

Impact of Influencer Marketing on Consumer Buying Decision: With Special Reference to Millennials in Fashion Industry in Southern Province of Sri Lanka

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Abstract

In the digital era, influencer marketing has become a dominant strategy in shaping consumer behavior. Among various types of influencers, micro-influencers with smaller, yet highly engaged followings are gaining attention for their perceived authenticity and trustworthiness. This study investigates the impact of micro-influencer marketing on the purchasing decisions of millennials in the fashion industry, specifically in the Southern Province of Sri Lanka. The research focuses on four independent variables: credibility, physical attractiveness, brand match-up, and content quality. Data were collected using a close-ended structured questionnaire distributed among a sample of 384 respondents, and analyzed using SPSS. Reliability analysis showed high internal consistency across all constructs (Cronbach's alpha > 0.9). Correlation analysis revealed strong positive relationships between the independent variables and the dependent variable (purchase decision), with coefficients of 0.874 for credibility, 0.851 for physical attractiveness, 0.801 for brand match-up, and 0.807 for content quality. The model's R² value of 78.9% indicates that a significant proportion of variation in purchase decision can be explained by the selected variables. Findings suggest that millennials view Instagram-based micro-influencers as credible and relatable sources of product information and inspiration. While direct purchases may not always follow, influencer content plays a critical role in shaping awareness and consideration. The study concludes that micro-influencer marketing is an effective strategy for brands targeting millennial consumers in the fashion sector.

Keywords: brand match-up, credibility, content quality, micro-influencers, physical attractiveness