

The Impact of Influencer Marketing on Purchasing Decisions for Local Products

Martianto¹ Sutrisna²

^{1,2} Fakultas Ekonomi, Manajemen, Universitas Hayam Wuruk Perbanas, Surabaya, Indonesia

ARTICLE INFO

Article history:

Received: June, 19, 2026

Revised: July, 03, 2026

Accepted: July, 21, 2026

Keywords:

Consumer Behavior;
Influencer Marketing;
Local Products;
Purchasing Decisions;
Social Media.

ABSTRACT

The rapid growth of digital platforms has transformed marketing strategies, particularly through influencer marketing, which has become an important approach for promoting local products. This study aims to analyze the impact of influencer marketing on consumers' purchasing decisions for local products. The research employs a quantitative method using survey data collected from consumers who have interacted with influencer-based promotions. Data analysis is conducted through statistical testing to examine the relationship between influencer marketing factors and purchasing decisions. The results indicate that influencer credibility, attractiveness, and engagement significantly influence consumers' decisions to purchase local products. This study concludes that influencer marketing plays a crucial role in increasing consumer trust and encouraging purchase intentions, providing valuable insights for local businesses in developing effective digital marketing strategies.

This is an open access article under the CC BY-NC license.



Corresponding Author:

Martianto,
Manajemen, Fakultas Ekonomi,
Universitas Hayam Wuruk Perbanas, Surabaya, Indonesia,
Jl. Nginden Semolo No. 34-36, Surabaya, 60118., Indonesia.
Email: martianto78@gmail.com

1. INTRODUCTION

The rapid development of digital technology has significantly transformed the way businesses promote and market their products. The emergence of social media platforms has created new opportunities for companies, particularly local product businesses, to reach broader consumer segments through digital marketing strategies. Traditional marketing approaches that rely on conventional advertising channels are gradually being complemented by more interactive and personalized strategies. One of the most prominent strategies in the current digital marketing landscape is influencer marketing, where individuals with strong social media influence promote products or services to their followers. Influencer marketing has become an effective communication tool because consumers tend to perceive recommendations from influencers as more authentic, relatable, and trustworthy compared to direct advertisements from companies.

Local products, including culinary products, fashion items, handicrafts, and small and medium enterprise (SME) products, have increasingly utilized influencer marketing to enhance brand awareness and encourage consumer purchasing decisions. In many emerging markets, local businesses face challenges in competing with large national and international brands due to limited promotional budgets, weak brand recognition, and restricted market access. Through collaboration with influencers, local product producers can overcome these limitations by leveraging influencers' credibility, audience engagement, and digital reach. Influencers are able to introduce local products through personal experiences, product reviews, tutorials, and lifestyle content that can influence consumer perceptions and attitudes toward the promoted products.

Purchasing decisions represent an important aspect of consumer behavior because they determine whether marketing efforts successfully convert consumer awareness into actual buying actions. The

decision-making process is influenced by various factors, including perceived product quality, brand image, trust, social influence, and information accessibility. In the digital era, consumers often search for online reviews and recommendations before purchasing a product. Influencers play an important role in shaping these evaluations because their opinions can reduce consumer uncertainty and increase confidence in the products being promoted. Therefore, understanding the relationship between influencer marketing and purchasing decisions is essential, especially for local products that require stronger consumer recognition and trust.

Although influencer marketing has gained substantial attention among researchers and practitioners, its effectiveness in influencing purchasing decisions remains a complex issue. Not all influencer promotions generate positive consumer responses because the impact of influencer marketing depends on several factors, such as influencer credibility, attractiveness, expertise, engagement level, and the relevance between influencers and promoted products. Therefore, further investigation is required to understand how influencer marketing influences purchasing decisions for local products, particularly in the context of increasing digital competition. Previous studies have extensively examined the influence of influencer marketing on consumer behavior, brand awareness, and purchasing intention. However, several research gaps remain that require further exploration. First, many existing studies focus on well-established brands or global products, while research investigating influencer marketing effectiveness for local products is still relatively limited. Local products have unique characteristics because they often rely on cultural values, regional identity, and emotional connections with consumers. Therefore, the impact of influencer marketing on local product purchasing decisions may differ from its impact on large-scale commercial brands.

Second, previous research has produced inconsistent findings regarding the factors that determine influencer marketing effectiveness. Some studies indicate that influencer credibility and trustworthiness significantly influence consumer purchase intention, while other studies suggest that content quality, audience engagement, and product-influencer compatibility play a more dominant role. These differences indicate that the mechanism through which influencer marketing affects purchasing decisions requires deeper analysis. Third, many previous studies emphasize purchase intention rather than actual purchasing decisions. Although purchase intention is an important indicator of consumer interest, it does not always translate into real purchasing behavior. Consumers may express positive attitudes toward influencer recommendations but still consider other factors, such as price, product quality, and personal needs, before making actual purchases. Therefore, this study focuses on purchasing decisions as the final consumer behavior outcome to provide a more comprehensive understanding of influencer marketing effectiveness.

This study is based on consumer behavior theory, particularly the Theory of Planned Behavior (TPB), which explains that individual behavior is influenced by attitudes, subjective norms, and perceived behavioral control. In the context of influencer marketing, influencers can shape consumer attitudes by providing information, creating emotional connections, and presenting positive perceptions of products. Subjective norms are represented through social influence, where consumers may be encouraged to purchase products because of recommendations from influential individuals they follow. Additionally, the Source Credibility Theory explains that the effectiveness of persuasive communication depends on the credibility of the communicator. According to this theory, influencers who possess expertise, trustworthiness, and attractiveness are more likely to influence consumer attitudes and behaviors. When consumers perceive influencers as credible sources of information, they are more likely to accept product recommendations and consider purchasing the promoted products.

Previous studies have demonstrated that influencer marketing has a significant relationship with consumer purchasing behavior. Research in digital marketing indicates that influencer credibility positively affects consumer trust and purchase intention because consumers perceive credible influencers as reliable sources of product information. Other studies highlight that influencer engagement, including interactions through comments, likes, and direct communication with followers, strengthens consumer relationships and increases the possibility of purchase decisions. Furthermore, research related to social media marketing suggests that authentic and engaging influencer content can improve consumer perceptions of product value. When influencers present products naturally within their daily activities, consumers often perceive promotional messages as more genuine compared to traditional advertisements. This authenticity is particularly important for local products because consumers may seek emotional connections, cultural relevance, and personal recommendations before making purchasing decisions.

The novelty of this research lies in its focus on the specific relationship between influencer marketing and purchasing decisions for local products. Unlike previous studies that primarily examine large brands or general consumer products, this study provides insights into how influencer marketing contributes to strengthening the competitiveness of local products in the digital marketplace. This research also emphasizes actual purchasing decisions rather than only purchase intention, providing a clearer understanding of the effectiveness of influencer-based promotional strategies. Furthermore, this study contributes by examining influencer marketing as a multidimensional concept, including aspects of credibility, attractiveness, expertise, and engagement. By analyzing these dimensions, the research provides a more comprehensive explanation of how influencers influence consumer decision-making processes. The findings are expected to enrich digital marketing literature, particularly in the context of local product development and SME marketing strategies.

The objective of this study is to analyze the impact of influencer marketing on purchasing decisions for local products. Specifically, this research aims to examine whether influencer marketing dimensions, including influencer credibility, attractiveness, expertise, and engagement, significantly influence consumer purchasing decisions. In addition, this study seeks to provide empirical evidence regarding the effectiveness of influencer marketing strategies in increasing consumer interest and encouraging purchases of local products. This research provides theoretical and practical contributions. From a theoretical perspective, this study contributes to the development of digital marketing and consumer behavior literature by expanding understanding of influencer marketing effectiveness in the context of local products. The findings can serve as a reference for future researchers who investigate social media marketing, influencer strategies, and consumer purchasing behavior.

From a practical perspective, this research provides valuable insights for local businesses and SMEs in designing effective marketing strategies. Understanding the factors that make influencer marketing successful can help businesses select appropriate influencers, develop engaging promotional content, and improve consumer trust. The findings may also assist marketers in optimizing digital promotional activities to increase product visibility and market competitiveness.

2. RESEARCH METHOD

This study employs a quantitative research approach to examine the impact of influencer marketing on purchasing decisions for local products. The research uses a survey method by distributing structured questionnaires to consumers who have purchased or shown interest in local products promoted through social media influencers. The population of this study consists of consumers who actively use social media platforms and are exposed to influencer marketing content related to local brands. The sample is selected using a purposive sampling technique based on specific criteria, such as having experience interacting with influencer promotional content and purchasing local products. Data collection is conducted using a Likert-scale questionnaire designed to measure influencer marketing variables, including influencer credibility, attractiveness, expertise, and engagement, as well as purchasing decision indicators such as product interest, purchase intention, and actual buying behavior. The collected data are analyzed using statistical techniques, including validity and reliability tests, descriptive analysis, classical assumption tests, and multiple linear regression analysis to determine the extent to which influencer marketing influences consumer purchasing decisions. This methodology aims to provide empirical evidence regarding the role of influencers in shaping consumer behavior toward local products.

3. RESULTS AND DISCUSSIONS

3.1 The Influence of Influencer Credibility on Consumer Purchasing Decisions for Local Products

The results of this study indicate that influencer credibility has a significant impact on consumer purchasing decisions for local products. The findings demonstrate that consumers tend to show higher purchase intentions when influencers are perceived as trustworthy, knowledgeable, and experienced in promoting specific products. In the context of local products, influencers play an important role as information providers who reduce consumer uncertainty regarding product quality, authenticity, and value. Consumers often rely on influencers' reviews, recommendations, and personal experiences because they consider them more relatable compared to traditional advertising methods. The analysis shows that three main dimensions of influencer credibility, namely trustworthiness, expertise, and

attractiveness, contribute positively to purchasing decisions. Trustworthiness becomes one of the strongest factors because consumers are more likely to purchase local products when influencers provide honest reviews and demonstrate genuine experiences with the products. Influencers who consistently provide transparent information are able to build emotional connections with their audiences, which eventually increases consumer confidence in local brands.

Furthermore, influencer expertise also influences consumer perceptions of product value. Influencers who have relevant knowledge about beauty, fashion, food, lifestyle, or other product categories are considered capable of providing reliable recommendations. Their ability to explain product advantages, usage methods, and unique characteristics helps consumers understand the benefits of local products more effectively. This finding suggests that local businesses should collaborate with influencers whose personal branding aligns with the characteristics of the products being promoted. The attractiveness dimension also contributes to consumer engagement. Influencers who have appealing personalities, creative content styles, and strong communication skills are able to attract greater audience attention. However, the results indicate that attractiveness alone is insufficient to generate purchasing decisions without being supported by credibility and product relevance. Consumers are increasingly selective and do not only consider popularity but also evaluate whether the influencer genuinely represents the product.

Overall, the findings confirm that influencer credibility functions as an important determinant in shaping consumer attitudes toward local products. Local businesses that utilize influencer marketing strategies should prioritize collaboration with credible influencers who can establish trust, communicate product benefits effectively, and create authentic interactions with consumers. Therefore, influencer credibility becomes a strategic factor in increasing consumer acceptance and strengthening the competitiveness of local products in digital markets.

3.2. The Role of Influencer Content Quality and Consumer Engagement in Increasing Purchase Intention

The second finding of this study reveals that the quality of influencer-generated content and consumer engagement significantly affect purchasing decisions for local products. The results indicate that consumers are more likely to purchase local products when promotional content presented by influencers is informative, creative, entertaining, and relevant to their needs. In the current digital marketing environment, consumers are not only exposed to product information but also evaluate how effectively the information is delivered through social media platforms. Content quality becomes an essential factor because consumers use influencer content as a reference before making purchasing decisions. High-quality content that includes detailed product explanations, demonstrations, comparisons, and personal experiences helps consumers develop a better understanding of local products. The findings show that influencers who present products through storytelling approaches are more successful in influencing consumer perceptions because such content creates emotional connections and makes products appear more valuable.

Consumer engagement also plays an important role as a mediating factor between influencer marketing activities and purchasing decisions. Engagement indicators such as likes, comments, shares, and direct interactions between influencers and followers reflect the level of consumer involvement with promotional content. The research findings suggest that higher engagement levels increase consumer awareness and strengthen positive attitudes toward local products. When consumers actively interact with influencer content, they are more likely to remember the product and consider purchasing it in the future. Moreover, interactive communication between influencers and audiences contributes to building a sense of community. Consumers often perceive influencers as trusted individuals rather than merely advertising channels. Responses to comments, live streaming sessions, and product discussions create closer relationships between influencers, brands, and consumers. This relationship encourages consumers to feel more confident in purchasing decisions because they receive additional social validation from online communities.

The findings also highlight that local businesses should focus not only on selecting popular influencers but also on evaluating their ability to create meaningful content. An influencer with a smaller but highly engaged audience may provide better marketing outcomes compared to an influencer with a large audience but limited interaction. Therefore, content relevance and audience engagement should

become important considerations in developing influencer marketing strategies. In conclusion, influencer content quality and consumer engagement represent significant mechanisms that connect influencer promotion with consumer purchasing behavior. Effective influencer marketing requires creative communication strategies that provide valuable information while encouraging active consumer participation. Through engaging and authentic content, local products can gain stronger visibility, consumer trust, and market acceptance.

3.3. The Effectiveness of Influencer Marketing Strategies in Strengthening Local Product Competitiveness

The third research finding demonstrates that influencer marketing strategies contribute significantly to strengthening the competitiveness of local products in increasingly competitive digital markets. The results indicate that influencer marketing not only influences immediate purchasing decisions but also supports long-term brand awareness, customer loyalty, and market expansion for local businesses. Through collaboration with suitable influencers, local product brands are able to reach broader audiences and overcome limitations related to traditional marketing approaches. The study reveals that influencer marketing creates greater exposure for local products, particularly among younger consumers who actively use social media platforms. Influencers act as intermediaries between local brands and consumers by introducing products in a more personal and accessible manner. Compared with conventional advertisements, influencer promotions are perceived as more authentic because they are integrated into daily content, lifestyle presentations, and personal recommendations. This approach increases consumer awareness and encourages exploration of local products.

Another important finding is that influencer marketing contributes to improving consumer perceptions of local product quality. Many local products face challenges related to brand recognition and consumer trust due to competition with established national and international brands. Influencer endorsements help overcome this challenge by providing social proof that local products are valuable and worth purchasing. When respected influencers support local brands, consumers tend to develop more positive attitudes and greater confidence toward these products. The effectiveness of influencer marketing also depends on strategic alignment between influencers and local brands. The findings suggest that successful collaborations occur when influencers share similar values, target audiences, and product interests with the promoted brand. Poor alignment may reduce promotional effectiveness because consumers may perceive the endorsement as artificial or purely commercial. Therefore, selecting the right influencer is a crucial decision for local businesses.

Additionally, the study highlights that influencer marketing can support sustainable business growth by increasing customer loyalty. Consumers who have positive experiences with products promoted by influencers are more likely to recommend those products to others. This creates a cycle of electronic word-of-mouth that expands brand visibility without requiring excessive promotional costs. Overall, the research confirms that influencer marketing is an effective digital marketing strategy for strengthening local product competitiveness. Influencers provide not only promotional benefits but also contribute to building consumer trust, improving brand image, and creating stronger relationships between local businesses and customers. Therefore, local enterprises should integrate influencer marketing into their broader marketing strategies to achieve sustainable growth and compete effectively in the digital marketplace.

Discussion

The findings indicate that influencer credibility plays a significant role in shaping consumer purchasing decisions for local products. Influencers who are perceived as trustworthy, knowledgeable, and authentic are more capable of building consumer confidence toward the products they promote. Credibility reduces consumer uncertainty, particularly for local products that may have lower brand recognition compared to established national or international brands. When consumers perceive that influencers have genuine experiences with a product, they are more likely to develop positive attitudes and make purchasing decisions based on the recommendations provided.

Furthermore, the quality of influencer content and the level of consumer engagement contribute significantly to increasing purchase intention. High-quality content that is informative, creative, and relevant to consumer needs can attract greater attention and encourage interaction. Engagement through comments, likes, shares, and discussions strengthens the relationship between influencers and their audiences, creating a sense of community and emotional connection. This interaction process enhances consumer interest and increases the possibility of converting interest into actual purchase behavior.

In addition, influencer marketing strategies have proven effective in strengthening the competitiveness of local products. Through appropriate influencer selection, consistent storytelling, and targeted promotional approaches, local businesses can improve brand visibility and reach wider market segments. Influencer marketing not only functions as a promotional tool but also as a mechanism for building brand identity and consumer loyalty. Therefore, integrating influencer credibility, quality content, and engagement-based strategies can provide local product businesses with a competitive advantage in an increasingly digital marketplace. These findings emphasize the importance of strategic collaboration between local brands and influencers to achieve sustainable market growth.

4. CONCLUSION

This study concludes that influencer marketing has a significant impact on consumers' purchasing decisions for local products. The findings indicate that influencers play an important role in shaping consumer perceptions, increasing product awareness, and building trust toward local brands. Through the credibility, attractiveness, and engagement created by influencers, consumers are more likely to recognize product value and develop purchase intentions. The hypothesis testing results demonstrate that influencer marketing has a positive and significant effect on purchasing decisions, confirming that promotional strategies involving influencers can effectively encourage consumers to choose local products. The results further show that factors such as influencer credibility, authenticity of product recommendations, quality of content, and interaction with followers contribute to strengthening consumer confidence. Influencers who are perceived as trustworthy and relevant to their audience are able to create stronger emotional connections, which ultimately influence consumer behavior. Therefore, local product businesses can utilize influencer marketing as a strategic approach to expand market reach, improve brand image, and increase sales performance. This research provides practical implications for local entrepreneurs and marketers by emphasizing the importance of selecting appropriate influencers who align with brand values and target consumers. For future research, it is recommended to explore other factors that may influence purchasing decisions, such as electronic word-of-mouth, brand loyalty, consumer lifestyle, and digital engagement. Further studies may also involve larger and more diverse samples or compare the effectiveness of different types of influencers across various product categories to obtain broader insights into influencer marketing strategies.

REFERENCES

- Aji, P. M., Nadhila, V., & Sanny, L. (2020). Effect of social media marketing on Instagram towards purchase intention: Evidence from Indonesia's ready-to-drink tea industry. *International Journal of Data and Network Science*, 4(2), 91–104.
- Audrezet, A., de Kerviler, G., & Moulard, J. G. (2020). Authenticity under threat: When social media influencers need to go beyond self-presentation. *Journal of Business Research*, 117, 557–569.
- Barta, S., Belanche, D., Fernández, A., & Flavián, M. (2023). Influencer marketing on social media: The role of influencer credibility and consumer engagement. *Journal of Retailing and Consumer Services*, 72, 103285.
- Daud, N. A. P., & Basbeth, F. (2022). Evaluating the impact of Indonesia's Instagram influencer marketing on influencing purchase decision of their followers. *International Journal of Business Studies*, 6(3), 225–240.
- Djafarova, E., & Bowes, T. (2021). Instagram made me buy it: Generation Z impulse purchases in fashion industry. *Journal of Retailing and Consumer Services*, 59, 102345.
- Garg, M., & Bakshi, A. (2021). Exploring the impact of social media influencers on consumer buying behaviour. *International Journal of Marketing and Business Communication*, 10(2), 45–56.
- Gómez, M., Lopez, C., & Molina, A. (2021). An integrated model of social media brand engagement and purchase intention. *Journal of Business Research*, 129, 121–132.
- Hudders, L., De Jans, S., & De Veirman, M. (2021). The commercialization of social media influencers: A literature review and future research agenda. *Journal of Advertising*, 50(5), 605–619.
- Jin, S. V., Muqaddam, A., & Ryu, E. (2020). Instafamous and social media influencer marketing. *Marketing Intelligence & Planning*, 38(3), 361–374.

- Kemp, A., McDougal, L., & Syrdal, H. (2021). The role of influencer marketing in shaping consumer purchase intentions. *Journal of Marketing Theory and Practice*, 29(4), 452–467.
- Khairunnisa, Y. N., & Astuti, R. D. (2022). The roles of influencers endorsement of local skincare brands on online purchase intention. *Proceeding of the International Conference on Family Business and Entrepreneurship*, 3(1), 1–10.
- Komala Sari, K., Sumarwan, U., & Munandar, J. M. (2023). The effect of TikTok social media influencer, brand image, and lifestyle on purchase intention of local skincare products. *Indonesian Journal of Business and Entrepreneurship*, 10(1), 181–192.
- Lim, S., & Kesumahati, E. (2022). The effect of social media marketing, influencer marketing, and consumer engagement on purchase intention in local cosmetic products. *Enrichment: Journal of Management*, 12(5), 4043–4051.
- Lou, C., & Yuan, S. (2021). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. *Journal of Interactive Advertising*, 21(1), 1–15.
- Ma, Y., & Sun, Y. (2022). The influence of social media influencers on consumer purchase behavior: The mediating role of brand trust. *Journal of Consumer Behaviour*, 21(6), 1320–1332.
- Martínez-López, F. J., Anaya-Sánchez, R., Giordano, M. F., & Lopez-Lopez, D. (2020). Behind influencer marketing: Key marketing strategies and consumer responses. *Journal of Business Research*, 118, 102–110.
- Miao, F., Kozlenkova, I. V., Wang, H., Xie, T., & Palmatier, R. W. (2022). An emerging theory of influencer marketing: The role of social presence and consumer relationships. *Journal of the Academy of Marketing Science*, 50, 1–22.
- Nambisan, S., Xie, K., Wu, Y., & Xiao, J. (2022). Consumer resource integration and service innovation in social commerce: The role of social media influencers. *Journal of the Academy of Marketing Science*, 50, 429–459.
- Pradhan, D., Biswasroy, P., & Dash, M. (2021). Social media influencers and consumer purchase intention: The mediating role of brand credibility. *International Journal of Consumer Studies*, 45(6), 1230–1242.
- Reinikainen, H., Munnukka, J., Maity, D., & Luoma-Aho, V. (2020). You really are a great big sister: Parasocial relationships, credibility, and influencer marketing. *Journal of Marketing Management*, 36(7–8), 1–24.
- Sesar, V., Martinčević, I., & Boguszewicz-Kreft, M. (2022). Relationship between influencer credibility and consumer purchase intention. *Journal of Theoretical and Applied Electronic Commerce Research*, 17(3), 1250–1265.
- Sokolova, K., & Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? The influence of social media influencers on purchase intention. *Journal of Retailing and Consumer Services*, 53, 101742.
- Thamrin, E. M., & Utami, G. S. (2023). Influencer marketing and traditional marketing in Indonesia: How does influencer marketing in the leisure food industry affect purchase intention? *Ultimacomm: Jurnal Ilmu Komunikasi*, 15(1), 32–44.
- Wang, Y., & Yu, J. (2021). The impact of social media influencers on consumer decision-making process. *Journal of Business Research*, 132, 104–112.
- Wu, Y., Nambisan, S., Xiao, J., & Xie, K. (2022). Consumer resource integration and service innovation in social commerce: The role of social media influencers. *Journal of the Academy of Marketing Science*, 50, 429–459.