

# Consumer Behaviour Influenced by Social Media Influencers in Delhi NCR Region

DIVYA DEVSHREE<sup>1</sup>, DR. SUSHILA HOODA<sup>2</sup>

<sup>1</sup>M. Des. Student, School of Fashion Design, FDDI Noida Campus

<sup>2</sup>Faculty, School of Fashion Design, FDDI Noida Campus

*Abstract- Social media influencers have become powerful cultural intermediaries who shape fashion preferences, style adoption, and purchasing patterns among urban consumers. In a rapidly digitalizing region like Delhi NCR, their impact is particularly visible across apparel, beauty, and lifestyle segments. This review paper analyses existing research to understand how influencer-generated content affects consumer behaviour, with a specific emphasis on fashion-conscious audiences. Key themes explored include influencer credibility, aesthetic communication, authenticity cues, and the role of visual storytelling in inspiring trend adoption. The review also examines how factors such as follower engagement, brand-influencer alignment, and local cultural sensibilities influence purchase intentions within Delhi NCR's diverse consumer base. Findings indicate that influencers act as trendsetters who not only shape style aspirations but also bridge the gap between luxury and accessible fashion through relatable digital narratives. At the same time, issues like over-commercialization, transparency of sponsored posts, and reduced trust pose emerging challenges. This paper concludes by identifying research gaps and recommending future directions for studying fashion-driven digital consumer behaviour in metropolitan Indian contexts.*

**Keywords:** Social media influencers, consumer behaviour, Delhi-NCR, Instagram, purchase intention, parasocial relationship, influencer marketing, Young Women's.

## I. INTRODUCTION

The fashion industry is one of the most dynamic, creative, and influential sectors of the global economy, continuously evolving in response to shifting consumer preferences, cultural transformations, technological advancements, and socio-economic changes. Fashion is no longer limited to clothing and accessories; it has become a powerful medium of self-expression, identity construction, and social communication. Through fashion choices,

individuals communicate their personality, social status, lifestyle aspirations, cultural affiliations and values. As a result, understanding consumer behavior within the fashion industry has emerged as a critical area of study for brands, designers, retailers and marketers seeking to remain competitive in an increasingly complex and fast-paced marketplace.

Consumer behavior refers to the systematic study of how individuals, groups or organizations select, purchase, use, and dispose of products, services, ideas or experiences to satisfy their needs and desires. In the context of fashion, consumer behavior is shaped by a complex interplay of psychological, social, cultural, and personal factors. Unlike utilitarian products, fashion items are deeply embedded with symbolic meanings and emotional values. Elements such as self-image, social recognition, peer influence, lifestyle aspirations, and cultural norms significantly influence fashion consumption. Consequently, fashion buying decisions are often impulsive, trend-driven and emotionally motivated, making them highly sensitive to external influences.

Among the various external influences on fashion consumption, communication channels play a crucial role. Traditionally, fashion trends and brand messages were disseminated through magazines, television advertisements, fashion shows, and celebrity endorsements. However, the rapid growth of digital technologies and the widespread adoption of the internet have fundamentally transformed the way fashion information is created, shared, and consumed. In recent years, social media platforms have emerged as dominant spaces for interaction, information exchange, entertainment, and marketing. Platforms such as Instagram, YouTube, Facebook,

Snapchat and Pinterest have become integral to everyday life, especially among younger generations. Social media has redefined the relationship between consumers and brands by enabling two-way communication, real-time engagement, and personalized content delivery. Consumers are no longer passive recipients of brand messages; instead, they actively engage with content, share opinions, seek recommendations and influence others within their digital networks. This interactive nature of social media has given rise to a new category of opinion leaders known as social media influencers. Influencers are individuals who have developed a substantial online following and possess the ability to shape the attitudes, opinions and purchasing decisions of their audience through authentic, relatable, and visually appealing content.

Social media influencers differ from traditional celebrities in several ways. While celebrities often derive their influence from fame achieved through film, sports, or television, influencers gain credibility through consistent content creation, perceived expertise, and close interaction with followers. Influencers are often viewed as more approachable, trustworthy and relatable, as they share aspects of their daily lives, personal experiences, and honest opinions. In the fashion industry, influencers act as digital trendsetters, showcasing outfits, styling tips, brand collaborations, product reviews, and fashion hauls that directly impact consumer perceptions and buying behavior.

The influence of social media influencers is particularly strong among young consumers, who are more digitally connected, socially expressive and receptive to online content. Young women, in particular, represent a significant segment of the fashion market and are highly active on visual-centric platforms such as Instagram and YouTube. Fashion influencers on these platforms play a crucial role in shaping young women's perceptions of beauty, style, body image and identity. Through reels, stories, tutorials, and sponsored posts, influencers present curated images of fashion lifestyles that inspire aspiration, imitation, and consumption.

In the Indian context, the impact of social media influencers on fashion consumption has grown

rapidly over the past decade. India has witnessed exponential growth in internet penetration, smartphone usage, and social media adoption, especially in urban and semi-urban regions. The Delhi National Capital Region (Delhi NCR), comprising Delhi, Gurugram, Noida, Faridabad and Ghaziabad, represents one of the most urbanized, economically vibrant, and culturally diverse regions in the country. The region is characterized by a young population, higher disposable incomes, exposure to global fashion trends, and widespread access to digital technologies.

Consumers in the Delhi NCR region are constantly exposed to a wide range of fashion influencers, including lifestyle bloggers, beauty creators, fashion stylists and micro-influencers who cater to diverse tastes and socio-cultural backgrounds. These influencers often collaborate with national and international brands, creating content that blends fashion, lifestyle, and personal storytelling. Such content not only informs consumers about products but also shapes their attitudes, aspirations and brand preferences. Influencers frequently position fashion as a means of self-expression and empowerment, encouraging young women to experiment with styles, adopt new trends, and align themselves with specific fashion identities.

The growing prominence of influencer marketing has prompted brands to invest heavily in collaborations with influencers as part of their promotional strategies. Influencer marketing is perceived as more authentic and cost-effective compared to traditional advertising, as it leverages trust-based relationships between influencers and their followers. However, the effectiveness of influencer marketing depends on various factors such as influencer credibility, content authenticity, audience engagement and alignment between the influencer's persona and the brand's image. Understanding how these factors influence consumer behavior is essential for developing ethical, effective, and sustainable marketing practices.

Beyond purchasing decisions, social media influencers play a significant role in shaping consumers' attitudes toward brands and fashion trends. Influencer-generated content can enhance brand awareness, improve brand recall and create

favorable brand associations. At the same time, repeated exposure to influencer content may influence consumers' perceptions of quality, value and social approval. For young women, fashion influencers often serve as reference groups, influencing not only what they buy but also how they dress, how they perceive themselves and how they wish to be perceived by others.

Fashion identity formation is a particularly important aspect of influencer influence. Fashion identity refers to the way individuals use clothing, accessories, and appearance to express their sense of self and social belonging. In the digital age, fashion identity is increasingly constructed and negotiated online through social media interactions. Influencers provide visual narratives and style templates that young women may adopt, adapt or resist in the process of defining their own fashion identities. This makes influencer impact a multidimensional phenomenon that extends beyond commerce into the realms of psychology, culture, and identity.

Despite the growing importance of influencer marketing in India, there is a need for region-specific and gender-focused research that examines how social media influencers affect consumer behavior in the fashion context. Much of the existing literature focuses on Western markets or adopts a general consumer perspective, overlooking the unique socio-cultural dynamics of Indian urban regions such as Delhi NCR. Additionally, while several studies examine purchase intention, fewer studies explore how influencer content shapes brand attitudes, personal style choices and fashion identity among young women.

Understanding these dimensions is particularly relevant in a region like Delhi NCR, where traditional cultural values coexist with global fashion influences. Young women in this region navigate multiple identities shaped by family expectations, peer groups, professional environments and digital media exposure. Social media influencers play a key role in mediating these influences by presenting fashion narratives that balance modernity, tradition, affordability, and aspiration.

Therefore, the present study seeks to examine the influence of social media influencers on the consumer buying behavior of young women in the Delhi NCR region, with a specific focus on fashion consumption. It aims to analyze how different forms of influencer-generated content—such as reviews, sponsored posts, reels, stories and tutorials shape consumer attitudes toward fashion brands. Furthermore, the study explores how influencers affect personal style choices, trend adoption patterns, and the formation of fashion identity among young women.

By addressing these objectives, the study contributes to a deeper understanding of the role of social media influencers in contemporary fashion consumption. The findings are expected to provide valuable insights for marketers, fashion brands, content creators and researchers by highlighting the mechanisms through which influencer content shapes consumer behavior and identity. Moreover, the study underscores the importance of adopting an interdisciplinary perspective that integrates fashion studies, consumer psychology and digital media research to capture the complexity of influencer-driven fashion consumption in urban India.

## II. OBJECTIVES

- To examine the influence of social media influencers on the consumer buying behaviour of young women in the Delhi NCR region
- To study how influencer-generated content (reviews, sponsored posts, reels, stories, tutorials) shapes consumer attitudes toward brands
- To analyze how influencers affect the personal style choices, trend adoption patterns, and fashion identity formation of young women in Delhi NCR.

## III. CONCEPTUAL AND THEORETICAL BACKGROUND

### Consumer Behaviour in the Digital Age

Consumer behaviour refers to the processes involved when individuals select, purchase, use, and evaluate products to satisfy needs and desires. In the digital era, this behaviour is increasingly shaped by online interactions, peer influence, and visual content.

Social media platforms function as both information sources and social spaces, making consumption a socially visible and identity-driven activity.

#### Influencer Marketing and Persuasion

Influencer marketing operates on theories such as:

- Source Credibility Theory, where trustworthiness and expertise of influencers affect persuasion.
- Parasocial Interaction Theory, which explains emotional bonds formed between followers and influencers.
- Social Comparison Theory, wherein individuals evaluate themselves by comparing with aspirational figures.
- Self-Concept Theory, linking fashion consumption to identity expression.

These theories are widely used to explain why young women respond strongly to influencer recommendations, especially in fashion-related categories.

#### IV. PURCHASE DECISION-MAKING

Studies indicate that young women increasingly rely on influencers during multiple stages of the buying decision process problem recognition, information search, evaluation of alternatives, and post-purchase behaviour. In Delhi NCR, influencers often serve as primary sources for discovering new fashion brands, local designers, online marketplaces and seasonal trends.

#### Trust and Relatability

Young women tend to trust influencers who reflect similar socio-cultural backgrounds, body types, language, and lifestyle. Delhi NCR influencers who balance aspirational aesthetics with everyday relatability are particularly effective in driving purchase intention.

#### Impulse Buying and Aspirational Consumption

Short-form content such as reels and stories encourages impulse purchases by creating urgency and trend-driven desire. Flash styling videos, haul reels, and “get-ready-with-me” formats are found to stimulate immediate buying behaviour among young female consumers.

#### Role of Influencer-Generated Content in Shaping Brand Attitudes

##### Reviews and Tutorials

Detailed reviews and tutorials play a crucial role in reducing perceived risk associated with fashion purchases. Young women perceive influencers as informal experts who provide honest opinions, styling tips, and real-life demonstrations, making brands appear more trustworthy.

##### Sponsored Posts and Brand Collaborations

Sponsored content, when transparently disclosed and creatively executed, positively influences brand attitude. However, excessive or inauthentic sponsorships may lead to skepticism. Delhi NCR consumers show a preference for influencers who maintain aesthetic consistency and brand-influencer congruence.

##### Reels and Stories as Attitude Shapers

Reels and stories are powerful tools for shaping emotional and aesthetic responses toward brands. Repetitive exposure through stories reinforces brand recall, while visually appealing reels create aspirational associations, influencing brand perception among young women.

#### V. INFLUENCE ON PERSONAL STYLE CHOICES AND TREND ADOPTION

##### Style Imitation and Adaptation

Influencers act as style reference groups. Young women in Delhi NCR often imitate influencer outfits, colour palettes, silhouettes, and styling techniques, while adapting them to personal comfort, affordability, and cultural context.

##### Trend Diffusion and Speed

Social media accelerates trend cycles. Influencers introduce micro-trends such as monochrome dressing, thrift fashion, Indo-western fusion, minimal aesthetics, and sustainable fashion. Young women quickly adopt these trends, making fashion consumption more dynamic and experimental.

##### Democratization of Fashion

Influencers contribute to making fashion more accessible by promoting affordable brands, local markets, street fashion, and mix-and-match styling.

This has shifted fashion authority from elite designers to digital creators.

#### Fashion Identity Formation among Young Women Fashion as Self-Expression

Fashion identity refers to how individuals use clothing and style to express personality, values, and social positioning. Influencers encourage young women to explore identity through fashion by showcasing diverse aesthetics—minimalist, edgy, traditional, sustainable, or experimental.

#### Negotiation Between Individuality and Trends

While influencers promote trends, young women do not blindly follow them. Instead, they negotiate between personal identity and social approval, selecting elements that align with self-image.

#### Cultural Context of Delhi NCR

Delhi NCR's blend of traditional values and global exposure influences fashion identity formation. Influencers who incorporate ethnic wear, modest fashion, and fusion styles resonate strongly with young women navigating cultural expectations alongside modern aspirations.

### VI. RESEARCH GAPS IDENTIFIED

- Limited region-specific empirical studies focusing exclusively on young women in Delhi NCR.
- Lack of longitudinal research on how influencer exposure affects long-term fashion identity.
- Insufficient exploration of body image, self-esteem, and psychological impact of fashion influencers.
- Need for deeper analysis of micro-influencers vs macro-influencers in shaping style authenticity.

#### Implications for Fashion Brands and Marketers

- Brands targeting young women in Delhi NCR should collaborate with influencers who align with the audience's cultural and aesthetic sensibilities.
- Emphasis should be placed on storytelling, styling education, and authentic representation.
- Influencer content should support identity exploration rather than promote unrealistic beauty or consumption standards.

### CONCLUSION

This review paper underscores the pivotal role of social media influencers in shaping consumer buying behaviour, brand perceptions and fashion identities among young women in the Delhi NCR region. Influencer-generated content influences not only purchasing decisions but also self-perception and the expression of individuality through fashion choices. As influencers increasingly redefine notions of fashion authority, their impact transcends commercial outcomes, extending into broader dimensions of identity formation, cultural expression, and self-representation. To advance understanding of this dynamic and evolving phenomenon, future research should adopt interdisciplinary approaches that integrate perspectives from fashion studies, psychology and digital media studies.

### REFERENCES

- [1] India Brand Equity Foundation (IBEF). (Year). The rising trend of influencer marketing in India: Key insights and strategies. IBEF. <https://www.ibef.org>
- [2] Ipsos. State of marketing: India report (Influencer marketing spend and budget share estimates). Ipsos Research Pvt. Ltd. <https://www.ipsos.com>
- [3] Instagram influencers and consumer behaviour: A study of youth in Delhi (2024).
- [4] The impact of social media influencers on brand loyalty: A comparative study of Delhi and Mumbai (2025).
- [5] Impact of social media influencers on purchase intention. *Journal of Marketing/Consumer Behaviour*.
- [6] Influencer marketing insights in Delhi-NCR: PR agency perspectives and qualitative analyses. GRANTH Publications / PR Agency Report.
- [7] Anwar, A. (2025). The rise of influencer marketing in India and its effect on sustainable consumption.