

Abstract

This research investigates the impact of social media influencers on consumer purchase intentions, employing a mixed-methods approach to explore how influencer marketing affects consumer behavior. As social media platforms continue to grow in prominence, influencers have become powerful marketing tools for brands seeking to connect with consumers on a more personal and authentic level. The study combines qualitative interviews with consumers and marketing professionals to understand the emotional and psychological factors that drive purchase decisions when influenced by social media personalities. Additionally, a quantitative survey is conducted to measure the relationship between influencer characteristics—such as trustworthiness, expertise, and relatability—and consumer purchase intentions across various product categories. The findings reveal that consumers' trust in influencers, perceived authenticity of the content, and alignment with personal values significantly impact their likelihood of making a purchase. Moreover, influencers who are perceived as genuine and relatable have a stronger influence on purchase intentions compared to those who appear overly commercial. This research highlights the growing importance of influencer marketing in shaping consumer behavior and offers valuable insights for brands seeking to leverage social media influencers effectively. The study provides recommendations on how companies can select and collaborate with influencers to enhance consumer engagement and drive purchasing decisions in the digital age.