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Female consumer's perception on influencer marketing

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Abstract

Marketing has changed from traditional product-centric promotion to digital, relationship-driven techniques, so too has the view of influencer marketing among female consumers. As social media has grown, influencers have developed into reliable thought leaders whose relatability, authenticity, and credibility have a significant impact on women's opinions and purchasing intentions. This study looks at how female consumers assess influencer material with an emphasis on perceived utility, trust, and engagement. Results show that when influencers' values match those of their audience, they have a substantial impact on brand awareness and purchasing decisions. The study emphasizes the transition from traditional marketing roots to contemporary influencer-based communication.

Keywords: Influencer marketing, female consumers, perception, social media, trust, purchase intention, digital marketing

Introduction

Influencer marketing has become a key tactic in the field of digital advertising due to the quick development of social media platforms. Influencers use their personal connections and credibility to advertise goods and services. According to Sway Group (2025), 70-80% of consumer purchase decisions are made by women, making this strategy more important when targeting them. Women's perceptions of influencer endorsements are becoming a crucial subject of research as they interact with content on social media sites like Instagram and TikTok. According to research, female customers are frequently swayed by important elements including the influencer's perceived authenticity and reliability; because they are relatable, micro-influencers frequently command the highest engagement rates (Gelati & Verplancke, 2022) ^[4]. In order to successfully convert influence into buy intention and sales, marketers must comprehend these beliefs, including the significance of content type and the impact of transparency surrounding paid collaborations (Canöz *et al.*, 2020) ^[3].

Review of literature

The Role of Online Consumer Review, Social Media Advertisement and Influencer Endorsement on Purchase Intention of Fashion Apparel During COVID-19," Aqilah Yaacob, Jen Ling Gan, *et al.* (2021) ^[6] discovered that influencers greatly boosted online fashion purchases during COVID-19 and that influencer marketing can succeed as a substitute for traditional advertisements; According to Shashikala Patil, Shabista Booshan, *et al.* (2020) ^[7], "Influence of Electronic Word Of Mouth (EWOM) On Centennials Buying Behavior With Reference To Apparels And Accessories Sector In India," Gen Z continues to place a high importance on in-store shopping even after being exposed to EWOM, Vini Infanta & Kanisha (2024) ^[14], "The Effect of Influencer Marketing on Buying Behaviour of Young Consumers Relating to Clothing Sector," discovered that roughly 65.8% of respondents moderately trust influencers' content because of perceived originality, Nimish Kadam, Anindita Deshmukh *et al.* (2021) ^[8], "A Study on Impact of Social Media Influencers' Endorsements on the Buying Behaviour of Gen Z," found a broad influencer reach but low actual purchase conversion, no gender differences, and cost-effectiveness for engaging Gen Z. Putra Muchammad Ardianto (2024) ^[16], "Impact of Social Media Marketing and Electronic Word of Mouth (E-WOM) on Purchase Intention in the Culinary Sector," identified trust as a key mediator through which SMM and E-WOM raise purchase intentions

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and highlighted emerging themes like sentiment analysis and trust-focused digital strategies. Alif Fitra Alvalin & Catur Sugiarto (2024) ^[15], "The Influence of Social Media Influencers on Consumers' Purchase Intentions for EVs," came to the conclusion that credible, relevant influencers have a positive effect on consumers' purchase intentions.

Statement of the problem

Influencer marketing is widely used as a core digital strategy, especially when targeting female consumers with high purchasing power (Sway Group, 2025). However, there is still a critical knowledge gap regarding the mechanisms that convert influencer content into consumer intent and action. Although prior research indicates that elements such as authenticity, trustworthiness, and credibility are important aspects of source effectiveness (Canöz *et al.*, 2020; Audrezet *et al.*, 2020) ^[3, 2], it is still unclear which particular prominent factor most influences female consumers' perceptions in today's crowded social media landscape. Furthermore, in order to establish predictive power, a thorough correlation and regression analysis are needed to determine the nature of the relationship (e.g., linear, direct, mediating) between these specific, crucial variables (like expertise, attractiveness, or brand-influencer fit) and the overall perception of the marketing message by female consumers (Akram *et al.*, 2017) ^[1]. Lastly, in order to give marketers and brands looking to create long-lasting trust and boost sales actionable insights, it is necessary to clearly outline the specific elements (such as content type, frequency of posts, and use of disclosure tags) that make an influencer's content persuasive and non-skepticism-inducing for female consumers, who are frequently picky about promotional content (Gelati & Verplancke, 2022) ^[4].

Objectives

- To identify the prominent factor the influence the female consumer
- To find out the nature of relationship of select variables with female consumer perception on Influencer Marketing
- To identify the features that influence the female consumers perception

Scope of the study

Concentrating just on the connection between Influencer Marketing and Female Consumer Perception, this study's three objectives clearly define its scope. From a conceptual standpoint, it is restricted to identifying the key elements (like authenticity and credibility) and characteristics (like content kind and transparency) that impact female customers. To ascertain the nature of the relationship between these particular independent variables and the dependent variable of customer intent and attitude, the study employs quantitative methodologies in an empirical manner. In order to provide targeted, useful insights for brand initiatives in that market, the inquiry is limited to a certain target audience of active female social media users within a specified geographic area.

Methodology

The study based on the primary in nature. The required data for the study have been collected through issues of questionnaire. The sample consists of 467 women employees working in Coimbatore District. Using

convenience sampling were selected. Statistical tools like Simple frequency, Chi-Square Test, Correlation, Regression and SEM have been employed.

Table 1: Simple percentage - Female Consumer Perception on Influencer Marketing

Variables	Female Consumer (N=467)	Percentage
Age of the Female Consumers		
Below 30 years	224	48
31-45 years	193	41.3
46-60 years	50	10.7
Above 60 years	224	48
Area of the Female Consumers		
Urban	226	48.4
Semi Urban	101	21.6
Rural	140	30
Education of the respondent		
Primary level	12	2.6
Secondary Level	14	3
Higher Secondary level	28	6
Under Graduate	245	52.5
Post Graduate	140	30
Professional	28	6
Occupation of the respondent		
Student	77	16.5
Agriculture	18	3.9
Business	72	15.4
Private Employee	227	48.6
Government Employee	33	7.1
House wife	40	8.6
Nature of family		
Joint	160	34.3
Nuclear	307	65.7
Monthly Income		
Below 25000	55	11.8
25001-40000	160	34.3
40001-55000	108	23.1
Above 55000	144	30.8

According to the demographic profile of the 467 female consumers, there is a broad generational divide among respondents, with the largest age groups being those under 30 and over 60 (48% each). The majority of customers (48.4%) live in cities, indicating that the survey has a high level of urban representation. Over half of the respondents (52.5%) are undergraduates, indicating a group that is primarily educated. A working-class majority is reflected in the nearly half (48.6%) who work in the private sector. The majority of respondents (34.3%) fell into the family income band of ₹25,001-₹40,000, indicating a moderate-income customer base, and a sizable portion (65.7%) come from nuclear households.

Level of Perception of Female Consumers towards Influencer Marketing

The perception of female consumers ranged from 56.90 to 89.28, with an average score of 73.09 and a standard deviation of 16.19. Based on this index, the female consumers were categorized into three levels of perception-low, moderate, and high-using the quartile method. Female consumers with a perception index up to 56.90 were classified as having a low level of perception, those with an index between 56.91 and 89.27 were classified as having a moderate level of perception, and those with an index above 89.27 were classified as having a high level of perception.

Out of the total 467 female consumers, 59 (12.63%) fall under the low level of perception, 338 (72.38%) under the moderate level, and 70 (14.99%) under the high level of perception. The results clearly indicate that a majority of the female consumers (72.38%) possess a moderate level of perception towards influencer marketing, suggesting that

while they are aware of and influenced by social media promotions, a smaller proportion demonstrates either low or highly favorable perception levels. This highlights a balanced yet developing awareness among female consumers in understanding and responding to influencer marketing strategies.

Table 2: Variables Association of Select Variables with Level of Perception on Influencer Marketing - Chi - Square Test

Variables	df	Calculated χ^2 value	P Value	Results
Age	4	2.146	0.709	Not significant
Area	4	5.488	0.241	Not significant
Marital Status	4	1.665	0.797	Not significant
Education	14	30.044**	0.008	Significant
Occupation	10	25.436**	0.005	Significant
Nature of family	2	5.240	0.073	Not significant
Monthly Income	8	20.200*	0.010	Significant
Hours: Facebook	4	12.181*	0.016	Significant
Hours: Instagram	4	12.080 ^a	0.017	Significant
Hours: Twitter	4	3.897*	0.420	Not significant
Hours: Youtube	4	1.570	0.814	Not significant
Hours: Whatsapp	4	26.833**	0.000	Significant
Hours: LinkedIn	4	14.033**	0.007	Significant
Prefer type of Influencing	6	4.284	0.638	Not significant
Spending time in social media	12	53.621**	0.000	Significant

According to the chi-square results, there is no significant correlation between the degree of perception about influencer marketing and Age, Area, Marital Status, and Nature of Family. This is because all of these factors' p-values are more than 0.05, indicating that perceptions are similar for each of these groups. Education ($p=0.008$), Occupation ($p=0.005$), and Monthly Income ($p=0.010$), on the other hand, exhibit substantial relationships, suggesting that perception varies significantly depending on educational attainment, type of employment, and income

level. In terms of social media usage, perception is greatly impacted by the amount of time spent on Facebook, Instagram, WhatsApp, and LinkedIn, but not by Twitter or YouTube usage. Additionally, the preferred form of influencing-reviews, videos, advertisements, and reels-shows no discernible effect. Crucially, the total amount of time spent on social media has a substantial impact, indicating that more frequent users acquire varying degrees of perception.

Table 3: Nature of Association of Select Variables with Perception of Influencer Marketing - Correlation Analysis

Variables	r	r ²
Age	0.009	0.000
Area	0.051	0.003
Marital Status	0.075	0.006
Education	0.175**	0.031
Occupation:	0.005	0.000
Nature of family	-0.053	0.003
Monthly Income	-0.092*	0.005
Hours: Facebook	0.060	0.004
Hours: Instagram	0.085	0.007
Hours: Twitter	0.050	0.003
Hours: Youtube	0.013	0.000
Hours: Whatsapp	0.201**	0.040
Hours: LinkedIn	0.064	0.004
Prefer type of Influencing - Reviews and ratings	0.016	0.000
Prefer type of Influencing - Videos	0.023	0.001
Prefer type of Influencing - Advertisements	.084	0.007
Prefer type of Influencing - Reels and Posts	-.078	0.006
Spending time in social media	0.076	0.006

*. Correlation is significant at the 0.05 level (2-tailed)

**. Correlation is significant at the 0.01 level (2-tailed)

The correlation analysis examined the relationship between demographic and social media usage variables and the Perception Index on Influencer Marketing. The results show that Education ($r = 0.175$, $r^2 = 0.031$) and Hours spent on WhatsApp ($r = 0.201$, $r^2 = 0.040$) have positive and significant relationships with perception, indicating that

higher education levels and greater WhatsApp usage contribute to more favourable views toward influencer marketing, explaining 3.1% and 4% of the variation respectively. Spending time on social media overall ($r = 0.076$, $r^2 = 0.006$) shows a weak positive correlation, suggesting only a slight improvement in perception as social

media usage increases. All other variables-including Age, Area, Marital Status, Occupation, Monthly Income, Nature of Family, usage of Facebook, Instagram, Twitter, YouTube, LinkedIn, and preferred influencing types-exhibit very weak or negligible correlations (r between -0.092 and 0.085), indicating minimal influence on consumer perception in this study.

Table 4: Determinants of Consumer Perception - Multiple Regression Analysis

Variables	Unstandardized Coefficients		‘t’ value DF=449
	B	Std. Error	
Age	0.578	1.114	0.519
Area	1.151	0.882	1.304
Marital Status	2.570*	1.221	2.106
Education	3.624**	0.690	5.252
Occupation:	.083	0.524	0.159
Nature of family	-1.941	1.633	-1.188
Monthly Income	-1.887**	0.720	-2.621
Hours: Facebook	1.455	1.815	0.801
Hours: Instagram	1.263	1.083	1.167
Hours: Twitter	1.022	1.802	0.567
Hours: Youtube	-2.516*	1.011	-2.489
Hours: Whatsapp	3.735**	1.073	3.481
Hours: LinkedIn	1.060	1.081	0.980
Videos	-1.641	2.342	-0.701
Advertisement	-0.067	3.036	-0.022
Reels & posts	-4.536*	1.827	-2.483
Spending time in social media	1.805**	0.665	2.713

Constant: 42.065

Std Error: 7.869

R Square: 131**

Adjusted R Square: .102

Only five of the fifteen variables examined-education, total social media time, YouTube hours, WhatsApp hours, and preferred type of influencing-significantly affect how female consumers view influencer marketing, according to the regression study. Education shows up as a substantial positive predictor ($B = 3.655$, $t = 5.294$, $p < 0.01$), suggesting that female consumers with greater levels of education have more analytical and keen views. Positive effects are also seen in WhatsApp usage hours ($B = 4.006$, $t = 3.847$, $p < 0.01$) and total time spent on social media ($B = 1.723$, $t = 2.633$, $p < 0.01$), indicating that frequent and engaging social media use improves perception. On the other hand, preferred type of influencing ($B = -1.423$, $t = -2.454$, $p < 0.05$) also shows a significant negative association, suggesting that certain formats like reels, ads, or review styles reduce positive perception. YouTube hours ($B = -2.539$, $t = -2.521$, $p < 0.05$) negatively affect perception, possibly due to conflicting or overwhelming content exposure. The model explains 13.1% of the variance in perception overall ($R^2 = 0.131$), with the largest positive variables being education and WhatsApp use.

Results and Discussion

The study's findings offer a thorough grasp of how female consumers view influencer marketing utilizing a variety of statistical techniques. The bulk of respondents are educated, urban-dwelling, and employed women, and a simple frequency analysis reveals that most of them have a moderate opinion of influencer marketing, showing

awareness but cautious acceptance of influencer content. Age, location, marital status, and family type do not significantly affect perception, according to the chi-square analysis, but education, occupation, income, and specific social media usage patterns do. This suggests that socioeconomic status and digital exposure have a greater impact on perceptions than individual demographics. This is further supported by correlation analysis, which shows that education and the amount of time spent on WhatsApp have a positive and significant link with perception. However, the strength of the relationship is typically weak, indicating that these characteristics only have a limited impact on perception. Education, the amount of time spent on social media, and the use of WhatsApp are all positive predictors of perception, according to multiple regression analysis. This means that having a better level of education and actively participating in social media increases good opinions about influencer marketing. On the other hand, increased YouTube usage and certain influencing formats have a detrimental impact on perception, either as a result of diminished credibility or content overload. Overall, the results point to influencer marketing's moderate effectiveness among female customers, with education and significant social media activity being key factors in influencing perception.

Conclusion

The investigation into how female consumers perceive influencer marketing highlights the many factors that influence engagement and buy intent while confirming its strategic significance. The main goal is to pinpoint the key element-whether it be the influencer's genuineness, reliability, or knowledge-that most effectively influences female consumers, a market group vital to brand success. Predictive modeling also requires a grasp of the specific nature of the link these aspects have with overall perception. In order to help brands go beyond simple exposure to genuinely successful, trust-based marketing campaigns, the study's ultimate goal is to identify the particular elements of content that foster trust and reduce skepticism among astute female consumers (Canöz *et al.*, 2020; Gelati & Verplancke, 2022) [3, 4]. Transforming these findings into solid, internationally applicable marketing tactics still requires overcoming methodological constraints like the reliance on self-report data and limited sample generalizability.

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