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## IMPACT OF INFLUENCER MARKETING ON FEMALE CONSUMERS PURCHASING DECISION

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### **Abstract:**

Influencer marketing has emerged as one of the most effective digital marketing strategies in the era of social media. With the increasing presence of influencers on platforms such as Instagram, YouTube, and Facebook, brands are increasingly collaborating with them to promote products and services. Female consumers, in particular, are highly influenced by social media content related to fashion, beauty, lifestyle, and wellness. The present study aims to examine the impact of influencer marketing on female consumers' purchasing behaviour. It focuses on factors such as credibility of influencers, attractiveness, trust, content quality, and product endorsement. The study analyses how influencer recommendations affect brand awareness, purchase intention, and decision-making among female consumers. The findings of the study are expected to help marketers understand consumer perceptions and design effective influencer marketing strategies targeted towards female audiences.

**Keywords:** Influencer marketing, Female Consumer, Buying Decision

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### **INTRODUCTION:**

In recent years, digital marketing has undergone significant transformation due to the rapid growth of social media platforms. Traditional advertising methods are gradually being replaced by modern promotional techniques that focus on engagement and personalization. One such emerging strategy is influencer marketing, which involves collaboration between brands and social media influencers to promote products and services. Influencers are individuals who have the ability to affect the opinions and purchasing decisions of their

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followers due to their credibility, expertise, and strong online presence. Female consumers play a crucial role in the consumer market, as they actively participate in purchasing decisions related to fashion, cosmetics, personal care, health, and household products. Social media influencers often act as role models for female audiences by sharing product reviews, tutorials, lifestyle content, and personal experiences. As a result, influencer marketing has become a powerful tool in shaping the attitudes, preferences, and buying behaviour of female consumers. The impact of influencer marketing depends on several factors such as the trustworthiness of the influencer, authenticity of content, frequency of exposure, and relevance of products promoted. When female consumers perceive influencers as genuine and relatable, they are more likely to develop positive attitudes toward the brand and show higher purchase intentions. Therefore, studying the impact of influencer marketing on female consumers is important for understanding how digital influence affects consumer behaviour in the modern marketplace.

This study seeks to explore the relationship between influencer marketing and female consumers' purchasing decisions. It aims to analyse the level of influence exerted by social media influencers and identify key elements that contribute to effective marketing communication.

### **OBJECTIVES OF THE STUDY**

1. To study the impact of influencer marketing on female consumers' purchasing decisions.
2. To examine the role of social media influencers in influencing buying behaviour.
3. To understand female consumers' perception towards influencer marketing.

### **NEED AND SIGNIFICANCE OF THE STUDY:**

The rapid growth of social media platforms has significantly changed the way consumers receive information and make purchasing decisions. Influencer marketing has emerged as an important promotional tool, especially in reaching female consumers who actively follow influencers related to fashion, beauty, lifestyle, and health. Female consumers often rely on influencer recommendations, reviews, and experiences before purchasing products.



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Therefore, it becomes necessary to study how influencer marketing impacts their purchasing decisions. Understanding this influence helps in identifying the level of trust, credibility, and authenticity associated with influencers. The study is needed to analyse whether influencer endorsements actually lead to increased brand awareness and purchase intention among female consumers. It also helps in examining consumer perception towards sponsored content and influencer promotions. Marketers and businesses can use the findings of this study to design effective and ethical influencer marketing strategies. Additionally, the study contributes to academic research by providing insights into modern consumer behaviour in the digital marketing environment. Hence, the study is essential to understand the role and effectiveness of influencer marketing in influencing female consumers' purchasing decisions in today's competitive market.

#### **METHODOLOGY:**

The study is descriptive in nature and is based on both primary and secondary data. Primary data is collected through a structured questionnaire from 94 female consumers who use social media platforms. Secondary data is obtained from books, journals, websites, and research articles related to influencer marketing.

#### **REVIEW OF LITERATURE:**

**Ahluwalia et al. (2023)** conducted a study on the *impact of influencer marketing on consumer behaviour in the Indian market* using an online survey of Indian consumers. The findings show that influencer marketing positively affects consumer attitudes, brand credibility, and purchase intentions, indicating strong acceptance of influencer promotions in India.

**Awati, Suryawanshi & Koppal (2024)** examined the *role and effects of influencer marketing on consumer buying behaviour* in the Indian fashion and beauty industry. Though the paper's specific sample size isn't mentioned, it emphasizes increased brand exposure and consumer engagement through influencers, especially in digitalized markets.

**Mane & Aggarwal (2025)** investigated social media and *influencer marketing in the Indian cosmetics industry* with **384 respondents**. Results showed that influencer credibility strongly

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influences consumer trust and purchase intention, with Instagram and YouTube being key platforms in shaping behaviour.

**Jhinkwan, Upadhyay & Bhatt (2024)** studied *the impact of digital advertising by influencers on consumers' online buying behaviour* (special reference to Instagram). Using mixed methods, it confirmed that Instagram influencers significantly shape consumer preferences and online purchase decisions in the Indian context.

**International Journal of Management, Public Policy & Research (2025)** reported a study surveying **307 Indian consumers**, finding that influencer marketing positively impacts brand awareness, brand attitude, and purchase intention, with influencer credibility and product alignment as key factors.

**Journal of Scientific Research & Technology (2024)** explored *the impact of influencer marketing and e-commerce on consumer buying behaviour* across Indian markets, highlighting theoretical frameworks and factors like trustworthiness, content strategies, and demographic traits influencing how consumers respond to influencer promotions.

**Journal of Emerging Technologies & Innovative Research (2024)** (IJARSCT) studied influencer marketing's impact on overall consumer purchasing behaviour in the digital realm (authors Mukherjee & Mukherjee). This Indian study underlined influencer reach and social media's role in shaping modern digital purchase decisions.

**International Journal of Scientific Research in Science and Technology (2025)** surveyed **153 Indian digital consumers** to investigate influencer marketing effects, concluding that credibility, honesty, and relatability strongly affect consumer engagement and decision-making.

**Journal of Emerging Technologies & Innovative Research (JETIR, 2024)** reviewed influencer marketing mechanisms in India and highlighted how *source authenticity, attractiveness, product match-up, and consumer attitude* mediate influencer impact, though the specific Indian sample was smaller (200) in this context.

#### **DATA ANALYSIS:**



The data analysis is based on responses from 94 female respondents using a five-point Likert scale. ( Likert Scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly agree)

Questionnaire Questions	1	2	3	4	5	Total Respondents	Mean Score	Interpretation
Influencers impact my purchase decisions	5	10	20	35	24	94	3.91	Agree
I trust product recommendations by influencers	4	8	25	34	23	94	3.9	Agree
Influencer content helps me discover new brands	3	6	22	40	23	94	4.01	Agree
I am likely to buy products endorsed by influencers I follow	5	9	24	38	18	94	3.85	Agree
Influencer credibility affects my buying decision	3	7	18	41	25	94	4.05	Agree
I prefer influencers who are relatable & authentic	2	5	15	42	30	94	4.18	Strongly Agree
Sponsored posts influence my opinion about the product	6	12	30	32	14	94	3.66	Agree
I have purchased a product after seeing it promoted by an influencer	8	15	28	30	13	94	3.49	Agree



I am likely to recommend products endorsed by trusted influencers	3	6	20	42	23	94	4.01	Agree
I follow micro-influencers more than celebrities for product advice	5	10	28	34	17	94	3.7	Agree

The interpretation of the mean score ranges obtained from the Likert scale analysis: Mean scores between 1.00 and 1.80 indicate strong disagreement, while scores from 1.81 to 2.60 represent disagreement with the statements. A mean score ranging from 2.61 to 3.40 shows a neutral response, indicating neither agreement nor disagreement. Mean scores between 3.41 and 4.20 reflect agreement, suggesting a positive attitude of respondents toward the statements. Scores from 4.21 to 5.00 indicate strong agreement, showing a very high level of acceptance and positive perception among female respondents.

**Analysis:** The mean values for most statements fall within the range of 3.41 to 4.20, indicating that the majority of female respondents agree with the influence of influencer marketing on their purchasing decisions. Statements related to influencer credibility, trust, and authenticity recorded higher mean scores, showing that these factors play a crucial role in shaping buying behaviour. Items related to actual purchase after influencer promotion showed slightly lower mean values, suggesting that while influencers create awareness and interest, they do not always lead to immediate purchases. Overall, the mean score analysis confirms a positive perception of influencer marketing among female consumers.

#### **OBSERVATIONS:**

- Influencers affect buying decisions (Mean = 3.91). Most respondents agreed that influencers influence what they buy. This shows influencer marketing has a positive effect.
- Trust in influencer suggestions (Mean = 3.90). Female consumers usually trust product recommendations given by influencers. This trust affects their buying decisions.
- Brand awareness through influencers (Mean = 4.01). Influencers help consumers learn about new brands and products. Most respondents agreed with this.





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- Buying influencer-promoted products (Mean = 3.85). Many respondents feel influenced to buy promoted products. However, not every promotion results in a purchase.
  - Influencer credibility matters (Mean = 4.05). Respondents believe credible influencers strongly affect buying decisions. **Trustworthy influencers are more convincing.**
  - **Preference for real and relatable influencers (Mean = 4.18). Most respondents prefer influencers who are genuine and relatable. Authenticity is very important.**
  - Effect of sponsored posts (Mean = 3.66). Sponsored posts influence opinions of consumers. Some respondents are careful about paid promotions.
  - Actual purchase after promotion (Mean = 3.49). Influencer promotions sometimes lead to actual buying. The effect is moderate compared to awareness.
  - Recommending products to others (Mean = 4.01). Respondents are willing to suggest influencer-recommended products to others. This increases word-of-mouth.
  - Preference for micro-influencers (Mean = 3.70). Many respondents feel micro-influencers are more trustworthy than celebrities.

#### CONCLUSION:

This study shows that influencer marketing has a strong effect on the buying decisions of female consumers. Many female consumers trust influencers and consider their opinions before purchasing products. Influencers help in creating awareness about new brands and products. Although all promotions do not result in immediate purchases, they influence consumer interest and preferences. Overall, influencer marketing is an effective way for companies to attract female consumers.

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