AN EMPIRICAL STUDY ON THE ROLE OF SOCIAL MEDIA TECH INFLUENCERS IN SHAPING CONSUMER PURCHASE DECISIONS IN POLLACHI TALUK

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ABSTRACT

This empirical study examines the role of social media tech influencers in shaping consumer purchase decisions in the contemporary digital marketplace. With the rapid growth of platforms such as Instagram, YouTube, and Facebook, influencer marketing has emerged as a powerful promotional strategy for technology products and services. The study aims to analyze how credibility, expertise, content quality, and audience engagement of tech influencers impact consumer behavior. Primary data were collected through structured questionnaires distributed among active social media users, and statistical tools were applied to test the formulated hypotheses. The findings reveal that trustworthiness and perceived expertise of influencers significantly affect consumers' attitudes toward tech products. Product reviews, unboxing videos, and comparison content were identified as major factors influencing purchase intention. The research also highlights that younger consumers are more responsive to influencer recommendations compared to older age groups. Furthermore, emotional connection and relatability between influencers and followers enhance brand loyalty and purchase confidence. The study concludes that social media tech influencers play a crucial role in reducing information asymmetry and perceived risk in online purchases. Brands leveraging influencer marketing strategies can achieve higher engagement and improved conversion rates. However, transparency and authenticity remain essential to sustain consumer trust. This study contributes to the understanding of digital marketing dynamics and offers practical insights for marketers and businesses in the technology sector.

Keywords: Social Media Tech Influencers, Consumer Purchase Decisions, Consumer Behavior, Digital Marketing, Brand Trust, Purchase Intention, Social Media Platforms.

1. INTRODUCTION

The rapid growth of digital technology has significantly transformed the way consumers gather information and make purchasing decisions. In recent years, social media platforms such as Instagram, YouTube, and Facebook have become powerful marketing channels that connect brands directly with consumers. Among the various promotional strategies, social media tech influencers have emerged as key opinion leaders who shape consumer perceptions and preferences toward electronic gadgets, software, and other technological products. These influencers create engaging content including product reviews, unboxing videos, tutorials, and comparison analyses, which help consumers make informed decisions. In semi-urban regions like Pollachi Taluk, the penetration of smartphones and affordable internet services has increased social media usage among youth and working professionals. As a result, consumers in this region are increasingly relying on influencer recommendations rather than traditional advertisements. Tech influencers are often perceived as credible, knowledgeable, and relatable, which enhances trust and reduces uncertainty in online purchasing. Their opinions can significantly impact brand awareness, purchase intention, and overall consumer satisfaction. Moreover, peer interaction through comments, likes, and shares further strengthens the influence of digital word-of-mouth communication. Despite the growing importance of influencer marketing, limited empirical studies have focused specifically on its impact in regional areas such as Pollachi Taluk. Therefore, this study aims to analyze the role of social media tech influencers in shaping consumer purchase decisions within this specific geographical context. The research seeks to understand factors such as credibility, content quality, engagement level, and consumer demographics that influence buying behavior. By examining these aspects, the study provides valuable insights for marketers and technology brands targeting consumers in emerging markets.

2. REVIEW OF LITERATURE

Freberg, Karen et al. (2011) Freberg and her colleagues conducted one of the pioneering studies on social media influencers and defined them as modern opinion leaders who affect audience attitudes through digital platforms. The study emphasized that influencers are perceived as credible, knowledgeable, and authentic sources of information compared to traditional celebrities. It highlighted that attributes such as expertise, trustworthiness, and communication style significantly impact consumer perception. The researchers found that audiences are more likely to rely on influencers when making purchase decisions, especially for products that require detailed information, such as technology gadgets. Their findings provide a theoretical foundation for understanding how influencer credibility shapes consumer buying behaviour.

De Veirman, Marijke et al. (2017) De Veirman and co-authors examined the effectiveness of influencer marketing on social media platforms, particularly Instagram. Their study focused on how the number of followers and product relevance influence brand attitude. The results indicated that while influencers with a larger follower base generate greater brand visibility, product–influencer fit plays a more critical role in shaping positive consumer attitudes. The research concluded that credibility and niche expertise are stronger determinants of purchase intention than mere popularity. This study is highly relevant to understanding how tech influencers impact consumer decisions in specific markets.

Lou, Chen & Yuan (2019) Lou and Yuan investigated the relationship between influencer credibility, message value, and consumer purchase intention. Their findings revealed that informative and entertaining content significantly enhances consumer trust and brand perception. The study also confirmed that authenticity and transparency in sponsored posts positively influence buying intention. They emphasized that engagement features such as comments and shares strengthen the persuasive impact of influencer marketing. This research supports the idea that social media tech influencers can effectively shape consumer purchase decisions through credible and high-quality content.

3. FACTORS INFLUENCING PURCHASE DECISIONS: CREDIBILITY, CONTENT QUALITY, AND ENGAGEMENT

Credibility, content quality, and engagement are the key factors that significantly influence consumer purchase decisions in the digital marketplace. The credibility of social media tech influencers depends on their expertise, honesty, and transparency while reviewing technology products. When influencers provide unbiased opinions and practical demonstrations, consumers perceive them as trustworthy sources of information. High-quality content, including clear explanations, detailed comparisons, and real-time usage experiences, enhances consumer understanding and reduces purchase risk. Visual appeal, consistency, and informative presentation further strengthen the impact of influencer communication. Engagement also plays a crucial role, as interactive elements such as comments, likes, shares, and live sessions create a sense of community among followers. Active engagement allows consumers to clarify doubts and gain additional insights before making a purchase. Emotional connection and relatability between influencers and their audience increase brand loyalty and confidence. Therefore, credibility, content quality, and engagement collectively shape consumer attitudes and strongly influence buying decisions.

4. OBJECTIVES OF THE STUDY

❖   To examine the influence of social media tech influencers on consumer purchase decisions in Pollachi Taluk.

❖   To analyze the impact of influencer credibility, expertise, and trustworthiness on consumer buying behaviour.

❖   To identify the types of tech-related content (reviews, unboxing, comparisons, tutorials) that most affect purchase intention.

❖   To study the relationship between consumer demographics (age, gender, income, education) and their responsiveness to tech influencer recommendations.

❖   To evaluate the overall effectiveness of influencer marketing strategies in promoting technology products among consumers in Pollachi Taluk.

5. LIMITATIONS OF THE STUDY

❖   Geographical Limitation: The study is confined only to consumers in Pollachi Taluk, and therefore the findings may not be generalized to other regions or metropolitan areas.

❖   Sample Size Limitation: The research is based on a limited number of respondents, which may not fully represent the entire population of social media users and technology consumers.

❖   Time Constraint: The study is conducted within a specific time period, and changes in social media trends or influencer marketing strategies over time may influence future consumer purchase behaviour.

6. RESEARCH METHODOLOGY

The present study adopts a descriptive and empirical research design to examine the role of social media tech influencers in shaping consumer purchase decisions in Pollachi Taluk. The research focuses on understanding consumer perceptions, attitudes, and behavioural responses toward influencer marketing in the technology sector.

6.1 Source of Data: The study is based on both primary and secondary data. Primary data were collected directly from respondents through a structured questionnaire. Secondary data were gathered from journals, research articles, books, websites, and previous studies related to influencer marketing and consumer behaviour.

6.2 Sampling Method: A convenience sampling method was used to select respondents who are active users of social media platforms and follow tech influencers. The sample consists of consumers from different age groups, educational backgrounds, and income levels within Pollachi Taluk.

6.3 Sample Size: The study includes a sample size of 103 respondents to ensure meaningful statistical analysis.

6.4 Statistical Tools Used: The collected data were analyzed using simple regression analysis and correlation analysis.

7.1 REGRESSION

Regression analysis is a set of statistical methods used for the estimation of relationships between a dependent variable and one or more independent variables. It can be utilized to assess the strength of the relationship between variables and for modeling the future relationship between them

Ho: Content quality of tech influencers does not significantly affect consumer buying decisions.

H1: Content quality of tech influencers significantly affects consumer buying decisions.

ANOVA						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	34.109	3	11.370	39.125	.000^b
	Residual	28.479	98	.291		
	Total	62.588	101			
a. Dependent Variable: Consumer Buying Decision						
b. Predictors: 1. Influencer Credibility, 2. Quality of Content (Reviews, Demonstrations, Comparisons), 3. Trust & Authenticity						

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.369	.215		1.715	.089
	Influencer Credibility	.676	.073	.677	9.233	.000
	Quality of Content (Reviews, Demonstrations,	.240	.105	.186	2.283	.025

Comparisons),					
Trust & Authenticity	-.091	.102	-.071	-.888	.376
a. Dependent Variable: Consumer Buying Decision					

INFERENCE

From the above table, we find that the significant value is .025, which is greater than table value 0.05, so the Null hypothesis is accepted and Alternative hypothesis is rejected.

Therefore, Content quality of tech influencers does not significantly affect consumer buying decisions.

7.2 CORRELATION

Correlation analysis, also known as bivariate, is primarily concerned with finding out whether a relationship exists between variables and then determining the magnitude and action of that relationship.

Ho: There is no significance difference between Education Qualification and social media tech influencers on buying behaviour.

H1: There is a significance difference between Education Qualification and social media tech influencers on buying behaviour.

Correlations		Social media tech influencers on buying behaviour	Education Qualification
Social media tech influencers on buying behaviour	Pearson Correlation	1	.017
	Sig. (2-tailed)		.868
	N	103	103
Education Qualification	Pearson Correlation	.017	1
	Sig. (2-tailed)	.868	
	N	103	103

INFERENCE:

From the above table, we find that the significant value is .868, which is greater than table value 0.05, so the Null hypothesis is accepted and Alternative hypothesis is rejected.

Therefore, there is no significance difference between Education Qualification and social media tech influencers on buying behaviour.

8. SUGGESTIONS

The study suggests that technology brands should collaborate with credible and knowledgeable social media tech influencers to effectively reach consumers in Pollachi Taluk. Influencers should maintain transparency and provide honest product reviews to build long-term trust among followers. Companies are advised to focus on creating high-quality, informative, and engaging content that clearly explains product features and real-time usage. Marketers should also encourage interactive engagement through comments, live sessions, and feedback mechanisms to strengthen consumer relationships. Finally, continuous monitoring of consumer responses and influencer performance is essential to improve marketing strategies and enhance purchase intention.

9. CONCLUSION

The present study concludes that social media tech influencers play a significant role in shaping consumer purchase decisions in Pollachi Taluk. The increasing usage of digital platforms has transformed the way consumers gather information about technology products. Influencer credibility, expertise, and authenticity strongly affect consumer trust and buying intention. High-quality and informative content helps reduce uncertainty and supports informed decision-making. Engagement through comments, shares, and interactive sessions further strengthens consumer confidence. The study also reveals that younger consumers are more influenced by tech influencer recommendations compared to other age groups. Influencer marketing has proven to be more relatable and persuasive than traditional advertising methods. However, maintaining transparency and ethical promotional practices is essential for sustaining long-term trust. Overall, social media tech influencers have become powerful drivers of consumer behaviour in the digital era. The findings provide valuable insights for marketers and technology brands aiming to effectively target consumers in regional markets like Pollachi Taluk.

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