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THE INFLUENCE OF SOCIAL MEDIA INFLUENCERS ON CONSUMER BEHAVIOUR AND PURCHASING DECISIONS AT L.G

[1] Dr. R. Hareesh, [2] Panchala Divya
[1] Professor, [2] MBA Student
Department of MBA
Sree Chaitanya College of Engineering, Karimnagar

ABSTRACT

Social media influencers have emerged as powerful agents in shaping consumer behavior and purchasing decisions in the digital era. Through platforms such as Instagram, YouTube, Facebook, X, and TikTok, influencers create engaging content that affects consumers' attitudes, preferences, and buying intentions. Their ability to establish credibility, trust, and personal connections with followers makes them effective in promoting products and services across various industries. Consumers often rely on influencer recommendations for product information, reviews, and purchasing guidance, which significantly impacts their decision-making process.

This study examines the influence of social media influencers on consumer behavior and purchasing decisions. It explores how factors such as influencer credibility, expertise, attractiveness, authenticity, and audience engagement contribute to consumer trust and brand perception. The study also analyzes the effectiveness of influencer marketing in increasing brand awareness, customer engagement, and purchase intentions. Furthermore, it investigates the role of social media platforms in facilitating direct communication between brands, influencers, and consumers.

The findings indicate that influencer marketing has become a crucial component of modern marketing strategies. Consumers are more likely to purchase products endorsed by influencers they trust and follow regularly. However, the impact varies depending on demographic characteristics, product categories, and the perceived authenticity of influencer content. The study highlights the growing importance of influencer marketing and provides valuable insights for businesses seeking to leverage social media influencers to enhance consumer engagement and drive sales.

I. INTRODUCTION

Consumer Behavior

Consumer behavior refers to the study of how individuals, groups, or organizations select, purchase, use, and dispose of goods, services, ideas, or experiences to satisfy their needs and wants. It examines the decision-making processes consumers follow before, during, and after making a purchase. Understanding consumer behavior is essential for businesses because it helps them develop effective marketing strategies, create customer-oriented products, and build long-term relationships with consumers.

In today's highly competitive marketplace, consumer behavior is influenced by a variety of factors, including cultural, social, personal, psychological, and economic factors. Consumers gather information from multiple sources such as advertisements, social media, influencers, family members, friends, and online reviews before making purchasing decisions. Their preferences, attitudes, perceptions, and lifestyles significantly affect their buying patterns and brand choices.

The rapid growth of digital technology and e-commerce has transformed consumer behavior by providing greater access to information and increasing interaction between consumers and brands. Social media platforms, online communities, and influencer marketing have become important tools that shape consumer opinions and purchasing decisions. As a result, businesses continuously analyze consumer behavior to understand changing market trends and customer expectations.

Studying consumer behavior enables organizations to identify consumer needs, improve customer satisfaction, enhance brand loyalty, and gain a competitive advantage. Therefore, consumer

behavior plays a crucial role in marketing management and serves as the foundation for successful business decision-making and market growth.

Purchase decision

A purchase decision is the process through which a consumer selects and buys a product or service after evaluating various available alternatives. It is a crucial stage in consumer behavior, where the consumer decides whether to purchase a particular product, which brand to choose, when to buy, and where to buy. Purchase decisions are influenced by several factors, including personal preferences, product quality, price, brand reputation, promotional activities, social influences, and previous experiences.

The purchase decision-making process typically involves five stages: need recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation. Consumers first identify a need or problem, gather information about available options, compare different products or brands, and then make a purchase. After purchasing, they evaluate their satisfaction with the product, which influences future buying behavior and brand loyalty.

In the digital era, purchase decisions are increasingly influenced by online reviews, social media content, influencer recommendations, and digital advertisements. Consumers often seek opinions and experiences shared by others before making a final choice. Understanding the factors that affect purchase decisions helps businesses develop effective marketing strategies, improve customer satisfaction, and increase sales performance. Thus, purchase decisions play a vital role in determining the success of products and services in the marketplace.

Factors influencing the behavior of buyers.

Buyer behavior is influenced by a variety of factors that affect how consumers select, purchase, and use products and services. Cultural factors such as values, traditions, and beliefs shape consumer preferences and purchasing habits. Social factors, including family, friends, peer groups, and social media communities, play an important role in influencing buying decisions. Personal factors such as age, income, occupation, education, lifestyle, and personality also determine consumer needs and preferences. Psychological factors, including motivation, perception, learning, attitudes, and beliefs, affect how consumers evaluate products and make purchasing decisions. Economic factors such as purchasing power, income levels, inflation, and overall economic conditions influence spending patterns. Additionally, product quality, price, brand image, advertising, sales promotions, customer reviews, and the influence of social media and digital platforms significantly impact consumer choices. Previous experiences with products and services further affect future buying behavior and brand loyalty. Understanding these factors helps businesses develop effective marketing strategies and better satisfy consumer needs.

NEED FOR THE STUDY:

1. To understand the impact of social media influencers on consumer buying behavior.
2. To examine how influencer marketing affects purchasing decisions and brand preferences.
3. To identify the factors that make influencers credible and trustworthy among consumers.
4. To analyze the role of social media platforms in shaping consumer attitudes and perceptions.
5. To evaluate the effectiveness of influencer marketing as a promotional strategy.
6. To understand the relationship between influencer recommendations and consumer purchase intentions.
7. To assess the influence of influencer-generated content on brand awareness and customer engagement.
8. To study the changing trends in consumer behavior due to the growth of digital and social media platforms.
9. To provide insights for businesses in developing effective influencer marketing strategies.
10. To help marketers understand consumer responses to influencer endorsements and promotional campaigns.

OBJECTIVE OF THE STUDY:

1. To study the influence of social media influencers on consumer behavior.
2. To analyze the impact of influencer recommendations on purchasing decisions.
3. To examine the relationship between influencer credibility and consumer trust.
4. To evaluate the effectiveness of influencer marketing in promoting products and services.
5. To identify the factors that influence consumers to follow and engage with social media influencers.
6. To assess the role of social media platforms in shaping consumer attitudes and brand perceptions.
7. To measure the impact of influencer content on brand awareness and customer engagement.
8. To understand how influencer endorsements affect consumers' purchase intentions.
9. To examine the preferences of consumers toward different types of influencers and content.
10. To provide suggestions for businesses to improve their influencer marketing strategies and enhance customer engagement.

II. RESEARCH METHODOLOGY

SOURCES OF DATA:

PRIMARRY METHOD:

Primary data are those, which are collected fresh and for the first time and this happen to be original in character. In this study primary data was collected by interview schedule method.

SECONDARY METHOD:

Secondary data are those, which are collected from existing data. Secondary data for this study include appropriate material from newspaper, Magazines, Brouchers, Company Reports, Standard Text Books, and information from Internet has also been acquired wherever necessary.

DATA COLLECTION INSTRUMENTS:

The instrument used for this study is an interview schedule. Questions related to objectives of the study from the major portion of the interview schedule. It mainly consists of multiple-choice questions so that the respondents can mark one or more of the several choice of answers. Secondary data has been gathered from many published sources such as Newspapers, Journals, Magazines, Company Reports, standard textbooks and information from Internet has also been acquired wherever necessary.

SAMPLE SIZE:

The study is conducted on a sample of 100 respondents.

SAMPLING FRAME:

The population for the study consists of **LG Electronics limited** shore room owners in the cities of Hyderabad and secunderabad.

RESEARCH INSTRUMENTS:

An interview schedule was used to conduct the study.

LIMITATIONS:

1. The study is limited to a specific sample of respondents and may not represent the entire population.
2. The findings are based on the opinions and perceptions of respondents, which may be subjective.
3. Time constraints may limit the depth and scope of the research.
4. The study focuses only on the influence of social media influencers and does not consider all factors affecting consumer behavior.
5. Changes in social media trends and influencer popularity may affect the relevance of the findings over time.
6. The accuracy of the study depends on the honesty and understanding of the respondents.
7. The research may not cover all social media platforms and influencer categories.
8. Geographic limitations may restrict the generalization of the results to other regions or countries.
9. Consumer behavior is dynamic and can change due to technological, economic, and social factors.

10. Limited availability of secondary data and research resources may affect the comprehensiveness of the study.

III. LITERATURE REVIEW

"Since the customer are the main focus of any organization its structure should be so flat i.e., people fluently interact with the customer and maintain continuous feedback about the customer's moods and methods in order to shape its business portfolio and strategies".

It is very important to find whether the fundamentals of the organization are getting strong as desired. It is therefore rightly said that a well trained army with quality arms and ammunitions and with a sense of involvement can got the nations frontiers inn desirable and dependable manner similarly: people at the operation level with superior competency and capability supplied with superior products and strategies can acquire a place for an organization in the market place. Retail outlets are the contact points of the customers and therefore the image of the organization largely depends upon the quality of the people managing the interventions and transactions at the level.

The Consumer Market:

The consumer market refers to the market consisting of individuals and households that purchase goods and services for personal consumption rather than for resale or business purposes. It is one of the largest and most important markets in the economy, encompassing a wide range of products and services such as food, clothing, electronics, healthcare, education, entertainment, and transportation.

Consumers in this market make purchasing decisions based on their needs, wants, preferences, income levels, lifestyles, and buying habits. Various factors such as cultural influences, social groups, family, personal characteristics, psychological factors, advertising, and technological advancements affect consumer purchasing behavior. Businesses operating in the consumer market continuously analyze consumer needs and market trends to develop products, set competitive prices, design promotional strategies, and improve customer satisfaction.

The growth of digital technologies, e-commerce platforms, and social media has significantly transformed the consumer market by providing consumers with greater access to information, product comparisons, online reviews, and convenient purchasing options. Understanding the consumer market helps organizations identify target customers, create effective marketing strategies, build strong customer relationships, and achieve long-term business success.

CONSUMER PERCEPTION

Consumer perception refers to the process by which consumers select, organize, and interpret information about products, services, brands, or companies to form a meaningful understanding. It plays a crucial role in influencing consumer behavior and purchasing decisions, as different consumers may perceive the same product differently based on their experiences, beliefs, expectations, and attitudes.

Consumer perception is shaped by various factors such as product quality, price, brand image, advertising, packaging, customer reviews, social media influence, and personal experiences. Positive perceptions often lead to customer satisfaction, brand loyalty, and repeat purchases, while negative perceptions may discourage consumers from buying a product or service.

In today's digital environment, consumer perception is greatly influenced by online reviews, influencer recommendations, social media content, and word-of-mouth communication. Businesses strive to create favorable perceptions by delivering quality products, maintaining strong brand reputations, providing excellent customer service, and implementing effective marketing strategies.

Understanding consumer perception helps organizations identify customer expectations, improve product offerings, strengthen brand positioning, and develop marketing campaigns that effectively influence consumer attitudes and buying behavior. Therefore, consumer perception is a key factor in determining the success of products and brands in the marketplace.

Why Consumers Buy

Consumers buy products and services to satisfy their needs, wants, and desires. Purchasing decisions are influenced by a combination of

functional, emotional, social, and psychological factors. Consumers seek products that provide value, solve problems, offer convenience, improve their lifestyle, or fulfill personal aspirations. The decision to buy is often based on how well a product meets their expectations and perceived benefits.

Several factors motivate consumers to make purchases, including product quality, price, brand reputation, availability, advertising, social influence, and previous experiences. Consumers may also buy products to gain social acceptance, enhance their status, express their personality, or achieve a sense of satisfaction. Emotional factors such as happiness, excitement, security, and comfort can significantly influence buying behavior.

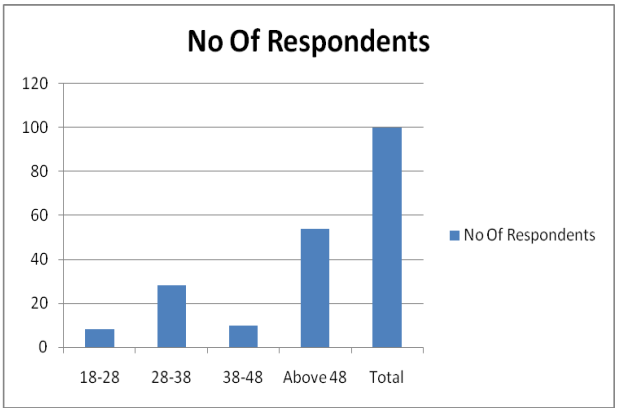
In the digital age, online reviews, social media content, influencer recommendations, and promotional offers play an important role in encouraging purchases. Consumers are more likely to buy products that they trust and perceive as valuable. Understanding why consumers buy helps businesses design effective marketing strategies, develop customer-focused products, and build long-term relationships with their target audience.

IV. DATA ANALYSIS&INTERPRETATION

AGE GROUP OF THE RESPONDENTS:

The below table shows the age group of the respondents surveyed:

AGE	No Of Respondents
18-28	8
28-38	28
38-48	10
Above 48	54
Total	100

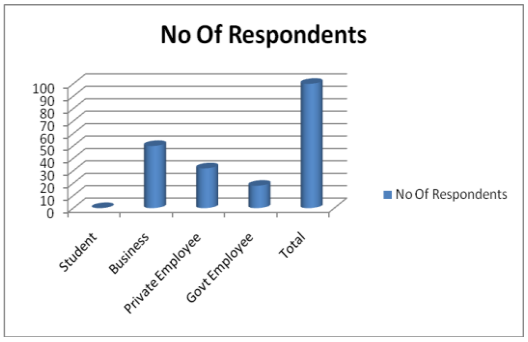


INFERENCE: From the above table, 8% of the respondents belong to the age group of 18-28 years, 28% of the respondents belong to the age group of 28-38 years, 10% of the respondents belong to the age group of 38-48 years, 54% of the respondents belong to the age group of above 48 years.

OCCUPATION OF THE RESPONDENTS:

The below table shows the type of respondents of the respondents surveyed.

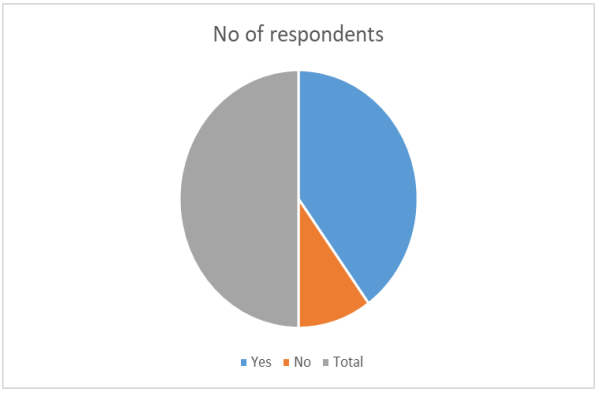
Occupation	No Of Respondents
Student	0
Business	50
Private Employee	32
Govt Employee	18
Total	100



INFERENCE: From the above table 0% of the respondents are students, 50% of the respondents are businessmen, 32% of the respondents are private employee, 18% of the respondents are Govt employee.

The below table shows that whether the respondents is Wanting To purchase

Wanting to Purchase	No of respondents
Yes	80
No	20
Total	100



INFERENCE:

From the above table 80%of people wanting to buy and 20% do not want to buy the products of LG Electronics.

The below table shows the type of Goods that the respondent is wanting.

V. FINDINGS

1. A majority (54%) of the respondents belong to the age group of above 48 years, followed by 28% in the 28–38 years category.
2. Businessmen constitute the largest group of respondents (50%), followed by private employees (32%) and government employees (18%).
3. About 80% of the respondents expressed willingness to purchase LG Electronics products.
4. Electronics products are preferred by 51% of respondents, indicating a strong demand for electronic goods.
5. Friends and relatives are the major source of information (33%) about LG Electronics, followed by advertisements (27%).
6. LG Electronics received positive ratings for quality, brand image, and features among respondents.
7. Samsung is identified as the main competitor to LG Electronics in terms of price and reliability.

8. LG Electronics is rated highest in quality, pickup/service, features, and brand image compared to competitors.
9. Around 40% of respondents prefer to purchase LG Electronics products compared to other brands.
10. Brand image and product quality are important factors influencing consumer purchase decisions.

VI. SUGGESTIONS

1. LG Electronics should strengthen its promotional campaigns to increase market awareness.
2. The company should introduce more attractive pricing strategies to compete effectively with Samsung.
3. Customer referral programs can be enhanced since friends and relatives are a major source of information.
4. LG Electronics should continue improving product quality and innovative features to maintain customer satisfaction.
5. The company should focus on digital marketing and social media promotions to reach younger consumers.
6. Better finance schemes and seasonal offers can encourage more customers to purchase LG products.
7. After-sales service should be continuously improved to strengthen customer loyalty.
8. The company should conduct regular customer satisfaction surveys to identify changing consumer needs.
9. Brand-building activities should be expanded to maintain a strong market position.
10. New product launches should emphasize reliability, quality, and value for money

VII. CONCLUSION

The study reveals that LG Electronics enjoys a favorable position among consumers, particularly in terms of quality, features, pickup/service, and brand image. A large majority of respondents are willing to purchase LG Electronics products, indicating strong market acceptance. Friends, relatives, and advertisements play a significant role in creating awareness about the brand. Although Samsung remains a strong competitor, LG Electronics has established a positive reputation among consumers. By focusing on competitive pricing, customer satisfaction, innovative products, and effective promotional strategies, LG Electronics can further strengthen its market share and enhance consumer loyalty in the highly competitive electronics market.

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