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Notice for the PhD Viva Voce Examination

Ms Sreethi Rebeka R, Registration Number: 2090034, PhD Scholar at the Department of Commerce, School of Commerce, Finance and Accountancy, CHRIST (Deemed to be University) will defend her PhD thesis at the public viva-voce examination on Monday, 11 May 2026 at 10.30 am in Room No. 628, 6th Floor, R&D Block, CHRIST (Deemed to be University), Bengaluru - 560029, Karnataka, India.

Title of the Thesis	:	The Effect of Influencer Marketing on Purchase Intention and Purchase Decision of Online Consumers Using Social Media Platforms
Discipline	:	Commerce
External Examiner - I	:	Dr P Chellasamy Professor Department of Commerce Bharathiar University Coimbatore - 641046 Tamil Nadu
External Examiner - II	:	Dr Appasaba L V Associate Professor and Head Department of Business Management Central Tribal University of Andhra Pradesh Vizianagaram - 535003 Andhra Pradesh
Supervisor	:	Dr Rejoice Thomas Associate Professor Department of Professional Studies School of Commerce, Finance and Accountancy CHRIST (Deemed to be University) Bengaluru - 560029 Karnataka

The members of the Research Advisory Committee of the Scholar, the faculty members of the Department and the School, interested experts and research scholars of all the branches of research are cordially invited to attend this open viva-voce examination.

Place: Bengaluru
Date: 27 April 2026


Registrar

ABSTRACT

The rise of influencer marketing has significantly impacted consumer behaviour in the digital age. This research measures influences of influencers on internet consumers' purchase intentions and decisions through the significant arena of influencer marketing on social media platforms. Whether social media, through influencer marketing, shapes consumers' intentions and decisions in digital marketing. This research study will discuss the contribution of source credibility, parasocial relationships, homophily, paid promotions, and online reviews on major influencers' influence regarding consumer behaviour, particularly by mediation effects. According to the study, effects of influencers are significantly magnified by source credibility and positive reviews. Trust in the influencer's expertise and feedback from others form the core of shaping consumer perceptions, driving purchase intention. In addition, parasocial relationship and homophily, which are the factors that create a sense of personal connection and on the other aspect perceived similarity, also promote consumer engagement with influencers. whereas there is generally criticism of paid advertising and questioning of sincerity, the study found that under certain conditions, paid advertising contributes for increased purchase intention. This study has used SEM to capture the intricate interplay between these variables. Additionally, confirmatory factor analyses was applied to validate the constructs, thereby strengthening the robustness of the results. mediation analysis further fortifies the role that social influencers can play a major role in affecting purchasing decisions and how it augments the source credibility effects, parasocial relationships, homophily, paid promotions, and reviews. This study throws light on how the role of influencers is dominating contemporary marketing. Influencers not only influence consumer behaviour directly but also leverage the effectiveness of digital marketing as a tool. For brands and marketers, this study is of utmost functional in leveraging the scope of influencer marketing to enhance consumer engagement and optimal purchase decision-making. The study contributes to a better understanding on the efficacy of social media platforms through rigorous statistical means and validated constructs about how influencers shape consumer behaviour.

Keywords: *Influencer Marketing, Source Credibility, Parasocial Relationships, Homophily, Paid Promotions, Online Reviews, Purchase Intention, Purchase decision, Online consumers, Social Media Platforms.*

Publications:

1. **Sreethi Rebeka R** and Thomas, Rejoice (2024), Exploring tomorrow: Evolution of virtual communities and social media, pp. 333–357, Building Power, Safety, and Trust in Virtual Communities, DOI: 10.4018/979-8-3693-3868-1.ch015
2. **Sreethi Rebeka R** and Thomas, Rejoice (2024), Fostering engagement and trust in E-learning communities through social media platforms, pp. 241–256, Building Power, Safety, and Trust in Virtual Communities, DOI: 10.4018/979-8-3693-3868-1.ch01
3. **Sreethi Rebeka R** and Thomas, Rejoice (2025), Women influencers in e-commerce: Shaping the future for high-end products, pp. 81–109, Effective Marketing and Consumer Behaviour Tactics for High End Products, DOI: 10.4018/979-8-3693-8739-9.ch004