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# A Study on Impact of Social Media Influencers on Consumer Purchasing Decision in Myntra with Special Reference to Coimbatore District

R. Janani, S. Sandhiya Janani, Dr.P.Yasodha

Assistant Professor, Department of Commerce (BPS), Dr. N.G.P. Arts and Science College, Coimbatore, India

Student, Department of Commerce (BPS), Dr. N.G.P. Arts and Science College, Coimbatore, India

Assistant Professor, Department of Commerce, NIFT TEA College of Knitwear Fashion, Tirupur, India

**ABSTRACT:** The rise of social media influencers has appreciable transformed client shopping conduct, particularly inside the fashion and way of life sectors. This examine goals to analyze the effect of social media influencers on consumer shopping choices concerning Myntra, with a unique cognizance on Coimbatore district via a based survey and facts evaluation, the studies examines how influencer credibility, content quality, and engagement ranges from purchaser alternatives and buying intentions. The look at also evaluates demographic factors influencing shopping styles. Findings display that influencers appreciably effect logo perception and purchase motivation, highlighting the strategic importance of influencer advertising for online retail structures like Myntra.

**KEYWORDS:** Social Media Influencers, Consumer Purchasing Decision, Influencer Marketing

## I. INTRODUCTION

The rise of social media influencers has significantly impact of social media influencers on consumer purchasing choices, specializing in Myntra, an Indian on line style store. It evaluates Myntra collaboration techniques, assesses consumer believe and engagement, and explores the long-time period consequences of influencer-pushed advertising on patron behavior and emblem loyalty. The studies gives valuable suggestions for manufacturers to optimize influencer collaborations and leverage social media advertising and marketing for advanced purchaser engagement and expanded income.

**STATEMENT OF THE PROBLEM:** With the increasing reliance on social media for fashion traits and product suggestions, purchaser are an increasing number of inspired by way of social media influencers. But, there's a loss of readability on how efficiently those influencers from the shopping behavior of Myntra's customers, mainly in phrases of logo perception, agree with, and purchasing motive. Thia take a influencers effect consumer selections and brand loyalty inside the context of online searching for style products on Myntra.

**SCOPE OF THE STUDY:** The have a look at examines the impact of social media influencers on client buying selections, that specialize in Myntra, an Indian online style store, and their lengthy-term effects on emblem loyalty.

## OBJECTIVES OF THE STUDY

1. To study the position of social media influencers in shaping patron purchasing behavior in Myntra.
2. To study research the position of believe and authenticity in influencer advertising in Myntra.
3. To study the demographic elements (age, gender, profits, and many others) that moderate the impact of influencer advertising and marketing on consumer decisions in Myntra.

## II. REVIEW OF LITERATURE

Nair, S. (2023)<sup>1</sup>- The studies assess Myntra's interactive campaigns, including influencer Q&A sessions and shopping events, as effective in boosting customer engagement and driving sales. The platform emphasizes authenticity and trust, tailoring campaigns to local and cultural preferences, and measuring effectiveness through metrics like engagement and sales conversions.

Sharma, R. (2022)<sup>2</sup> - The study highlights the significant role of social media influencers in shaping Myntra's customer behavior, promoting relatable and authentic products, fostering authenticity, and influencing customer choices through product reviews and unique offers, thereby boosting sales.

Kapoor, V. (2021)<sup>3</sup> – The study highlights the influencer endorsements significantly boost Myntra's app's growth by promoting its features, exceptional offers, and user-friendly interface, thereby expanding its user base, boosting app downloads, and retaining customers.

Patel, M. (2020)<sup>4</sup> - The study on Myntra's sales highlights how the company uses social media platforms like Instagram, Facebook, and Twitter to reach a wider market, utilizing influencer partnerships, discounts, and consumer-generated content to increase brand awareness and drive sales.

### III. RESEARCH METHODOLOGY

This study explores the influence of social media influencers on consumer purchasing decisions, focusing on Myntra, but lacks understanding of micro- and macro-influencer relationships, content types, trust, authenticity, and long-term effects.

#### METHODS OF DATA COLLECTION:

Primary data and Secondary data

#### SAMPLING TECHNIQUE:

Stratified random sampling, 100 respondents across various age groups, genders, and locations.

#### TOOLS FOR DATA COLLECTION:

Simple percentage, Correlation, Chi-square

#### LIMITATION OF THE STUDY:

The study's generalizability may be limited due to its limited sample size and focus on Myntra and Coimbatore, excluding social media influencers' impact on consumer buying decisions.

#### ANALYSIS AND INTERPRETATION

##### ➤ SIMPLE PERCENTAGE

##### Purchasing fashion from myntra via influencer promotions

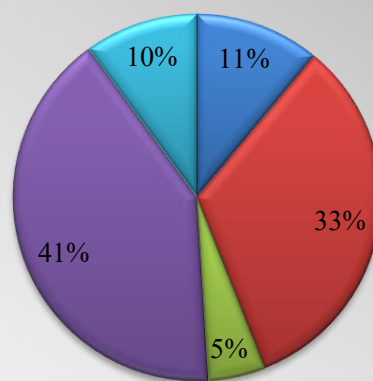
OPTIONS	NO OF RESPONDENTS	NO OF PERCENTAGE %
Always	11	11
Frequently	33	33
Never	5	5
Occasionally	41	41
Rarely	10	10
<b>Total</b>	<b>100</b>	<b>100</b>

SOURCE : Primary Data

**Interpretation:** The majority of respondents (41%) purchase style items from Myntra regularly, with (33.0%) purchasing often, while (10.0% ) or no purchase, and (11.0%) usually.

## Purchasing Fashion From Myntra Via Influencer Promotions

■ Always ■ Frequently ■ Never ■ Occasionally ■ Rarely



### ➤ CORRELATION

To find the significant difference between monthly household income and frequency of online shopping for fashion items.

VARIABLES	PEARSON CORRELATION
Monthly household income	-.029
Frequency of online shopping for fashion items	-.029

**Interpretation:** The Pearson correlation between monthly family earnings and online fashion shopping frequency is weak, with a p-value of zero.774, rejecting the null hypothesis.

To find the significant difference between Frequency of online shopping for fashion items and Satisfaction with myntra purchase recommended by influencers.

VARIABLES	PEARSON CORRELATION
Frequency of online shopping for fashion items	-.345
Satisfaction with myntra purchases recommended by influencers	-.345

**Interpretation:** The study shows a moderately weak correlation between online purchasing frequency and satisfaction with influencer-endorsed purchases on Myntra, suggesting various factors may also impact satisfaction levels.

### ➤ CHI-SQUARE

To find the significant difference between age of the respondents and trust in social media influencer recommendations.

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	124.932 <sup>a</sup>	36	.000

**Interpretation:** The Chi-square check shows a significant correlation between age and agreeing on social media influencer posts on Myntra, but the reliability of the study is compromised by small pattern sizes and low anticipated counts.

To find the significant difference between current occupation of the respondents and purchasing fashion from myntra via influencer promotions.

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	139.793 <sup>a</sup>	36	.000

**Interpretation:** The chi-rectangular test results indicate a significant relationship between career and Myntra buying frequency after seeing influencer promotions, rejecting the null hypothesis.

### IV. FINDINGS

- Influencer promotions on social media have a slight impact on purchasing behavior, with most respondents buying on occasion or often, while smaller institutions rarely or never make purchases.
- The study reveals no significant relationship between monthly family income and online shopping frequency for style gadgets, suggesting that consumers of different income levels engage in online shopping at similar costs.
- The Chi-square analysis reveals that younger consumers are more likely to trust influencer tips compared to older age groups.

### V. SUGGESTIONS

1. The goal is to promote transparency and authenticity by encouraging influencers to provide genuine product opinions rather than overly promotional content.
2. Utilize micro-influencers with smaller but significantly engaged audiences as they are more authentic and relatable to consumers.
3. Focus on product evaluations and styling recommendations to optimize content techniques, as these have a greater impact on customer buying behavior than giveaways or subsidized posts.

### VI. CONCLUSION

The study examines the influence of social media influencers on consumer shopping decisions, focusing on Myntra in Coimbatore. Results show that influencer promotions increase brand visibility and engagement, but their impact on purchasing decisions varies based on belief, content type, and demographic factors. Younger consumers are more motivated by influencers, while older consumers have greater skepticism.

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