A Study On Influencer Credibilty and Its Impact On Online Customer Purchase Behaviour with Reference to Smartphones

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Abstract

Consumers' choices and spending, primarily regarding smartphones, are heavily impacted by social media influencers in contemporary society. This research studies the impact of an influencer's credibility on a customer's purchasing behaviour concerning smartphones. Influencer credibility consists of four main dimensions: expertise, trustworthiness, attractiveness, and reliability. Through a structured questionnaire, a sample of online consumers who follow tech influencers was surveyed. Chi-square tests were performed on the collected data. High credibility influencers were found to significantly impact consumer attitude towards online shopping, further increasing likelihood of purchases. Moreover, the research determined that the most influential components of credibility in driving smartphone purchases were trust and expertise. These findings are pertinent to marketers who need to understand that smartphone sales can be easily increased through trustworthy influencers for marketing as competition in the industry is high.

Keywords: influencer credibility , online purchase behaviour , social media influencers ,,   online consumer behaviour .

1.Introduction

The expansion of interest in social media and digital platforms has changed the process of obtaining information about products and services. One of the most important factors in this development is social media influencers - people who have the power to change the opinions and purchasing habits of their followers by marketing through social media. In the context of fierce ethnic competition within the smartphone industry, most marketers would agree that social media influencers are valuable marketing tools who actively work to influence consumer thought processes and preferences.

The essence of influencer marketing influencers are digital professionals whose credibility and following enable them to reach significant audiences. These professionals are equally important in today's marketing strategies. As business people, they instantly recognize and use that power which almost reflects like magic. At the same time, the influencers effectively perform advertisement services. In other terms, the credibility and popularity of these professionals offer immeasurable aid in the selling of products and services.

The success of any marketing strategy is greatly fuelled by social media influencer collaboration which sometimes leaves it up to the influencer on how to advertise his goods.

Trust is one of the components that builds credibility. This means that knowing any promoted goods are genuine goes a long way. Credibility is also defined as possessing some degrees of expertise, being trustworthy, appealing, and approachable. With trust comes willingness to purchase whatever is recommended and called for to follow them.

Effective marketing campaigns rely heavily on consumers having positive perceptions of an influencer's credibility; therefore, influencer marketing works well along them as relevant.

This study seeks to investigate how the credibility of an influencer impacts the purchase behaviour of consumers online, particularly in relation to smartphone purchases. The impact of credible personalities in this industry is even greater considering that smartphones are highly intricate products that undergo a great deal of consumer contemplation. Through examining consumer perceptions and behaviours, the aim of the study is to determine the influence of credibility, especially in regards to purchase intentions, as well as how marketing partnerships with influencers can improve brand performance in the market.

2. Review of literature

1.Nizar alam, and others (2024) investigated the impact of brand image and influencer credibility on consumer buying decisions with focus brand trust as mediating the variable. The study was centered on xiaomi smartphone users who follow influencer david gadgetin's channel on youtube. Employing a quantitative approach through sem-pls analysis, the research concluded that brand image and influencer credibility do exert positive impacts on brand trust and purchase decision, albeit brand trust only mediates the connection between brand image and purchase decision.

2.Mudathir saad, and others (2025) studied the influence of marketing by an influencer on perceived credibility and purchase intention of students of the university of bisha in saudi arabia. This study tackled the subject using a survey of 384 students with the descriptive-analytical method. As a result, it was revealed that the characteristics of the influencer positively influence purchase intention, where brand credibility provided partial mediation. This demographic considered snapchat the most effective influencer marketing tool out of all social media platforms.

3.Jimin hu and colleagues (2024) studied the effects of micro-influencer attributes such as knowledge, entertainment value, credibility, and transparency on consumer behavior in weibo and xiaohongshu. Analysis of data from 329 respondents with pls-sem showed that the four attributes influence purchasing behavior, with credibility and knowledge emerging as dominant factors.

4.Syed ahsan ali zaman et al. (2023) analyzed the impact of influencer credibility, customer interaction, online reviews, and their effect on purchase intentions. The study found that most impact was attributed to influencer credibility and customer engagement, while online reviews were deemed less significant. Trustworthiness was highlighted as a critical factor in improving engagement and purchase intent from consumers.

5.Gia khuong an et al. (2024) looked into the effect of influencer credibility, focusing on trustworthiness, expertise, and attractiveness of influencers, on the purchase intention and behavior of vietnamese consumers regarding beauty products. Out of 269 consumers surveyed, it was found that the three dimensions of credibility significantly impact purchase intention, particularly expertise, followed by trustworthiness and attractiveness.

3.1 Instrument measures:

Likert scale have been used. Likert scale are developed by utilizing the item analysis
Approach where in a particular item is evaluated on the basis of how well it discriminates
Between those individuals whose hard and fast score is high and those whose is low. Those statements or items that best meet this sort of discrimination test are included in the final settlement. The structured questionnaire was used to collect the data from the respondents who uses the various food delivery platforms close ended question were used to collect data.

3.2 Reliability analysis

Reliability check was done to check to check the reliability of the questionnaire.
Cronbach's alpha value is 0.989 which means questionnaire is highly reliable.

Table no:3.2.1

Table name: Reliability check

Reliability statistics	
Cronbach's alpha	No.of items
0.989	38

A sample of 38 was taken to test the validity and reliability of the questionnaire.

3.3 Data analysis

The population for this study is infinite. Due to time constraints, data collected from182
Samples. Data have been collected from relative and students at trichy
Demographic analysis: with the gender of the respondents 43.6% are female and 56.4% are male.

4.Result and Discussion
4.1 Chi square
Hypothesis-1
H0: there is no significant relationship between age and purchase a smart phone based on an influencer's recommendation use cases among students and relatives.

H1: there is significant relationship between age and purchase a smart phone based on an influencer's recommendation among students and relatives.

Table no:4.1.1

Table name: age and purchase a smart phone based on an influencer's recommendation.

	Value	Df	Asymptotic sig. (2-tailed)
Pearson chi-square	7.70	12	.808
Likelihood ratio	7.50	12	.823
Linear-by-linear association	.85	1	.355
No of valid cases	179		

Table value (0.05,12) = 21.026

Chi square value=7.70, C.V < T.V.

So, we accepted the null hypothesis(h0).

Inference:

Since p value is greater than 0.05. Hence, null hypothesis is accepted and reject alternate hypothesis. Therefore, there is no associated between age and purchase a smart phone based on an influencer's recommendation among students and relatives.

Hypothesis-2
H0: there is no significant relationship between gender and influencers honest in their promotions use cases among students and relatives.

H1: there is significant relationship between gender and influencers honest in their promotions among students and relatives.

Table no:4.1.2

Table name: gender and influencers are honest in their promotions of smartphone to others.

	Value	Df	Asymptotic sig. (2-tailed)
Pearson chi-square	1.95	4	.744
Likelihood ratio	1.97	4	.742
Linear-by-linear association	.26	1	.613
N of valid cases	179		

Table value (0.05,4) = 9.48

Chi square value=1.95, C.V < T.V.

So, we accepted the null hypothesis(H0).

Inference:

Since p value is greater than 0.05. Hence, null hypothesis is accepted and reject alternate hypothesis. Therefore, there is no associated between gender and influencers honest in their promotions among students and relatives.

Hypothesis-3

H0: There is no significant relationship between age and purchase a smart phone based on an influencer's recommendation use cases among students and relative.

H1: There is significant relationship between age and purchase a smart phone based on an influencer's recommendation among students and relative.

Table no:4.1.3

Table name: highest level of education and intend to buy a smartphone from an online retailer if recommended by an influencer.

	Value	Df	Asymptotic sig. (2-tailed)
Pearson chi-square	22.94	12	.028
Likelihood ratio	22.93	12	.028
Linear-by-linear association	10.01	1	.002
N of valid cases	179		

Table value (0.05,12) = 21.026

Chi square value=22.94, C.V> T.V

So, we rejected the hypothesis (h0).

Inference:

Since p value is lesser than 0.05. Hence, null hypothesis is rejected and accept alternate hypothesis. Therefore, there is no associated between age and purchase a smart phone based on an influencer's recommendation use cases among students and relative.

4.2 Correlation test

H0: There is no significant relationship between influencers are honest in their promotion and intend to buy a smartphone from online.

H1: There is a significant relationship between influencers are honest in their promotion and intend to buy a smartphone from online.

Table no:4.2.1

Table name: influencers are honest in their promotion and intend to buy a smartphone from online.

	Influencers are honest in their promotion	Intend to buy smartphone from online.
Pearson correlation	1.000	0.01
Sig. (2-tailed)		0.892
N	179	179

Inference:

Since we got positive correlation (0.01) it clearly shows that there is a relationship between influencers are honest in their promotion and intend to buy a smartphone from online.

Correlation -2

H0: There is no significant relationship between influencers have knowledgeable about latest smartphone and do large influencers influence smartphone purchases more.

H1: There is a significant relationship between influencers have knowledgeable about latest smartphone and do large influencers influence smartphone purchases more.

Table no:4.2.2

Table name: influencers have knowledgeable about latest smartphone and large influencers influence.

	Influencers have knowledgeable about latest smartphone.	Do large influencers influence smartphone purchases more.
Pearson correlation	1.000	-0.01
Sig. (2-tailed)		0.850
N	179	179

Inference:

Since we got negative correlation (-0.01) it clearly shows that there is no relationship between influencers have knowledgeable about latest smartphone and do large influencers influence smartphone purchases more.

5. Findings from the study:

- Influencer credibility significantly impacts consumer attitudes toward online shopping and smartphone purchases.
- The four dimensions of credibility expertise, trustworthiness, attractiveness, and reliability trust and expertise drive purchase decisions most.
- Age and occupation do not play a significant role in influencer-recommended smartphone purchases as indicated by chi-square analysis.
- Nevertheless, the highest level of education had a strong correlation with intention to buy a smartphone after being recommended by an influencer.
- Consumers tend to view influencers as sincere in their endorsements, and this does not differ strongly by gender.

6. Suggestion:

- Smartphone marketers should prioritize partnerships with influencers who exhibit high expertise and trustworthiness, as they have the strongest impact on purchase behaviour.
- Transparency and authenticity should be emphasized in influencer collaborations to maintain credibility and consumer trust.
- Brands should target educated consumers who show higher responsiveness to influencer recommendations when planning influencer-driven marketing campaigns.
- Using data-driven insights to understand consumer preferences can enhance the effectiveness of influencer marketing strategies, particularly for tech-related products

7.Conclusion:

The study illustrates that influencer credibility is a significant aspect of consumer behaviour online, particularly in relation to smartphone purchases. Trust and expertise proved to be the most influential factors of purchase decision-making, highlighting the need for the selected influencers to be credible. Influencers credibility has significant implications for practitioners, since they are aware of the importance of influencer credibility and can fully utilize it to leverage brand performance for an increasingly competitive digital market.

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