

“INFLUENCER MARKETING AND CONSUMER CHOICE: A STUDY OF SAMSUNG PRODUCTS”

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ABSTRACT:

Among the various digital marketing strategies, influencer marketing has proven to be one of the most powerful influencing consumers' purchasing decisions in technology industry. Due to increase penetration of social media and proportionate decrease in consumer trust over traditional advertisements, the influence of influence marketers are rising among consumers as they turn towards them for product information & validation. This study is conducted to analyze the impact of influencer marketing on consumer decision making process for Samsung products.

This section aims to find out the relation of as a factor, the quality of content and the engagement level on the platform, if has any effect on the brand perception and purchase intention. To do so, the researcher used the quantitative explanatory study approach. A checklist questionnaire was developed and shared to Samsung users to gather the required information. Statistically manipulated information is analyzed.

Generally, the result indicates a moderately positive relationship between influencer credibility and purchase intention. The study further discovered that micro as well as media level influencers are more powerful than celebrity signatures to influence consumers' purchase decision. The study has provided useful insight to marketers for using influencer strategically in order to enhance brand image credibility in arriving at better consumer relationships. To summarize, influencer marketing influences consumers' purchase decision if it is relevant to the consumers.

Keywords:- Influencer Marketing, Consumer Choice, Brand Trust, Social Media Marketing, Samsung, Purchase Intention, Digital Marketing.

INTRODUCTION:

The rapid escalation of digital technology has changed the marketing communications of all the industries. Conventional forms of advertising such as television, printing and broadcast radio has predominantly declined its monopoly because of poor advertising its way and a pessimistic consumer confidence. Instead of engaging consumers to advertising, social media has rapidly become a prominent channel to communicate among consumers and exchange comments on what they purchase. Influencer marketing is an approach which applies people's 'social authority' to sway consumers' thoughts and actions. An influencer's opinion is born out of his or her personal experience, opinion or review which influences people's feeling about the product.

In contrast to the normal celebrity pitchmen, influencers carry a reputation of authenticity, credibility and relatability that has fostered consumer trust. Thus, influencer marketing is ideal for purchase-heavy products like intelligent phones and other consumer electronics, for which consumers read, compare and evaluate a broad spectrum of features before making a purchase. Samsung is targeting the ultra competitive consumer electronics market that involves hard bottled constant innovation and cut throat rivalry. Several of its products are in terms of features and price point, very similar to one another meaning that trust and brand image still weigh in very high when making a buying decision. Influencer marketing helps Samsung to connect products with end users through the voices that matter most to them, on different social media channels.

Although the usage of influencer marketing is not new in the industry, the success of the medium depends on the nature of the influencer, the mode of communication and the selection of social media channel. This research study is an attempt to close the theoretical void in the field of marketing literature by empirically studying the impact of influencer marketing upon consumer decision making with reference to the Samsung brand. The primary aim of the research is to help marketers by drawing links between certain traits of the influencer that have the highest impact on consumers' purchase intentions.

Problem Statement

The empirical proven information about how some of the different characteristics of the influencers can affect the buying behavior for Samsung products is missing even if the other technology brands have already widely adopted this marketing approach. The information available creates confusion in choosing the relevant influencers or designing the campaign.

Objects of the Study

1. To measure awareness level of the consumers with respect to influencer marketing.
2. To analyze the influence of influencer credibility on consumer purchasing decisions.
3. To evaluate the effectiveness of different orders of influencers.

4. To study the effect of influencer marketing on brand perception for Samsung products.

Hypothesis

H1 There is a significant relationship between the extent of the influencer's credibility and consumer purchase intention.

H2 Micro influencers create even more brand effects on consumer behavior than celebrity influencers.

H3 The impact of the influencer marketing will have good impact on brand perception of the Samsung products.

LITERATURE REVIEW:

Customers are being affected by more familiar voices online shopping for electronic equipment. It seems that bloggers or posters are becoming more intuitive after 2022, and there is information on the effectiveness of The Voice increasing exponentially after this period; this is mainly due to a general excess of trust in straightforward advertising, and a lack of fealty creating a need for more convincing endorsements. In the present, the most influential force for consumers is the "peripheral" matter. The clerk, market or retailer has shifted to be the widely appreciated voice. Today, consumer digital word of mouth and the way it best works is carried out through discreet dispatches, rather than free commercials. As opposed to classic banner adverts, this approach engenders a rapport and allegiance through self-recognition, in perhaps a new way. The end output is solid, proven recommendations that are neither blown hot nor blown cold. Recommendations where traditional banner advertisements are a failure, must assume two things: one, that recommendations are powerful, and two, that normal authorship is defeated when interpersonal relation on the Internet takes precedence over another medium.

In recent research, the source credibility becomes another aspect to focus when judging the impact of influencer. As **Bhatt and Sharma (2022)** demonstrated in Indian Indian tech gadget segment, the purchase tendency of consumer grows higher in these source which directly provided product endorsement, for example, authentically and professional. Past flash mummery, consumers will pay more attention to specific information when shopping for gadgets. And **Goyal & Kumar (2023)** found emotional involvement also increase the effect of source credibility.

Varghese & Easwaran (2024) Discussed the impact of the 'Make in India' campaign on Samsung's supply chain and pricing policy. They concluded that home production resulted in reduced manufacturing costs and a better pricing strategy. The paper demonstrates the global electronics players are outsourcing their manufacturing to emerging markets. However, the paper does not provide a comparison with competitors and argues for more research on multi-brands supply chain practices in emerging markets.

Wiedmann & von Mettenheim(2020) Examined the factors of attractiveness, trustworthiness, and expertise that determine influencers' effectiveness. However, the study defines an influencer as a "human brand," who influence consumers' perception and purchase intent. Trust is the most important factor discovered. The foundation work only under tables the digital revolution happened, without considering what contribute to influencer effectiveness through up-to-date social media platforms such as short-form videos applications, AI influencers.

Deloitte (2024)In this report, leading trends in global marketing are summarized, which include personalized marketing, artificial intelligence (AI) application, customer orientation. It suggests consumer behavior varies in certain respects according to regions, cultures, and social backgrounds, to name but a few. It exists an obvious transition from nationwide data-oriented decision-making to customer-specific decision-making, from fixed websites to visual supplement platforms and interactive immersion, where the report finds out that with given click data and recording, company owners can implement better targeted marketing. This report is comprehensive and detailed, but in a broad sense. There is no detailed and specific focus on particular region markets, such as India. India is one of the developing countries with separate consumer buying habits and patterns particularly once entering the cyberspace.

Gartner Inc. (2025) Predicts the market trend of PCs, Ultra-Mobiles and Mobile Phone which expects stable increase due to innovative tech and replacement orders. The outlook is supported by technology breakthrough and economic recovery; but on a quantitative dimension only. Nothing is been said about the qualitative elements such as consumers preferences, brand loyalty and the impact of promotion.

India Brand Equity Foundation (IBEF) (2025) The Indian consumer electronics industry is extensive and growing rapidly, with rising disposable incomes and federal policies such as 'Make in India' designed to boost manufacturing in the country. The report is informative, providing an understanding of country-wide trends, but has little information about micro-level consumer behavior, and the impact of brand specific marketing mix variables on buying decisions, suggesting that this is a area requiring detailed research.

Influencer Marketing Hub (2025) Report highlights important trends and indicators of success in influencer marketing such as the growing investment made by brands and the rising return on investment. It also highlights the growing reliance over brands on social media influencers. Furthermore this report points at the most influential platforms being Instagram and YouTube. However, this report is more descriptive rather than academic and calls for additional use of empirical evidence to establish actual influence of influencer marketing on a consumer's level of trust and purchase intentions.

The Economic Times (2025) Provides recent information regarding marketing and advertising trends and practices, such as digital revolution and branding contest. It shows industry current issues and strategic changes of companies. However, it is reported in the form of news, thus without organized academic framework, and needs further academic studies to support.

World Bank (2025) Gives a macro picture of India, with an emphasis on economic growth, rising income levels and digital proliferation these factors are expected to majorly impact consumer buying power and demand in the macro market. While these macro factors are useful in understanding the overall picture, the report does not comment on consumer behavior or marketing strategies, hence a recommendation for additional research linking macro factors to micro level buying decisions

Samsung Electronics Co., Ltd. (2025) Samsung's annual report details the company's global strategy, innovation, and financial results. It highlights its R&D investment and product diversification. The annual report provides many insights into the company but does only from a corporation- as opposed to individual-perspective; additional research could analyze Samsung's strategies as compared to competition to determine relative success in shaping buying behavior.

Samsung India (2025) The following PR points to the release of its newest Galaxy S series, with an emphasis on innovation and high-end specifications. It is used to represent the company's approach to market and product positioning. Being a promotional material, it is less informative, hence further research is required to assess the effects of the launch.

Samsung India (2024) Eulogizes on its pledge to 'Make in India' which promotes local manufacturing and economy. It boosts brand image and reduces costs of business and product purchase. It has concentrated on strategic benefits and not on practical benefits like consumer response to branding and purchases and need in-depth research on role of local in impacting brand image and consumer buying behavior.

Xiaomi Corporation (2025) The key topics of this annual report are cost leadership, innovation and global extension. The report pointed out that the group gained great support of the cost leadership feature and its online-based operation very successful. As with other corporate reports, it did not have any independent analysis and showed the lacking of comparative research which could usefully evaluate the marketing mix efforts of Xiaomi to its competitors (Samsung, Apple etc.).

Apple Inc. (2025) Form 10-K report centers on premium branding, innovation and ecosystem integration. It also asserts the differentiation benefits of high brand loyalty and profitability. The report is comprehensive and detailed but projected more from a corporate perspective.. It lacks a consumer perspective and future research can analyze the effect of Apple's premium brands on purchase behavior in unexploited, price sensitive segmented markets such as India.

RESEARCH METHODOLOGY:

Study Design

The present study has a quantitative explanatory design that has examined the impact of influencer marketing on consumer choice with regard to the Samsung brand. This type of research design was chosen because it allowed the determination of individual consumer perceptions, trust levels, and purchase behavior. The study design is descriptive and analytical. Its primary objective is to observe trends, patterns, and relationships between individual influencer marketing elements and consumer decision making; a suitable approach to support the hypotheses tested and provide unbiased conclusions.

Data Collection

Primary data was gathered via a predetermined questionnaire. In the form of an online survey, the questionnaire consisted of multiple choice, Likert scale and closed categories questions. The questions explored socio-demographic information, the perceived credibility of the influencer, the extent of their exposure, the platform of the posts' exposure and the purchase intent that resulted from exposure to influencer's posts. Secondary data was gathered from research papers, industry presentations, marketing publications and various reliable and established websites.

Sampling Techniques Population: The sample surveyed is made up of consumers who know the Samsung brand and that are subjected to influencer marketing through social and digital Media.

Unit: Every survey unit contains individual consumer who follow influencer in lifestyle or technology field via social media websites.

Size: There is 1443 consumers in this research. Such sample size is considered suitable for inferences.

Method: The sampling technique used for this study was convenience sampling, a form of non-probability sampling, because samples are naturally available, willing to participate in the research, also readily accessible through an online medium. Non probability sampling technique is mostly used in exploratory and descriptive marketing research.

Data Analysis

All of the collected data were coded, tabulated and analyzed by means of SPSS statistical package and MS Excel. Descriptive statistical techniques were employed to describe the data in a clearly form in terms of percentage and frequency distribution and inferential statistical techniques were used to find out the impact of influencer credibility on purchase decision. To make the finding easily comprehensible, a number of tables, charts and graphs are used.

RESULTS AND DISCUSSION:

The analysis of the data compiled from 1443 consumers presented interesting results with regard to the influence of influencer marketing on the purchase decisions of Samsung products. Demographic analysis showed that most of the consumers were young, and belong to the working age group which meant they were constantly exposed to the digital medium and were thus more likely to be receptive to influencer marketing. A majority of consumers had jobs or were students. Both these consumer categories are significant for the marketing of Samsung products.

The results illustrated that most of the consumers ranked smartphones as the most desirable Samsung products, followed by televisions and then home appliances, indicating that the influence was stronger on high-involvement, frequently updated technology products. It also proved that consumers sometimes or regularly take the advice of influencers into account before making a purchase decision on any product. Hence, influencer marketing definitely has a sway on consumer purchasing decisions. Brand trust was another key aspect.

The results showed that the consumers rated the credibility of an influencer, a factor for marketing of the Samsung brand, on average of high and moderate. Hence, consumer confidence is a vital trait in influencer marketing which also had an effect on purchase decision for the Samsung products.

According to the results, the most preferred platforms were Youtube and Instagram. The research also provided proof that the visual mode of content was more impactful and effective than other ways of communication such as text based posts. Video content like unboxing videos and demonstrations proved beneficial for technological products.

Age Group of Respondents

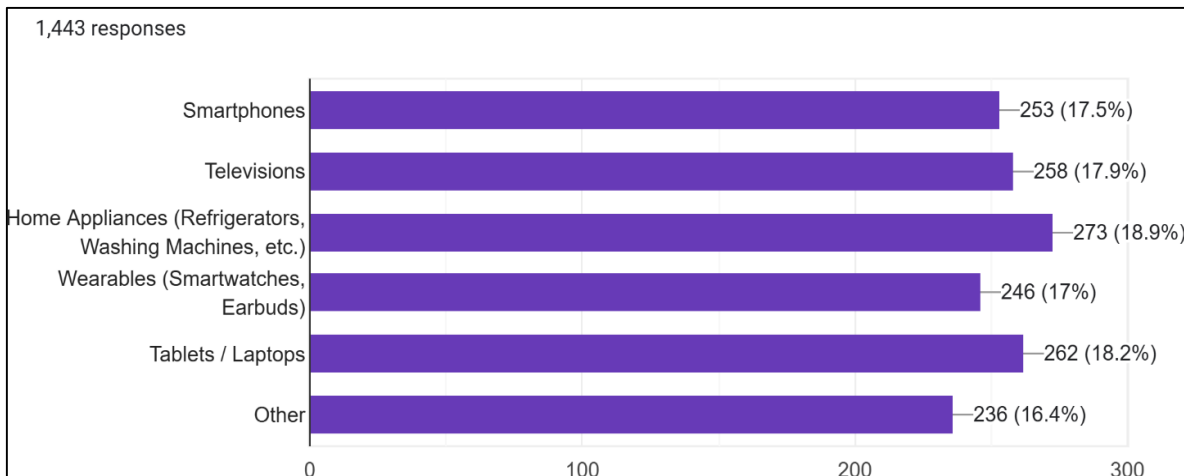
The results show that the highest number of respondents are in the young and working age group, especially between the ages of 21-30 years., has the most number of respondents as compared to below 20 years and above 40 years which have similar number of respondents. This also indicates greater participation from children and working age group who are most exposed to social media and influencers.

Gender of Respondents

The survey had participants from all genders was slightly higher for male, then for female, then rest of the genders . This helps to increase the inclusiveness of the survey data.

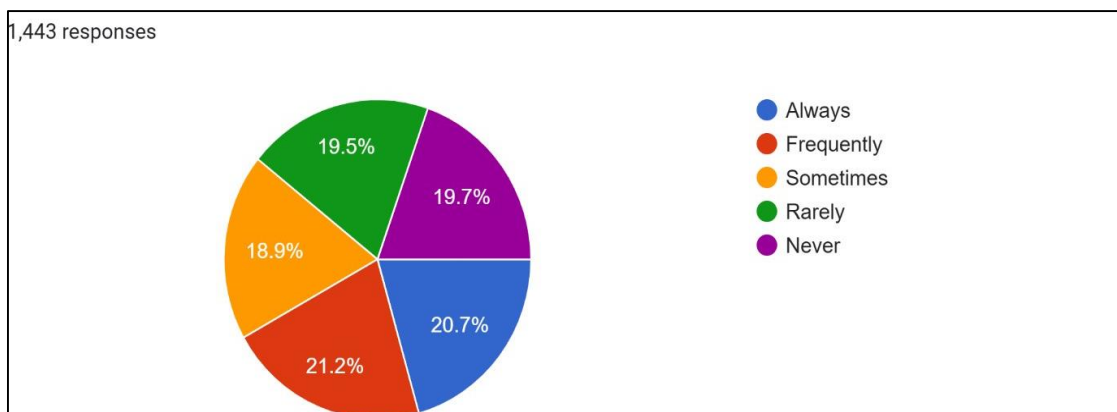
Samsung Product Category Interest

Smartphones were identified as the most popular Samsung item category. This was followed by television and home appliances, indicating that influencer marketing has more binding power in high-involvement, frequently upgraded products.



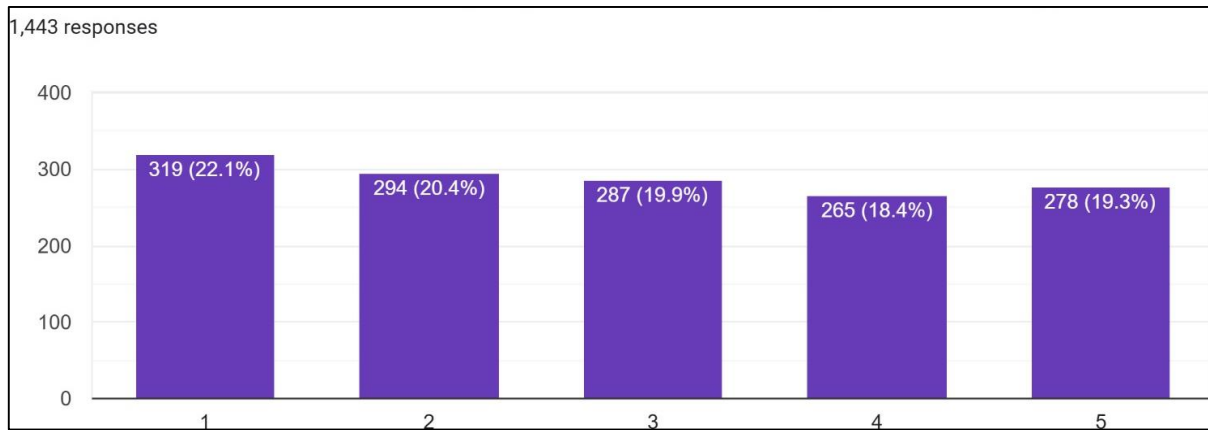
Frequency of Considering Influencer Recommendations

A larger proportion of the respondents asserted that they almost always or sometimes consider the influencer recommendation when buying Samsung products. This shows that influencer marketing has an important influence over the decision making.



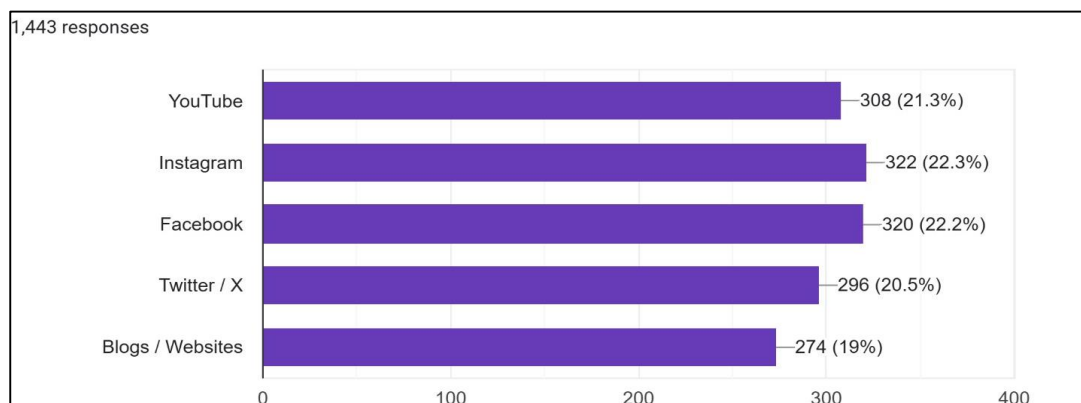
Trustworthiness of Influencers Promoting Samsung

The majority of the respondents viewed the influencers as moderately to highly trustworthy. This shows that most consumers see the influencers as a reliable source of information.



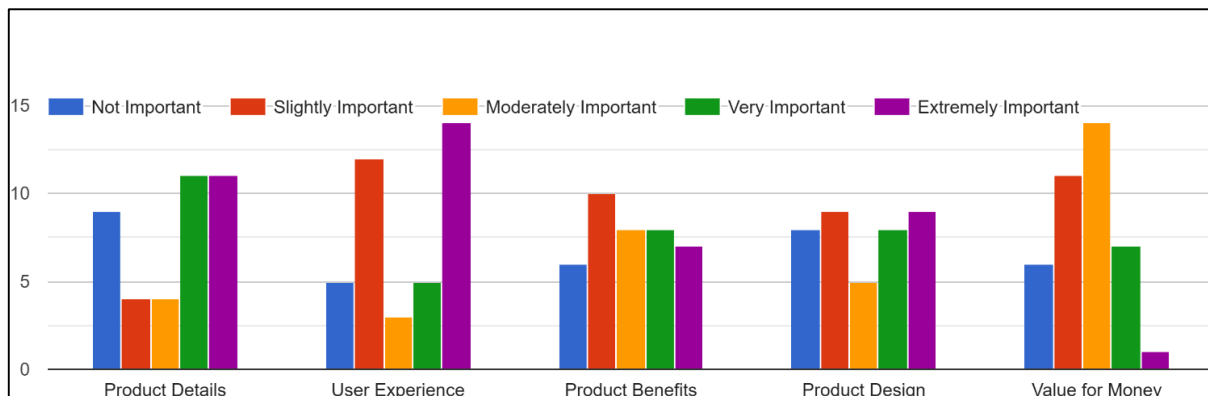
Social Media Platforms Used to Follow Influencers

YouTube and Instagram were identified as the most commonly used platforms for following influencers who review or promote Samsung products. This highlights the importance of video-based and visual content in influencer marketing.



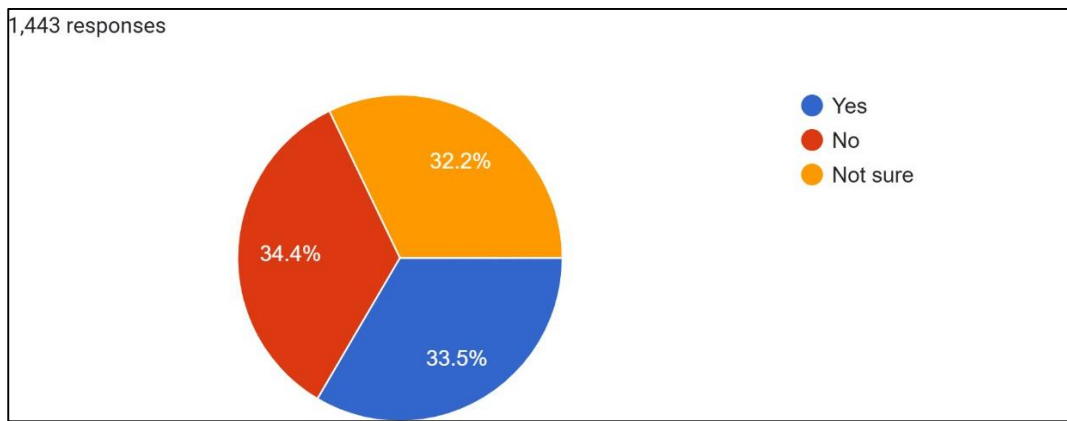
Importance of Product Details in Purchase Decision

Product details shared by influencers were rated as an important factor in influencing purchase decisions. Consumers rely on influencers to understand technical specifications and features.



Importance of User Experience Shared by Influencers

User experience was rated as moderately to highly important. Consumers appreciate influencers sharing real usage experiences, which helps reduce uncertainty regarding product performance.



Critical Analysis

Despite these findings for evidence of the successful influencer marketing, it is important to evaluate the barriers. First, influencer marketing does not seem to make a feature on consumers' decision-making. Instead, it seems to offer an intermediate or supporting influence to the full decision: consumers continue to use various information sources, with influencer marketing being one.

There is no doubt that influencers' credibility is influence by content quality and authenticity of the influencers themselves. When the content becomes too commercialized or overtly sponsored, it will weaken the trust these sources gain from consumers. Transparency and authenticity are two important factors affecting the effectiveness of these sources.

Third, the study shows that product category matters when it comes to influencer efficacy. For high-involvement products such as cell phones, influencer marketing has a greater influence on consumer decisions than for low-involvement, or durable goods.

Limitations and Potential Biases

Although the data set used for this study can be deemed very strong, there are a few limitations associated with the study. The generalizability of the findings as a consequence of the the use of a convenience sample. The whole research design used a sample of people who were easily reachable and willing to take part in a study.

Furthermore, it should be noted that self-report questionnaires has self-report bias and social desirability bias. Respondents tend to increase the effect of influencer marketing because they think it is right or popular. Another further limitation is that the research is focused on Samsung products only, so the comparison is not able to be made with other brands like Apple or Xiaomi.

Finally, the study only considers some of the growing variables like fake followers, influencer scam, and disclosure of sponsored content. Those variables can impact the influencer credibility and consumer perception but were not directly examined.

Additionally, due to the cross-sectional design of this study, it is difficult to assess variations in consumer responses over time. As influencer marketing is continuously changing, studies over time would also be beneficial.

CONCLUSION AND FUTURE SCOPE:

This particular piece of research on influencer marketing and consumer decision making on Samsung products is a clear reflection of the nature of modern day consumer behavior influenced by multiple channels of communication including social media based influencer marketing. The results of the study show the influence of this new channel of marketing on consumer perception, purchase intention, product trust and brand image.

The most important insight gained from the study is the role of influencer credibility-potentially trustworthiness and expertise in certain cases-it plays in boosting influence. Consumers are more likely to trust those who seem truthful as well as knowledgeable and experienced rather than those who appear to be just promoting products. This highlights the significant influence that authentic and true to life content that the influencers provide. Also, it is revealed in the study that micro and niche influencers-in particular, the technology experts-ins have greater influence than celebrities.

Another interesting finding is the reaffirmation of the power of the video-based platforms, such as YouTube and Instagram, on consumers' purchase decision. Consumers tend to seek for comprehensive product reviews and unboxing videos, and contents about comparison, in order to facilitate the evaluation of alternatives and minimize the perceived risk. We can therefore infer that the use of influencer marketing for high-involvement products such as smartphones is substantially successful.

Pragmatically, from the practical point of view, this study indicated that marketers should adhere to the strategic influencer selection, which emphasize on relevance, influencer's expertise and share target audiences, rather than just on number of followers. For Samsung, the delivery of informative experience-related content is highly welcomed, and it would be more effective for Samsung to collaborate with credible tech related influencers. Also, combining the internet marketing strategy with overall traditional marketing strategy would be highly effective for the delivery of consistent brand messages to the target users.

Future Scope of the Study

Although the study has contributed to academic knowledge, it still opens up for future research. First, multi-brand comparison studies (not only between Apple and Xiaomi but also other brands, for examples) can be analyzed in order to more holistic research. Second, studies over time may be feasible to illustrate the influence of influence in different time period (due to different in trends and trends).

In the future, researchers can also examine the effects of some qualitative methods (such as interview and focus group) on understanding the social-psychological and emotional drivers of consumer trust. Besides, some new issues like the disclosure of sponsored content, the trustworthiness of influencers, fake followers, and the impact of algorithms of content delivery can also be studied in the future.

In sum, the research provides a compelling support structure for influencer marketing effectiveness while giving rise to more in-depth and progressive scholarly exploration.

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