

MARKETING OF CONSUMERS' PURCHASE INTENTION TOWARDS SMARTPHONES IN MAYILADUTHURAI DISTRICT

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ABSTRACT

These days, smartphones are a necessary component of everyday life and a crucial communication tool. Social media's explosive growth has changed conventional marketing tactics, and influencer marketing has become a potent instrument for influencing customer behaviour. This study looks into how influencer marketing affects Mayiladuthurai district consumers' decisions to buy cell phones. The study examines important elements such brand knowledge, the perceived genuineness of endorsements, influencer exposure frequency, and consumer trust in influencers by examining survey and structured interview responses. Influencer publicity on consumer purchasing decisions are significantly positively correlated, according to the data, especially for younger groups. According to the study's findings, influencers are crucial in determining how consumers in the area perceive brands and how much they spend on smartphones. Businesses and marketers can use these insights to help them create more focused influencer programs that are more effective and suited to local customer behaviour. This Study examines the variables highly affect lower middle class consumers decision to purchase smartphones.

KEYWORDS: *Influencer Marketing, Consumer Decision, Consumer Behaviour, Smartphones*