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Social Media Influencer Marketing, Consumer Buying Behaviour, Instagram, YouTube, Facebook, Snapchat, WhatsApp, Consumer Trust, Purchase Decision.

## Effect of Social Media Influencer Marketing on Consumer Buying Behaviour in Chennai

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**ABSTRACT: Purpose:** The present study is an attempt to identify the primary social media platforms affecting the buying decisions of customers and to evaluate the effect of influencer marketing on consumer buying behaviour in Chennai District.

**Design:** The study is based on the primary data obtained by structured questionnaire from 230 respondents in the North, East, West and South zones of Chennai District using descriptive research design. The data was analyzed by using percentage analysis, frequency analysis, chi square test and ranking analysis to find out the association of social media platforms and customer purchase decisions.

**Findings:** The results show that Instagram is the most watched platform at 29 per cent, followed by Facebook at 23 per cent and YouTube at 21 per cent. Influencer knowledge, attractive content, reactions, reviews boost consumer confidence, trust, perception of product and brand choice.

## INTRODUCTION

Social media has become an important aspect of consumers' life and revolutionized the way people search for information about products and businesses. An emerging promotional method is the use of social media influencer marketing whereby influencers provide advice, reviews or demonstrations of products to their followers. Consumers generally consider influencer content when building awareness, interest and preferences for items and businesses. The impact of social media differs within the platforms based on the nature of content, audience interaction and communication characteristics. Influencers have the chance to promote products using photos, stories, reels, and live videos on Instagram. YouTube gives influencers the ability to do in-depth product reviews, demonstrations, lessons and suggestions. Facebook uses posts, videos, groups, pages and other interactive elements to promote products. Snapchat gives influencers a pathway to connect with consumers through short-form visual content and interactive messaging. WhatsApp for communication about products including status updates, messaging, groups, and sharing promotional information. The rise in the number of influencers on these platforms generated new options for businesses to interact with prospective consumers. Influencer recommendations can be seen at multiple phases of the purchase journey, from product awareness to final purchase, and may be seen by consumers. The extent of this effect could vary according to the platform and the kind of influencer material that consumers are subjected to.

Hence, to understand the modern consumer buying behaviour, it is vital to identify the key social media sites influencing customers. The present study is based on the customers of Chennai District and studies the effect of Instagram, YouTube, Facebook, Snapchat and WhatsApp in influencing their purchasing decision. Hence, the study seeks to find out the primary social media via which consumers are influenced to purchase goods.

### Review of Literature

**Zhang, P., et al., (2026)** This research seeks to conduct a comprehensive assessment of the literature on live-stream influencer marketing in an effort to identify the main theoretical models and relevant elements from the user perspective (influencers and consumers). We also share insights on future avenues of study. We used a systematic literature review (SLR) approach to

synthesize research in an unbiased and thorough manner. The initial search returned 1,144 articles; following a strict screening process, 93 research papers were chosen for review and synthesis. This SLR is one of the first to explore the theories employed and motivational elements of a livestream influencer marketing on consumer purchase intention

**Migkos, S. P., et al., (2025)** Influencer marketing has become a key element of digital marketing and has had a great influence on the behaviour of consumers and their choices when shopping online. The present study studied the multidimensional impact of influencer marketing on consumers in the Greek sector, through the analysis of engagement indicators, marketing effectiveness and consumer decision-making processes. The study was conducted inside a systematic methodological framework, including questionnaire-based surveys, statistical modeling, and Fuzzy Cognitive Mapping (FCM) scenarios to measure consumer interactions with influencer-driven material. The findings demonstrate that while influencer marketing boosts brand engagement and sales, its effect is contingent upon content authenticity, transparency and user trust.

**Chen, Y., et al., (2024)** This research systematically examines the influence of influencer marketing on customer purchase intention in social media with the help of customer Attitude Theory. The results show that the credibility and professionalism of the influencers and consumers' satisfaction with live-streaming sales by influencers significantly and positively influence the improvement of consumers' purchase intentions, based on the empirical analysis of the fuzzy comprehensive evaluation model and a sample survey of 654 consumers. With the present digital wave, social media is not only a place for exchanging information but also a new model for business promotion, especially in the light and healthy eating trend

## Statement of the Problem

The rapid growth of social media has transformed the way consumers search for product information and make purchasing decisions. Social media influencers are more and more recommending, reviewing, demonstrating and promoting products. Instagram, YouTube, Facebook, Snapchat and WhatsApp are some of the platforms offering varied chances for influencer marketing. Influencer material on various platforms is part of the daily lives of consumers in the Chennai District. However, the extent of influence may range amongst platforms, owing to differences in content structure, engagement and customer interaction. Thus, it is crucial to know which social media channels have more effect on consumers' purchase decisions. The present study focuses on Instagram, YouTube, Facebook, Snapchat and WhatsApp to determine their impact in influencing customer purchase behaviour. Therefore, the study aims to determine the primary social media channels that encourage consumers to purchase things.

## Importance of the Study

Social media influencer marketing is a significant tool to promote items and communicate with consumers. The study will contribute to the understanding of the role of Instagram, YouTube, Facebook, Snapchat and WhatsApp in influencing consumer purchase behaviour. It gives valuable information for organizations and marketers who want to understand consumer preferences on social media sites. It also assists social media influencers to know the customer engagement and gives the consumers the awareness of the influencer driven product marketing. The study can also be used for academic research on social media marketing and consumer buying behaviour.

## Need of the Study

The growing adoption of social media, the importance of influencer marketing has grown in the promotion of products and influencing consumers. Consumers are confronted with product recommendations, reviews and promotional content through various social media channels. The level of effect, however, could differ across platforms. Therefore, there is a need to find out the primary platforms which affect consumers' purchase decisions in Chennai District. The study examines Instagram, YouTube, Facebook, Snapchat and WhatsApp to understand their significance on consumer purchase behaviour. The findings can be helpful for marketers, influencers, and researchers.

## Scope of the Study

The study focuses on the effect of social media influencer marketing on consumer buying behaviour in Chennai District. It examines five social media platforms: Instagram, YouTube, Facebook, Snapchat, and WhatsApp. The study identifies the platforms through which consumers are influenced by product recommendations and promotional content. It covers consumers who use these platforms and are exposed to influencer marketing. The study considers aspects such as product

awareness, purchase intention, and actual purchase behaviour. The findings provide an understanding of the role of selected social media platforms in influencing consumer buying behaviour in Chennai District.

## Objective of the Study

- 1) To identify the major social media platforms through which consumers are influenced to purchase products.

## Hypotheses of the Study

H<sub>0</sub>: There is no significant association between the social media platforms used by consumers and their purchase decisions.

H<sub>1</sub>: There is a significant association between the social media platforms used by consumers and their purchase decisions.

## Research Methodology

The study is descriptive by design and tries to understand the impact of social media influencer marketing on customer buying behaviour in Chennai District. This study concentrates on five social media platforms, namely, Instagram, YouTube, Facebook, Snapchat and WhatsApp. The investigation is to know what are the primary platforms that influence consumers to buy things.

## Sample Design

The sample respondents are distributed into four zones of Chennai District namely North, East, West and South for getting the representation from the varied geographical locations. The overall sample is 230 respondents spread in the four zones

| Zone         | No. of. Respondents |
|--------------|---------------------|
| North Zone   | 68                  |
| East Zone    | 60                  |
| West Zone    | 53                  |
| South Zone   | 49                  |
| <b>Total</b> | <b>230</b>          |

Based on primary Data

The North Zone has the maximum number of responses i.e. 68 followed by the East Zone with 60, West Zone with 53 and South Zone with 49. Therefore, the study is representative of all the four zones with the highest representation of the North Zone.

## Primary Data

The original data was acquired from 230 respondents of Chennai District through structured questionnaire developed by the researcher. The questionnaire was personally distributed to the respondents in the North, East, West and South Zones and the filled replies were gathered for analysis.

## Secondary Data

The secondary data can be obtained from books, research journals, papers, reports, websites and other published sources regarding social media influencer marketing and consumer buying behaviour. These materials give the conceptual and theoretical framework to comprehend the function of Instagram, YouTube, Facebook, Snapchat and WhatsApp in influencing consumers.

## Statistical Tools

The features of the respondents were analyzed using percentage analysis and frequency analysis; the chi-square test was used to assess the association with purchase decisions; ranking analysis was used to rate the five selected platforms based on their influence; and to determine the influential social media platforms.

**Table 1** Age of the Respondents

| Age          | No. of Respondents | Percentage |
|--------------|--------------------|------------|
| Upto – 18    | 34                 | 15         |
| 19 – 25      | 68                 | 29         |
| 26 – 35      | 51                 | 22         |
| 36 – 45      | 43                 | 19         |
| Above 45     | 34                 | 15         |
| <b>Total</b> | <b>230</b>         | <b>100</b> |

Based on primary Data

From the table1, reveals that 29 per cent of respondents are in the age range of 19–25 years, followed by 22 per cent in the age group of 26–35 years and 19 per cent in the age group of 36–45 years. The age group Upto 18 years and above 45 years are 15 per cent each of the respondents. Hence, most of the responders belong to the age group 19–25 years.

**Table 2** Social Media Platforms Viewing among Respondents

| Social Media App | No. of Respondents | Percentage |
|------------------|--------------------|------------|
| Instagram        | 67                 | 29         |
| YouTube          | 49                 | 21         |
| Facebook         | 52                 | 23         |
| Snapchat         | 32                 | 14         |
| WhatsApp         | 30                 | 13         |
| <b>Total</b>     | <b>230</b>         | <b>100</b> |

Based on Primary Data

From the table 2, shows that Instagram is the most viewed social media platform, with 29 per cent of respondents, followed by Facebook with 23 per cent and YouTube with 21 per cent. Snapchat accounts for 14 per cent, while WhatsApp accounts for 13 per cent. Thus, Instagram is the most commonly viewed platform among the respondents.

**Table 3** Respondents' Opinion on the Effect of Social Media Influencer Marketing on Consumer Buying Behaviour

| Variables                                                                       | SA | A  | N  | DA | SDA | TOTAL      |
|---------------------------------------------------------------------------------|----|----|----|----|-----|------------|
| The expertise of an influencer increases my confidence in a promoted product.   | 66 | 50 | 38 | 43 | 33  | <b>230</b> |
|                                                                                 | 29 | 22 | 16 | 19 | 14  | <b>100</b> |
| Attractive videos and images posted by influencers capture my attention.        | 61 | 53 | 43 | 32 | 41  | <b>230</b> |
|                                                                                 | 26 | 23 | 19 | 14 | 18  | <b>100</b> |
| Influencers' responses to followers increase my trust in their recommendations. | 49 | 42 | 49 | 52 | 38  | <b>230</b> |
|                                                                                 | 21 | 18 | 21 | 22 | 16  | <b>100</b> |
| Influencer reviews influence my perception of a product or brand                | 54 | 60 | 45 | 41 | 30  | <b>230</b> |
|                                                                                 | 23 | 26 | 19 | 17 | 13  | <b>100</b> |
| Influencer marketing influences the brands I choose to purchase.                | 49 | 57 | 53 | 41 | 30  | <b>230</b> |
|                                                                                 | 21 | 25 | 23 | 18 | 13  | <b>100</b> |

Based on Primary Data

The table 3 presents that 29 per cent of the respondents highly agree and 22 per cent agree that the expertise of an influencer makes them more confident in a product they support and 16 per cent are neutral, 19 per cent disagree and 14 per cent strongly disagree. On beautiful movies and photos, 26 per cent highly agree and 23 per cent agree that it attracts their attention. 19 per cent are indifferent, 14 per cent disagree and 18 per cent strongly disagree. Moreover, 21 per cent highly agree and 18 per cent agree that comments from influencers boost their faith in suggestions, whereas 21 per cent are neutral, 22 per cent disagree and 16 per cent strongly disagree. On the influencer reviews, 23 per cent highly agree and 26 per cent agree that reviews influence their perception of items or brands, 19 per cent are neutral, 17 per cent disagree and 13 per cent strongly disagree. Finally, 21% highly agree and 25% agree that influencer marketing impacts the brands they choose to purchase, 23% are neutral, 18% disagree and 13% strongly disagree. In conclusion, the replies show that social media influencer marketing has a significant effect in influencing consumers' confidence, attentiveness, trust, product perception and brand choice.

$H_{01}$  There is no significant difference between demographic variables and social media platforms through which consumers are influenced to purchase products

**One way ANOVA has been used to test the significant difference between Age and social media platforms through which consumers are influenced to purchase products**

$H_{01(a)}$  There is no significant difference between Age and social media platforms through which consumers are influenced to purchase products

**Table 4** Age and social media platforms through which consumers are influenced to purchase of products

| Variables                                                                       | Age          | N   | Mean | S.D. | F Value | Sig.   |
|---------------------------------------------------------------------------------|--------------|-----|------|------|---------|--------|
| The expertise of an influencer increases my confidence in a promoted product.   | Upto – 18    | 34  | 2.64 | 1.99 | 55.353  | 0.001* |
|                                                                                 | 19 – 25      | 68  | 1.51 | 0.50 |         |        |
|                                                                                 | 26 – 35      | 51  | 2.92 | 0.27 |         |        |
|                                                                                 | 36 – 45      | 41  | 3.87 | 0.33 |         |        |
|                                                                                 | Above 45     | 36  | 4.00 | 1.30 |         |        |
|                                                                                 | <b>Total</b> | 230 | 2.80 | 1.37 |         |        |
| Attractive videos and images posted by influencers capture my attention.        | Upto – 18    | 34  | 2.76 | 2.01 | 24.150  | 0.001* |
|                                                                                 | 19 – 25      | 68  | 2.04 | 1.25 |         |        |
|                                                                                 | 26 – 35      | 51  | 2.92 | 0.27 |         |        |
|                                                                                 | 36 – 45      | 41  | 3.87 | 0.33 |         |        |
|                                                                                 | Above 45     | 36  | 4.00 | 1.30 |         |        |
|                                                                                 | <b>Total</b> | 230 | 2.97 | 1.38 |         |        |
| Influencers' responses to followers increase my trust in their recommendations. | Upto – 18    | 34  | 1.00 | 0.00 | 53.706  | 0.001* |
|                                                                                 | 19 – 25      | 68  | 2.57 | 1.51 |         |        |
|                                                                                 | 26 – 35      | 51  | 2.92 | 0.27 |         |        |
|                                                                                 | 36 – 45      | 41  | 3.87 | 0.33 |         |        |
|                                                                                 | Above 45     | 36  | 4.00 | 1.30 |         |        |
|                                                                                 | <b>Total</b> | 230 | 2.87 | 1.37 |         |        |
| Influencer reviews influence my perception of a product or brand                | Upto – 18    | 34  | 1.00 | 0.00 | 70.987  | 0.001* |
|                                                                                 | 19 – 25      | 68  | 2.11 | 1.35 |         |        |
|                                                                                 | 26 – 35      | 51  | 2.92 | 0.27 |         |        |
|                                                                                 | 36 – 45      | 41  | 3.87 | 0.33 |         |        |
|                                                                                 | Above 45     | 36  | 4.00 | 1.30 |         |        |
|                                                                                 | <b>Total</b> | 230 | 2.73 | 1.37 |         |        |
| Influencer marketing influences the brands I                                    | Upto – 18    | 34  | 1.00 | 0.00 | 75.455  | 0.001* |
|                                                                                 | 19 – 25      | 68  | 1.95 | 1.35 |         |        |

|                     |              |     |      |      |  |  |
|---------------------|--------------|-----|------|------|--|--|
| choose to purchase. | 26 – 35      | 51  | 2.92 | 0.27 |  |  |
|                     | 36 – 45      | 41  | 3.87 | 0.33 |  |  |
|                     | Above 45     | 36  | 4.00 | 1.30 |  |  |
|                     | <b>Total</b> | 230 | 2.69 | 1.39 |  |  |

**Source:** Computed from Primary Data

Table 4 One-Way ANOVA results demonstrate a significant difference between age groups and consumer responses to influencer marketing. For the statement "The expertise of an influencer increases my confidence in a promoted product," the mean scores range from 1.51 for the 19-25 age group to 4.00 for those over 45, with an F-value of 55.353 and a significance value of 0.001, showing a significant difference. For "Attractive videos and images posted by influencers capture my attention," the mean scores range from 2.04 to 4.00, with an F-value of 24.150 and a significance value of 0.001, indicating a substantial age difference. For "Influencers' responses to followers increase my trust in their recommendations," the mean scores range from 1.0000 to 4.00, with an F-value of 53.706 and a significance value of 0.001, showing a significant difference. For "Influencer reviews influence my perception of a product or brand," the mean scores vary from 1.00 to 4.00, with an F-value of 70.987 and a significance value of 0.001, indicating a significant difference. Similarly, for "Influencer marketing influences the brands I choose to purchase," the mean scores range from 1.00 to 4.00, with an F-value of 75.455 and a p-value of 0.001, demonstrating a significant difference between age groups. Overall, all five statements have significance values of 0.001, which is less than the 0.05 level; hence, the null hypothesis H01(a) is rejected, demonstrating a substantial relationship between age and customers' responses to social media platforms that impact their purchasing decisions.

**One way ANOVA has been used to test the significant difference between Social media app and social media platforms through which consumers are influenced to purchase products**

*H01(b) There is no significant difference between Social media app and social media platforms through which consumers are influenced to purchase products*

**Table 5** Social media app and social media platforms through which consumers are influenced to purchase products

| Variables                                                                     | Social media app | N   | Mean | S.D. | F Value | Sig.   |
|-------------------------------------------------------------------------------|------------------|-----|------|------|---------|--------|
| The expertise of an influencer increases my confidence in a promoted product. | Instagram        | 67  | 1.83 | 1.63 | 80.315  | 0.001* |
|                                                                               | YouTube          | 49  | 2.00 | 0.00 |         |        |
|                                                                               | Facebook         | 52  | 3.00 | 0.00 |         |        |
|                                                                               | Snapchat         | 42  | 4.00 | 0.00 |         |        |
|                                                                               | WhatsApp         | 20  | 5.00 | 0.00 |         |        |
|                                                                               | <b>Total</b>     | 230 | 2.80 | 1.37 |         |        |
| Attractive videos and images posted by influencers capture my attention.      | Instagram        | 67  | 2.43 | 1.93 | 43.924  | 0.001* |
|                                                                               | YouTube          | 49  | 2.00 | 0.00 |         |        |
|                                                                               | Facebook         | 52  | 3.00 | 0.00 |         |        |
|                                                                               | Snapchat         | 42  | 4.00 | 0.00 |         |        |
|                                                                               | WhatsApp         | 20  | 5.00 | 0.00 |         |        |
|                                                                               | <b>Total</b>     | 230 | 2.97 | 1.38 |         |        |
|                                                                               | Instagram        | 67  | 2.07 | 1.78 | 60.013  | 0.001* |
|                                                                               | YouTube          | 49  | 2.00 | 0.00 |         |        |

|                                                                                 |              |     |      |      |         |        |
|---------------------------------------------------------------------------------|--------------|-----|------|------|---------|--------|
| Influencers' responses to followers increase my trust in their recommendations. | Facebook     | 52  | 3.00 | 0.00 |         |        |
|                                                                                 | Snapchat     | 42  | 4.00 | 0.00 |         |        |
|                                                                                 | WhatsApp     | 20  | 5.00 | 0.00 |         |        |
|                                                                                 | <b>Total</b> | 230 | 2.89 | 1.39 |         |        |
| Influencer reviews influence my perception of a product or brand                | Instagram    | 67  | 1.46 | 1.34 | 119.898 | 0.001* |
|                                                                                 | YouTube      | 49  | 2.17 | 0.78 |         |        |
|                                                                                 | Facebook     | 52  | 3.00 | 0.00 |         |        |
|                                                                                 | Snapchat     | 42  | 4.00 | 0.00 |         |        |
|                                                                                 | WhatsApp     | 20  | 5.00 | 0.00 |         |        |
|                                                                                 | <b>Total</b> | 230 | 2.71 | 1.34 |         |        |
| Influencer marketing influences the brands I choose to purchase.                | Instagram    | 67  | 1.00 | 0.00 | 294.824 | 0.001* |
|                                                                                 | YouTube      | 49  | 2.62 | 1.22 |         |        |
|                                                                                 | Facebook     | 52  | 3.00 | 0.00 |         |        |
|                                                                                 | Snapchat     | 42  | 4.00 | 0.00 |         |        |
|                                                                                 | WhatsApp     | 20  | 5.00 | 0.00 |         |        |
|                                                                                 | <b>Total</b> | 230 | 2.69 | 1.36 |         |        |

**Source:** Computed from Primary

The One-Way ANOVA results in Table 5 show substantial differences amongst social media applications in terms of customer responses to influencer marketing. For "The expertise of an influencer increases my confidence in a promoted product," the mean scores range from 1.8358 for Instagram to 5.00 for WhatsApp, with an F-value of 80.315 and a p-value of 0.001, showing a significant difference. For "Attractive videos and images posted by influencers capture my attention," the mean scores vary from 2.00 to 5.00, with an F-value of 43.92 and a significance value of 0.001, indicating a significant difference. For "Influencers' responses to followers increase my trust in their recommendations," the mean scores range from 2.00 to 5.00, with an F-value of 60.013 and a significance value of 0.001, showing a significant difference between social media applications. For "Influencer reviews influence my perception of a product or brand," the mean scores range from 1.4776 for Instagram to 5.00 for WhatsApp, with an F-value of 119.898 and a significance value of 0.001, confirming a substantial difference. Finally, for "Influencer marketing influences the brands I choose to purchase," the mean scores range from 1.00 for Instagram to 5.00 for WhatsApp, with an F-value of 294.824 and a p-value of 0.001, showing a significant difference. Because all five statements have significance values of 0.001, which are less than the 0.05 level, the null hypothesis H01(b) is rejected, indicating a significant difference between social media applications and consumers' responses to social media platforms that influence their purchasing decisions.

## Reliability Analysis for Social Media Influencer Marketing

Reliability analysis is a statistical technique used to assess the internal consistency and dependability of the questionnaire items used in the study. It determines whether the statements included under each variable consistently measure the same underlying concept.

**Table 6** Reliability Analysis

| FACTORS                                                                            | Cronbach's Alpha | Cronbach's Alpha Based on Standardized Items |
|------------------------------------------------------------------------------------|------------------|----------------------------------------------|
| social media platforms through which consumers are influenced to purchase products | 0.850            | 0.850                                        |
| Influencer reviews influence my perception of a product or brand                   | 0.750            | 0.750                                        |
| Influencer marketing influences the brands I choose to purchase                    | 0.810            | 0.820                                        |

**Source:** Computed from Primary Data

The reliability study in Table 6 shows that the Cronbach's Alpha value is 0.850, and the Cronbach's Alpha based on standardised items is similarly 0.850, based on 5 items assessing social media platforms that influence customers to purchase things. The Cronbach's Alpha rating of 0.850 suggests a high level of internal consistency among the five items, implying that they accurately assess the intended construct. As a result, the scale can be considered dependable and appropriate for further statistical research.

## Findings

1. Age wise Finding The highest percentage of responders are within the 19-25 year old age group accounting for 29 per cent followed by 26-35 year olds at 22 per cent and 36-45 year olds at 19 per cent. The respondents below 18 years and above 45 years are 15 per cent each.
2. The most watched social media site finding is Instagram, used by 29 per cent of respondents, followed by Facebook at 23 per cent, YouTube at 21 per cent, Snapchat at 14 per cent and WhatsApp at 13 per cent.
3. An influencer's expertise enhances consumer confidence, with 29 per cent strongly agreeing and 22 per cent agreeing that it makes them confident in a promoted product, influencer expertise finding
4. Twenty-six percent of respondents highly believe that appealing videos and photos capture their interest, and 23 percent agree. Twenty-one percent strongly think that influencers' answers boost their trust in recommendations, and 18 percent agree.
5. influencer marketing has an influence on the brands people choose to buy. Buying behaviour finding 21 per cent strongly agree and 25 per cent agree influencer marketing influences the brands they choose to purchase. Similarly, 23 per cent strongly agree and 26 per cent believe that influencer reviews impact their perception of products or brands.

## Suggestions

1. Considering the significant representation of Instagram among the selected platforms, marketers and businesses should focus on Instagram and other regularly seen platforms to communicate product information through appealing, relevant and authentic influencer content.
2. Consumer confidence, trust and brand choice are related with influencer knowledge, reviews and reactions. Thus, influencers should build credibility and consumer trust by giving authentic product reviews, transparent information and meaningful engagement with followers.

## CONCLUSION

Social media influencer marketing has emerged as a significant means for disseminating information about products and engaging consumers. The analysis revealed that Instagram was the most watched platform by the 230 respondents followed by Facebook and YouTube. Influencer knowledge and appealing visual material can build customer confidence and attention. Influencer replies and reviews can also affect consumer trust and impression of the product. Our data also reveal that influencer marketing is related to the brands that consumers decide to buy. The study in general provides insight on the function of influencer marketing in altering the consumer confidence, attention, trust, product perception and buying behaviour in Chennai District.

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