correlation indicates that there exists a moderate positive correlation between credibility and purchase intention. Thus, H1 was supported by the obtained results and was retained.

**Figure 4 (Correlation between Credibility and Intention to Purchase)**  
> cor.test(x=survey\$Credibility,y=survey\$IntentiontoPurchase,method='spearman',alternative = "greater")

Spearman's rank correlation rho

```
data: survey$Credibility and survey$IntentiontoPurchase
S = 245340, p-value = 6.322e-05
alternative hypothesis: true rho is greater than 0
sample estimates:
      rho
0.3299248
```

**Relationship between physical attractiveness and purchase intention:** The obtained correlation between physical attractiveness and purchase intention was found to be 0.3351465,  $p < 0.01$ . Thus the significant correlation indicates that there exists a moderate positive correlation between physical attractiveness and purchase intention. Thus H3 was supported by the obtained results and was retained.

**Figure 5 (Correlation between Physical Attractiveness and Intention to Purchase)**  
> cor.test(x=survey\$PhysicalAttractiveness,y=survey\$IntentiontoPurchase,method='spearman',alternative = "greater")

Spearman's rank correlation rho

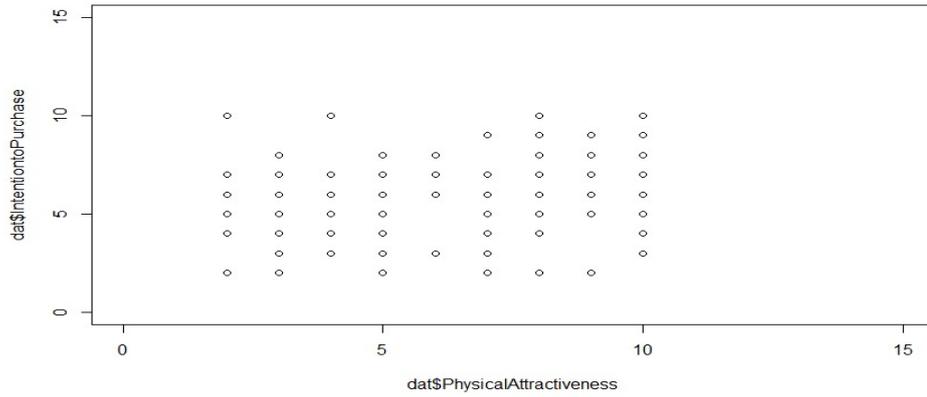
```
data: survey$PhysicalAttractiveness and survey$IntentiontoPurchase
S = 243430, p-value = 4.856e-05
alternative hypothesis: true rho is greater than 0
sample estimates:
      rho
0.3351465
```

The data was also checked for linearity and was found to be nonlinear.

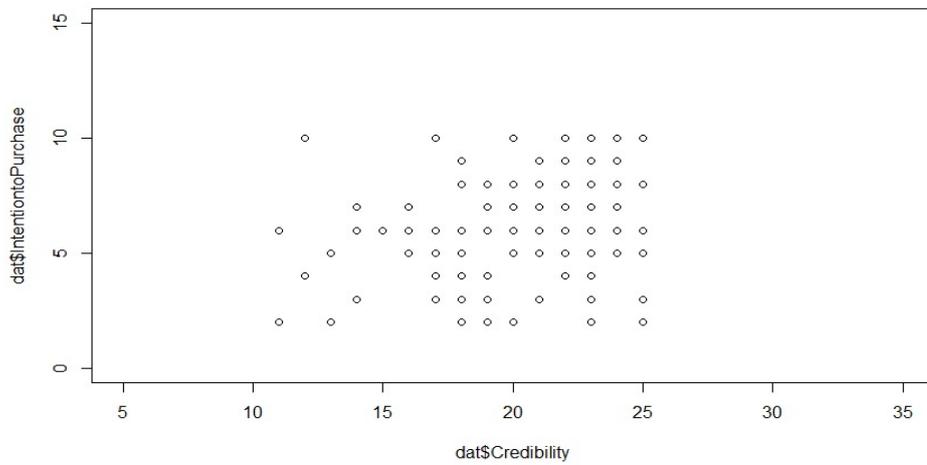
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## Linearity Scatter Plots

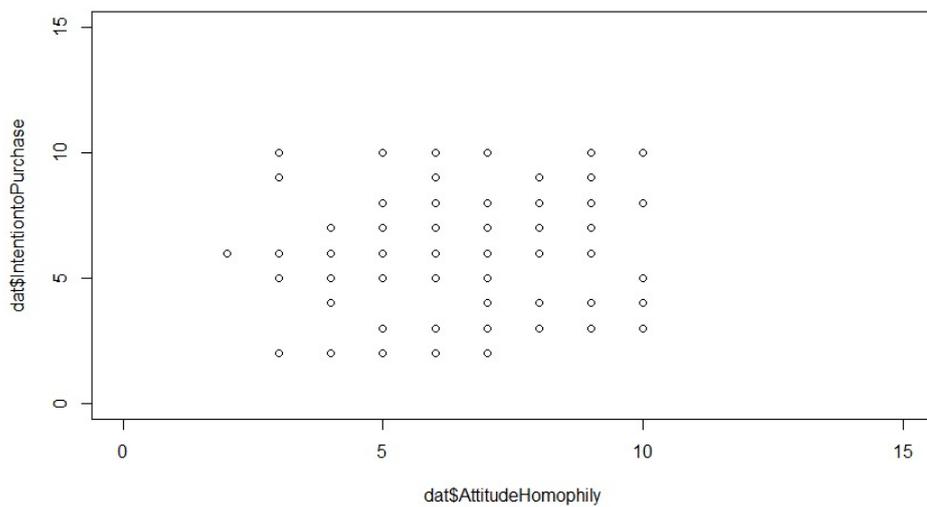
**Plot 1:**



**Plot 2:**

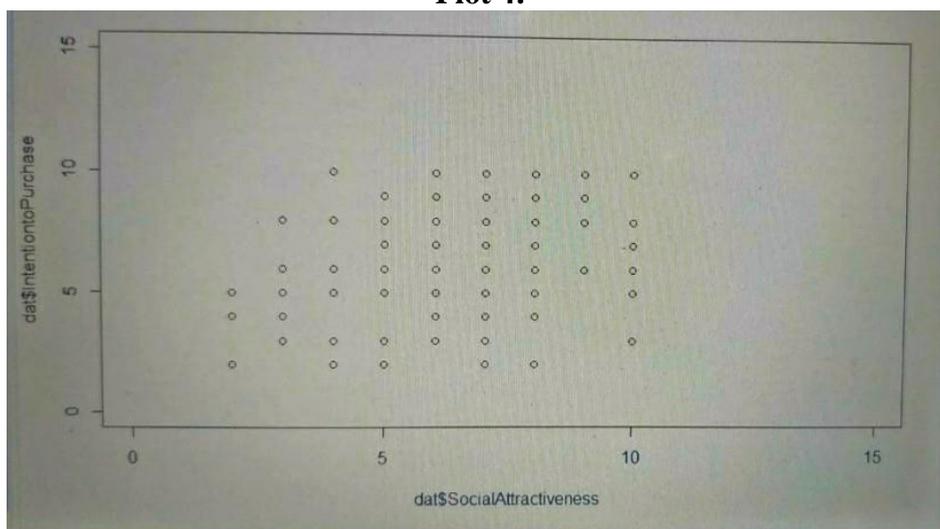


**Plot 3:**

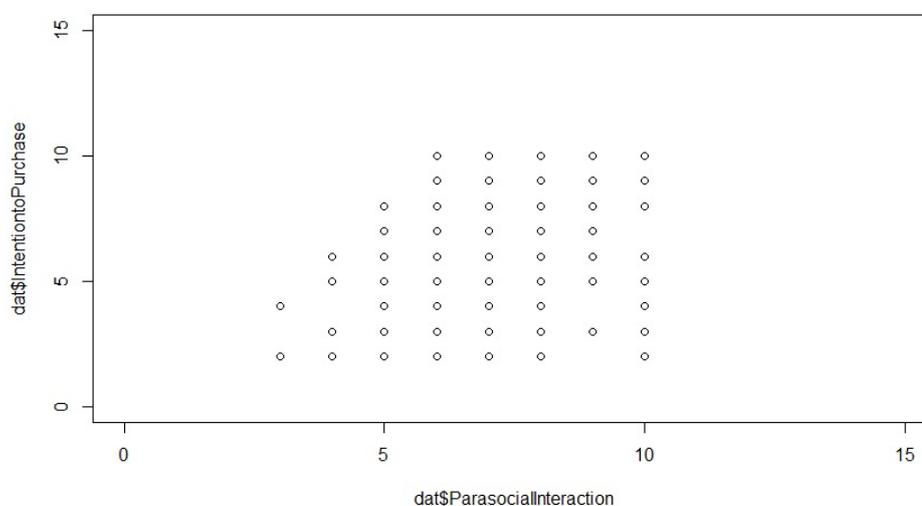


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**Plot 4:**



**Plot 5:**



### DISCUSSION

This study was undertaken with the purpose of gaining a better understanding about which characteristics of the social media influencer play a role in influencing the purchase intention of the buyer who is part of the audience of the social media influencer. The available literature on social media influencers and purchase intention of buyers does not focus on an Indian population as a sample however now with social media becoming more and more popular in India many Indian social media influencers are coming up. This study intended at helping to fill the gap in the available literature on this topic by focusing on the Indian population.

The study examined whether a relationship exists between purchase intention of the buyer and the five variables related to the influencer, namely para social interaction, social attractiveness, physical attractiveness, attitude homophily and credibility. The study found a moderate positive correlation between physical attractiveness and purchase intention,

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indicating that the physical appearance of the social media influencer does have a relationship with the purchase intention of the audience and hence this factor does moderately influence purchase intention of the audience, also participants did report style of the influencer as being a factor for following the influencer in the self-report question and the influencer's style can be seen as falling under the variable of physical attractiveness.

A moderate positive correlation between credibility of the social media influencer and purchase intention, indicating that this factor does moderately influence purchase intention of the audience. A past study also found that there exists a relationship between the perceived credibility of the social media influencer and the purchase intention of the audience (Sokolova & Kefi, 2019). When asked about participant's reason to follow social media influencers their content came out as being one of the most popular reasons, this could be seen as falling under the variable credibility. Another factor considered by the audience was social attractiveness. The study found a moderate positive correlation between social attractiveness and purchase intention. This indicates that the social attractiveness of the social media influencer does have a relationship with the purchase intention of the audience.

The fourth variable considered was para social interaction. A moderate positive correlation was obtained between para social interaction and purchase intention, thus para social interaction does have a relationship with the purchase intention of the audience. A study that examined the relationship between para social interaction and the purchase intention of the audience found that a positive relationship between these two factors (Sokolova & Kefi, 2019). The fifth variable considered was attitude homophily. It was found that there exists a weak positive correlation between attitude homophily and purchase intention. The weak correlation indicates that there is a relationship between the two factors however it is seen to not be very strong, this could be because people follow social media influencers for entertainment and fun and may not consider having similar belief system with the influencer as important. Even in the self-report question participants did not mention having the same value system as them as a factor for following social media influencer.

A moderate correlation between the four variables (credibility, physical attractiveness, social attractiveness and para social interaction) and purchase intention indicates that these factors do moderately influence the purchase intention of the audience. Thus, indicating that these characteristics related to the social media influencers play a role in influencing the purchase intention of the audience. All the variables considered in this study were found to have a relationship with the purchase intention of the audience. Thus, leading to the acceptance of the research hypotheses for this study. The highest correlation was found for between para social interaction and purchase intention (0.3598309). Para social interaction is a huge part of following a social media influencer as it leads to the formation of a connection between the social media influencer and the audience member, the audience too are aware of the influence this relationship that they formed willingly with the influencer has on them. Through this interpersonal relationship the audience feels like they have a connection with the influencer, this feeling could explain why it influences purchase intention as the audience member feels connected to the influencer and thus is more likely to buy what they promote.

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### ***Observations***

The Social Media Influencers that were popular among the participants were Kusha Kapila, Dolly Singh, Jay Shetty, BeerBiceps (Ranveer Allahbadia) and Mostlysane (Prajakta Koli). The social media influencers Kusha Kapila, Dolly Singh and Prajakta Koli make content revolving around sketch comedy and current events. The influencer Jay Shetty makes content revolving around self-growth and living mindfully. Ranveer Allahbadia's content varies from interviews to inspirational videos to vlogs. When asked about participant's reason to follow social media influencers their content came out as being one of the most popular reasons, the influencer's style, looks and information shared were also considered important. These reasons stated by the participants can be broadly classified in terms of the variable examined in this paper, the influencer's content and the information they share regarding their area of expertise could be seen as falling under the variable Credibility. The influencer's style can be seen as falling under the variable Physical Attractiveness.

### ***Limitations***

The study had a limited age group as a sample between the ages of 18 to 27 years. The sample size was also limited with only 130 participants. Also, most of the participants in the study were women which could be seen as a limitation. All this limits the generalizability of the study results.

### ***Applications of the paper***

This paper helps to understand how certain characteristics related to an influencer can help influence the purchase intention of an audience member, this information can be used by brands to form more effective collaborations with social media influencers. The paper can also help social media influencers to understand how some of their personal attributes can affect their audience's perception so as to help enhance the way in which they present themselves to their audience.

### ***Implications for future research***

Since there is a dearth of research on social media influencers in Indian population more research needs to be taken up in this field. Future researchers can expand the age range considered in this paper and include a larger sample size. Apart from the five factors future researchers could add different factors related to social media influencers and see how those relate to the purchase intention of the buyer. More research needs to be done on Indian population's view on social media influencer and also on how Indian brands are looking at social media influencers and whether they are willing to collaborate with the Indian influencers as a part of marketing strategy. Lastly a more comprehensive qualitative analysis could also be carried out to see how much the social media influencers are able to influence the Indian market and to see whether the Indian audience does actually look at social media influencer for product recommendations and reviews.

## **CONCLUSION**

The hypotheses of this study proposed that there exists a relationship between the selected variables related to the social media influencer and purchase intention of the audience. The obtained results established relationship between the five factors (credibility, attitude homophily, physical attractiveness, social attractiveness and para social interaction) and intention of purchase. These characteristics of the social media influencer helps them to create a more lucrative following by improving the influence they have over the purchase intention of the audience. Thus, to be a successful social media influencer one needs to be

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credible, attractive both socially and physically and needs to establish a relationship with their audience through their content.

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### Conflict of Interest

The author(s) declared no conflict of interest.

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