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The Impact of Social Media Influencer Marketing on FMCG Product Purchase Intentions

¹P. Santhalakshmi, ²K. Suganthi

^{1,2}Vivekananda College of Arts and Science for Women, Sirkali., Affiliated to Annamalai University

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Abstract

Social media influencer marketing has emerged as a key strategy for promoting Fast-Moving Consumer Goods (FMCG) in India. Influencers can sway consumer perceptions, build trust, and increase purchase intention. This study investigates the impact of social media influencer marketing on FMCG product purchase intentions among women consumers. A sample of 100 respondents was collected from Chidambaram town using structured questionnaires. Regression analysis was used to identify the impact of influencer credibility, content quality, and engagement on purchase intention, while Structural Equation Modeling (SEM) examined the relationship between the factors influencing consumer behaviour. Findings indicate that influencer credibility and engagement significantly affect purchase intention, whereas content quality has a moderate impact. The study provides insights for FMCG marketers to optimize influencer campaigns for better consumer conversion.

Introduction

With the rise of social media platforms, influencer marketing has become a vital promotional tool for FMCG brands. Influencers serve as opinion leaders and can shape consumer attitudes toward products. Women consumers, being key decision-makers in FMCG purchases, are highly influenced by online recommendations and reviews. This study aims to explore how social media influencer marketing impacts purchase intentions for FMCG products in Chidambaram town.

Instagram, Facebook, and YouTube provide interactive channels for influencers to reach consumers effectively.

- Research Gap: Limited studies focus on women consumers of FMCG in tier-2 towns like Chidambaram.

Literature Review

- Influencer Marketing: Influencers create awareness, trust, and product interest (De Veirman et al., 2017).
- FMCG Purchase Intention: Purchase intention is affected by factors such as perceived credibility, engagement, content relevance, and brand alignment.
- Role of social media: Platforms like

Research Objectives

1. To analyze the influence of influencer credibility, content quality, and engagement on FMCG purchase intention.
2. To examine the impact of social media influencer marketing on consumer purchase behaviour using regression analysis.
3. To validate the relationship between influencer marketing factors and purchase intention using SEM.

Hypotheses

- H1: Influencer credibility positively impacts FMCG purchase intention.
- H2: Content quality positively influences FMCG purchase intention.
- H3: Social media engagement positively affects FMCG purchase intention.

Methodology

- **Research Design:** Descriptive and explanatory.
- **Sample:** 100 women consumers from Chidambaram town who follow social media influencers.

- **Data Collection:** Structured questionnaire with Likert-scale (1–5) items on influencer credibility, content quality, engagement, and purchase intention.

Tools:

- Regression Analysis (to measure influence of independent variables on purchase intention)
- Structural Equation Modeling (SEM) (to test relationships among constructs)

Data Analysis Regression Analysis

Table 1. Multiple Regression Analysis

Independent Variable	Beta (β)	t-value	p-value	Interpretation
Influencer Credibility	0.45	5.12	0.000***	Significant positive effect
Content Quality	0.28	3.21	0.002**	Significant positive effect
Social Media Engagement	0.37	4.05	0.000***	Significant positive effect

Note: ** p < 0.01, *** p < 0.001.

Interpretation: Influencer credibility and engagement strongly impact purchase intention, while content quality has a moderate but significant effect.

Sem Analysis Constructs

1. Influencer Credibility
2. Content Quality
3. Social Media Engagement
4. Purchase Intention

Path Coefficients

Path	β	p-value	Interpretation
Credibility → Purchase Intention	0.46***	0.000	Strong positive effect
Content Quality → Purchase Intention	0.30**	0.003	Moderate positive effect
Engagement → Purchase Intention	0.38***	0.000	Strong positive effect

- ✓ Content quality has a positive but relatively smaller effect.
- ✓ Regression and SEM results are consistent, confirming the robust influence of social media influencer marketing on purchase intentions.

Discussion

- Women consumers rely on credible influencers for guidance on FMCG purchases.
- Brands should focus on selecting authentic influencers and encouraging interactive engagement to boost conversions.

- Content must be informative, relatable, and visually appealing, though credibility and engagement remain more critical.
- Small towns like Chidambaram show growing digital adoption, making influencer marketing increasingly effective.

Conclusion

Social media influencer marketing is a powerful tool for FMCG brands targeting women consumers. Credibility and engagement of influencers significantly impact purchase

intentions, while content quality plays a supporting role. Brands should design strategies that leverage credible influencers, interactive campaigns, and engaging content to drive FMCG sales, even in tier-2 towns.

Model Fit Indices

- CFI = 0.96 (Good Fit)
- TLI = 0.95 (Good Fit)
- RMSEA = 0.045 (Acceptable)
- $\chi^2 / df = 1.85$ (Acceptable)

Interpretation: SEM confirms that credibility and engagement are key drivers of FMCG purchase intention, consistent with regression results.

Findings

- Influencer credibility is the most significant factor affecting FMCG purchase intention.
- Engagement with influencers (comments, likes, shares) also significantly drives purchase decisions.

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