Impact of E-Media Influencers on Purchasing Behaviour for Wellness Products

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Abstract

The digital revolution has significantly reshaped consumer behaviour, especially within the wellness sector, where e-media influencers have emerged as powerful drivers of purchasing decisions. This study investigates how influencers on platforms such as Instagram, YouTube, and wellness blogs impact consumer choices related to skincare, fitness, dietary supplements, and other wellness products. Emphasizing authenticity, relatability, and trust, these influencers create persuasive narratives that often surpass the effectiveness of traditional advertising. The research explores key strategies employed by influencers, mechanisms of trust-building, and their influence on brand perception and loyalty. By analysing the relationship between influencer credibility and consumer purchase intentions, the study provides meaningful insights for marketers, businesses, and consumers in the evolving digital wellness marketplace.

Introduction

The rise of digital media has transformed consumer behaviour, particularly in the wellness industry, where e-media influencers play a pivotal role in shaping purchasing decisions. These influencers, with substantial online followings, leverage platforms like social media, blogs, and videos to endorse wellness products related to skincare, weight management, herbal remedies, dietary supplements, and fitness. Unlike traditional advertising, influencer marketing thrives on authenticity, relatability, and trust, with consumers often viewing influencers as peers rather than corporate promoters. This research examines the impact of e-media influencers on purchasing behaviour, focusing on their strategies, trust-building mechanisms, and ability to drive brand loyalty. By exploring the interplay between influencer credibility, consumer perceptions, and purchase intentions, the study aims to provide insights into this evolving marketing model, offering valuable implications for businesses and consumers navigating the digital wellness market.

A. Background Information

With the rise of social media and digital platforms, people constantly see product promotions online. The wellness industry, which includes health-related products and services, has grown significantly due to digital marketing. E-media influencers, who create content for health-conscious audiences, play a major role in promoting these products. They connect with their followers, give personalized recommendations, and share persuasive content, influencing consumer buying decisions. This trend highlights the need to understand how influencer marketing works and how effective it is in building customer engagement and brand loyalty.

B. Research Problem

Despite the growing reliance on influencer marketing in the wellness sector, there is limited empirical research on how influencer credibility and marketing strategies impact consumer trust and purchasing decisions.

While influencers are perceived as authentic, concerns regarding sponsored content, transparency, and misleading endorsements persist. Additionally, it remains unclear whether influencer-driven marketing results in long-term consumer loyalty or merely short-term purchase spikes. Understanding the factors that contribute to consumer trust and purchase behaviour in the digital wellness market is essential for businesses to design effective marketing strategies and for consumers to make informed decisions.

C. Significance of the Research

This study is significant as it provides insights into the mechanisms through which e-media influencers impact consumer purchasing behaviour in the wellness industry. The findings will help businesses optimize their influencer marketing strategies, ensuring that collaborations with influencers lead to meaningful consumer engagement and brand loyalty. Additionally, consumers will benefit from a better understanding of how influencer credibility affects their purchasing decisions, enabling them to make more informed choices. Policymakers and digital marketing professionals can also use the research to establish guidelines for ethical influencer marketing practices, enhancing transparency and trust in digital promotions. By analysing key variables such as influencer credibility, consumer perceptions, and trust-building mechanisms, this study aims to bridge the gap between digital marketing theory and practical business applications in the wellness industry.

Literature Review
A. Overview

This study aims at analyzing the factors affecting the consumer's willingness to pay for health and wellness food products in India, this study provides practical insight to various stakeholders and helps in mapping the factors affecting the willingness to pay for purchasing health and wellness food products (Tabassum Ali, 2020). This accelerated the sales of the ecommerce giants as Amazon, Flipkart, Myntra, etc. who gained huge profits. To maintain this steep rise and retain the consumers, there is a need to understand factors that influence the buying behavior of the online consumers. This study is an effort in the same direction (Rinku Sharma Dixit, 2022). This Study aims lighted the digital influencers, people who have millions of online followers, and induce them in Favor or against products and brands to be consumed (Silva, Farias, Grigg, & Barbosa, 2021). This study aims to influence Online Consumer Reviews, Social Media Advertisements, and Influencer Endorsements on Purchase Intentions of Skincare Products (Edi Komara, 2023). A mini survey in Mumbai city of India was conducted to add practical data to the review, and factors affecting consumers' willingness to buy nutraceutical products were identified (Harsh B. Jadhav, 2023). -According to this research, homebound clients have resulted in a 60% increase in global video content consumption. The frequency with which content creators did live video sessions on social media platforms rose as well in 2020 (Suman Devi, 2022). This study aims to understand consumer perceptions of health and wellness products amidst growing public awareness of the importance of a healthy lifestyle (Suhartini, 2024).

This study is undertaken to know more about the dietary supplements and the boom in the health industry. Dietary supplements are characterized as any health product that is largely expected to enhance the eating regimen when taken in form of any tablet, capsules, pill, powder, or any other liquid.

Presently, the utilization of dietary supplements is on increment around the world (Sohela Malik, 2024). Wellness industry compresses beauty sector, fitness & Gym, AYUSH sectors, here in this segments advertising is one of the best significant and a practice promotional and a common that the promoters of global and local brand are using this for promotional purposes (A Sai Manideep, 2020). The wellness industry saw a major change in the year 2020 in the wake of the COVID-19 pandemic. There is a perceptible change in the attitude of people towards health consciousness as they saw the entire world being severely hit by the corona virus. The need for a healthy and fit living was felt with heightened intensity in the light of the pandemic (A. Saini, 2021). The purpose of this paper is to analyze the role that food and beverage (F&B) sensory stimuli play in building non-food-themed touristic experiences, such as wellness tourism experiences (Fabio Forlani, 2022). This paper explains the demand for wellness items has skyrocketed, providing e-commerce enterprises with enough opportunity, thanks to a culture that is becoming more health aware (Hugar, 2022). Food retail strategies to improve the healthiness of food and beverage options may increase purchasing of healthier options and improve diets. Consumer demand for healthier options is an important determinant of the successful implementation and maintenance of healthy food retail interventions (Moosa Alsubhi, 2022). The present study is an attempt to figuring out what influences people to buy the skincare products. The global skincare market was forecast to continuously rising. Today people are well informed about skincare, and there is high influence of social media (C, 2024)

B. Key Theories

Key theory includes the Influencer Marketing Theory, which explains how social media influencers build trust and drive consumer purchases (Silva *et al*., 2021; Komara, 2023). It also incorporates Consumer Trust and Purchase Intention Theory and Health and Wellness Consumer Behaviour Theory, highlighting the role of influencer credibility, digital marketing, and consumer willingness to pay (Ali, 2020; Jadhav, 2023). Together, these theories provide a comprehensive framework for understanding the impact of influencer marketing on consumer behaviour in the wellness industry.

C. Gaps in the Literature Review

Existing research lacks a focused analysis of wellness influencers and their specific impact on consumer behaviour. There is limited discussion on whether influencer-driven marketing fosters long-term brand loyalty or just short-term sales boosts. Additionally, studies do not extensively explore the role of trust and credibility in influencer marketing, particularly how transparency and authenticity shape consumer decisions. Moreover, there is a lack of comparative analysis on influencer engagement metrics and their measurable impact on consumer purchase behaviour.

Research Methodology

This chapter primarily addresses the strategies and tactics used in problem-solving.

The questionnaire approach is the main technique for gathering data. Using social media and a link to a Google Form, the researcher made contact with the responders. Random sampling technique using the in-person questionnaire method. It took multiple follow-ups to eventually receive 133 responses.

Data analysis software: Excel are used for exploratory factor analysis and statistical data analysis for the initial formatting of the data.

A. Research Design

The researcher intends to investigate the overall impact of e-media influencers on purchasing behaviour for wellness products using an exploratory research approach. Various influencing factors will be measured to assess the study's objectives.

The research design employs a mixed-method approach, incorporating both primary and secondary data sources to comprehensively explore consumer behavior in the wellness industry. A survey method with structured questionnaires will be used to collect primary data, while secondary data will be gathered through a literature review of academic publications and market reports.

B. Data Collection Methods

Data collection will be conducted through online and offline channels to ensure broader representation and inclusivity. Survey responses will be analyzed to identify key variables influencing consumer purchasing decisions, including trust, engagement, and brand perception.

This methodological approach ensures a robust examination of how e-media influencers shape consumer decisions on wellness products, providing valuable insights for brands, marketers, and policymakers.

C. Sampling Method

For this study on the impact of e-media influencers on purchasing behaviour for wellness products, a random sampling methodology will be utilized. Participants will be selected from the general public, particularly those who actively engage with wellness influencers and make purchasing decisions based on online endorsements.

The study aims to gather data from consumers who frequently interact with wellness-related content and influencers to gain insights into how influencer marketing shapes their buying behaviour. By identifying key factors influencing purchasing decisions, this approach facilitates a thorough analysis necessary for drawing meaningful conclusions from the research.

Data Analysis and Techniques

Data will be analyzed using correlation, influencer impact, trust evaluation, and pivot table comparisons to understand the impact of e-media influencers on purchasing behavior for wellness products. Pivot tables will summarize survey responses, comparing trust levels, influencer credibility, and purchasing behavior across demographics. Correlation analysis (Pearson's coefficient) will examine relationships between influencer credibility, consumer trust, and purchase intent. These methods provide a comprehensive insight into how influencer trust impacts purchasing decisions in the wellness industry.

Result

A. Data Analysis and Interpretation

1. **Analysis of the Influence of Influencer Credibility on Consumer Purchasing Decisions for Wellness Products**

Generate a new column named "influencer credibility", calculated as the group mean of the "influence" and "trust" columns.

Calculated the correlation between the newly created "influencer credibility" variable and the "purchase consideration" variable to measure the strength and direction of the relationship between these two factors.

A correlation value of 0.786 indicates a strong positive relationship between influencer credibility and consumer purchasing decisions for wellness products. This suggests that as influencer credibility increases, consumers are more likely to trust and purchase the recommended wellness products. The high correlation implies that influencer authenticity, expertise, and engagement significantly impact consumer buying behaviour in this industry.

2. **Analysis of the Influencer Marketing on Consumer Purchasing Decisions for Wellness Products**

Generate a new column named "influencer Marketing", calculated as the group mean of the "Trust worthiness" and "familiarity" columns. Calculated the correlation between the newly created "influencer marketing" variable and the "purchase consideration" variable to measure the strength and direction of the relationship between these two factors.

Corelation of Influencer marketing with consumer preference
0.697574619

A correlation value of 0.698 indicates a moderate to strong positive relationship between influencer marketing and consumer purchasing decisions for wellness products. This suggests that effective influencer marketing strategies significantly impact consumer buying behaviour, though other factors may also play a role. Higher engagement, authenticity, and persuasive marketing by influencers are likely to increase consumer willingness to purchase wellness products.

3. **Impact of E Media Influencer on Purchase Decision Across Demographics**
a. **Based on the Age**

Corelation of influencer credibiality on consideration
0.786430408

Row Labels	Average of Consideration	Average of Influencer Credibility
15-20	2	3.1
20-25	2.769230769	2.5
25-30	3.085714286	3.0
30 and above	2.8	2.6
Grand Total	2.842105263	2.6

1. Influencer Credibility is Highest Among 15-20 Age Group (3.1), but Purchase Consideration is Lowest (2.0). Younger consumers trust influencers but may not have financial independence to buy.
2. 25-30 Age Group Shows Highest Purchase Consideration (3.08). This segment is most influenced by marketing efforts.
3. 30+ Consumers Have Moderate Trust (2.6) & Consideration (2.8). They may rely more on expert reviews than influencers.
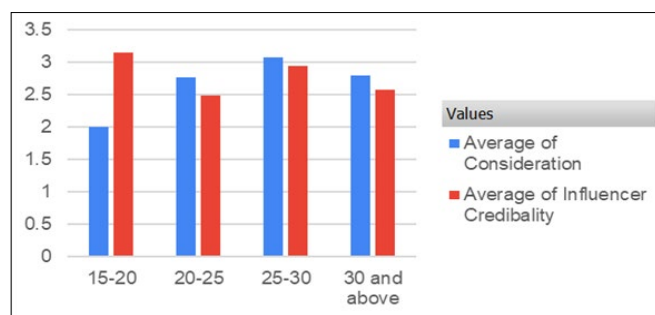
Fig 1: Impact of Influencer Marketing on Wellness Product Purchases across Generations

Influencer marketing is most effective for 25-30 years, while younger and older consumers need different trust-building strategies.

b. Based on Genders

Row Labels	Average of Consideration	Average of Influencer Credibility
Female	2.885714286	2.8
Male	2.793650794	2.5
Grand Total	2.842105263	2.6

Females Have Higher Consideration (2.89) and Trust in Influencers (2.8).
Women are more influenced by social media marketing and are more likely to consider wellness products promoted by influencers.
Males Have Lower Consideration (2.79) and Trust in Influencers (2.5).
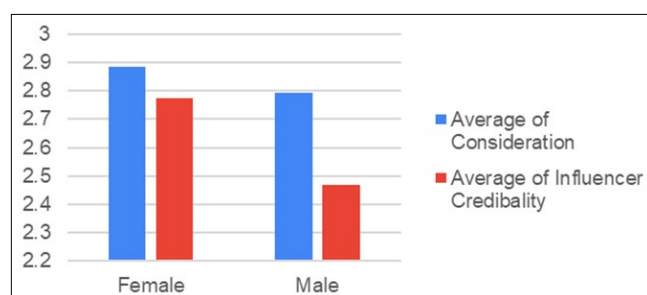Men are comparatively less influenced by influencers when making purchase decisions.

Fig 2: Based in Gender

Women are more receptive to influencer marketing than men. Wellness brands should focus on targeted influencer campaigns for female audiences while using additional credibility-building strategies for male consumers.

B. Support for Research Question or Hypothesis
1. **Hypothesis 1:** Influence of Influencer Credibility on Consumer Purchasing Decisions
Null Hypothesis (H_0): Influencer credibility has no significant impact on consumer purchasing decisions for wellness products.
Alternate Hypothesis (H_1): Influencer credibility has a significant positive impact on consumer purchasing decisions for wellness products.
A correlation value of 0.786 indicates a strong positive relationship between influencer credibility and consumer purchasing decisions for wellness products. This suggests that

consumers are more likely to purchase wellness products when they perceive influencers as credible. Given this strong correlation, the null hypothesis (H_0) is likely to be rejected, supporting the alternate hypothesis (H_1) that higher influencer credibility significantly impacts consumer purchase behaviour.

2. **Hypothesis 2:** Influence of Influencer marketing on Consumer Purchasing Decisions
Null Hypothesis (H_0): Influencer marketing has no significant impact on consumer preferences for wellness products.
Alternate Hypothesis (H_1): Influencer marketing has a significant positive impact on consumer preferences for wellness products.
A correlation value of **0.**698 indicates a moderate to strong positive relationship between influencer marketing and consumer preferences for wellness products. Given this, the null hypothesis (H_0) is likely to be rejected, supporting the alternate hypothesis (H_1) that influencer marketing significantly influences consumer preferences in the wellness industry.

Discussion
A. Interpretation of Results
The study confirms that influencer credibility plays a crucial role in shaping consumer preferences and purchasing behaviour in the wellness sector. The strong correlation values indicate that consumers perceive influencers as reliable sources of information, impacting their willingness to purchase endorsed products. Findings suggest that younger consumers, particularly in the 25-30 age range, are most influenced by social media endorsements, while females exhibit a higher degree of trust in influencer marketing than males. The study reinforces existing literature on the effectiveness of influencer marketing in digital commerce, while also highlighting emerging trends in consumer trust and engagement. Future research should further explore longitudinal effects of influencer marketing on brand loyalty and its evolving role in the wellness industry.

B. Comparison with Existing Literature
Existing studies highlight the growing role of digital influencers in shaping consumer behaviour, particularly in the wellness industry. Prior research (Tabassum Ali, 2020) emphasized that social media promotions drive online sales, aligning with the current study's finding that influencer credibility significantly impacts consumer trust and purchase decisions. Studies by Dixit (2022) and Silva *et al.* (2021) also support the notion that digital influencers affect brand perceptions and product demand, reinforcing the strong correlation observed in this study. Additionally, recent research by Suhartini (2024) underlines the increasing consumer reliance on influencer recommendations for skincare and dietary supplements, corroborating the gender-based insights from this study.

C. Implications and Limitations of the Study
The study provides valuable insights for businesses, policymakers, and consumers in the wellness industry. From a marketing strategy perspective, brands can leverage credible influencers to enhance consumer trust and engagement, leading to increased sales. Targeted advertising based on demographic analysis allows businesses to personalize marketing campaigns for different age groups and genders,

ensuring higher consumer engagement. Additionally, companies should prioritize long-term influencer collaborations to build sustainable brand loyalty. Policymakers can use these findings to develop ethical guidelines for influencer marketing, ensuring transparency and credibility in digital promotions.

However, the study has certain limitations. Sample bias may arise as the research might be limited to specific demographics or regions, making it less generalizable. Self-reported data could introduce bias due to social desirability effects. The rapid evolution of digital trends means that findings need periodic updates to remain relevant. Additionally, correlation analysis does not establish causality, meaning that while influencer credibility and marketing are strongly associated with purchasing behaviour, other underlying factors may also play a role.

Conclusion

Summary of Key Findings

The study highlights a strong correlation between influencer credibility and consumer purchasing decisions, emphasizing the role of trust in shaping buying behaviour. Influencer marketing also significantly impacts consumer preferences, particularly among younger demographics and female consumers. The findings reinforce existing literature and provide new insights into how different age and gender groups respond to influencer-driven marketing strategies.

Contribution to the Field: This research contributes to the understanding of digital marketing in the wellness industry by providing empirical evidence of influencer marketing effectiveness. It offers valuable insights for businesses to optimize their marketing strategies and for policymakers to enhance ethical influencer marketing practices. The study also broadens the understanding of how influencer credibility fosters trust and long-term brand loyalty, adding to the growing body of digital marketing research.

Recommendations for Future Research: Future studies should explore the long-term effects of influencer marketing on consumer loyalty and investigate emerging trends in digital wellness marketing. Additionally, expanding research across diverse demographics and cultural contexts will provide a more comprehensive understanding of consumer behaviour in the evolving digital marketplace. Further studies could also assess the effectiveness of different types of influencer marketing strategies, such as micro-influencers versus celebrity endorsements, to identify the most impactful approaches for brands in the wellness sector.

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