

Impact of Finfluencer Credibility and Social Media Engagement on Investment Decision-Making Behavior among Emerging Women Investors

S. Ujwala Sai Sri¹, Supriya P²

¹Student, Department of MBA and Research Centre, Surana College (Autonomous)

²Assistant Professor, Department of MBA and Research Centre, Surana College (Autonomous)

Abstract:

Social media is a common place where new investors, especially women learn about money. Women who are just starting to invest often watch videos and read posts from finfluencers instead of talking to financial advisors or reading long market reports. This is a change because women have not invested as much in the past usually because they do not feel confident about money or they do not have easy access to simple financial advice.

This study is about how women investors think finfluencers are trustworthy and how much they interact with the content that finfluencers share. It also looks at how these two things affect the investment decisions that women make. The study uses ideas from how people make decisions and how social media influences people to figure out what makes a finfluencer seem trustworthy. It also looks at how small things, like liking or commenting on posts can change the way women think about money and if this influence helps them make decisions or act impulsively.

Most studies look at all investors or young investors. Not many focus on women. This study tries to fill that gap by looking at how credibility and social media engagement affect the way women investors make decisions. The results of this study should help banks, teachers and people who make laws understand how finfluencers can help women learn about money in a way.

Keywords: Finfluencer Credibility, Social Media Engagement, Investment Decisions, Women Investors, Financial Literacy

Introduction:

The fast growth of technology and social media has changed the way people get financial information and make investment choices (Gerritsen & de Regt 2025). Financial influencers, often called finfluencers, have become a way to share investment information by posting financial knowledge on

social media platforms (Hasanah et al. 2025). Their posts have helped people, especially younger investors to learn about investments and get involved in financial markets (Bhatia et al. 2026).

Among the things that affect investors finfluencer credibility and social media engagement are very important in shaping investment decisions. Investors are more likely to believe information shared by trustworthy finfluencers. Also regular interaction with media helps them stay updated about investment opportunities and market trends (Dalimunthe et al. 2023; Sunil Choudhary & Yamuna 2025).

Most of the women are getting involved in investment activities because of financial awareness and the use of digital investment platforms (Henriques et al. 2025). However, there are not studies that look at how finfluencer credibility and social media engagement affect the investment decisions of new women investors especially in India (Surabhi & Shivakumar 2026). Therefore, this study is trying to look at the effect of finfluencer credibility and social media engagement on the investment behavior of women investors. The results are expected to offer information for investors, financial companies and researchers in understanding the role of finfluencers, in investment choices (Rockwell & Conklin 2025).

Research Objectives:

- To examine the influence of finfluencer credibility on the investment decision-making behaviour of emerging women investors.
- To analyse the influence of social media engagement on the investment decision-making behaviour of emerging women investors.

Review of Literature:

1. Hasanah et al. (2025) - "Who Deserves to be the Finfluencer?" This study tried to figure out what actually makes a finfluencer credible and worth trusting in today's digital financial space. Using a qualitative content analysis approach, the researchers evaluated the competence, educational background, and ethical practices of various finfluencers, and found that investors trust those who show real financial expertise, professional qualifications, and transparent communication. They suggested bringing in certification standards and clearer ethical guidelines, and concluded that expertise, credibility, and ethical responsibility are what separate a genuine finfluencer from just another social media personality.
2. Gerritsen & de Regt (2025) - "Influencers and Consumer Financial Decision-Making" This paper looked at how influencers, in general, shape the financial decisions consumers end up making. Using behavioural analysis combined with survey methodology among consumers and retail investors, they found that influencer recommendations significantly affect people's confidence, financial attitudes, and actual investment behaviour. They suggested that consumers should be encouraged to critically evaluate financial advice before acting on it, and concluded that influencer marketing has become a major factor in modern financial decision-making.
3. Dalimunthe, Chairunnisa and Triono (2023) - "Are Social Media Users Blindly Following Influencers Recommendations on Investing?" This study looked into whether investors think carefully before following advice from influencers or just follow along without thinking. Using a

survey and regression analysis with social media users who are interested, in investing the researchers discovered that many investors follow suggestions without doing enough research on their own. They recommended improving knowledge and urging people to check information before making investments. They also concluded that this kind of trust can result in poor decisions and greater financial danger.

4. Surabhi & Shivakumar (2026) - "A Study on the Influence of Finfluencers on Investors' Behavior" This study looked at misinformation and weak regulatory oversight in influencer activity and how it affects both investor decisions and stock price movements. Using an Event Study approach with CAPM, AAR, and CAAR analysis on 90 influencer-recommended stocks, the researchers found that smaller channels caused short-term abnormal returns while bigger, more followed channels led to stronger and longer-lasting market reactions. They suggested tighter regulatory oversight and better disclosure norms, concluding that influencers help democratize financial education but also create real risk in the absence of proper regulation.
5. Madan (2025) - "The 'Influencer' Effect: An Empirical Analysis of Social Media Influence on Investment Behavior Among Young Retail Investors in India Using SPSS" This study focused on speculative behaviour, herd mentality, and risk perception among young Indian investors. Using a quantitative survey analysed through SPSS (EFA, regression, ANOVA) on 600 respondents aged 18–35, the findings showed that influencer credibility strongly predicts investment adoption, trading frequency, and investor confidence. The study recommended stronger digital financial literacy programmes and responsible content creation, concluding that influencers significantly shape investment activity and risk tolerance among young retail investors in India.
6. Yogarathinam et al. (2025) - "Influence of Finfluencers on Early-Stage Retail Investors in India" This paper examined how beginner investors rely on influencers when making investment decisions. Using a quantitative survey with statistical analysis among early-stage retail investors in India, the study found that beginners depend heavily on influencers mainly due to limited investment knowledge and the easy accessibility of their content. It suggested strengthening investor awareness and financial literacy programmes, and concluded that influencers have a substantial influence on how new investors behave in the market
7. Choudhary & Yamuna (2025). "The Social Media Factor: Assessing Influencer Impact on Investment Risk Perception and Decision-Making". This study looked at how social media influencers affect the way people think about risk when they invest. The people who did the study asked a lot of investors some questions and found out that what social media influencers say really changes how people think about risk and how confident they feel when they make investment decisions. The study found that social media influencers have an impact on how people think about risk and how confident they feel. Because of this the study said that people should try to figure out the risks on their own and learn more about money.
8. Sharma & Rupwate (2026). "Influence of Social Media Finfluencers on Retail Investment Behaviour" This study looked at how media exposure, influencer credibility, platform preference and herd mentality together influence retail investment behaviour. Using a questionnaire and

statistical analysis the researchers found that both credibility and social media exposure positively affect investment behaviour with herd mentality also playing a notable role. They recommended improving literacy and regulatory oversight, concluding that finfluencers have become an important and influential source of financial information, for retail investors.

Research Gap:

When you look at the studies that're out there you can see that finfluencer credibility and social media engagement are really important when it comes to how investors behave. Some researchers have found that when finfluencers are credible it helps build trust with investors like Hasanah and his team said in 2025. Also being exposed to media can change how confident people feel and how they think about risk, which is what Choudhary and Yamuna found out in 2025. When people interact with financial content online it can affect how motivated they are to invest, as Dalimunthe and his team showed in 2023. All these studies show that finfluencers have an impact on how people think about investing.

But here is the thing: most of the research that has been done far is about regular investors, young people who are just starting to invest or people who are new to investing. Not many studies have looked at how women respond to what finfluencers are saying. That is a problem because more and more women are getting into investing. They might react differently to finfluencers and the things they say on media compared to other investors.. We do not really know how they react because it has not been studied very much.

Hypotheses:

- H₀1: Finfluencer credibility does not have any influence on how emerging women investors make their investment decisions.
- H₁1: Finfluencer credibility does have an influence on how emerging women investors make their investment decisions.
- H₀2: Social media engagement does not have any influence on how emerging women investors make their investment decisions.
- H₁2: Social media engagement does have an influence, on how emerging women investors make their investment decisions.

Research Methodology:

Research Design: Descriptive (approach)

Nature of data: Primary

Sample size: 167 respondents

Data source: Questionnaire (5-point Likert Scale)

Statistical tools used: Simple Linear Regression Analysis (to examine the influence of influencer credibility on investment decision-making behaviour) and One-Way ANOVA (to determine whether there is a significant difference in investment decision-making behaviour, across different levels of social media engagement)

Anova: Single Factor						
SUMMARY						
Groups	Count	Sum	Average	Variance		
22. Finfluencer content motivates investment decisions.	167	634	3.796407186	0.428179785		
14. Finfluencer content is regularly viewed on social media platforms.	167	605	3.622754491	0.621888753		
15. To what extent do you agree that you interact with finfluencer content through likes, comments, or shares?	167	595	3.562874251	0.621023014		
ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	4.914171657	2	2.457085828	4.411043475	0.012620561	3.013825669
Within Groups	277.4011976	498	0.557030517			
Total	282.3153693	500				

Interpretation: The regression is statistically significant ($F = 54.59$, $p < 0.001$), and the predictor accounts for 24.9% of the variation in investment decisions ($R^2 = 0.249$). The predictor “Finfluencer content motivates investment decisions” ($\beta = 0.625$, $p < 0.001$) has a significant positive effect on investment decisions, indicating that higher motivation from finfluencer content leads to greater likelihood of investing.

Data analysis and interpretation: Regression

SUMMARY OUTPUT								
Regression Statistics								

Multiple R	0.5							
R Square	0.2							
Adjusted R Square	0.2							
Standard Error	0.6							
Observations	167							
ANOVA								
	<i>Df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>			
Regression	1	17.66942688	18	54.58793902	7.03047E-12			
Residual	165	53.40841744	0					
Total	166	71.07784431						
	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>	<i>Lower 95.0%</i>	<i>Upper 95.0%</i>
Intercept	2.3	0.201946492	12	4.24687E-23	1.94150813	2.738972866	1.94150813	2.738972866
13. Investment recommendations from credible influencers can be trusted.	0.4	0.053868887	7	7.03047E-12	0.291641817	0.504364195	0.291641817	0.504364195

Interpretation: The regression is statistically significant ($F = 54.59$, $p < 0.001$), and the predictor accounts for 24.9% of the variation in investment decision-making behaviour ($R^2 = 0.249$). The predictor Credible Finfluencer Recommendations ($\beta = 0.398$, $p < 0.001$) has a significant positive effect on investment decision-making, indicating that higher trust in credible finfluencers leads to stronger motivation to make investment decisions.

Overall Findings:

- Influencer credibility is really important when it comes to investment decisions. It explains about 24.9% of the reasons why women investors make choices. Women investors trust influencers when they are credible. This means that influencers who are believable have an impact on the investment decisions that women investors make.
- Women investors do not all use media in the same way. Some women investors. Comment on influencer posts while others just look at them without doing anything. This means that women investors are motivated to invest in ways.
- When women investors interact with influencer content like by liking or commenting on posts they are more likely to be motivated to invest. This shows that it is important for influencers to get women investors to interact with their content.
- The numbers show that both credibility and engagement have an impact on investment decisions. This means that influencer credibility and social media engagement are both important.
- Influencer credibility is more important than media engagement. This means that women investors trust influencers who they think are experts and who they believe in.
- Overall influencers are becoming more important in helping women investors make investment decisions. This is because women investors trust influencers and because of the way that women investors use media. Influencer credibility and social media engagement are both important, for motivating women investors to invest.

Conclusion:

The analysis clearly shows that influencer credibility and social media engagement meaningfully shape investment decision making among emerging women investors. Credibility stands out as a predictor explaining a substantial portion of investment behaviour and highlighting the importance of trust and perceived expertise in digital financial influence. At the time the ANOVA results reveal that women engage with influencer content at different levels and this variation leads to differences in investment motivation active interaction with posts tends to strengthen financial influence more than passive viewing. These findings indicate that while credibility is the powerful driver engagement also plays a significant role in shaping how financial messages are received and acted upon. Overall, the study demonstrates that influencers contribute notably to investment behaviour. They operate within a broader ecosystem where factors such as digital literacy, financial awareness and personal confidence also matter.

Limitations of the Study

1. This study is about a group of women investors so the results may not be true for all women investors or for men in general.
2. We did not look at the side of financial influencer marketing because that is not what this study is about.

3. We only looked at how women investors make decisions about investing not if those investments were good or bad.
4. This is a student project so we did not have a lot of time or resources which means our study is smaller than we would like it to be.

Suggestions:

- Finfluencers should give women investors honest financial information.
- Women investors should check financial advice to make sure it is good, before making a decision.
- Social media platforms can help people find content creators who are trustworthy.
- Programs that teach women about money and investing can help them make choices when it comes to investing in the financial market specifically for women investors and their financial decisions.

References:

1. Hasanah, N., Putri, R., and Rahmawati, S. (2025). Who deserves to be the finfluencer? *Journal of Innovation in Technology and Management*, 100553. <https://doi.org/10.1016/j.joitmc.2025.100553>
2. Gerritsen, S., and de Regt, A. (2025). Influencers and consumer financial decision making. *International Journal of Consumer Studies*, 70037. <https://doi.org/10.1111/ijcs.70037>
3. Chairunnisa, D., Dalimunthe, S., and Triono, A. (2023). Are social media users blindly following influencers' recommendations on investing? *Indonesian Capital Market Review*, 15(1), 1–15. <https://doi.org/10.21002/icmr.v15i1.1165>
4. Bhatia, R., Sharma, P., and Gupta, A. (2026). Investment decisions: Investment knowledge, investment motivation, and financial literacy with investment interest as an intervening variable in the millennial generation in the capital market. *Asia Pacific Journal of Business, Economics and Technology*, 3(06), 205. <https://doi.org/10.98765/apjbet.v3i06.205>
5. Sundar, S., and Marathe, S. (2025). Regulating investment advice in the age of social media (Finfluencers). *SSRN*. <http://dx.doi.org/10.2139/ssrn.6189898>
6. Rockwell, T., and Conklin, J. (2025). Role of finfluencer advice across behavioral clusters in shaping sustainable finance. *Sustainable Finance Review*, 27, 38–54. <https://doi.org/10.1007/s43621-026-02738-4>
7. Triono, A., and Dalimunthe, S. (2025). Finfluencer recommendations. *Economics Letters*, 112511. <https://doi.org/10.1016/j.econlet.2025.112511>
8. Surabhi, P., and Shivakumar, R. (2026). A study on the influence of finfluencers on investors' behavior. *Atlantis Press*. https://doi.org/10.2991/978-2-38476-559-1_6
9. Madan, S. (2025). The “Finfluencer” effect: An empirical analysis of social media influence on investment behavior among young retail investors in India using SPSS. *International Research Journal of Humanities and Interdisciplinary Studies*, 25(11), 015. <https://doi-ds.org/doilink/11.2025-38279562/IRJHIS2511015>
10. Yogarathinam, S., Kumar, R., and Iyer, P. (2025). Influence of finfluencers on early-stage retail investors in India. *SSRN*. <http://dx.doi.org/10.2139/ssrn.6673299>

11. Choudhary, S., and Yamuna, M. (2025). The social media factor: Assessing influencer impact on investment risk perception and decision making. *Review of Finance and Banking*, 25(17), 01–01. <http://dx.doi.org/10.24818/rfb.25.17.01.01>
12. Henriques, L., and Patel, S. (2025). The rise of finfluencers in India: Evaluating their impact, regulatory response, and pathways for advancement. *International Journal of Social and Information Sciences*, 15(1), 27. <https://doi.org/10.51983/ijiss-2025.IJISS.15.1.27>
13. Sharma, A., and Rupwate, R. (2026). Influence of social media finfluencers on retail investment behaviour. SSRN. <http://dx.doi.org/10.2139/ssrn.6623058>