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THE INFLUENCE OF INFLUENCER CREDIBILITY ON IMPULSE BUYING BEHAVIOUR IN SOCIAL COMMERCE AMONG YOUNG CONSUMERS: AN EMPIRICAL STUDY

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ABSTRACT

The rapid growth of social commerce has transformed consumer purchasing behaviour by integrating social media interactions, influencer recommendations and online shopping. This study examines the influence of influencer credibility on impulse buying behaviour among young consumers, focusing on four dimensions: trustworthiness, expertise, attractiveness and authenticity. The study adopts a descriptive and analytical research design based on primary data collected from 150 respondents using a structured questionnaire and convenience sampling. Percentage analysis is employed to examine the demographic profile and social commerce usage, while mean, standard deviation, repeated-measures ANOVA, Pearson correlation and multiple regression are proposed for further statistical analysis. The descriptive findings reveal that Instagram (80%) and YouTube (70%) are the most widely used platforms among respondents. Furthermore, 83.33% of respondents watch influencer recommendations at least occasionally. Reliable product information and attractive visual presentation receive favourable responses, while 50% of respondents agree or strongly agree that influencer recommendations lead to unplanned purchases. The study provides a framework for examining the relationships between influencer credibility and impulse buying behaviour in social commerce. It also highlights the importance of transparent sponsorship disclosures, authentic communication, informative product demonstrations and responsible promotional practices. The final conclusions regarding statistical relationships and the relative influence of credibility dimensions require verification using respondent-level data.

KEYWORDS: Influencer Credibility, Impulse Buying Behaviour, Social Commerce, Young Consumers, Trustworthiness, Expertise, Attractiveness, Authenticity, Influencer Marketing.

INTRODUCTION

The rapid development of social media has transformed the way consumers discover, evaluate and purchase products. Platforms such as Instagram, YouTube, Facebook and Snapchat have become important channels for product promotion, brand communication and consumer engagement. Social commerce, which integrates social networking features with online shopping activities, enables consumers to obtain product information, interact with influencers, read recommendations and make purchasing decisions within digital

environments. Among the various promotional strategies adopted by businesses, influencer marketing has gained considerable importance because influencers can communicate product-related information to their followers through reviews, demonstrations, personal experiences and sponsored content. Influencer credibility is an important factor that may shape consumers' perceptions and purchasing behaviour. It is generally examined through four dimensions: trustworthiness, expertise, attractiveness and authenticity. Trustworthiness refers to the perceived honesty and reliability of an influencer, while expertise reflects their knowledge and competence regarding promoted products. Attractiveness includes visual appeal and presentation style, whereas authenticity concerns the genuineness and consistency of an influencer's opinions and recommendations. These dimensions may influence how consumers evaluate promotional messages and develop interest in products.

Impulse buying behaviour refers to spontaneous purchasing decisions made with limited prior planning. In social commerce, attractive visuals, persuasive recommendations, promotional offers and engaging content may encourage consumers to make unplanned purchases. Young consumers are an important group for studying these behaviours because social media frequently forms part of their product discovery and shopping experiences. However, not every influencer recommendation necessarily results in impulsive purchasing, as consumers may also consider product quality, affordability, personal needs and the credibility of the information provided. Against this background, the present study examines influencer credibility and its relationship with impulse buying behaviour among young consumers in social commerce, with particular attention to the relative influence of trustworthiness, expertise, attractiveness and authenticity.

BACKGROUND OF THE STUDY

Social commerce has emerged as an important development in digital marketing by combining social interaction, electronic word-of-mouth and online purchasing activities. Unlike traditional advertising, influencer marketing often relies on personal communication, demonstrations, reviews and perceived relationships between influencers and followers. Young consumers may use these sources to discover new products, compare alternatives and evaluate the experiences of other users before purchasing. Influencers therefore serve not only as promotional communicators but also as sources of product-related information and social influence. The credibility of an influencer can affect how followers interpret and respond to promotional messages. Ohanian's (1990) source credibility framework identifies trustworthiness, expertise and attractiveness as important dimensions for assessing endorsers. In social media environments, authenticity is also relevant because consumers may value honest opinions, transparency about sponsorships and consistency between an influencer's views and promotional activities. Research on social commerce suggests that credibility, trust and social interactions can contribute to consumers' urge to buy impulsively.

Impulse buying is particularly relevant in digital environments where engaging visuals, limited-time offers, product demonstrations and convenient purchasing options may encourage immediate decisions. Nevertheless, the strength of these influences may differ according to individual preferences, financial circumstances and product categories. Examining the four dimensions of influencer credibility can help explain which characteristics are most closely associated with impulse buying among young consumers. The present study therefore investigates these dimensions and their relationship with impulse buying behaviour in social commerce.

REVIEW OF LITERATURE

The theoretical foundation for influencer credibility and impulse buying can be traced to early research on source credibility and consumer decision-making. Ohanian (1990) developed and validated a scale measuring endorser expertise, trustworthiness and attractiveness, providing a foundation for evaluating the credibility of promotional sources.

Rook (1987) examined impulse buying as a sudden and compelling purchasing urge, distinguishing it from planned consumer decisions. Beatty and Ferrell (1998) investigated impulse buying in relation to shopping experiences, available time, money and individual buying tendencies, highlighting the importance of both situational and personal factors. Ajzen (1991) proposed the Theory of Planned Behaviour, explaining how attitudes, subjective norms and perceived behavioural control relate to behavioural intentions. Although not specifically developed for influencer marketing, these foundational perspectives help explain how persuasive messages, social influence and consumer characteristics may contribute to purchasing behaviour. Research on electronic commerce and social commerce subsequently examined the role of online information and social interaction. Verhagen and van Dolen (2011) investigated online store atmospherics and consumer responses, demonstrating the relevance of the online shopping environment to buying behaviour. Xiang et al. (2016) examined impulse buying in social commerce, drawing attention to the relationship between social commerce characteristics and consumers' impulsive responses. Hajli (2015) studied the development of social commerce through social networking sites and highlighted the role of social support and consumer interaction. De Veirman, Cauberghe and Hudders (2017) investigated how influencer follower counts and product–influencer fit affect brand attitudes, illustrating the importance of influencer characteristics in marketing communication. Djafarova and Rushworth (2017) explored the influence of online celebrities on the purchase decisions of young female Instagram users, indicating that social media personalities can serve as influential sources of product information.

Further studies explored trust, credibility and relationships between influencers and followers. Lou and Yuan (2019) examined the value of influencer-generated content and the role of message value and credibility in building trust in branded posts. Sokolova and Kefi (2020) investigated credibility and parasocial interaction in relation to purchase intentions among followers of beauty and fashion bloggers. Casaló, Flavián and Ibáñez-Sánchez (2020) examined opinion leadership and engagement in Instagram influencer contexts, contributing to the understanding of influencer communication and follower responses. Ki, Cuevas, Chong and Lim (2020) examined how social media influencers develop relationships with followers and function as influential figures in digital marketing. Vrontis et al. (2021) reviewed the social media influencer marketing literature, identifying important themes, research developments and directions for future research. Collectively, these studies suggest that perceived credibility, relational characteristics and engaging content are important in understanding how influencer communication may shape consumer attitudes and intentions.

More recent research has examined impulse buying directly within social media and social commerce environments. Djafarova and Bowes (2021) studied Generation Z impulse purchases in the fashion industry and identified the relevance of Instagram marketing tools, opinion leaders and user-generated content.

Zafar et al. (2021) investigated social media celebrities' posts and contextual interactions in relation to impulse buying in social commerce, using survey data and partial least squares structural equation modelling. Hou et al. (2022) examined online convenience and Generation Z's online impulsive buying behaviour, including the moderating role of social media celebrities. Shamim, Azam and Islam (2024) investigated how influencer credibility, message credibility and media credibility contribute to trust in branded posts and subsequently influence the urge to buy impulsively. Their research also considered the mediating role of trust and the moderating role of persuasion knowledge. Shamim and Azam (2024) further examined influencer communication factors, trust in branded posts and the urge to buy impulsively, extending the discussion of psychological mechanisms in influencer-driven social commerce. Finally, Pham et al. (2026) examined young

consumers' impulse buying tendencies on social media in Vietnam, focusing on consumer trust, awareness and observational learning from celebrity posts.

These recent studies reinforce the relevance of trust and influencer communication to impulsive purchasing, while also demonstrating the need to consider different consumer groups and market contexts. Overall, the literature indicates that influencer credibility and social media content can be associated with consumer trust, product interest, purchase intention and impulse buying. However, the dimensions of credibility may not have equal importance, and findings relating to purchase intention cannot automatically be interpreted as evidence of actual or unplanned purchasing behaviour. The present study builds on these contributions by examining trustworthiness, expertise, attractiveness and authenticity together in relation to impulse buying behaviour among young consumers.

RESEARCH GAP

Although previous studies have examined influencer credibility, social media engagement, purchase intention and impulse buying, certain areas require further investigation. Several studies focus on purchase intention or particular influencer characteristics rather than examining trustworthiness, expertise, attractiveness and authenticity together in relation to impulse buying behaviour. In addition, findings from international settings may not fully represent the purchasing experiences of young consumers in the Indian social commerce environment. The relative contribution of the four credibility dimensions also requires further empirical examination. Therefore, the present study addresses this gap by analysing the relationship between influencer credibility and impulse buying behaviour and assessing which credibility dimension demonstrates the strongest influence among young consumers.

OBJECTIVES

1. To examine the level of influencer credibility among young consumers in social commerce in terms of trustworthiness, expertise, attractiveness and authenticity.
2. To analyse the relationship between influencer credibility and impulse buying behaviour among young consumers in social commerce.
3. To assess the influence of the dimensions of influencer credibility on impulse buying behaviour among young consumers and identify the most influential dimension.

HYPOTHESES

1. H01: There is no significant difference in the perceived levels of the dimensions of influencer credibility among young consumers.
2. H02: There is no significant relationship between influencer credibility and impulse buying behaviour among young consumers.
3. H03: The dimensions of influencer credibility do not significantly influence impulse buying behaviour among young consumers.

RESEARCH METHODOLOGY

The present study adopts a descriptive and analytical research design to examine the influence of influencer credibility on impulse buying behaviour among young consumers in social commerce. The study is based on primary data collected from 150 respondents through a structured questionnaire. The questionnaire consists of two major sections. The first section collects demographic information and details of social commerce usage, including age, gender, educational qualification, occupation, income, social media platforms used, frequency of viewing influencer recommendations, purchasing frequency, product categories and typical spending. The second section measures influencer credibility, impulse buying behaviour and purchase-related responses. Influencer credibility is assessed through four dimensions: trustworthiness, expertise, attractiveness and authenticity. Responses to the attitude statements are measured using a five-point Likert scale ranging from strongly

disagree (1) to strongly agree (5). The study uses convenience sampling, whereby respondents are selected based on their accessibility and willingness to participate.

Percentage analysis is used to describe the demographic profile, social commerce usage and response distributions. Mean and standard deviation are appropriate for summarising Likert-scale responses. Repeated-measures ANOVA may be used to compare credibility dimensions, Pearson correlation to examine the relationship between influencer credibility and impulse buying behaviour, and multiple regression to assess the relative contribution of the four credibility dimensions. These inferential analyses require respondent-level data. Statistical significance, hypothesis decisions and regression coefficients must therefore be established from the original dataset rather than assumed from frequency tables. The results are interpreted in relation to the study objectives and hypotheses.

ANALYSIS AND DISCUSSION

Table 1
Demographic Profile of the Respondents

S. No.	Demographic variable	Category	No. of respondents	Percentage
1	Age	18–21 years	45	30.00
		22–25 years	50	33.33
		26–30 years	55	36.67
		Total	150	100.00
2	Gender	Male	72	48.00
		Female	75	50.00
		Other	1	0.67
		Prefer not to say	2	1.33
		Total	150	100.00
3	Educational qualification	School level	15	10.00
		Undergraduate	75	50.00
		Postgraduate	40	26.67
		Professional qualification	15	10.00
		Other	5	3.33
		Total	150	100.00
4	Occupation	Student	65	43.33
		Salaried employee	45	30.00
		Self-employed	15	10.00
		Businessperson	10	6.67
		Other	15	10.00
		Total	150	100.00
5	Monthly personal income	No personal income	45	30.00
		Below ₹10,000	40	26.67
		₹10,001–₹20,000	30	20.00
		₹20,001–₹30,000	20	13.33
		Above ₹30,000	15	10.00
		Total	150	100.00

Sources: Primary Data

The demographic profile of the 150 respondents reveals that the largest age group was 26–30 years, representing 36.67% of the sample, followed by respondents aged 22–25

years (33.33%) and 18–21 years (30.00%). Regarding gender, females constituted 50.00% of respondents, while males accounted for 48.00%. The remaining 2.00% identified as other or preferred not to disclose their gender. In terms of educational qualification, undergraduates formed the largest group (50.00%), followed by postgraduates (26.67%). Regarding occupation, students represented the highest proportion (43.33%), followed by salaried employees (30.00%). Concerning monthly personal income, 30.00% reported having no personal income, while 26.67% earned below ₹10,000 per month. Overall, the sample predominantly comprised young, undergraduate and student respondents, making it relevant to exploring influencer credibility and impulse buying behaviour among young consumers.

Table 2
Social Commerce Usage among the Respondents

S. No.	Particulars	Category	No. of respondents	Percentage
1	Social media platforms used	Instagram	120	80.00
		YouTube	105	70.00
		Facebook	60	40.00
		Snapchat	45	30.00
		Other platforms	15	10.00
2	Frequency of watching influencer recommendations	Very frequently	30	20.00
		Frequently	45	30.00
		Occasionally	50	33.33
		Rarely	20	13.33
		Never	5	3.33
3	Frequency of social commerce purchases	Very frequently	20	13.33
		Frequently	40	26.67
		Occasionally	60	40.00
		Rarely	25	16.67
		Never	5	3.33
4	Product category purchased	Clothing and fashion	50	33.33
		Beauty and personal care	40	26.67
		Electronics and gadgets	25	16.67
		Food and lifestyle products	20	13.33
		Other	15	10.00
5	Typical spending per purchase	Below ₹500	35	23.33
		₹501–₹1,000	45	30.00
		₹1,001–₹2,000	35	23.33
		₹2,001–₹5,000	25	16.67
		Above ₹5,000	10	6.67

Sources: Primary Data

The tables indicate that Instagram was the most widely used social media platform, reported by 80.00% of respondents, followed by YouTube (70.00%), Facebook (40.00%) and Snapchat (30.00%). As respondents could select multiple platforms, the percentages exceed 100% when combined. Regarding the frequency of watching influencer

recommendations, 33.33% did so occasionally, while 30.00% watched them frequently and 20.00% very frequently. Thus, 83.33% watched influencer recommendations at least occasionally. In terms of social commerce purchases, 40.00% purchased occasionally, 26.67% frequently and 13.33% very frequently. Clothing and fashion were the most popular product categories (33.33%), followed by beauty and personal care products (26.67%). Regarding spending, 30.00% typically spent ₹501–₹1,000 per purchase, while 23.33% spent below ₹500 and another 23.33% spent ₹1,001–₹2,000. These findings suggest that social media influencers may provide an important channel for product discovery and purchasing among the respondents.

Table 3
Distribution of Respondents Based on Purchase-Related Responses to Influence
(N=150)

Q. No.	Statement	SA	A	N	D	SD
Influencer Credibility						
1	Reliable product information	45	55	30	15	5
2	Honest recommendations	40	60	30	15	5
3	Trust in disclosed sponsorships	35	50	40	20	5
4	Recommend worthwhile products	42	53	35	15	5
5	Sufficient product knowledge	45	55	30	15	5
6	Clear explanation of product features	50	55	30	10	5
7	Reviews help evaluate alternatives	40	60	30	15	5
8	Experience increases confidence	38	57	35	15	5
9	Appealing presentation style	50	55	25	15	5
10	Attractive content and personality	45	60	25	15	5
11	Visual quality captures attention	55	50	25	15	5
12	Influencer image makes promotions appealing	45	55	30	15	5
13	Genuine product opinions	35	55	35	20	5
14	Balanced product information	30	55	40	20	5
15	Recommendations match influencer values	35	55	35	20	5
16	Distinguish genuine from promotional content	40	55	30	20	5
Impulse Buying Behaviour						
Q. No.	Statement	SA	A	N	D	SD
1	Unplanned social commerce purchases	30	45	35	30	10
2	Influencer recommendations lead to unplanned purchases	35	45	35	25	10
3	Attractive presentations create a sudden urge to buy	40	45	30	25	10
4	Buy immediately after influencer promotions	25	40	35	35	15
5	Buy without intending to spend money	20	35	40	40	15
6	Influencers encourage spontaneous decisions	35	45	35	25	10
7	Buy before considering whether I need the product	20	35	35	45	15
8	Exciting influencer content leads to unplanned purchases	30	45	35	30	10
Purchase-Related Responses						
Q. No.	Statement	SA	A	N	D	SD
1	Recommendations increase product interest	45	55	30	15	5
2	Convincing information increases purchase consideration	40	60	30	15	5
3	Discount codes encourage quick purchases	35	45	35	25	10
4	Attractive content changes purchase priorities	30	45	35	30	10
5	Excitement when purchasing recommended products	40	50	30	20	10

Sources: Primary Data

The responses concerning influencer credibility indicate generally favourable perceptions of influencer content. For example, 66.67% agreed or strongly agreed that influencers provided reliable product information, while 66.67% expressed agreement that influencers offered honest recommendations. Visual presentation also attracted considerable attention, with 70.00% agreeing or strongly agreeing that visual quality captured their attention. However, responses relating to authenticity were comparatively mixed, suggesting that some respondents may be cautious about influencer recommendations.

Regarding impulse buying behaviour, 50.00% agreed or strongly agreed that influencer recommendations led to unplanned purchases. Similarly, 56.67% agreed or strongly agreed that attractive presentations created a sudden urge to buy. Nevertheless, only 43.33% agreed or strongly agreed that they purchased products before considering whether they needed them, indicating that impulsive tendencies varied across statements. For purchase-related responses, 66.67% agreed or strongly agreed that influencer recommendations increased their interest in exploring products, and 66.67% reported that convincing information increased purchase consideration. Overall, the descriptive findings suggest that influencer credibility and attractive content may be associated with product interest and spontaneous purchasing tendencies. These frequency results alone, however, do not establish a statistically significant relationship or causal influence.

Table 4**Repeated-Measures ANOVA for Differences in Influencer Credibility Dimensions**

H01: There is no significant difference in the perceived levels of the dimensions of influencer credibility among young consumers.

Credibility dimension	Mean	SD
Trustworthiness	3.73	0.98
Expertise	3.79	0.95
Attractiveness	3.81	0.96
Authenticity	3.59	1.01
Overall mean	3.73	0.97
Test statistic	value	
F-value	4.26	
p-value	0.006	
Significance level	0.05	
Decision	Reject H01	
Interpretation	Significant difference	

The table reports mean scores of 3.73 for trustworthiness, 3.79 for expertise, 3.81 for attractiveness and 3.59 for authenticity. Attractiveness recorded the highest mean, indicating the most favourable average perception among the four dimensions, whereas authenticity recorded the lowest mean. The table reports an F-value of 4.26 and a p-value of 0.006. If these values are confirmed through repeated-measures ANOVA using the individual responses of all 150 respondents, the result would indicate a statistically significant difference among the perceived credibility dimensions at the 5% significance level. Accordingly, the null hypothesis (H01) would be rejected. However, the reported F-value and p-value have not been verified from respondent-level data, so the hypothesis decision remains provisional.

Table 5**Pearson Correlation Analysis Between Influencer Credibility and Impulse Buying Behaviour**

H02: There is no significant relationship between influencer credibility and impulse buying behaviour among young consumers.

Variables	Mean	SD	Correlation (r)	p-value	Result
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Influencer Credibility	3.73	0.97	0.482	0.001	Significant positive relationship
Impulse Buying Behaviour	3.28	1.12	—	—	—

The table reports a Pearson correlation coefficient of $(r = 0.482)$, with a p-value of 0.001, for the relationship between influencer credibility and impulse buying behaviour. If verified using the individual respondent data, this would indicate a moderate positive relationship: respondents reporting higher influencer credibility would tend to report higher impulse buying behaviour. Since the reported p-value is below 0.05, the null hypothesis (H02) would be rejected, suggesting a statistically significant association between the two variables. Nevertheless, correlation does not establish causation. The reported coefficient and p-value are illustrative and must be verified before being presented as actual research findings.

Table 6

Multiple Regression Analysis of Influencer Credibility Dimensions on Impulse Buying Behaviour

H03: The dimensions of influencer credibility do not significantly influence impulse buying behaviour among young consumers.

Variables	Mean	SD	Standardised Beta (β)	p-value	Result
Trustworthiness	3.73	0.98	0.218	0.007	Significant influence
Expertise	3.79	0.95	0.146	0.050	Borderline significance
Attractiveness	3.81	0.96	0.291	0.001	Significant influence
Authenticity	3.59	1.01	0.112	0.131	Not significant

Model summary

Statistic	Value	Result
R	0.584	Moderate relationship
R ²	0.341	34.1% of variance explained
Adjusted R ²	0.323	Adjusted explanatory power
F-value	18.76	Model significance test
Model p-value	0.001	Statistically significant
Hypothesis decision	—	Reject H03

The regression table reports a model (R^2) value of 0.341, suggesting that the four influencer credibility dimensions collectively explain 34.1% of the variation in impulse buying behaviour in the illustrative model. The reported F-value is 18.76, with a model p-value of 0.001. If these results are confirmed using the original respondent-level data, the overall model would be statistically significant at the 5% level, and the null hypothesis (H03) would be rejected. Among the predictors, attractiveness has the largest reported standardised beta coefficient ($(\beta = 0.291)$, $(p = 0.001)$), followed by trustworthiness ($(\beta = 0.218)$, $(p = 0.007)$). Expertise has a reported beta of 0.146 with $(p = 0.050)$, placing it at the conventional significance threshold, while authenticity has a beta of 0.112 and $(p = 0.131)$, indicating no statistically significant individual effect in this illustrative example. These figures suggest that attractiveness and trustworthiness may be important predictors of impulse buying behaviour. However, all regression statistics and conclusions must be confirmed with the actual survey data before publication.

RESULTS

The study examines the influence of influencer credibility on impulse buying behaviour in social commerce among 150 young consumers. The demographic findings reveal that respondents aged 26–30 years constituted the largest age group (36.67%), while females accounted for 50.00% of the sample. Undergraduate students represented 50.00% of respondents in terms of educational qualification, and students formed the largest occupational category (43.33%). These characteristics indicate that the sample includes a

substantial proportion of young consumers who may regularly engage with social media content. Regarding social commerce usage, Instagram was the most widely used platform (80.00%), followed by YouTube (70.00%). A total of 83.33% of respondents watched influencer recommendations at least occasionally. Clothing and fashion products represented the most frequently reported purchase category (33.33%), followed by beauty and personal care products (26.67%). These findings highlight the importance of social media platforms as channels for product discovery and promotional communication.

The descriptive responses indicate generally favourable perceptions of influencer credibility. Approximately 66.67% of respondents agreed or strongly agreed that influencers provided reliable product information, while 70.00% agreed or strongly agreed that visual quality captured their attention. Regarding impulse buying, 50.00% reported agreement or strong agreement that influencer recommendations led to unplanned purchases, while 56.67% indicated that attractive presentations created a sudden urge to buy. The illustrative hypothesis-testing tables report a significant difference among credibility dimensions, a positive relationship between influencer credibility and impulse buying, and a statistically significant regression model. Attractiveness is reported as the strongest predictor, followed by trustworthiness. However, these inferential results are assumed examples and require verification using respondent-level data. Therefore, the descriptive findings are supported by the supplied frequency tables, whereas the hypothesis-testing conclusions remain provisional.

RECOMMENDATIONS

Based on the descriptive findings and the study's research objectives, the following recommendations are proposed.

First, businesses should collaborate with influencers who provide reliable product information and communicate honestly with their followers. Trustworthiness should be prioritised when selecting influencers because transparent communication can help consumers evaluate promotional messages more effectively.

Second, influencers should demonstrate adequate product knowledge and explain product features, benefits, limitations and practical uses clearly. Balanced product reviews may help consumers make informed purchasing decisions rather than relying exclusively on promotional claims.

Third, brands should invest in visually engaging content, including product demonstrations, informative videos and clear product images. However, visual appeal should be combined with accurate information so that attractive presentation does not mislead consumers or create unrealistic expectations.

Fourth, influencers and businesses should disclose sponsored partnerships and paid promotions clearly. Greater transparency can help audiences distinguish genuine opinions from commercial communication and support responsible influencer marketing practices.

Fifth, marketers should understand the purchasing preferences, spending capacity and product interests of different groups of young consumers. Promotional strategies should provide relevant product information and avoid excessive pressure through artificial urgency or misleading scarcity claims.

Finally, young consumers should be encouraged to compare prices, evaluate product quality, consider personal needs and review their budgets before purchasing. Businesses can support responsible consumption by providing transparent pricing, clear return policies and accurate product descriptions.

These recommendations should be interpreted as practical implications of the descriptive findings. The relative priority of the four credibility dimensions should be finalised only after the assumed regression results have been verified.

CONCLUSION

The present study examines the relationship between influencer credibility and impulse buying behaviour in social commerce among young consumers. The descriptive findings demonstrate the importance of social media platforms, particularly Instagram and YouTube, as channels for influencer recommendations and product discovery. The respondents reported generally favourable perceptions of influencer product information and visual presentation, while their responses concerning unplanned purchasing indicated varying levels of impulsive tendencies.

The study focuses on four dimensions of influencer credibility: trustworthiness, expertise, attractiveness and authenticity. These dimensions provide a useful framework for understanding how consumers evaluate influencer recommendations and respond to promotional content. The descriptive results suggest that reliable information, honest recommendations and attractive presentation may be relevant to consumers' product interest and purchasing responses.

The assumed hypothesis-testing results illustrate how repeated-measures ANOVA, Pearson correlation and multiple regression can be used to examine differences among credibility dimensions, relationships with impulse buying and the relative contribution of individual predictors. In the illustrative regression model, attractiveness has the largest standardised beta coefficient, followed by trustworthiness. These results should not, however, be treated as established empirical findings until they are tested against the original respondent-level data.

Overall, the study provides a framework for understanding influencer credibility and impulse buying behaviour in social commerce. It also highlights the importance of transparent influencer communication, responsible promotional practices and informed consumer decision-making. Future analysis using verified statistical results can strengthen the study's contribution to influencer marketing research and provide more reliable implications for businesses targeting young consumers.

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