

Role Of Social Media Influencers In Shaping Consumer Buying Behaviour In Digital Marketplace

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ABSTRACT

Influencer marketing has become an influential promotional tool in the digital ecosystem and has a major influence on consumer perceptions and buying behaviour. This paper attempts to explain how influencer marketing influences the decision of consumers and what elements contribute significantly to the success of such campaigns. The study also provides a complete picture of the existing trends, consumer preferences, and the growth pattern of the industry using the secondary sources that are accessed through the Statista 2023 and the EY State of Influencer Marketing in India Report 2024, as well as the existing academic literature. The results indicate that the platforms, like Instagram and YouTube, with the highest engagement rates among consumers involve visually rich and interactive contents. Sectors such as lifestyle, fashion, and beauty are still on the centre stage of the influence of influencers' growth. The review also marks out key determinants such as content authenticity, platform selection, influencer credibility and audience congruency have a substantial influence on the results of the campaign. On the whole, the paper highlights the changing role of influencer marketing in modern digital strategy and its influence on consumer behaviour.

Keywords: Influencer Marketing, Digital landscape, Consumer Behaviour, Purchase decision

[1] INTRODUCTION

Influencer marketing is a new and important trend in the advertising sector in India. With the evolution of the digitalization era, brands are paying increased attention to famous influencers who can draw the attention of online audiences. According to Brown and Hayes (2008) influencer marketing refers to the act where individuals with a large number of followers in their social media use their status and reputation to market goods or services to their followers by exploiting the credibility and trust that they have towards them.

The marketing strategy takes advantage of social proof as a psychological phenomenon where people identify themselves with the actions of other people in order to make rational decisions (Cialdini, 2001).

The emergence of influencers on such platforms as Instagram, YouTube, and Tik Tok has made the role of influencers even more widespread, turning into a paradigm shift in the way in which brands reach their target audiences (Gretzel, 2018). It is important to note that influencers are both brand advocates and advisors, and they end up filling the gap between marketers and consumers (Freberg et al., 2011). Research has shown that almost 49 percent of the consumers use the advice of influencers to make buying choices (Statista, 2023), which underscores the enormous impact of such a strategy.

The effectiveness of influencer marketing is, however, determined by a number of factors, including the quality of content, the reactions of audience, and the perceived fit between the influencer and the brand (Colliander & Dahlén, 2011). The high engagement rates are normally a sign of trust and alignment, which is essential to success of the campaign (De Veirman et al., 2017). Additionally, micro-influencers, who have smaller but more engaged audiences, have become major players, and in many cases, do better in niche markets than their macro counterparts (Khamis et al., 2017).

Influencer marketing has its challenges, even though it does not deny its benefits. Moral issues related to the issue of undisclosed sponsorships have raised the question of transparency and credibility (Boerman et al., 2017). Also, being oversaturated with branded content will pose a threat of losing consumers and reducing the perceived authenticity of influencers (Campbell & Farrell, 2020). To counter this, government agencies

like the Federal Trade Commission (FTC) have issued regulations that require the disclosure of sponsored content to be clear (FTC, 2023).

Recent studies highlight that even though there are no better ways to ensure brand exposure than through influencer marketing, its effectiveness depends on the strategic implementation applied based on the ever-changing interests on digital consumers (Hudders et al., 2021). The use of user-generated content (UGC) and interactive content types, including live streaming, has also enriched influencer campaigns and made them more immersive, encouraging consumer loyalty (Phua et al., 2017).

The aim of this review paper is to analyse the role of influencer marketing in consumer decision-making, identify its determinants and future trends. This research offers practical information to marketers by synthesizing the material in the existing bodies of work.

[2] LITERATURE REVIEW

The growing influencer marketing industry has attracted a considerable amount of scholarly and practitioner attention and the changing influence it has had on consumer behaviour and brand interaction. Some of the early studies by (Brown & Hayes, 2008) indicated the background to influencer marketing and defined influencers as people who are competent in influencing opinions and buying behaviour because they are perceived to be knowledgeable and genuine. The efficiency of influencers in influencing consumer decisions is further supported by the psychological basis of social proof as further investigated by Cialdini (2001). Instagram and Tik Tok are among the platforms that transformed the influencer marketing dynamics during the last few years, allowing the brands to target larger audiences with personalized content (Gretzel, 2018).

One of the most important factors to the success of influencer marketing is the alignment of the persona to the identity of the brand. According to De Veirman et al. (2017), the perceived authenticity and the alignment with brand values contribute a lot to consumer trust and engagement. Likewise, (Khamis et al. 2017) stress the high potential of micro-influencers, who, even though they have a smaller following, tend to have higher engagement rates and stronger links with niche audiences. Another element that has been named as having a significant effect on campaign results is the quality of content, in terms of visual attractiveness and informational quality (Colliander & Dahlén, 2011).

The impact of influencer marketing has increased by the integration of the user-generated content (UGC) and interactive formats. According to Phua et al. (2017), this type of format creates a sense of community and co-creation and enhances consumer loyalty and brand advocacy. Besides, the live streaming and real-time communications are now potent means of increasing the authenticity and relatability of influencer campaigns (Hudders et al., 2021). But the issue of sponsored overcrowding is also the matter of concern because consumers are beginning to doubt the genuineness of endorsements (Campbell and Farrell 2020).

The influencer marketing discussion has focused on ethical concerns, especially the need to reveal sponsorships. Boerman et al. (2017) stated that transparency is crucial in keeping consumers trustful, which is also reflected in the regulatory policies by the Federal Trade Commission (FTC, 2023). These will require transparent publicity of paid partnerships, as an issue is how to counter the problem of deceit and misinformation.

Marketing influence has also been a subject of focus in literature when determining its effectiveness. The most common metrics to gauge the success of a campaign include engagement rates, conversion rates, and the return on investment (Statista, 2023). Nevertheless, researchers are going in the direction of a more sophisticated approach that takes into account brand equity and consumer loyalty in the long-term (Freberg et al., 2011). Sentiment analysis and artificial intelligence (AI) as the means of assessing the influence of influencer campaigns is a prospective field of interest, and it opens up a new opportunity to make decisions based on data (Gretzel, 2018).

The research that may be pursued in the future based on the identified literature is the study of cultural and demographical differences in the effectiveness of influencer marketing. According to Hudders et al. (2021), the reaction of consumers to influencers can be very different in different regions and cultural contexts and require local approaches. Also, the interaction of influencer marketing and new technologies allows promising opportunities to establish immersive consumer experiences, namely augmented reality (AR) and virtual reality (VR) (Phua et al., 2017).

Overall, the literature that we reviewed indicates that influencer marketing is a dynamic and multifaceted tool that has the potential to become the strategic asset of the digital age brand. Although the field has achieved a lot, the challenges that are associated with authenticity, transparency and measurement still require more research to ensure that it maximizes its effect on consumer decision-making.

[3] RESEARCH OBJECTIVE

To understand the essence of influencer marketing in a more in-depth way, the study aims to **achieve** the following objectives:

- Discuss the impact that influencer marketing has on consumer decision making based on available literature.

- **Identify** the determinants that are the most important when analysing influencer marketing campaigns based on available literature.
- **To know the future trends in the area of influencer marketing.**

[4] RESEARCH METHODOLOGY

The main objective of the paper is to discuss the role of influencer marketing on consumer purchase decision, **identify the determinants** as well as determining future trends of influencer marketing. For this purpose, secondary data has been used as the study base to obtain a holistic insight on influencer marketing. The secondary source of data mainly includes articles, journals and books addressing influencer marketing. Furthermore, the quantitative information from other sources, such as Statista, EY State of influencer marketing in India report 2023 were included to know the various aspects of influencer marketing during 2023.

[5] ANALYSIS AND DISCUSSION

5.1 The Role of Influencers in Driving Consumer Behaviour

Influencers on social media **plays significant role in driving consumer behaviour** as they are the mediators between brands and consumers. They do not just market their products or services but they serve as likable and credible persons who influence consumer attitudes, behaviours and brand value perceptions. Trust and credibility are established by influencers by means of constant interaction and true self-representation, which promotes consumer readiness to make their recommendations (Lou and Yuan, 2019). Their capacity to build strong stories, visual imagery and customization of the stories allow brands to establish emotional response with their target audiences.

Moreover, influencers also help to increase engagement and reach through the use of platform algorithms, trends, and interactive content like reels, stories, and live sessions, which enhance the visibility of the message and can result in participatory engagement (Casaló et al., 2020). Their capabilities in market segmentation and targeting enable the brands to touch micro-communities with shared interests, enhancing the effectiveness of a campaign and decreasing wastage of advertising (Schouten et al., 2020). One of the other functions of influencers is the role of consumer guide, which includes reviews, comparisons, tutorials, and first-hand experiences that enable the customer to make informed buying decisions (Djafarova and Rushworth, 2017).

The success of influencers is mostly based on the fact that they are relatable, experts, and create entertaining content that appeals to the followers (Abidin, 2016). It is a feeling of social connectedness and apparent intimacy, which is known as parasocial interaction, which increases consumer trust and brand loyalty (Labrecque, 2014). The unique relationship influencers have with their followers offers them the capacity to impact their buying behavior, enhance brand attitude, and create product awareness particularly when their content resonates with consumer values and lifestyles (De Veirman et al., 2017; Sokolova and Kefi, 2020). Thus, the role of influencers is not only that of a promoter but a cultural mediator, which is engaged in the process of forming digital consumer culture and market relations.

5.2 The Impact of Different Influencer Marketing Platform on Consumer Behaviour

Influencer marketing can be evaluated by assessing consumer behaviour in three major indicators such as its engagement rates, conversion rates and consumer trust. The research always indicates that influencer marketing has the ability **to impact** consumer purchasing behaviour. Statista (2023), report revealed that 49% of consumers use the recommendations of influencers in making their purchasing decisions.

Table 1- Impact of Different Influencer Marketing Platform

Source- Statista, 2023	
Platform	Influence on Purchase Decision (%)
Instagram	45%
YouTube	25%
Twitter	20%
others	10%

Table 1 brings out the role of various platforms in the consumer purchasing behaviors. *Instagram* is the leader, and 45% of its users said that they were affected by recommendations made by influencers on the platform and buy certain things. *YouTube* comes in second with 25% particularly in long-form content such as product review or tutorial. It is interesting to observe that Twitter gives a lower impact of 20%, indicating that the platform is less effective in terms of purchase decisions than more visual and long-form formats even though there are influencers working there.

5.3 Consumer Trust in Sponsored Content

The transparency of sponsored material greatly influences the consumer trust. A study by Boerman et al. (2017) has found that consumers will trust the content more when influencers disclose their paid content.

Table 2- Consumer Trust in Sponsored Content

Source- Statista, 2023

Transparency Level	Trust in Sponsored Content (%)
Clear Disclosure (FTC Guidelines)	75%
No Disclosure	40%
Mixed Disclosure	50%

The table 2 named Consumer Trust in Sponsored Content demonstrates that the transparent and straightforward sponsorships disclosure will result in much greater confidence in the content. When influencers *clearly disclose* that a post is sponsored (as per FTC guidelines), it leads to a 75% trust level, which implies that the honesty is the most important to keep consumer confidence. Conversely, *no disclosure* leads to the decrease of consumer trust to 40%, which points to the necessity of the ethical framework in the sphere of influencer marketing. *Mixed disclosure* lies in between, at 50%, implying that consumers are increasingly conscious of ambiguous practices and desire full disclosure.

5.4 Leading Influencers in India in 2023

Table 3- Leading influencers in India

Source- Statista, 2023

Leading Influencer	Engagement Rate
Shreya Lenka	44%
Meenakshi Dileep & Kartik Wadhwa	40%
Others	16%

Table 3 labelled as leading influencers in India shows top influencers in India in 2023 and indicates their respective engagement rates, which depict the consumer trust and consumption of sponsored content. Statista (2023) **report** states that the engagement rate was the highest with *Shreya Lenka* at 44% suggesting that she has ability to connect with audiences on social media. *Meenakshi Dileep* and *Kartik Wadhwa* had close behind them with a joint engagement rate of 40% showing their increased influence and trustworthiness among follower. *Others category* takes up 16 % of the overall digital interactions, as a category of other emerging influencers with a lower impact compared to others.

5.5 Most preferred types of content by consumers in 2023

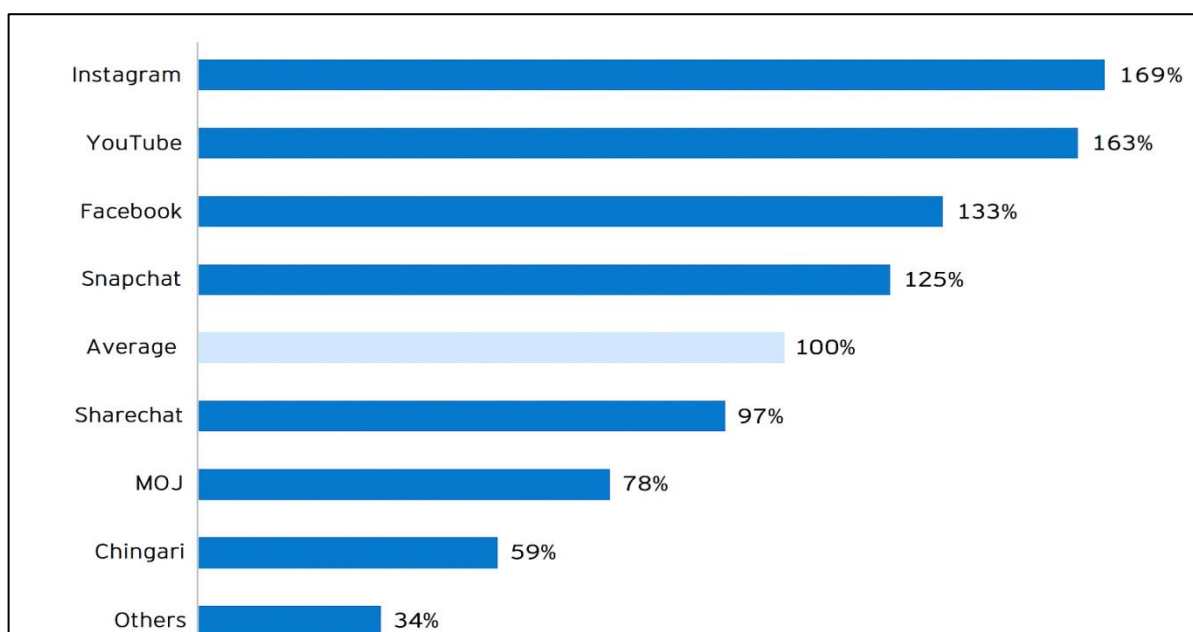


Figure 1- Most preferred types of content by consumers
Source- EY State of influencer marketing in India report 2023

The figure 1 representing Most preferred types of content by consumers shows the most desirable social media platforms to watch the influencer-led content in 2023, which is mentioned in the study EY State of Influencer Marketing in India 2023. The statistics show that the leading platform is *Instagram*, as the consumption preference score is 169% indicating the high visual quality, the use of short-form videos, and the high level of engagement. *YouTube* comes second with 163% fuelled by the long-form content, in-depth reviews and increasing popularity of video-based learning and entertainment. *Facebook* 133% and *Snapchat* 125% are also still pertinent meaning that a wide range of age lines continue to depend on the platforms to get creator-led content. The *average* in the industry is 100%, which may be used as a standard to judge the results of platforms. Below this average are *Sharechat* (97%), *MOJ* (78%), and *Chingari* (59%), which, although they are popular apps in the region and short video apps, have a lower content preference of influencers. The *Other category*, with 34%, emphasizes the fact that alternative platforms are also present, but their role in the consumption of the content by the influencers is minimal. In general, we can say that mainstream and visually rich channels remain on the forefront of consumer preferences and influence the strategy of influencer marketing in India.

In India, the type of content that is most liked by consumer is Instagram Reels and YouTube Shorts in 2023.

5.6 Key Determinants of Successful Influencer Marketing Campaign

The success of the influencer marketing campaign depends on a variety of factors that are determined in the literature:

Influencer-Brand Congruence: Influencers have a higher chance to succeed in their campaigns when their values align to a message of a brand.

Audience Engagement: The greater the audience interaction, greater the trust and likelihood to purchase.

Content Quality: Visually appealing, authentic content increases the likelihood of consumer action.

5.7 Comparison of Average Engagement Rate and Campaign ROI

Table 4- Comparison table of Average Engagement Rate and Campaign ROI

Source- Statista, 2023

Influencer Type	Average Engagement Rate (%)	Campaign ROI
Macro Influencer (1M+)	2.50%	High Brand Visibility
Micro Influencer (10K-100K)	6.00%	High Niche ROI
Nano Influencer (<10K)	8.50%	Moderate ROI

In table 4, the engagement rate and campaign ROI of the various kinds of influencers is compared. The average engagement rate 8.5%, is the highest for *nano-influencers* who have less than 10K followers. Although they have limited reach, they engage more because their personal relationship with their followers is greater. *Micro-influencers* (10K-100K followers) have an engagement rate of 6%, and it provides a great level of engagement and niche-focused marketing, which has high ROI. *Macro-influencers* (1M+ followers) on the other hand have a lower engagement rate 2.5%, but their reach is large therefore leading to high overall campaign ROI due to mass-market brands (De Veirman, M., et al., 2017).

5.8 Future Trend in Influencer Marketing



Figure 2- Future Trend in Influencer Marketing

Source- EY State of influencer marketing in India report 2023

The figure 2 shows the main areas in which the future of influencer marketing in India will be growing as indicated in the report of EY State of Influencer Marketing in India Report 2023. The donut chart indicates that the biggest contributor will be the *lifestyle sector*, which is projected to contribute 39%, owing to the growing consumer interest in wellness, travel, fitness and daily living content that will appeal to wide groups. The category of *fashion* remains a powerful and well-performing one, at 26%, with brands seeking out creators to collaborate with on trend promotion, product showcases, and styling inspiration. The *beauty industry* is the most contributing industry with a growth of 15% as a result of the perpetual popularity of makeup tutorials, skin-care routines, and product reviews influencing consumer decisions to buy products. The 20% is in *other emerging markets* including gaming, food, finance, parenting and also technology meaning that influencer marketing has become diversified to other non-traditional lifestyle markets. Altogether, this figure demonstrates that lifestyle and fashion will not give up their top positions, but the niche content segments are actively expanding, which means that the sphere of influencers is becoming more diverse and diverse in the future. To conclude, we can say that the fashion, beauty, and leisure industries will continue to promote the development of influencer marketing in India.

[6] CONCLUSION

This paper has looked at how influencer marketing can be used to shape consumer behavior and what factors should be considered as the determinants of the **successful** influencer-based campaigns. The secondary data analysis based on the findings provided by Statista and the report entitled State of Influencer Marketing in India Report 2023 provided by EY, along with the existing literature, allows drawing a conclusion about the increasing role of influencers as authoritative speakers and cultural mediators in the online market. They can influence the consumer perceptions, shape buying behaviours, and build brand loyalty due to the capacity to establish trust, develop relatable stories, and ensure constant attention.

Results indicate that platform dynamics play an important role in influencer marketing. During 2023, Instagram and YouTube became the most effective platforms that affect intention to purchase the product based on their visual effects and short-video. Furthermore, Openness regarding sponsored material (especially explicit announcement of paid collaborations) plays significant role in building consumer confidence. The data also showed that nano and micro influencers have a greater rate of interaction than macro-influencers, which means that authenticity and intimacy with the audience matter more than the number of followers.

Other important influencer marketing campaign success determinants that were identified during the study were influencer–brand congruence, content quality, and audience engagement. In the case when the values of the influencers are similar to those of the brand, and in the case when the content is natural, visually attractive, and related to the niches, the campaign results are improved greatly. Besides, the trends projected in the EY report next will imply that the doctrines of lifestyle, fashion, and beauty will keep prevailing in the influencer marketing industry, whereas there are new categories with growing consumer interests, including gaming, finances, and parenting.

Overall, the result confirms that influencer marketing has become a strategic, data-driven practice that **act as** essential factor in the formation of digital consumer behavior. Its effectiveness will require genuineness, confidence, choice of platform, and audience relevance. As the influencer ecosystem is continuously growing in India, the approach adopted by the brands should be much more subtle in terms of focus on the transparency, meaningful partnerships, and content that should evolve alongside the new consumer values. This study can be helpful to further comprehend the nature of influencer marketing and provide a basis for continued studies on the topic, aiming to determine its long-term effects on consumer decision-making and digital marketing strategies.

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