



Influencer Marketing Impact on Consumer Behavior: Trust, Authenticity, and Brand Engagement in Social Media

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Received: 10 Jan 2024

Accepted: 25 Mar 2024

Published: 29 Mar 2024



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Abstract: This abstract summarizes recent research on the influence of social media influencers on consumer behavior. Three key studies are highlighted: one exploring the impact of different categories of female social media influencers on consumer credibility and purchase intention, another investigating the psychological mechanisms underlying influencer marketing, and a third examining the moderating role of cultural factors on influencer-consumer relationships. The studies emphasize the multifaceted nature of influencer marketing and underscore the importance of considering influencer types, psychological processes, and cultural differences in designing effective marketing strategies. Themes such as influencer credibility, psychological mechanisms, and cultural moderation emerge as significant factors shaping consumer behavior in the digital age.

Keywords: Influencer Marketing, Consumer Behavior, Psychological Mechanisms, Cultural Factors, Credibility, Purchase Intention

Introduction

A range of web-based tools and services collectively referred to as social media enable users to participate in social networking or create and distribute content. Users of social media can communicate with people, organisations, and communities all over the world. Among the wellknown social networking sites are Facebook, Twitter, Instagram, LinkedIn, TikTok, and YouTube. Users can create and share a range of content, such as text, pictures, videos, and live streams, as well as communicate privately with other users and interact with them through likes and comments. Social media has become an essential tool for marketing, business promotion, communication, and entertainment in the contemporary digital era.

Additionally, it draws attention to problems with addiction, cybersecurity, and the spread of false information. Consumers are increasingly relying on social media influencers on Instagram, TikTok, Twitter and YouTube as well as influencer marketing to find out the reviews and recommendations to they would like to purchase before making a decision. The influencer marketing firm build partnerships with companies to help their sales and investment return be higher.

The influencers mostly win to consumers' trust since they tend to be consistent in communication and provide more authentic reviews about the products. High school students as their role model pay attention to, feel safe and take it easy. Four out of ten Millennials tell us their best influencer is like an old friend. They know them practically better than their true friends. No brand can be more effective than the influencer when talking to the general public if it involved creating a relationship of trust has been established. The message can either be scripted or it can be in the form of a citation.

The degree in which brands will deepen their relations with influencers has now become a major consideration. According to online authority of the Digital Marketing Institute report, 50% of shoppers said that they have considered buying products or services that endorsed by influencers. Besides the approximate figure of 40%, one-fourth of the consumers confessed they had ordered a product online after that influencer had used it to their audience on Twitter, YouTube, or Instagram. The effectiveness of this advertising technique puts sense of companies to collaborate with influencers and promote their products. On a general level, it can be seen that aspects, say, trust, trustworthiness, social attractability, experience and perceived usefulness, are the ones, which have a great influence on consumer confidence regarding than following suggestions, at least on an overall level.

Losing that segment of a community gives rise to feelings of embarrassment and shame that have just as much power as disapproval or remarks that are narrating unfavourable perceptions of a person. Those were the topics of this study because we wanted to learn how these features influence the focus of the one who is blogging finding what's attractive, making a blogger familiar with the issue, and knowing whether this or that feature is increasing or decreasing the solution-finding skills of this blogger.

Literature review

Barta (2019) delves into the intricate relationship between social media influencers and consumer intentions, emphasizing the role of consumer trust in shaping purchasing decisions. Lee (2020) extends this exploration by scrutinizing the influence of social media influencers on consumer behavior, particularly focusing on influencer credibility, consumer opinions, and purchasing behavior. Through structural equation modeling, Lee demonstrates a positive relationship between trust in influencers and improved consumer attitudes towards endorsed products or services.

Chen's study (2018) in the Journal of Interactive Advertising further explores the impact of influencer marketing on consumer attitudes and propensity to purchase. Through ANOVA and regression analyses, Chen reveals the significant influence of social media influencer endorsements on consumer perceptions and purchase intentions, particularly among the youthful population.

Wang's research (2017) in the International Journal of Advertising adds to this understanding by identifying the informational role played by different types of influencers on consumer behavior. Wang highlights the effectiveness of both macro and micro

influencers in influencing consumer decision-making, with micro influencers often perceived as more credible due to their relatability with their followers. Jin's study (2021) in the *Journal of Retailing and Consumer Services* explores the moderating influence of product type on influencer endorsements. By categorizing different product scenarios, Jin elucidates how influencer endorsements can sway consumer purchasing decisions, emphasizing the nuanced nature of influencer marketing effectiveness.

Smith's study (2019) in the *Journal of Business Research* sheds light on the importance of authenticity in influencer marketing, emphasizing its role in shaping consumer beliefs and actions. Through mediation analysis, Smith identifies a strong correlation between consumer trust in influencers' authenticity and their confidence in the endorsed content. Garcia's research (2018) in the *Journal of Consumer Marketing* explores the influence of social media influencer personality traits on consumer attitudes and behavior. Utilizing factor analysis and regression analysis, Garcia demonstrates that traits such as credibility and attractiveness significantly impact consumer perceptions and purchasing decisions.

Kim's study (2020) investigates the effect of influencer marketing campaigns on consumer attitudes towards brands and purchase behavior. Using structural equation modeling (SEM), Kim finds that connections with influencers positively influence consumers' brand perceptions and attitudes, leading to increased purchase intentions. Huang's recent article in the *Journal of Marketing Management* examines the impact of influencer endorsement frequency on consumer engagement and purchasing behavior. Through correlation and regression analysis, Huang confirms a positive association between the frequency of influencer advertising and consumer engagement, highlighting the importance of consistent influencer presence for driving consumer behavior.

Park's research (2021) investigates the effectiveness of influencer marketing across various social media platforms. Applying ANOVA and t-tests, Park concludes that influencer marketing is not uniformly effective across platforms, with Instagram influencers having the most significant impact on consumer behavior. Dehkordi et al.'s study (2019) in the *Journal of Marketing Communications* examines the influence of social media influencers on service purchasing decisions, emphasizing the role of influencer credibility and trust in driving purchase intentions and brand loyalty.

Lee et al.'s research (2020) in the journal *Computers in Human Behavior* explores the differential impact of celebrity and non-celebrity influencers on consumer trust and purchase intentions. The study highlights the importance of authenticity and relatability in influencing consumer behavior in the context of influencer marketing.

Chen et al.'s study (2018) in the *Journal of Interactive Advertising* investigates the mediating role of perceived value in the relationship between social media influencer endorsements and consumer purchase decisions. The findings underscore the significance of perceived value in enhancing the effectiveness of influencer marketing strategies. Gupta et al.'s research (2021) in the *International Journal of Consumer Studies* examines the moderating role of product type in the influence of social media influencers on consumer buying behavior. The study emphasizes the importance of considering product characteristics in designing influencer marketing strategies.

Yang et al.'s study (2017) in the *Journal of Marketing Management* explores the impact of influencer traits such as expertise, attractiveness, and honesty on consumer engagement and purchasing behavior. The findings highlight the importance of selecting influencers with favorable traits to enhance consumer engagement and drive purchasing decisions.

Wang et al.'s research (2022) in the *Journal of Advertising Research* investigates the influence of influencer-brand congruence on consumer attitudes and behavior. The study emphasizes the importance of alignment between influencer characteristics and brand image in influencing consumer perceptions and purchase behavior.

Hajli's study (2014) in the *Journal of Retailing and Consumer Services* investigates the influence of social media influencers on service purchasing decisions, highlighting the importance of trust and believability in driving consumer behavior. Jin et al.'s research (2016) in *Computers in Human Behavior* explores the cognitive mechanisms underlying the influence of social media influencers on service purchasing decisions, emphasizing the role of identification, social comparison, and parasocial interaction in shaping consumer behavior.

Besharat et al.'s study (2018) in the *Journal of Marketing Communications* compares the effectiveness of influencer marketing with traditional advertising channels in shaping consumer attitudes and purchase behavior, emphasizing the authenticity and reliability of influencer content in driving consumer engagement.

Hasan et al.'s research (2019) in the *Journal of Retailing and Consumer Services* examines the role of social media influencers in shaping consumer perceptions and behaviors in the e-commerce domain, emphasizing the importance of trust and perceived expertise of influencers in influencing consumer decisions.

Lim et al.'s study (2020) in the *Journal of Interactive Advertising* explores the role of social media influencers in building trust and promoting brand loyalty among consumers, highlighting the authenticity and reliability of influencer-endorsed brands in fostering meaningful relationships between brands and consumers. Kaur and Arora's joint paper (2020) in the *Journal of Marketing Analytics* investigates the impact of social media influencers on consumer buying behavior, emphasizing factors such as influencer credibility, attractiveness, and expertise, as well as the importance of product-influencer identity match and targeted demographics in influencing consumer decisions.

Lee and Youn (2019) conducted a study aiming to understand how different categories of female social media influencers, including celebrities, bloggers, and micro-influencers, impact consumer credibility, engagement, and purchase intention. Their findings revealed that consumers perceive micro-influencers as more trustworthy, leading to a higher likelihood of purchase decisions compared to celebrities or bloggers (Lee & Youn, 2019).

Smith and Johnson (2021) explored the psychological mechanisms underlying the influence of social media influencers on consumer decision-making processes. Their study focused on aspects such as social comparison, parasocial interaction, identification with the influencer, persuasive styles, and decision-making rules. Through qualitative thematic analysis and statistical equations, they uncovered the significant roles played by influencers

in product appeal and heuristic reasoning in consumers' purchase judgments (Smith & Johnson, 2021).

Wang and Zhang (2018) investigated the influence of cultural factors on the relationship between social media influencers and consumer buying behavior. Their study examined cultural dimensions such as individualism versus collectivism and uncertainty avoidance. Employing correlation analysis and hierarchical regression, they found that culture significantly moderated the impact of influencer marketing on consumer behavior. The study highlighted the importance of acknowledging and adapting to cultural differences in influencer marketing strategies to reach niche groups effectively (Wang & Zhang, 2018).

Research Method

These studies collectively underscore the multifaceted nature of influencer marketing, emphasizing the importance of considering influencer types, psychological mechanisms, and cultural factors in designing effective marketing strategies. By leveraging insights from these research findings, marketers can tailor their influencer campaigns to resonate with target audiences and drive meaningful consumer engagement and purchasing behavior.

The research aims to investigate the impact of social media influencers on consumer buying behavior, recognizing the significance of understanding modern marketing dynamics influenced by digital platforms. A quantitative research design, specifically a cross-sectional survey approach, is chosen to analyze numerical data and establish correlations between variables. A deductive research approach is deemed suitable, involving testing hypotheses derived from existing literature regarding the influence of social media influencers on consumer behavior.

Data collection methods include online surveys, paper, and observation to gather secondary data from respondents. Sampling techniques may involve probability sampling methods like simple random sampling or non-probability sampling methods like convenience sampling. Sample size determination considers population size, confidence level, and margin of error to ensure adequate representation.

Data analysis techniques encompass descriptive statistics, inferential statistics such as regression analysis, and content analysis of qualitative data. Ethical considerations address participant anonymity, informed consent, and confidentiality, with necessary approvals obtained from ethics committees if required.

Result and Discussion

The literature review provides valuable insights into the role of social media influencers in shaping consumer behavior and attitudes towards brands and products.

Various studies highlight the significant impact of influencer marketing on consumer purchasing intentions and perceptions.

Gergely Barta's study emphasizes the importance of consumer trust in social media influencers and how it influences purchasing decisions. Jaehyun Lee's research further explores the relationship between social media influencers' credibility and consumer attitudes, emphasizing the role of trustworthiness in shaping consumer perceptions.

Jennifer L. E.'s study underscores the influence of social media influencers on consumer attitudes and propensity to purchase, indicating a direct link between influencer recommendations and consumer buying decisions. Similarly, Wang's research delves into the effectiveness of different types of influencers in influencing consumer decision-making, highlighting the informational role played by influencers.

Seunghyun Jin's study investigates the moderating influence of product type on influencer endorsements, revealing that the effectiveness of influencer marketing varies depending on the nature of the endorsed product. Emma Smith's work emphasizes the importance of authenticity in influencer marketing, demonstrating that consumers are more likely to trust and act on recommendations from authentic influencers.

Ana Garcia's research delves into the personality traits of influencers and their impact on consumer attitudes and behavior, highlighting the significance of traits like credibility and attractiveness in shaping consumer perceptions. Lastly, Minji Kim's study examines the overall impact of influencer marketing campaigns on consumer attitudes towards brands and products, emphasizing the role of influencers in influencing purchasing decisions.

Overall, these studies collectively contribute to our understanding of the complex dynamics between social media influencers, consumer behavior, and brand perceptions. They underscore the importance of trust, authenticity, and influencer credibility in driving consumer engagement and purchase intent in the digital age.

Conclusion

In conclusion, the literature review provides a comprehensive overview of the role and impact of social media influencers in contemporary marketing practices. Through a synthesis of various studies, several key themes emerge, highlighting the significant influence of influencers on consumer behavior, attitudes, and purchasing decisions. First and foremost, trust emerges as a central factor in the effectiveness of influencer marketing. Consumers tend to trust influencers who are perceived as authentic, credible, and relatable. Studies consistently demonstrate that consumer trust in influencers directly influences their attitudes towards endorsed products and their likelihood of making a purchase. This underscores the importance of authenticity and transparency in influencer-brand collaborations.

Furthermore, the effectiveness of influencer marketing varies depending on factors such as the nature of the endorsed product and the personality traits of the influencer. Research suggests that influencers with charismatic traits, such as credibility, attractiveness,

and relatability, are more likely to sway consumer perceptions and drive purchase intent. Additionally, the type of product being endorsed can significantly impact the effectiveness of influencer marketing, with higher involvement products generally exhibiting greater susceptibility to influencer influence.

Moreover, the literature highlights the evolving landscape of influencer marketing, with micro-influencers gaining traction as credible and relatable voices within niche communities. As consumers increasingly seek authenticity and genuine connections, micro-influencers are positioned to wield significant influence over their followers' purchasing decisions.

The studies also shed light on the importance of understanding cultural nuances and consumer preferences in influencer marketing campaigns. Influencer effectiveness can vary across different cultural contexts, emphasizing the need for tailored strategies that resonate with local audiences.

Overall, the literature underscores the transformative power of influencer marketing in shaping consumer perceptions and driving brand engagement. However, it also raises important considerations regarding ethics, transparency, and the potential for influencer fatigue. Moving forward, marketers must strike a delicate balance between leveraging influencer partnerships and maintaining authenticity to ensure sustained consumer trust and engagement.

In conclusion, the literature review provides valuable insights into the multifaceted nature of influencer marketing and its profound impact on consumer behavior and brand perceptions. By understanding the underlying mechanisms driving influencer effectiveness, marketers can craft more impactful and ethical influencer strategies that resonate with target audiences in an increasingly digital and interconnected world.

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