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A Study on Consumer Perception towards Influencer-Promoted Products Sold in Amazon

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ABSTRACT: The emergence of social media influencers has significantly transformed contemporary marketing practices, particularly within the e-commerce sector. Influencer marketing has become a powerful tool for brands to shape consumer attitudes, enhance product visibility, and influence purchase decisions. Simultaneously, Amazon has established itself as a leading e-commerce platform by integrating influencer promotions through affiliate links, sponsored content, and influencer storefronts. This study examines consumer perception towards influencer-promoted products sold on Amazon, with specific emphasis on influencer credibility, trust, expertise, popularity, and their impact on buying behaviour.

The study adopts a descriptive research design using a quantitative approach. Primary data were collected from 105 Amazon users through a structured questionnaire. Statistical tools such as percentage analysis and Chi-square analysis were employed to analyse the data. The findings indicate that influencer promotions positively influence consumer perception, brand awareness, and purchase intention.

Influencer credibility—particularly popularity and trustworthiness—plays a crucial role in shaping buying decisions. However, the Chi-square analysis reveals that demographic variables such as age and gender do not have a statistically significant relationship with influencer-based purchasing behaviour. The study concludes that influencer marketing is an effective digital marketing strategy within the Amazon marketplace when supported by authenticity, transparency, and accurate product representation.

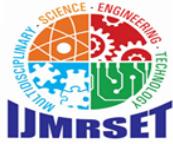
KEYWORDS: Influencer Marketing, Consumer Perception, Amazon, Purchase Behaviour, Credibility, Social Media Marketing, Brand Awareness

I. INTRODUCTION

The rapid advancement of digital technology and the widespread adoption of social media platforms have significantly altered consumer purchasing behaviour. Traditional marketing methods are increasingly being replaced by digital marketing strategies that emphasize engagement, personalization, and trust-building. Among these strategies, influencer marketing has emerged as a prominent tool through which brands communicate product value to consumers using trusted social media personalities. Influencers create content such as reviews, demonstrations, and recommendations that strongly shape consumer opinions and buying intentions.

At the same time, the growth of e-commerce platforms has transformed the retail landscape by offering convenience, product variety, competitive pricing, and efficient delivery systems. Amazon, as one of the world's largest online marketplaces, has successfully integrated influencer marketing into its platform through affiliate programs, influencer storefronts, and sponsored product links.

Consumer perception towards influencer-promoted products is influenced by several factors, including the credibility, trustworthiness, and expertise of the influencer, as well as the authenticity of the promotional content. While influencer recommendations can create positive brand impressions, consumers also rely heavily on platform-specific factors such as customer reviews, ratings, pricing, and return policies before making final purchase decisions. As a result, understanding consumer perception towards influencer-promoted products sold on Amazon becomes essential for marketers and sellers operating in a highly competitive digital environment.



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II. PROBLEM STATEMENT

The growing use of influencer marketing has raised concerns about the credibility and authenticity of influencer endorsements. Consumers often question whether recommendations are based on genuine experience or paid promotions, leading to skepticism and reduced trust. Amazon offers a wide range of products with varying quality, making reliable recommendations difficult to identify. Despite the increasing adoption of influencer marketing, limited empirical research focuses on influencer-promoted products sold on Amazon. This study addresses this gap by examining how influencer credibility and promotional content influence consumer perception and purchase behaviour.

III. OBJECTIVES OF THE STUDY

1. To analyze consumer perception towards influencer-promoted products on Amazon.
2. To examine the impact of influencer credibility (trustworthiness, expertise, popularity) on purchase decisions.
3. To evaluate the relationship between demographic variables and influencer-driven buying behavior

IV. REVIEW OF LITERATURE

1. Savita. (2023). Consumer perception and expectations regarding online shopping in Tirupur District. *International Journal of Commerce and Management Studies*, 15(2), 45–56.
2. Sachin, & Tripathi, A. (2025). Impact of influencer marketing on consumer buying behaviour: Evidence from e-book purchases in Delhi NCR. *Journal of Digital Marketing*, 12(1), 22–35.
3. Shehzala. (2025). Influencer–follower interaction, self-discrepancy, and consumer behaviour in digital environments. *Journal of Consumer Psychology and Behaviour*, 9(1), 61–74.

V. SCOPE OF THE STUDY

- The study focuses specifically on Amazon users who have been exposed to influencer promotions across various social media platforms.
- It examines key dimensions such as consumer perception, trust in influencers, brand awareness created through promotional content, and the resulting purchase intention.
- The research is confined to products that are promoted by influencers and sold through the Amazon platform, understanding influencer-driven consumer behaviour.

VI. RESEARCH METHODOLOGY

Research Design

The study adopts a descriptive research design with a quantitative approach to analyze consumer perception towards influencer-promoted products and their impact on buying behaviour.

Source of Data

Primary data were collected through a structured questionnaire.

Secondary data were obtained from journals, research articles, and published research papers.

Sample Size

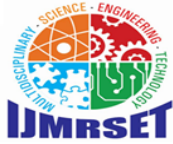
The study is based on a sample of 105 respondents, representing consumers exposed to influencer-promoted products on Amazon.

Sampling Technique

Convenience sampling was used to select respondents due to ease of access and time constraints.

Tools for Analysis

Percentage analysis, Chi-square test, Anova test, Ranking analysis were employed to analyze the data and examine relationships between variables.



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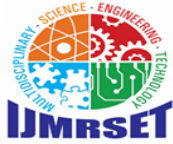
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VII. FINDINGS BASED ON THE PERCENTAGE ANALYSIS

- The findings indicate that most respondents belong to the 18–24 age group (42.9%), while fewer respondents are aged 45 and above (15.2%).
- The findings indicate that female respondents (53.3%) slightly exceed male respondents (46.7%).
- The findings indicate that undergraduates form the major educational group (57.1%), while very few fall under other qualifications (1.9%).
- The findings indicate that nearly half of the respondents are self-employed (49.5%), whereas homemakers represent a small share (6.7%).
- The findings indicate that a large segment earns below ₹10,000 per month (39%), while a smaller segment earns above ₹75,000 (10.5%).
- The findings indicate that most respondents have purchased influencer-promoted products a few times (56.2%), and none reported never purchasing.
- The findings indicate that product features (33.8%) receive more attention than other elements, while very few respondents reported no attention (1%).
- The findings indicate that a majority are aware of affiliate links (66.6%), whereas a small percentage are unaware (10.5%).
- The findings indicate that influencer reviews moderately shape opinions for many respondents (48.6%), with very few reporting no influence (1%).
- The findings indicate that most respondents agree that influencer-promoted brands are more recognizable (50.5%).
- The findings indicate that influencer trustworthiness is considered important by a majority (49%), while very few consider it unimportant (1%).
- The findings indicate that overall perception toward influencer-promoted products is largely positive (48.6%), with minimal negative views (1.9%).
- The findings indicate that influencer expertise affects purchase decisions for many respondents (41%), while only a few report no effect (2.9%).
- The findings indicate that influencer popularity somewhat influences buying decisions for most respondents (69.5%).
- The findings indicate that popularity (49.4%) is the most preferred credibility factor, while very few selected none (2.6%).
- The findings indicate that product demonstrations (28.3%) and honest reviews (26.7%) are key trust-building factors.
- The findings indicate that influencer promotions help create brand awareness to some extent for most respondents (56.2%).
- The findings indicate that YouTube (46.9%) and Instagram (43.2%) are the primary platforms for influencer promotions.
- The findings indicate that mismatch with expectations (36.2%) is the most common perceived risk.
- The findings indicate that influencers are viewed as very or moderately influential by the majority of respondents.

VIII. FINDINGS BASED ON CHI-SQUARE ANALYSIS

- There is no significant association between age group and purchase based on influencer recommendation at the 5% level of significance.
- There is no significant association between gender and the level of influence of social media influencers on buying behaviour at the 5% level of significance.
- Influencer-driven buying behaviour is similar across different age groups.
- Male and female respondents are influenced by social media influencers to a comparable extent.
- Demographic variables such as age and gender do not significantly affect consumer purchase decisions influenced by social media influencers.



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IX. SUGGESTIONS

- Influencers should focus on delivering honest reviews and detailed product demonstrations rather than overly promotional content.
- Clear disclosure of affiliate links and paid collaborations should be encouraged to improve consumer awareness and trust.
- Brands should prioritize influencer campaigns on platforms such as YouTube and Instagram, where consumer engagement is highest.
- While influencer popularity is important, brands should also consider trustworthiness, expertise, and relevance to the target audience.
- Selecting influencers based on multiple credibility dimensions can improve campaign effectiveness.
- Accurate representation of product quality and performance should be ensured to minimize mismatch between expectations and actual experience. This can reduce dissatisfaction and enhance repeat purchase behaviour.

X. CONCLUSION

The present study examined consumer perception toward influencer-promoted products on Amazon and the role of influencer credibility in shaping buying behaviour. The findings show that influencer marketing enhances product awareness and influences purchase decisions. Consumers consider product features and brand reputation, while trustworthiness and expertise strengthen confidence. Overall perception remains positive, and chi-square analysis indicates no significant relationship between demographic variables and influencer impact.

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