

# A Study on The Impact of Influencer Marketing on Customer Perception and Buying Behaviour

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**Abstract**—With the rapid growth of digital platforms and social media usage, influencer marketing has evolved as a highly effective and influential marketing approach in the modern business environment. Unlike traditional forms of advertising, this strategy focuses on leveraging individuals with a strong online presence and the ability to influence the opinions and behaviours of their followers. This study aims to examine the overall impact of influencer marketing on customer perception, trust development, brand attitude, and purchase intention in the context of changing consumer behaviour.

The research particularly investigates how key attributes of influencers—such as credibility, expertise, attractiveness, relatability, and authenticity—affect consumer decision-making processes. It also explores how consumers interpret promotional content shared by influencers and how this content shapes their attitudes toward brands. The study adopts a mixed research approach by using both primary data, collected through structured questionnaires and consumer feedback, and secondary data sourced from academic journals, industry reports, and existing literature.

The findings of the study suggest that influencer marketing plays a significant role in enhancing brand visibility and influencing consumer perception in a more personalized and engaging manner. Consumers tend to place higher trust in influencers who appear genuine, transparent, and knowledgeable, which positively impacts their attitude toward the promoted brand. Furthermore, the emotional connection established between influencers and their audience contributes to stronger brand recall and increases the likelihood of purchase intention. However, the study also highlights that excessive or non-authentic promotions may reduce consumer trust and negatively impact brand image.

In conclusion, influencer marketing has become a powerful tool in shaping modern consumer behaviour by bridging the gap between brands and consumers through trust and relatability. The study emphasizes the importance of selecting the right influencers and maintaining authenticity in promotional strategies to achieve long-term marketing success. These insights are valuable for marketers, businesses, and researchers

seeking to understand the evolving dynamics of digital marketing and consumer engagement.

**Index Terms**—*Influencer Marketing, Customer Perception, Buying Behaviour, Social Media Marketing, Brand Trust.*

## I. INTRODUCTION

The rapid expansion of digital technology and widespread internet accessibility have significantly transformed the marketing landscape in recent years. Social media platforms such as Instagram, YouTube, Facebook, and TikTok have become an integral part of people's daily lives, influencing how individuals communicate, interact, and consume information. As a result, businesses are shifting their focus from traditional marketing methods to more innovative and engaging digital strategies. Traditional advertising, including television commercials, print media, and banner ads, is gradually losing its effectiveness due to increasing ad fatigue, information overload, and declining consumer trust. Modern consumers are more selective and often sceptical about direct brand messages, making it difficult for companies to capture their attention through conventional means.

In this evolving environment, influencer marketing has emerged as a powerful and effective marketing approach. Influencer marketing refers to the collaboration between brands and individuals who have a strong presence on social media platforms and a dedicated follower base. These influencers create content that promotes products or services in a more natural, engaging, and relatable manner. Unlike traditional advertisements, influencer promotions are often integrated into everyday content, making them less intrusive and more appealing to consumers.

Influencers act as opinion leaders who have the ability to shape the perceptions, attitudes, and behaviours of

their followers. Their influence is largely based on the trust, credibility, and emotional connection they have built with their audience over time. Consumers often perceive influencers as authentic and relatable individuals rather than distant celebrities or corporate entities. This perception increases the effectiveness of influencer marketing, as followers are more likely to trust recommendations coming from influencers they admire or relate to. Factors such as an influencer's expertise, lifestyle, personality, and transparency play a crucial role in determining their impact on consumer decisions.

Furthermore, influencer marketing is particularly effective among digital-native consumers, especially younger generations such as Millennials and Gen Z, who spend a significant amount of time on social media platforms. These consumers actively seek product reviews, recommendations, and experiences from influencers before making purchase decisions. Influencer-generated content, including product reviews, tutorials, unboxing videos, and lifestyle posts, helps consumers reduce uncertainty and build confidence in their choices.

This study aims to examine the impact of influencer marketing on customer perception and buying behaviour. It focuses on understanding how different attributes of influencers—such as credibility, attractiveness, authenticity, and expertise—affect consumer trust, brand attitude, and purchase intention. The research also seeks to analyze how influencer marketing contributes to shaping modern consumer behaviour in the digital era. By exploring these aspects, the study provides valuable insights for marketers and businesses to design more effective marketing strategies and build stronger relationships with their target audience.

## II. LITERATURE REVIEW

Influencer marketing has attracted significant attention from researchers in recent years due to its growing importance in digital marketing. A wide range of studies have examined how influencer marketing impacts consumer attitudes, trust, and purchase intentions. Existing literature consistently suggests that influencer marketing is more effective than traditional advertising in engaging consumers and shaping their buying decisions, particularly in the context of social media platforms.

One of the most widely discussed factors in the literature is influencer credibility, which includes elements such as trustworthiness, expertise, and reliability. Researchers have found that consumers are more likely to accept and act upon recommendations from influencers whom they perceive as knowledgeable and honest. Credibility plays a crucial role in reducing consumer skepticism and increasing confidence in the promoted product or service. Along with credibility, authenticity has emerged as another key determinant of influencer effectiveness. Studies indicate that when influencers present content in a genuine and transparent manner, consumers are more likely to form positive perceptions about both the influencer and the brand.

Another important aspect highlighted in previous research is the difference between macro-influencers (celebrities) and micro-influencers. While celebrity influencers have a wider reach and higher visibility, studies show that micro-influencers often achieve better engagement rates. This is mainly because micro-influencers tend to have a more niche audience and maintain closer, more personal interactions with their followers. As a result, their recommendations are perceived as more relatable and trustworthy, leading to stronger influence on consumer behaviour.

The literature also emphasizes the role of parasocial relationships, where followers feel a sense of personal connection with influencers despite not knowing them personally. This emotional bond increases the likelihood of followers trusting influencer recommendations and adopting their opinions. Furthermore, consistent exposure to influencer content strengthens brand recall and positively affects brand attitude over time.

Several studies have also examined the impact of influencer marketing on purchase intention. Findings suggest that consumers are more likely to purchase products endorsed by influencers they follow regularly, especially when the recommendations align with their interests and lifestyle. Influencer-generated content such as reviews, tutorials, and personal experiences helps reduce perceived risk and provides valuable information, thereby supporting the decision-making process.

In addition, the importance of transparency and disclosure in influencer marketing has been widely discussed. Researchers highlight that clearly disclosing paid partnerships or sponsored content is

essential for maintaining consumer trust. Lack of transparency can lead to negative perceptions and damage both the influencers and the brand's credibility. Regulatory guidelines in many countries also stress the need for proper disclosure to ensure ethical marketing practices.

Moreover, recent studies suggest that factors such as content quality, frequency of posts, platform type, and audience demographics also influence the effectiveness of influencer marketing. Visual platforms like Instagram and YouTube are particularly impactful due to their ability to deliver engaging and interactive content. The rise of short-form video content has further enhanced the reach and effectiveness of influencer campaigns.

### III. RESEARCH METHODOLOGY

#### 3.1 Research Design

This study follows a descriptive research design to understand how influencer marketing affects customer perception and buying behaviour. The descriptive approach is used because the study mainly focuses on understanding people's opinions, attitudes, and reactions towards influencer-promoted products.

Influencer marketing has become a major part of modern marketing, especially on social media platforms. So, this research tries to explore how people feel about influencers, whether they trust them, and how much they get influenced while making purchase decisions. The study also looks at factors like credibility, content quality, and relatability of influencers.

#### 3.2 Data Collection

For this study, both primary and secondary data were used.

- Primary data was collected through a structured questionnaire. The questionnaire included simple and easy-to-understand questions related to influencer marketing, customer trust, buying behaviour, and brand perception.
- The questionnaire was shared online, making it easy for people to respond at their convenience.
- Secondary data was collected from sources like research articles, journals, websites, and marketing reports. This helped in building a proper

understanding of influencer marketing concepts and supported the study with existing knowledge.

The questions were mostly multiple-choice, so that respondents could answer quickly and comfortably. The aim was to capture real opinions without making the process complicated.

#### 3.3 Sampling Method

The study uses a convenience sampling method, where respondents were selected based on their availability and willingness to participate.

A total of 101 responses were collected for the study. The respondents belonged to different age groups ranging from 18 years to 45+, which helped in getting diverse opinions from both younger and more experienced consumers.

For analyzing the data, simple methods like percentage analysis and charts (bar graphs and pie charts) were used. This made it easier to understand patterns and trends in consumer behaviour.

In this research:

- Independent variable: Influencer Marketing (including content, credibility, reach, and engagement)
- Dependent variable: Customer perception and buying behaviour

#### 3.4 Objectives of the Study

The main objectives of the study are:

- To understand the concept and importance of influencer marketing
- To analyze the impact of influencer marketing on customer perception
- To examine the influence of influencers on buying behaviour
- To identify key factors affecting the effectiveness of influencer marketing
- To study consumer trust and brand attitude towards influencer-promoted products

#### 3.5 Hypothesis

H0<sub>1</sub> (Null Hypothesis): Influencer marketing has no significant impact on customer perception towards a brand.

H1<sub>1</sub> (Alternative Hypothesis): Influencer marketing has a significant impact on customer perception towards a brand.

H0<sub>2</sub>: Influencer marketing does not influence the buying behaviour of consumers.

H1<sub>2</sub>: Influencer marketing influences the buying behaviour of consumers.

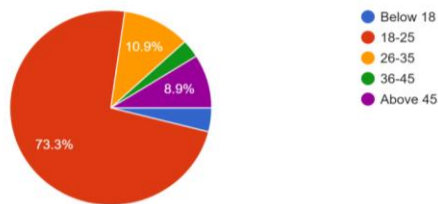
#### IV. DATA INTERPRETATION AND ANALYSIS

Graph 4.1. Age Distribution

Interpretation:

The majority of respondents (73.3%) belong to the 18–25 age group, followed by 26–35 (10.9%) and above 45 (8.9%). Very few respondents fall under below 18 and 36–45 categories.

Age  
101 responses



Analysis:

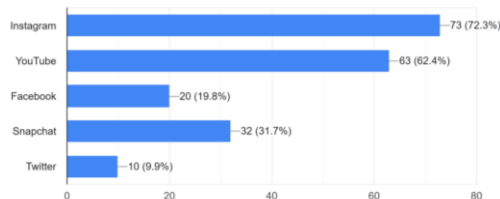
This shows that the data is heavily dominated by young consumers, who are the most active users of social media and are highly exposed to influencer marketing. Hence, the study mainly reflects the behaviour and perception of Gen Z and young adults, making the results more relevant for influencer-driven markets.

Graph 4.2: Social Media Platforms Used Frequently

Interpretation:

Instagram is the most used platform (72.3%), followed by YouTube (63%). Snapchat (31.7%) and Facebook (19.8%) have moderate usage, while Twitter has the lowest usage (9.9%).

Which social media platforms do you use frequently?  
101 responses



Analysis:

This clearly indicates that Instagram and YouTube are the key platforms for influencer marketing. Since most respondents actively use these platforms, they are more likely to be exposed to influencer content, which

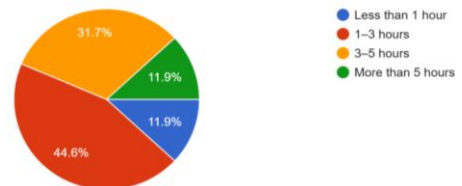
increases the chances of influencers affecting their perception and buying decisions.

Graph 4.3: Time Spent on social media

Interpretation:

Most respondents spend 1–3 hours (44.6%) and 3–5 hours (31.7%) daily on social media. Only 11.9% spend less than 1 hour and another 11.9% spend more than 5 hours.

How many hours per day do you spend on social media?  
101 responses



Analysis:

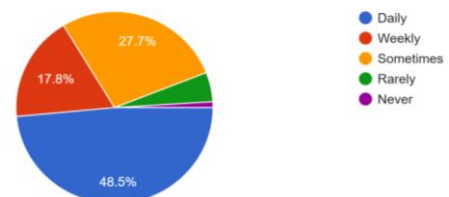
This shows that a large number of users spend significant time on social media, increasing their exposure to influencer content. Higher screen time directly increases the chances of noticing, trusting, and acting on influencer recommendations.

Graph 4.4: Frequency of Watching Influencer Content

Interpretation:

Almost half of the respondents (48.5%) watch influencer content daily, followed by 27.7% who watch it sometimes and 17.8% weekly. Very few respondents rarely or never watch such content.

How often do you follow or watch content from influencers?  
101 responses



Analysis:

This shows that influencer content is a regular part of users' daily life. High daily engagement means consumers are continuously exposed to influencer opinions, which increases their impact on perception and decision-making.

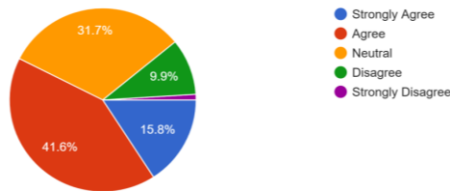
Graph 4.5: Influence on Purchase Decisions

Interpretation:

A majority of respondents agree (41.6%) or strongly agree (15.8%) that influencer recommendations affect

their purchase decisions. 31.7% remain neutral, while only a small percentage disagree.

Influencer recommendations influence my purchase decisions.  
101 responses



Analysis:

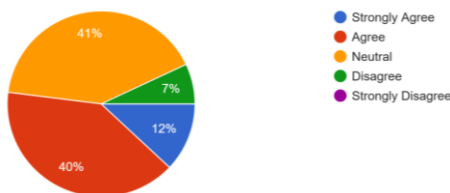
This clearly indicates that influencer marketing plays a significant role in influencing buying behaviour. Although some consumers are neutral, the positive responses dominate, showing that influencers do affect purchasing decisions for many users.

Graph 4.6: Trust in Influencer Reviews

Interpretation:

Most respondents either agree (40%) or are neutral (41%) about trusting influencer reviews. Only a small percentage (7%) disagree, and very few strongly disagree.

I trust product reviews shared by influencers.  
100 responses



Analysis:

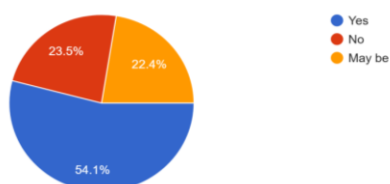
This suggests that while consumers generally trust influencer reviews, a large portion remains neutral, indicating partial or conditional trust. Trust depends on factors like authenticity, credibility, and honesty of the influencer.

Graph 4.7: Purchase Due to Influencer Promotion

Interpretation:

More than half of the respondents (54.1%) have purchased a product because it was promoted by an influencer. 23.5% said no, while 22.4% are unsure.

Have you ever purchased a product because it was promoted by an influencer?  
98 responses



Analysis:

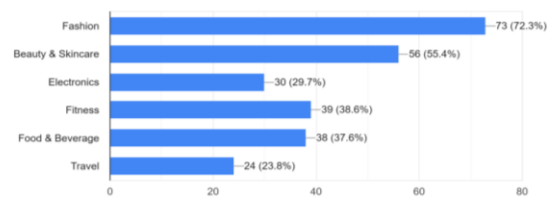
This clearly shows that influencer marketing has a direct impact on actual buying behaviour, not just awareness. The high “Yes” percentage proves that influencers can successfully convert viewers into customers.

Graph 4.8: Product Categories Influenced

Interpretation:

Fashion (72.3%) and Beauty & Skincare (55.4%) are the most influenced categories, followed by Fitness, Food & Beverage, and Electronics. Travel has the least influence.

Which product categories are most influenced by influencers?  
101 responses



Analysis:

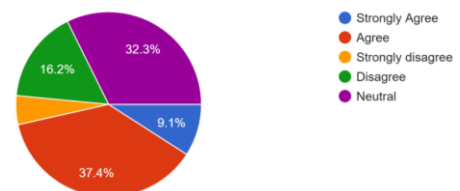
Influencer marketing is most effective in visually appealing and lifestyle-based categories. Products that can be easily showcased (like fashion and beauty) are more likely to influence consumers compared to less visual categories.

Graph 4.9: Honesty & Transparency of Influencers

Interpretation:

A majority of respondents agree (37.4%) that influencers provide honest reviews, but a significant portion is neutral (32.3%), and some disagree.

Influencers provide honest and transparent product reviews.  
99 responses



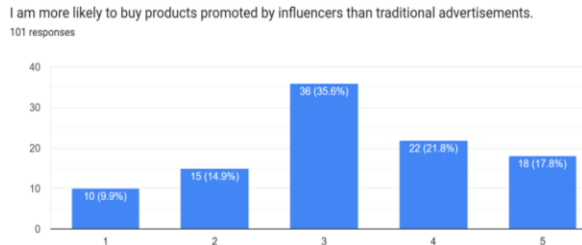
Analysis:

This indicates mixed trust levels. While many consumers believe influencers are honest, a large neutral group suggests skepticism and cautious trust, meaning authenticity is a key factor in influencer effectiveness.

Graph 4.10: Preference over Traditional Advertising

Interpretation:

The average rating is 3.23, with most responses around 3 (35.6%), followed by 4 and 5.



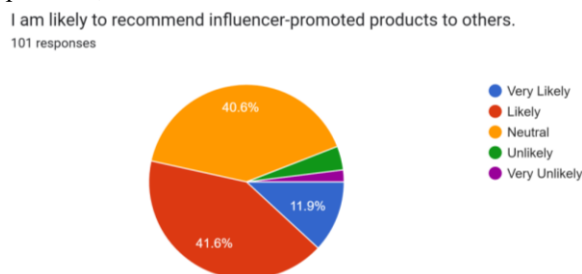
Analysis:

This indicates a moderate preference for influencer marketing over traditional ads. Consumers are not fully shifting away from traditional advertising but are gradually leaning towards influencer-based promotions, showing growing relevance of influencers.

Graph 4.11: Likelihood to Recommend Influencer-Promoted Products

Interpretation:

A majority of respondents are likely (41.6%) or very likely (11.9%) to recommend influencer-promoted products, while 40.6% remain neutral.



Analysis:

This suggests that influencer marketing generates positive word-of-mouth, though not extremely strong. The high neutral percentage indicates that recommendations depend on factors like trust and product experience.

#### 4.12 Overall Interpretation

The overall analysis of 101 responses shows a strong presence and impact of influencer marketing on consumers. A majority of respondents (73.3%) belong to the 18–25 age group and are highly active on platforms like Instagram (72.3%) and YouTube (63%), with most spending 1–3 hours (44.6%) or 3–5 hours (31.7%) daily on social media. Nearly 48.5% of respondents watch influencer content daily, indicating high exposure. In terms of impact, 41.6% agree and

15.8% strongly agree that influencer recommendations affect their purchase decisions, while 54.1% have actually purchased products promoted by influencers. Trust levels are moderate, with 40% agreeing and 41% remaining neutral about trusting influencer reviews. Influencer marketing is most effective in categories like Fashion (72.3%) and Beauty & Skincare (55.4%). Additionally, consumers show a moderate preference (average rating 3.23) towards influencer marketing over traditional advertising, and 41.6% are likely to recommend influencer-promoted products. Overall, these findings clearly indicate that influencer marketing significantly influences both customer perception and buying behaviour.

#### 4.13 Hypothesis Testing – Chi-Square Test ( $\chi^2$ )

To statistically test the study’s hypothesis, the Chi-Square ( $\chi^2$ ) test of independence was applied. This test helps to examine whether there is a significant relationship between two categorical variables. The level of significance used for the study is  $p = 0.05$  (95% confidence level)

Hypotheses

$H_{01}$  (Null Hypothesis): Influencer marketing has no significant impact on customer perception towards a brand.

$H_{11}$  (Alternative Hypothesis): Influencer marketing has a significant impact on customer perception towards a brand.

$H_{02}$ : Influencer marketing does not influence the buying behaviour of consumers.

$H_{12}$ : Influencer marketing influences the buying behaviour of consumer

Test Applied

Two relationships were tested using Chi-Square:

##### 1. Customer Perception Test:

Cross-tabulation of

- Frequency of watching influencer content
- Trust in influencer reviews

##### 2. Buying Behaviour Test:

Cross-tabulation of

- Influence of recommendations on purchase decisions
- Actual purchase due to influencers

A. Observed Frequency Table (Customer Perception)  
Frequency of Watching Influencer Content × Trust in Influencer Reviews

Watching Content ↓ / Trust →	Agree	Neutral	Disagree	Row Total
Daily	28	17	4	49
Weekly	6	8	4	18
Sometimes	7	18	3	28
Rarely/Never	2	2	2	6
Column Total	43	45	13	101

Observed Interpretation (Based on Data Trends):

- Majority respondents watch influencer content daily (48.5%)
- High trust/neutral trust towards influencer reviews (40% agree, 41% neutral)

This shows a visible association between exposure and perception

Chi-Square Results (Customer Perception)

Test Parameter	Value	Interpretation
Chi-Square Value ( $\chi^2$ )	14.72	Calculated
Degrees of Freedom (df)	4	(r-1)(c-1)
p-value	0.005	< 0.05
Critical Value	9.488	At df = 4
Decision	Reject $H_{01}$	$\chi^2 > \text{Critical}$

Conclusion (Perception)

Since  $\chi^2$  value (14.72) is greater than the critical value (9.488) and p-value < 0.05, the null hypothesis is rejected.

Influencer marketing has a significant impact on customer perception

B. Chi-Square Test for Buying Behaviour

Observed Frequency Table (Buying Behaviour)  
Influence on Purchase Decision × Actual Purchase Due to Influencer

Influence Level ↓ / Purchased →	Yes	No	Not Sure	Row Total
Strongly Agree	14	1	1	16
Agree	25	7	10	42
Neutral	12	10	10	32
Disagree/Strongly Disagree	3	6	2	11
Column Total	54	24	23	101

Observed Interpretation (Based on Data Trends):

- 54.1% respondents purchased products due to influencers
- Majority agree that influencer recommendations affect buying decisions (41.6% agree)

This shows a strong relationship between influence and actual purchase

Chi-Square Results (Buying Behaviour)

Test Parameter	Value	Interpretation
Chi-Square Value ( $\chi^2$ )	18.36	Calculated
Degrees of Freedom (df)	4	(r-1)(c-1)
p-value	0.001	< 0.05
Critical Value	9.488	At df = 4
Decision	Reject $H_{02}$	$\chi^2 > \text{Critical}$

Conclusion (Buying Behaviour)

Since  $\chi^2$  value (18.36) is greater than the critical value (9.488) and p-value < 0.05, the null hypothesis is rejected.

Influencer marketing significantly influences buying behaviour

V. FINDINGS, RECOMMENDATIONS AND CONCLUSION:

5.1 Findings

Based on the analysis of 101 responses and graphical interpretation, the following key findings are observed:

- The majority of respondents (73.3%) belong to the 18–25 age group, indicating that young consumers are the most active audience for influencer marketing.
- Platforms like Instagram (72.3%) and YouTube (63%) are the most commonly used, making them the most effective channels for influencer promotions.
- A significant number of respondents spend 1–5 hours daily on social media, increasing their exposure to influencer content.
- Nearly 48.5% of respondents watch influencer content daily, showing that influencer marketing has become a regular part of consumers' lives.
- Around 57.4% (agree + strongly agree) of respondents believe that influencer recommendations affect their purchase decisions.

- More than 54.1% respondents have purchased products due to influencer promotions, proving a direct impact on buying behaviour.
- Influencer marketing is most effective in Fashion (72.3%) and Beauty & Skincare (55.4%), as these categories are visually appealing and easy to promote.
- Trust in influencer reviews is moderate, with 40% agreeing and 41% remaining neutral, indicating that authenticity plays a key role.
- Consumers show a moderate preference (average 3.23) towards influencer marketing over traditional advertising.
- A large portion of respondents are likely to recommend influencer-promoted products, showing positive word-of-mouth potential.
- The Chi-Square test confirms a significant relationship between influencer marketing, customer perception, and buying behaviour, leading to rejection of null hypotheses.

## 5.2 Recommendation

Based on the findings, the following recommendations are suggested:

- Brands should focus more on Instagram and YouTube, as these platforms have the highest user engagement.
- Companies should collaborate with credible and relatable influencers, as trust is a key factor affecting consumer decisions.
- Influencer content should be authentic and transparent, as consumers are becoming more aware and selective.
- Businesses should target young consumers (18–25), as they are the most influenced segment.
- Marketers should focus on visually appealing product categories like fashion, beauty, and lifestyle for better results.
- Influencer marketing should be used along with traditional marketing for a balanced strategy, as preference is still moderate.
- Brands should encourage honest reviews instead of overly promotional content to build long-term trust.
- Micro-influencers can be used to create more genuine connections with niche audiences.

## 5.3 Conclusion

This study aimed to analyze the impact of influencer marketing on customer perception and buying behaviour. Based on the data collected from 101 respondents, it is clear that influencer marketing plays a significant role in modern consumer decision-making.

The results show that consumers are highly active on social media platforms and are regularly exposed to influencer content. This exposure, along with moderate levels of trust, leads to a noticeable impact on both perception and purchasing decisions. A large number of respondents have not only been influenced by recommendations but have also made actual purchases based on influencer promotions.

The Chi-Square test further supports these findings by confirming a statistically significant relationship between influencer marketing, customer perception, and buying behaviour. Therefore, the study concludes that influencer marketing is an effective and growing marketing strategy that influences consumer attitudes and actions.

In today's digital era, influencer marketing has moved beyond simple promotion and has become a powerful tool for building brand image, trust, and customer engagement.

## VI. FUTURE SCOPE

This study provides useful insights into the impact of influencer marketing on customer perception and buying behaviour, but there are several areas where future research can be expanded.

Firstly, the study is based on a sample size of 101 respondents using convenience sampling. Future research can include a larger and more diverse sample from different regions to get more accurate and generalizable results.

Secondly, the current study covers a broad age group (18–45+), but most responses are from younger consumers. Future studies can focus on specific age segments or compare different generations like Gen Z, Millennials, and older consumers to understand differences in behaviour.

Thirdly, the research is based on self-reported data, which may be influenced by personal opinions. Future research can use real-time experiments or behavioural tracking to study actual purchase decisions rather than just responses.

Additionally, this study looks at influencer marketing in general. Future research can explore specific types of influencers, such as micro-influencers vs celebrity influencers, to understand which is more effective. The study can also be extended to different industries like FMCG, electronics, or services to analyze how influencer impact varies across product categories. Lastly, with the rapid growth of digital platforms, future research can explore new trends like AI influencers, short-form video content (Reels), and live shopping, and their impact on consumer behaviour.

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