



The Role of Social Media Influencer's on Consumer Purchasing Decision in Ahilyanagar, Maharashtra

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Abstract:

This research examines the remarkable role of social media influencers in shaping consumer behaviour. By analysing their techniques, credibility factors, and effect on purchasing decisions, this study provides knowledge of comprehensive understanding of influencer marketing. Additionally, it addresses the ethical considerations and challenges associated with depending on influencers for product recommendations.

Keywords: Social Media Influencers, Influencer Marketing, Ahilyanagar Maharashtra, Consumer Behaviour, Digital Marketing

Introduction:

As per the present study rise of social media has transformed the way businesses interact with customers. Social media influencers have become key players in framing consumer purchasing decisions. With millions of followers, they encourage products, services, and ideas, influencing consumer behaviour. Ahilyanagar has emerged as a significant consumer market in Maharashtra. The district's growing middle class, increasing internet penetration, and vibrant consumer culture make it an ideal location to study the impact of social media influencers.

Social media influencers have become essential in today's digital landscape. They connect the gap between businesses and customers, they providing genuine recommendations and product reviews. Consumers increasingly depend on influencers.

Their ability to engage with audiences on a personal level and share authentic recommendations has made them powerful marketing tools for brands looking to reach and influence target markets. This research paper explores the strategies employed by social media influencers to consumers and the factors that contribute to their credibility and influence. By examining the impact of influencers on purchasing decisions, this study aims to provide a understanding of the evolving landscape of influencer marketing.

One of the key factors contributing to the influence of social media influencers is their ability to establish trust and credibility with their followers. They share genuine content and engage with their audience on a regular basis, influencers build relationships that foster trust and loyalty.

Scope of the Study:

The present study aims to investigate the impact of social media influencers on consumer purchasing

decisions in Ahilyanagar, Maharashtra with the following scope:

1. Regional Focus: This study confines its investigation to Ahilyanagar, Maharashtra exploring the influence of social media influencers on consumer purchasing decisions within this geographic context.
2. Demographic Focus: This study targets consumers aged 18-45 years, examining the diverse responses and preferences of this demographic.
3. Product Categories: This study focuses on three key product categories: electronics, fashion and apparel, and beauty and personal care products.
4. Influencer Analysis: This study focuses on impact of influencer credibility, authenticity and reach on consumer purchasing decisions.
5. Temporal Context: This study considers the influence of social media influencers over the past 12 months (2023-2024)
6. Methodological Boundaries: This study employs a mixed-methods approach, integrating surveys and thematic analysis to provide complete insights.
7. Theoretical Framework: This study is grounded in theories of consumer behaviour, social influence.

Need of the Study: -

1. Bridging the Knowledge Gap: As per my point of view existing literature lacks complete insights into the impact of social media influencers on consumer purchasing decisions in Ahilyanagar, Maharashtra necessitating this study.
2. Understanding Regional Dynamics: Ahilyanagar's unique cultural and economic landscape demands investigation to inform marketing strategies and policy decisions to

- understand role of social media influencer’s on consumer purchasing decision in Maharashtra.
- 3. Addressing the Influence of Social Media: The emerging influence of social media on consumer behaviour need to examine for businesses and policymakers.
- 4. Informing Marketing Strategies: This study give us valuable insights for marketers seeking to leverage social media influencers effectively.
- 5. Consumer Protection: By understanding influencer impact, policymakers can develop regulations protecting consumers from misleading marketing practices.
- 6. Filling the Demographic Gap: This study focuses on the 18-45 age group, addressing a gap in existing literature on this demographic's purchasing decisions.
- 7. Examining the Role of Authenticity: Analysing the influence of influencer authenticity on consumer purchasing decisions sheds light on effective marketing strategies.
- 8. Contributing to Theoretical Frameworks: This study contributes to theoretical understandings of consumer behaviour and social influence informing future research.

Objective:

Another factor the objective of a research paper on the impact of social media influencers on consumer purchasing decisions is to investigate and understand the strategies employed by influencers, their credibility factors, and the subsequent influence they have on consumer behaviour.

Here are some important objectives: -

- Examine the convincing techniques used by social media influencers to influence consumer purchasing decisions.
- Analyse the factors that contribute to the credibility and influence of social media influencers.

- Evaluate the impact of influencers on consumer brand awareness, and purchase intent.
- Explore the ethical considerations and challenges associated with influencer marketing.
- Identify potential future trends and implications for businesses and consumers.

Materials and Methods:

Materials:

- Social media tools: Use tools like Hootsuite or Buffer to analyse influencer data.
- Consumer data: Collect information about what consumers like and dislike.

Methods:

1. Experiments: Test how influencers affect people's buying decisions.
2. Focus groups: Ask people their opinions about influencers.
3. Text mining: Analyse social media conversations to understand how people talk about influencers.

Result:

- Influencer credibility matters: Consumers trust influencers who are seen as genuine, knowledgeable, and engaging.
- Persuasive strategies work: Influencers use storytelling, testimonials, and giveaways to persuade consumers.
- Social proof is powerful: People are more likely to buy products recommended or suggested by many others.
- Contributing to the Field: Research contributes to the growing body of knowledge on influencer marketing by providing additional proofs for the effectiveness of these factors. It also highlights the ethical concerns associated with influencer marketing and the need for transparency and authenticity.

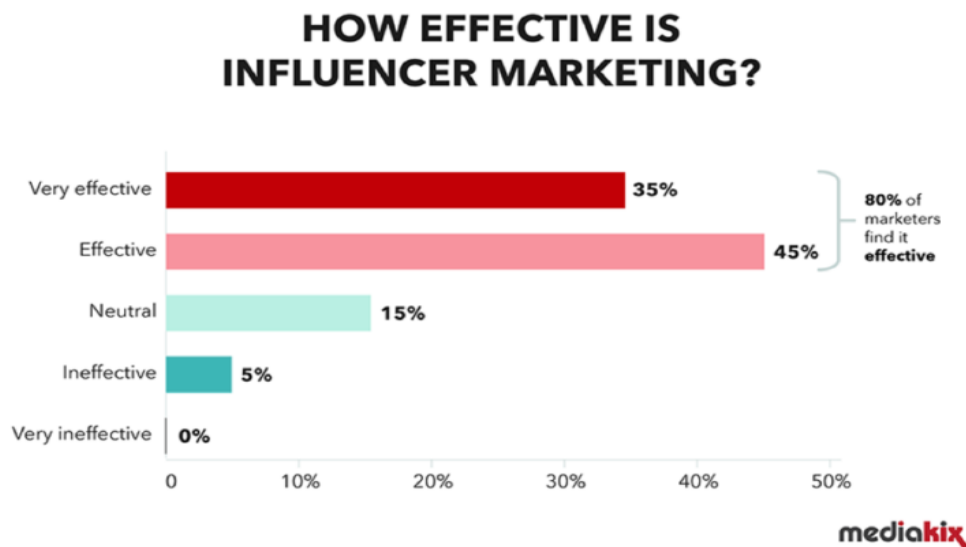


Fig. No. 1.0 – How effective is influencer marketing.

Future Research Directions:

- Long-term impact: Investigate the long-term effects of influencer marketing on consumer behaviour.
- Cross-cultural comparisons: Compare the influence of influencers in different cultural contexts.
- Emerging platforms: Examine the role of newer social media platforms (e.g. YouTube Shorts, Instagram Reels) in influencer marketing.
- Ethical guidelines: Develop more specific ethical guidelines for influencer marketing to address emerging challenges.

By addressing these areas, future research can contribute to a deeper understanding of influencer marketing and its implications for businesses and consumers.

Conclusion:

This research paper has completely examined the impact of social media influencers on consumer purchasing decisions. By analysing their persuasive strategies, credibility factors, and the ethical considerations associated with influencer marketing, this study has provided important insights into this emerging field. The findings suggest that influencers can significantly influence consumer behaviour, but it is essential for businesses and consumers to navigate this landscape with caution and discernment. Future research should focus on the long-term impact of influencer marketing, the effectiveness of different influencer types, and the development of ethical guidelines for the industry.

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