

THE ROLE OF SOCIAL MEDIA INFLUENCERS IN SHAPING CONSUMER BUYING BEHAVIOR IN THE ELECTRONICS MARKET

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Abstract

This study examines how social media influencers affect consumer buying behavior in the electronics market. It focuses on three main influencer attributes — credibility, attractiveness, and expertise — that shape trust and purchase intention. The findings highlight that social media acts as a key driver of decision-making in the digital economy.

Keywords: social media, influencer, consumer behavior, electronics market

Annotatsiya

Ushbu tadqiqotda ijtimoiy tarmoqdagi inflyuenserlarning elektronika bozorida xaridorlarning xarid xatti-harakatlariga ta'sirini o'rganadi. Ishonchlilik, jozibadorlik va mutaxassislik kabi uchta asosiy omil iste'molchi ishonchi va xarid niyatini shakllantiradi. Natijalar ijtimoiy tarmoqlarning raqamli iqtisodiyotda qaror qabul qilishning muhim omili ekanini ko'rsatadi.

Kalit so'zlar: ijtimoiy tarmoqlar, inflyuenser, iste'molchi xulqi, elektronika bozori

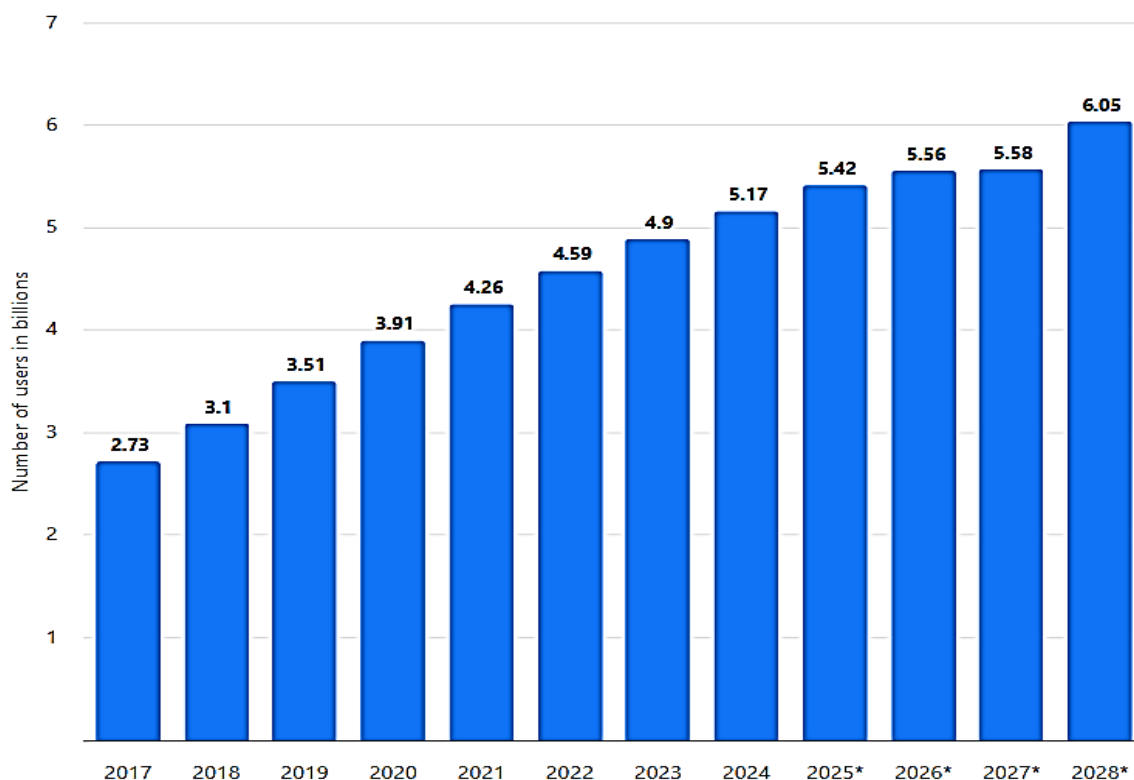
Аннотация

В исследовании рассматривается влияние социальных медиа-инфлюенсеров на покупательское поведение в сфере электроники. Основное внимание уделено трём атрибутам инфлюенсеров — доверию, привлекательности и экспертизе. Результаты показывают, что социальные сети являются важным фактором, формирующим решения потребителей.

Ключевые слова: социальные сети, инфлюенсер, поведение потребителей, рынок электроники

In the digital age, social media has become a central force in shaping consumer behavior, especially in the electronics market. According to Yang and Wong [1], factors such as brand awareness, social media word-of-mouth, social media advertising, and influencers significantly affect consumers' purchasing behavior, with influencer marketing having the strongest impact. Globally, the number of social media users has surpassed 5 billion as of early 2024 [2], showing how digital platforms have become integral to everyday decision-making. In Uzbekistan, this digital transformation is even more evident. As of January–August 2025, approximately 94.2% of the population uses the Internet [3], and 79.2% of individuals aged 10 and above access the internet from home [4]. Moreover, social media platforms like Instagram and Facebook are highly popular — Instagram alone accounts for about 40% of the country's population [5]. Additionally, around 40% of internet users in Uzbekistan make online purchases monthly, and electronics products make up

approximately 26% of these purchases [6]. These figures clearly indicate that social media is not just a platform for communication but also a critical driver of purchasing



behavior, particularly in the electronics sector.

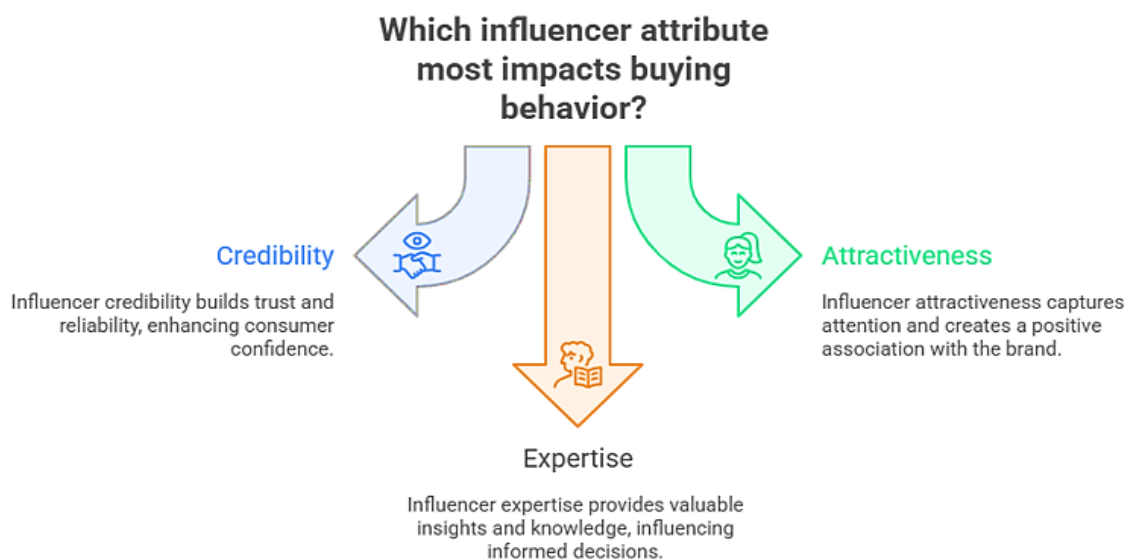
Picture 1. Number of social media users worldwide from 2017 to 2028 (in billions) - forecast[7]

Having established the importance of influencer marketing in shaping consumer behavior, it is essential to examine the key dimensions that define an influencer's persuasive power. Among these, credibility, attractiveness, and expertise are widely recognized as the most influential attributes driving followers' trust and purchase intention.

Influencer credibility has a strong influence on consumers' attitudes and purchase intentions, particularly in categories with higher perceived risk such as electronics. For example, a study titled *"From likes to loyalty: Exploring the impact of influencer credibility on purchase intentions in TikTok"* found that influencer credibility significantly enhances purchase intention and recommendation behavior among users, as credible influencers increase trust and reduce uncertainty toward the product or endorsement [8]. Another research, *"The effectiveness of influencer endorsements for smart technology products: the role of follower number, expertise domain and trust propensity"*, demonstrated that perceived credibility mediates the relationship between influencer attributes (like expertise domain) and positive consumer responses to endorsements for smart tech devices [9]. These findings suggest that for electronic

products—which often involve technical specifications and investment—credibility is central to influencing consumers to move from awareness toward actual purchase.

Attractiveness of the influencer, including physical appearance, likability, and how relatable the influencer's style is, also plays an important role in influencing electronics buying behavior. The study *“YouTube ‘Unboxing:’ An Influencer of Purchase Intent”* found that physical attractiveness as a trait of influencer content contributes positively to engagement and brand attitude among followers, which in turn increases purchase intention [10]. Another article, *“Digital Influencers’ Attributes and Perceived Characterizations and Their Impact on Purchase Intentions”*, identifies attractiveness among core influencer attributes that directly affect purchase intention for Gen Z consumers — especially when combined with credibility and expertise [11]. Thus, in electronics markets where appearance and perception can matter (e.g. product design, lifestyle appeal), attractiveness of the influencer enhances not only attention but influences consumers’ predisposition to trust or desire products.



Picture 2. Impact of Influencer Attributes on Purchase Intention and Buying Behavior[12]

Expertise refers to how knowledgeable and experienced an influencer is perceived to be in the electronics domain, which helps in reducing perceived risk and boosting trust. In *“The effectiveness of influencer endorsements for smart technology products: the role of follower number, expertise domain and trust propensity”*, it was shown that influencers with domain-specific expertise lead to more favorable attitudes and greater trial intention for smart technology products, especially among consumers with low predisposed trust [9]. Moreover, *“Influencer Marketing and its Effect on Consumer Decision-Making Processes for Electronic Products”* emphasizes that expertise and perceived knowledge have a significant effect on how consumers evaluate endorsements in the electronics sector, enhancing perceived reliability of product information and increasing purchase likelihood [13]. In a market where technical

specifications, performance, and long-term value are important, influencer expertise helps consumers feel more confident about their purchase decisions.

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