

## A STUDY ON INFLUENCER MARKETING AND ITS EFFECTIVENESS IN DRIVING E – COMMERCE SUSTAINABILITY ON CONSUMER BEHAVIOR

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**Abstract:** *The exponential growth of social media has transformed the landscape of marketing, with influencer marketing emerging as a pivotal strategy in shaping consumer behaviour, particularly in the e-commerce sector. This study investigates the effectiveness of influencer marketing in driving e-commerce consumer behaviour; focusing on key factors such as influencer credibility, engagement rate, content quality, and the platforms used. The central objective is to examine how these variables influence consumers' **purchase intention**, which serves as the dependent factor in this research. Using a quantitative research approach, data will be collected through structured questionnaires distributed among active e-commerce users who follow influencers on platforms such as Instagram, YouTube, and Face Book. The study explores the role of perceived trust, relevance, and authenticity in shaping consumer decisions, with particular attention to how engagement metrics and platform choice mediate the impact of influencer marketing efforts. The findings of this study are expected to provide valuable insights for marketers, brands, and digital strategists seeking to optimize their influencer marketing campaigns. By understanding the specific elements that drive consumer purchase intention, businesses can make more informed decisions regarding influencer partnerships and platform selection, ultimately enhancing their return on investment in the digital marketplace.*

**Key Words:** Influencer Marketing, E-Commerce, Purchase Intention, Influencer Credibility, Engagement Rate, Content Quality

### 1. INTRODUCTION

In the era of digital transformation, social media has emerged as a powerful platform not only for communication but also for commerce and consumer engagement. Among the most influential digital marketing strategies today is **influencer marketing**, which involves collaborations between brands and individuals with significant online followings to promote products and services. Influencer marketing has redefined how brands connect with consumers, offering a more authentic and engaging alternative to traditional advertising methods. With the expansion of e-commerce, understanding the dynamics of influencer marketing in shaping **consumer behaviour** has become increasingly important. Consumers now look to influencers—be they celebrities, experts, or relatable micro-influencers—for product recommendations, reviews, and lifestyle inspiration. These influencers often build strong, trust-based relationships with their followers, which gives them the power to affect purchasing decisions. As a result, businesses are investing heavily in influencer-led campaigns to enhance brand visibility, credibility, and ultimately drive sales. However, the effectiveness of such campaigns depends on several critical factors. This study focuses on four key elements of influencer marketing: **influencer credibility**, **engagement rate**, **content quality**, and the **platforms used**, and their collective impact on **purchase intention**, a core indicator of e-commerce consumer behaviour. Influencer credibility encompasses attributes such as

trustworthiness, expertise, and authenticity. Engagement rate reflects the level of interaction between influencers and their followers, while content quality pertains to the creativity, relevance, and informativeness of the promotional material. Additionally, the choice of platform—such as Instagram, YouTube, or Face Book—can influence how effectively the message is communicated and received. Despite the growing popularity of influencer marketing, there is a need for deeper academic exploration into how these variables influence consumer behaviour in the context of e-commerce. This study aims to fill this gap by investigating the relationships between influencer characteristics and consumer purchase intentions. The findings will provide valuable insights for marketers and e-commerce brands seeking to design more effective influencer strategies that resonate with digital consumers and convert engagement into measurable outcomes.

## 2. REVIEW OF LITERATURE

Influencer marketing has gained considerable momentum in e-commerce as a persuasive marketing strategy. One of the key components influencing purchase intention is **influencer credibility**. Ohanian (1990) laid the foundation for understanding source credibility through the dimensions of trustworthiness, expertise, and attractiveness, which continue to guide contemporary research. Lou and Yuan (2019) further affirmed that influencers perceived as credible significantly increase consumers' trust in sponsored content, thus enhancing their purchase intention. Similarly, Sokolova and Kefi (2020) highlighted that credibility fosters parasocial relationships between followers and influencers, which builds emotional trust and positively affects e-commerce behavior. Another crucial factor is the **engagement rate**, which often serves as a proxy for influencer effectiveness. De Veirman, Cauberghe, and Hudders (2017) discovered that influencers with moderate numbers of followers but higher engagement rates (likes, shares, comments) are perceived as more authentic and persuasive. Their findings suggest that consumers are more likely to respond to influencers who generate meaningful conversations rather than simply broadcasting to large audiences. In this context, Casaló, Flavián, and Ibáñez-Sánchez (2018) examined Instagram influencers and found that engagement rate is more indicative of persuasive power than follower count, especially when it comes to encouraging product trials in e-commerce settings. **Content quality** also plays a significant role in driving purchase intentions. High-quality, visually appealing, and relatable content helps in creating an emotional connection with the audience. Djafarova and Trofimenko (2019) suggested that content that appears authentic and consistent with an influencer's personal brand improves consumer attitudes and the likelihood of purchase. Phua, Jin, and Kim (2020) supported this by stating that storytelling, product integration, and visual consistency enhance content appeal and influence purchase behavior. Moreover, Smith (2018) emphasized that influencers who use high-quality visuals, credible reviews, and creative messaging are more successful in affecting e-commerce consumer behavior. The **platform used** by influencers is another variable shaping consumer responses. Different platforms serve different audience types and support distinct forms of content. For instance, Hughes, Swaminathan, and Brooks (2019) identified that Instagram and YouTube are particularly effective platforms due to their visual and long-form video content capabilities, which allow deeper brand immersion. Influencers on TikTok, as found by Ki, Cuevas, Chong, and Lim (2020), can drive impulse purchases through short-form entertainment content, especially among Gen Z consumers. Furthermore, Wang, Xu, and Zhang (2020) asserted that platform familiarity and ease of product integration directly affect consumer purchase decisions, with platforms like Instagram and YouTube being more conducive to trust and engagement. The interplay of these variables has also been observed in empirical studies linking influencer traits to **purchase intention**. Lim et al. (2017) concluded that the attitude toward the influencer mediates the relationship between influencer characteristics (credibility, content quality) and consumer behavior.

Similarly, Haenlein, Anadol, Farnsworth, et al. (2020) noted that consistent engagement and brand alignment on platforms like Instagram and YouTube lead to stronger consumer intentions to purchase. Campbell and Farrell (2020) stressed the importance of functional components in influencer marketing—such as message clarity, content relevance, and endorsement disclosure—which can all affect consumer receptivity and conversions. Jin, Muqaddam, and Ryu (2019) applied the match-up hypothesis in their influencer marketing research and found that congruence between influencer identity and the product promoted enhances perceived authenticity and increases consumer confidence in purchase decisions. Breves et al. (2019) echoed this by demonstrating that influencer–brand fit directly affects influencer credibility and thus the effectiveness of the endorsement. In addition, Tanjung and Hudrasyah (2020) noted that content that evokes emotional engagement or conveys user-generated feedback tends to be more impactful on e-commerce platforms. Finally, Arora, Bansal, and Kandpal (2021) conducted a study focused on Indian consumers and found that influencer marketing's effectiveness is significantly shaped by trust in the influencer, the perceived usefulness of content, and the level of interaction on the platform. This aligns with the broader framework of the **Theory of Reasoned Action**, where attitude toward behavior and subjective norms (often formed through influencer opinion) predict purchase intention.

### 3. OBJECTIVES OF THE STUDY

- ❖ To analyse the impact of influencer-related factors—such as credibility, engagement rate, content quality, and platform used—on consumers' purchase intention in the context of e-commerce.

### 4. SCOPE OF THE STUDY

1. This study focuses on analysing how specific influencer characteristics—namely credibility, engagement rate, and content quality—influence consumer purchase intentions within the e-commerce domain.
2. It covers the effectiveness of various social media platforms (such as Instagram, YouTube, and TikTok) used by influencers in shaping consumer behavior and enhancing brand engagement.
3. The study is limited to e-commerce consumers who actively engage with influencer content on digital platforms, making it relevant to marketers targeting online shoppers through social media channels.

### 5. LIMITATIONS OF THE STUDY

- The study relies on self-reported data from consumers, which may be subject to biases such as social desirability or recall inaccuracies, potentially affecting the validity of the results.
- It is geographically limited to a specific region or demographic group (e.g., urban internet users or millennials), which may restrict the generalizability of the findings to broader populations.
- The study does not account for external factors such as price sensitivity, brand loyalty, or offline marketing efforts, which could also influence e-commerce purchase intentions.

## 6. STATEMENT OF PROBLEM

In the rapidly evolving digital marketplace, influencer marketing has emerged as a dominant force in shaping consumer behavior, particularly in the e-commerce sector. With the proliferation of social media platforms, consumers are increasingly influenced by online personalities rather than traditional advertisements. However, despite the growing investment in influencer marketing by brands, there remains a lack of clarity regarding the specific factors that make influencer campaigns effective in driving actual purchase intentions. Particularly, the roles of influencer **credibility**, **engagement rate**, **content quality**, and the **platforms used** have not been sufficiently examined in an integrated manner. While individual studies have explored these elements separately, there is limited research on how they collectively influence consumer decision-making in an e-commerce context. This gap in understanding poses a challenge for marketers and brands in designing targeted influencer strategies that yield measurable outcomes. Therefore, this study seeks to investigate how these critical influencer-related factors impact consumer behavior and purchase intention, thereby providing actionable insights for more effective influencer marketing practices in the digital commerce landscape.

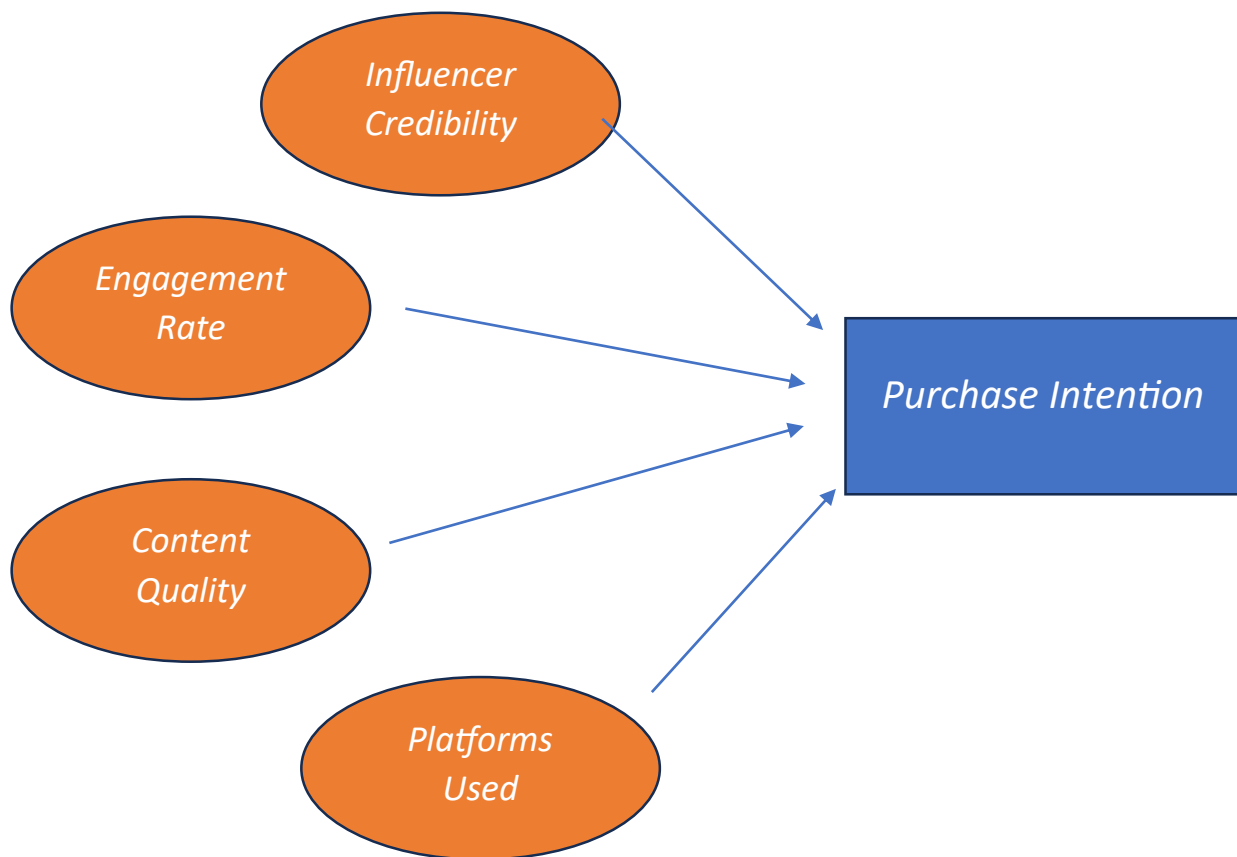
## 7. RESEARCH GAP

- Most existing studies analyze influencer credibility, engagement rate, content quality, or platform usage individually, but few examine their combined impact on e-commerce purchase intention.
- While influencer marketing has been linked to brand awareness and consumer attitudes, empirical studies specifically connecting influencer factors to actual purchase intention in e-commerce are limited.
- Few studies compare the effectiveness of different social media platforms (e.g., Instagram vs. YouTube vs. Face Book) in influencing consumer purchase behavior through influencer marketing.
- There is a lack of clarity on how engagement metrics (likes, comments, shares) translate into trust, credibility, and ultimately influence purchase decisions.
- Despite the importance of visual and narrative appeal, content quality is rarely measured or analyzed as a separate determinant of consumer buying behavior in influencer campaigns.
- Much of the existing literature addresses general consumer behavior or brand perception rather than focusing specifically on online shopping or e-commerce environments.
- Most influencer marketing studies are conducted in Western contexts; there is a gap in research involving diverse cultural, regional, or demographic groups, especially in emerging markets like India.

## 8. RESEARCH METHODOLOGY

For this study, a total of 85 samples were collected using a random sampling method. The research incorporates both primary and secondary data; however, it primarily relies on primary data gathered from consumers residing in the Chengalpattu district through structured questionnaires. The data collected was analysed using IBM SPSS (version 2020). Statistical techniques such as correlation and percentage analysis were employed as key tools to interpret the findings of the study.

## 9. RESEARCH FRAMEWORK



### 9.1 RESEARCH FRAMEWORK EXPLANATION

This study investigates how key factors of influencer marketing—influencer credibility, engagement rate, content quality, and platforms used—affect consumer behavior, specifically focusing on purchase intention in the e-commerce environment. Influencer Credibility refers to how trustworthy, expert, and attractive an influencer is perceived by consumers. Credibility plays a critical role in shaping consumer trust, which influences their likelihood to act on product recommendations. Engagement Rate measures the level of interaction consumers have with influencer content, such as likes, comments, and shares. High engagement is often associated with authenticity and stronger emotional connections, which can enhance consumers' motivation to purchase. Content Quality involves the visual appeal, relevance, and informativeness of the influencer's posts or videos. Quality content is more likely to capture consumer attention and create a positive attitude toward the product, thereby influencing buying decisions. Platforms Used denotes the specific social media channels (such as Instagram, YouTube, Face Book) where influencer marketing takes place. Each platform has unique features and user demographics that can moderate the effectiveness of influencer marketing strategies.

## 10. DATA ANALYSIS AND INTERPRETATION

### 10.1 Demographic Variables

**Table 1**

Demographics	Options	Percent
Gender	Male	70
	Female	30
Age	13 – 20	37
	21 – 25	20
	26 – 36	23
	37 and above	20
Educational Qualification	SSLC / HSC	10
	UG	37
	PG	28
	Professional Degree	25
Income	Below 20000	35
	20000 – 40000	53
	40000 and above	12

#### Primary Source,

Table 1 reveals that the majority of respondents (70%) were male, 37% of the respondents are between the ages of 13 and 20, and had an undergraduate degree (37%). 53% of responders, the majority, fell in the 20000–40000 range.

### 10.2 Online Platforms Used by Influencer

Platforms	Rate
YouTube	39%
Instagram	43%
Facebook	18%

## INTERPRETATION

Based on usage or impact rates, the data shows how effective various social media platforms are for influencer marketing. Instagram is the most popular or successful platform for influencer-driven campaigns, accounting for 43% of the total. Instagram is the perfect platform for promoting lifestyle, fashion, beauty, and brands because of its highly visual content, user engagement tools like stories and reels, and appeal to younger audiences. YouTube comes in second with 39%, demonstrating its significant influence, particularly because of its long-form video content that enables in-depth product reviews, tutorials, and storytelling—elements that successfully foster trust and influence consumer behaviour. With its lowest ranking of 18%, Facebook may be losing ground to Instagram and YouTube in the field of influencer marketing, presumably as a result of its older user base and lower levels of engagement. Overall, the data's interpretation highlights how important visual and interactive content is in influencing customer preferences and promoting long-term e-commerce engagement on sites like YouTube and Instagram.

### 10.3 Hypothesis

**H<sub>0</sub>**- There is no significant difference between factors affecting effectiveness of E – Commerce Sustainability and Purchase Intention

**H<sub>1</sub>**- There is a significant difference between factors affecting effectiveness of E – Commerce Sustainability and Purchase Intention

### 10.4 Correlation Analysis

**Table 2 - Correlation**

Factors	Value	Influence Credibility	Engagement Rate	Content Quality	Platform Used	Purchase Intention
Influencer Credibility	Spearman's Rho	---	---	---	---	---
	P Value					
Engagement Rate	Spearman's Rho	0.654 / <0.001	---	---	---	---
	P Value					
Content Quality	Spearman's Rho	0.735 / <0.001	0.852 / <0.001	---	---	---
	P Value					
Platform Used	Spearman's Rho	0.632 / <0.001	0.696 / <0.001	0.827 / <0.001	---	---
	P Value					
Purchase Intention	Spearman's Rho	0.593 / <0.001	0.685 / <0.001	0.699 / <0.001	0.750 / <0.001	---
	P Value					

### INTERPRETATION

Significantly positive relationships between important factors influencing consumer behaviour in the context of influencer marketing and e-commerce sustainability are revealed by the correlation analysis using Spearman's Rho that was previously presented. With p-values less than 0.001, all correlations are statistically significant, suggesting high confidence in the findings. Interestingly, there is a strong positive correlation between influencer credibility and purchase intention (0.593), platform used (0.632), engagement rate (0.654), and content quality (0.735). This implies that audience engagement, perceived content quality, efficient platform use, and eventually, consumers' intention to buy all rise in tandem with an influencer's perceived credibility. High-quality content and the selection of a suitable platform greatly improve audience interaction, as evidenced by the strong correlation between the engagement rate and platform used (0.696) and content quality (0.852). Further highlighting the vital role that authentic and well-written content plays in influencing consumer choices is the strong positive correlation (0.699) between purchase intention and content quality. Additionally, the platform used shows a significant impact on purchase intention (0.750), indicating that choosing the appropriate platform that fits audience preferences and content formats is crucial to the success of influencer marketing. In conclusion, the results show that platform selection, content quality, and influencer credibility are important factors that determine the success of influencer marketing campaigns. These elements are crucial in influencing sustainable consumer behaviour in the e-commerce sector because they not only raise audience engagement but also greatly increase consumers' purchase intentions.

## 11. DISCUSSION

Influencer marketing is becoming increasingly important in influencing contemporary consumer behaviour, especially in the context of e-commerce, according to a study titled "A Study on Influencer Marketing and Its Effectiveness in Driving E-Commerce Sustainability on Consumer Behaviour." Influencers have emerged as key players in digital marketing in recent years, using their social media presence, relatability, and credibility to influence customer choices. Their suggestions frequently function as reliable endorsements, lowering the perceived risks of internet shopping and boosting customer confidence. Customers are increasingly looking to influencers for lifestyle and product insights, and their choices are influenced by the beliefs and stories these influencers share in addition to the features of the products. Additionally, this study highlights the role influencer marketing plays in advancing the more general goal of e-commerce sustainability. Influencers who support eco-friendly products, ethical brands, and mindful consumption can be extremely important in influencing their followers to make sustainable purchasing decisions. Influencers who support content about sustainability contribute to raising awareness of social and environmental issues, which in turn encourages a change from impulsive to more deliberate and responsible consumption. Building a sustainable digital marketplace where long-term relationships between brands and consumers are valued more highly than immediate sales require this behavioural shift. Influencer marketing's ability to accomplish these objectives is not without its difficulties, though. Consumer trust can be damaged by problems like phoney endorsements, opaque paid advertising, and an overabundance of influencer content. Furthermore, it is still difficult to quantify how influencer marketing directly affects sustainability results. Notwithstanding these drawbacks, influencer marketing can, with careful application, match business objectives with environmentally friendly methods, influencing customer behaviour in a way that promotes the long-term viability of the e-commerce ecosystem. The study emphasises the necessity for regulators to guarantee ethical practices in influencer-brand partnerships and for brands to work with influencers who truly share sustainable values.

## 12. CONCLUSION

The study concludes by highlighting the critical role that digital influencers play in influencing contemporary consumption patterns and the efficacy of influencer marketing in promoting e-commerce sustainability on consumer behaviour. Influencer marketing has become a potent tactic as e-commerce develops, serving as a means of boosting brand awareness and trust while simultaneously encouraging sustainable consumer choices. Influencers can motivate their audiences to make more responsible and ecologically friendly purchases by providing them with genuine content and communicating with them based on their values. This is in line with the more general objectives of e-commerce sustainability, which include ethical, social, and environmental factors in addition to economic growth. However, influencers' credibility, content transparency, and alignment with sustainable values all have a big impact on how effective influencer marketing is. As a result, companies need to carefully choose influencers who truly embody their sustainability pledges. All things considered, influencer marketing has enormous potential to favourably impact consumer behaviour and promote the long-term viability of the e-commerce ecosystem when used responsibly and successfully.

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