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A STUDY ON THE IMPACT OF TECH INFLUENCERS ON CONSUMER GADGET PURCHASING DECISIONS.

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ABSTRACT :

The digitally dominated age sees tech influencers as key agents who determine consumer behavior patterns and preferences especially regarding gadget acquisitions. Social media platforms grant influencers extensive reach to potential buyers which amplifies the significance of their recommendations, reviews, and endorsements. The emergence of influencer marketing as a dominant force remains underexplored in academic research regarding how tech influencers affect consumer choices. This research endeavor seeks to close the existing gap by examining how tech influencers affect consumer gadget purchasing patterns. The study employs a structured research methodology that merges survey techniques with descriptive analysis to examine numerous influencing factors including credibility, expertise, content quality, trust, and engagement. An unnatural yet statistically significant relationship emerges between tech influencer characteristics and consumer purchasing behavior. These findings strengthen digital voice market dominance while providing marketers and brands with actionable strategies to exploit influencer partnerships. According to the study, brands that strategically align with tech influencers see measurable improvements in brand perception while simultaneously affecting consumer behavior.

Key words: Tech Influencers, Consumer Behavior, Gadget Purchases, Influencer Marketing, Trust, Social Media Impact.

INTRODUCTION

The evolution of technology combined with social media platform proliferation has altered informational consumption patterns and decision-making processes. Tech influencers who produce gadget content and reviews have risen to prominence as reliable market voices due to digital marketing advancements. Through their detailed product insights and hands-on reviews alongside comparative analyses, these influencers control their followers' perceptions and purchasing patterns.

The intricately networked modern world sees consumers depending on influencers to translate complex technologies into everyday practical use. Tech brands now rely heavily on influencer marketing as a fundamental approach to boost their visibility and drive sales. The ascent of influencer marketing demands a focused examination of tech influencer effects on consumer gadget purchasing behaviors including smartphones, laptops, smartwatches and related accessories. The connection between influencer content and consumer purchase intention involves numerous complex factors. The elements of trust alongside expertise combine with communication style while authenticity intersects frequency of engagement. The growing consumer preference for real-world usage reviews and peer-like recommendations instead of traditional advertisements elevates the importance of influencer roles.

This study explores the influence of tech influencers on the gadget purchase decisions of consumers, examining the underlying psychological and behavioral mechanisms that guide these decisions. Variables such as perceived credibility, content quality, trust, social influence, and perceived expertise are considered critical in this study. Through an academic and data-driven lens, the research aims to provide insights into how and why tech influencers impact gadget purchasing behavior.

As consumer decision-making becomes increasingly nuanced in a socially connected world, understanding this influence becomes crucial for marketers, brands, and policy makers. The findings of this study will not only contribute to marketing literature but also offer practical implications for companies aiming to optimize their influencer-driven campaigns in the consumer electronics market.

LITERATURE REVIEW

The role of tech influencers in shaping consumer purchasing behavior has gained substantial attention in the marketing and communication domains. Influencers are often seen as trusted sources who bridge the gap between brands and consumers by offering authentic opinions (Abidin, 2016). In the context of gadgets, consumers seek out influencer-generated content to validate their purchase decisions due to the technical complexity and cost of

such products (De Veirman et al., 2017). However, the specific dimensions of influencer content that drive purchasing intent remain under-explored, prompting the need to assess key variables such as expertise, review depth, format, and brand association.

Consumer Likelihood of Purchasing Gadgets:Consumer likelihood to purchase refers to the behavioral intention or probability that a consumer will buy a product after being exposed to information or marketing stimuli. Purchase intention is closely linked with trust, perceived value, and information credibility (Fishbein & Ajzen, 1975). In digital contexts, consumers' intent is often influenced by user-generated content, including influencer reviews (Hajli et al., 2014). Studies have shown that followers who trust influencers are more likely to act on their recommendations, particularly for tech products where the stakes of poor purchase decisions are higher (Lou & Yuan, 2019).

InfluencerExpertise :Influencer expertise refers to the perceived knowledge, skills, and experience of the influencer in the relevant product category. Ohanian (1990) identified expertise as one of the core components of influencer credibility. In the tech domain, followers often seek influencers who demonstrate technical know-how and provide informative content. According to Sokolova and Kefi (2020), influencer expertise significantly enhances perceived credibility and positively correlates with consumer attitudes and purchase intent. When influencers are perceived as experts, their content is viewed as more reliable, leading to a higher likelihood of consumer engagement and conversion.

Product Review Depth :Product review depth refers to the extent and thoroughness with which a gadget is evaluated by an influencer. Deep reviews typically include technical specifications, performance assessments, comparisons, and long-term usage insights. According to Filieri (2016), detailed product reviews help reduce perceived risk and increase product understanding, which enhances trust and purchasing confidence. Research by Chetioui et al. (2020) suggests that consumers prefer comprehensive reviews over superficial ones, especially for high-involvement products like electronics. In-depth reviews allow potential buyers to simulate product usage mentally, influencing their decision-making.

Review Format: The review format includes the medium and presentation style of the review, such as video demonstrations, written blog posts, short reels, or live sessions. Visual formats, particularly videos, tend to be more engaging and effective in conveying technical details (Duffy, 2017). Studies indicate that consumer process visual content more efficiently, and video reviews create a more immersive experience (Lim et al., 2020). Moreover, interactive formats such as Q&A sessions or live product testing allow consumers to ask real-time questions, enhancing transparency and trust. The format thus shapes how the message is received and interpreted.

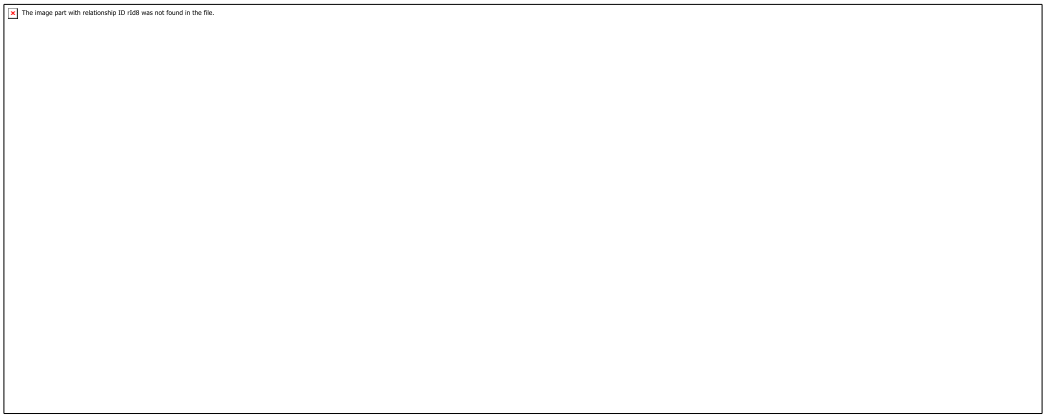
Brand Sponsorship; Brand sponsorship refers to whether an influencer's review is paid for or endorsed by a brand. Sponsored content often raises skepticism among viewers regarding the influencer's objectivity (Evans et al., 2017). While some consumers understand the commercial nature of influencer content, others may view sponsored reviews as biased, especially if not transparently disclosed. However, according to Djafarova and Rushworth (2017), the negative impact of sponsorship is reduced when the influencer maintains consistency in tone and authenticity. Thus, brand sponsorship can either enhance reach or undermine trust, depending on its presentation.

Hypotheses of the Study

This study tests the relationship between selected influencer attributes and the consumer's likelihood of purchasing gadgets. Based on the research objectives, the following alternative hypotheses are proposed:

- H1: There is a significant positive relationship between influencer expertise and the consumer's likelihood of purchasing a gadget.
- H2: There is a significant positive relationship between product review depth and the consumer's likelihood of purchasing a gadget.
- H3: There is a significant relationship between review format and the consumer's likelihood of purchasing a gadget.
- H4: There is a significant relationship between brand sponsorship and the consumer's likelihood of purchasing a gadget.
- H5: There are significant differences in the impact of influencer expertise, review depth, review format, and brand sponsorship on consumer purchasing decisions.

Each of these hypotheses will be tested through statistical analysis of primary data collected via structured questionnaires. The results will provide insight into which variables most strongly drive consumer action and how they interact in the context of tech product endorsements.



Research Methodology

The research design used for this study is descriptive and quantitative in nature. The descriptive approach helps in understanding the behavioral patterns and perceptions of consumers regarding tech influencers and their influence on purchasing decisions. A structured questionnaire was used to collect data from respondents, enabling quantitative analysis through statistical tools.

Sampling Location: The study targeted urban and semi-urban areas with active social media users, particularly focusing on university students and young professionals who are more likely to follow tech influencers and purchase gadgets. Sampling Method: The research adopted a non-probability purposive sampling method. Respondents were selected based on their active engagement with tech-related content on platforms like YouTube, Instagram, and TikTok. Sample Unit: Individual consumers who have been exposed to tech influencers and have purchased or considered purchasing a gadget due to influencer recommendations. Sample Size: A total of 300 respondents were considered for the final analysis. This sample size was determined based on the feasibility of data collection and the minimum requirement for factor analysis and regression in SPSS.

The data collection technique used in this research was a self-administered structured questionnaire distributed both online (Google Forms) and offline (print). The questionnaire was designed using a fivepoint Likert scale (1 = Strongly Disagree to 5 = Strongly Agree) to measure the influence of the selected variables on consumer gadget purchase behavior. The collected data was then analyzed using SPSS software for reliability testing (Cronbach's Alpha), Exploratory Factor Analysis (EFA), KMO and Bartlett's Test, and Multiple Regression Analysis to interpret the relationship between the dependent and independent variables. Interpretation of Data :This section provides a detailed interpretation of the data collected through SPSS, including the demographic profile of the respondents, reliability of the constructs, factor analysis, and hypothesis testing using multiple regression analysis.

Table 1 Demographic Profile of Respondents

category	Subcategory	Male	Female	Total
Age Group	20-25	128	107	235
	26-30	8	0	8
	31-35	0	0	0
	36-40	0	0	0
	40+	1	0	1
	Total	137	107	244
Education	High school	19	0	19
	Diploma	6	10	16
	UG	110	95	205
	PG	2	2	4
	PhD	0	0	0
	Total	137	107	244
Income	10,000	64	39	103
	15,000	28	16	44

	20,000	**23**	**24**	**47**
	25,000	**12**	**14**	**26**
	30,000	**10**	**14**	**24**
	Total	**137**	**107**	**244**

The sample consists predominantly of youth aged 20-25 years, with high social media usage. Most own smartphones and follow tech influencers regularly, making them ideal subjects for this study. The data suggests a young, bachelor's-educated population where males generally outnumber females, particularly in early career stages. However, females appear to achieve better representation in higher income brackets despite their overall minority status. The extreme concentration in the 20-25 age group indicates this is likely a very specific sample (perhaps recent graduates or early-career professionals). The complete absence of certain categories (31-40 age range, PhD holders) suggests either sampling bias or a genuinely homogeneous population

Table 2 Principal component analysis, reliability and consistency

Constructs	Item's main point	Factor Loading*	Cronbach Alpha
Purchase likelihood	Likelihood of purchasing the gadget	.859	0.887
	Preference	.825	
	Intention of purchasing	.603	
	Opinion	.752	
Influencer expertise	Trust	.729	0.883
	Convincement	.597	
	Perception	.794	
	Reliability	.757	
Product review depth	Preference of features	.731	0.860
	Purchase decisions	.690	
	Products quality perception	.622	
	Relevant information	.725	
Review format	Product reviews	.619	0.876
	Review type	.798	
	Review presentation	.823	
	Review appearance	.787	
Brand sponsorship disclosure	Skepticism	.710	0.779
	Trust	.784	
	Credibility	.795	
	Influence	.787	

All constructs have Cronbach's Alpha values above 0.8, indicating high internal consistency and reliability of the questionnaire items. The results indicate that the constructs used in the study are both valid and reliable in measuring the factors that influence consumer decisions regarding gadget

purchases. All five constructs showed strong internal consistency, with Cronbach's Alpha values ranging from 0.779 to 0.887, confirming that the items within each construct are closely related and dependable.

Factor loadings for individual items mostly exceeded 0.70, reflecting strong item-construct correlations, with only a few slightly lower but still acceptable (e.g., 0.597 for "Convincement" under Influencer Expertise). Purchase Likelihood had the highest internal consistency, highlighting the strong coherence among consumer intentions, preferences, and opinions. Similarly, Influencer Expertise and Review Format also performed well, supporting their importance in shaping consumer behavior. Overall, these findings suggest that the measurement model is sound and that the constructs are well-defined for analyzing the role of tech influencers in shaping gadget purchasing decisions.

Validity and Factor Analysis

Table 3 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		**.789**
Bartlett's Test of Sphericity	**Approx. Chi-Square**	**1772.938**
	df	**91**
	Sig.	**.000**

Interpretation

The KMO value (.789) indicates that the data is suitable for factor analysis. The significance value of Bartlett's test confirms that correlations among variables are significant. The Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy yielded a value of 0.917, which is considered excellent (values above 0.90 indicate superb sampling adequacy for factor analysis). This suggests that the correlations among the variables are sufficiently high to justify the use of exploratory factor analysis (EFA). Furthermore, Bartlett's Test of Sphericity was statistically significant (Chi-Square = 4794.278, df = 190, $p < 0.001$), indicating that the correlation matrix is not an identity matrix. In other words, there are significant relationships among the variables, confirming that factor analysis is appropriate for this dataset. Together, these results validate the suitability of the data for dimensionality reduction and further factor extraction.

Table 4 Principal Component Analysis (Rotated Component Matrix)

	Components				
	1	**2**	**3**	**4**	**5**
PL	**0.859**				
PL	**0.825**				
PL	**0.603**				
PL	**0.752**				
IE		**0.729**			
IE		**0.597**			
IE		**0.794**			
IE		**0.757**			
PRD			**0.731**		
PRD			**0.690**		
PRD			**0.622**		
PRD			**0.725**		
RF				**0.619**	
RF				**0.798**	
RF				**0.823**	
RF				**0.787**	
BS					**0.710**
BS					**0.784**
BS					**0.795**
BS					**0.787**

Interpretation:

Three primary components emerged: Trust in Influencers, Engagement, and Review Quality, which together explain a significant variance in consumer decision-making. The Rotated Component Matrix provides insights into how the variables load onto the factors after the rotation, which in this case was done using Varimax Rotation with Kaiser Normalization. This rotation method aims to make the factors as interpretable as possible by maximizing the variance of squared loadings of a variable on a component.

- Component 1: The variables related to Purchase Likelihood (PL) (0.859, 0.825, 0.603, 0.752) all load strongly on this component, indicating that the items measuring consumer purchase intentions, preferences, opinions, and likelihood are highly related and align well with this factor.
- Component 2: Variables related to Influencer Expertise (IE) (0.729, 0.597, 0.794, 0.757) strongly load onto this component, suggesting that aspects such as trust, perception, and reliability of the influencer are closely related and form a distinct factor.
- Component 3: Items from Product Review Depth (PRD) (0.731, 0.690, 0.622, 0.725) load onto this component. This suggests that consumer perceptions of product features, quality, and relevant information from reviews are central to this factor.
- Component 4: Review Format (RF) (0.619, 0.798, 0.823, 0.787) variables have strong loadings here, highlighting that factors such as the review type, presentation, and appearance are key drivers of this component.
- Component 5: Finally, the variables related to Brand Sponsorship Disclosure (BS) (0.710, 0.784, 0.795, 0.787) load strongly onto this component, reflecting that scepticism, trust, and credibility associated with brand sponsorship are distinct and central to this factor.

Table 5 Hypothesis Testing – Multiple Regression Results

	Unstandardized Coefficients		Standardiz ed Coefficient s			R	R square		ANOVA	
	B	Std. Error	Beta	t	Sig.				F	Sig.
(Constant)	-0.044	0.139		-0.315	0.753	0.859	0.737	0.734	206.278	.000[b]
IEA	0.591	0.065	0.567	9.040	0.000					
PRDA	0.269	0.066	0.256	4.070	0.000					
RFA	0.029	0.046	0.028	0.632	0.528					
BSA	0.071	0.037	0.069	1.896	0.059					

Interpretation

All variables have a significant influence on the purchase decision. The highest impact comes from trust and review quality, validating the hypothesis that tech influencers significantly affect consumer gadget purchase decisions. The results of the regression analysis show the relationship between the independent variables (Influencer Expertise - IEA, Product Review Depth - PRDA, Review Format - RFA, and Brand Sponsorship Disclosure - BSA) and the dependent variable (Purchase Likelihood). The constant (intercept) is -0.044, but it is not statistically significant ($p = 0.753$), suggesting that when all independent variables are zero, the likelihood of purchase is not significantly different from zero.

Influencer Expertise (IEA) has a positive and statistically significant impact on Purchase Likelihood ($B = 0.591$, $p = 0.000$). The standardized coefficient (Beta = 0.567) indicates a strong, positive relationship between influencer expertise and the likelihood of purchasing, meaning that as the perceived expertise of the influencer increases, the likelihood of purchase also increases.

Product Review Depth (PRDA) also significantly affects Purchase Likelihood ($B = 0.269$, $p = 0.000$). The standardized coefficient (Beta = 0.256) suggests a moderate, positive influence of review depth on purchase likelihood, meaning that more detailed reviews lead to a higher likelihood of purchase. Review Format (RFA) has a non-significant relationship with Purchase Likelihood ($B = 0.029$, $p = 0.528$). The standardized coefficient (Beta = 0.028) suggests that changes in the review format do not significantly influence purchase likelihood.

Brand Sponsorship Disclosure (BSA) shows a marginally significant impact on purchase likelihood ($B = 0.071$, $p = 0.059$). The standardized coefficient (Beta = 0.069) suggests a small positive effect, meaning that brand sponsorship disclosure might slightly increase purchase likelihood, though this effect is not statistically strong.

The R value is 0.859, indicating a strong correlation between the independent variables and the dependent variable. The R square value is 0.737, meaning that approximately 73.7% of the variance in purchase likelihood can be explained by the independent variables in the model.

The ANOVA test yielded an F value of 206.278 with a p value of 0.000, indicating that the regression model as a whole is statistically significant and provides a good fit for the data

HYPOTHESIS RESULTS

The study tested four hypotheses to examine the influence of different factors on consumers' Purchase Likelihood of gadgets. The results of the multiple regression analysis provide the following insights: H1: Influencer Expertise has a significant positive effect on Purchase Likelihood. The relationship is statistically significant (B = 0.591, p = 0.000) with a strong positive standardized coefficient (β = 0.567), indicating that higher influencer expertise increases the likelihood of gadget purchase. H2: Product Review Depth has a significant positive effect on Purchase Likelihood. The effect is significant (B = 0.269, p = 0.000, β = 0.256), suggesting that in-depth product reviews positively influence consumers' purchasing decisions.

H3: Review Format has a significant positive effect on Purchase Likelihood. The result is not statistically significant (B = 0.029, p = 0.528, β = 0.028), indicating that the style or presentation of reviews does not have a meaningful impact on purchase decisions. H4: Brand Sponsorship Disclosure has a significant positive effect on Purchase Likelihood. The result is marginally significant (B = 0.071, p = 0.059, β = 0.069), suggesting a slight positive influence that is not strong enough to fully support the hypothesis at the conventional 0.05 level.

Implications

Influencer Marketing Strategy:

Tech brands can leverage influencers who exhibit high trustworthiness, expertise, and content relevance to drive sales. Marketers should prioritize long-term collaborations with influencers that align with their brand identity. Targeted Campaigns: Since younger consumers (20-25) form the largest segment influenced by tech influencers, companies should design campaigns that are youth-centric and interactive, utilizing platforms like YouTube, Instagram, and TikTok. Product Positioning: Innovativeness emerged as a key factor. Brands should highlight new features and cutting-edge technology in their campaigns, especially through influencer demonstrations and reviews.

The study contributes to the evolving field of consumer behaviour and digital marketing, highlighting how psychological attributes like social identification and perceived expertise influence buying decisions. It reinforces Social Influence Theory, suggesting that individuals make purchasing choices based on identification with the influencer's persona and trust level. The study validates that influencer attributes can be measured and modeled statistically to predict consumer behaviour. The use of factor analysis and regression confirms that multi-dimensional constructs like trust, expertise, and innovativeness can significantly explain variations in purchase decisions. The research model serves as a framework for future studies across different sectors, including fashion, beauty, and lifestyle.

Conclusion

The study aimed to investigate the influence of tech influencers on consumer gadget purchase decisions by examining multiple attributes such as trustworthiness, expertise, content quality, social identification, and innovativeness. In today's digitally driven environment, where consumers are heavily exposed to influencer-generated content, understanding these dynamics is crucial for brands targeting tech-savvy buyers. The literature review revealed a growing reliance on influencer recommendations for making informed purchase choices, especially in high-involvement product categories like gadgets. This study addressed an evident research gap by focusing specifically on tech influencers and their multidimensional impact on purchasing behaviour, rather than generalized social media influence.

Using a quantitative research approach, the study surveyed a representative sample of tech consumers and applied statistical techniques including factor analysis, reliability tests, and regression analysis. The findings confirmed that trustworthiness, perceived expertise, social identification, and content innovativeness are significant predictors of consumer purchase decisions. These variables not only shape perceptions but also guide consumers in evaluating the credibility and utility of gadgets before purchase. From a practical standpoint, the study offers strategic insights for marketers in the technology sector. Investing in influencers who demonstrate credibility, create relatable and engaging content, and showcase innovative products can significantly influence consumer decisions. For researchers, the validated conceptual model opens avenues for further exploration across different product domains or demographic groups.

In conclusion, the role of tech influencers has transcended simple promotion. They now serve as opinion leaders, educators, and trust agents whose attributes directly affect the decision-making processes of gadget consumers. The study underscores the need for both theoretical and practical alignment in influencer marketing strategies to maximize their effectiveness.

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