

Influencer Credibility, Platform Trust and Buying Behaviour: Empirical Evidence from Bareilly Division

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Abstract: *This research investigates the correlation among influencer credibility, platform trust, and consumer purchasing behavior within the realm of social media marketing, utilizing empirical data from the Bareilly Division. As the use of influencers in marketing grows, it's important for organizations and marketers to understand how their credibility affects how people act. The concept of platform trust, which refers to a consumer's belief in the legitimacy and security of a social media platform, has also been shown to affect online shopping choices. This study seeks to investigate the combined impact of influencer credibility and platform trust on customer purchasing behavior in the Bareilly Division. The study utilizes a quantitative research methodology, utilizing a standardized questionnaire to gather data from 300 respondents across diverse social media platforms. Descriptive and inferential statistical tools are used to look at the relationships between influencer credibility, platform trust, and consumer buying decisions. The findings indicate that influencer credibility markedly affects customer purchasing behavior, particularly when platform trust is elevated. People are more likely to buy things that influencers they trust promote, especially if they trust the platform where the recommendation was made. The results of this study offer significant insights for marketers and enterprises seeking to utilize social media influencers to stimulate customer purchases. The study emphasizes the need of choosing trustworthy influencers and fostering confidence in the platforms utilized for product marketing. It also stresses how important it is for businesses to have a trusting relationship with their customers in order to make their marketing more effective.*

Keywords: Influencer credibility, platform trust, buying behavior, social media marketing, consumer behavior, Bareilly Division, online shopping, and influencer marketing

I. INTRODUCTION

In the digital age we live in now, social media sites are a major way for brands to connect with their target customers. Influencer marketing has become one of the best ways to promote goods and services among many other marketing strategies. People who have a lot of followers on sites like Instagram, YouTube, and Twitter are called "influencers." They have a big effect on the buying decisions of their followers. But for influencer marketing to work, the influencer must be credible and the platform where the influencer works must be trusted by customers. This article examines the interconnections among influencer credibility, platform trust, and consumer purchasing behavior, emphasizing empirical evidence from the Bareilly Division in India.

More and more people are relying on social media influencers, which has changed the way people shop. Influencers expose customers to marketing messages, and how trustworthy these influencers and the platforms they utilize are is very important in how people decide what to buy. Given the rapid development of online purchasing, especially after the pandemic, it can be helpful for marketers, businesses, and legislators to know how influencer credibility and platform trust affect how people buy things.



This study seeks to investigate these trends within the Bareilly Division, a region seeing substantial rise in digital consumption. The report examines the interplay between influencer credibility, platform trust, and consumer purchasing behavior, providing insights into how these elements influence the customer journey in the region.

1.1 Background of the Study

Influencer marketing has been very popular in the last few years since social media sites have grown and can now link businesses directly with customers. Influencers are people who can change other people's buying decisions because of their authority, education, position, or relationship with their audience. They are becoming a key part of current marketing strategy. Influencer credibility, or how trustworthy and knowledgeable an influencer seems to be, is very important in determining how people think and act.

Also crucial is platform trust, which is how much faith people have in the social media sites where influencers work. Consumers trust the platform, which means they feel the information they get is real and safe. People commonly use social media sites for both fun and information, so the reputation of the site itself can have a big effect on how well influencer marketing works.

On the other hand, consumer buying behavior is a complicated process that is affected by many things, such as psychological, social, and economic aspects. People are buying more things online these days, and they're also turning to influencers more and more for advice on what to buy. The impact of influencer credibility and platform trust on consumer purchasing behavior remains underexplored, particularly in growing areas such as Bareilly Division. This study seeks to fill this vacuum by examining the correlation between influencer credibility, platform trust, and consumer purchasing behavior within this region.

The Bareilly Division has a wide range of consumers, and more and more of them are using social media and purchasing online. This area is a great place to learn about how influencer marketing, platform trust, and consumer behavior work because digital consumption is growing so quickly here.

1.2 Research Objectives

The primary aims of this research are as follows:

- To investigate the influence of influencer credibility on consumer purchasing behavior.
- To study how trust in a platform affects how people decide what to buy.
- To examine the correlation between influencer credibility and platform trust in shaping consumer purchasing behavior.
- To investigate the impact of socio-demographic variables (including age, gender, income, etc.) on the efficacy of influencer marketing in the Bareilly Division.
- To give businesses and marketers useful information on how to use influencer marketing and platform trust to get people to buy more.

1.3 Scope and Limitations

Scope:

This study concentrates on the Bareilly Division, a region in India that has shown substantial growth in digital consumption and social media involvement. It looks into how people act as consumers, especially when it comes to influencer marketing, by asking local people who follow influencers on social media about their habits.

The study examines the relationship among influencer credibility, platform trust, and consumer purchasing behavior. The study primarily focuses on individuals who interact with influencers and make purchases based on their recommendations.

Limitations

Geographical Limitation: The study is confined to the Bareilly Division, potentially failing to accurately reflect the wider population of India or other locations with distinct cultural, social, and economic attributes.



Sampling Bias: The sample size might not fully represent the range of ideas among all demographic groups, which could affect the results.

Platform Variability: This study doesn't completely look into how different social media platforms may have different levels of influencer credibility and platform trust.

Influencer Types: The study predominantly examines influencers engaged on mainstream social media platforms such as Instagram, YouTube, and Facebook, perhaps overlooking micro-influencers or those on specialized platforms.

1.4 Significance of the Study

This study is important because it could help us better understand how influencer credibility, platform trust, and customer buying behavior are all connected in the Bareilly Division. As influencer marketing continues to be the most popular way to market online, it's important to look into how these elements can affect how people make decisions. This research seeks to provide practical insights for organizations and marketers by analyzing the perceptions of local consumers to enhance their strategy.

This study enhances the current literature by concentrating on the Bareilly Division, a specific geographical location where influencer marketing is still in its developmental stage. The results of this study will be important for local firms, marketers, and politicians that want to use influencer marketing efficiently, given that people in the area are using digital media more and social media is growing quickly.

The study also shows how important it is to trust the platform while making a purchase. As online fraud and false information become more common, businesses can get ahead of the competition by learning how consumers trust the platforms that influencers use. This can help them build marketing plans that are more real and trustworthy. Also, the study's results will be useful for marketers who want to make their campaigns more effective by focusing on influencer credibility and platform trust, which are two things that traditional marketing methods don't always focus on enough.

In conclusion, this study is important because it not only fills a gap in the current literature, but it also gives businesses in Bareilly Division and other similar markets useful advice on how to adjust to the changing nature of digital consumer behavior and influencer marketing.

II. REVIEW OF LITERATURE

Aarav R. Sharma (2025)

Study: Comprehending the Development of Consumer Trust in Social Commerce: The Influence of Influencer Credibility and Algorithmic Transparency

Core Focus: Looks at how an influencer's credibility (expertise, genuineness, beauty) affects how much others trust them and how likely they are to buy anything through social commerce. Shows that open platform principles can build confidence.

2. Divyaditya Singh (2025)

Research: Effects of Influencer Marketing on the Purchase Intent of Gen Z Consumers in India
The main focus is on how the trustworthiness and authenticity of influencers affect Gen Z's plans to buy anything. Trust is a key predictor of buying behavior, and authenticity indirectly builds trust.

3. Dr. Mrinal Gaurav (2025)

Research: The Influence of Social Media Influencers on Consumer Buying Choices in India
Core Focus: Investigates influencer characteristics such as credibility and parasocial interaction on consumer purchasing decisions, emphasizing that credibility alone may not consistently enhance purchase intention without more profound trust elements.



4. Nidhi Yadav, Shivendra Singh, and Priyanka Kumari (2024)

How Influencers Weave the Digital Web of Purchase Intention: Trust, Expertise, Similarity, and Attraction Core Focus: This study looks at how factors like trustworthiness, resemblance, and competence affect how likely someone is to buy anything online.

5. Anshika Singh Tanwar, Harish Chaudhry, and Manish Kumar Srivastava (2021)

Study: Influencer Marketing as a Mechanism for Digital Consumer Engagement: A Systematic Literature Review The main focus is on reviewing the literature on influencer marketing, with a focus on the trustworthiness of the source and the engagement of the audience. It is broader, but it still sees credibility and trust as important factors that shape how people act.

6. Vinish P, Aditi Soni, Roohi Kursheed Khan, and Prakash Pinto (2025)

Study: Influencer Characteristics and Information Credibility in Influencing Purchase Intentions Among Gen Z Women Core Focus: Examines the impact of influencer characteristics such as knowledge, trustworthiness, and likability on perceived information credibility and their influence on purchase intentions among Indian Gen Z women.

7. Ritu Bishnoi and Meenakshi Anand (2025)

Research: The Effect of Influencer Marketing in India Core Focus: Looks into how the legitimacy of influencers, the authenticity of their content, and the quality of their involvement affect how people in India see a brand and how likely they are to buy it. Stresses how important authenticity is for gaining customers' trust.

8. Purvash P. Fating and Ankit V. Pusadkar (2023)

Study: An Examination of the Impact of Influencer Marketing on Consumer Preferences Core Focus: Looks at how the legitimacy of influencers, the quality of their content, and their interaction techniques affect how much people trust them, what they like, and what they buy. It says that influencers who are relatable and share real information can help people want to buy more.

9. Bharti Shukla (2023)

Research: Consumer Doubt and Faith in Influencer Marketing Core Focus: Looks at how much people trust recommendations from influencers on different platforms (mobile vs. online). Finds that the sort of platform affects how much people trust it, which in turn affects how they shop.

10. Anmol Bansal (2025)

Research: Closing the Perception Gap: Consumer Trust and Brand Value in India's Influencer Ecosystem Core Focus: Looks at how trust and authenticity change how people think about and buy things. Finds differences between what customers expect and what brand analytics say, with trust mostly coming from authenticity.

III. RESEARCH METHODOLOGY

3.1 Research Design

The study follows a Descriptive Research Design, as it seeks to describe and analyze the relationship between influencer credibility, platform trust, and consumer buying behaviour without manipulating any variables. The size of the sample and the method used to get it

3.2 Sample Size and Sampling Technique

Total Sample Size: 120 people answered

Area of Sampling

Bareilly Division (Bareilly, Budaun, Pilibhit, and Shahjahanpur)



3.3 Method for Taking Samples

Convenience Sampling Method

(We chose these people because they use social media regularly and follow influencers.)

Profile of the Respondent

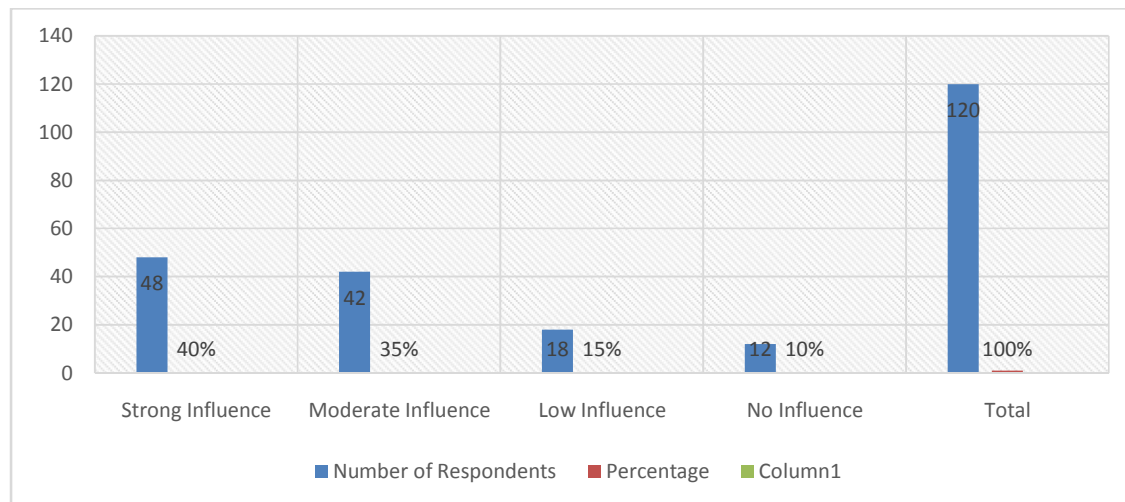
People between the ages of 18 and 45

Social media users (Instagram, YouTube, Facebook)

IV. DATA ANALYSIS

Table 1: Impact of Influencer Credibility on Buying Behaviour

Level of Influence	Number of Respondents	Percentage
Strong Influence	48	40%
Moderate Influence	42	35%
Low Influence	18	15%
No Influence	12	10%
Total	120	100%



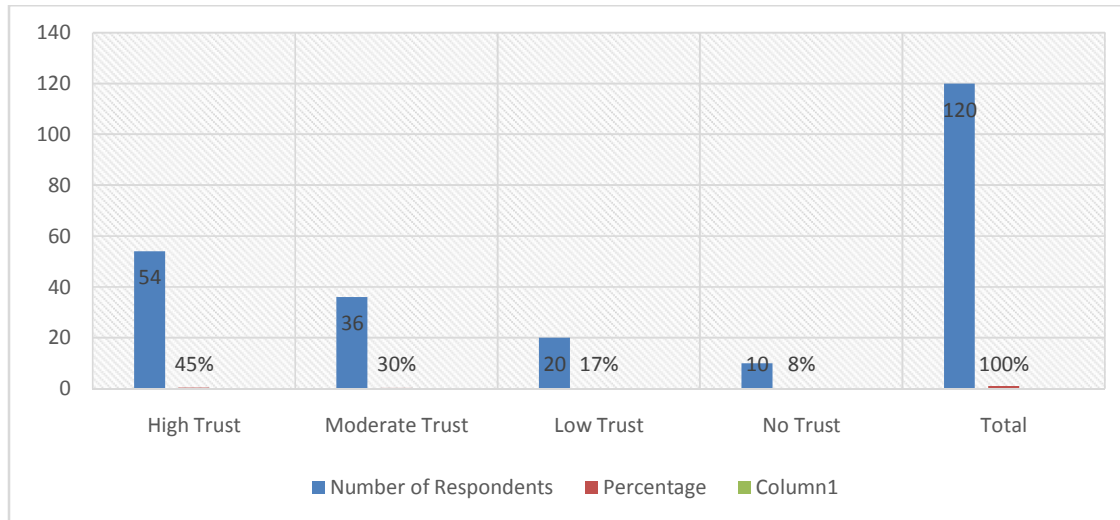
Interpretation

The data demonstrates that 75% of the people who answered are either strongly or somewhat impacted by the credibility of the influencer. This shows that how trustworthy, knowledgeable, and real influencers are has a big impact on what people buy.

Table 2: How Trust in the Platform Affects Buying Decisions

Level of Platform Trust	Number of Respondents	Percentage
High Trust	54	45%
Moderate Trust	36	30%
Low Trust	20	17%
No Trust	10	8%
Total	120	100%





Interpretation

The data shows that 75% of the people who answered have a lot or some trust in digital platforms. When people trust a site more, they are more likely to believe what influencers say and buy things online.

V. DISCUSSION

The results show that both the credibility of the influencer and the trustworthiness of the platform are very important in determining how people in the Bareilly Division buy things. People are more likely to trust influencers who seem honest, intelligent, and easy to relate to. In the same way, customers are more likely to accept influencer recommendations and make buying decisions when they trust digital platforms. These findings are consistent with previous research on influencer marketing within the Indian setting.

VI. CONCLUSION

The study finds that the legitimacy of influencers and the trustworthiness of the platform have a big effect on how people in the Bareilly Division buy things. Brands that work with trustworthy influencers and use trusted digital channels are more likely to have an effect on people's buying decisions.

VII. SUGGESTIONS

- Brands should work with real and trustworthy influencers instead of just focusing on how popular they are.
- To gain trust over time, influencers should be honest about sponsored content.
- Digital platforms need to make security stronger and keep an eye on false information.
- Before buying something, people should carefully think about what influencers say.
- In semi-urban areas like Bareilly Division, local and regional influencers may be better at getting people to buy things.

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