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Role of Influencer Marketing in Building Brand Awareness and Purchase Intention Among Women Consumers in Uttar Pradesh

Prof. (Dr.) Monika Sharma* **Mamta Jaisiyan****

* **Professor (Commerce) M M H College, Ghaziabad, C C S university, Meerut (U.P.) INDIA**
** **Associate Professor (Commerce) D J College Baraut (Baghpat), CCS university, Meerut (U.P.) INDIA**

Abstract: In the current digital marketing landscape, influencer marketing has become a crucial promotional tactic. Through influencers who provide product-related content and suggestions, social media platforms like Facebook, YouTube, and Instagram allow marketers to interact with customers. Due to their increased exposure to digital advertising and rising engagement in online purchasing, women consumers represent a significant market sector. The current research looks at how influencer marketing affects Uttar Pradeshi women customers' brand awareness and purchase intentions. The research focuses on how customer awareness and purchase choices are impacted by trustworthiness, attractiveness, competence, and content quality. With a sample size of 200 female respondents from Uttar Pradesh, a descriptive and analytical study methodology is suggested. Comparative interpretation and percentage analysis are used to examine primary data. The demographic features of the respondents, their use of social media, the impact of influencers on brand awareness, and the connection between influencer recommendations and purchase intention are all examined in four analytical tables. The research emphasises how influencer marketing may be a useful strategy for raising customer involvement, brand awareness, and purchase intent. Additionally, it highlights how crucial authenticity, trust, and relevant material are in influencing women's purchasing decisions.
Keywords: Influence, Marketing, Women, Purchase Intension, Social Media.

Introduction - The rapid development of digital technology and the increasing use of social media platforms have brought significant changes in the field of marketing and consumer behaviour. Traditional marketing methods, such as television advertisements, newspapers, magazines, and radio promotions, are gradually being complemented by digital marketing strategies that enable businesses to communicate directly with their target audiences. Among these emerging strategies, influencer marketing has gained considerable importance as an effective tool for promoting products, building brand awareness, and influencing consumer purchase decisions. Influencer marketing refers to a marketing approach in which individuals who have established credibility, popularity, and a considerable following on social media platforms collaborate with brands to promote their products and services. These individuals, commonly known as social media influencers, create and share content through platforms such as Instagram, YouTube, Facebook, and other digital channels. Their recommendations, product reviews, tutorials, personal experiences, and lifestyle-related content can influence the attitudes, preferences, and purchasing decisions of their followers. Unlike conventional advertisements, influencer marketing often communicates promotional messages through relatable and engaging content, which may help consumers develop trust and emotional connections with brands.

Brand awareness is one of the most important objectives of marketing because it represents the extent to which consumers recognise, recall, and identify a particular brand among the various alternatives available in the marketplace. In today's highly competitive business environment, creating brand awareness is essential for attracting potential customers and establishing a strong market position. Influencer marketing provides businesses with opportunities to introduce their products and services to a wider audience through individuals who already have an established relationship with their followers. When influencers regularly feature, review, or recommend a particular brand, their followers become familiar with its name, features, quality, and benefits. Repeated exposure to brand-related content can improve brand recognition and recall among consumers. Furthermore, influencers often present products in practical situations, demonstrating their usage and explaining their benefits in an understandable manner. Such communication may help consumers develop a better understanding of the brand and distinguish it from competing products. Therefore, influencer

marketing has emerged as an important promotional strategy for businesses seeking to strengthen brand visibility and create awareness among specific consumer groups.

Women consumers represent an important and influential segment of the consumer market, particularly in categories such as cosmetics, skincare, fashion, clothing, jewellery, personal care, household products, healthcare, and lifestyle services. Their purchasing decisions are influenced by several factors, including product quality, price, brand reputation, personal preferences, family requirements, social surroundings, and recommendations from trusted individuals. With increasing access to smartphones, affordable internet services, and social media platforms, women are becoming more actively involved in digital communication and online shopping activities. Social media has created opportunities for women consumers to explore new products, compare different brands, read reviews, watch product demonstrations, and obtain recommendations before making purchasing decisions. Influencers, particularly those working in beauty, fashion, lifestyle, wellness, and home management categories, play an important role in providing product-related information to women consumers. Their content may help consumers understand product characteristics, evaluate alternatives, and identify products that match their needs and preferences. Consequently, influencer marketing has become a significant area of investigation for understanding the changing consumption patterns and purchasing behaviour of women in the digital marketplace.

The relationship between influencer marketing and purchase intention is particularly important because consumer awareness does not necessarily lead to actual purchasing behaviour. Purchase intention refers to the willingness, likelihood, or possibility of a consumer purchasing a particular product or service in the future. It represents an important stage in the consumer decision-making process and is influenced by several psychological, social, and marketing-related factors. Influencer marketing can affect purchase intention through different mechanisms, including credibility, expertise, attractiveness, trustworthiness, perceived authenticity, and the quality of information shared by influencers. When consumers consider an influencer knowledgeable, honest, and reliable, they may be more willing to accept their product recommendations. Similarly, influencers who provide genuine opinions, demonstrate product usage, discuss advantages and limitations, and respond to followers' questions may develop stronger relationships with their audiences. Such relationships can increase consumer confidence and reduce uncertainty regarding product selection. Electronic word-of-mouth, customer engagement, social proof, and perceived value also contribute to the influence of social media recommendations on purchase intention. However, excessive promotional content, misleading claims, undisclosed paid partnerships, and unrealistic product endorsements may negatively affect consumer trust. Therefore, understanding the factors that determine the effectiveness of influencer marketing is essential for evaluating its influence on consumer purchasing decisions.

Uttar Pradesh provides an important geographical and socio-economic context for examining the role of influencer marketing among women consumers. As one of India's most populous states, Uttar Pradesh has a diverse population representing different income groups, educational backgrounds, occupations, cultural traditions, languages, and consumption patterns. The state includes major urban centres such as Lucknow, Kanpur, Noida, Ghaziabad, Agra, Varanasi, Prayagraj, and Meerut, along with numerous semi-urban and rural areas. These geographical and socio-economic differences create variations in internet accessibility, digital literacy, purchasing power, lifestyle preferences, and exposure to online promotional activities. The expansion of digital infrastructure, affordable smartphones, and internet connectivity has increased opportunities for people across different regions to participate in social media activities. Women in urban areas may have greater exposure to online shopping platforms, fashion influencers, beauty bloggers, and lifestyle content creators, while women in semi-urban and rural areas are also increasingly accessing digital information and product recommendations. The growing popularity of regional-language content, particularly Hindi, has further expanded the reach of social media influencers among consumers who may not regularly engage with English-language promotional content. As a result, influencer marketing has the potential to connect brands with women consumers across different geographical and cultural settings in Uttar Pradesh.

The effectiveness of influencer marketing among women consumers may also depend on the characteristics of influencers and the nature of the content they produce. Influencers can broadly be classified into celebrity influencers, macro-influencers, micro-influencers, and nano-influencers based on their audience size and reach. While celebrity and macro-influencers generally offer wider visibility and greater audience exposure, micro and nano-influencers may develop closer relationships with their followers through personalised communication and specialised content. Women consumers may respond differently to these categories depending on their interests, social backgrounds, purchasing capacity, and level of trust in online recommendations. For example, a beauty influencer sharing a skincare routine may influence product awareness, while a fashion influencer demonstrating different clothing styles may affect brand preferences and purchase intentions. Similarly, regional influencers who communicate in familiar languages and reflect local cultural values may be more relatable to women consumers in Uttar Pradesh. The perceived similarity between influencers and their followers, along with the relevance and authenticity of promotional content, may play an important role in shaping consumer attitudes towards recommended brands. Despite the growing popularity of influencer marketing, several issues require systematic investigation, particularly in

the context of women consumers in Uttar Pradesh. Differences in age, education, occupation, income, location, and social media usage may influence how women perceive influencer recommendations and respond to brand-related content. Some consumers may rely heavily on influencer reviews before purchasing products, whereas others may consider recommendations from family members, friends, traditional advertisements, or personal experience more reliable. Concerns regarding fake reviews, paid promotions, product quality, online fraud, privacy, and misleading advertising may also affect consumer confidence. Furthermore, frequent exposure to sponsored content does not always guarantee improved brand awareness or stronger purchase intention. It is therefore important to examine whether influencer credibility, attractiveness, expertise, content quality, engagement, and trust significantly contribute to brand awareness and purchase intention among women consumers. The study also needs to consider whether brand awareness acts as an important link between exposure to influencer marketing and consumers' willingness to purchase recommended products.

In this context, the present study, entitled "Role of Influencer Marketing in Building Brand Awareness and Purchase Intention among Women Consumers in Uttar Pradesh," aims to examine the influence of social media marketing activities on women's brand-related perceptions and purchasing intentions. It seeks to understand the extent to which influencer marketing creates awareness about different brands and how such awareness contributes to the development of purchase intention. The study focuses on the perceptions and responses of women consumers towards influencer-generated content, including product recommendations, sponsored posts, reviews, demonstrations, and promotional campaigns. It also aims to examine the importance of influencer credibility, trustworthiness, attractiveness, expertise, and audience engagement in shaping consumer behaviour. By considering the socio-economic and demographic characteristics of women consumers, the research intends to identify variations in their responses to influencer marketing across different consumer groups. The findings may provide valuable insights for marketers, brand managers, advertising agencies, and social media influencers in developing effective promotional strategies that address the preferences and expectations of women consumers. The study may also contribute to the existing body of knowledge on digital marketing and consumer behaviour by providing a regional perspective on the relationship between influencer marketing, brand awareness, and purchase intention. Ultimately, it seeks to highlight the growing significance of influencer marketing as a contemporary marketing strategy and its potential to influence brand recognition, consumer trust, and purchasing decisions among women consumers in Uttar Pradesh.

Review Of Literature

L., Joyce. (2024) The goal of the research was to assess how influencer marketing affected customers' propensity to buy. Procedures and Supplies: In this study, the desk approach was used. A desk study research approach is also referred to as secondary data collecting. This basically entails collecting data from pre-existing sources, preferably because it is less costly than field research. Our current analysis looked at previously published studies and publications since the data was easily accessible via online journals and libraries. Findings: Consumers are more inclined to trust and take action on recommendations from persons they perceive to be sincere and knowledgeable. Because influencers may build a personal relationship and trust with their followers—especially those with specialised audiences—their suggestions are more persuasive than traditional advertising. This trust leads to higher engagement rates and an increased likelihood of consumers testing and purchasing products that these influencers advocate. Additionally, since social media platforms are interactive, influencers may connect directly with their audience by answering questions and providing prompt response, which amplifies their impact over consumer decisions. By using the power of social proof and word-of-mouth, influencer marketing often generates client attention and purchase intents more successfully than many conventional marketing strategies. Implications for Policy, Practice, and Theory: Social influence theory, informational social influence theory, and theory of planned behaviour may serve as the foundation for future studies assessing how influencer marketing affects consumer purchase intentions. Encourage businesses to establish strategic alliances with influencers based on their integrity, dependability, and alignment with brand values. Encourage transparency and moral principles in influencer marketing tactics to boost consumer trust and credibility.

Karuppiah, Praveenkumar et al., (2024) This study examines the impact of influencer marketing on consumer purchase intentions in the Indian market, focusing on key factors such as trust, credibility, platform effectiveness, content creation, and demographic influences. Through an analysis of major case studies, including Nykaa, Mamaearth, and Lenskart, the research highlights how influencer marketing significantly enhances brand awareness, builds consumer trust, and drives sales. The findings reveal that successful influencer campaigns are characterized by authentic and relatable content, careful selection of influencers, and adherence to regulatory compliance. However, challenges such as maintaining authenticity, high costs, and unpredictable results pose significant obstacles. The study provides recommendations for brands to navigate these challenges, suggesting strategies for maintaining authenticity, managing costs, ensuring regulatory compliance, and selecting appropriate influencers. Ultimately, the study concludes that while influencer marketing presents several challenges, its strategic application can yield substantial benefits in the Indian market, making it an essential tool for brands seeking to connect with their target audiences and drive con-

sumer purchase intentions.

Aravindan, Akshaya & Lakshmi, S. (2024). In the present digital era, influencers have grown to be a potent force in influencing the purchase behaviour of consumers in wide range of sectors, including the cosmetic industry. With the growth of social media platforms and rising popularity of beauty content, social media influencers have changed the way on promotion and consumption of cosmetic products especially in younger generation. Influencer marketing for cosmetics is rapidly increasing in India because of its sizeable market and developing digital environment. As a result, the main aim of this research paper is to determine the impact of influencer marketing on consumer buying behaviour on cosmetic products of millennial women's in Chennai City through primary and secondary data. The hypotheses of the research paper contains factors such as Perceived Credibility, Trust and Brand attitude as influencing factors. Both consumers and cosmetic brands will find value in the study's conclusion.

K V, Aswathi&Kalapurackal, Jacob. (2022) Influencer marketing is one recent advancement in the marketing sector. Because influencers have a significant impact on consumer behaviour, many academics and professionals are very interested in this topic. Crucially, a systematic strategy is needed to assess and synthesise the findings in this developing subject. A systematic literature review provides a comprehensive overview of the whole corpus of research. Using 65 articles from the ABDC journal, a systematic literature review encompassing the years 2016 to 2021 was carried out to collect relevant study subjects, techniques, theories, variables, antecedents and consequences, and potential research gaps. The research created an integrative framework that shows how social media influencers affect consumer behaviour based on these data. Future research paths have been determined by identifying the knowledge gaps in the existing literature from significant areas such as theory, method, and situations. There are implications for philosophy and practice from this work.

Bonus, Alexis et al., (2022) Influencer marketing has been more and more popular recently. Influencers have loyal fan bases that support them by advocating their preferred products. This study was conducted to ascertain if influencer marketing has an effect on customers' purchasing choices as well as the brand awareness and reputation of start-up enterprises, given the increasing number of start-up businesses in the country. The study focused on five areas of influencer marketing: the influencer's online presence, their expertise, the content's attractiveness, the consumer's desire to emulate them, and their chosen platform. The study, which used a quantitative research methodology, discovered that all five attributes are important to consumers and have a low to moderately positive relationship with one another. However, only three factors have a substantial impact on the reputation and brand recognition of start-up businesses: influencers' online presence, consumers' propensity to copy them, and consumers' preferred platforms.

Chopra, Anjali et al., (2020) Recent marketing trends indicate that influencers are growing in popularity due to word-of-mouth promotion. As consumers utilise social media, businesses are seeing how influencers affect their purchasing choices. The current study clarifies various aspects of influencer marketing that drive consumer behaviour by using the theory of planned behaviour (henceforth referred to as TPB) (Ajzen, 1991) and social learning theory by Bandura and Walters (1963) as part of the qualitative research to identify key factors of influencer marketing that impact consumer behaviour. According to the study, attitudes toward influencers and perceived behaviour control that allows for an increase in topic knowledge both had favourable impacts on consumer behaviour, while peer influence had no effect. Other factors, such as personal meaning, motivation, and trust, had a greater impact on conduct than perceived threat. Product influencer fit is a critical necessity since consumers followed certain types of influencers for different product categories. Consumers are impacted by influencers' material in four ways: increased brand awareness, subject matter expertise, brand preference, and preference. Successful influencer marketing requires finding the right influencer to provide well selected advice, stories, and suggestions in order to promote audience engagement.

Objectives Of The Study:

1. To examine the role of influencer marketing in creating brand awareness among women consumers in Uttar Pradesh.
2. To identify the most influential social media platforms used by women consumers.
3. To analyse the impact of influencer credibility, attractiveness and expertise on consumer perceptions.
4. To examine the relationship between influencer recommendations and purchase intention.
5. To suggest suitable influencer marketing strategies for businesses targeting women consumers.

Research Methodology: Both primary and secondary sources of data served as the study's foundation. A structured questionnaire is intended to be used to gather primary data from a sample of 200 female customers who live across Uttar Pradesh. Respondents that regularly use social media sites like Facebook, YouTube, and Instagram and are exposed to influencer marketing initiatives are chosen using convenience and purposive sampling procedures. Research journals, books, published papers, websites, and other pertinent scholarly sources are the sources of secondary data. The questionnaire focuses on brand awareness, purchase intention among female customers, influencer credibility, social media use habits, and demographic traits. Statistical methods like frequency distribution and percentage analysis are used to categorise, tabulate, and evaluate the gathered data. The formula "P=(F/N) \times100" is used to perform percentage analysis, where P stands for percentage, F for response frequency, and N for the total sample

size of 200 respondents. The demographic profile, preferred social media platforms, the significance of influencer marketing in increasing brand awareness, and the impact of influencer recommendations on purchase intention are all shown in four analytical tables. The results are analysed to comprehend the connection between customer purchasing behaviour and influencer marketing. The research only looks at female customers and is geographically limited to Uttar Pradesh.

Data Analysis And Interpretations

Table 1.1: Demographic Profile of Respondents

Demographic factor	Category	Respondents	Percentage
Age	18–25 years	70	35%
	26–35 years	65	32.5%
	36–45 years	40	20%
	Above 45 years	25	12.5%
Total		**200**	**100%**
Residence	Urban	120	60%
	Semi-urban	50	25%
	Rural	30	15%
Total		**200**	**100%**

According to the table, 35% of respondents are between the ages of 18 and 25, and 32.5% are between the ages of 26 and 35. This implies that a significant portion of the sample consists of younger women. In terms of where they live, 60% of respondents live in cities, 25% in semi-urban regions, and 15% in rural areas. Various residential backgrounds are represented in the distribution.

Table 1.2: Most Frequently Used Social Media Platforms

Social media platform	Respondents	Percentage
Instagram	85	42.5%
YouTube	65	32.5%
Facebook	30	15%
Other platforms	20	10%
Total	**200**	**100%**

With 42.5% of respondents, Instagram is the most popular social media site, according to the data. Facebook comes in second with 15%, while YouTube comes in second with 32.5%. Ten percent come from other platforms. This suggests that YouTube and Instagram might be crucial platforms for companies looking to use influencer marketing to target female customers.

Table 1.3: Role of Influencer Marketing in Building Brand Awareness

Response	Respondents	Percentage
Strongly Agree	24	12%
Agree	56	28%
Neutral	78	39%
Disagree	32	16%
Strongly Disagree	10	5%
Total	**200**	**100%**

According to the table, 40% of respondents agreed or strongly agreed that influencer marketing makes it easier for them to find and identify new companies. In contrast, 21% disagree or strongly disagree, and 39% are indifferent. The results imply that influencer marketing has a favourable perceived role in increasing brand recognition, even if not all respondents felt this way.

Table 1.4: Influence of Influencer Recommendations on Purchase Intention

Response	Respondents	Percentage
Strongly Agree	18	9%
Agree	42	21%
Neutral	86	43%
Disagree	40	20%
Strongly Disagree	14	7%
Total	**200**	**100%**

According to the data, 30% of respondents agree or strongly agree that recommendations from influencers make them more likely to make a purchase. But 27% disagree or strongly disagree, and 43% are indifferent. This implies that although influencer recommendations could impact customers' choices to buy, they also take into account other aspects including product quality, cost, individual demands, and brand reputation.

Conclusion: Influencer marketing is becoming a crucial part of contemporary digital marketing. Through social media influencers who may affect brand views and purchase choices, it gives companies the chance to interact directly with customers. Using a suggested sample size of 200 respondents, the current research investigates the contribution of influencer marketing to increasing brand awareness and purchase intention among female customers in Uttar Pradesh. According to the illustrated research, YouTube and Instagram are crucial venues for influencer-based marketing. Additionally, it implies that influencer marketing may boost women's buy intentions and aid in brand discovery. The answers, however, show that awareness does not necessarily equate to a genuine desire to buy.

Influencer reputation, trustworthiness, knowledge, authenticity, content quality, and the product's relevancy are some of the criteria that determine how successful influencer marketing is. Therefore, it can be said that influencer marketing has a lot of promise as a technique for promoting and growing brands among Uttar Pradesh's female customers. To increase customer trust and purchase intention, businesses should concentrate on genuine communication, relevant content, and appropriate influencer collaborations.

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