

MARKETING OF CONSUMERS' PURCHASE INTENTION TOWARDS SMARTPHONES IN MAYILADUTHURAI DISTRICT

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ABSTRACT

These days, smartphones are a necessary component of everyday life and a crucial communication tool. Social media's explosive growth has changed conventional marketing tactics, and influencer marketing has become a potent instrument for influencing customer behaviour. This study looks into how influencer marketing affects Mayiladuthurai district consumers' decisions to buy cell phones. The study examines important elements such brand knowledge, the perceived genuineness of endorsements, influencer exposure frequency, and consumer trust in influencers by examining survey and structured interview responses. Influencer publicity on consumer purchasing decisions are significantly positively correlated, according to the data, especially for younger groups. According to the study's findings, influencers are crucial in determining how consumers in the area perceive brands and how much they spend on smartphones. Businesses and marketers can use these insights to help them create more focused influencer programs that are more effective and suited to local customer behaviour. This Study examines the variables highly affect lower middle class consumers decision to purchase smartphones.

KEYWORDS: *Influencer Marketing, Consumer Decision, Consumer Behaviour, Smartphones*

INTRODUCTION

The study's goal was to determine how influencer marketing affected Mayiladuthurai district customers' decisions to purchase smartphones. In contrast to traditional promotion, direct influencer marketing emphasises establishing a personal connection with prospective customers by relatability, trust, and regular content sharing. This strategy has a particularly strong effect on the smartphone industry, because consumers' decisions are impacted not only by technical features but also by user evaluations, brand impression, and the recommendations of reliable individuals. Since influencers are so important in forming public opinion, many smartphone manufacturers now work with them to more successfully and authentically reach audiences. influencer marketing is becoming more and more relevant in the Mayiladuthurai area of Tamil Nadu, which represents a blend both village and semi-urban consumer behaviour. Customers in this area are growing more receptive to online material as social media usage and digital access grow, particularly from influencers who speak the local tongue or are aware of local preferences. It investigates the ways in which local consumers' purchasing decisions are influenced by elements like influencers credibility, engagement, content design, and perceived authenticity. By concentrating on one particular location, the study highlights the shifting nature of buyer-brand connection in regional India.

REVIEW OF LITERATURE

Etim, G. S., et.al., (2024) Influencer advertising and consumer buying habits towards smartphone companies were evaluated in this study. Finding out how celebrity endorsements, giveaways, and pre-release contests affected consumers' purchasing decisions for smartphone companies was its explicit goal. This tactic involves giving prospective buyers a complimentary copy of the product that will be published in exchange for doing specific marketing duties for the business. Businesses can significantly encourage those who are most likely to support and advertise their brands for free by offering free versions of their products to a small group of customers. This makes it simple for businesses to raise consumer demand, spread the word about the potential product, and increase sales when it is eventually put on the market. According to the study's findings, celebrity endorsements as an influencer promotional tool have the ability to significantly and favourably affect smartphone users' purchasing decisions about new smartphone brands.

Frimpong, A. O., et.al., (2020) This study's main goal is to investigate how online marketing influencers affect consumers' intentions to make purchases. In doing so, the variables that affect or have an influence on customers' decisions would be looked at. Additionally, it is evident that more individuals purchase fashion items online than virtually any other product category. Additionally, influencers use communication platforms to affect consumers' intentions and purchasing behaviours, and a number of businesses are implementing various tactics to appeal to the younger generation and provide value for money. As they grow their fan base, influencers have a big impact on how consumers intend to make purchases. Additionally, companies and retailers are adjusting to social media platforms as they become more useful.

Isa, S. M., et.al., (2020) The impact of the advertising strategy on brand switching among smartphone users in Malaysia is investigated in this study. Additionally, it looks into how brand effect mediates the relationship between service, brand switching, and the marketing mix (i.e., product, price, place, and promotion). The purpose of this study was to shed some light on how the marketing mix affects brand switching and the part that brand effect plays among smartphone users. It was discovered that there was a statistically significant correlation between pricing and promotion, two components of the marketing mix, and smartphone brand switching.

Hodijah, C., et.al (2021) The purpose of this study is to ascertain how influencer marketing affects customer purchase decisions and how it can enhance organisational performance. The following conclusions can be drawn from the research's findings and discussion: (1) According to the questionnaires given to respondents, influencers significantly and favourably affect the performance of SMEs in the downtown area of Bandung. (2) A influencer influences customer purchases, and the organization's performance is significantly impacted by both the positive and bad choices made by the influencer, particularly for SMEs in Bandung.

OBJECTIVES OF THE STUDY

This study's main goal is to investigate how influencer marketing affects customers' decisions to buy smartphones. The following particular goals serve as the study's guidelines in order to accomplish this goal.

- To investigate how consumers' purchase intentions are impacted by influencer marketing's use of credibility and trust.
- Examine the connection between consumers' interaction with influencers on their propensity to buy smartphones that are suggested.

HYPOTHESIS

- **H₀₁**: There is no significant difference between age and influencer marketing on consumers' buying decisions
- **H₀₂**: There is no significant difference between gender and influencer marketing on consumer's decisions.

Table 1: Respondents Based on the Gender

S. No	Gender	No. of Respondents	Percentage
1	Male	144	56
2	Female	100	40
3	Trigender	16	04
Total		260	100

From the above table it is interpreted that the total number of respondent are 260 from which 56% of the respondents are Male and 40% respondents are Women 4% pf the respondents trigender .

Table 2: Age Group of Respondents

S. No	Age	No. of Respondents	Percentage
1	Under 30 years	110	43
2	30 to 50 years	80	30
3	Over 50 years	70	27
Total		260	100

From the table 2, it can be seen that out of the 260 respondents 43 were in the age range of below 30, while 30 of them were in between the age of below 30-50, finally 27 percentage of the respondent were above 50 age group.

Table 3: Influencer Marketing on Consumers's Decisions

S. No	Particulars	SA	A	N	D	SD	Total
1	When I purchase in-person, I often come into contact with influencer marketing.	90	65	60	30	15	260
		35	25	23	12	5	100
2	marketing influencer to alter my choice to buy.	83	67	33	54	23	260
		32	26	13	20	9	100
3	My chances of buying a product are increased by suggestions from marketing influencers.	91	52	49	38	30	260
		35	20	19	15	11	100
4	I'm at ease disclosing private information to marketing influencers.	89	80	42	29	20	260
		34	31	16	11	8	100
5	I rely on marketing influencers to deliver factual and trustworthy information.	78	75	49	39	19	260
		30	29	19	15	7	100

Customers' impressions of how social media advertising affects their intentions to buy are highlighted by the statistics in Table 3. Social media advertising can result in negative outcomes, including products looking better than they are (42%), unclear return policies (63%), impulse buying (82%), exposure to data theft (78%), or the possibility of running into fraudulent sellers (54%). This is something that quite a few of respondents strongly agree or agree with. These results point to the need for more safe and regulated virtual commerce settings, even though social media is a potent marketing tool. They also highlight significant concerns about security for consumers, transparency, and trust.

Table 4: ANOVA Test of Age and Influencer Marketing on Consumers ' Buying Decisions

Variables	Age	N	Mean	S.D.	F Value	Sig.
When I purchase in-person, I often come into contact with influencer marketing	Under 30 years	110	4.21	1.86	7.230	0.045*
	30 to 50 years	80	4.36	1.75		
	Over 50 years	70	4.71	1.02		
	Total	260	4.25	1.99		
marketing influencer to alter my choice to buy	Under 30 years	110	4.72	1.87	6.978	0.005*
	30 to 50 years	80	4.39	1.93		
	Over 50 years	70	4.29	1.00		
	Total	260	4.11	0.98		
My chances of buying a product are increased by suggestions from marketing influencers	Under 30 years	110	4.94	1.71	4.302	0.006*
	30 to 50 years	80	4.76	1.90		
	Over 50 years	70	4.74	1.15		
	Total	260	4.94	1.78		
I'm at ease disclosing private information to marketing influencers.	Under 30 years	110	4.26	1.98	7.025	0.007*
	30 to 50 years	80	4.84	1.04		
	Over 50 years	70	4.90	1.44		
	Total	260	4.89	1.15		
I rely on marketing influencers to deliver factual and trustworthy information.	Under 30 years	110	4.29	1.76	4.697	0.001*
	30 to 50 years	80	4.74	1.58		
	Over 50 years	70	4.91	1.75		
	Total	260	4.84	1.12		

Based on Primary Data * Sig.@5%

The impact of f value age and influencer marketing on the decisions of consumers in the study area is as follows: 7.230, 6.978, 4.302, 7.052, and 6.697. When I make in-person purchases, I frequently encounter influencer marketing. Marketing influencers have the ability to influence my purchasing decisions. I am comfortable disclosing personal information to marketing influencers, and I trust them to provide factual and reliable information. Consequently, my likelihood of purchasing a product is increased by their recommendations. The calculated ANOVA result plainly indicates that the age category of respondents under 30 years old is highly influential, as evidenced by the high level of customer reports on the impact of influencer marketing on consumer decisions. Age category is significantly influenced by the frequency of interaction and satisfaction with online delivery, as indicated by the results.

Table 5: ANOVA Test Gender and Influencer Marketing on Consumer's Decisions

Variables	GENDER	N	Mean	S.D.	F Value	Sig.
When I purchase in-person, I often come into contact with influencer marketing	Male	144	4.21	1.36	6.523	0.045*
	Female	100	4.76	1.25		
	Trigender	16	4.71	1.72		
	Total	260	4.25	1.99		
marketing influencer to alter my choice to buy	Male	144	4.22	1.87	5.678	0.005*
	Female	100	4.29	1.33		
	Trigender	16	4.29	1.80		
	Total	260	4.01	1.78		
My chances of buying a product are increased by suggestions from marketing influencers	Male	144	4.94	1.61	3.802	0.006*
	Female	100	4.76	1.40		
	Trigender	16	4.34	1.55		
	Total	260	4.14	1.38		
I'm at ease disclosing private information to marketing influencers.	Male	144	4.16	1.78	7.225	0.007*
	Female	100	4.74	1.24		
	Trigender	16	4.30	1.34		
	Total	260	4.79	1.05		
I rely on marketing influencers to deliver factual and trustworthy information.	Male	144	4.49	1.71	17.470	0.001*
	Female	100	4.64	1.62		
	Trigender	16	4.91	1.71		
	Total	260	4.74	1.69		

Based on Primary Data * Sig.@5%

The investigation of the value of gender and influencer marketing on consumers' decisions in the study area (6.523, 5.678, 3.802, 7.225, 17.470) When I make in-person purchases, I frequently encounter influencer marketing. Marketing influencers can influence purchasing decisions. I am comfortable disclosing personal information to marketing influencers, and I trust them to provide factual and reliable information. Consequently, my likelihood of purchasing a product is increased by their recommendations. The calculated ANOVA result indicates that the gender category of respondents who are under the gender of male is experiencing a high level of online shopping reporting. The findings indicate that the frequency of interaction and satisfaction with online delivery are significantly influenced by gender category as Influencer Marketing on Consumer's Decisions.

FINDINGS

Many respondents said they were more interested in and likely to buy particular smartphone brands when they saw direct recommendations from influencers, such as product reviews, opening videos, and firsthand user testimonials. Content from influencers who consumers believe to be genuine, informed, and open has a higher chance of influencing them. Purchase intention was found to be strongly predicted by trust in the influencer. Compared to older age groups, younger customers (those between the ages of 18 and 35) responded more favourably to direct influencer marketing. Additionally, middle-class customers were more likely to purchase smartphones as a result of influencer marketing. Influencer marketing has occasionally caused customers to abandon their favourite smartphone brand, particularly when influencers highlighted characteristics that consumers strongly valued, such as creation, camera quality, or long-lasting batteries.

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SUGGESTION

Future marketing plans need to take into an expanded range of influencers, such as individuals with varying origins in terms of culture, career, and content. This would make it possible for smartphone brands to more successfully target a variety of consumer segments. Influencers should be educated by brands on the functionality and technical details of cellphones. Influencers with knowledge are better able to produce content that connects to potential customers by being factual, convincing, and trustworthy. Encouragement should be given to influencers to provide interactive content like challenges, polls and Q&A sessions. By creating a feeling of community, these events increase customer loyalty and propensity to purchase the advertised good.

CONCLUSION

The effect of influencer marketing on customers' decisions to buy smartphones has been investigated in this study. The results show that trust, perceived genuineness, and the kind of material offered are the main ways that influencer promotion shapes customer behaviour. Influencers have a quantifiable impact on consumers' buy intentions when they interact with their followers directly through product evaluations, package videos, and real-time feedback. many smartphone manufacturers now work with them to more successfully and authentically reach audiences. This Study examines the variables highly affect lower middle class consumers decision to purchase smartphones.

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