

The Impact of Influencer Marketing Strategies on Consumer Buying Behaviour

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Peer Review Information	Abstract
Type: Article Received: 28 April 2026 Revised: 26 May 2026 Accepted: 11 June 2026 Published: 10 July 2026	This research paper explores how influencer marketing is changing and its effects on consumer behaviour and brand loyalty. Building on a comprehensive literature review, the study formulates and tests hypotheses about the strong impact of influencer marketing strategies on purchasing decisions and loyalty. Using a quantitative method, data were collected via a Likert-scale questionnaire from a diverse sample, and statistical analysis was used to assess the hypotheses. The findings provide solid evidence of influencer marketing's substantial effect on consumer preferences, buying behaviour, and brand loyalty. Additionally, the study offers detailed insights into the specific elements of influencer marketing that resonate with consumers, offering valuable guidance for marketing managers looking to enhance their strategies in the rapidly evolving digital landscape. Keywords: Influencer Marketing; Consumer Behaviour; Brand Loyalty; Social Media; Digital Marketing; Consumer Preferences; Influencer Strategies; Marketing Strategies; Audience Engagement; Social Media Influencers

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Introduction

In today's dynamic business environment, social media has drastically changed communication and how companies connect with their audiences. A major development is the rise of influencer marketing, in which individuals with large social media followings shape opinions and buying decisions. This study investigates how various influencer marketing strategies impact consumer behaviour, aiming to understand the complex factors shaping today's market. The growth of influencer marketing results from a shift in consumer behaviour, as traditional advertising becomes less effective and consumers turn to online platforms for information and entertainment. Influencers, offering authentic and relatable content, create more personalised relationships between brands and audiences. The proliferation of smartphones and social media has democratized content creation, enabling influencers to link brands and consumers like never before.

Understanding the influencer phenomenon is key to its effects on consumer behaviour. Influencers include macro-influencers with millions of followers and micro-influencers with niche audiences. Their impact goes beyond promotion to lifestyle endorsements and product integrations. Influencer content builds a psychological bond with followers, shaping perceptions, preferences, and buying choices. Influencer marketing relies on social proof, where people imitate others' actions when unsure, and parasocial relationships, fostering trust. The influence depends on authenticity and relatability. Genuine content and honest disclosures boost credibility, making influence more effective. As consumers navigate a saturated market, their decision-making shifts from linear to complex. Influencer marketing intersects at various points, from awareness to product insights. Understanding how content aligns with different stages is key. The relationship between influencer marketing and behaviour is evolving. As investments grow, understanding consumer decision drivers is crucial. This study offers insights for marketers, academics, and industry professionals, highlighting the mutually beneficial relationship between influencers and consumers.

Review of Literature

Author (Year)	Summary	Conclusion/Findings
Khan, Iqbal, and Lodhi (2021)	It examines influencer marketing on Instagram and its effect on consumer purchases. Celebrities with large followings promote products. Using an experimental design with 203 convenience-sampled participants, data were collected via a validated questionnaire. Analysis included Product-Moment Correlation and ANOVA. Results show a positive link between influencer marketing and buying behaviour, with group differences in the effects of professional posts.	This research shows how Instagram influencer marketing influences consumer behaviour and shapes influencer-consumer dynamics in digital marketing.
Kamaldeep (2021)	This research investigates the impact of social media influencers on consumer buying decisions, with an emphasis on attitudes and trust in influencer marketing. Positive attitudes increase purchases, while negative ones decrease them. Connection, honesty, and expertise raise consumer trust. Word of Mouth remains vital as consumers trust contacts more than influencers. The author suggests conducting qualitative research using semi-structured interviews with at least 5 participants to explore these dynamics.	The research examines the effect of influencer marketing on consumers, focusing on how attitudes, trust, and word-of-mouth influence buying behaviour.
Trivedi and Sama (2020)	The study examines the impact of influencer marketing on consumers' admiration and purchase intentions for consumer electronics, comparing celebrity and expert influencers. It explores how brand admiration and attitude mediate this relationship, with message involvement as a moderator, using survey data from 438 respondents analysed using structural equation modelling, regression, and Hayes' process methods.	Findings show expert influencers surpass celebrities in consumer electronics marketing; brand attitude and admiration influence online purchase intentions. Message involvement moderates these effects, offering insights into influencer marketing in emerging markets.

Objectives of the study

1. To examine how influencer marketing strategies affect consumer purchasing behaviour.
2. To analyse how these strategies influence consumer loyalty.

Hypotheses

H1: Influencer marketing strategies have a significant impact on consumer buying behaviour.

H2: Consumer Loyalty significantly impacts the influencer marketing strategies.

Research Methodology

The study used a quantitative method to examine how influencer marketing strategies affect consumer purchasing and loyalty. It aimed to gather numerical data for statistical analysis and hypothesis testing. A cross-sectional survey of 256 consumers was conducted to capture perceptions and behaviours related to influencer marketing over a specific period. The sample included consumers who had engaged with influencer content and was stratified by demographics such as age, gender, and socioeconomic status. The sample size was determined using statistical guidelines to ensure adequate power to test hypotheses. Data collection involved a structured questionnaire developed from a literature review and research objectives, with two sections addressing buying behaviour and loyalty, each with closed and Likert-scale questions. The questionnaire was pilot tested to ensure reliability and validity with necessary adjustments. The online survey was administered electronically, ensuring confidentiality and informed consent. Reminders were used to enhance response rates. The findings aim to deepen understanding of influencer marketing and to guide marketers in enhancing consumer purchase and loyalty strategies.

Data Analysis

Table 1. Age

Age Group	Frequency	Percent	Valid Percent	Cumulative Percent
18–30 years	19	7.4	7.4	7.4
30–40 years	176	68.8	68.8	76.2
40–50 years	30	11.7	11.7	87.9
50–60 years	22	8.6	8.6	96.5
Above 60 years	9	3.5	3.5	100.0
Total	256	100.0	100.0	

Table 1 shows respondents' ages, with the largest group aged 30-40 (68.8%), followed by 40-50 (11.7%), 50-60 (8.6%), 18-30 (7.4%), and over 60 (3.5%). This suggests middle-aged people are most active in influencer marketing, highlighting the importance of understanding how different age groups respond to influencer-driven content.

Table 2. Gender

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	119	46.5	46.5	46.5
Female	137	53.5	53.5	100.0
Total	256	100.0	100.0	

Table 2 shows the study's gender breakdown, with 53.5% female and 46.5% male, creating a balanced, inclusive dataset for analysing the effect of influencer marketing on consumer behaviour without gender bias. This diversity enhances understanding of how strategies resonate with different genders, taking into account potential differences in responses and preferences.

Table 3. Influence on buying behaviour

	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
The influencer marketing content I encounter influences my decision to explore and consider products/services.	13	5.1%	10	3.9%	10	3.9%	43	16.8%	180	70.3%

I believe that influencer recommendations play a crucial role in shaping my preferences for certain brands or products.	21	8.2%	17	6.6%	6	2.3%	40	15.6%	172	67.2%
The content created by influencers has a noticeable impact on my overall interest in trying out new products or services.	20	7.8%	16	6.3%	7	2.7%	27	10.5%	186	72.7%
Influencer marketing effectively communicates the benefits and features of products, influencing my purchasing decisions.	20	7.8%	9	3.5%	5	2.0%	45	17.6%	177	69.1%
I am more likely to make a purchase when the product or service is endorsed by an influencer I follow.	16	6.3%	17	6.6%	8	3.1%	27	10.5%	188	73.4%

Table 3 shows respondents' perceptions of influencer marketing's impact on buying behaviour. Most (70.3%) strongly agree that influencer content significantly influences their decision to explore products or services, emphasising influencers' role in shaping consumer choices. Similarly, 67.2% agree that recommendations strongly influence their brand preferences, highlighting influencers' power to shape perceptions. Additionally, 72.7% agree that influencer content influences their interest in trying new products, demonstrating its impact on curiosity. About 69.1% agree that influencer marketing effectively explains product benefits, highlighting their role as key communicators. Lastly, 73.4% would likely buy a product endorsed by an influencer, underscoring the significant impact influencers have on consumer decisions.

Table 4. Influence on consumer loyalty.

	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree	
	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %	Count	Row N %
I feel a sense of loyalty toward brands that are consistently promoted by influencers I follow.	18	7.0%	14	5.5%	14	5.5%	57	22.3%	153	59.8%
Influencer endorsements enhance my trust in specific brands, contributing to my brand loyalty.	23	9.0%	13	5.1%	7	2.7%	30	11.7%	183	71.5%
I am more likely to remain loyal to a brand if the influencer collaborations align with my personal values.	12	4.7%	26	10.2%	14	5.5%	68	26.6%	136	53.1%
The frequency of influencer promotions influences the degree of loyalty I feel toward the endorsed brands.	19	7.4%	14	5.5%	10	3.9%	45	17.6%	168	65.6%
I am inclined to choose brands endorsed by influencers even when there are alternative options available.	14	5.5%	17	6.6%	13	5.1%	26	10.2%	186	72.7%

Table 4 shows that 59.8% of respondents feel loyal to brands promoted by influencers they regularly follow, highlighting influencers' role in strengthening consumer-brand connections. 71.5% agree that endorsements boost trust, fostering loyalty. Additionally, 53.1% are more loyal if collaborations reflect their personal values, emphasising the importance of ethics in influencer partnerships. The frequency of promotions influences loyalty, with 65.6% agreeing that regularity helps shape loyalty. Finally, 72.7% prefer brands endorsed by influencers even when alternatives exist, showing influencers' persuasive power over consumer choices.

H1: There is a significant impact of influencer marketing strategies on consumer buying behaviour.

Table 5. One-Sample Test

Test Value = 3						
	t	df.	Sig. (2-tailed)	Mean Difference	95% Interval Difference Lower	Confidence of the Upper
The influencer marketing content I encounter influences my decision to explore and consider products/services.	21.187	255	.000	1.43359	1.3003	1.5668
I believe that influencer recommendations play a crucial role in shaping my preferences for certain brands or products.	15.896	255	.000	1.26953	1.1122	1.4268
The content created by influencers has a noticeable impact on my overall interest in trying out new products or services.	16.960	255	.000	1.33984	1.1843	1.4954
Influencer marketing effectively communicates the benefits and features of products, influencing my purchasing decisions.	18.322	255	.000	1.36719	1.2202	1.5141
I am more likely to make a purchase when the product or service is endorsed by an influencer I follow.	18.356	255	.000	1.38281	1.2345	1.5312

The one-sample t-test results, with a test value of 3, indicate a significant effect of influencer marketing on consumer behaviour. In the statement "The influencer marketing content I encounter influences my decision to explore and consider products/services," the mean difference is 1.43359, with a t-value of 21.187 ($p < .001$), showing a strong influence on decision-making. Similarly, "I believe that influencer recommendations play a crucial role in shaping my preferences" has a mean difference of 1.26953 and $t = 15.896$ ($p < .001$), indicating significant influence on brand perceptions. The statement "The content created by influencers impacts my interest in trying new products" shows a mean difference of 1.33984 and $t = 16.960$ ($p < .001$), emphasising their role in sparking consumer curiosity. "Influencer marketing effectively communicates product benefits," with a mean difference of 1.36719 and $t = 18.322$ ($p < .001$), highlights its persuasive power. Lastly, "I am more likely to buy when an influencer endorses a product" has a mean difference of 1.38281 and $t = 18.356$ ($p < .001$), showing endorsements strongly influence purchases. Overall, the findings support the hypothesis that influencer marketing significantly affects consumer behaviour.

H2: Consumer Loyalty significantly impacts the influencer marketing strategies.

Table 6. One-Sample Test

Test Value = 3						
	t	Def.	Sig. (2-tailed)	Mean Difference	95% Interval Difference Lower	Confidence of the Upper
I feel a sense of loyalty toward brands that are consistently promoted by influencers I follow.	16.190	255	.000	1.22266	1.0739	1.3714
Influencer endorsements enhance my trust in specific brands, contributing to my brand loyalty.	16.346	255	.000	1.31641	1.1578	1.4750
I am more likely to remain loyal to a brand if the influencer collaborations align with my personal values.	15.308	255	.000	1.13281	.9871	1.2785
The frequency of influencer promotions influences the degree of loyalty I feel toward the endorsed brands.	16.752	255	.000	1.28516	1.1341	1.4362
I am inclined to choose brands endorsed by influencers even when there are alternative options available.	18.666	255	.000	1.37891	1.2334	1.5244

The one-sample t-tests, with a test value of 3, reveal how influencer marketing affects consumer loyalty. In the statement "I feel a sense of loyalty toward brands that are consistently promoted by influencers I follow," the mean difference is 1.22266. The t-test statistic is 16.190, indicating a highly significant effect ($p < .001$). This suggests that consumers feel more loyal to brands endorsed by influencers, highlighting the influence of influencers. Similarly, the statement "Influencer endorsements enhance my trust in specific brands, contributing to my brand

loyalty" has a mean difference of 1.31641 and a t-test of 16.346, both highly significant ($p < .001$). This indicates endorsements boost trust and loyalty. The statement, "I am more likely to remain loyal to a brand if the influencer collaborations align with my personal values," shows a mean difference of 1.13281 and a t-value of 15.308, again highly significant ($p < .001$), suggesting personal value alignment supports brand loyalty. Moreover, "The frequency of influencer promotions influences the degree of loyalty I feel toward the endorsed brands" has a mean difference of 1.28516 and a t-value of 16.752, signifying a highly significant impact ($p < .001$), emphasising that consistent exposure matters. Lastly, "I am inclined to choose brands endorsed by influencers even when there are alternative options available," shows a mean difference of 1.37891 and a t-value of 18.666, again highly significant ($p < .001$), highlighting influencers' persuasive power. These results strongly support that influencer marketing significantly affects consumer loyalty.

Findings

The analysis shows influencer marketing strategies significantly impact consumer behaviour and loyalty. Participants report positive effects on decision-making, trust, and brand loyalty. Influencers guide product exploration, increase trust, and influence purchase decisions. Repeated endorsements boost brand loyalty, especially when aligned with personal values. The frequency of promotions also shapes loyalty, with consumers more likely to choose endorsed brands. Overall, influencer strategies effectively enhance consumer decision-making and loyalty, underscoring their value to businesses seeking stronger consumer connections.

Suggestions

Marketing managers can enhance the effectiveness of influencer marketing by carefully selecting influencers whose audience aligns with the brand's target market and by fostering authentic collaborations that build consumer trust. Maintaining transparency in sponsored content, utilising multiple digital platforms, and establishing long-term partnerships with influencers contribute to stronger brand loyalty and engagement. Additionally, regular performance evaluation, awareness of industry trends, adherence to legal compliance, and continuous adaptation of strategies ensure that influencer marketing campaigns remain effective, credible, and sustainable in the evolving digital environment.

Conclusion

This study explores how influencer marketing affects consumer behaviour and loyalty, showing influencers' vital role in modern marketing. It finds that influencer marketing influences decisions, preferences, trust, and buying habits. Consumers generally show greater loyalty to brands endorsed by influencers, highlighting the value of influencer collaborations in fostering loyalty. Companies benefit from integrating influencers, who connect personally with audiences and influence perceptions. The findings emphasise the importance of strategically aligning with influencers who share the company's values to build authentic relationships. Transparency and authenticity are crucial, as consumers value genuine endorsements reflecting their values. Influencers can enhance brand loyalty and guide purchasing decisions. This research offers practical insights for stakeholders navigating influencer marketing, with future research needed on industry and cultural contexts, influencer traits, regulatory impacts, and longitudinal effects to better understand its sustainability in a changing digital landscape.

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