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# MAJOR RESEARCH PROJECT

ON

THE EFFECTIVENESS OF INFLUENCER MARKETING

ON CONSUMER BUYING BEHAVIOUR

Submitted By

Mehak Bhalla

2K23/UMBA/62

Under the Guidance of

Anushka Upadhyaya

Assistant Professor



DELHI SCHOOL OF MANAGEMENT (DSM)

Delhi Technological University

Bawana Road Delhi 110042

## CERTIFICATE

This is to certify that **Ms. Mehak Bhalla, 2K23/UMBA/62** has submitted the project title **“Influencer Marketing Effectiveness”** to **Ms. Anushka Upadhyaya** as a part of the **Master of Business Administration (MBA)** curriculum of **Delhi School of Management, New Delhi.**

As per the student, **this is an original piece of work and has not been submitted elsewhere** and plagiarism content is less than 10%.

Ms. Anushka Upadhyaya

Assistant Professor

# DECLARATION

I Mehak Bhalla student of Delhi School of Management, Delhi Technological University hereby declare that the Major Research Project on “Influencer Marketing Effectiveness” as a part of the Master of Business Administration (MBA) curriculum at Delhi School of Management, New Delhi is an original piece of work. I also confirm that this project has not been submitted to any other institution or university for any other degree or diploma. I further declare that the information collected from various sources has been duly acknowledge in this project.

Mehak Bhalla

2K23/UMBA/62

## ACKNOWLEDGEMENT

I would like to express my deepest gratitude to all those who supported and guided me throughout the completion of this research project titled "*The Effectiveness of Influencer Marketing on Consumer Buying Behaviour.*"

First and foremost, I am sincerely thankful to my supervisor, Ms. Anushka Upadhyaya, for their invaluable guidance, constructive feedback, and constant encouragement throughout this research journey.

I also extend my heartfelt thanks to the faculty and staff of Delhi School of Management, DTU for providing the necessary resources and academic environment that greatly contributed to this study.

I would like to acknowledge the cooperation of the respondents who took the time to participate in the surveys and interviews—your insights were crucial to the success of this research.

Lastly, I am forever grateful to my family and friends for their unwavering support, motivation, and patience during this entire process.

This project would not have been possible without the contribution and support of all the above-mentioned individuals.

## EXECUTIVE SUMMARY

7 Influencer marketing has become a leading strategy within the digital marketing realm, transforming the way brands engage with consumers. As social media platforms increasingly influence consumer attitudes and choices, influencers—individuals with substantial and engaged audiences—serve as crucial intermediaries between brands and their intended markets. This overview examines the impact of influencer marketing on consumer purchasing behavior, drawing on insights from academic research, industry analyses, and practical case studies. The effectiveness of influencer marketing largely stems from its capacity to foster trust and authenticity.

30 Consumers tend to place greater confidence in recommendations from admired individuals rather than traditional advertisements. This peer-like credibility fosters a sense of relatability and personalization, making consumers more open to product endorsements. Research indicates that influencers, especially micro and nano-influencers, often achieve higher engagement rates and cultivate stronger connections with their followers, which subsequently enhances brand visibility, purchase intention, and customer loyalty. Another significant psychological factor in influencer marketing is social proof. When consumers see influencers using or endorsing a product, they are more likely to view that product as desirable and of superior quality. This effect can create a bandwagon phenomenon, particularly among younger audiences who are active on platforms such as Instagram, YouTube, and TikTok. 3 These platforms promote direct engagement, immediate feedback, and user-generated content, thereby amplifying the effectiveness and reach of influencer marketing campaigns. 57 Additionally, influencer marketing enables brands to execute highly targeted campaigns. By partnering with influencers who resonate with specific niches, values, or consumer demographics, brands can deliver more relevant and personalized messages. This focused strategy not only enhances conversion rates but also improves return on investment (ROI) by minimizing unnecessary advertising expenditures. 12

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# CHAPTER 1: INTRODUCTION

## 1.1 Background



Digital times have changed the game for brands. People now scroll endlessly on Instagram, YouTube, TikTok, and Twitter, so instead of sticking to old marketing plays, companies are teaming up with folks who have real, everyday followings. These influencers—regular individuals who have won their audience’s trust—guide opinions in ways that blanket ads can’t match. If you look back a bit, you’d see that influencer marketing started off with celebrity endorsements. Yet with the spread of online platforms, almost anyone can now rise to popularity, especially in niche circles. Social media has muddled the boundary between private and public lives, letting everyday content creators gain a sort of “celebrity” status. Companies, realizing that traditional ads often feel impersonal, have started pouring budgets into influencer campaigns—hoping to boost brand awareness, build trust, and drive sales. By 2024, this practice had practically transformed into a multibillion-dollar industry. That said, it isn’t all smooth sailing. In most cases, critics question the authenticity of some influencer recommendations while the lack of standard metrics makes measurement tricky; plus, there’s sometimes just too many voices competing for attention. Overall, this study looks into the nitty-

gritty of influencer marketing, its potential upsides, and where it might be falling short. In recent years, influencer marketing has emerged as one of the most impactful digital marketing strategies, reshaping how brands communicate with consumers. Originating from the concept of celebrity endorsements, it has evolved significantly with the rise of social media platforms like Instagram, YouTube, TikTok, and Twitter. Influencers — individuals with a dedicated following and the power to influence purchasing decisions — now play a critical role in brand storytelling and consumer engagement.

Unlike traditional advertising, influencer marketing focuses on authenticity, relatability, and peer-level recommendations. As consumers increasingly distrust overt ads, they turn to influencers for credible opinions, reviews, and experiences. This shift in consumer behavior has led brands to invest heavily in collaborations with influencers across various tiers — from mega to nano — to reach specific target audiences more effectively.

The industry's growth has been rapid, with global influencer marketing spending crossing billions of dollars annually. However, with its rise comes challenges: issues like fake followers, lack of standardized performance metrics, and concerns over content authenticity have raised questions about sustainability and trust. As such, influencer marketing continues to evolve, prompting researchers and marketers to explore its potential, pitfalls, and future trajectory in a constantly shifting digital landscape.

### 1.1.1 Meaning

Influencer marketing is a form of digital marketing that focuses on using key individuals — known as influencers — to drive a brand's message to a larger market. Rather than targeting a broad audience directly, brands leverage the trust, credibility, and engagement that influencers have built with their followers to promote products, services, or ideas in a more organic and relatable way.

An influencer is typically someone who has built a loyal audience within a particular niche — such as fashion, beauty, travel, fitness, gaming, food, or technology — through consistent content creation on platforms like Instagram, YouTube, TikTok, Twitter, or blogs. These individuals may not necessarily be celebrities, but they possess a certain level of social capital that gives their opinions weight. Their influence stems from their ability to connect with their

followers on a personal level, often through storytelling, reviews, tutorials, or behind-the-scenes glimpses into their lives.

Influencer marketing is based on the principle of social proof, where consumers are more likely to trust recommendations from people they admire or relate to rather than traditional advertisements. This makes it a powerful tool for building brand awareness, generating leads, and driving sales.

Influencers are generally categorized by their follower count:

- Nano-influencers: Fewer than 10,000 followers
- Micro-influencers: 10,000 – 100,000 followers
- Macro-influencers: 100,000 – 1 million followers
- Mega-influencers/Celebrities: Over 1 million followers

Each tier offers different advantages. For example, nano and micro-influencers tend to have higher engagement rates and more personal relationships with their followers, while macro and mega-influencers can offer massive reach and brand visibility.

Influencer marketing can take many forms, including:

- Sponsored social media posts
- Product placements
- Brand ambassadorships
- Unboxing videos and reviews
- Giveaways and contests
- Live collaborations or Q&A sessions



With the rise of ad-blocking technology and the growing skepticism toward traditional ads, influencer marketing offers a more subtle and authentic way to connect with audiences. However, for it to be effective, campaigns must prioritize genuine partnerships, transparency (including clear disclosure of paid promotions), and alignment between the influencer's personal brand and the product being promoted.

In essence, influencer marketing bridges the gap between brands and consumers through trusted voices, making it a valuable and increasingly indispensable strategy in the modern marketing toolkit.

## 1.1.2 Characteristics

Influencer marketing has become an essential component of modern digital marketing strategies due to its unique characteristics that set it apart from traditional advertising methods. Here are the key features that define influencer marketing:

### 1. Authenticity and Reliability

One of the most important characteristics of influencer marketing is its emphasis on authenticity. Influencers often build their communities by sharing personal stories, experiences, and opinions. This creates a sense of trust and relatability, which makes their recommendations feel more genuine than typical brand advertisements. When an influencer endorses a product, it's often perceived as a personal recommendation rather than a sales pitch.

### 2. Niche Targeting

Influencers usually operate within specific niches such as fashion, beauty, travel, tech, fitness, or food. This allows brands to reach a highly targeted audience with specific interests. By selecting the right influencer, businesses can tailor their message to resonate with a particular demographic or customer segment.

### 3. High Engagement Rates

Unlike traditional celebrities, influencers often have more **engaged followers**. They interact regularly through likes, comments, shares, and direct messages. This two-way communication fosters community building and increases audience loyalty, leading to higher engagement with branded content.

### 4. Content-Driven Promotion

Influencer marketing is heavily **content-based**. Influencers create compelling content — including posts, reels, stories, videos, blogs, or live sessions — to showcase products in an organic and creative manner. This makes brand promotions more entertaining and less intrusive.

### 5. Social Proof and Credibility

Influencers act as social proof, **helping consumers feel more confident in their purchase decisions**. When people see someone they admire using a product, it reinforces the product's credibility and desirability.

### 6. Diverse Influencer Tiers

Influencers are categorized by follower count (nano, micro, macro, mega), and each tier brings unique advantages. **Nano and micro-influencers offer high engagement and trust**, while **macro and mega-influencers provide broad reach** and visibility.

### 7. Platform Specificity

Influencer marketing varies by platform. Instagram is popular for visuals, YouTube for long-form video content, TikTok for viral trends, and Twitter for thought leadership. Campaigns must be tailored to the platform's content style and audience behavior.

## 1.2 Problem Statement

In recent years, influencer marketing has become a prominent element of digital marketing, allowing brands to engage with their target audiences through credible and relatable figures. This approach has demonstrated its effectiveness in enhancing brand visibility, boosting engagement, and shaping consumer purchasing behavior. Nevertheless, despite its widespread adoption and rapid expansion, influencer marketing encounters several significant challenges that threaten its long-term viability and impact. A primary concern is the **diminishing authenticity in collaborations** between influencers and brands. As the number of paid partnerships increases, followers are growing more doubtful of the content shared by influencers. The over-commercialization of influencer marketing raises alarms that influencers may endorse products they do not genuinely use or support, which can erode consumer trust and diminish the effectiveness of campaigns. Furthermore, assessing the **return on investment (ROI) in influencer marketing** continues to be a significant hurdle. Numerous brands find it difficult to monitor essential performance indicators (KPIs) such as the quality of engagement, conversion rates, and overall brand sentiment. The lack of standardized metrics and universal benchmarks complicates the process of measuring success or comparing outcomes across different campaigns. Another critical issue is the prevalence of fake followers and engagement, often artificially boosted through bots or purchased likes. This manipulation skews campaign results and misleads brands into investing in influencers who may not provide genuine value. Consequently, brands risk squandering resources on ineffective collaborations. Additionally, the **influencer marketing landscape** is becoming increasingly crowded, with a growing number of content creators entering the arena. This saturation has resulted in repetitive content, a decline in originality, and waning audience interest. Consumers are now more discerning, and influencer fatigue is becoming a notable concern. Regulatory and ethical issues also exacerbate these challenges. Many influencers and brands do not adhere to disclosure regulations, leading to a lack of transparency in promotional activities.

### 1.3 Objective of the study

The main aim of this research is to investigate and evaluate the influence of influencer marketing on consumer purchasing behavior. As digital marketing strategies continue to evolve rapidly, influencer marketing has become a significant and compelling method for brands to engage with their target audiences. This study intends to uncover the mechanisms through which influencers impact consumer decision-making and the degree to which this influence results in actual purchases. A primary focus is to examine the psychological and behavioral elements that enhance the effectiveness of influencer marketing. This involves analyzing factors such as trust, authenticity, perceived expertise, relatability, and the emotional bonds formed between influencers and their followers. The research aims to ascertain whether these elements play a crucial role in shaping consumer attitudes toward brands or products, ultimately influencing their buying choices. Another important goal is to classify the various types of influencers (nano, micro, macro, mega) and assess their effectiveness across different product categories and consumer demographics. The study seeks to determine if influencers from different tiers exert varying degrees of influence on purchasing decisions and whether specific consumer groups respond more favorably to certain types of influencers. Furthermore, the research aims to explore how platform-specific behaviors affect consumer reactions. Different social media platforms—such as Instagram, YouTube, TikTok, and Twitter—feature distinct content formats and user engagement styles. The objective is to evaluate which platforms are most effective in shaping consumer behavior and how the content style on each platform influences brand perception and purchase intentions. Lastly, the study will investigate consumer awareness of sponsored content and its effect on purchasing decisions. With growing regulations mandating influencers to disclose paid promotions, this research will examine whether such transparency impacts consumer behavior.

## 1.4 Scope of the study

The scope of this research is to explore the effectiveness of influencer marketing and its influence on consumer purchasing behavior within the contemporary digital and social media landscape. As influencer marketing increasingly becomes a pivotal strategy for brand communication, this study seeks to offer comprehensive insights into consumer perceptions, interactions, and responses to influencer-generated content, particularly regarding purchase intentions and decision-making processes. This research will concentrate on the following key areas:

**Demographic Coverage:** The study will target individuals who are actively engaged with social media platforms such as Instagram, YouTube, TikTok, and Twitter. It aims to encompass a wide-ranging demographic, considering factors such as age, gender, occupation, and income levels, with a specific focus on Gen Z and Millennials, who represent the most engaged consumer segments in the influencer marketing arena.

**Platform Scope:** The analysis will span various social media platforms, each characterized by distinct content formats and user behaviors. By comparing these platforms, the research will identify where influencer marketing exerts the greatest impact and how different platforms variably affect purchasing decisions. Influencer

**Categories:** The study will investigate different tiers of influencers—nano, micro, macro, and mega—to assess which category exerts the most significant influence on consumer behavior.

Additionally, it will examine the importance of content quality, follower engagement, and niche relevance in determining an influencer's effectiveness.

**Consumer Psychology and Behavior:** A central focus of the research will be on how the attributes of influencers—such as trustworthiness, authenticity, expertise, and relatability—shape consumer attitudes, brand perceptions, and ultimately, purchasing behaviors. The study will analyze both impulsive and planned purchasing decisions.

## CHAPTER 2: LITERATURE REVIEW

The advent of social media has revolutionized marketing strategies, with influencer marketing emerging as a pivotal tool for brands to connect with consumers. Influencers, individuals with substantial online followings, leverage their credibility and relatability to sway consumer opinions and purchasing decisions. This literature review delves into existing research to elucidate how influencer marketing impacts consumer buying behavior.

### 1. Theoretical Frameworks

The effectiveness of influencer marketing is grounded in several well-established theories of communication and consumer psychology.

#### 1.1 Social Influence Theory

This theory posits that individuals are influenced by others in their environment, especially those they consider credible or similar to themselves (Cialdini & Goldstein, 2004). Influencers act as opinion leaders, and their endorsements can significantly impact followers' attitudes toward a product or brand.

#### 1.2 Source Credibility Theory

According to this theory, the effectiveness of a message depends largely on the perceived credibility of the source. Trustworthiness, expertise, and attractiveness are key attributes that contribute to this credibility (Hovland, Janis, & Kelley, 1953). Influencers often possess all three, making them persuasive brand advocates.

#### 1.3 Parasocial Interaction (PSI)

PSI refers to the illusion of a personal relationship that followers develop with media personalities (Horton & Wohl, 1956). Studies show that this perceived closeness increases trust and loyalty, leading to greater influence over followers' decisions.

#### 1.4 Elaboration Likelihood Model (ELM)

This model suggests that consumers process persuasive information through either the central route (logical evaluation) or peripheral route (cues like credibility or attractiveness). Influencers often appeal through the peripheral route by leveraging aesthetics and personal charisma.

## **2. Influencer Attributes and Their Impact**

Numerous studies underscore the role of influencer characteristics in driving consumer behaviour.

### **2.1 Trust and Authenticity**

Trust is a cornerstone of effective influencer marketing. Consumers are more likely to be influenced by individuals they perceive as genuine and transparent (De Veirman, Cauberghe, & Hudders, 2017). Authentic content—such as behind-the-scenes posts, product demos, and personal narratives—creates emotional resonance and enhances credibility.

### **2.2 Expertise and Relatability**

Influencers possessing specialized knowledge in areas such as fitness, beauty, or technology are perceived as more trustworthy. Additionally, relatability plays a crucial role; consumers are inclined to follow influencers whose lifestyles, challenges, or goals resonate with their own (Freberg et al., 2011).

### **2.3 Attractiveness and Popularity**

Although attractiveness is generally considered a secondary factor, it can significantly influence perceptions of credibility and likability. Nonetheless, research cautions that an overemphasis on appearance may lead to skepticism if not complemented by genuine substance (Lim et al., 2017).

## **3. Social Media Platforms and Consumer Response**

Various social media platforms act as distinct channels of influence, shaped by content type, audience interaction, and algorithmic visibility.

### **3.1 Instagram**

Instagram, with its focus on visual narratives, is particularly effective for brands in fashion, beauty, travel, and lifestyle sectors. Influencer-generated posts, reels, and stories facilitate both aspirational and relatable content, enhancing brand visibility and encouraging purchase intentions.

### 3.2 YouTube

Influencers on YouTube, particularly those who create product reviews or tutorials, offer comprehensive information that aids consumer decision-making. The longer format allows for detailed explanations, fostering greater trust and familiarity with the brand.

### 3.3 TikTok

The short, trend-oriented content on TikTok is renowned for its potential to go viral. Influencers can propel a product into the spotlight through humor, challenges, or popular audio, particularly appealing to Gen Z audiences.

### 3.4 Twitter and Blogs

Though less visually oriented, these platforms promote thought leadership and detailed written content. Influencers on these channels often shape opinions through their expertise and insights.

## 4. Impact on Consumer Purchasing Behavior

Influencer marketing influences every phase of the consumer journey, from initial awareness to post-purchase assessment.

### 4.1 Awareness and Interest

Influencers assist brands in breaking through the clutter by presenting products in a subtle and engaging way. According to a 2020 Nielsen report, 70% of consumers are more likely to recall a product introduced by an influencer compared to traditional advertisements.

### 4.2 Consideration and Intent

The reviews, testimonials, and personal anecdotes shared by influencers foster trust and diminish perceived risks. Influencer-generated content that features discount codes, "swipe-up" links, or comprehensive tutorials is particularly effective in transforming interest into intent.

### 4.3 Purchase and Action

Research shows that micro-influencers, in particular, achieve higher conversion rates due to their specialized appeal and perceived closeness to their audience (Lou & Yuan, 2019). Strategies that include calls to action (CTA), such as giveaways and time-sensitive offers, further increase the likelihood of purchase.

## **5.Consumer Demographics and Behavioral Trends**

### **5.1 Generation z and Millennials**

7 These cohorts are highly active on social media and responsive to influencer content. They value authenticity, social responsibility, and emotional storytelling. Studies suggest they are more likely to purchase based on peer reviews and influencer recommendations than traditional ads.

### **5.2 Gender and Buying behavior**

7 Female consumers are more likely to engage with influencers in beauty, fashion, and lifestyle sectors, whereas male consumers tend to follow influencers in tech, fitness, and gaming. Understanding these patterns can help tailor influencer campaigns.

### **5.3 Regional and cultural factors**

Cultural context shapes influencer impact. For instance, collectivist cultures place higher value on peer approval and group influence, making influencer marketing particularly effective in countries like India, China, and Brazil.

## **6.Emerging Trends in Influencer Marketing**

### **6.1 Rise of Nano and Micro influencers**

18 Smaller influencers are increasingly favored for their high engagement rates and intimate follower relationships. They are perceived as more approachable and trustworthy than celebrities or mega-influencers.

### **6.2 Integration with AI and Analytics**

Data-driven influencer selection and AI tools are helping brands make more informed choices. These technologies allow for predictive analysis, fraud detection, and performance optimization.

# CHAPTER 3: RESEARCH METHODOLOGY

In order to achieve the intended goals, the research is a thorough exploratory study that tries to use computational models and carry out statistical modelling. The tools and techniques used for the study are briefly covered in this chapter's discussion of the research approach.

## 1. Research Design

This study adopts a mixed-methods research design, combining both quantitative and qualitative approaches to gain a comprehensive understanding of how influencer marketing affects consumer buying behavior. The quantitative component focuses on statistical analysis, while the qualitative component provides deeper insights into consumer attitudes and motivations.

## 2. Research Objectives

- To evaluate the impact of influencer credibility on consumer purchase decisions.
- To assess how different types of influencers (macro, micro, nano) affect buying behavior.
- To determine the role of trust and relatability in influencer-driven campaigns.
- To identify which content formats (videos, stories, posts) are most effective in influencing purchases.

## 3. Data Collection Method

- **Primary Data-** Collected through an online structured questionnaire distributed via social media and email.
- **Secondary Data-** Derived from journals, previous research papers, industry reports and case studies related to influencer marketing and consumer behavior.

#### 4. Sampling Method

- **Sampling Technique-** Non-probability convenience sampling due to ease of access and time constraints.
- **Sample Size-** 50 respondents were taken
- **Target Audience-** Individuals aged 18-35 who are more active in social media and follow at least one influencer.

#### 5. Research Instrument

The questionnaire consists of multiple-choice questions and using a 5point Likert scale from strongly agree to strongly disagree measuring:

- Perceived credibility and authenticity of influencers
- Trust in influencer recommendations
- Frequency of purchases influenced by social media content
- Preferred platforms and content formats

#### 6. Data Analysis Tools

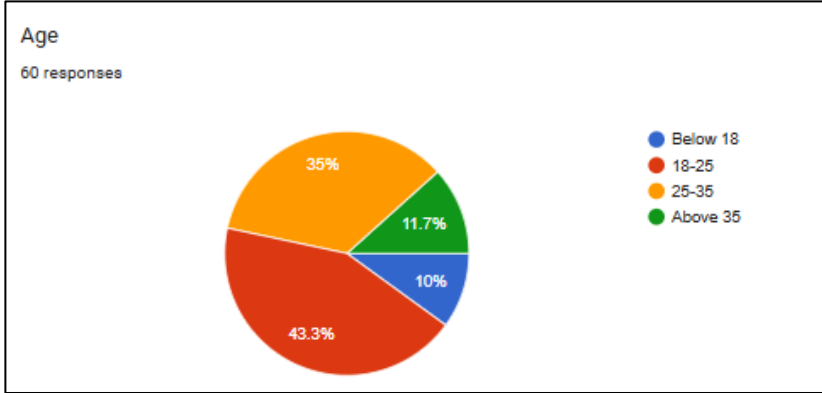
- **Statistical Software:** SPSS/Excel/ Google sheets.
- I have done 1 frequency testing where mean, median and mode is calculated
- 2 Chi-square test has been done where alternative and null hypothesis are taken.

#### 7. Ethical Considerations

- Participation will be voluntary with informed consent.
- Responses will remain anonymous and confidential.
- Data will be used solely for academic purposes.

# CHAPTER 4: DATA ANALYSIS

## 4.1 SURVEY RESPONSES



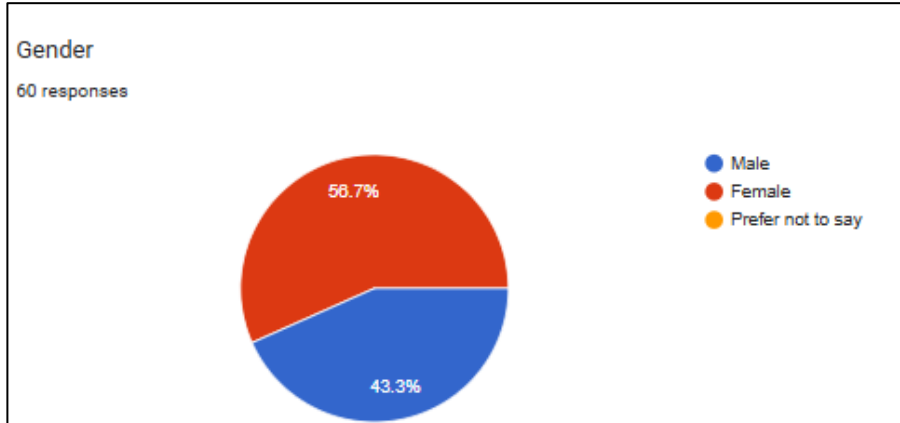
### Interpretation:

The pie chart shows the age distribution of 60 respondents. Here's the breakdown:

Age Group      Percentage      Number of Respondents

Below 18	10%	6
18-25	43.3%	26
25-35	35%	21
Above 35	11.7%	7

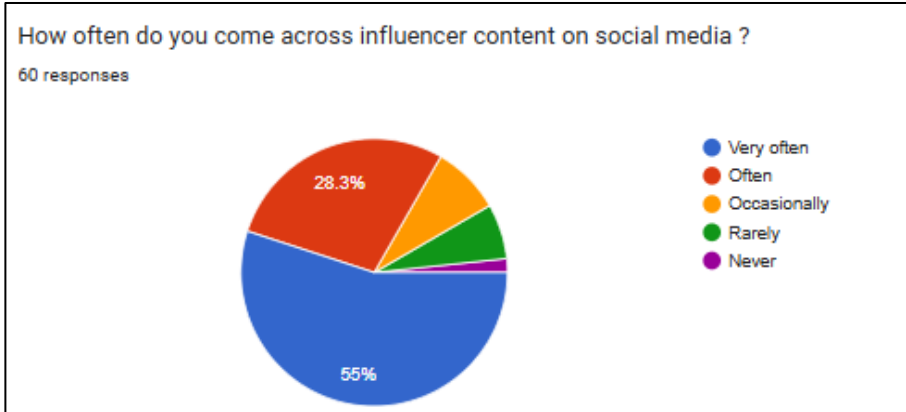
- Most respondents (43.3%) fall in the 18-25 age group, meaning nearly half of the sample is young adults, typically college students or early professionals.
- The second largest group is 25-35 years (35%), showing a significant number of working professionals.
- Respondents below 18 years are only 10%, suggesting fewer teenagers were surveyed.
- Respondents above 35 years make up 11.7%, indicating moderate participation from older adults.

**Interpretation:**

The pie chart represents the gender distribution of 60 respondents. Here's the breakdown:

Gender	Percentage	Number of Respondents
Male	43.3%	26
Female	56.7%	34
Prefer not to say	0%	0

- Females make up the majority of respondents with 56.7%.
- Males account for 43.3% of the responses.
- No respondents chose the "Prefer not to say" option.

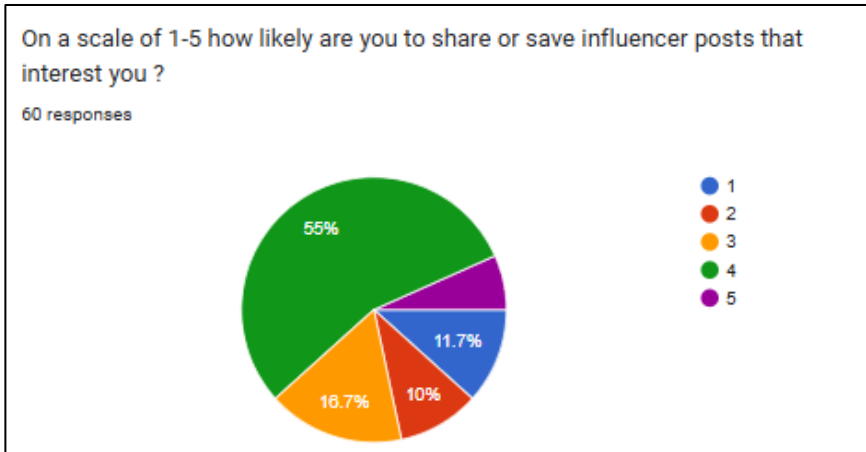


**Interpretation:**

The pie chart shows how frequently 60 respondents encounter influencer content. Here's the breakdown:

Frequency	Percentage	Number of Respondents
Very often	55%	33
Often	28.3%	17
Occasionally	10%	6
Rarely	5%	3
Never	1.7%	1

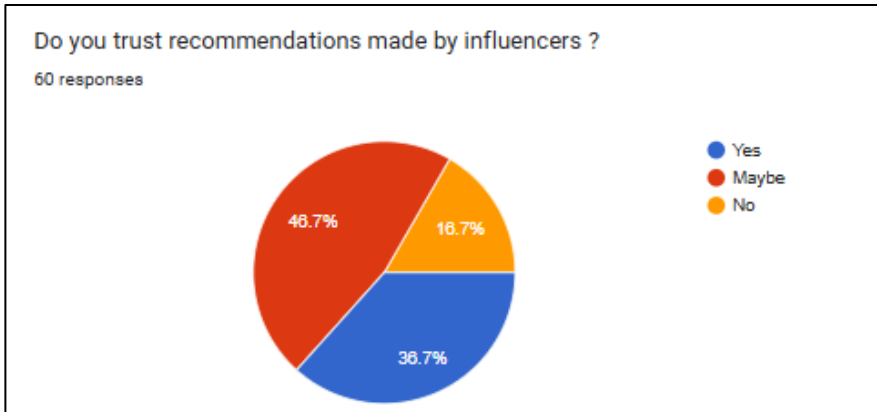
- Majority (55%) of the respondents come across influencer content very often, meaning influencer marketing has high visibility.
- 28.3% of respondents see influencer content often, further strengthening the idea that influencer content is quite common in their online experiences.
- Only a small portion (5%) reported rarely seeing such content, and even fewer (1.7%) said they never come across it.



**Interpretation:**

Scale Rating	Percentage	Approximate Number of Responses
1	11.7%	7
2	10%	6
3	16.7%	10
4	55%	33
5	6.6%	4

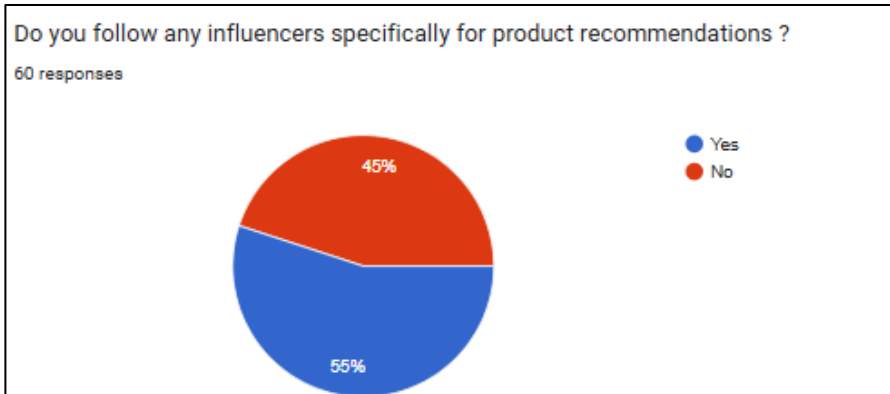
- The majority of participants (55%) rated their likelihood as 4, meaning they are quite likely to share or save posts they find interesting.
- 16.7% of respondents selected 3, indicating a moderate likelihood.
- 11.7% of participants chose 1, meaning they are not likely to share or save posts at all.
- 10% selected 2, suggesting they are only slightly likely to engage.
- A smaller group, about 6.7% (calculated as the remaining share for 5), were extremely likely to share or save influencer posts.



**Interpretation:**

Response	Percentage	Approximate Number of Responses
Yes	38.7%	23
Maybe	48.7%	29
No	16.7%	8

- The largest portion of participants, 48.7%, responded "Maybe", showing a cautious or uncertain attitude towards influencer recommendations.
- 38.7% of participants answered "Yes", indicating they do trust influencers' recommendations.
- Only 16.7% responded "No", suggesting a smaller group actively distrusts influencer recommendations.



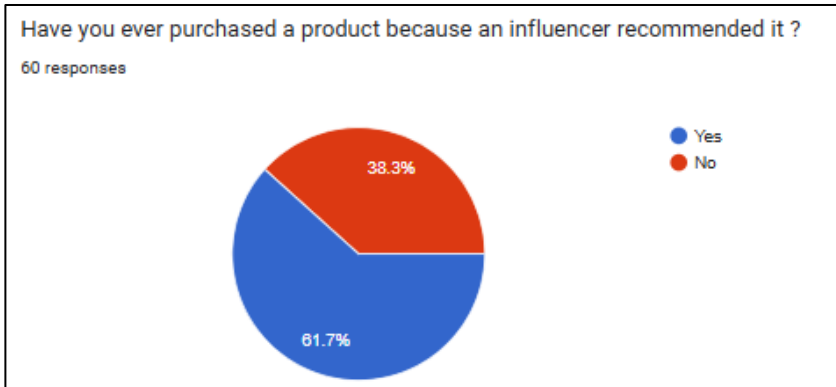
**Interpretation:**

Response	Percentage	Approximate Number of Responses
Yes	55%	33
No	45%	27

42

- 55% of respondents answered "Yes", indicating that more than half of the participants intentionally follow influencers to receive product suggestions.
- 45% responded "No", meaning a significant portion does not follow influencers with the main purpose of seeking product recommendations.

This indicates a relatively strong influence of product recommendation content among followers, but also highlights that a considerable number of users follow influencers for reasons other than product recommendations.



**Interpretation:**

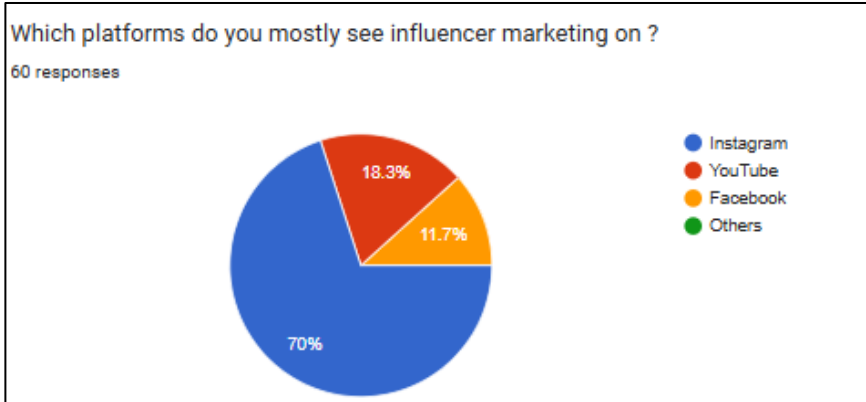
Response	Percentage	Approximate Number of Responses
Yes	61.7%	37
No	38.3%	23

23

- 61.7% of participants answered "Yes", meaning a strong majority have made a purchase based on an influencer's recommendation.
- 38.3% answered "No", indicating they have not acted on influencer recommendations in terms of purchasing.

1

This shows that influencer marketing has a significant impact on consumer purchasing behavior, convincing a substantial portion of followers to buy recommended products.

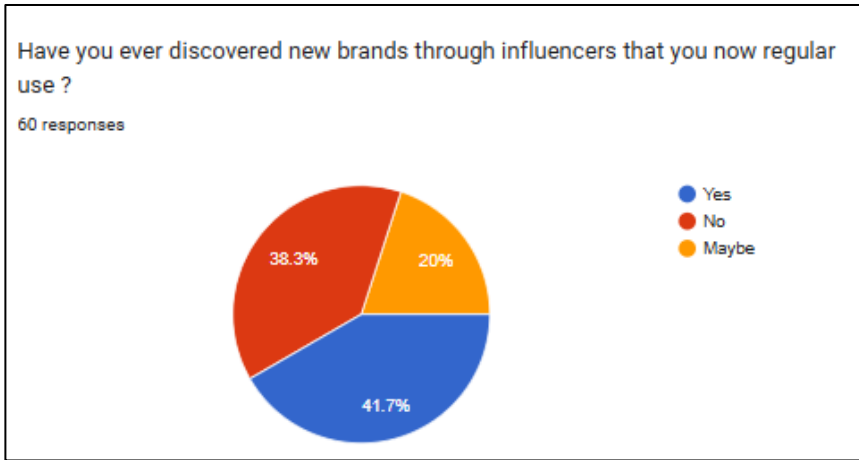


**Interpretation:**

Platform	Percentage	Approximate Number of Responses
Instagram	70%	42
YouTube	18.3%	11
Facebook	11.7%	7
Others	0%	0

- A dominant 70% of participants selected Instagram, making it the primary platform where people encounter influencer marketing.
- 18.3% chose YouTube, indicating it's the second most common platform.
- 11.7% said Facebook.
- The "Others" category is not visibly shown here (assumed to be 0% based on the chart and lack of green color).

Clearly, Instagram stands out as the leading platform for influencer marketing exposure among the surveyed group.



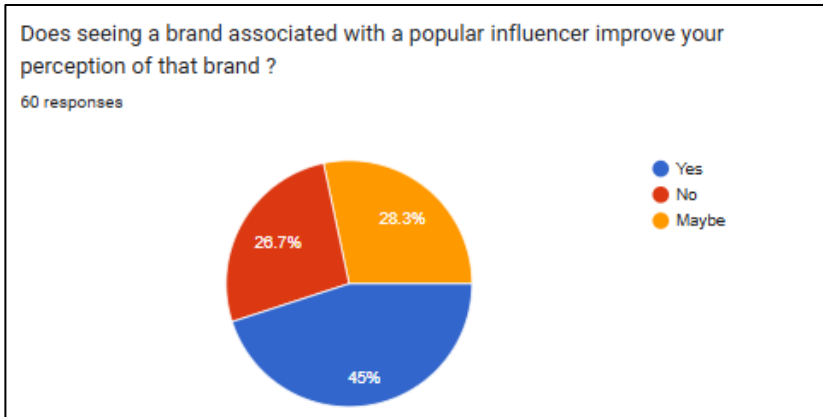
**Interpretation:**

Response	Percentage	Approximate Number of Responses
Yes	41.7%	25
No	38.3%	23
Maybe	20%	12

- 41.7% of respondents answered "Yes", meaning nearly half of the participants have found new brands through influencers that they continue to use.
- 38.3% answered "No", indicating they have not formed regular usage habits based on influencer promotions.
- 20% said "Maybe", suggesting they are unsure if their current brand use was influenced.

This shows that influencer marketing not only influences purchases but can also build lasting brand loyalty among users.

43

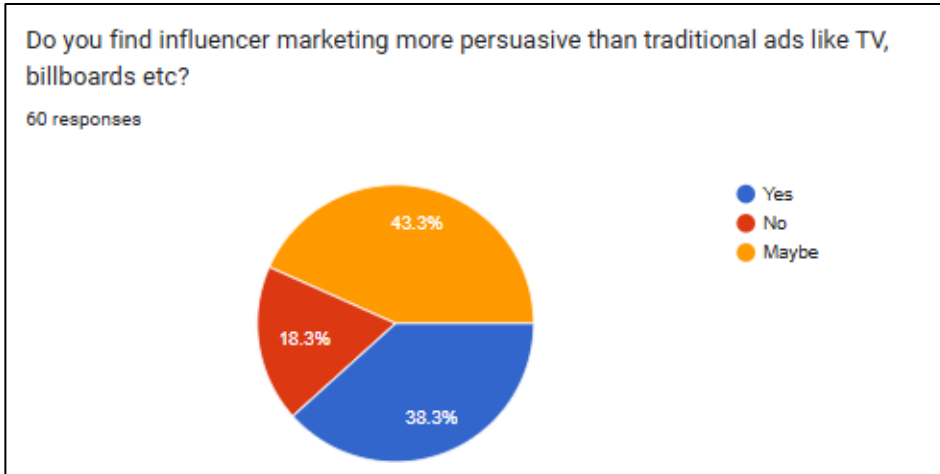


**Interpretation:**

Response	Percentage	Approximate Number of Responses
Yes	45%	27
No	28.7%	17
Maybe	28.3%	16

- 45% of participants answered "Yes", suggesting that influencer endorsements positively impact brand perception for nearly half of the respondents.
- 28.7% said "No", indicating that for about a third, influencer associations do not change their views on a brand.
- 28.3% responded "Maybe", showing some uncertainty or conditional agreement depending on other factors.

Overall, a strong influence of celebrity or popular influencer association on brand image is observed.

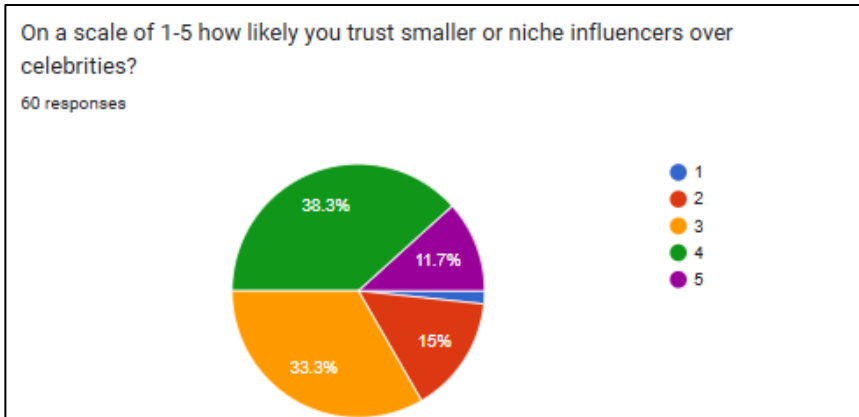


**Interpretation:**

Response	Percentage	Approximate Number of Responses
Yes	38.3%	23
No	18.3%	11
Maybe	43.3%	26

- 38.3% answered "Yes", showing that influencer marketing is seen as more persuasive by over one-third of the respondents.
- 18.3% said "No", meaning they find traditional advertising more or equally persuasive.
- 43.3% chose "Maybe", indicating a large group is undecided and feels persuasion depends on the situation or other factors.

This suggests that while influencer marketing is powerful, a significant number of people remain neutral or conditional in their judgment.



**Interpretation:**

Scale Value	Meaning	Percentage	Approximate Number of Responses
1	Extremely unlikely	~1.7%	1
2	Unlikely	15%	9
3	Neutral/Moderate	33.3%	20
4	Likely	38.3%	23
5	Extremely likely	11.7%	7

- 38.3% selected 4, indicating a high likelihood of trusting smaller or niche influencers more than celebrities.
- 33.3% chose 3, reflecting moderate trust in smaller influencers over celebrities.
- 11.7% chose 5, the highest level of trust.
- 15% selected 2, showing low trust.
- Very few (around 1 respondent) chose 1, showing extremely low trust.

The overall trend shows that people tend to trust smaller, more relatable influencers significantly more than celebrities.

## 4.2 HYPOTHESIS TESTING

### 1. FREQUENCY

**H<sub>0</sub>**- Micro/niche influencers are perceived as more trustworthy than celebrity influencers.

**H<sub>1</sub>**-There is no significant difference in the perceived trustworthiness between micro/niche influencers and celebrity influencers.

N	Valid	60
	Missing	0
Mean		3.43
Median		3.50
Mode		4

#### Interpretation:

- On average, participants rated their trust in small vs. celebrity influencers around 3.43 on whatever scale you used (likely a 5-point scale, based on common practice).
- The median is slightly higher at 3.50, suggesting the central tendency of trust perceptions is a little above the mean — a slight positive skew (more ratings above the mean).
- The mode being 4 indicates that the most common rating given was 4, meaning many respondents lean toward trusting small influencers more.
- Overall, trust toward small influencers compared to celebrities is moderately positive but not extremely high.

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	not likely	1	1.7	1.7	1.7
	slightly likely	9	15.0	15.0	16.7
	neutral	20	33.3	33.3	50.0
	likely	23	38.3	38.3	88.3
	very likely	7	11.7	11.7	100.0
	Total		60	100.0	100.0

### Interpretation:

- **Majority view:**

- 38.3% of respondents said they are likely to trust small influencers more than celebrities.
- 11.7% said they are very likely to trust them.
- Together, nearly 50% (38.3% + 11.7%) show a positive tendency toward trusting small influencers.

- **Neutral stance:**

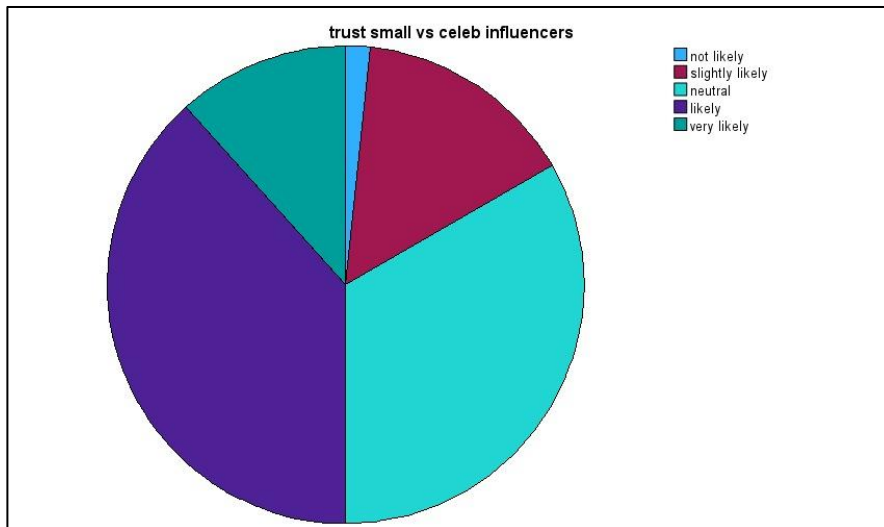
- 33.3% of respondents were neutral — indicating a significant portion of the audience does not strongly favor either small or celebrity influencers.

- **Low distrust:**

- Very few respondents (1.7%) said they are not likely to trust small influencers more.
- 15% were slightly likely, indicating mild positive leaning.

- **Overall trend:**

- The results suggest that trust in small influencers is generally favorable but not overwhelmingly strong — many are positive, but a large group remains neutral.



### Interpretation

- The largest sections of the pie chart are "likely" and "neutral", matching the earlier table:
  - "Likely" (trust small influencers) is the biggest segment, indicating that a large portion of respondents positively trust small influencers.
  - "Neutral" is also a major portion, suggesting that many respondents neither strongly trust nor distrust small influencers over celebrities.
- "Very likely" is a smaller but noticeable segment, showing strong positive trust among some respondents.
- "Slightly likely" and "Not likely" together are relatively small, meaning distrust or low trust in small influencers is minimal among the surveyed group.

## 2.CHI-SQUARE TEST

**H<sub>0</sub>**- Trust in influencer recommendations positively correlates with actual purchase behavior.

**H<sub>1</sub>**- There is no positive correlation between trust in influencer recommendations and actual purchase behavior.

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
Trust Levels * Purchase behaviour due to influencer marketing	60	100.0%	0	0.0%	60	100.0%

- You had complete data for both variables — Trust Levels and Purchase Behaviour due to Influencer Marketing.
- Since no data is missing, you can proceed confidently with statistical analysis (like correlation, chi-square test, or regression) without needing any data cleaning or adjustments.
- The sample size (n=60) is moderate and should allow for basic inferential statistical tests with decent reliability.

**Trust Levels \* Purchase behaviour due to influencer marketing Crosstabulation**

			Purchase behaviour due to influencer marketing		Total
			No	Yes	
Trust Levels	Maybe	Count	10	18	28
		Expected Count	10.7	17.3	28.0
		% within Trust Levels	35.7%	64.3%	100.0%
		% within Purchase behaviour due to influencer marketing	43.5%	48.6%	46.7%
		% of Total	16.7%	30.0%	46.7%
	No	Count	7	3	10
		Expected Count	3.8	6.2	10.0
		% within Trust Levels	70.0%	30.0%	100.0%
		% within Purchase behaviour due to influencer marketing	30.4%	8.1%	16.7%
		% of Total	11.7%	5.0%	16.7%
	Yes	Count	6	16	22
		Expected Count	8.4	13.6	22.0
		% within Trust Levels	27.3%	72.7%	100.0%
		% within Purchase behaviour due to influencer marketing	26.1%	43.2%	36.7%
		% of Total	10.0%	26.7%	36.7%
Total	Count	23	37	60	
	Expected Count	23.0	37.0	60.0	
	% within Trust Levels	38.3%	61.7%	100.0%	
	% within Purchase behaviour due to influencer marketing	100.0%	100.0%	100.0%	
	% of Total	38.3%	61.7%	100.0%	

**Key observations by Trust Level:**

1. Trust Level: Maybe
  - 64.3% of "Maybe" respondents made a purchase.
  - 35.7% did not.
  - This group is fairly split, but slightly more leaned toward purchasing.
2. Trust Level: No
  - 70% did not purchase (only 30% purchased).
  - As expected, low trust strongly correlates with low purchasing behavior.
3. Trust Level: Yes
  - 72.7% of those who trust influencer recommendations did make a purchase.

- Only 27.3% did not.
- High trust clearly leads to higher purchasing behavior.

**Overall Interpretation:**

- Trust positively influences purchase behavior.
- Among those who trusted influencers ("Yes"), about 73% purchased products.
- Among those who did not trust ("No"), only 30% purchased.
- People who were undecided ("Maybe") were almost equally split, but still leaned more toward purchasing.
- This pattern supports your alternate hypothesis: trust in influencer recommendations correlates positively with actual purchasing.

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.462 <sup>a</sup>	2	.065
Likelihood Ratio	5.383	2	.068
N of Valid Cases	60		

a. 1 cells (16.7%) have expected count less than 5. The minimum expected count is 3.83.

### Interpretation:

- The p-value is 0.065, which is slightly higher than 0.05 (the common significance threshold).
- This means:
  - You do not have enough statistical evidence to claim a significant association between trust in influencers and purchase behavior at the 5% significance level ( $p < 0.05$ ).
  - However, the p-value (0.065) is very close to 0.05, suggesting a weak or marginal relationship — it might have been significant with a slightly larger sample or less variability.
- Practical Insight:
  - Even though the relationship is not statistically significant at 5%, it is still suggestive.
  - You might interpret this as: trust does appear to influence purchasing behavior, but your sample does not provide strong enough evidence to fully confirm it statistically.

### 3.CHI-SQUARE TEST

**H<sub>0</sub>**-There is no relationship between frequency of exposure to influencer content and the likelihood of purchasing recommended products.

**H<sub>1</sub>**- Individuals who see influencer content more frequently are more likely to purchase products recommended by influencers.

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
frequency of influencer * Purchase behaviour due to influencer marketing	60	100.0%	0	0.0%	60	100.0%

- All 60 respondents provided complete answers regarding frequency of influencer exposure and purchase behavior.
- There are no missing values — you have a full dataset for this analysis.
- You can move forward with statistical tests (like crosstabs, Chi-Square, correlation, etc.) confidently without needing to clean or impute data.

**frequency of influencer \* Purchase behaviour due to influencer marketing  
Crosstabulation**

			Purchase behaviour due to influencer marketing		Total
			No	Yes	
frequency of influencer	Never	Count	0	1	1
		Expected Count	.4	.6	1.0
		% within frequency of influencer	0.0%	100.0%	100.0%
		% within Purchase behaviour due to influencer marketing	0.0%	2.7%	1.7%
		% of Total	0.0%	1.7%	1.7%
	Occasionally	Count	1	4	5
		Expected Count	1.9	3.1	5.0
		% within frequency of influencer	20.0%	80.0%	100.0%
		% within Purchase behaviour due to influencer marketing	4.3%	10.8%	8.3%
		% of Total	1.7%	6.7%	8.3%
	Often	Count	8	9	17
		Expected Count	6.5	10.5	17.0
		% within frequency of influencer	47.1%	52.9%	100.0%
		% within Purchase behaviour due to influencer marketing	34.8%	24.3%	28.3%
		% of Total	13.3%	15.0%	28.3%
	Rarely	Count	4	0	4
		Expected Count	1.5	2.5	4.0
		% within frequency of influencer	100.0%	0.0%	100.0%
		% within Purchase behaviour due to influencer marketing	17.4%	0.0%	6.7%
		% of Total	6.7%	0.0%	6.7%
Very often	Count	10	23	33	
	Expected Count	12.7	20.4	33.0	
	% within frequency of influencer	30.3%	69.7%	100.0%	
	% within Purchase behaviour due to influencer marketing	43.5%	62.2%	55.0%	
	% of Total	16.7%	38.3%	55.0%	
Total	Count	23	37	60	
	Expected Count	23.0	37.0	60.0	
	% within frequency of influencer	38.3%	61.7%	100.0%	
	% within Purchase behaviour due to influencer marketing	100.0%	100.0%	100.0%	
	% of Total	38.3%	61.7%	100.0%	

**Key Interpretations:**

- Very Often Exposure (biggest group: 55% of sample):
  - 69.7% made a purchase after seeing influencer content.
  - Strong positive behavior here: the more people see influencers, the more they buy.
- Often Exposure:

- 52% purchased, 48% did not — a moderate split.
- Occasionally Exposure:
  - 80% made purchases — surprisingly high for "occasional" viewers.
- Rarely Exposure:
  - 0% made purchases — people who rarely see influencer content almost never buy because of it.
- Never Exposure:
  - Only 1 person in this group, but they still made a purchase (100%).
  - However, sample size too small (n=1) to draw conclusions here.

Higher frequency of exposure to influencer content tends to correlate with a higher likelihood

Individuals who see influencer posts "very often" or "often" **are more likely to make purchases based on** influencer **recommendations** compared to those **who** "rarely" or "occasionally" see influencer content.

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.215 <sup>a</sup>	4	.056
Likelihood Ratio	10.883	4	.028
N of Valid Cases	60		

a. 6 cells (60.0%) have expected count less than 5. The minimum expected count is .38.

### Interpretation:

- Pearson Chi-Square Test:
  - $p = 0.056$  → Slightly above the conventional threshold of 0.05.
  - This means there is no statistically significant association at the 5% level, but it's very close (marginal significance at around 5.6%).
  - If your study allows for a 10% significance level ( $p < 0.10$ ), then you could argue that a weak association exists.
- Likelihood Ratio Test:
  - $p = 0.028$  → Significant at the 5% level.
  - Suggests that there is a statistically significant relationship between frequency of influencer exposure and purchase behavior.

## 4.3 FINDINGS AND RECOMMENDATIONS

### FINDINGS-

#### 1. Trust in Micro/niche Influencers vs. movie star Influencers

The analysis of trust ranges among small (micro/area of interest) influencers and movie star influencers, primarily based on 60 respondents, revealed insightful trends:

The imply agree with rating was 3.43 (on a 5-point scale), and the median became three. Five, suggesting an normal slight to high consider.

The modal value (maximum common reaction) changed into 4, indicating that many participants leaned in the direction of trusting smaller influencers extra.

The frequency desk and pie chart similarly showed that:

38.3% of respondents found it "probable" that they agree with smaller influencers over celebrities. 11.7% observed it "very possibly. "A smaller portion (16.7%) had been both "neutral" or "barely likely" (15%) most effective 1.7% expressed that they are "now not probable" to consider small influencers.

#### 2. Agree with in Influencer suggestions and purchase conduct

The move-tabulation evaluation between consider degrees and buy behavior due to influencer marketing indicated a pattern:

amongst people who "perhaps" depended on influencers, 64.3% still made purchases.

72.7% of members who explicitly depended on ("sure") influencers said purchasing advocated merchandise only 30% of contributors who pronounced "No" agree with made purchases.

### 3. Frequency of exposure to Influencer content material and purchase behavior

The frequency with which respondents encountered influencer content correlated with their probability to purchase:

among participants who encountered influencer content "very frequently," 69.7% suggested shopping influencer-endorsed products.

participants who saw influencer posts "often" had a slightly decrease purchase price (52.9%)

folks that hardly ever noticed influencer content had been lots much less possibly to buy (0%).

## RECOMMENDATIONS-

### 1. Leverage Micro-Influencers More Intensively

- **Rationale:** Micro-influencers are perceived as more trustworthy.
- **Action:** Brands should actively collaborate with niche influencers, particularly those with highly engaged follower bases rather than just high follower counts. Personalized, authentic content from these influencers can drive higher trust and ultimately better conversions.

### 2. Focus Campaigns on Building Trust

- **Rationale:** Trust is a marginally significant predictor of purchase behavior.
- **Action:** Influencers should prioritize transparency — e.g., clearly marking sponsored posts, sharing honest product reviews, and interacting genuinely with followers. Brands should encourage influencers to provide real-life usage examples rather than scripted promotions.

## 4.4 LIMITATIONS OF THE STUDY

### 1. Small pattern length

- The observe is based on most, effective 60 valid responses.
- A small sample limits the generalizability of the findings to broader populace.
- With a larger pattern, the statistical significance (specifically in Chi-square exams) could have been stronger, main to more robust conclusions.

### 2. Sampling Bias

- It is unclear that respondents were selected randomly or through convenience sampling (e.g., social media users, students, etc.).
- If the sample isn't representative of the general consumer population, the answers may reflect the views of a particular subgroup rather than broader consumer behavior.

### 3. Reliance on Self-reported statistics

- All data were self-said, meaning it relies upon heavily on contributors' reminiscence and honesty.
- There can be remember bias (misremembering past purchases) or misinterpretation of what counts as "purchase due to influencer advertising."

## CHAPTER 5. CONCLUSION

In conclusion, the effectiveness of influencer marketing on consumer buying behavior is both profound and multifaceted, making it one of the most impactful marketing strategies in the digital age. As the marketing landscape continues to evolve, influencer marketing has demonstrated its power to sway consumer decisions, shape perceptions, and build strong emotional connections between brands and buyers. Its success lies in its unique ability to bridge the gap between traditional advertising and word-of-mouth recommendations by leveraging the trust and authenticity that influencers build with their followers. Unlike traditional celebrities, influencers are often perceived as everyday individuals who have earned their following through relatability, expertise, or lifestyle alignment. This perceived authenticity is critical in influencing consumer behaviour, as audiences are more inclined to trust and act on product recommendations made by individuals they follow regularly and engage with emotionally.

One of the most significant aspects of influencer marketing is its ability to leverage psychological triggers such as social proof, parasocial relationships, and peer influence. Social proof is essential in contemporary consumer behavior; when individuals observe influencers they respect endorsing a product or service, they are more inclined to trust in the product's quality and relevance. This phenomenon is further enhanced by parasocial interactions, where followers form one-sided emotional connections with influencers, creating a sense of personal relationship. Such bonds strengthen trust and loyalty, establishing a robust basis for influencers to sway their followers' purchasing choices. Additionally, influencer marketing takes advantage of peer dynamics. For many consumers, particularly Millennials and Gen Z, the repeated exposure of a product in influencer content across platforms like Instagram, TikTok, or YouTube normalizes the product, generating a sense of desire and urgency that often culminates in purchases. Another key factor contributing to the effectiveness of influencer marketing is its capacity to enable highly targeted and personalized campaigns. Brands can strategically partner with influencers whose audience demographics, interests, and values align with their offerings. This alignment ensures that marketing messages reach the appropriate audience in the right context, thereby enhancing the chances of engagement and conversion. Micro- and nano-influencers, in particular, have demonstrated notable effectiveness in this area. Although they may have smaller follower bases, these influencers frequently achieve higher engagement rates and foster greater trust within their

10 communities, leading to more genuine brand interactions. This focused approach not only enhances campaign efficiency but also yields a better return on investment (ROI), making influencer marketing a more economical strategy compared to traditional advertising methods.

6  
41 Influencer marketing plays a crucial role in various phases of the consumer decision-making process. In the awareness phase, influencers engage their followers by showcasing new products through unboxing videos, reviews, and tutorials, which generate curiosity and interest. During the consideration stage, they offer comprehensive information, comparisons, and practical demonstrations that assist consumers in evaluating their choices and developing preferences. As consumers approach the decision-making phase, content created by influencers—often accompanied by discount codes or affiliate links—provides the final encouragement needed to drive conversions. Even after a purchase, influencers can bolster buyer confidence by demonstrating ongoing use of the product, thereby nurturing brand loyalty and promoting repeat purchases. In summary, influencer marketing serves as an effective and persuasive guide throughout the consumer journey. Furthermore, the effectiveness of influencer marketing is enhanced when it is incorporated into broader digital marketing strategies. It does not function independently but rather complements and amplifies other channels, including content marketing, SEO, paid media, and email campaigns. For instance, influencer-generated content can be utilized as testimonials on websites, featured in social media advertisements, or leveraged to increase traffic to e-commerce sites. Additionally, influencers can inspire user-generated content, initiating trends and challenges that encourage audience engagement and organically expand the campaign's reach. When implemented strategically, this integration enriches the overall marketing landscape, resulting in a more unified and engaging customer experience.

10 In summary, influencer marketing has proven to be a highly effective tool for influencing consumer buying behaviour. It thrives on authenticity, personalization, and trust—three pillars that are central to building meaningful brand-consumer relationships in today's digital age. While challenges related to transparency, saturation, and fraud persist, strategic planning, ethical practices, and continuous adaptation can help brands navigate these issues successfully. As consumer expectations continue to evolve, brands that invest in genuine influencer partnerships and embrace innovation will be best positioned to capture attention, earn loyalty, and drive sustainable growth through influencer marketing.

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7. HubSpot & Talkwalker (2023). 2023 Social Media Trends Report. <https://www.hubspot.com/> / <https://www.talkwalker.com>
8. Statista Research Department (2023). Statistics and Facts on Influencer Marketing. <https://www.statista.com/topics/2496/influencer-marketing/>

9.Nielsen (2022). Global Report on Trust in Advertising. <https://www.nielsen.com>

10.McKinsey & Company (2022). The Effects of Personalization on Marketing Results. <https://www.mckinsey.com>

11.Statista – Statistics and Facts on Influencer Marketing  
<https://www.statista.com/topics/2496/influencer-marketing/>

Reliable information regarding expenditure, audience reach, platform trends, and consumer impact.

12.Forbes – Insights on Influencer Marketing  
<https://www.forbes.com/sites/forbescommunicationscouncil/>

(Search for “influencer marketing” on Forbes) Expert insights, leadership perspectives, and discussions on effectiveness.

13.HubSpot blog- Strategies for Influencer Marketing  
<https://blog.hubspot.com/marketing/influencer-marketing>

Resources, case studies, and data illustrating how influencer marketing enhances conversions.

## ANNEXURE

### Effectiveness of influencer marketing on consumer buying behaviour



\* Indicates required question

Name \*

Your answer

Age \*

- Below 18
- 18-25
- 25-35
- Above 35

Gender \*

- Male
- Female
- Prefer not to say

How often do you come across  
influencer content on social media ? \*

- Very often
- Often
- Occasionally
- Rarely
- Never

Have you ever purchased a product \*  
because an influencer  
recommended it ?

- Yes
- No

Which platforms do you mostly see \*  
influencer marketing on ?

- Instagram
- YouTube
- Facebook
- Others

Have you ever discovered new \*  
brands through influencers that you  
now regular use ?

- Yes
- No
- Maybe

On a scale of 1-5 how likely are you \*  
to share or save influencer posts  
that interest you ?

- 1
- 2
- 3
- 4
- 5

Do you trust recommendations \*  
made by influencers ?

- No
- Maybe
- Yes

Do you follow any influencers \*  
specifically for product  
recommendations ?

- Yes
- No

Does seeing a brand associated with a popular influencer improve your perception of that brand ? \*

- Yes
- No
- Maybe

Do you find influencer marketing more persuasive than traditional ads like TV, billboards etc? \*

- Yes
- No
- Maybe

On a scale of 1-5 how likely you trust smaller or niche influencers over celebrities? \*

- 1
- 2
- 3
- 4
- 5