

"Navigating Influence: The Role of AI in Shaping Consumer Purchase Intentions Through Influencer Marketing"

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Abstract

Influencer marketing has become a powerful tool for inducing customer behaviour and hovering brand awareness. The research aims to analyze the controlling role of artificial intelligence (AI) in the connection amid influencer marketing and purchase intention of the consumers by analyzing the role of AI techniques used in marketing tactics like personalization, content creation, and many more. To examined the hypotheses, PLS-SEM was used to analyse data from 200 respondents in Uttar Pradesh using descriptive research design with the convenience sampling technique. The results indicate that influencers marketing significantly impacts the purchase intentions of the customers, suggesting that AI has a substantial role in decision making of customers through the usage of different social media podiums. It implies that by predicting consumer behaviour, personalizing recommendations, and improving customer experiences through chatbots and targeted advertisements, AI affects purchase intention, which results in a more satisfied consumer and increased purchase intentions. These results demonstrate AI's expanding role in digital marketing, supporting earlier studies and highlighting how crucial it is in influencing consumers buying decisions. Businesses and decision-makers can benefit from the study's helpful information on how to optimize influencer marketing by carefully combining AI technologies with human-centred approaches. A one-time study, limited data, and a lack of exploration into other factors such as cultural differences and specific AI capabilities are some of the limitations. It is recommended that future research expand on these dimensions to deliver a more inclusive knowledge of how Artificial Intelligence and traditional influencer marketing can complement each other to maximize engagement and purchase intention.

Key words: Influencer Marketing, Purchase Intention, Artificial Intelligence, Digital Marketing, Engagement

Introduction:

In the digitally advanced world of today, influencer marketing has developed as a widespread advertising approach used by many companies. Influencer marketing, as used in modern marketing strategies, is the strategic collaboration between companies and people who have a substantial follower to support and advertise the company's goods (*Stein et al., 2022*). Companies looking to grow their clientele and cultivate long-term relationships may discover that this type of advertising is highly beneficial in fostering enduring relationships with their clients (*Raji et al., 2020*). "**Influencer marketing**" is the process of identifying members of a specific target audience or media and enlisting them in a brand's campaign to increase engagement, sales, or reach. A more advanced form of word-of-mouth advertising that concentrates on social contexts is influencer marketing. By encouraging authenticity and trust, this kind of relationship-building can assist brands in expanding their audience and gaining devoted customers.

Influencer marketing has turn out to be increasingly popular in recent years, primarily due to the rising reputation of social media and the growing popularity of influencer culture (*Jin et al., 2019*). Influencer marketing's ability to successfully reach a specific audience is one of its

most notable advantages. Influencers typically have a loyal following that has a great deal of faith in their opinions and recommendations. Accordingly, there is a greater chance that followers of an influencer will show interest in and engage with a brand when the influencer endorses its goods (*Enke & Borchers, 2019*). The use of artificial intelligence (AI) to produce personalized customer experiences has completely changed the online marketing scene. AI marketing forecasts consumer behavior and achieves marketing goals by utilizing machine learning and other artificial intelligence concepts. Customers' attitudes, behaviors, and perceptions all play a role in the complicated decisions they make about what to buy. It is believed that the most accurate method of predicting purchase decisions is to comprehend buying intentions. The influence of digital advertising and “artificial intelligence” on consumers' buying intentions has been the subject of numerous studies (*Busman & Ananda, 2022*).

Artificial intelligence (AI) tools, such as machine learning algorithms and natural language processing, can assist traders in selecting the best influencers, optimizing their content, and evaluating the success of their campaigns. Real-world research indicates that AI-stimulate tools are superior to conventional techniques in terms of selecting the best influencers, determining which community to target with campaigns, and obtaining a high return on investment. AI-powered influencer marketing allows businesses to target specific audiences and create customized content, boosting brand recognition and promoting more interaction with the brand (*Ramachandran et al., 2024*).

“**Influencer marketing**” has grown to be a potent tool for changing purchaser behavior and increasing brand awareness in the digital age. When combined with artificial intelligence (AI), it has an even bigger impact because AI-powered solutions help with forecasting customer behavior, identifying the best influencers, and streamlining campaigns. AI's capacity to analyse huge volumes of statistics to recognize trends, sentiments, and audience demographics enables targeted influencer partnerships. Personalized marketing strategies have been found to significantly increase purchase intention because customers are more probable to believe commendations from relatable influencers. It has been demonstrated that AI-enhanced influencer marketing raises engagement and conversion rates, underscoring its ability to affect customer decisions.

By examining the controlling result of artificial intelligence, this study objectives were to discover the connection amid customer purchase intention and influencer marketing. The relationship between the variables included in the study—*influencer marketing, purchase intention, and artificial intelligence*—has been the subject of numerous studies. However, the relationship between these variables has not been empirically tested in any study. In the end, this study will provide insightful information about how businesses, brands, and legislators develop the plans to accomplish their goals.

Objectives:

1. To look into how influencer marketing affects consumers' intentions to make purchases.
2. To understand how AI affects consumers' intentions to make purchases.
3. To investigate how AI affects the connection between influencer marketing and purchase intention.

Hypothetical Background & Hypothesis Development:

“**H1: Influencer Marketing will positively influence the Purchase Intention of the Consumers**”.

As per study conducted by (Gökerik,2024) credible influencer content can boost customer confidence and lessen unfavourable opinions about brands. Additionally, brand loyalty and purchase intentions are positively impacted when consumer cynicism declines. In order to increase the efficacy of influencer marketing campaigns, it emphasizes how crucial it is to concentrate on authenticity and trust. Purchase intention is significantly impacted by and positively correlated with attitude toward influencers, per the (Niloy et al., 2023). The research also displays that attitudes toward influencers are positively correlated with source familiarity, product matchup, and attractiveness. However, it is found that attitudes toward influencers are not significantly impacted by source credibility. Congruence with the product, expertise, reliability, attractiveness, trustworthiness, enlightening value, and entertainment value are the eight primary characteristics of “social media influencers”, according to (Ao et al.,2023). The findings showed a moderate to strong correlation between SMI attributes and customer engagement and purchase intention. Practitioners are encouraged to use social media platforms to engage customers and generate purchase intentions because consumers are very active on these platforms and follow digital influencers.

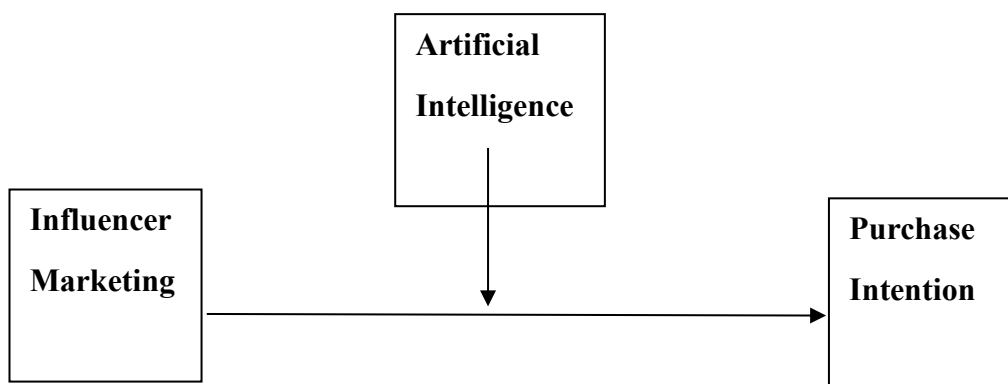
“H2: Artificial Intelligence will positively influence the Purchase Intention of the consumers”.

(Yin & Qiu,2021), “In terms of influencing consumers' purchase intentions, the perceived hedonic value outperformed the perceived utility value, and both the perceived utility value and the perceived hedonic value derived from an AI technology experience can promote the development of consumers' purchase intentions. The findings indicate that AI can be applied on social media to enhance the user experience, raise customer satisfaction, and encourage purchases”. Additionally, AI improves social media engagement and customer understanding, which leads to happier customers and more intention to buy. Furthermore, the connection between customer satisfaction and purchase intention is moderated by affective attachment (Bilal et.al,2024).

“H3: Moderating Effect of Artificial Intelligence on the relationship between Influencer Marketing & Purchase Intention of the Consumers”.

(Rumangkit et al.,2024) the research outcomes revealed that apparent AI influencer-customer product fit was influenced by parasocial relationships, trustworthiness, and attractiveness. This study also found that purchase intention was influenced by perceived AI influencer-customer product fit. AI influencers can be a successful and efficient promotional strategy that can increase purchase intention, according to research done on businesses. AI Influencers can also be used to create unique experiences for potential customers, matching their preferences, making interactions more engaging, and increasing engagement. Purchase intentions are positively impacted by influencer marketing powered by AI. Customers are more likely to think about and ultimately buy the advertised goods or services when they are actively engaged with the content. This result is largely due to AI's capacity to offer seamless customer experiences and tailored recommendations. AI enables companies to display the suitable products to the apt consumers at the appropriate moment by forecasting their preferences and actions, increasing the likelihood that they will make a purchase. Customer trust increases the optimistic effects of AI-powered influencer marketing on engagement and purchase intentions. This suggests that when consumers trust the influencers and the AI-generated content, they are even more likely to engage with the content and buy (Krishnan et.al, 2024).

Analytical Framework



Research Methodology

Convenience sampling was employed in this study along with a descriptive research design. The respondents are Uttar Pradesh consumers of various ages. By moderating the role of artificial intelligence techniques used in advertising strategies like personalization, content creation, and many more, the study's main goal is to analyse the impact of influencer marketing on customers' purchase intentions. There are 200 responses out of the 230 respondents who were invited to complete the questionnaire. A "Likert scale", with one showcasing "strongly disagree" and five showcasing "strongly agree," is used to structure the questionnaire items. One independent variable, "**influencer marketing**," one moderating variable, "**artificial intelligence**," and one dependent variable, "**purchase intention**," were proposed by the research conceptual framework. Ten items related to Influencer Marketing were adapted from (*Kamatchi & Preethi V, 2021*), eight items related to Purchase Intention (*Rani,2023*) and ten items related to Artificial Intelligence were adapted from (*Chowdhury et.al, 2024*). Data analysis was conducted using Smart PLS 4.1.0.9. The structural model and measurement model were the two stages of study, which followed the SEM process described by *Anderson and Gerbing (1988)*. Both data stages were evaluated using Smart PLS-SEM.

Table 1: Source Characteristics

Classification	Frequency	Composition Ratio
Gender		
Male	86	43%
Female	114	57%
Age		
Less than 20 years	32	16%
20-30 years	62	31%
30-40 years	90	45%
Above 40 years	16	8%
Marital Status		
Married	96	48%
Single	104	52%
Occupation		
Students	78	39%
Self-employed	24	12%
Government employees	80	40%

Private employees	16	8%
Educational Qualification		
Senior Secondary	18	9%
Graduate	50	25%
Post Graduate	116	58%
Doctorate	16	8%

Results

Fitting measurement models

Reliability Analysis

A threshold of 0.60 is established by *Hair et al. (2020)* for permissible outer loadings. A few items were discovered to not meet this criterion after a thorough examination. Consequently, these items were removed, including the four factors of artificial intelligence (AI1-0.577, AI2-0.562, AI3-0.580, AI4-0.595).

Convergent Validity

The SmartPLS method was used to compute “outer loadings, AVE, and Composite Reliability in order to evaluate convergent validity. With factor loadings above 0.60 and Composite Reliability (CR) over 0.70, (*Hair et al.,2020*) found that AVE values exceeding 0.50 satisfied the convergent validity requirement”. Table 2 displays the evaluation's findings.

“Table 2: “Outer loadings, reliability analysis and AVE”

Variables	Items	Factor Loadings	Cronbach Alpha	Composite Reliability	AVE
Influencer Marketing	IM1	0.664	0.909	0.929	0.548
	IM2	0.679			
	IM3	0.713			
	IM4	0.693			
	IM5	0.743			
	IM6	0.797			
	IM7	0.795			
	IM8	0.784			
	IM9	0.815			
	IM10	0.700			
Purchase Intention	PI1	0.620	0.865	0.871	0.516
	PI2	0.715			
	PI3	0.786			
	PI4	0.717			
	PI5	0.795			
	PI6	0.682			
	PI7	0.731			
	PI8	0.683			
Artificial Intelligence	AI5	0.636	0.813	0.817	0.519
	AI6	0.735			
	AI7	0.714			
	AI8	0.692			
	AI9	0.795			
	AI10	0.741			

Validity

The HTMT test was used in this investigation. It has been acknowledged that discriminant validity cannot be accurately measured by the Fornell-Larcker criterion, particularly when all indicators are fully loaded. (Henseler et al.,2015) explain that the HTMT correlation value ought to be less than 0.90. Table 3 displays the outcomes of this test.

Table 3: Discriminant validity test (HTMT results)

	Artificial Intelligence (AI)	Influencer Marketing (IM)	Purchase Intention (PI)	AI X IM
AI				
Influencer Marketing (IM)	0.207			
Purchase Intention (PI)	0.844	0.328		
AI X IM	0.307	0.128	0.308	

Fitting structural research model

R Square

This criterion is essential for evaluating the study's conceptual model's viability. An acceptable R2 value for explained variance should be greater than 0.26 (26%) in accordance with Cohen's (1988) advice. Table 4 displays the findings from this assessment.

Table 4: R Square results

	R Square
Purchase Intention	0.564

Hypothesis Results

The t-values and p-values determined by the partial least squares algorithm used to analyse research data are now used to test the research hypothesis.

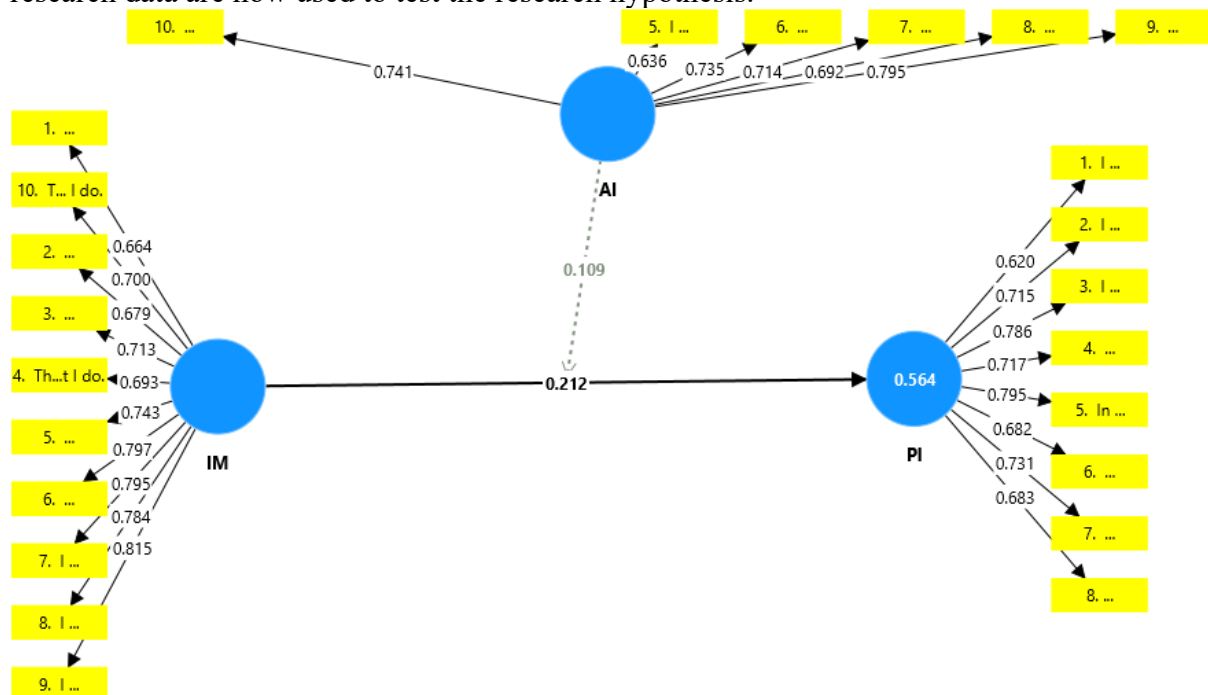


Table 5: Hypothesis results

Hypothesis	T-value	P-value	Results
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Influencer Marketing -> Purchase Intention	4.536	0.000	Supported
AI -> Purchase Intention	15.314	0.000	Supported
AI * Influencer Marketing -> Purchase Intention	2.614	0.009	Supported

Discussion

Influencers have a noteworthy influence on customers' purchasing intents across a range of age groups. Customers' decisions are influenced by influencers' qualities such as familiarity, trustworthiness, and resemblance. As per the study's, influencer marketing has a major effect on customers' acquisition intents, indicating that influencers show a substantial part in their decision-making process when using various social media platforms. The results were constant with the prior study by (Müller et al., 2018) and (Masuda et al., 2022).

Artificial intelligence significantly impacts the purchase intention of the customers. It implies that by predicting consumer behaviour, personalizing recommendations, and improving customer experiences through chatbots and targeted advertisements, artificial intelligence (AI) affects purchase intention. AI increases conversion rates by helping brands understand consumer preferences through data analysis. The results are inconsistent with the previous studies conducted by (Yin & Qiu, 2021) and (Bilal et al., 2024).

As per the third hypothesis, artificial intelligence moderates the rapport between the “influencer marketing and purchase intention”. The role of artificial intelligence strengthens the relationship between these two variables. By evaluating audience engagement, refining content strategies, and guaranteeing accurate targeting, artificial intelligence (AI) strengthens the link between influencer marketing and purchase intention. Higher conversions result from its assistance in helping brands find the best influencers, tailor promotions, and forecast customer reactions. The outcomes are aligned with the earlier studies done by (Krishnan et al., 2024) and (Rathnakaran, 2016).

Conclusion

According to the study, “**influencer marketing**” is very important in manipulating the purchase intentions of customers of all ages, and qualities like familiarity, similarity, and trustworthiness have a big influence on decisions about what to buy. Additionally, by forecasting customer behavior, tailoring recommendations, and improving customer experiences, artificial intelligence (AI) directly affects purchase intention. AI also serves as a moderator, enhancing engagement analysis, audience targeting, and content strategy to strengthen the link between purchase intention and influencer marketing. These results demonstrate AI's expanding role in digital marketing, supporting earlier studies and highlighting how crucial it is in influencing consumer buying decisions.

Restrictions and Forthcoming scope

This research has certain restrictions that allow for new lines of inquiry. To begin with, the demographics and sample size, which were limited to 200 respondents in Uttar Pradesh, may not fully reflect the range of consumer behaviors present in other regions or global marketplaces. Additionally, the study ignored other potentially significant influencing factors like cultural differences, the status of the economy, and brand loyalty in favour of focusing primarily on the association between purchase intention, influencer marketing, and artificial intelligence (AI). Additionally, the study did not investigate specific AI capabilities like sentiment analysis, predictive algorithms, or personalized targeting that might have a different effect on campaign outcomes. The cross-sectional design of the study makes it difficult for us to understand long-term effects or how consumer behavior evolves over time.

Upcoming investigation will ponder a wider array of demographics and include additional elements like brand authenticity, emotional engagement, and psychological aspects of consumer behavior in order to provide a more comprehensive picture. Investigating specific AI tools and their role in influencer marketing, as well as conducting longitudinal studies to assess how consumer purchase intentions evolve as they grow more accustomed to AI-enhanced strategies, may yield deeper insights. Comparative studies may also shed light on the relative advantages of AI-driven influencer campaigns versus traditional ones, assisting marketers in refining their approaches.

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