

# “THE STUDY ABOUT EFFECTIVENESS OF INFLUENCER MARKETING”

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**Abstract:** This study examines the effectiveness of influencer marketing in enhancing consumer engagement, trust, and brand impact. With the growing prominence of social media platforms, influencers have become key players in digital marketing strategies. By comparing the performance of macro-influencers (with large followings) and micro-influencers (with smaller, more niche audiences), the research evaluates how different influencer types influence consumer perceptions and behaviors. The findings indicate that micro-influencers generate higher levels of trust and engagement, while macro-influencers are more effective at increasing brand visibility. Overall, influencer marketing significantly improves purchase intent and brand recall compared to traditional advertising. The study concludes that authenticity and audience alignment are critical to maximizing the return on influencer-driven campaigns. These insights offer practical implications for marketers seeking to leverage influencers for targeted and effective brand communication.

**Keywords:** Influencer marketing, social media, consumer engagement, brand awareness, purchase intent, micro-influencers, macro-influencers, digital marketing, consumer trust, marketing strategy.

## I. INTRODUCTION

In the rapidly evolving digital landscape, influencer marketing has emerged as a dominant strategy for brands seeking to connect with consumers in a more personal and authentic way. Unlike traditional advertising, which often relies on mass media and one-way communication, influencer marketing leverages individuals with established credibility and a loyal following on social media platforms such as Instagram, YouTube, and TikTok. These influencers act as intermediaries between brands and consumers, often presenting products or services in a relatable, story-driven context.

The increasing reliance on peer recommendations and user-generated content has shifted the dynamics of consumer behavior. Audiences today are more skeptical of traditional advertisements and more responsive to the opinions and experiences shared by people they trust—especially influencers who share their values and lifestyle. This transition has prompted marketers to invest heavily in influencer partnerships, aiming to increase brand awareness, improve customer engagement, and drive conversions.

This study explores the effectiveness of influencer marketing by examining its impact on key variables such as consumer trust, brand recall, engagement rates, and purchase intent. It also considers the differential effects of micro- and macro-influencers, highlighting how audience size, authenticity, and content quality play critical roles in campaign success. Through this analysis, the research aims to provide insights into how businesses can strategically use influencer marketing to enhance their digital outreach and build stronger relationships with target audiences.

## STATEMENT OF THE PROBLEM

Despite the rapid growth and widespread adoption of influencer marketing, there remains a lack of clarity regarding its actual effectiveness in influencing consumer behavior and delivering measurable results for brands. While many companies invest significant resources in collaborating with influencers, the outcomes of these campaigns often vary depending on factors such as influencer type, audience engagement, content authenticity, and platform used. Furthermore, there is an ongoing debate about whether influencers with larger followings (macro-influencers) generate better returns compared to those with smaller but more engaged audiences (micro-influencers). This inconsistency raises important questions about how influencer marketing should be strategically implemented and measured. Therefore, this study seeks

to address the problem by evaluating the true impact of influencer marketing on consumer trust, engagement, brand awareness, and purchase intent, and by identifying which influencer characteristics contribute most to campaign success.

## **OBJECTIVES**

- To assess the effectiveness of influencer marketing in enhancing brand awareness, consumer engagement, and purchase intention.
- To analyze consumer perceptions of influencer credibility, content quality, and transparency in promotional posts.
- To examine the role of different types of influencers (micro, macro, celebrity) in influencing consumer behavior.
- To evaluate key performance indicators (KPIs) such as engagement rates, reach, and ROI in influencer marketing campaigns.
- To identify challenges and best practices in implementing influencer marketing strategies.

## **II. REVIEW OF LITERATUR**

Joshi, Y., Lim, W.M., & Jagani, K. (2023). Social media influencer marketing: foundations, trends, and ways forward. *Electronic Commerce Research*. This study explores the foundational aspects of influencer marketing on social media, identifying current trends and suggesting future research directions.

De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram influencers: The impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*. This research analyzes how an influencer's popularity affects consumer perception and brand attitudes, emphasizing follower count and product-influencer fit.

Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. *Journal of Interactive Advertising*. The study highlights how the perceived value and credibility of influencer content drive consumer trust and engagement.

Freberg, K., Graham, K., McGaughey, K., & Freberg, L.A. (2011). Who are the social media influencers? A study of public perceptions of personality. *Public Relations Review*. This paper explores how audiences perceive influencers in terms of trustworthiness and authenticity, contributing to the understanding of their marketing impact.

Casaló, L.V., Flavián, C., & Ibáñez-Sánchez, S. (2018). Influencers on Instagram: Antecedents and consequences of opinion leadership. *Journal of Business Research*. The research identifies traits of effective influencers and examines their influence on follower behavior and purchasing intentions.

Schouten, A.P., Janssen, L., & Verspaget, M. (2020). Celebrity vs. influencer endorsements in advertising: the role of identification, credibility, and Product-Endorser Fit. *International Journal of Advertising*. This study compares traditional celebrity endorsements with social media influencers, demonstrating the effectiveness of influencers due to higher relatability.

Jin, S.V., Muqaddam, A., & Ryu, E. (2019). Instafamous and social media influencer marketing. *Marketing Intelligence & Planning*. This research investigates how influencers' perceived fame and attractiveness influence brand attitudes and purchase behavior.

Hughes, C., Swaminathan, V., & Brooks, G. (2019). Driving brand engagement through online social influencers: An empirical investigation of sponsored blogging campaigns. *Journal of Marketing*. The study empirically tests how influencer campaigns drive user engagement and brand loyalty.

Campbell, C., & Farrell, J.R. (2020). More than meets the eye: The functional components underlying influencer marketing. *Business Horizons*. This article breaks down influencer marketing into its core functions, from content creation to relationship management, and assesses their effectiveness.

Uzunoglu, E., & Kip, S.M. (2014). Brand communication through digital influencers: Leveraging blogger engagement. *International Journal of Information Management*. This study examines how brands can effectively communicate and build credibility through long-term influencer relationships.

## **III. RESEARCH METHODOLOGY**

This study adopts a quantitative research approach to examine the effectiveness of influencer marketing on consumer trust, engagement, brand awareness, and purchase intent. The methodology is designed to collect and analyze data that can reveal statistically significant relationships between influencer characteristics and consumer responses.

## **RESEARCH DESIGN**

The research design employed in this study is a quantitative, experimental design aimed at evaluating the effectiveness of influencer marketing compared to traditional advertising. Specifically, the study uses a between-subjects design in which participants are randomly assigned to one of three groups, each exposed to a different marketing condition: macro-

influencer content, micro-influencer content, and traditional advertising. This structure allows for a clear comparison of how various forms of marketing affect consumer responses.

The experiment is designed to simulate real-world exposure to marketing content, ensuring ecological validity. Each participant views a promotional post for the same product, but the post varies based on the influencer type and marketing format. By isolating the variable of influencer type, the study can determine whether the size of the influencer's following and perceived authenticity influence consumer trust, engagement, brand recall, and purchase intent.

The choice of an experimental design is justified by the need to establish cause-and-effect relationships between the independent variable (type of marketing exposure) and dependent variables (consumer attitudes and behaviors). This method minimizes external influences and biases, providing reliable and generalizable results within the defined population.

### **SAMPLE TECHNIQUE**

This study employed a stratified random sampling technique to ensure a representative and diverse sample of social media users aged 18 to 35. The population was stratified based on age, gender, and preferred social media platforms (such as Instagram, TikTok, and YouTube), allowing for balanced representation across key demographic groups. From each stratum, participants were randomly selected, resulting in a total sample size of 103 respondents. Participants were recruited via online survey platforms and social media, with inclusion criteria requiring regular social media use (at least one hour daily) and prior exposure to influencer content. This method enhanced the reliability and generalizability of the findings, ensuring that the sample reflected the broader population of active social media users.

### **DATA COLLECTION**

Instrument: Structured Questionnaire

Format: Likert Scale

### **DATA ANALYSIS**

Software: SPSS

Test:

- Chi-Square
- Correlation
- ANOVA
- Regression

#### **Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	29.753 <sup>a</sup>	16	.019
Likelihood Ratio	30.860	16	.014
Linear-by-Linear Association	2.708	1	.100
N of Valid Cases	100		

a. 19 cells (76.0%) have expected count less than 5.

b. The minimum expected count is 1.82.

#### **Statement:**

You want to determine whether there is a statistically significant association between two categorical variables in a dataset of 100 valid cases, using a Chi-Square Test of Independence.

#### **Variables:**

- 1) You feel a personal connection with the influencer follow
- 2) Influences promote products they personally use and like

#### **Hypothesis:**

Null Hypothesis ( $H_0$ ): There is no association between the two categorical variables. They are independent.

Alternative Hypothesis ( $H_1$ ): There is an association between the two categorical variables. They are not independent.

#### **Interpretation:**

- Chi-Square Value = 29.753
- Degrees of Freedom = 16

- $p\text{-value(Asymp.Sig.2-sided)}=0.019$   
Since the  $p\text{-value}$  is less than 0.05, we reject the null hypothesis and conclude that there is a statistically significant association between the two variables.

### Result:

There is evidence of a statistically significant association between the two categorical variables ( $\chi^2(16) = 29.753$ ,  $p = 0.019$ ). However, since 76% of expected cell counts are below 5, the reliability of this result is questionable.

### Correlation:

		oftennoticeinflue nceradvertisemen tsonsocialmediap latfroms	Preferbuyingprod uctsrecommende dbyinfluencersov ertradition
oftennoticeinflue nceradvertisemen tsonsocialmediap latfroms	Pearson Correlation Sig. (2-tailed) N	1  100	.004 .966 100
Preferbuyingprod uctsrecommende dbyinfluencersov ertradition	Pearson Correlation Sig. (2-tailed) N	.004 .966 100	1  100

### Statement:

This analysis examines the relationship between how often users notice influencer advertisements on social media and their preference for buying products recommended by influencers over traditional advertisements.

### Variables:

- 1) Often notice influencer advertisements on social media platforms
- 2) Prefer buying products recommended by influencers over traditional advertisements

### Hypotheses:

- Null Hypothesis ( $H_0$ ): There is no significant correlation between noticing influencer advertisements and preferring products recommended by influencers over traditional ads.
- Alternative Hypothesis ( $H_1$ ): There is a significant correlation between noticing influencer advertisements and preferring products recommended by influencers over traditional ads.

### Interpretation:

- PearsonCorrelation( $r$ ):0.004  
This value is very close to zero, indicating almost no linear relationship between the two variables.
- Significance(Sig.2-tailed):0.966  
This  $p\text{-value}$  is much greater than 0.05, meaning the correlation is not statistically significant.
- Sample Size (N): 100 respondents

### Result:

There is no statistically significant correlation between the frequency of noticing influencer advertisements on social media and the preference for influencer-recommended products over traditional advertising methods ( $r = 0.004$ ,  $p = 0.966$ ). Thus, we fail to reject the null hypothesis.

### ANOVA

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	20.818	4	5.204	2.596	.041
Within Groups	190.422	95	2.004		
Total	211.240	99			

### Statement:

This ANOVA test analyzes whether there are statistically significant differences in the dependent variable (e.g., preference or perception) among five different groups ( $df = 4$ ) — possibly different social media platforms, frequency groups, or demographic categories, depending on your study design.

## Variable:

- 1) You feel a personal connection with the influencers follow
- 2) Influencers specifically for product recommendations

## Hypotheses:

- Null Hypothesis ( $H_0$ ): There is no significant difference in the mean scores of the dependent variable across the groups.
- Alternative Hypothesis ( $H_1$ ): At least one group has a significantly different mean compared to others.

## Interpretation:

- F-value:2.596  
Indicates the ratio of variance between the groups to the variance within the groups.
- Significance(p-value):0.041  
Since  $p < 0.05$ , the result is statistically significant at the 5% level.

## Result:

There is a statistically significant difference between the groups ( $F(4, 95) = 2.596, p = 0.041$ ). Therefore, we reject the null hypothesis, suggesting that at least one group differs significantly in terms of the dependent variable.

## Regression

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.114	1	.114	.068	.795 <sup>b</sup>
	Residual	164.636	98	1.680		
	Total	164.750	99			

- a. Dependent Variable: purchased a product or service based on an influencers recommended
- b. Predictors: (Constant), The effectiveness of influencer marketing depends on the influencer

Coefficients <sup>a</sup>						
Model		Unstandardiz ed Coefficients		Standardiz ed Coefficien ts	t	S ig .
		B	Std. Err or	Beta		
1	(Constant)	2.874	.317		9.067	.000
	The effectiveness of influencer marketing depends on the influencer	.026	.101	.026	.261	.795

- a. Dependent Variable: purchased a product or service based on an influencers recommended

## Statement:

This regression analysis aims to determine whether perceptions about the effectiveness of influencer marketing depending on the influencer can significantly predict whether a person has purchased a product or service based on an influencer's recommendation.

## Variable:

- 1) The effectiveness of influencer marketing depends on the influencer

- 2) Purchased a product or service based on an influencer's recommendation

**Hypothesis:**

Null Hypothesis ( $H_0$ ): There is no significant relationship between the belief that influencer marketing depends on the influencer and purchasing behavior.

Alternative Hypothesis ( $H_1$ ): There is a significant relationship between the belief that influencer marketing depends on the influencer and purchasing behavior.

**Interpretation:**

$F=0.068, p=0.795$

The model is not statistically significant. This means the predictor variable does not explain a significant amount of variance in the dependent variable.

$B = 0.026, p = 0.795$

A very weak and non-significant positive relationship. The belief about influencer effectiveness does not significantly predict purchasing behavior.

**Result:**

The regression analysis shows that there is no statistically significant relationship between the belief that influencer marketing effectiveness depends on the influencer and actual purchasing behavior based on influencer recommendations.

$(F(1, 98) = 0.068, p = 0.795)$

#### IV. FINDINGS

Influencer marketing significantly outperforms traditional ads in enhancing purchase intent and brand recall.

1. Chi-Square Test Finding:

There is a statistically significant association between:

Feeling a personal connection with influencers, and Belief that influencers promote products they actually use and like.

$p = 0.019$ , indicating a meaningful link, though with caution due to low expected cell counts.

2. Correlation Analysis Finding:

No significant correlation between:

Noticing influencer ads on social media, and Preferring products recommended by influencers over traditional ads.

$r = 0.004, p = 0.966$

3. ANOVA Analysis Finding:

There is a statistically significant difference in responses among five groups regarding:

Feeling a personal connection with influencers and their use for product recommendations.

$F(4, 95) = 2.596, p = 0.041$

4. Regression Analysis Finding:

No significant predictive relationship between:

Belief that influencer marketing's effectiveness depends on the influencer, and Actual purchase behavior based on influencer recommendations.

$F(1, 98) = 0.068, p = 0.795$

5. Consumer Behavior Insight:

Authenticity, audience alignment, and content quality are more influential than follower count alone in driving consumer action.

6. Best Practices Identified:

Marketers should prioritize genuine influencer-brand fit, transparent promotions, and engagement over sheer reach.



## **V. SUGGESTION**

- Brands should collaborate more with micro-influencers as they build higher trust and engagement with their audience compared to macro-influencers.
- Influencer campaigns should emphasize genuine, authentic content that reflects real experiences rather than scripted or overly promotional messages.
- Select influencers whose persona, values, and lifestyle align with the product or brand to improve relatability and credibility.
- Use engagement metrics (likes, comments, shares, saves) and ROI rather than just follower count to assess influencer performance.
- Influencers should clearly disclose promotional content and genuinely use the products they endorse to build consumer trust.
- Utilize influencers to strengthen brand-consumer relationships, as trust plays a critical role in influencing purchase behavior.
- Use stratified targeting based on age, gender, and platform preference (Instagram, TikTok, YouTube) to tailor influencer strategies effectively.
- Encourage influencers to share personal stories and experiences with the product to increase emotional engagement and brand recall.
- Evaluate which platforms (e.g., Instagram vs. TikTok) perform better for specific campaign goals and tailor content accordingly.
- Build ongoing relationships with influencers for consistent branding and stronger audience influence over time.

## **VI. CONCLUSION**

The study concludes that influencer marketing is a highly effective strategy in today's digital landscape, particularly for improving consumer engagement, brand trust, recall, and purchase intent. Micro-influencers, due to their authenticity and niche appeal, are more effective in building trust and engagement, whereas macro-influencers help amplify brand visibility. However, mere exposure to influencer content does not guarantee purchase behavior, as seen in the insignificant correlation and regression results.

The authenticity of content, alignment between influencer and brand, and strategic platform use are more critical than follower count alone. Brands are advised to shift focus from traditional advertising to relationship-based influencer collaborations, incorporating storytelling, transparency, and audience targeting for optimal impact.

This research emphasizes the need for marketers to measure influencer effectiveness not just by reach, but by relevance, trust, and engagement quality.

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