# A Study on the Impact of Influencer Marketing on Consumer Purchase Intentions towards the Cookware Industry.

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## Abstract

Influencer marketing has transformed the way brands engage with consumers, particularly through social media platforms such as Instagram and YouTube. This study explores how influencer marketing impacts consumer purchase intentions of the cookware Industry. Utilizing a descriptive research design, data collected from 272 customers were analysed using various statistical tests and tools.Key findings reveal the significance of trust, authenticity, and influencer enthusiasm in shaping consumer behaviour, with strategic recommendations for optimizing influencer collaborations.

## INTRODUCTION

Digital marketing has revolutionized how businesses reach and engage with their target audiences. Leveraging technology and online channels, it has become essential for driving brand awareness, fostering customer relationships, and enhancing conversion rates. This paper provides an overview of digital marketing, exploring its key components and evolving trends. Strategies like SEO, PPC advertising, social media marketing, email marketing, and content marketing enable businesses to engage with consumers across various touchpoints. The scalability and measurability of digital marketing allow businesses to reach targeted audiences efficiently while real-time data analytics empower marketers to optimize campaigns based on performance metrics.

Influencer marketing, a significant trend within digital marketing, has transformed brand engagement by leveraging social media personalities to shape consumer purchase intentions. This approach capitalizes on authenticity and trustworthiness, crucial factors influencing consumer behavior. By integrating branded content into influencers' narratives, brands can foster deeper connections and drive favorable consumer attitudes. The evolution of influencer marketing, including the rise of nano-influencers and advancements in AI and AR, continues to redefine consumer engagement. Understanding these dynamics is essential for marketers to effectively leverage influencer marketing for brand growth and consumer loyalty. This study delves into the multifaceted impact of influencer marketing on consumer behavior, providing insights for modern brand engagement.

# REVIEW OF LITERATURE

**Dr. Seereddi Shravya(2022),** Influencer marketing is rapidly being utilized as a platform for promotional activities. Sustainability has begun to make an impact in the Indian market. The abrupt increase in consciousness is one of the primary causes of this surge. The focus of this study is on analysing the connections between consumers' attitudes, beliefs, and intentions to buy sustainable apparels promoted via influencer marketing, influencer credibility, social influence, and perceived consumer effectiveness. **Sraddhaa Mishra (2023),**This research seeks to understand the role of influencers in shaping consumer behavior and purchasing decisions.The article examines several elements of influencer marketing, including the value and legitimacy of messages, the characteristics of influencers, and the accuracy of influencer content.**Mohd Shuaib Siddiqui,(2023),**The result indicated that advertisement is the biggest influence with respect to all factors and it has been observed that social media, and other sources of advertisements are practiced by the marketer, but television is the most potent intermediary of advertisement to sway buying preferences of rural consumer.**Lie Ao(2023),**The entertainment value of social media influencers has the strongest association with customer engagement among all the attributes studied in this analysis. It also concluded that the credibility of influencers impacts purchase intention more than any other attribute. This work provides a novel approach to reducing the heterogeneity in influencer marketing research by empirically specifying the directions of relationships and the extent of the effect of these relationships.**Mehta Reena(2020),** The findings suggest that the frequency of personalized ad exposure, ad's perceived relevance and usefulness to consumers, concerns with respect to privacy controls and, cognitive and affective attitude significantly impact the perception and subsequent purchase intention of consumers.**Erwin Halim (2020),**The results show that Influencer Marketing and Subjective Norm variables give a significant positive impact to Trust. On the other side, Behavior Control variables give negative impact and are not significant to Purchase Intention. Thus, Trust and Information Quality variables impact the Purchase Intention of Instagram users positively.**Daniel Belanche (2021),**Results confirm that when influencer–consumer congruence is fixed and high, high (low) influencer–product congruence prompts high (low) consumer–product congruence. Strong congruence between the consumer and product then generates more favorable attitudes toward the product, as well as higher purchase and recommendation intentions, ensuring optimal returns on influencer marketing campaigns.**John Simon E. Abraham (2022),**The results of the study revealed that type of post plays a major factor in perception towards and interest in brands. Aside from the type of post, the influencers themselves play a major role in determining the purchase intention and recommendation that respondents have towards brands. However, for type of post and sponsorship disclosure labels, results show that these do not have a significance on the perceptions of consumers in terms of purchase intention and recommendation.

## OBJECTIVE OF THE STUDY

- To examine level of awareness and trust in influencers influence consumers' likelihood to make a purchase decision.
- To evaluate how influencer marketing on different social media platforms (Instagram, YouTube) affects people's purchase decisions.
- To assess how influences' attitudes and sentiments, including enthusiasm, positivity, and personal product use, impact consumers' likelihood to buy.

## NEED OF THE STUDY

In today's digital era, consumers are increasingly turning to social media influencers for product recommendations and reviews. Influencers, with their large followings and perceived authenticity, have the power to shape consumer behaviour and influence purchase decisions.The study will also shed light on the effectiveness of influencer marketing across different social media platforms, providing a comparative analysis of platforms like Instagram and YouTube. Additionally, by examining the role of influencers' attitudes and sentiments, the study will offer a deeper understanding of the psychological factors that drive consumer behaviour.Finally, the study will provide actionable recommendations to improve and increase the product presence in the market, thereby contributing to the company's marketing strategy and overall business growth.

## SCOPE OF THE STUDY

The scope of this study is broad, encompassing various aspects of influencer marketing. It will examine the demographic profile of consumers, their level of awareness and trust in influencers, and how these factors influence their likelihood to make a purchase. The study will also evaluate the impact of influencer marketing on different social media platforms, such as Instagram and YouTube, and how it affects people's purchase decisions.Furthermore, the study will assess how influencer's attitudes and sentiments, including enthusiasm, positivity, and personal product use, impact consumers' likelihood to buy.Finally, the study will suggest measures to improve and increase the product presence in the market.

## RESEARCH METHODOLOGY

The research design adopted in this study is Descriptive Research. Descriptive research, through surveys and fact-finding inquiries, describes data and characteristics about a population or phenomenon, answering who, what, when, where, and how questions.

Data collection methods include surveys, interviews, observations, and experiments, with ethical considerations ensuring data integrity and confidentiality. This study used convenience sampling, a non-probability sampling technique where samples are chosen based on accessibility and location. The sample size of 272 was determined through statistical methods.

Statistical tools such as normality tests and chi-square tests assess data distribution and relationships between variables. Graphs, including bar graphs, line graphs, and pie charts, visually represent data for easier interpretation. The Kruskal-Wallis H test and chi square, a non-

parametric test, identifies significant differences between three or more independent groups, useful when data do not meet parametric test assumptions.

## DATA ANALYSIS AND INTERPRETATION

### CHI- SQUARE TEST:

$H_0$:There is no significant difference between Gender and their level of awareness about influencers marketing.

$H_1$:There is a significant difference between Gender and their level of awareness about influencers marketing.

**Gender * Are you aware of our influencer marketing? Crosstabulation**

| | | | Are you aware of our influencer marketing? No | Are you aware of our influencer marketing? yes | Total |
|---|---|---|---|---|---|
| Gender | Male | Count | 11 | 43 | 54 |
| | | % within Gender | 20.4% | 79.6% | 100.0% |
| | | % within Are you aware of our influencer marketing? | 21.2% | 19.5% | 19.9% |
| | Female | Count | 41 | 177 | 218 |
| | | % within Gender | 18.8% | 81.2% | 100.0% |
| | | % within Are you aware of our influencer marketing? | 78.8% | 80.5% | 80.1% |
| Total | | Count | 52 | 220 | 272 |
| | | % within Gender | 19.1% | 80.9% | 100.0% |
| | | % within Are you aware of our influencer marketing? | 100.0% | 100.0% | 100.0% |

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) | Exact Sig. (2-sided) | Exact Sig. (1-sided) |
|---|---|---|---|---|---|
| Pearson Chi-Square | .068[a] | 1 | .794 | | |
| Continuity Correction[b] | .005 | 1 | .946 | | |
| Likelihood Ratio | .068 | 1 | .795 | | |
| Fisher's Exact Test | | | | .847 | .463 |
| Linear-by-Linear Association | .068 | 1 | .794 | | |
| N of Valid Cases[b] | 272 | | | | |

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 10.32.

b. Computed only for a 2x2 table

**Conclusion:**

From the analysis it is concluded that the P value (.794 ) is lesser than 1.96 (0.05) so we reject the null hypothesis hence there is significant difference between Gender and their level of awareness about influencers marketing.

## Kruskal-Wallis H test:

$H_0$:There is no significant difference between social media platforms - Youtube , Instagram and others.

$H_1$:There is a significant difference between social media platforms - Youtube , Instagram and others.

**Ranks**

| Which social media platform is majorly use... | N | Mean Rank |
|---|---|---|
| Instagram | 72 | 80.01 |
| youtube | 195 | 156.97 |
| others | 5 | 151.80 |
| Total | 272 | |

**Test Statistics$^{a,b}$**

| | Platform |
|---|---|
| Chi-Square | 52.737 |
| df | 2 |
| Asymp. Sig. | .000 |

a. Kruskal Wallis Test

b. Grouping Variable: Which social media platform is majorly used by you.

**Conclusion:**

From the analysis it is concluded that the P value .000 is lesser than 1.96 (0.05) so we reject the null hypothesis hence there is significant difference between social media platforms - Youtube , Instagram                                    and                                    others.

**CHI- SQUARE TEST:**

$H_0$:There is no significant difference between age group and social media platform is majorly used by consumers.

$H_1$: There is a significant difference between age group and social media platform is majorly used by consumers.

**Age group (in years) * Which social media platform is majorly used by you. Crosstabulation**

| | | | Which social media platform is majorly used by you. | | | Total |
|---|---|---|---|---|---|---|
| | | | Instagram | youtube | others | |
| Age group (in years) | less than 20 | Count | 28 | 15 | 0 | 43 |
| | | % within Age group (in years) | 65.1% | 34.9% | .0% | 100.0% |
| | | % within Which social media platform is majorly used by you. | 38.9% | 7.7% | .0% | 15.8% |
| | 21 - 25 | Count | 22 | 29 | 2 | 53 |
| | | % within Age group (in years) | 41.5% | 54.7% | 3.8% | 100.0% |
| | | % within Which social media platform is majorly used by you. | 30.6% | 14.9% | 40.0% | 19.5% |
| | 26 - 30 | Count | 13 | 51 | 1 | 65 |
| | | % within Age group (in years) | 20.0% | 78.5% | 1.5% | 100.0% |
| | | % within Which social media platform is majorly used by you. | 18.1% | 26.2% | 20.0% | 23.9% |
| | 31 - 35 | Count | 5 | 51 | 0 | 56 |
| | | % within Age group (in years) | 8.9% | 91.1% | .0% | 100.0% |
| | | % within Which social media platform is majorly used by you. | 6.9% | 26.2% | .0% | 20.6% |
| | above 35 | Count | 4 | 49 | 2 | 55 |
| | | % within Age group (in years) | 7.3% | 89.1% | 3.6% | 100.0% |
| | | % within Which social media platform is majorly used by you. | 5.6% | 25.1% | 40.0% | 20.2% |
| Total | | Count | 72 | 195 | 5 | 272 |
| | | % within Age group (in years) | 26.5% | 71.7% | 1.8% | 100.0% |
| | | % within Which social media platform is majorly used by you. | 100.0% | 100.0% | 100.0% | 100.0% |

**Chi-Square Tests**

| | Value | df | Asymp. Sig. (2-sided) |
|---|---|---|---|
| Pearson Chi-Square | 63.812[a] | 8 | .000 |
| Likelihood Ratio | 64.585 | 8 | .000 |
| Linear-by-Linear Association | 23.387 | 1 | .000 |
| N of Valid Cases | 272 | | |

a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is .79.

**Conclusion:**

From the analysis it is concluded that the P value .000 is lesser than 1.96 (0.05) so we reject the null hypothesis hence there is a significant difference between age group and social media platform is majorly used by consumers.

## FINDINGS

The analysis reveals significant findings: a majority of consumers are aged 26-30 (24%), predominantly female (81%), and well-versed in influencer marketing (80%). Higher income groups (>Rs 55,000) constitute 30%, with homemakers (35%) as the largest occupational segment. Influencers' recommendations frequently inform consumers about new products (38%), with credibility being crucial (41%). Most respondents (72%) use YouTube, valuing its sponsored content for product awareness (30%). Instagram influencers are seen as relatable (30%) but YouTube remains preferred for learning about products (50%). Consumers trust influencers who integrate products into daily life (28%) and exhibit genuine enthusiasm (26%). Targeted collaborations with micro-influencers (37%) and varied influencer types (38%) are recommended. Feedback collection and authentic content are key (35%), with statistical analyses affirming significant differences in platform effectiveness and gender-based awareness levels.

## SUGGESTIONS

To optimize influencer marketing, grant influencers creative freedom and encourage audience participation to build genuine relationships and drive desired actions. Target specific audience segments by aligning influencer reach with ideal customers, focusing on smaller, engaged communities. Utilize interactive live streams to foster real-time engagement and simplify the buying journey. Highlight product benefits through creative content and challenges to boost brand awareness. Offer exclusive content for a premium feel and measure success beyond vanity metrics by focusing on conversions and engagement. Track brand sentiment and calculate ROI to gauge effectiveness, using A/B testing to refine strategies. Provide clear campaign briefs, set deliverable expectations, and offer competitive compensation to value influencers' work. Maintain open communication to build trust and transparency, recognizing and rewarding success, and empowering influencers with brand resources. Use product reviews, unboxings, and transformations to generate excitement. Leverage employee advocacy programs and partner with industry experts to expand reach and credibility.

## CONCLUSION

In conclusion, influencer marketing has become a powerful tool reshaping consumer behavior and brand engagement. The study highlights widespread consumer awareness of influencer marketing, emphasizing the importance of authenticity, trust, and relevance in influencer-brand partnerships. Effective strategies include giving influencers creative freedom, targeting specific audience segments, and focusing on niche relevance. Leveraging influencer platforms, tracking brand mentions, and measuring ROI are crucial for maximizing impact. Building genuine relationships,

providing clear briefs, and offering competitive compensation are essential for trust and transparency. By embracing innovation and ethical practices, brands can amplify their messages, cultivate loyalty, and drive conversions in a competitive digital landscape.

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