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(RESEARCH ARTICLE)

An Empirical Analysis of Factors Influencing Pinterest Usage and Its Impact on Consumer Purchase Behaviour

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Abstract

As the impact of visual social media increases, the way consumers learn about the products and purchase decisions has evolved drastically. Particularly, Pinterest is the platform that is more inspired, planned, and curates ideas instead of being about the social interaction. In this research, the phenomenon in question can be seen as the influence of the Pinterest usage on the consumer purchasing behaviour through the analysis of such vital variables as trust, the perceived value, the social influence, user engagement, and brand image. The quantitative research design was followed, and the data was gathered regarding approximately 280 to 300 active users of Pinterest who are aged 18 to 35 years and are living in the urban regions in India by using a structured online survey. The proposed hypotheses were tested with the help of statistical methods, such as reliability testing and Pearson correlation analysis. The results indicate that consumer purchase behaviour is positively influenced significantly by all the five factors and the weight exerted by using Pinterest in a significant manner. The findings however also report that although, Pinterest has a good presence in the aspects of inspiration, and consideration; there are low purchases conversions. The research can be helpful to the brands and marketers that are eager to learn more about the impact of Pinterest on consumer decision making.

Keywords: Pinterest; Consumer Behaviour; Purchase Intention; Social Commerce; Visual Marketing; User Engagement

1. Introduction

The quick development of digital platforms has significantly transformed the information search, product consideration, and purchasing process of consumers. One such platform of relevance in this case is the visual social media in which images and videos are becoming increasingly significant in consumer perception and preference. One of such platforms is Pinterest which contrasts with the traditional social networking platforms. Instead of being interactive or communicative, Pinterest enables its users to browse ideas visually, go through inspirations and make future purchases in the category of fashion, home decor, lifestyle, and wellness.

The current studies mainly identify Pinterest as an inspiration and creativity platform, and content curator. The motives of the user, the visual attraction, and the recommendation features in Pinterest have been investigated in many works. Nonetheless, empirical studies which will determine whether Pinterest does lead to consumer buying behaviour are however relatively fewer when not isolated but when by themselves, or as a combination of psychological and platform-based factors. Besides, there is a lack of research on the Indian market.

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This study is trying to fill this gap by exploring how trust, perceived value, social influence, user engagement and brand image influence consumer purchase behaviour in terms of Pinterest use. The target study population is young adults and early working professionals in urban India since this combines one of the largest segments of most digital consumers. The research focuses on the analysis of both patterns of platform utilization and post-utilization results that will help to get a better idea of how Pinterest is involved in the consumer decision-making process.

2. Literature review

[1] discovered that most individuals visit Pinterest primarily to get inspiration and plan the ideas instead of making purchases. Their mixed-method analysis revealed that the most active users were between the ages of 25 and 34, and social background affected the kind of content that they accessed. Nonetheless, the nature of e-commerce products was restrictive to enable users to translate inspiration into actual purchases particularly in the world of fashion and lifestyle.

[2] analyzed the impact of changing shopping capabilities of Pinterest and its integration across channels on the engagement and conversions. The review indicates that such tools as shoppable pins, personalization, and AR increase the outcomes, particularly when they are employed along with other platforms. Nonetheless the case on certain categories such as fashion and lifestyle has yet to be proved.

[3] The research question of this study was whether the purchase intention of Pinterest users is motivated by the value, trust, and loyalty. The results of the surveys showed that value and trust have a strong impact on the buying intention with loyalty also having a positive effect. These factors were more evident among women, which is why it is immensely essential to trust-building visual content.

[4] examined the purchasing behavior signals and found results through the research on 2.6 million Pinterest users. Their study revealed that buyers show more concentrated and higher, effort behavior through increased saving, searching, and clicking women's fashion seems to be the most significant example. The researchers also found that there were very clear activity peaks during the days before the purchase.

[5] looked at the effect of user, generated and brand, created content on visual platforms such as Pinterest and Instagram, on brand attitude and purchase intention (n=253). According to the research both types of content have a significant effect on perceptions and intentions to buy, whereas user, generated content is considered more reliable, thus, the visual platforms contribution to engagement and purchase decision, making is enhanced.

[6] investigated the use of Pinterest as a learning tool to help students relate consumer behavior theories to real, world visuals. By means of a Pinterest, based assignment and survey (n=20), the research revealed that students' engagement was increased, they understood the concepts better, and they had a greater ability to identify marketing cues from the real world, which led to an improvement in critical thinking and contextual learning.

[7] analyzed large, scale Pinterest data (1.13 million users; 933 million pins) to understand user behaviour and network patterns. Among the major findings from their study was the discovery of a high level of user engagement with lifestyle content such as food, decor, and fashion. Besides, the researchers discovered a low level of interactions among users and the heavy use of external links, thus indicating that Pinterest is a marketing platform with great potential and its main driving force is visual engagement.

[8] looked at over 220 million Pinterest items from 683, 273 users to investigate differences based on gender. Their analysis revealed that females are generally more socially expressive, commercially engaged, and active, while males are more inclined to use Pinterest for their specialized interests and personal content curation. The results suggest that girls and boys demonstrate distinct usage patterns of the social media.

[9] The authors discuss the development of the Pinterest into a social-commerce platform in which almost every pin can be shoppable. Individual feeds, search and direct links with merchants are also features that allow users to navigate the boundary between discovery and purchase. This approach minimizes the friction in transactions and increases the shopping experience.

[10] Youth in southern Kerala, the focus of this study was that a strong difference in the level of income and length of a session is known to affect Pinterest engagement. Better-paid users were more differentiated in post-purchase behavior, and the longer the use, the greater the decision making. It provides local evidence of general platform study.

[11] This article employed the Technology Acceptance Model to determine that the attitude of users to Pinterest is highly determined by their perceptions of usefulness and ease of use. Social influence and satisfaction are also factors that motivate further use. All in all, the straightforward interface and perceived value are major push factors to the adoption of the platform.

[12] By interviewing the female users, this research established that several of them consider Pinterest as a personalized space and not a conventional social network. It offers a secure space by which to experiment with interests and identity. The study brings out the significance of Pinterest in defining gendered online behaviors and the empowerment of self-presentation.

[13] In this research, the reputation of retailers generated trust and enhanced Pinterest experience of the users, and the usefulness and ease of use had a significant influence on satisfaction. The positive experiences were associated with an increase in behavioral intention and stronger relationships with retailers. All in all, the quality of platform experience will help consumer loyalty directly.

[14] Gen Z-Students in particular, this qualitative study revealed that Pinterest is significant in its capability to motivate creativity and planning of thoughts. Such features as boards enable the user to create ideas and work with friends. Individual creativity and common learning support the platform.

2.1. **Research gap**

Most research on Pinterest focuses on inspiration, visual design, or algorithms, but very few studies examine whether using Pinterest affects how consumers make purchasing decisions, which is why the topic "Consumer purchase behaviour is affected by the use of Pinterest" was chosen. The five independent variables- trust, perceived value, social influence, user engagement, and brand image were selected because they repeatedly appear in social-commerce research as the strongest psychological and platform-related factors that shape consumer decisions, and they fit naturally with how users interact with content on Pinterest. Likewise, the four dependent variables- purchase intention, brand loyalty, click-through intention, and attitude toward the brand capture the full range of consumer responses that Pinterest influences, from early interest to final behaviour. However, no existing study brings all these IVs and DVs together in one framework to explain how Pinterest use leads to purchase behaviour and other related outcomes, creating a clear research gap that this study aims to address.

3. Theoretical framework

The framework from the study predicts that the share of the user who will rely on Pinterest for purchase depends on the extent to which the independent variables (IVs) i.e., trust, perceived value, user engagement, brand image, and social influence reflect a positive influence on users of Pinterest in purchasing (DV). The more users trust the platform, perceive value, get engaged, have a positive view of brands, and get influenced by social factors, the more use of Pinterest for product discovery and shopping decision making they would make. The more users use Pinterest for purchasing the more they will be inclined to brand, purchase decision, a higher level of brand loyalty, positive brand attitude, and higher click, through intention, thus overall consumer behavior is shaped.

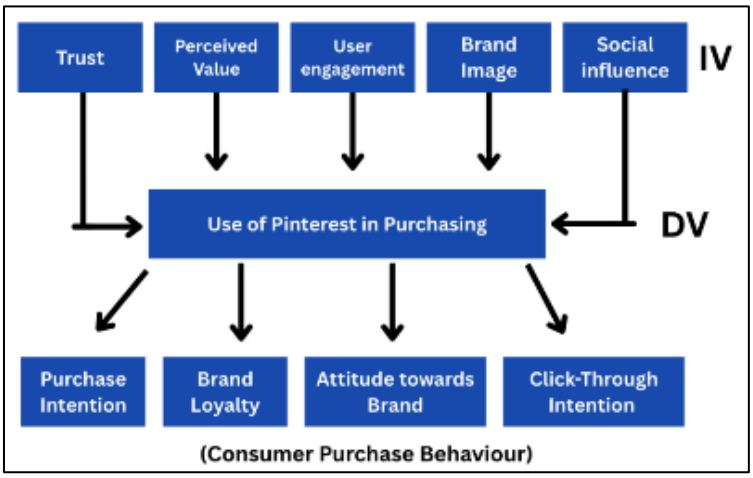


Figure 1 Theoretical Framework

3.1. Problem statement

The study examines the effect of Pinterest usage on consumer purchase behaviour through the analysis of five major factors - trust, perceived value, social influence, user engagement, and brand image. Its goal is to explore the impact of these factors on purchase intention, brand loyalty, click, through intention, and brand attitude, as well as to determine the motivators of consumer brand engagement and purchasing decisions on the platform.

Objectives of the study

- To find out how use of Pinterest affects consumer purchase behaviour.
- To study how trust, perceived value, social influence, user engagement, and brand image influence consumer buying decisions on Pinterest.
- To understand how these factors impact behaviors like purchase intention, brand loyalty, and attitude toward the brand.
- To identify which factor plays the strongest role in shaping consumer behaviour on Pinterest.
- To provide insights that help brands understand how consumers make decisions on Pinterest.

3.2. Hypotheses / iv-dv relation statement

- Trust and Perceived value in Pinterest influences consumer purchase behaviour.
- Social influence on Pinterest positively influences consumer purchase behaviour.
- User engagement with Pinterest content positively influences consumer purchase behaviour.
- Brand image portrayed on Pinterest positively influences consumer purchase behaviour.
- The use of Pinterest positively influences consumer purchase behaviour.

3.3. Research design

Table 1 Research Design

	What to fill here?	**Example**	
Research Type	Type of your research	Exploratory, Descriptive, Quantitative Research	
Collection of required Data	How are you collecting Primary and Secondary data	Primary Data - Structured online questionnaire administered through Google Forms.	Secondary Data – Articles, research papers, journals, previous Pinterest behaviour studies, and published literature used in the Literature Review.
Questionnaire	Format of Questionnaire If your project has multiple sample elements and Questionnaire is different for each sample element	Section A: Personal Information Section B: Pinterest Usage Pattern Section C: Pinterest-Related Dimensions (Trust, Perceived Value, Social Influence, User Engagement, Brand Image) Section D: Post-Use Outcomes (Purchase Intention, Brand Loyalty, Attitude Toward the Brand) Section E: Purchase Behaviour Check Number of Questions: 34 in total (including the sub-questions)	
Type of Questions	Which type of questions you have used?	Close-ended questions Multiple-choice questions 5-point Likert scale 7-point semantic differential scale Frequency scale (1–5) / Rank order Questions	
Population	Whom in general are you targeting?	Active Pinterest users aged 18–35 living in urban India. This population represents highly digital, socially engaged individuals who frequently use Pinterest for inspiration and online product discovery.	

Study Population	From where are you choosing sample?	Pinterest users from Metro cities who have used Pinterest in the last 3 months.
Sample element	Who is your sample?	Individual Pinterest users
Sampling Method	Which method to select sample?	Purposive Sampling Respondents must: Be 18–35 years old Have used Pinterest in the past 3 months. Reside in Metro cities.
Sample Size	As of now put it whatever u could target (try to have it more than 30)	314
Data Analysis Tool	Tool from which you will do Analysis	Google forms

3.4. Data analysis & interpretation

3.4.1. Reliability test of Questionnaires

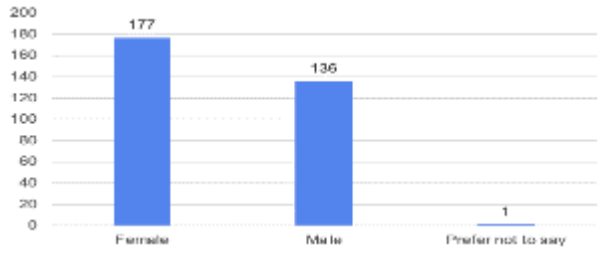
Table 2 Cronbach Alpha Values for Instruments

Sr. No	Details of Questionnaire	Cronbach Value	Acceptance
	An Empirical Analysis of Factors Influencing Pinterest Usage and Its Impact on Consumer Purchase Behaviour	0.95	Acceptable

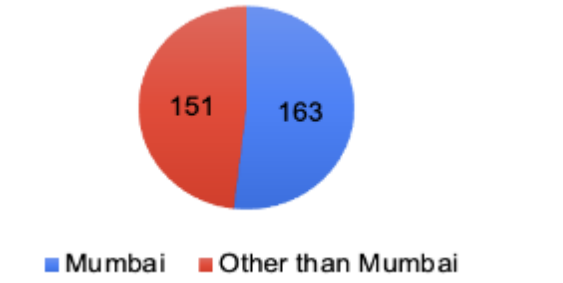
3.4.2. Demographic Analysis-

Table 3 shows demographic analysis of the samples under consideration. Overall, the demographic data reveals diversified samples based on Academic Background, Competency in Excel, Work Experience and Geography.

Table 3 Demographic Analysis of Sample

Sr. No.	Variable	Frequency	Chart
	Gender		

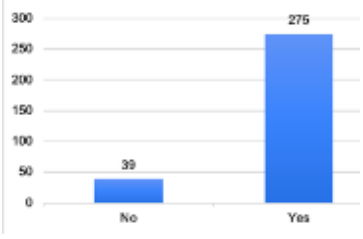
Gender	%	Freq
Female	56%	177
Male	43%	136
Prefer not to say	0%	1

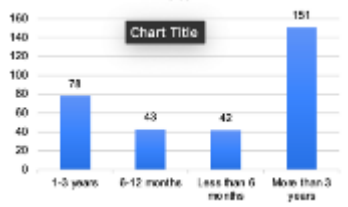
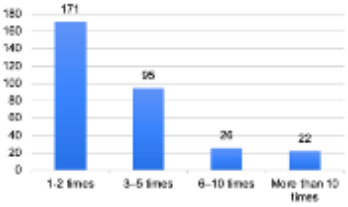
	Employment Status	<table><tr><td>Employment Status</td><td>%</td><td>Freq</td></tr><tr><td>Employed – full time</td><td>38%</td><td>118</td></tr><tr><td>Employed – part time</td><td>7%</td><td>21</td></tr><tr><td>Self-employed</td><td>8%</td><td>26</td></tr><tr><td>Student</td><td>45%</td><td>141</td></tr><tr><td>Unemployed</td><td>3%</td><td>8</td></tr></table>	
	City	<table><tr><td>City</td><td>%</td><td>Freq</td></tr><tr><td>Mumbai</td><td>52%</td><td>163</td></tr><tr><td>Other than Mumbai</td><td>48%</td><td>151</td></tr></table>	

- The samples are distributed evenly with respect to gender. A large part of the respondents are females **(56%)** followed by males (**43%**) pretty much equally, while a negligible proportion have preferred not to disclose their gender (**0%**). This shows that the sample has a balanced gender representation (Row 1)
- Students constitute a major part of the sample (**45%**), whereas full-time employed respondents make up the second highest percentage (**38%**). Besides that, there are some self- employed individuals (**8%**), part-time employed respondents (**7%**) and unemployed participants **(3%).** Hence, the sample may be considered as student, dominating with the workforce, moderately represented (Row 2)
- The geographic distribution of the sample is quite even. There were **52%** of respondents living in Mumbai and **48%** coming from the cities other than Mumbai, therefore, indicating that there is enough representation from both the Mumbai and non-Mumbai areas. (Row 3)

3.5. Data Analysis of Pinterest Usage Pattern

Table 4 The analysis of respondents' Pinterest usage patterns based on different activities, measured on a 5-point Likert scale (Never to Always). This table explains how frequently users engage with Pinterest, forming the behavioral foundation before purchase-related outcomes.

Sr. No.	Variable	Frequency	Chart
	Have you used Pinterest in the last 3 months?	<table><tr><td></td><td>%</td><td>Freq</td></tr><tr><td>Yes</td><td>88%</td><td>275</td></tr><tr><td>No</td><td>12%</td><td>39</td></tr></table>	

	How long have you been using Pinterest?	<table><tr><th></th><th>%</th><th>Freq</th></tr><tr><td>Less than 6 months</td><td>13%</td><td>42</td></tr><tr><td>1-3 years</td><td>25%</td><td>78</td></tr><tr><td>6-12 months</td><td>14%</td><td>43</td></tr><tr><td>More than 3 years</td><td>48%</td><td>151</td></tr></table>	
	How many times do you use Pinterest in a typical week?	<table><tr><th></th><th>%</th><th>Freq</th></tr><tr><td>1-2 times</td><td>54%</td><td>171</td></tr><tr><td>3–5 times</td><td>30%</td><td>95</td></tr><tr><td>6–10 times</td><td>8%</td><td>26</td></tr><tr><td>More than 10 times</td><td>7%</td><td>22</td></tr></table>	

- The data highlights that **87.58%** of the respondents have used Pinterest within the last three months, which is indicative of a very high level of recent engagement with the platform. Pinterest is a platform that is popular and actively used among the respondents, whereas only a small fraction, i.e., **12.42%,** are non-users.
- The data reveals that **48.09%** of the respondents have been using Pinterest for the longest duration, thus exhibiting strong long-term engagement with the platform. Moreover, **24.84%** are in the mid usage category, and a smaller proportion of **13.38% and 13.69%** are new users, respectively, thus indicating both loyal users and steady new adoption.
- According to the data, **54.46%** of respondents use Pinterest once a week, while **30.25%** use it twice a week. This suggests that Pinterest is used occasionally, most likely once or twice a week, rather than daily by most users, with a smaller group of users being more frequent.

Table 5 Analysis of Pinterest Usage Pattern of Sample

	Never	Rarely	Sometimes	Often	Always	
Browsing for inspiration	**8%**	**5%**	**15%**	**54%**	**18%**	
Saving/Pinning content	**6%**	**31%**	**21%**	**20%**	**27%**	
Searching for products	**11%**	**34%**	**17%**	**20%**	**18%**	
Clicking product links/shopping	**13%**	**38%**	**14%**	**17%**	**18%**	

- Most respondents are actively browsing Pinterest to get inspired, where 54% of them have rated it as "Often" (4) and 18% as "Always" (5). This is a clear indication that Pinterest is being used as a go-to platform for users to discover inspiration and new ideas very effectively. (Row 1)
- Significant portion of the respondents indicated that they regularly save or pin content, with 20% saying "Often" and 27% "Always". On the other hand, a sizable proportion hardly ever pin, which means that it is generally understood that pinning is mostly done for certain special purposes and not as a daily habit of all users. (Row 2)

- Responses on product searches were relatively evenly spread, with 20% of people choosing "Often" and 18% "Always, " while a lot of people said they used it either rarely or occasionally. This shows that Pinterest is generally used as a starting point when thinking of a purchase rather than for making direct product comparisons. (Row 3)
- The number of people who, on a regular basis, clicked on product links was smaller, with 17% of them selecting "Often" and 18% "Always." Higher "Never" and "Rarely" responses suggest that people don't usually perform buying, related actions on Pinterest. (Row 4)

3.6. Data Analysis of Pinterest-related Dimensions

Tables 6 to **Table 10** display the detailed examination of the different variables that affect consumer purchase behaviour on Pinterest. These variables include Trust, Perceived Value, Social Influence, User Engagement, and Brand Image. Essentially, these factors point to the users' mental and behavioral aspects of interacting with the platform prior to executing any purchase-related decisions.

3.6.1. Trust

Table 6 Analysis of Trust in Pinterest of Sample

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
I feel that Pinterest provides reliable product information.	**4%**	**11%**	**51%**	**27%**	**11%**	
I trust the recommendations and product links I find on Pinterest.	**5%**	**38%**	**21%**	**20%**	**16%**	

- Most respondents chose the neutral option (**51%**), and **38%** of them agreed or strongly agreed, thus showing that Pinterest is moderately trusted as a source of information. (Row 1)
- Merely **36%** of the respondents agreed or strongly agreed, whereas **43%** disagreed, indicating that users are careful when they take Pinterest's recommendations for granted. (Row 2)

3.6.2. Perceived Value

Table 7 Analysis of Perceived Value of Pinterest of Sample

Pinterest helps me find useful products.	**5%**	**38%**	**18%**	**26%**	**14%**	
Pinterest saves me time when I am looking for ideas or items to purchase.	**4%**	**7%**	**16%**	**51%**	**21%**	

- Approximately **40%** of the respondents agreed or strongly agreed, whereas **38%** disagreed, which indicates that the usefulness of the product was perceived differently by the people. (Row 1)
- As many as **72%** of the people agreed or strongly agreed, which is a clear indication that Pinterest is very effective as a time, saving discovery platform. (Row 2)

3.6.3. Social Influence

Table 8 Analysis of Social Influence of Sample

Others' pins (friends, influencers) influence what I explore.	**5%**	**9%**	**45%**	**23%**	**18%**	
I tend to explore products more when I see them being popular or trending on Pinterest.	**5%**	**34%**	**19%**	**27%**	**14%**	

- Just over **40%** of the respondents agreed or strongly agreed, while **45%** of the respondents were neutral, thus the social influence was at a moderate level. (Row 1)
- Some **41%** of the respondents agreed or strongly agreed, thus the popularity cues most likely help to facilitate product exploration. (Row 2)

3.6.4. User Engagement

Table 9 Analysis of User Engagement of Sample

I regularly save or pin items I like on Pinterest.	**5%**	**5%**	**21%**	**52%**	**17%**	
I revisit saved pins when deciding what to buy or explore	**5%**	**8%**	**16%**	**53%**	**17%**	
I actively maintain boards related to shopping or personal interests.	**8%**	**34%**	**21%**	**20%**	**16%**	

- The level of engagement can be considered very high as **69%** of respondents selected agree or strongly agree when asked if they had regularly saved or pinned content. (Row 1)
- Nearly **70%** of the respondents agreed or strongly agreed, which highlights Pinterest's significant role during the consideration stage. (Row 2)
- Just **36%** of respondents agreed or strongly agreed, whereas **34%** disagreed, thus reflecting the users' selective behavior in maintaining their boards. (Row 3)

3.6.5. Brand Image

Table 10 Analysis of Brand Image of Sample

1.	**Unappealing**		**Neutral**		**Appealing**	
Think of a brand you recently viewed on Pinterest and rate it on the following scales.	**6%**	**2%**	**50%**	**21%**	**20%**	
2.	Outdated		Neutral		Modern	
Think of a brand you recently viewed on Pinterest and rate it on the following scales.	**4%**	**4%**	**50%**	**19%**	**22%**	

- Close to **41%** of the people described brands as attractive, whereas **50%** chose to be neutral, thereby reflecting generally positive but quite moderate brand perceptions. (Box 1)
- Some **41%** of the people considered brands to be modern, while **50%** were neutral, thus implying that Pinterest is a source of a contemporary brand image. (Box 2)

3.7. Data Analysis of Use of Pinterest for Buying

Table 11 Examines the use of Pinterest for buying, which functions as a key dependent variable linking platform usage to consumer behaviour.

Table 11 Analysis of Use of Pinterest for Buying

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
Pinterest exposes me to products I wouldn't have discovered otherwise.	**6%**	**8%**	**50%**	**19%**	**18%**	
My buying decisions are often influenced by what I see on Pinterest.	**6%**	**6%**	**20%**	**52%**	**16%**	
Saving pins increases my likelihood of buying similar products.	**5%**	**35%**	**20%**	**19%**	**21%**	

- While **37%** of respondents agreed or strongly agreed, the fact that **50%** of respondents remained neutral shows that Pinterest is predominantly seen as a platform that supports discovery rather than one that decisively triggers purchases. (Row 1)
- A strong **68%** of respondents agreed or strongly agreed, thus indicating that Pinterest is a major factor in buyer decision, making. (Row 2)
- Only **40%** agreed or strongly agreed, while **35%** disagreed, hence pin-saving must be selectively influencing buying intentions only to some users and not consistently. (Row 3)

3.8. Data Analysis of Post-Use Outcomes

Tables 12 to 14 analyze the post-use outcomes, which represent the final dependent variables in the study: Purchase Intention, Brand Loyalty, and Attitude Toward Brands.

3.8.1. Purchase Intention

Table 12 Analysis of Purchase Intention of Sample

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
I intend to buy products I discover on Pinterest.	**8%**	**31%**	**25%**	**27%**	**10%**	
Pinterest increases my likelihood of trying new brands or products.	**5%**	**34%**	**23%**	**23%**	**16%**	

- Only **37%** of respondents agreed or strongly agreed, **31%** disagreed, and **25%** remained neutral, which points to a moderate level of purchase intention influenced by Pinterest. (Row 1)

- About **39%** of the respondents agreed or strongly agreed, whereas **34%** disagreed, thus suggesting that Pinterest is a source of brand, new ones for some users. (Row 2)

3.8.2. Brand Loyalty

Table 13 Analysis of Brand Loyalty of Sample

I am likely to revisit or repurchase from brands I discovered on Pinterest.	**7%**	**37%**	**20%**	**20%**	**16%**	
I would recommend brands I find on Pinterest to others.	**4%**	**35%**	**19%**	**24%**	**18%**	

- Approximately **36%** of respondents indicated agreement or strong agreement, whereas **37%** disagreed, showing that loyalty effects from brands discovered on Pinterest exist but are limited. (Row 1)
- About **42%** of participants agreed or strongly agreed, thus indicating a moderate word, of, mouth potential that could be driven by Pinterest discovery. (Row 2)

3.8.3. Attitude Toward Brands on Pinterest

Table 14 Analysis of Attitude towards Brand on Pinterest

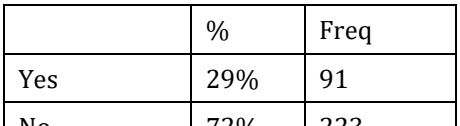
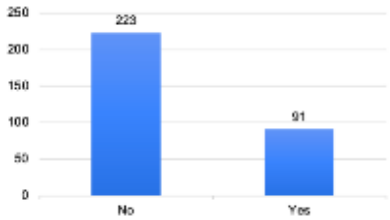
I generally have a positive attitude toward brands featured on Pinterest	**4%**	**34%**	**19%**	**24%**	**19%**	
Discovering a brand on Pinterest increases my interest in it.	**5%**	**7%**	**45%**	**24%**	**19%**	

- Nearly **43%** of respondents indicated agreement or strong agreement, whereas **34%** disagreed, thus reflecting a generally positive brand attitude. (Row 1)
- Some **43%** of participants agreed or strongly agreed, while **45%** were neutral, which suggests that Pinterest provokes interest even if it does not immediately lead to a conversion. (Row 2)

3.9. Data Analysis of Purchase Behaviour Check

Table 15 presents the actual purchase behaviour check, which captures real conversion outcomes.

Table 15 Analysis of Purchase Behaviour Check

Variable	**Frequency**	**Chart**
Have you ever purchased a product directly after seeing it on Pinterest?		

	%	Freq
Yes	29%	91
No	72%	223

Only **29%** of respondents revealed that they purchased a product directly after seeing it on Pinterest, whereas a substantial 72% did not make an immediate purchase. This suggests that Pinterest is mainly a platform for **inspiration and discovery**, rather than a direct conversion channel.

3.10. Hypothesis testing

Table 16 below collectively shows the results of all five hypothesis.

Table 16 Results of Hypotheses Tests

Sr. No	Hypothesis	Test Used	Resultant value	Decision
	H_0: Trust and perceived value in Pinterest do not influence consumer purchase behaviour. H_1: Trust and perceived value in Pinterest influence consumer purchase behaviour.	Pearson Correlation	r = 0.797	The correlation coefficient indicates a strong positive relationship. Since the relationship is strong and positive, the Null Hypothesis is rejected, and it can be concluded that trust and perceived value significantly influence consumer purchase behaviour. Hence, the Alternative Hypothesis is supported.
	H_0: Social influence on Pinterest does not influence consumer purchase behaviour. H_1: Social influence on Pinterest positively influences consumer purchase behaviour.	Pearson Correlation	r = 0.785	The correlation shows a strong positive association between social influence and consumer purchase behaviour. Users purchase related actions are highly influenced by the content of others pins, recommendations, and trending content. Therefore, the Null Hypothesis is rejected. Hence, the Alternative Hypothesis is supported.
	H_0: User engagement with Pinterest content does not influence consumer purchase behaviour. H_1: User engagement with Pinterest content positively influences consumer purchase behaviour.	Pearson Correlation	r = 0.677	The correlation value indicates a moderate to strong positive relationship. Hence, the Null Hypothesis is rejected, indicating that higher engagement is associated with increased consumer purchase behaviour. Hence, the Alternative Hypothesis is supported.
	H_0: Brand image portrayed on Pinterest does not influence consumer purchase behaviour. H_1: Brand image portrayed on Pinterest positively influences consumer purchase behaviour.	Pearson Correlation	r = 0.772	A strong positive correlation exists between brand image and consumer purchase behaviour. If the brand image is more, the consumer's buying behaviour will also be more. Thus, the Null Hypothesis is rejected. Hence, the Alternative Hypothesis is supported.
	H_0: The use of Pinterest does not influence consumer purchase behaviour. H_1: The use of Pinterest positively influences	Pearson Correlation	r = 0.874	The correlation coefficient indicates a very strong positive relationship, the highest among all variables. Therefore, the Null Hypothesis is rejected, confirming the strong influence of Pinterest usage on consumer purchase behaviour. Hence, the Alternative Hypothesis is supported.

	consumer purchase behaviour.			

The correlation analysis overall shows that all the **independent variables**: trust and perceived value, social influence, user engagement and brand image along with use of Pinterest have **strong positive relationships** with consumer purchase behaviour. Out of these, use of Pinterest has the highest correlation, thus highlighting its pivotal role in directing consumer purchasing behaviour. Together, the results confirm the developed conceptual model and support the five hypotheses.

4. Findings

The results of the research indicate that there are several significant points in the usage of Pinterest and the impact it has on consumers. To begin with, Pinterest is mostly served as a source of inspiration and idea discovery. Most of the respondents said that they regularly browse the content and pin, and only some of the respondents described themselves as having direct shopping behaviors such as clicking on the products links or immediate buying.

Consumer purchase behaviour was identified to be in a strong positive relation with trust and perceived value. Shoppers who had either found Pinterest as an efficient and time-saving tool would be more inclined to consider the products found in it. The social influence did not go in vain, as lots of respondents replied that they were motivated to learn more about the products because of trending content, popular pins, and recommendations of influencers.

Purchase behaviour was positively correlated with user engagement, especially pin-saving and board-revisiting behavior during the consideration phase though there was a varied level of engagement intensity amongst users. The brand image displayed on Pinterest was determined to impact consumer attitudes with a greater interest being created by a perceived modern and appealing brand. The most positive relationship between consumer purchase behaviour was the one with Pinterest itself, although all other variables were also positively correlated with this behaviour. Nonetheless, although this was influential, the purchase conversion was quite low, implying that Pinterest assists in decision-making over making an immediate purchase.

Suggestions

According to the results, it is possible to provide some practical recommendations. The brands are to work on building trust by making sure that the information on the product made available via Pinterest is trustworthy and complies with the outside shopping sites. Consumer interest can also be reinforced by increasing perceived value by using informative material and content that is appealing to the eye.

Most of the Pinterest usage is inspirational and therefore the focus of the brands should be more on aspirational images and anecdotes rather than being too promotional. Social influence and authenticity can be reinforced through collaborations with influencers and promoting user-created content with the help of that collaboration. Further involvement in the form of boards and interactive pins can also make the brands remain attractive at the stage when the consumer considers it.

To enhance conversion, it might be helpful to make brands more integrated with shopping options of Pinterest, as clear call-to-action elements and the transitions to the purchasing systems. The combination of Pinterest strategies with other digital mediums would also prove to be beneficial in overcoming the inspiration to purchase gap.

5. Conclusion

The research concludes that Pinterest process has a lot of influence on consumer purchase behaviour due to a confluence of platform-related and psychological factors. There is a positive impact on shaping the consumer responses, with Pinterest usage turning out to be the strongest one. Meanwhile, according to the results, Pinterest proves to be a more efficient source of inspiration and discovery than a sales channel.

This study contributes to the existing body of knowledge about social commerce by incorporating several variables into one model and giving a particular insight into the role of Pinterest in the Indian setting. The research also provides viable implication on the marketers who want to come up with more effective strategies based on Pinterest. A possible area of future research is the behavioral data analysis to further analyze this study and the enhancement of the

examination of shifting consumer behaviour through longitudinal studies or comparison of Pinterest to other visual mediums.

Compliance with ethical standards

Disclosure of conflict of interest

There is no bias arising from funding sources, affiliations, or personal interests.

Statement of informed consent

Every participant was properly informed about the purpose, procedures, risks, and benefits of the study.

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