



# A STUDY ON THE IMPACT OF INFLUENCER MARKETING ON CONSUMER PURCHASE INTENTION AT WEBOIN

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**Abstract:** Influencer marketing has shifted from a peripheral tactic into a foundational element of how brands engage their audiences, and companies such as Weboin have restructured their outreach accordingly. This study investigates the extent to which influencer marketing influences consumer purchase intention, with Weboin, a Chennai-based digital marketing firm, serving as the primary research context.

The study is anchored in the Theory of Planned Behaviour and explores four contributing variables, namely influencer characteristics, social influence, content quality, and perceived behavioural control. Structured questionnaires were distributed to between 150 and 200 consumers who had verifiable exposure to Weboin's marketing campaigns. The collected data was subjected to correlation, regression, and structural equation modelling through SPSS.

A central argument running through this research is that influencer marketing reaches further than audience visibility. It actively participates in shaping the behavioural pathways through which consumers form and act on purchase decisions, something firms like Weboin stand to benefit from understanding more precisely.

**Keywords:** Influencer Marketing, Consumer Purchase Intention, Consumer Trust, Content Quality, Social Influence, Theory of Planned Behaviour, Weboin.

## INTRODUCTION

### Influencer Marketing - An Overview

Influencer marketing, put simply, is about brands choosing to work with people who have already earned the attention and trust of an online audience, rather than trying to build that trust themselves from scratch. These individuals operate mostly across Instagram, YouTube, Facebook, and Twitter, and the reason brands pursue them has everything to do with the credibility they carry with the people who follow them daily. Older advertising formats, television spots and newspaper placements among them, have steadily lost their grip on consumer attention. A single post from someone a person genuinely looks up to can now do what months of conventional advertising sometimes fails to accomplish.

Part of what has made this form of marketing so widely adopted is that it does not discriminate by company size. A business that launched six months ago has roughly the same opportunity to reach its ideal audience through a well-chosen influencer as a company that has been running campaigns for decades. Budget constraints that once kept smaller brands invisible have become far less decisive when the right partnership is on the table.

There is also something worth noting about how this content lands with people. A recommendation woven into content from someone a consumer willingly follows reads very differently from a brand advertisement that interrupts their day. That difference in how the message is received is not minor. It sits right at the heart of why influencer marketing tends to shape purchasing behavior in ways that paid advertising often struggles to replicate.

At Weboin, campaigns are increasingly built around this understanding. Still, knowing that influencer marketing works in general is not the same as knowing what specifically makes it work. This study looks closely at those specifics, whether it is how credible the influencer comes across, how well the content is put together, the social dynamics surrounding a recommendation, or how much agency the consumer feels they have in their own decision, to give



Weboin and brands like it something more concrete to work with.

### **BACKGROUND OF THE STUDY**

The past decade reshaped consumer behavior in ways that left a good number of brands scrambling to catch up. Instagram, Facebook, YouTube, and Twitter were never meant to be marketplaces, yet people started discovering, evaluating, and buying products through them so naturally that commerce simply became part of how those platforms feel to use.

For Weboin, a firm whose entire practice lives inside digital marketing, that convergence has not been an abstract industry observation. It has shown up concretely in how campaigns are structured, what clients expect from them, and which approaches have actually proven capable of shifting consumer behavior rather than just generating impressions.

Influencer marketing took hold because the trust a person extends to another person has always worked differently from the trust they might extend to a corporation, and years of conventional advertising have done relatively little to bridge that distance. People who have put in the time to grow a following through content that their audience actually finds worthwhile give brands access to something that paid media has rarely been able to replicate on its own. When a recommendation comes from someone a consumer has watched and engaged with over months or years, it tends to register more deeply than anything a brand produces about itself. Even when the sponsorship is openly disclosed, the trust does not dissolve, largely because it was never about the brand to begin with.

Four variables anchor the investigation this study undertakes. The first concerns the influencer as a person, particularly the knowledge they bring across, how they carry themselves in front of their audience, and whether that audience sees them as someone worth believing rather than simply someone worth watching. These are not permanent qualities that an influencer either has or does not have. They are impressions that get built and sometimes revised with every piece of content an audience encounters. The second variable is social influence, the quiet but persistent awareness a consumer develops that others around them, people they know personally or communities they identify with, are already responding to a particular recommendation. This awareness shapes purchasing behavior in ways that often operate beneath conscious deliberation. The third is content quality, which has less to do with visual polish and more to do with whether the information an influencer shares is substantive enough to actually help a consumer think through a decision. The fourth variable is perceived behavioral control, which belongs to the consumer rather than the influencer and reflects how capable and unencumbered that person feels when considering whether to act on what they have seen.

Ajzen's Theory of Planned Behavior, articulated in 1991, enters this study because it describes something recognizable about how intentions actually form. The theory holds that a person's intention to act emerges from three things working together rather than any single factor in isolation: their own attitude toward the behavior, their reading of the social norms surrounding it, and their felt sense of control over the outcome. Each of those three elements surfaces clearly in the influencer marketing context, which is precisely why the theory has appeared repeatedly in prior research attempting to explain how social media shapes the decisions consumers make.

Halim's ERHA model, put forward in 2018, extends that theoretical foundation by drawing the DeLone and McLean Information Systems Success Model into the same framework. The result brings influencer characteristics, subjective norms, trust, behavioral control, and information quality into a single structure built around explaining purchase intention. The model originated in franchise business research but has since been carried into social media and influencer marketing studies, where it has continued to hold up reasonably well.

Consumer trust occupies the mediating position within this study's analytical structure, sitting between the four independent variables and purchase intention, the outcome the study is most directly concerned with. Examining how those constructs interact within Weboin's specific campaign environment is what grounds this research in practical relevance and keeps its conclusions from floating into generalisation about influencer marketing as a broad category.

### **REVIEW OF LITERATURE**

- Halim et al. (2020) tested the ERHA model on 272 Instagram users and found that influencer characteristics and subjective norms both strengthened consumer trust, which then drove purchase intention. Information quality came out as the strongest direct predictor of purchase intention across all variables examined.
- Ajzen (1991) put forward the Theory of Planned Behavior as a way of understanding why people do what they do. The theory rests on three factors, personal attitude, social norms, and perceived control, and how they

converge to produce intention. Researchers working in digital and influencer marketing have returned to it repeatedly because it captures the internal process a consumer goes through between encountering content and deciding to act on it.

- Lou and Yuan (2019) looked at how message value and influencer credibility shape trust in branded social media content. Informational value, entertainment value, trustworthiness, and attractiveness each contributed meaningfully to consumer trust, with trust itself serving as the primary route to purchase intention. Their work made clear that influencer credibility is something measurable, not merely impressionistic.
- Onofrei, Filieri, and Kennedy (2022) found that content quality and source credibility had direct and significant effects on behavioral engagement and purchase intention through social media interactions. Their findings support treating content quality as an independent variable in this study's framework.
- Macheke, Quaye, and Ligaraba (2023) confirmed that influencer characteristics and social norms shape purchase intention among young female consumers through the behavioral mechanisms described in TPB. Perceived authenticity turned out to be one of the stronger predictors of consumer trust in that context.
- Springer (2025) pulled together findings from 71 empirical studies and found that credibility and attractiveness consistently drive purchase intention, with influencers proving more effective than both brand generated content and traditional celebrity endorsements, especially in categories where a personal recommendation genuinely moves people.
- Khurana et al. (2025) used the Stimulus-Organism-Behavior-Consequence framework and found that trust does not stay with the influencer. It transfers to the brand in a traceable way, and expertise alongside integrity were the qualities most responsible for making that transfer happen.

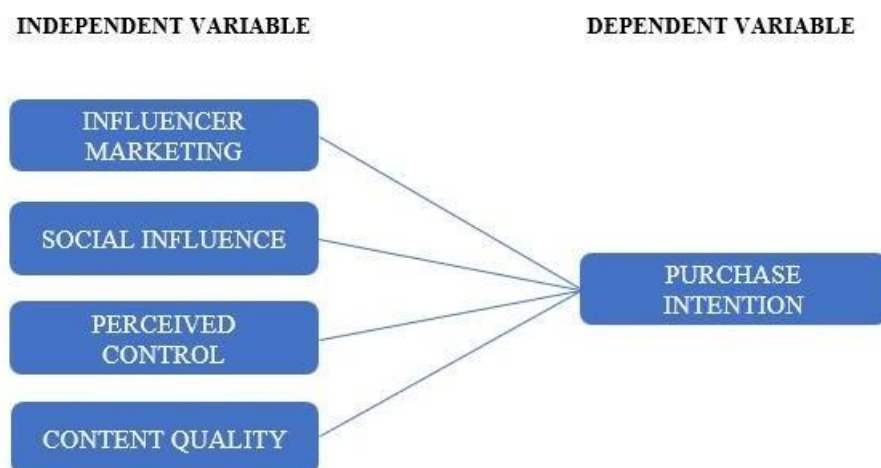
### CONCEPTUAL FRAMEWORK

This study works with four independent variables: influencer marketing characteristics, social influence, content quality, and perceived behavioral control. Consumer trust mediates the relationship, and purchase intention is the outcome being measured.

Brands like Weboin use influencer marketing through content creation, product endorsements, and audience engagement. These activities matter not because of the volume they generate but because of how naturally they reach people. That naturalness is what earns trust, and earned trust is what moves a consumer toward buying.

The Theory of Planned Behavior accounts for how social norms and perceived control shape what a person ends up intending to do. The ERHA model places those dynamics inside a digital marketing setting. Read together, the two frameworks trace a clear path from what an influencer puts out to what a consumer ultimately decides.

### FRAME WORK





## DISCUSSION

The conceptual framework brings out how central trust is to the entire influencer marketing process. Consumers do not simply buy because they saw a product on their feed. They buy when the person showing them that product has earned their confidence through consistent, quality content and genuine engagement. Weboin's influencer campaigns operate within this dynamic, and how well each campaign builds and sustains trust will largely determine how well it converts.

Content quality in particular stands out as a variable that brands can directly control. While the influencer's personal characteristics develop over time, the information shared in a campaign, how complete, clear, and relevant it is, can be shaped by the brand itself. Campaigns that give consumers everything they need to make a confident decision will outperform those that are visually appealing but informationally thin.

Social influence and perceived behavioral control add further layers to this picture. Consumers are not making decisions in isolation. What their peers are doing and saying, and how easy or difficult they feel it is to follow through on a purchase, both shape the final outcome.

## IMPLICATIONS

### Theoretical Implications

This study adds something to the existing conversation around influencer marketing that has not been explored enough, namely what these dynamics actually look like inside an Indian digital marketing context. By applying and testing both the ERHA model and the Theory of Planned Behavior within Weboin's setting, the research brings a regional and industry-specific perspective that most prior work in this space has not addressed directly.

### Practical Implications

For Weboin and firms operating in a similar space, the findings offer something more useful than general guidance. They point toward concrete decisions, which influencers are worth partnering with, what content approaches actually build trust rather than just attract attention, and how campaigns can be structured so that consumer confidence in the brand grows alongside visibility. The goal is not just reach. It is the kind of engagement that genuinely moves people toward buying.

## FUTURE RECOMMENDATIONS

Further research can expand this study by collecting primary data from a broader consumer base across different cities and product categories. Researchers can also explore how platform-specific factors, such as algorithm changes or content format differences across Instagram, YouTube, and LinkedIn, moderate the relationship between influencer marketing and purchase intention.

## CONCLUSION

Influencer marketing has moved well past the experimental phase. For companies like Weboin, it is now a primary channel through which consumer relationships are built and purchase decisions are influenced. Over the past few years, the way consumers engage with content has shifted significantly. People are more selective about who they trust, more aware of paid promotions, and more likely to respond to influencers who come across as genuine and knowledgeable rather than simply popular.

This study set out to examine how influencer marketing affects consumer purchase intention specifically within the context of Weboin's campaigns in Chennai. The research looked at four key variables: how the influencer is perceived, the social pressure around their recommendations, the quality of the content they produce, and the consumer's sense of control over their own decision. Consumer trust was placed at the center of the framework as the variable that connects these inputs to the final outcome of purchase intention.

The theoretical foundation of this study rests on the Theory of Planned Behavior and the ERHA model, both of which have been applied in similar digital marketing contexts and found to be reliable predictors of consumer behavior. The use of structural equation modeling through SPSS allows the study to test not just direct effects but the mediating role of trust, which is where much of the real story lives.

What this research ultimately points toward is a fairly direct message for practitioners. Influencer marketing works best when trust is at the core of it. An influencer with genuine credibility, sharing content that is clear and complete, backed by the social validation of a community that already trusts the recommendation, is a far more powerful force than a



high-follower account posting a generic promotional message. Weboin's ability to identify and work with the right influencers, brief them on content quality standards, and build campaigns around authentic engagement will determine how effectively its influencer strategy converts attention into actual purchase intent.

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