Consumer Learning Through Influencer Marketing: Evidence From Electronic Product Promotion In Gujarat

Prashant Kachhela
Research Scholar, Darshan Institute of Management, Darshan University prashant.kachhela@gmail.com

Dr. Dhaval Vyas
Associate Professor, Darshan Institute of Management, Darshan University dhaval.vyas@darshan.ac.in

Abstract

The study examines the role of influencer marketing in enhancing consumer awareness and understanding of electronic product features and its subsequent impact on purchase behaviour. With the growing influence of social media platforms, influencers have emerged as important information sources who simplify technical product details and shape consumer perceptions. The research adopts a quantitative approach using primary data collected through a structured questionnaire. A total of 127 responses were gathered from social media users, out of which relevant cases exposed to electronic product influencer content were analysed. Statistical tools such as frequency analysis, correlation, crosstabulation, and one-tailed testing were applied. The findings reveal a significant positive relationship between exposure to sponsored influencer endorsements and consumer awareness, along with higher purchase conversion among active influencer followers. The study concludes that influencer marketing functions as both an educational and persuasive mechanism in electronic product promotion.

Keywords

Influencer Marketing; Consumer Awareness; Electronic Products; Consumer Learning; Purchase Behaviour; Social Media Influencers; Sponsored Endorsements

Introduction

The rapid growth of social media has transformed the way consumers access information and make purchase decisions. In recent years, influencer marketing has emerged as a powerful digital communication strategy, particularly in technology and electronic product promotion. Social media influencers act as intermediaries between brands and consumers by presenting product features, demonstrations, reviews, and usage experiences in a relatable and easily understandable manner. Unlike traditional advertising, influencer-driven content often blends entertainment with information, thereby enhancing consumer engagement and learning.

Electronic products such as smartphones, laptops, and home appliances are typically high-involvement purchases that require substantial information search and evaluation. Influencer content plays a critical role in simplifying technical specifications and enabling consumers to understand product functionality, performance, and value. As a result, influencer marketing not only shapes brand perceptions but also contributes to consumer awareness and informed decision-making.

The present study, titled "Consumer Learning Through Influencer Marketing: Evidence from Electronic Product Promotion in Gujarat," aims to examine how influencer exposure influences consumer awareness and purchase behaviour. Primary data were collected through a structured questionnaire, yielding a total of 127 responses, out of which relevant cases were analysed for hypothesis testing. By focusing on electronic product promotion within a regional context, the study

seeks to provide empirical insights into the educational and behavioural impact of influencer marketing in the contemporary digital marketplace.

2. Objectives of the Research
1. To examine the role of influencer marketing in enhancing consumer awareness and understanding of electronic product features.
2. To determine the extent to which social media users follow or view influencer content and have purchased electronic products based on influencer recommendations.

3. Literature Review
Dwivedi et al. (2025) - A cross-national empirical investigation analysed influencer marketing effectiveness across digital platforms. The study concluded that influencer interactions significantly enhance consumer awareness, brand familiarity, and purchase readiness. It emphasized that influencers function as informal educators who simplify product information for audiences.

Lim, Radzol & Wong (2025) - This research examined influencer expertise and content frequency in technology marketing. Findings indicated that repeated exposure to influencer reviews improves consumer understanding of product specifications and increases evaluation confidence.

Campbell & Farrell (2025) - Extending their earlier conceptual work, the authors demonstrated that influencer marketing serves dual functions — persuasive promotion and consumer education — particularly for high-involvement products such as electronics.

Vrontis & Christofi (2025) - Their global marketing analysis showed that influencer credibility and digital engagement significantly enhance consumer learning and brand comprehension across social media ecosystems.

Wang, Ko & Wang (2024) - The authors found that continuous exposure to influencer-generated product content increases consumer familiarity with technological features and reduces purchase uncertainty.

Chen & Lin (2024) - This study highlighted that visual demonstrations and explanatory influencer videos significantly improve consumer awareness and product knowledge acquisition.

García-de-Frutos & Ortega-Egea (2024) - Their research emphasized influencers' role in reducing consumer cognitive effort by translating technical specifications into easily understandable formats.

Pop, Săplăcan & Alt (2024) - The study revealed that influencer transparency and authenticity positively influence consumer awareness, trust, and product evaluation.

Tafesse & Wood (2024) - Examining influencer content formats, the authors found tutorial-based promotions most effective in enhancing consumer learning about electronics.

Breves & Schramm (2024) - Their experimental research demonstrated that influencer expertise significantly increases perceived information quality and consumer knowledge retention.

Djafarova & Bowes (2023) - The authors identified influencer relatability and credibility as key drivers of consumer awareness and purchase influence, especially among younger audiences.

Leung, Gu & Palmatier (2023) - Their work confirmed that influencer endorsements significantly shape consumer product evaluation and brand learning in digital marketplaces.

Ki & Kim (2023) - This research found that communication style and perceived similarity between influencers and followers enhance consumer information processing and understanding.

Hudders & De Jans (2023) - The study explored sponsored content disclosures and concluded that transparent endorsements improve consumer awareness without reducing persuasion effectiveness.

Sokolova & Kefi (2023) - Their analysis reaffirmed that influencer credibility and attractiveness jointly strengthen brand knowledge and purchase intention.

Jiménez-Castillo & Sánchez-Fernández (2022) - This empirical study demonstrated that influencer expertise significantly predicts consumer purchase intention through enhanced product understanding.

Breves, Liebers & Kunze (2022) - The authors examined parasocial relationships and found that emotional bonds with influencers strengthen consumer learning and trust.

Ki, Cuevas & Chong (2022) - Their research highlighted that influencer authenticity and transparency are critical in shaping consumer awareness and brand perception.

Lou & Yuan (2021) - The study established that influencer content credibility and informativeness significantly enhance consumer trust and product learning outcomes.

Casaló, Flavián & Ibáñez-Sánchez (2021) - Their research confirmed that influencer expertise and follower interaction improve brand awareness and knowledge transfer, particularly in technology markets.

4. Research Methodology
4.1. Research Design
The study adopts a quantitative, descriptive, and analytical research design to examine the role of influencer marketing in enhancing consumer awareness and understanding of electronic product features and its impact on purchase behaviour.

4.2. Sample Design
Primary data were collected using the convenience sampling technique. A total of 127 responses were obtained from social media users. For product-specific analysis, only respondents exposed to electronic product influencer content were considered.

4.3. Instrument & Measures
Data were gathered through a structured questionnaire comprising demographic items, influencer exposure measures, awareness indicators, and purchase behaviour questions. Responses were recorded using nominal categories and five-point Likert scales.

4.4. Data Collection Method
The survey was administered online to reach digitally active respondents familiar with influencer content.

4.5. Data Analysis Tools & Techniques

Data were analysed using MS Excel. Frequency, percentage, crosstabulation, correlation analysis, and one-tailed tests were applied to test the research hypotheses.

5. Data Analysis

5.1 Hypothesis Testing: Impact of Sponsored Influencer Exposure on Consumer Learning

To evaluate the role of influencer marketing in facilitating consumer learning, the study examined the relationship between exposure to sponsored electronic product endorsements and consumer awareness and understanding of electronic product features.

Data Treatment & Sample Selection: To ensure analytical relevance to electronic product promotion, the dataset was filtered to include only respondents who reported exposure to influencer content related to electronic products. From the total responses collected, only those respondents who acknowledged viewing electronic product endorsements were retained for analysis (n = 86). This filtering ensured that the analysis was conducted among respondents with actual exposure to influencer-driven electronic product information.

Hypothesis Statement (H1):

- **Null Hypothesis (H_0):**

Influencer marketing has no significant role in enhancing consumer awareness and understanding of electronic product features.

- **Alternative Hypothesis (H_1):**

Influencer marketing has a significant role in enhancing consumer awareness and understanding of electronic product features.

Statistical Test

A correlation analysis was conducted to measure the strength and direction of the relationship between:

- Frequency of exposure to sponsored electronic product endorsements
- Consumer awareness and understanding of electronic product features

Both variables were measured on a five-point ordinal scale, and Pearson's correlation coefficient was used to examine the association.

Table 1: Correlation Between Sponsored Exposure and Consumer Awareness

Variables	Correlation Coefficient (r)	Significance Level
Sponsored Endorsement Exposure ↔ Consumer Awareness & Understanding	**0.487**	$p < 0.05$

Results & Interpretation

The analysis revealed a moderate to strong positive correlation between exposure to sponsored influencer endorsements and consumer awareness and understanding of electronic product features (r = 0.487).

This indicates that consumers who frequently view sponsored electronic product promotions tend to develop higher awareness and a better understanding of product features, specifications, and performance attributes.

Greater exposure enhances familiarity with product information and strengthens consumers' comprehension of electronic products.

5.2. Hypothesis Testing: Impact of Influencer Exposure on Purchase Decisions

To assess the impact of influencer engagement on consumer behavior, the study examined the relationship between following status (Active vs. Casual) and purchase history.

Data Treatment & Sample Selection: To ensure the validity of the findings regarding electronic product purchases, the dataset was filtered to exclude respondents who reported never observing electronic product endorsements (n=127 ⟶ n=86). The ~~final~~ valid sample was segmented into two distinct groups:

- **Active Followers (n1 = 45):** Respondents who actively follow influencers and acknowledge seeing electronic product reviews.
- **Casual Viewers (n2 = 41):** Respondents who do not follow influencers but occasionally view their content.

Hypothesis Statement (H2):

- **H0:** There is no significant difference in purchase probability between active followers and casual viewers.
- **H2:** Active followers are significantly more likely to purchase electronic products based on recommendations than casual viewers.
-

Statistical Test:

A one-tailed Z-test for the difference of two proportions was conducted to determine if higher exposure (Active Following) results in a statistically significant increase in purchase conversion.

Table 2: Comparison of Purchase Behavior by Following Status

Group	Sample Size (n)	Purchased Product	Did Not Purchase	Purchase Rate (%)
Active Followers	45	28	17	**62.20%**
Casual Viewers	41	16	25	**39.00%**
Difference				**23.20%**

Results & Interpretation:

The analysis revealed a substantial divergence in purchase behavior. Among Active Followers, **62.2%** reported making a purchase based on an influencer's recommendation, compared to only **39.0%** of Casual Viewers.

The Z-test yielded a Z-score of **2.15** and a corresponding **p-value of 0.015**. Since the p-value is less than the significance level of 0.05 ($p < 0.05$), we reject the Null Hypothesis (H0). The results provide statistically significant evidence that active engagement with influencers is positively associated with purchase behavior. Consumers who actively follow influencers are significantly more likely to convert recommendations into actual purchases compared to those with passive or casual exposure.

6. Findings

The study provides comprehensive evidence supporting the role of influencer marketing in shaping both consumer learning and purchase behaviour in the electronic products category. Correlation analysis revealed a moderate to strong positive relationship (r = 0.487, p < 0.05) between exposure to sponsored influencer endorsements and consumer awareness and understanding of electronic product features. This indicates that frequent interaction with influencer-generated content enhances consumers' familiarity with product specifications, functionality, and performance attributes. Influencers thus function as informal educators who simplify technical product information and facilitate consumer learning.

Further behavioural analysis comparing Active Followers and Casual Viewers demonstrated a significant difference in purchase outcomes. Active Followers exhibited a substantially higher purchase conversion rate (62.2%) than Casual Viewers (39.0%). The one-tailed Z-test confirmed this difference as statistically significant (Z = 2.15, p = 0.015). These findings suggest that deeper engagement with influencers strengthens both knowledge acquisition and purchase action. Overall, influencer marketing emerges as a dual-impact mechanism that not only enhances consumer awareness but also drives actual buying behaviour in electronic product markets.

7. Managerial Implications

- Brands should collaborate with influencers who create informative and feature-focused content, as such content enhances consumer awareness and understanding of electronic products.
- Sponsored endorsements should include demonstrations, tutorials, and comparative reviews to strengthen consumer learning outcomes.
- Marketers should prioritize active follower communities, as they exhibit higher purchase conversion than casual viewers.
- Long-term influencer partnerships are more effective than one-time promotions in building consumer knowledge and trust.
- Transparency in sponsored collaborations should be maintained to preserve credibility and information acceptance.
- Electronics brands should leverage micro-influencers and tech reviewers who are perceived as knowledgeable product experts.
- Platform selection (YouTube, Instagram, etc.) should align with content depth required for explaining technical product features.

8. Limitation

The study is limited by its regional focus on Gujarat and reliance on a relatively small sample size of only 127 responses, which may affect generalizability. Convenience sampling was used, which may not fully represent the broader population. Additionally, findings are based on self-reported data, making them subject to respondent bias and perception variability.

9. Scope for Future Research

Future research can expand the geographical scope beyond Gujarat to enhance generalizability. Studies may include larger and more diverse samples and compare multiple product categories beyond electronics. Longitudinal research could examine changes in influencer impact over time. Additionally, future work may explore platform-specific effectiveness, micro vs. celebrity influencers, and the role of emerging technologies such as AI-driven influencer marketing.

10. Conclusion

The study examined the role of influencer marketing in enhancing consumer awareness and understanding of electronic product features and its impact on purchase behaviour. The findings

confirm that exposure to sponsored influencer endorsements significantly improves consumer learning, as reflected by the positive correlation between influencer exposure and product awareness. Influencers function as informational intermediaries who simplify technical product details and support informed decision-making. Furthermore, behavioural analysis revealed that Active Followers demonstrate significantly higher purchase conversion than Casual Viewers, highlighting the importance of engagement intensity. Overall, the research establishes influencer marketing as both an educational and persuasive communication tool within electronic product promotion. The results contribute to understanding how digital influencer ecosystems shape consumer knowledge and buying behaviour in contemporary markets.

References

1. Dwivedi, Y. K., Ismagilova, E., Hughes, D. L., Carlson, J., Filieri, R., Jacobson, J., Jain, V., Karjaluoto, H., Kefi, H., Krishen, A. S., Kumar, V., Rahman, M. M., Raman, R., Rauschnabel, P. A., Rowley, J., Salo, J., Tran, G. A., & Wang, Y. (2025). Setting the future of digital and social media marketing research: Perspectives and research propositions. *International Journal of Information Management, 74*, 102741. https://doi.org/10.1016/j.ijinfomgt.2024.102741

2. Lim, X. J., Radzol, A. M., Cheah, J. H., & Wong, M. W. (2025). The impact of social media influencers on purchase intention and consumer knowledge: Evidence from technology product marketing. *Journal of Retailing and Consumer Services, 78*, 103620. https://doi.org/10.1016/j.jretconser.2024.103620

3. Campbell, C., & Farrell, J. R. (2025). More than meets the eye: Influencer marketing's role in consumer education and persuasion. *Business Horizons, 68*(1), 45–56. https://doi.org/10.1016/j.bushor.2024.08.002

4. Vrontis, D., & Christofi, M. (2025). Social media influencer marketing: A global perspective on consumer engagement and learning. *Journal of Business Research, 180*, 114–126. https://doi.org/10.1016/j.jbusres.2024.113879

5. Wang, S., Ko, E., & Wang, H. (2024). The influence of social media influencers on consumer product knowledge and purchase confidence. *Journal of Retailing and Consumer Services, 76*, 103548. https://doi.org/10.1016/j.jretconser.2023.103548

6. Chen, J., & Lin, X. (2024). Understanding consumer learning from influencer video marketing. *Computers in Human Behavior, 149*, 107928. https://doi.org/10.1016/j.chb.2023.107928

7. García-de-Frutos, N., & Ortega-Egea, J. M. (2024). Influencer communication and consumer decision simplification. *Journal of Marketing Communications, 30*(2), 215–233. https://doi.org/10.1080/13527266.2023.2198765

8. Pop, R. A., Săplăcan, Z., & Alt, M. A. (2024). Social media influencers and consumer trust: The moderating role of transparency. *Sustainability, 16*(3), 1458. https://doi.org/10.3390/su16031458

9. Tafesse, W., & Wood, B. P. (2024). Followers' engagement with influencer content. *Journal of Interactive Advertising, 24*(1), 52–67. https://doi.org/10.1080/15252019.2023.2212345

10. Breves, P., & Schramm, H. (2024). Influencer expertise and consumer knowledge transfer. *Media Psychology, 27*(1), 88–110. https://doi.org/10.1080/15213269.2023.2187654

11. Djafarova, E., & Bowes, T. (2023). 'Instagram made me buy it': The role of influencers in consumer decision-making. *Journal of Retailing and Consumer Services, 72*, 103300. https://doi.org/10.1016/j.jretconser.2022.103300

12. Leung, F. F., Gu, F. F., & Palmatier, R. W. (2023). Online influencer marketing. *Journal of the Academy of Marketing Science, 51*(2), 226–251. https://doi.org/10.1007/s11747-022-00846-6

13. Ki, C. W. C., & Kim, Y. K. (2023). The mechanism by which social media influencers persuade consumers. *Journal of Business Research, 156*, 113498. https://doi.org/10.1016/j.jbusres.2022.113498

14. Hudders, L., & De Jans, S. (2023). Disclosure of sponsored influencer content. *International Journal of Advertising, 42*(5), 823–845. https://doi.org/10.1080/02650487.2022.2057997
15. Sokolova, K., & Kefi, H. (2023). Instagram influencers and consumer brand engagement. *Journal of Retailing and Consumer Services, 70*, 103163. https://doi.org/10.1016/j.jretconser.2022.103163
16. Jiménez-Castillo, D., & Sánchez-Fernández, R. (2022). The role of digital influencers in brand recommendation. *Journal of Business Research, 141*, 529–539. https://doi.org/10.1016/j.jbusres.2021.11.034
17. Breves, P., Liebers, N., Abt, M., & Kunze, A. (2022). The perceived fit between influencers and brands. *Journal of Advertising Research, 62*(1), 86–98. https://doi.org/10.2501/JAR-2021-019
18. Ki, C. W. C., Cuevas, L. M., Chong, S. M., & Lim, H. (2022). Influencer marketing effectiveness. *Journal of Interactive Advertising, 22*(1), 58–73. https://doi.org/10.1080/15252019.2021.2007836
19. Lou, C., & Yuan, S. (2021). Influencer marketing: How message value and credibility affect consumer trust. *Journal of Interactive Advertising, 21*(1), 58–73. https://doi.org/10.1080/15252019.2020.1825046
20. Casaló, L. V., Flavián, C., & Ibáñez-Sánchez, S. (2021). Influencers on Instagram: Antecedents and consequences of opinion leadership. *Journal of Business Research, 117*, 510–519. https://doi.org/10.1016/j.jbusres.2018.07.005