The Impact Of Social Media Influencers On Fashion And Beauty Purchase Decisions Among Female College Students In Kerala

[1]Ms. Subitha N, **[2]Dr.Meena Suguanthi.G**

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[1]Ph.D Research Scholar, Department of Management, Karpagam Academy of Higher Education, Coimbatore.
subithasali@gmail.com
ORCID ID: 0009-0009-6667-9793
[2]Assistant Professor, Karpagam Academy of Higher Education, Coimbatore. meenasuganthi.govindaraj@kahedu.edu.in,
ORCID ID: 0000-0003-2295-8669

Introduction

Social media has profoundly transformed the landscape of fashion and beauty, particularly influencing the purchase decisions of female college students in Kerala. This demographic, highly engaged and digitally savvy, is increasingly looking towards social media influencers for cues on the latest trends and products. These influencers, armed with substantial followings and perceived authority in style and beauty domains, wield significant influence over their audience's choices by showcasing various brands and sharing their personal experiences with products. The interaction between influencers and their followers extends beyond simple transactions; it is deeply personal and highly persuasive, making these endorsements potentially more impactful than traditional advertising methods.

In Kerala, where education and cultural richness play a significant role in shaping youth identity and values, the influence of social media is particularly pronounced. Female college students often turn to these digital platforms for guidance on fashion and beauty, sectors that are continually influenced by global trends yet remain rooted in local aesthetics and cultural norms. Influencers serve not just as trendsetters but also as cultural intermediaries, blending international fashion with regional tastes. This role enhances their relevance and deepens their impact on their followers' purchasing decisions.

The study explores the significant effect of influencers on brand perceptions and buying behavior among young women in Kerala. It examines the importance of authenticity and trust in influencer-follower relationships and how followers evaluate the genuineness of recommendations versus sponsored content. Additionally, the psychological and social motivations that drive followers to emulate influencer preferences, including aspects of aspirational living and the social currency gained from brand affiliations, are analyzed.

The research intends to provide thorough insights into the changing relationship between social media influencers and consumer behaviour in the context of the fashion and beauty sectors by exploring these areas.

Understanding these relationships will not only illuminate current consumer behavior trends among young women in Kerala but also offer implications for marketers and brands aiming to engage with this influential consumer segment effectively.

2. Problem Statement

Kerala female college students' fashion and beauty consumption is heavily impacted by social media and influencers. These influencers strongly affect their followers' opinions and purchases. Despite their prevalence, we don't fully grasp how social media influencers affect Kerala's female college students' buying choices. This research examines the complicated relationship between social media influencers and Kerala female college students' fashion and cosmetic product purchases to fill this gap.

The research examines how much social media influencers influence Kerala female college students' fashion and beauty purchases, which types of social media content (e.g., posts, videos, stories) have the greatest impact on purchase intentions, and how credible, trustworthy, and relatable social media influencers are. The study will also examine how

social media platforms facilitate fashion and beauty influencers' influence on the target demographic and whether local versus global social media influencers affect Kerala female college students' fashion and beauty purchase decisions. This study also seeks to understand the motivations and psychological factors that influence social media influencers' influence on Kerala's female college students' purchasing behaviour and to better understand consumer behaviour in this demographic.

This study will also examine how social media influencers affect fashion and beauty purchases among female college students in Kerala, a culturally rich state with rich traditions, values, and socioeconomic diversity. Understanding cultural differences and local preferences is essential for adapting marketing and content development to the target audience. This research seeks to inform marketing strategies, consumer engagement practices, and content creation in the rapidly changing digital landscape by illuminating the complex relationship between social media influencers and fashion and beauty consumption among female college students in Kerala.

3. Significance of the study

The significance of studying the impact of social media influencers on fashion and beauty purchase decisions among female college students in Kerala extends across various dimensions. Firstly, it offers insights into consumer behavior, particularly how influencers sway the purchasing choices of a specific demographic, which is crucial for predicting market trends and preferences. For brands in the fashion and beauty sectors, understanding this influence enables the tailoring of more effective marketing strategies, potentially enhancing reach and engagement with this key audience. Kerala provides a unique cultural and social context for this study, highlighting how regional factors can affect the efficacy of social media marketing. The economic implications are also notable, as the fashion and beauty industries are substantial economic contributors, and understanding what drives consumer spending among young adults can influence broader economic strategies. Additionally, the research enriches our comprehension of social media dynamics, exploring the credibility and trust influencers hold compared to traditional advertising methods. For academic circles, this study not only adds to scholarly literature but also offers practical applications for those involved in marketing, communications, and social sciences, thereby benefiting marketers, educators, and policymakers in navigating the evolving landscape of digital marketing and consumer behaviors.

4. Objectives of the study

1. To identify the extent to which social media influencers affect the fashion and beauty purchase decisions of female college students in Kerala.
2. To develop strategic recommendations for marketing professionals and educational institutions based on the influence of social media on fashion and beauty purchasing behaviors among female college students in Kerala.

5. Review of literature

1. **Khan, A., Khan, Z., Nabi, M.K. and Saleem, I. (2024):** Women's online cosmetic purchases are influenced by social media influencers' marketing, SMU, and trustworthiness. This was investigated using a modified theory of planned behaviour model. The results demonstrated that attitude, subjective norms (SNs), and perceived behavioural control (PBC) are all favourably impacted by SMU, social media influencer credibility, and social media marketing initiatives. Women were highly enticed to purchase cosmetics online by these criteria. This research is among the first to look at an influencer's credibility, social media marketing, behavioural theory, and a full model of SMU in the Indian cosmetics industry.

2. **Zhimomi, Limugha & V, Aakarshni. (2024):** The present study investigates the several functions of social media in the garment sector, with a specific focus on its use as an advertising tool by enterprises seeking to augment their social media visibility. It focuses on how students at Lovely Professional University's purchasing intentions for apparel are influenced by the beauty and reliability of social media influencers. The findings show that students' propensity to buy clothing is highly and favourably influenced by both beauty and believability. These results provide insightful information about the variables influencing Lovely Professional University customers' choices to buy.

3. **Nguyen, N. T. T., Vo, V. T. T., & Nguyen, A. T. (2024):** In this research, Ho Chi Minh City (HCMC) cosmetic sector purchasing intentions of Generation Z are examined in relation to TikTok influencers. Filling a knowledge vacuum, it investigates how purchase intentions are influenced by consumer trust, gender, and influencer attributes such as physical beauty, trustworthiness, competence, and social advocacy. The results show that Gen Z's purchase intentions are favourably impacted by all influencer attributes, with customer trust being the most important component. The research also shows that buying intentions vary by gender. These observations provide beauty

sector marketers in HCMC insightful direction for creating influencer marketing plans that work for Gen Z customers.

4. Sethi, S., Panwar, B. and Goyal, N. (2024): The consumption, preferences, and purchasing habits of young women in urban Indian cities are investigated in this exploratory research. The researchers used purposive random sample and snowball sampling to reach a variety of female customers and fashion bloggers. Questionnaire data showed that fashion bloggers are important trend setters who have a big influence on young, social media-savvy customers' adoption of fashion. According to the survey, fashion blogs have a significant impact on millennial women's choices to buy apparel and accessories. These blogs also have a beneficial impact on the way these women feel about branded goods. Furthermore, fashion bloggers influence consumer behaviour by offering their followers advice, motivation, and inspiration.

5. Deepika, K. S. (2023): This study delves into the critical role of social media influencers in the beauty industry, particularly how they influence consumer purchasing decisions and the specific attributes of influencers that consumers value most. It also examines the impact of influencers on shaping buyer behaviour. The findings indicate that while influencer impact varies by gender, with a significant correlation between gender and buying choices, it does not vary significantly across different age groups. Emotional connection and likability of influencers were found to significantly positively impact purchase decisions. However, other attributes such as trustworthiness, authenticity, expertise, and popularity were not significantly influential. This research underscores the importance of influencer marketing in the beauty sector and provides insights into the attributes that make influencers effective or ineffective in swaying consumer choices.

6. Kumar, Lalit. (2023): The impact of beauty industry social media influencers on young women's conceptions of beauty and their possible implications on mental health are examined in this review article. According to research, influencers often promote unrealistic and idealised body ideals, which may have a detrimental effect on the mental health and self-esteem of young women. In order to lessen these negative effects, the article highlights the need of adopting practices like unfollowing problematic influencers, looking for varied and inclusive portrayals, and engaging in self-care that encourages body positivity and self-acceptance. It also emphasises how important it is for influencers to support body acceptance and authenticity while being conscious of the psychological effects of the information they share.

7. Tamanna Jain (2023): The effect of influencer marketing on customer behaviour in the fashion sector is examined in this study paper. As social media use and the number of digital influencers rise, fashion firms are using influencer marketing techniques more and more to reach their target markets. The research looks at how well these tactics work to impact customer behaviour, concentrating on areas like social influence, brand impression, and purchase choices. It also lists the essential elements—authenticity, trustworthiness, and brand values alignment—that make influencer marketing successful. For fashion firms hoping to integrate influencer marketing into their more comprehensive marketing plans, the results provide insightful information.

8. Gelati, N., & Verplancke, J. (2022): In the beauty and fashion sectors, influencer marketing is a crucial tactic that uses social media to successfully reach teens and young adults. This research looks at how influencers are used by marketers to affect customer behaviour, with a specific emphasis on purchase choices. It uses a qualitative methodology and consists of interviews with businesses, fans, and influencers. Results show that influencers may strongly persuade young customers to buy things they recommend by building connections based on trust. Brands know that people react better to supposedly real endorsements, so they use both paid partnerships and gift items to increase their reputation and impact. This sophisticated approach demonstrates a thorough comprehension of both the efficacy of indirect marketing techniques and customer behaviour.

9. Darmatama, M., & Erdiansyah, R. (2021): The study investigates how customer purchase choices are influenced by beauty product image and TikTok advertising. The authors structure their investigation using theories such as the AISAS model, reasoned action theory, associative memory model, and SOR (Stimulus-Organism-Response). 96 people were surveyed as part of their quantitative methodology, and multiple linear regression was used to analyse the results. The findings show that customer purchase choices are highly influenced by both TikTok advertising and beauty product image, with the latter having the most effect. This research emphasises the significance of maintaining a good product image and creating successful advertising tactics on platforms like TikTok, providing marketers in the cosmetics sector with insightful information.

6. Research Gap

By addressing these gaps, we can gain deeper understanding of the impact of influencer marketing in different contexts and possibly uncover further uses for the results. For example, studying how various demographic groups react to influencer marketing may highlight significant differences in consumer behaviour that are essential for developing more specialised marketing campaigns. Furthermore, examining the impact of influencer-brand fit may emphasise how crucial it is for the influencer and the brand to have the same values and aesthetics, since this could greatly increase the efficacy of marketing campaigns. In addition, a focus on long-term brand loyalty would assist in determining if influencer-influenced initial purchase intentions result in ongoing customer involvement and repeat business. Finally, taking into account a broader range of influencer qualities like relatability or knowledge could expand the understanding of what actually connects with customers, which could result in more successful and sophisticated marketing strategies. Future studies could significantly improve the strategic application of influencer marketing in the garment industry and elsewhere by filling in these gaps.

7. Research Methodology

- **Research Design**: A cross-sectional survey approach will be used in this research to investigate the impact of social media influencers on choices about what to buy when it comes to fashion and cosmetics. This method works especially well for evaluating attitudes and actions impacted by the quickly evolving social media landscape.
- **Population and Sample:** The focus remains on female college students in Kerala, but the sample size has been adjusted to 200 students. By narrowing the sample, the study can delve deeper into specific sub-groups or institutions, potentially enhancing the quality and relevance of the data regarding influencer impact. This size also balances the need for statistical power with resource limitations, such as time and budget constraints, while still achieving a representative subset of the population with a reasonable margin of error and confidence level.
- **Sampling Technique:** Due to the specific focus on female college students who actively follow fashion and beauty influencers, a purposive random sampling method will be employed. This technique allows for the selection of participants who meet predefined criteria, ensuring relevance and depth in the data collected.
- **Data Collection:** Data will be collected through structured online surveys designed to guarantee anonymity, thereby encouraging participants to provide honest responses. The survey will include various sections such as demographic information, the influence of social media influencers, and specific behaviors related to fashion and beauty purchases.
- **Research Limitations:** With the reduced sample size, the study will acknowledge potential limitations in the generalizability of the results. While the findings may offer in-depth insights into the surveyed group, extrapolating these results to all female college students in Kerala or beyond may require caution. Limitations such as the potential for response bias inherent in self-reporting methods and the limitation in generalizability beyond the surveyed demographic will be acknowledged.

8. Results and Discussion

Based on the survey it was found under the age group of 18-21 years (72.5%). Major contributions to this study are from unmarried (80.6%) respondents and most of the samples have graduate (53.5%) and post graduates as their educational qualification. This constitutes the overall demographic analysis of the samples of this research.

Extent to Which Social Media Influencers Affect the Fashion and Beauty Purchase Decisions

Table 1: Respondents opinion on the extent to which social media influencers affect the purchase decision

S.no	Extent to which social media influencers affect the purchase decision		SD %	D %	N %	A %	SA %
	Credibility of Influencers						
1.	Fashion and beauty influencers on social media are considered credible and trustworthy sources of information.	No of respondents	37	24	36	90	13
		%	18.5	12.0	18.0	45.0	6.5
2.	Influencers are believed to honestly review the products they promote.	No of respondents	28	70	36	62	4

		%	14.0	35.0	18.0	31.0	2.0
Impact of Recommendations							
3.	More likely to buy a fashion or beauty product recommended by an influencer.	No of respondents	8	35	39	54	64
		%	4.0	17.5	19.5	27.0	32.0
4.	Influencer endorsements significantly impact decision-making regarding fashion and beauty product purchases.	No of respondents	4	27	41	82	46
		%	2.0	13.5	20.5	41.0	23.0
Peer Influence							
5.	Purchase decisions are influenced by the fashion and beauty products seen being used by peers, especially if recommended by influencers.	No of respondents	0	37	41	72	50
		%	0	18.5	20.5	36.0	25.0
6.	Seeing an influencer that peers follow using a product increases the likelihood of considering that product for purchase.	No of respondents	4	30	50	57	59
		%	2.0	15.0	25.0	28.5	29.5
Brand Awareness							
7.	Social media influencers introduce new fashion and beauty brands.	No of respondents	4	29	50	50	67
		%	2.0	14.5	25.0	25.0	33.5
8.	Increased awareness of brand promotions and discounts when mentioned by influencers.	No of respondents	22	25	27	41	85
		%	11.0	12.5	13.5	20.5	42.5
Purchase Motivation							
9.	More confidence in purchasing a product when it is endorsed by a followed influencer.	No of respondents	5	4	60	65	66
		%	2.5	2.0	30.0	32.5	33.0
10.	Seeing multiple influencers using the same product motivates purchasing it.	No of respondents	0	29	87	42	42
		%	0	14.5	43.5	21.0	21.0
Influence on Perception of Trends							
11.	Dependence on influencers for updates on the latest trends in fashion and beauty.	No of respondents	9	17	34	80	60
		%	4.5	8.5	17.0	40.0	30.0
12.	Influencers significantly shape perceptions of what is currently fashionable or trendy.	No of respondents	9	46	39	43	63
		%	4.5	23.0	19.5	21.5	31.5
Frequency of Engagement with Influencer Content							
13.	Regular engagement with content from fashion and beauty influencers.	No of respondents	0	34	45	67	54
		%	0	17.0	22.5	33.5	27.0
14.	The frequency of an influencer's posts about a product affects perceptions of its popularity and desirability.	No of respondents	16	30	49	50	55
		%	8.0	15.0	24.5	25.0	27.5

The survey data reveals significant insights into the influence of social media influencers on fashion and beauty purchase decisions. Approximately 45% of respondents consider influencers as credible and trustworthy sources, highlighting their role in shaping consumer perceptions. However, only 31% believe that influencers honestly review the products they promote, indicating some skepticism about the authenticity of such endorsements. When it comes to the impact of recommendations, a notable 32% of respondents are strongly influenced by products endorsed by influencers,

and 41% agree that such endorsements significantly impact their decision-making.

Peer influence also plays a crucial role, with 36% of respondents agreeing that their purchase decisions are influenced by the products they see used by peers, especially if recommended by influencers. About 29.5% strongly consider purchasing a product after seeing it used by an influencer followed by their peers. Influencers are also pivotal in introducing new brands and promotions, with 33.5% strongly acknowledging their role in discovering new brands and 42.5% being more aware of promotions and discounts through influencer mentions.

Confidence in purchasing products is bolstered by influencer endorsements for 33% of respondents, although seeing multiple influencers using the same product seems less motivating, with only 21% strongly influenced by this factor. Influencers are deemed critical for staying updated on trends, with 40% relying on them for the latest fashion and beauty trends, and 31.5% feeling that influencers significantly shape their perceptions of what is currently fashionable. Regular engagement with influencer content is reported by 33.5% of respondents, and the frequency of an influencer's posts about a product significantly affects 27.5% of respondents' perceptions of its popularity and desirability. This data underscores the substantial role social media influencers play across various aspects of consumer behavior in the fashion and beauty sectors.

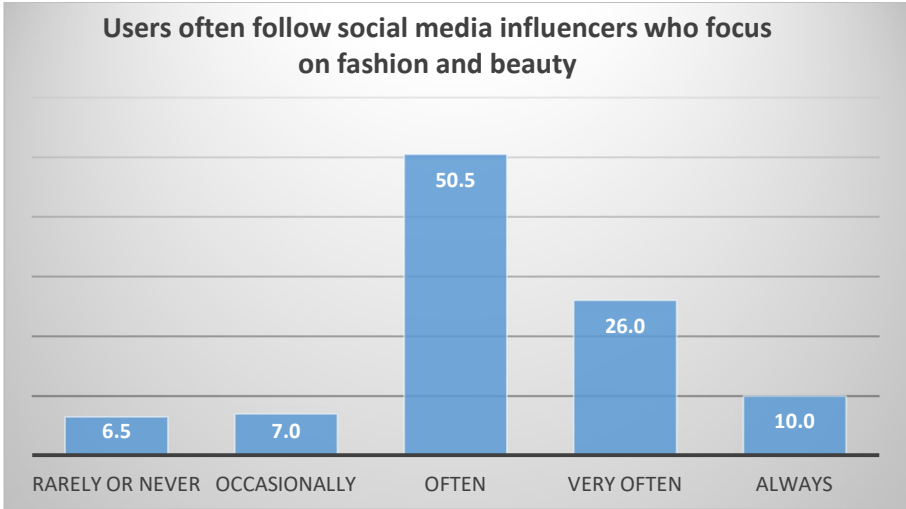**Frequency of users following social media influencers those who focus on fashion and beauty**

Figure 1: Showing the frequency of users following social media influencers those who focus on fashion and beauty

The bar chart shows that a majority of users, at 50.5%, often follow fashion and beauty influencers on social media. A further 26.0% do so very often, highlighting a highly engaged audience segment. Those who always follow these influencers make up 10.0%, indicating a dedicated follower base. Conversely, a smaller group of users rarely or never engage with such influencers (6.5%), and 7.0% do so occasionally. Overall, the data suggests that fashion and beauty influencers have a significant and frequent following on social media platforms.

Mean based Ranking on factors in order of their importance when you decide to purchase a fashion or beauty product.

Table 2: Ranking factors in order of their importance when you decide to purchase a fashion or beauty product.

S.no	Major performance factors impacted by job stress	MEAN	RANK
1.	Recommendations from influencers	4.1	I
2.	Recommendations from friends and family	3.4	III
3.	Price of the product	3.1	IV
4.	Brand reputation	3.6	II
5.	Product reviews	2.1	V

Under job stress, purchasing decisions for fashion and beauty products are most strongly influenced by influencer recommendations, the top-ranked factor with the highest mean score. The perceived credibility of a brand also heavily

impacts consumer choices, ranking second. Personal advice from friends and family takes the third spot, showing a moderate level of trust in these closer relationships. The product's price is a lesser but still considered factor, coming in fourth place. Lastly, product reviews hold the least influence on stressed consumers' choices, suggesting that in stressful times, personal and direct recommendations take precedence over broader public opinion.

Analysis of the Influence of Social Media on Purchase Decisions

Alternative Hypothesis (H1): There is an association between following social media influencers and the purchase decisions of female college students in Kerala.

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	74.377ᵃ	4	.000
Likelihood Ratio	86.420	4	.000
Linear-by-Linear Association	1.902	1	.168
N of Valid Cases	200		
a. 2 cells (20.0%) have expected count less than 5. The minimum expected count is 1.28.			

The chi-square test results indicate a significant association between following social media influencers and the purchase decisions of female college students in Kerala, leading to the rejection of the Null Hypothesis. With a Pearson Chi-Square value of 74.377 and a Likelihood Ratio of 86.420, both yielding a p-value of .000, the evidence strongly suggests an influential relationship. However, the Linear-by-Linear Association did not show a significant linear trend (p = .168). Despite a note of caution due to a small expected count in some cells, the overall analysis of 200 valid cases supports the Alternative Hypothesis that following social media influencers affects the purchase decisions of this demographic.

Purchase Influence by Frequency of Exposure to Influencer Content

Null Hypothesis (H0): Frequency of exposure to influencer content (daily, weekly, monthly) has no impact on purchase decisions.

Alternative Hypothesis (H1): There is a significant difference in purchase decisions based on how frequently respondents are exposed to influencer content.

ANOVA					
Purchase decisions					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	117.209	4	29.302	51.951	**.000**
Within Groups	109.986	195	.564		
Total	227.195	199			

The one-way ANOVA results clearly indicate that the frequency of exposure to influencer content significantly affects purchase decisions among female college students in Kerala, with a significant F-statistic of 51.951 and a p-value of .000. This finding supports rejecting the null hypothesis, confirming that the frequency of viewing influencer content (daily, weekly, monthly) influences students' purchasing behaviors significantly. The analysis demonstrates that higher exposure levels correlate strongly with changes in purchasing decisions, suggesting a direct link between influencer engagement frequency and consumer behavior.

9. Summary of Findings

The comprehensive survey on the influence of social media influencers on fashion and beauty purchase decisions among female college students in Kerala yields compelling insights. Predominantly, the demographic analysis indicates that the majority of respondents are young, unmarried, and highly educated, with ages ranging from 18 to 21 years (72.5%), and about 53.5% possessing at least a graduate degree. The data uncovers significant reliance on influencers, with about 45% viewing them as credible sources, although scepticism about their honesty in product reviews remains, with only 31% affirming credibility. Moreover, influencers' recommendations strongly sway purchase decisions, as evidenced by 32% of respondents being highly influenced and 41% acknowledging a significant impact on their choices.

Peer influence and brand awareness are also crucial, with a notable percentage of respondents influenced by peers' choices and new brands introduced through influencers. Additionally, confidence in purchasing is markedly enhanced when endorsed by influencers, although multiple endorsements by various influencers appear to decrease motivation slightly.

The statistical analysis further solidifies these observations. The Chi-Square tests indicate a definitive association between following influencers and purchasing decisions, with a strong rejection of the null hypothesis based on significant values. Similarly, a one-way ANOVA shows that the frequency of influencer content exposure markedly affects purchase decisions, again leading to a rejection of the null hypothesis and underscoring the direct impact of engagement frequency on consumer behavior.

These findings emphasize the potent role social media influencers play in shaping fashion and beauty markets among female college students in Kerala, affecting not just immediate purchase decisions but also broader perceptions of trends and brand credibility. The results suggest a dynamic interplay between influencer credibility, peer influence, and engagement frequency, each profoundly shaping consumer behavior within this demographic.

10. Suggestions

Based on the survey findings, several recommendations can be made to leverage the influence of social media influencers more effectively in marketing strategies targeting female college students in Kerala. First, brands should consider partnering with influencers who not only have a strong following but are also perceived as credible and trustworthy. This could enhance the authenticity of the endorsements and improve consumer trust. Additionally, given the significant impact of peer influence, brands could implement campaigns that encourage sharing and discussions among peers, such as referral discounts or social sharing bonuses. It is also advisable for brands to monitor and possibly collaborate with influencers who consistently introduce new products and brands, as this seems to resonate well with the audience. Brands might benefit from creating exclusive launches or preview events with influencers, which could amplify the excitement and exclusivity associated with new products.

Moreover, the frequency of influencer endorsements appears crucial. Brands should strategize on the optimal frequency of influencer content to maintain engagement without overwhelming the audience. Implementing a scheduled but varied posting plan that includes regular updates about products along with genuine reviews can help maintain interest and trust. Lastly, considering the diverse impact of different types of influencers, brands should tailor their influencer partnerships based on the product type and intended audience segment. This tailored approach can ensure that the influencer's audience aligns well with the brand's target demographic, maximizing the effectiveness of the marketing efforts. By addressing these areas, brands can better harness the power of influencers to drive consumer behavior and improve purchase decisions among female college students in Kerala.

11. Conclusion

The study provides a detailed examination of the influential power of social media personalities in the realm of fashion and beauty. The findings from this research highlight the considerable impact that influencers have on the purchasing behaviours of this demographic, with a significant portion of respondents considering influencers to be credible and trustworthy sources of information. However, there remains a degree of uncertainty regarding the authenticity of their reviews.

The data reveals that recommendations from influencers are the most influential factor affecting purchase decisions, even more so than recommendations from friends and family or the intrinsic appeal of the brands themselves. This underscores the role of perceived social proof in the decision-making process of young consumers. Furthermore, the study identified a substantial influence from peers, suggesting that the social environment and community around the consumers amplify the effects of influencer endorsements. Statistical tests, including Chi-Square and ANOVA, corroborated these observations, affirming a significant association between the frequency of engagement with influencer content and subsequent purchasing decisions. These results underscore the efficacy of influencers as a marketing tool and their ability to significantly shape consumer preferences and actions.

In conclusion, social media influencers have emerged as pivotal figures in the fashion and beauty industry landscape, especially among female college students in Kerala. Their ability to sway public opinion and consumer behavior offers a potent tool for brands looking to expand their reach and resonance with this audience segment. Brands aiming to capitalize on this trend should focus on cultivating authentic, credible partnerships with influencers to harness their full potential effectively. This study not only sheds light on the current influence of digital personalities but also sets the stage for deeper explorations into the mechanics of influencer impact within different cultural and demographic contexts.

12. Future scope and implications of the study

The future scope of research into social media influencers' impact on purchase decisions is vast. Further studies

can explore different demographics, regions, and the evolution of influencer impact over time. Delving into psychological mechanisms and comparing various influencer marketing campaigns can offer strategic insights for businesses. Examining effects on brand loyalty and customer lifetime value, along with big data analytics, can enhance targeting strategies. Understanding influencer power aids in creating focused marketing efforts, driving engagement, and improving ROI. Ethically, this research underscores the need for transparency and responsible promotion, influencing marketing practices, business strategies, consumer education, and advertising standards.