

Major Research Project

A study on the Effectiveness of Social Media Influencers in Brand Promotion

Submitted By

Divyam Sumeet Sharma

2K22/DMBA/41

Under the Guidance of

Dr. Shikha N Khera

Assistant Professor



DELHI SCHOOL OF MANAGEMENT

DELHI TECHNOLOGICAL UNIVERSITY

Bawana Road, Delhi – 110042

CERTIFICATE

This is to certify that Divyam Sumeet Sharma 2K22/DMBA/41 has submitted the Major research project on titled **Evaluating the Effectiveness of Social Media Influencers in Brand Promotion** in partial fulfillment of the requirements for the award of the degree of Master of Business Administration (MBA) from Delhi School of Management, Delhi Technological University, New Delhi during the academic year 2023-24.

Dr. Shikha N Khera
Associate Professor

Dr. Saurabh Aggarwal
Head of Department

DECLARATION

I hereby declare that the work titled '**Evaluating the Effectiveness of Social Media Influencers in Brand Promotion**' as part of Marketing Research as the Major Research Project for 4th Semester in MBA (DSM, DTU) under the guidance of Dr.Sikha N Khera is my original work to the best of my knowledge and has not been submitted anywhere else.

The report has been written by me in my own words and not copied from elsewhere. Anything that appears in this report which is not original has been duly and appropriately referred/ cited/ acknowledged.

Divyam Sumeet Sharma (2K22/DMBA/41)

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EXECUTIVE SUMMARY

Social media influencers have enormous effect over customer behavior and brand perceptions in today's quickly changing digital ecosystem. This executive summary offers a synopsis of a thorough investigation that sought to determine the efficacy of social media influencers in promoting brands, highlighting their significance and ramifications for modern marketing tactics.

The report acknowledges the critical role that social media influencers play in driving brand advocacy and engagement in the digital era. Influencers have the rare capacity to build deep relationships with their followers and mold their opinions about endorsed products by utilizing their relatability, sincerity, and knowledge. It is imperative for organizations to comprehend the mechanisms by which influencers impact customer behavior in order to properly traverse the intricate landscape of influencer marketing.

The research attempts to provide important new insights into the elements influencing influencer marketing campaigns' performance through a methodical analysis of influencer-brand connections. The study aims to determine the critical factors that determine successful influencer-brand collaborations and their effects on brand performance indicators. These factors include influencer reputation, content relevancy, audience engagement, and brand alignment.

Furthermore, the research aims to assess the perceived worth and return on investment (ROI) of influencer marketing from the viewpoints of influencers and brands. Through the measurement of concrete results from influencer partnerships, including brand recognition, outreach, interaction, and conversion rates, the study seeks to offer marketers practical advice for enhancing their influencer marketing plans and boosting return on investment.

Apart from offering empirical support and pragmatic suggestions, the research study additionally advances theoretical understanding in the domain of influencer marketing.

Through a comprehensive analysis of scholarly works, industry publications, and empirical investigations, the research enhances our comprehension of the changing nature of influencer-brand partnerships and the consequences for marketing theory and application.

The executive summary concludes by highlighting how important it is to assess social media influencers' efficacy in brand promotion in order to inform strategic decision-making and improve marketing results in the digital age. The research study has the ability to further our understanding of influencer marketing and enable brands to fully utilize influencer partnerships to achieve their marketing goals.

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1. INTRODUCTION

1.1. Background

People with a sizable following, authority, and reputation on one or more social media platforms are known as social media influencers. Their knowledge, sincerity, or relatability in a certain field or business allows them to have an impact on the beliefs, attitudes, and actions of those who follow them. On social media sites like Instagram, YouTube, TikTok, Twitter, or Facebook, social media influencers usually have a sizable fan base. By liking, commenting, sharing, and interacting directly with the influencer's content, these followers actively connect with it. Influencers are skilled at producing interesting and well-written material that appeals to their target audience. To establish a genuine connection with their fans, they use a variety of mediums, including images, videos, tales, live broadcasts, and captions. Influencers frequently focus on one specialization or field.

They build rapport and trust with their audience by sharing personal tales, insights, and advice in an authentic and approachable way. Influencers reply to messages, comments, and questions from their followers in an effort to actively interact with them. They instill a feeling of belonging and community in their audience, which gives their followers a sense of worth and appreciation. Influencers on social media have the ability to change the attitudes, actions, and purchases of customers. Sales, brand visibility, and impression can all be greatly impacted by their suggestions, endorsements, and product placements.

Influencers on social media come in various forms:

Mega-Influencers are prominent personalities or celebrities with enormous fan bases that number in the millions; Macro-Influencers: individuals with substantial fan bases that span from hundreds of thousands to millions; Micro-Influencers: individuals with modest but extremely active fan bases, usually between tens of thousands and one hundred thousand; The smallest following size is that of nano-influencers, who typically have a few hundred to a few thousand followers.

Through showcasing items or services to their followers, influencers can improve brand awareness and exposure, hence amplifying brand visibility and reach.

They can encourage reciprocal connection between brands and their audience, opening doors for brands to have deep and meaningful conversations with prospective clients. Their recommendations are frequently regarded by their followers as being more genuine and reliable than traditional advertising, which raises company reputation and trust levels. Influencers have the power to affect consumers' purchase decisions by endorsing, reviewing, and recommending products that align with the tastes and interests of their audience. The advent of social media platforms has brought about a revolution in traditional advertising approaches in today's dynamic marketing landscape. This has ushered in a new era when social media influencers hold a dominant position. These people have become key players in brand promotion campaigns across a range of businesses because they frequently have substantial followings and a talent for creating interesting content.

In order to provide a thorough understanding of social media influencers' role in influencing customer attitudes and behaviors, this research study aims to investigate the efficacy of these influencers in brand promotion activities. Fundamentally, the goal of this research is to investigate the complex dynamics of influencer-brand interactions and how they affect digital marketing techniques.

The study's primary focus is on how influencer partnerships affect consumers' interactions with brands and create brand affinity for their goods and services. This study aims to provide insight on the mechanisms by which influencers support consumer advocacy and brand loyalty by analyzing the interactions that occur between influencers and their followers as well as the impact of branded material.

By examining elements such as transparency, disclosure practices, and the alignment of influencer values with brand identity, this research aims to elucidate the nuances of trust-building in influencer marketing.

Finding out how influencer relationships impact consumers' purchasing intents and decision-making processes is another objective of this research endeavor. By analyzing the impact of influencers on consumer attitudes toward brands and products as well as their propensity to turn curiosity into action, this study aims to provide light on the tangible outcomes of influencer marketing initiatives.

This study not only examines the qualitative aspects of influencer marketing efficacy but also

seeks to address methodological challenges related to measurement metrics and return on investment (ROI). By identifying best practices for assessing the ROI of influencer marketing initiatives and measuring key performance indicators (KPIs) such as reach, engagement, and conversion rates, this study aims to provide marketers with actionable insights for optimizing their influencer strategies.

All things considered, the goal of this study project is to make a positive impact on marketing theory as well as provide useful advice for practitioners attempting to understand the intricacies of influencer marketing. Through providing a sophisticated comprehension of social media influencers' function in brand endorsement, this research endeavors to enable brands to fully leverage influencer partnerships to accomplish their marketing goals in the digital age.

1.2. Problem Statement

Influencer marketing has become a potent instrument in the new marketing environment brought about by the rise of social media. Although brands use influencers to market their products and reach target audiences, there is disagreement on how beneficial this tactic is. Customers can encounter phony testimonials or find it difficult to distinguish between paid advertisements and sincere recommendations. Furthermore, it is unclear how influencer marketing actually affects consumer choice, brand awareness, and perception in general. The ambiguity surrounding the efficacy and moral implications of influencer marketing is a

problem for companies as well as customers. While customers demand transparency and an in-depth comprehension of the ways in which influencer marketing can be effectively employed to achieve marketing objectives,

RQ1: Does brand promotion change as a result of influencers' honesty during brand endorsement?

RQ2: Does social media awareness among consumers impact brand promotion?

RQ3: Does the way in which social media influencers promote a brand impact that perception?

RQ4: Does brand promotion benefit from the legitimacy of social media influencers?

RQ5: Does the brand's promotion change depending on how genuine the social media influencers are pushing it?

RQ6: How does customer interaction with influencer content impact brand promotion?

1.3. Objectives of the Study

The objectives of the study were:

1. To find out how social media influencers affect how consumers view brands.
2. The aim of this purpose is to identify the fundamental elements that either make influencer marketing campaigns successful or unsuccessful.

1.4. Scope of Study

The study will focus on the following:

1. Because influencer marketing is common on prominent social media sites like Instagram, YouTube, TikTok, and Twitter, these platforms will be the main focus of the study.
2. The research will look at a range of social media influencer categories, such as mega-, macro-, micro-, and nano-influencers.

3. Using a mixed-methods approach, the study will provide a thorough knowledge of the efficacy of influencer marketing by integrating quantitative analysis and qualitative insights.

2. LITERATURE REVIEW

Concept of Social Media Influencers Millions of people follow influencers on social media sites like YouTube and Instagram due to the material they produce and curate on a given topic (Chapple & Cownie 2017; Mediakix 2017). Some viewpoints contend that social media influencers (SMIs) are nothing more than competitors and may even harbor animosity toward a business or brand (Gorry & Westbrook, 2009). On the other hand, some people think that collaborating with SMIs can increase brand awareness and sales. The significance of influencer marketing and the mechanisms underpinning influencers' impact on customers' views of firms are being explored in a growing number of academic research.

For instance, research by Lee and Watkins (2016) demonstrates that vloggers have a big impact on viewers' intentions to purchase the (luxury) brands they feature in their videos. A brand's primary point of interaction with its target audience is through influencers. According to Freberg (2010), brands depend heavily on the success of social media influencers, and technology has been created to identify and monitor this impact. This technology allows one to keep an eye on the hits, shares, likes, comments, and followers of a blog. These components are necessary for a social media influencer to succeed, claims Freberg (2010).

According to Ledbetter (2017), "when one person tries to convince another to do something, it starts a chain reaction that can change the nature of their relationship." Buyer (2016) said on how the success of the influencer marketing phenomena is partly due to the transparency and honesty of influencers with their customers, which in turn leads to their high social clout and reputation (Ledbetter, 2017). Unlike traditional marketing, which often aims to reach a large number of people, influencers can target certain demographic niches that would otherwise be unavailable (Ledbetter, 2017).

Social Media Influencer Enablers Social media users have different roles within each platform depending on how they participate in the production and consumption of information (Shoo; Muntinga et al., 2011; Austin et al., 2012; Li, 2016; Ge & Gretzel,

2018). There are two primary groups of social media users: those who use the platform actively and those who use it passively. These make up the vast majority of users. As opposed to "passive users," who merely observe the activity from within the site, "active users are the creators, critics, collectors, and joiners" on social media (Li, 2016). "Opinion leaders who can use their digital platforms to diffuse information and actually impact the attitudes and actions of their viewers" is how Moreno et al. (2015) characterize influencers, one type of social media user.

Instead of just being celebrities or someone who can share a picture of their abs on Instagram and get 10,000 likes, social media influencers are people who have an impact on their audience. Present-day Studies on Social Media Influencers (SMIs) The first topic of research has been studied by Hayes and Carr (2015), Johnson and Kaye (2015), Djafarova and Rushworth (2017), Ge and Gretzel (2018), and other scholars. It looks at the interactions that take place between social media influencers (SMIs) and other members of the social media community.

SMIs frequently compare the information they share on social media to that which is shared through more conventional means of communication. The second area of study looks at the interactions between companies and social media influencers (SMIs), with a focus on how the latter manages its connections with SMIs (Jin & Liu, 2010; Pang et al., 2016; Ong & Ito, 2019). The third field of study that has grown in recent years is the distinctive personalities of SMIs. In order to provide a thorough description of the salient personality traits of SMIs, a California Q-sort method was employed by (Freberg et al., 2011). Other research has also examined the strategies that social media influencers (SMIs) employ to gain notoriety and success through self-branding and "micro-celebrity" (Wiedmann et al., 2010; Khamis et al., 2017). Despite the growing corpus of research on SMIs, management scholars have given the issue of how to identify and assess these powerful individuals very little thought. A person's true influence in a subject is sometimes inferred from the quantity of their posts, followers, pageviews, or connections (Himmelboim et al., 2014; Agostino & Arnaboldi, 2017; Djafarova & Rushworth, 2017). Influencers on social media have proliferated in the field of marketing. They have enormous potential to influence customer behavior and brand impression because of their established following and perceived authority.

The usefulness of influencer marketing in promoting brands, however, is still a complicated and multidimensional topic. This study explores the possible advantages and difficulties of influencer marketing and offers a thorough framework for companies to assess its effectiveness in their marketing plans.

Influencer marketing's capacity to greatly raise brand awareness is among its most alluring benefits. Research indicates that influencer recommendations are a useful tool for introducing products to a larger audience, especially in certain demographics. This is a result of the loyal following that influencers develop. Compared to traditional advertising, consumers are more open to promoted businesses because they view influencers as reliable members of their communities (Singh et al., 2020).

Authenticity is key to the success of influencer marketing. Influencer-generated content (IGC) conveys a more genuine and relatable message than traditional advertising, which has a planned and polished effect. According to Kwon et al. (2017), influencers frequently present goods or services that they have included into their daily routines, which helps to build rapport and trust with their audience. More brand credibility results from this authenticity. When a brand is supported by a reliable influencer who shares their beliefs and interests, consumers are more likely to view it favorably (Singh et al., 2020).

Influencer marketing also makes it possible to reach a specific audience. Influencers with similar target audiences can be carefully chosen by brands. By doing this, promotions are certain to target the most responsive customers, who are most likely to become paying clients (Chaffey & Chadwick, 2020). In this context, micro-influencers—those with tiny but very active followings—can be especially useful. Compared to mega-influencers with millions of followers, they frequently foster a better feeling of community and trust with their audience, which could result in higher conversion rates (Chaffey & Chadwick, 2020).

Influencer marketing has more power than just raising brand recognition and reputation. Influencers are excellent at igniting discussions and exchanges about brands. Likes, comments, and shares are just a few of the ways that their frequently interactive and interesting content can result in substantial consumer involvement (Kwon et al., 2017). A brand's higher sales and improved brand reputation can result from this buzz surrounding

it.

Influencer marketing has a lot of potential, but it's not without problems. Determining return on investment (ROI) is one of the biggest obstacles. It might be difficult to explicitly link influencer marketing initiatives to sales and conversions. The complex realm of social media interactions may not convert well to traditional marketing measurements (Redalyc, 2020). To truly evaluate the influence of influencer efforts, organizations must create strong tracking systems that surpass vanity metrics such as follower count (Redalyc, 2020). The ubiquity of phony followers and influencer endorsements presents another difficulty. When an influencer's endorsement seems forced or inconsistent with their regular material, consumers are growing more suspicious of inauthentic influencer collaborations (Singh et al., 2020). This can eventually hurt brands by undermining consumer trust. In addition, the proliferation of phony followers distorts the size of influencer audiences, making it challenging for marketers to evaluate the actual reach and engagement potential of a collaboration (Singh et al., 2020).

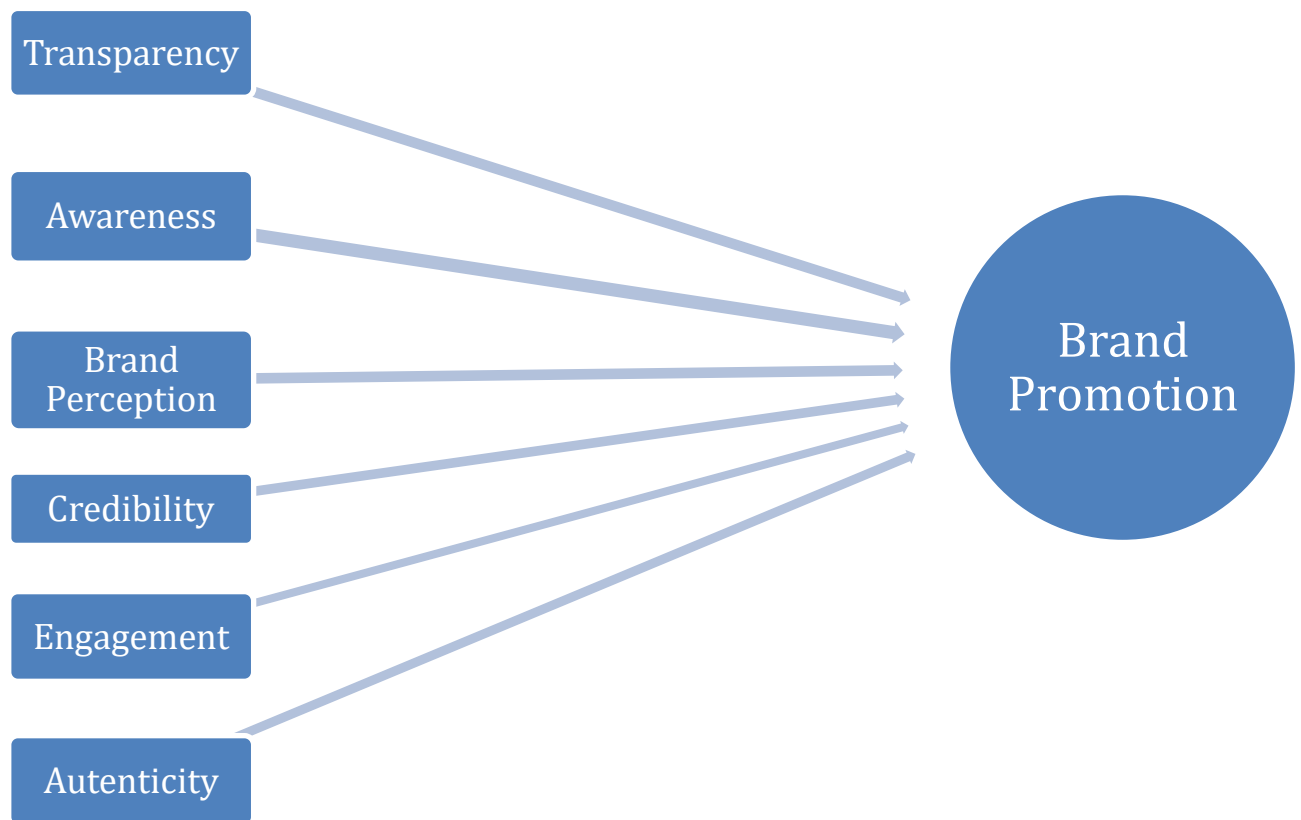
To lessen these difficulties, brands must work with real influencers who connect with their audience and put verification mechanisms in place to guarantee follower legitimacy.

Alignment and transparency are paramount for successful influencer marketing campaigns. The influencer's target audience, values, and personality must all clearly align with the brand image that they are endorsing (Kwon et al., 2017). A mismatch is easily picked up by consumers, which damages the influencer's and the brand's reputations. Additionally, in order to preserve customer trust, sponsored material must be openly declared. While maintaining ethical marketing methods, clear labeling of sponsored articles guarantees that readers are aware that the content is promotional (Kwon et al., 2017).

The influencer market is a vibrant, constantly changing environment. According to Chaffey and Chadwick (2020), social media platforms are always introducing new features and algorithms, causing shifts in influencer trends and consumer expectations. Companies who don't keep up with these changes run the risk of falling behind. For brands to fully capitalize on influencer marketing and make sure their campaigns are relevant in the ever-evolving social media landscape, they must stay up to date on platform trends, influencer

selection strategies, and campaign measurement methodologies (Chaffey & Chadwick, 2020).

2.1. Conceptual Framework



3. RESEARCH METHODOLOGY

Research Methodology refers to the techniques and specific procedures used by students or researchers to gather, select, process, and analyze information related to a subject. Its primary purpose is to enable readers to assess the credibility and reliability of a research study. In simpler terms, it explains the actions taken and the reasoning behind the obtained results. Research Methodology essentially teaches us how a particular research study or project was conducted. It reveals how a researcher meticulously plans and executes a comprehensive study to yield dependable outcomes that align with the study's objectives. For example, Research Methodology helps us understand:

Research Method and Design

This study will employ a quantitative research design through a survey instrument to examine consumer perceptions and experiences with influencer marketing on social media.

Data Collection:

- **Online Survey:** An online survey will be the primary method for data collection. The survey will be designed using a platform like Google Forms. The survey link will be distributed through various online channels to reach a broad sample of social media users.
- **Target Platforms:** The survey will be distributed on social media platforms frequented by a younger demographic, such as Instagram. Additionally, the survey link can be shared on relevant online forums, discussion boards, and social media groups focused on marketing or consumer behavior.

Sample:

- **Convenience Sampling:** A non-probability sampling method, convenience sampling, will be used for this study. This method involves recruiting participants who are

readily available and accessible through the chosen online channels.

- **Sample Size:** Although a precise number of completed surveys cannot be guaranteed, a minimum of 100 completed surveys is a desirable goal for thorough statistical analysis.
- **Sample Characteristics:** Users of social media of different ages (18+), genders, and socioeconomic backgrounds should make up the ideal sample. But because the sample was distributed online, it might lean more toward younger audiences who use social media more frequently.

Data Analysis:

Quantitative Analysis: Statistical tools such as SPSS or R will be used to analyze the data that has been gathered. The demographic data will be compiled using descriptive statistics. The replies on the Likert scale will be examined using statistics such as mean, median, and standard deviation to ascertain central tendencies and dispersion.

Constraints on Convenience Sampling: It's critical to recognize the constraints on convenience sampling. Selection bias could result from the fact that this approach does not produce a sample that is fully representative of the total population. In order to address this limitation, a wider audience will be reached by distributing the survey across other web platforms. The survey will also gather demographic data in order to facilitate a basic examination of potential biases in the sample. Future Research

Opportunities:

This study offers a fundamental investigation of how consumers view influencer marketing. In order to obtain a deeper knowledge of consumer motives and decision-making processes when facing influencer endorsements, future research can apply qualitative approaches like focus groups or in-depth interviews. Researchers could also investigate brand viewpoints by speaking with marketing experts to learn about

their approaches and difficulties when it comes to influencer marketing efforts.

4. ANALYSIS

4.1. Data Collection

Data collection for this research has been done in the following ways:

1. Data collected through google forms survey of 114 people.
2. Instagram and whatsapp messenger of mostly people aged between 18-24.
3. I also floated the form among my university colleagues , friends , family.
4. I also received insights from X formerly twitter .

4.2. Data Analysis

Gender

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------------|-----------|---------|---------------|--------------------|
| Male | 49 | 43.0 | 43.0 | 43.0 |
| Female | 63 | 55.3 | 55.3 | 98.2 |
| Valid Non Binary | 1 | .9 | .9 | 99.1 |
| Prefer Not to Say | 1 | .9 | .9 | 100.0 |
| Total | 114 | 100.0 | 100.0 | |

Age

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-------------|-----------|---------|---------------|--------------------|
| Valid 18-24 | 49 | 43.0 | 43.0 | 43.0 |
| 25-34 | 40 | 35.1 | 35.1 | 78.1 |
| 35-44 | 13 | 11.4 | 11.4 | 89.5 |
| 45-54 | 9 | 7.9 | 7.9 | 97.4 |
| 55+ | 3 | 2.6 | 2.6 | 100.0 |
| Total | 114 | 100.0 | 100.0 | |

Age distribution has analyzed for 114 people who took part in this survey. As per the frequency table, highest number of participation is from age group of 18-24 that is 43%, the second largest participation is from age group of 25-24 that is 35.1%. The next age group 26-30 with 11.4% participants where 7.9% contributed to 45-54 age group and the least group was 55+ with 2.6% participants.

Occupation

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|---------------|-----------|---------|---------------|--------------------|
| Valid | 1 | .9 | .9 | .9 |
| Employed | 64 | 56.1 | 56.1 | 57.0 |
| Housewife | 1 | .9 | .9 | 57.9 |
| Self employed | 7 | 6.1 | 6.1 | 64.0 |
| Student | 30 | 26.3 | 26.3 | 90.4 |
| Teacher | 1 | .9 | .9 | 91.2 |
| Unemployed | 10 | 8.8 | 8.8 | 100.0 |
| Total | 114 | 100.0 | 100.0 | |

What social media platforms do you use most frequently?

| | Frequency | Percent | Valid Percent | Cumulative Percent |
|-----------|-----------|---------|---------------|--------------------|
| Facebook | 19 | 16.7 | 16.7 | 16.7 |
| Instagram | 70 | 61.4 | 61.4 | 78.1 |
| LinkedIn | 1 | .9 | .9 | 78.9 |
| TikTok | 3 | 2.6 | 2.6 | 81.6 |
| Twitter | 3 | 2.6 | 2.6 | 84.2 |
| WhatsApp | 1 | .9 | .9 | 85.1 |

| | N | Mean | Std. Deviation | Variance |
|---|-----|------|----------------|----------|
| Have you ever encountered an influencer endorsing a product or service? | 114 | 1.17 | .374 | .140 |
| When you see an influencer endorsing a product or service, how much do you trust their recommendation? | 114 | 2.57 | 1.039 | 1.079 |
| How likely are you to consider a brand or product recommended by an influencer you follow? | 114 | 2.77 | 1.113 | 1.240 |
| Do you find that influencers you follow typically promote products or services relevant to your interests? | 114 | 2.67 | .956 | .914 |
| How often do you like, comment on, or share influencer posts promoting products or services you find helpful? | 114 | 3.41 | 1.046 | 1.094 |
| How important is it for influencers to clearly disclose sponsored content? | 114 | 3.43 | 1.219 | 1.486 |
| In your opinion, is influencer marketing an effective way for brands to reach consumers? | 114 | 3.48 | 1.235 | 1.526 |
| Valid N (listwise) | 114 | | | |

The mean, standard deviation, and variance of the various variables—such as awareness, credibility, reach, engagement, transparency, and authenticity—are shown in the table. The average awareness score for the influencer recommending the product in this case is 1.17, indicating that the majority of respondents have come across the endorsement and, consequently, the majority of users are aware of the influencers endorsing a product or service.

Second, the mean value for believing the influencer promoting the product is 2.57, which is less than 3, indicating that people are not very likely to accept the advice, but they are somewhat likely to do so.

The mean value of 2.77 indicates that consumers are somewhat likely, but not always likely, to consider the product when asked whether they are considerate of the brand that the influencer is endorsing.

When users are asked if the items being marketed by the influencers they follow align with their interests, the mean score is 2.67. This indicates that the influencers do not always regularly advocate things that align with their interests, but rather occasionally do so.

When analyzing how users interact with the posts that influencers advocate, it is likely that users will interact with posts where the mean value is 3.41, which is higher than 3 and indicates that users occasionally interact with the posts.

Given that openness is important to the respondents, it is evident that they believe it is vital to disclose sponsored material, as indicated by the mean value of 3.43, which is inclined toward 4.

In conclusion, the respondents' mean score for the effectiveness of influencer marketing is 3.48, indicating that they consider it to be effective.

4.3. Findings and Recommendations

It appears that influencer marketing reaches a wide audience because the majority of respondents are aware of influencer endorsements.

Although not very, the respondents do have some faith in influencer suggestions. Influencer marketing may increase consumer trust.

Like trust, respondents are occasionally (but not always) inclined to think about a product that an influencer has recommended.

Although there is need for improvement in terms of assuring congruence, influencers occasionally promote goods that are pertinent to the interests of their audience.

The likelihood that respondents will interact (like, comment, share) with influencer posts endorsing products they find useful suggests that influencer marketing has the ability to stimulate engagement and point to the efficacy of social media influencers in promoting brands.

The disclosure of sponsored content by influencers is deemed significant by the respondents. It takes transparency to establish confidence.

According to the respondents, influencer marketing is a successful strategy for reaching customers for firms.

4.4. Recommendations

Increase Trustworthiness: Investigating methods to raise user confidence in recommendations from influencers. Examining elements like influencer authenticity, brand congruence, and prior endorsement history may be necessary to achieve this.

Boost Brand Consideration: Researching more effective ways for influencers to market goods that speak to the needs and interests of their audience. This can entail examining the demographics of followers and adjusting promotions appropriately.

Transparency: Stressing how crucial it is to disclose sponsored content in an unambiguous manner. Examine the best ways for companies and influencers to communicate sponsored partnerships.

Leverage Engagement: Capitalizing on user engagement with influencer posts. Analyze the types of content that generate high engagement and develop strategies to encourage positive interactions.

Measure Effectiveness: Exploring methods to measure the effectiveness of influencer marketing campaigns beyond user perception. Consider tracking metrics like website traffic, conversion rates, or brand sentiment analysis following influencer promotions.

5. CONCLUSION

This study used a survey analysis to look into how consumers felt about influencer marketing. Here is a thorough summary of the main findings and potential avenues for further research:

Customer Knowledge and Involvement:

The study found that a large number of people are aware of influencer endorsements, suggesting that influencer marketing is effective in reaching a wide audience. Moreover, user interaction with influencer postings implies that users engage with useful content. This demonstrates how influencer marketing may increase audience engagement and brand exposure.

Building Trust and Brand Consideration:

Influencer recommendations continue to have a reasonable level of trust, despite influencer marketing's wide audience reach. A similar pattern may be seen in the way influencer endorsements impact brand consideration. These results imply that although consumers are aware of influencer marketing, they may not necessarily take the endorsements at face value or believe the suggestions. Subsequent studies should investigate approaches to enhance trust, like emphasizing influencer genuineness, brand congruence with audience preferences, and previous endorsement track record.

Importance of Transparency and Alignment:

According to the report, consumers place a high value on sponsored content disclosure. This highlights how crucial it is for companies and influencers to disclose everything in a transparent manner in order to foster consumer perception and confidence. Additionally, the data implies that influencers occasionally endorse goods that align with the interests of their audience. Ensuring a solid match between the requirements and demographics of the audience and the offered products could still use some work, though. Future studies can

examine ways in which influencers might improve audience comprehension and customize promotions.

Perceived Effectiveness of Influencer Marketing:

Consumers view influencer marketing as a beneficial method, despite the need for improvements in trust and brand attention. This shows that using influencers to engage consumers and accomplish marketing objectives has potential. Further research should look into ways to quantify marketing performance other than user perception, though, in order to maximize effectiveness. This might entail monitoring website traffic, conversion rates, or sentiment analysis of brands after influencer marketing campaigns.

Therefore, it is clear from looking at the responses and the analysis of the responses that social media influencers and brand promotion go hand in hand, meaning that using social media influencers to promote a brand is a good idea.

All things considered, this study shows promise for influencer marketing and points out several shortcomings. Influencer marketing tactics can be improved by concentrating on establishing credibility, maintaining openness, and endorsing goods that are in line with the interests of the target audience.

6. APPENDIX

The questionnaire is as follows:

Demographics

1. Age:
 - 18-24
 - 25-34
 - 35-44
 - 45-54
 - 55+

2. Gender:
 - Male
 - Female
 - Non-binary/Prefer not to say

3. What social media platforms do you use most frequently? (Select all that apply)
 - Instagram
 - YouTube
 - TikTok
 - Twitter
 - Facebook
 - Other (Please specify): _____

Influencer Marketing Awareness

4. Have you ever encountered an influencer endorsing a product or service on social media?
 - Yes
 - No

Influencer Credibility and Brand Perception

5. When you see an influencer endorsing a product or service, how much do you trust their recommendation?
- Not at all trust-worthy
 - Somewhat trust-worthy
 - Neutral
 - Mostly trust-worthy
 - Completely trust-worthy
6. How likely are you to consider a brand or product recommended by an influencer you follow?
- Not at all likely
 - Somewhat likely
 - Neutral
 - Moderately likely
 - Very likely
7. How does influencer marketing impact your perception of a brand? (Select all that apply)
- Increases brand awareness
 - Enhances brand credibility
 - Makes the brand seem more relatable
 - No impact
 - Decreases brand trust (if inauthentic)

Targeted Audience Reach and Engagement

8. Do you find that influencers you follow typically promote products or services relevant to your interests?
- Always
 - Often

- Sometimes
- Rarely
- Never

Engagement with Influencer Content

9. How often do you like, comment on, or share influencer posts promoting products or services you find helpful ?
- Never
 - Rarely
 - Sometimes
 - Often
 - Always

Transparency and Authenticity

10. How important is it for influencers to clearly disclose sponsored content?
- Not important at all
 - Somewhat important
 - Moderately important
 - Very important
 - Extremely important
11. How can you tell if an influencer endorsement feels genuine or inauthentic? (Select all that apply)
- The influencer frequently promotes products
 - The product/service aligns with the influencer's usual content
 - The endorsement feels forced or scripted
 - The influencer discloses sponsored content
 - Other (Please specify): _____

Overall Perception of Influencer Marketing

12. In your opinion, is influencer marketing an effective way for brands to reach consumers?
- Not effective at all
 - Somewhat effective
 - Neutral
 - Moderately effective
 - Very effective
13. Do you have any additional comments or feedback on influencer marketing?

6.1 Responses

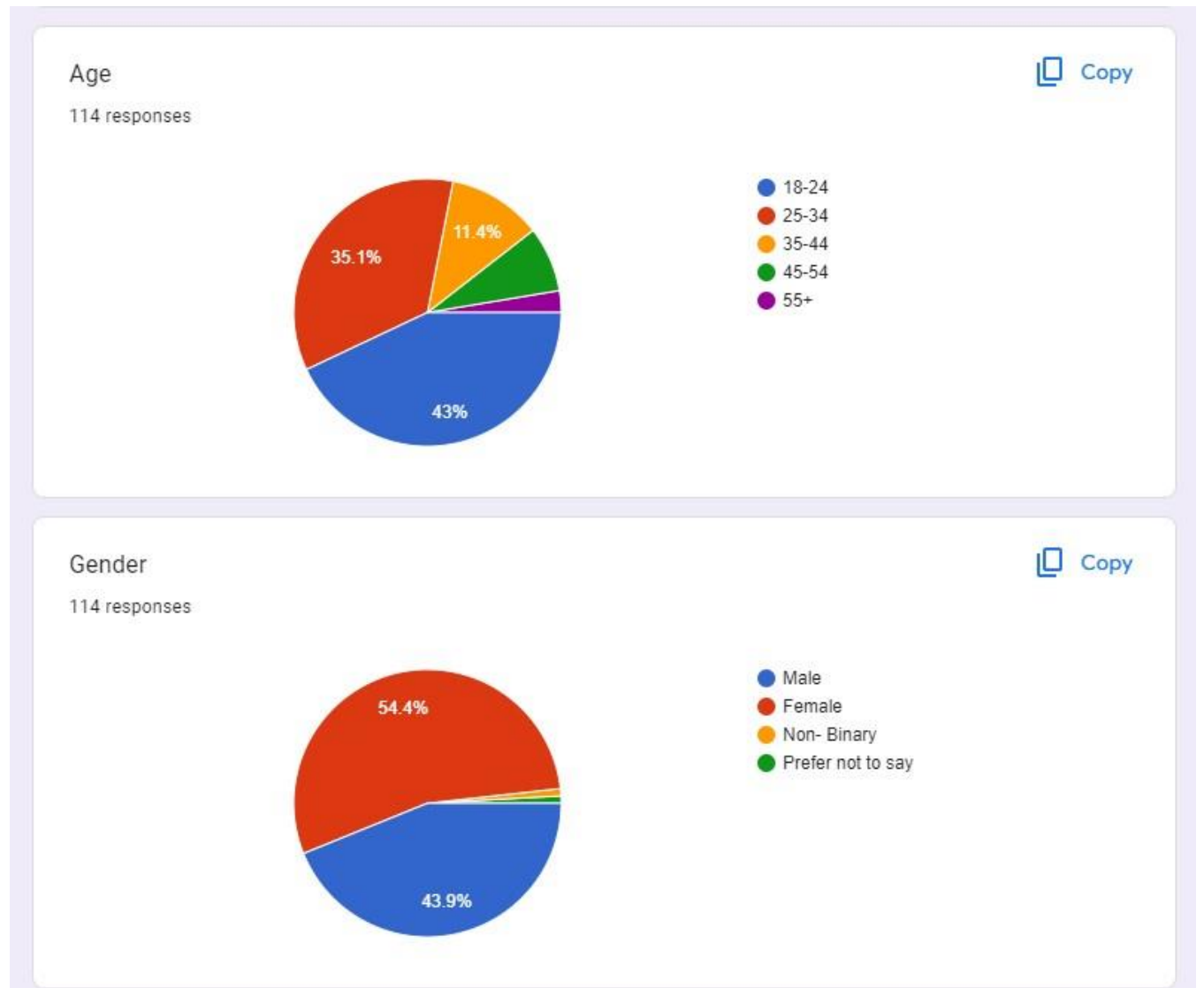


Fig. 6.1.1

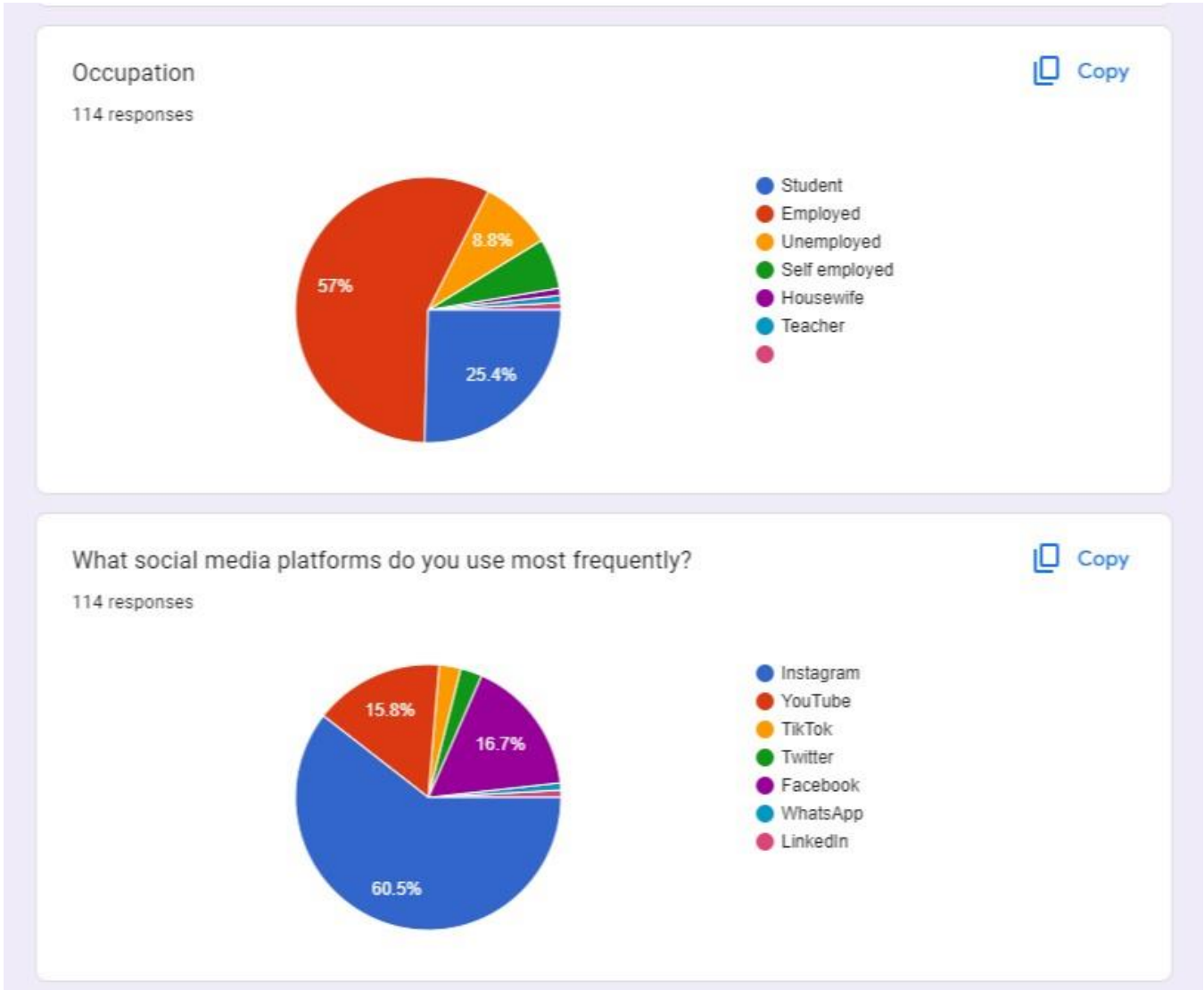


Fig. 6.1.2

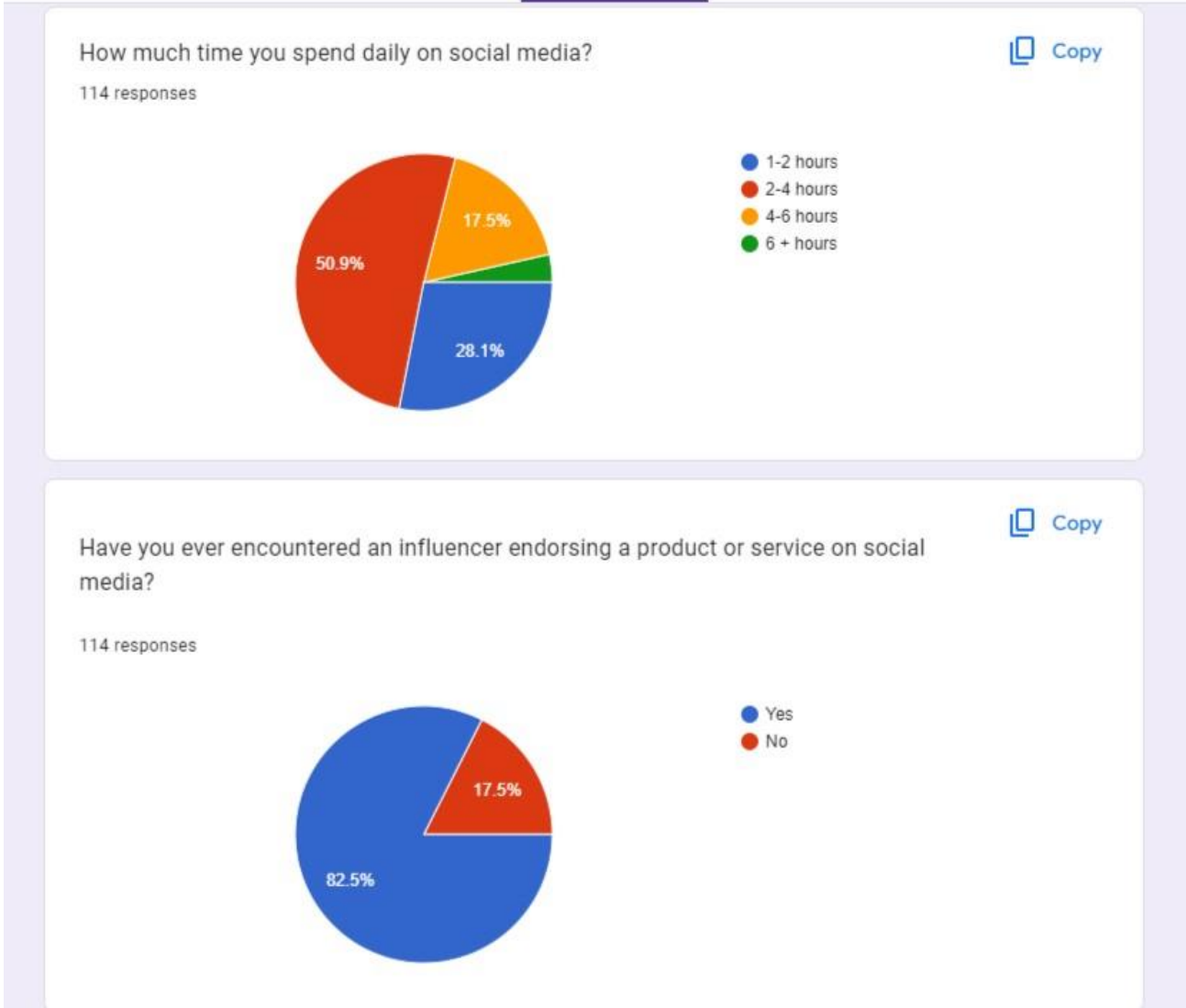
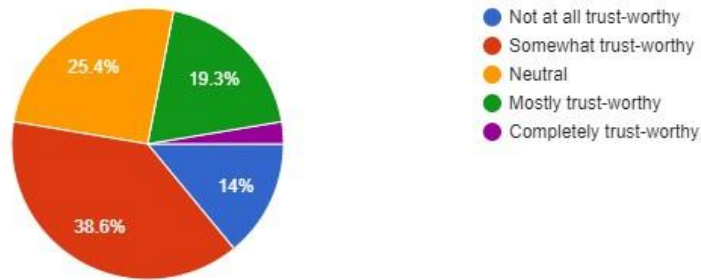


Fig. 6.1.3

When you see an influencer endorsing a product or service, how much do you trust their recommendation?

 Copy

114 responses



How likely are you to consider a brand or product recommended by an influencer you follow?

 Copy

114 responses

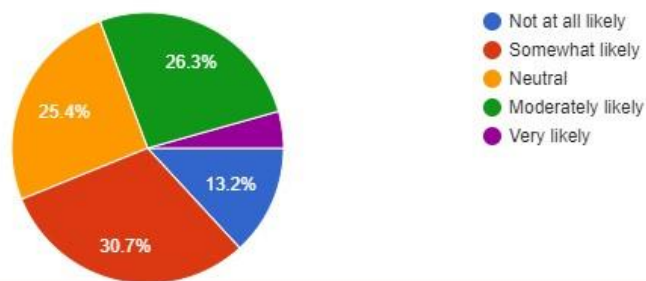


Fig. 6.1.4

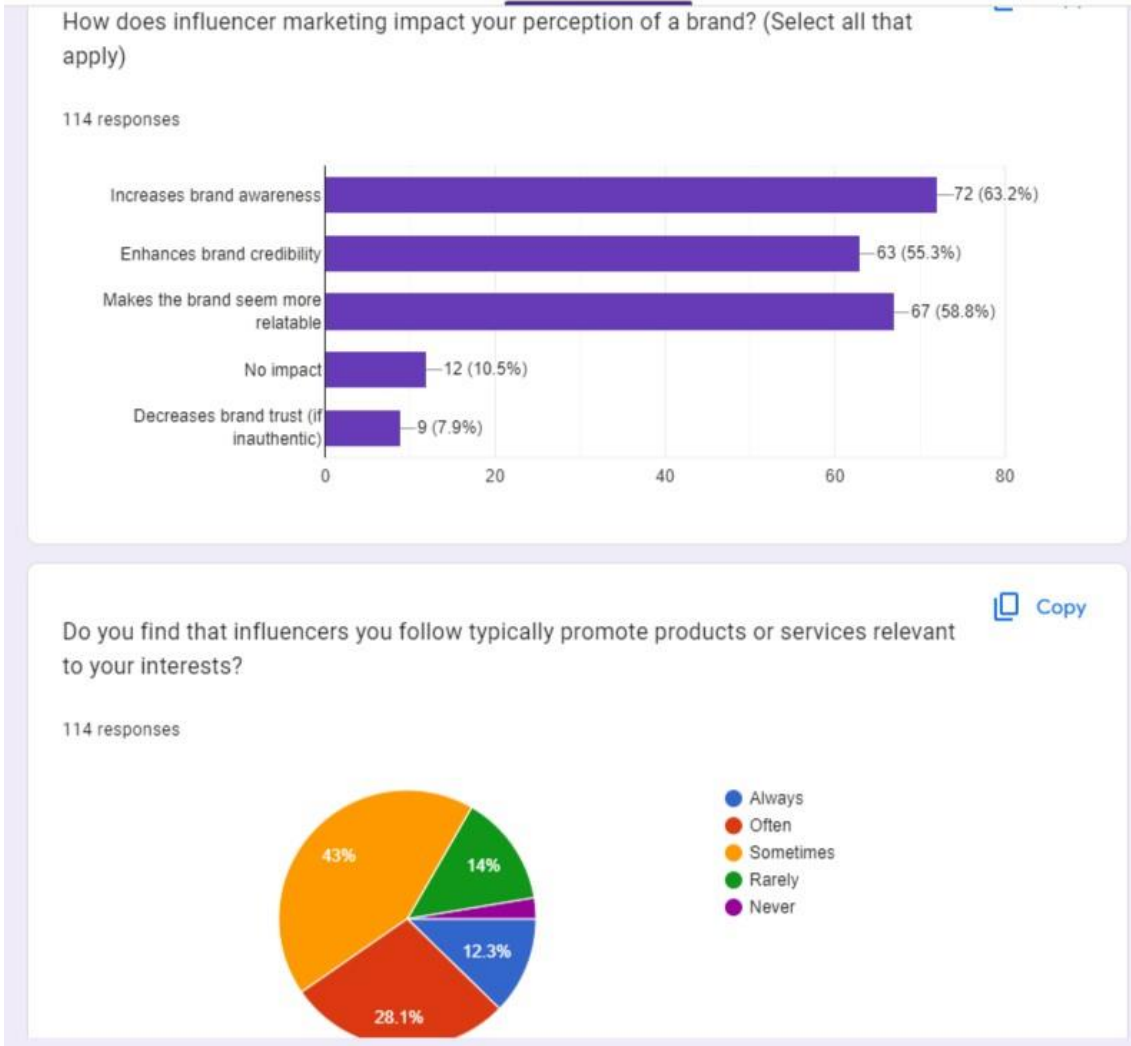
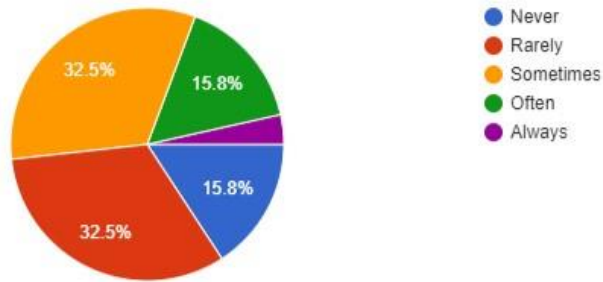


Fig. 6.1.5

How often do you like, comment on, or share influencer posts promoting products or services you find helpful?

114 responses



How important is it for influencers to clearly disclose sponsored content?

 Copy

114 responses

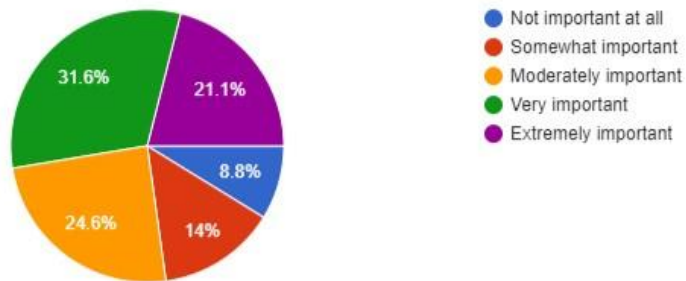
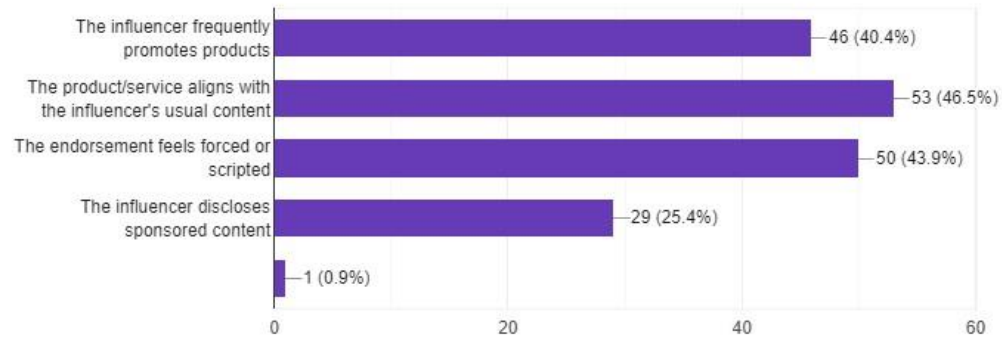


Fig. 6.1.6

How can you tell if an influencer endorsement feels genuine or inauthentic? (Select all that apply)

114 responses



In your opinion, is influencer marketing an effective way for brands to reach consumers?

114 responses

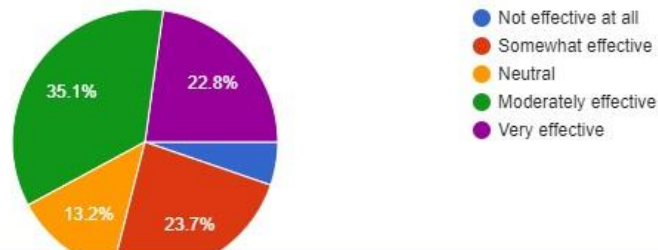


Fig. 6.1.7

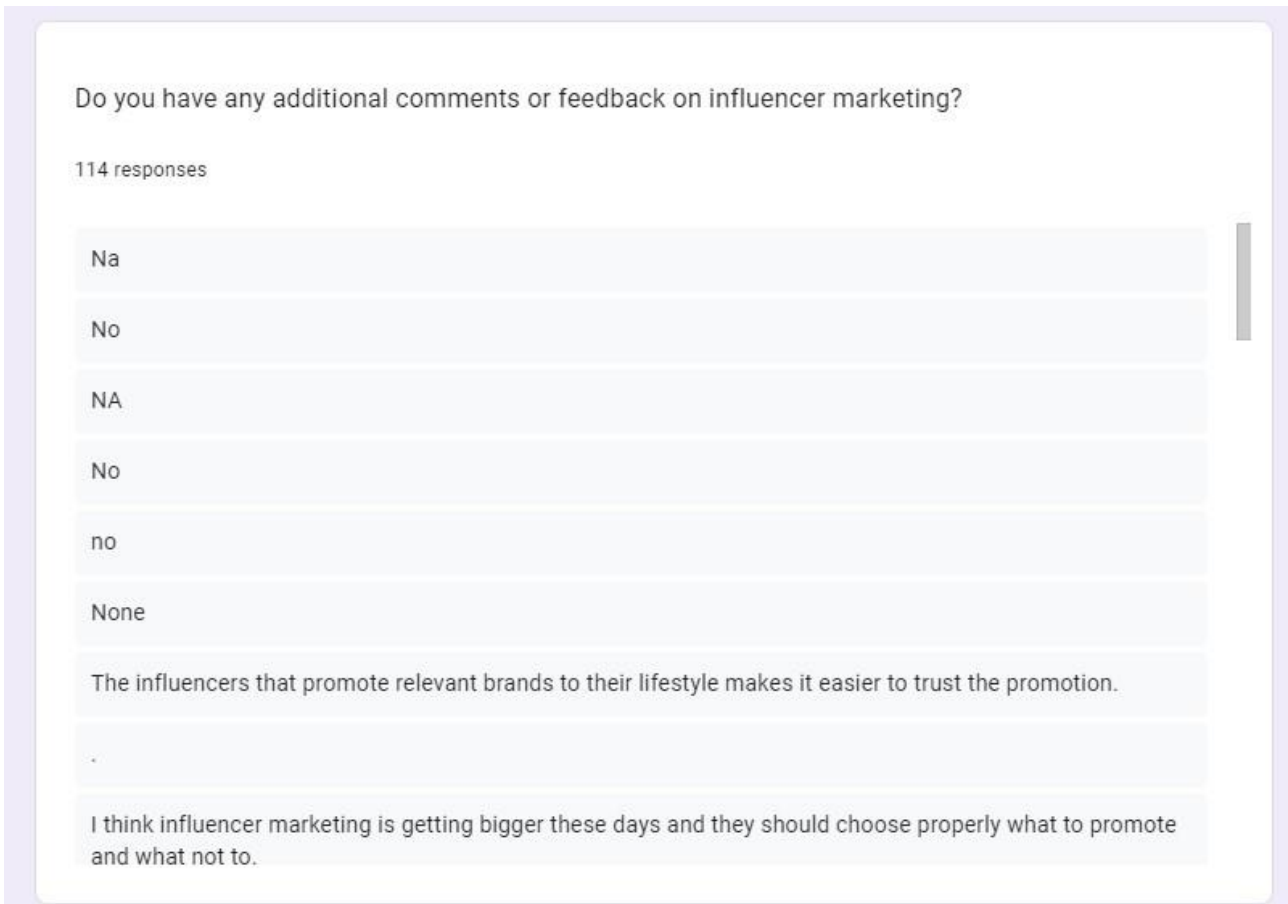


Fig. 6.1.8

Do you have any additional comments or feedback on influencer marketing?

114 responses

- It is time saver for working people
- Should only promote brand they regularly use
- Transparency
- Very efficient work
- Being honest is very important
- Nothing
- Now a days social media way .
- It helps the brands
- Nil

Fig. 6.1.9

Do you have any additional comments or feedback on influencer marketing?

114 responses

It could help reach the younger customers more as today is the age of digitalization

Almost satisfied

Excellent

He must be realistic

Advertisement of products which are affordable to most of their followers

Its a better way to increase the market reach as most of the people are engaged within a single social media platform atleast and it helps in a very effective way to advertise the product. Also in my opinion nowadays people trust influencers they follow ,more than TV ads and other promotions as they share a bond and trust among themselves. By marketing or advertising a product through influencers it not only reaches its followers but also it can be shared easily by people who are watching those promotions if found helpful.

People live in social media these days so influencer marketing would expectedly be as popular as it is. The ads are short and relatable. Influencers are active on getting back to the questions from their followers. It

Fig. 6.1.10

Do you have any additional comments or feedback on influencer marketing?

114 responses

When an influencer mentions a product as non promoted brand..... even though if it is promoted.... consumer seems to trust on product statically

I want to understand how to analyse the impact of influencer marketing campaigns from a brand's point of view

Should be open about the product and how will it affect the lives of its users

NA

Very effective way of

Should be relevant to what they usually promote.

Helps brand grow in terms of awareness

Maybe influencer is being paid to say things he\she isn't actually meaning to say

Fig. 6.1.11

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