

# Trust, Trends, and Transactions: A Study on the Impact of Influencer Marketing on Consumer Purchasing Behaviour in the Digital Realm

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**Abstract:** *Influencer marketing, a strategy focused on promoting products or services through individuals with significant social media reach, has garnered substantial attention for its impact on consumer buying behaviour in the digital age. This research investigates the influence of such marketing techniques, utilising a cross-sectional methodology to gather insights from 322 individuals across various online platforms. The findings reveal that influencer endorsements have a strong effect on personal preferences, particularly regarding fashion & beauty, with an impressive 93% of participants indicating they have purchased beauty & skincare products as a result. The research highlights the crucial importance of trust, transparency, authenticity, content quality, & engagement in shaping consumer attitudes & behaviours. It emphasizes the need to customise content to address the diverse needs & preferences of various audiences, striking a balance between delivering factual information & crafting relatable narratives, highlighting the intricacies of influencer marketing in effectively swaying consumer decisions. Additionally, the findings indicate that the impact of influencer recommendations can differ significantly among individuals, reinforcing the necessity for consumers to apply critical thinking & personal judgement when assessing the credibility of influencer-generated content. The authors advocate for ongoing research to keep up with the rapidly evolving landscape of digital marketing (Sudha & Sheena, 2017; Lou & Yuan, 2019).*

**Keywords:** influencer marketing, digital, perceptions, consumer purchasing, behaviour, online marketing, influencer recommendations

