



Influencer Marketing Strategies And Theoretical Insights: Examining Their Impact On Consumer Loyalty And Purchasing Behavior

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Abstract- Nowadays, influencer marketing has developed as a widespread and effective way for companies to reach their prospective buyers. However, there is limited research on the effect of influencer marketing on consumer buying behavior. This study aims to address this gap in the literature by exploring the effectiveness of influencer marketing on consumer buying behavior and the factors that influence its impact. The study surveyed consumers and analysed data from social media platforms to examine the influencer marketing strategies and their impact on consumer buying behavior and consumer loyalty. The findings of this research showed that consumers perceive influencer marketing positively, trustworthy and found more engaging than traditional forms of advertising. Besides, the study discovered that the use of influencers by companies have positive impact on consumer decision-making and brand loyalty. However, ethical considerations were also recognized, with some consumers expressing concerns about the transparency of influencer marketing and the truthfulness of the influencers' endorsement. In total this study provides valuable insights into the impact of influencer marketing strategies on consumer buying behavior & consumer loyalty. It also highlights the need for brands to carefully consider the selection of influencers and their marketing strategies to ensure their campaigns are effective and ethical.

Key words- Influencer marketing, Consumer Buying Behaviour, consumer Loyalty, influencer marketing strategy, Social Media.

Introduction - In the present days, we have adopted internet in almost every aspect of our culture; people work online, banking online, check messages online, even make friends online, so it only makes sense that, online shopping has become an increasingly integral part of our society indicating a momentous shift in consumer spending habits. Those who don't change with the time will become outmoded. Shoppers are turning to the internet rather than conventional mode of shopping. A business owner simply cannot be relied upon an advertisement given by him only in a phone book he needs to come on at online platforms. In fact, customers are fifteen times more likely to look on the Internet to call a company. Research constantly shows that consumers shows less credibility in the business that does not have a web site as opposed to one that does. Where the services and products are more expensive they show more involvement as compare to less personal and less expensive. They do more comparisons in case of expensive services. In case of personal services customers want to ensure they are comfortable with the service provider.

In this digital era, influencer marketing has emerged as a powerful tool for companies to connect with consumers. By leveraging the popularity and credibility of social media personalities, companies aim to enhance brand awareness, foster consumer loyalty, and drive purchasing behaviour among consumers. Influencer marketing is a kind of social media marketing approach that uses endorsements and product mentions from influencers. These individuals who are influencers have a dedicated social following and are

viewed as experts within their niche. Social media has changed the advertising game forever and in a big way as we can see that the number of social media users are increasing day by day. This is promoting the number of social media influencers and brands are opting influencers as wonderful way to promote their products and services with less per unit cost and more return on investments (ROI).

Influencer marketing involves a brand collaborating with an online influencer to promote one of its products or services. Some influencer marketing alliances are less tangible than that – brands simply work with influencers to develop brand recognition among consumers.

The influencer marketing industry in India was valued at over 12 billion Indian rupees in 2022. It was estimated to raise at a compound annual growth rate of 25 % over the next five years. Nearly 55 million urban Indians were direct consumers of influencers of various kinds as of 2022. The influencer marketing industry in India is expected to stretch \$289 million in 2024 and may cross \$405 million in 2026, a new survey report by Ernst and Young has revealed. Titled *The State of Influencer Marketing in India*, the report added that at least 73% of influencers in India work for less than 10 hours and out of these 77% of that population consists of female influencers.

The flow in influencer marketing in India comes via an increased reach of mobile phones and affordable internet in all parts of the country. According to a 2019 report by McKinsey, India had 560 million internet subscribers in 2018. In a report released in 2019, KPMG predicted that a billion Indians will have access to the internet and 839 million will be regular smartphone users. The report also said that more than 500 million people will have access to digital content in their regional languages, according to a Forbes India report.

<https://www.forbes.com/sites/swetakaushal/2024/04/10/indian-influencer-market-to-cross-280-million-women-lead-the-way/>

Literature Review

Athawale, S.G., & Dhoke, S.M. (2023). In their paper titled “Analysis of effectiveness of social media marketing in the digital education industry” talked about the prevailing patterns of information technology, now a day social media is viewed as a platform to promote e-content or courses. Yet Social media platforms perceived as a distraction in the flow of communication still promotions on e-courses are acknowledged and positively responded to by users of social media sites like Facebook, Instagram, Telegram, YouTube, WhatsApp, Twitter etc. In their research they want to assess the impact of promoting educational content via social media platforms. However, social media promotion techniques are adopted by educational institutions like BYJUs, EdX, Coursera, unacademy, etc. as a platform to market their products. Their findings result that social media, as an advertising, positively influences professional and non-professional users by exposing them to effortless learning.

Nimish Kadam, Anindita Deshmukh, Dr. Rajashri Kadam (2021)- in their research aims to study the role of influencers in the consumer behaviour of gen z with special reference to Pune city. In their study they tried to evaluate the depth of the connection between influencers and the general audience and has the aim of analysing the conversion rate possible through this marketing method. This research paper consists primary and secondary data. The objective is to also analyse the link between the average consumer's trust in influencers and the resulting consumer behaviour of the youth of Pune city in the age group of 15-25. They collected Primary data through a structured questionnaire. Their findings show that although role of social media users are increasing but the actual amount of people considering or buying the promoted products stays low.

Darshana T. Jayasinghe (2021) in paper titled “Social Media and Influencer Marketing Strategies: A conceptual Review on Contemporary Applications” author talked about the increasing importance of social media influencers. Influencers are gaining attention by marketers and gained attention of the academics also. This paper followed a deductive approach to review extent scholarly work on Influencer marketing and social media marketing literature and researches on its current application.

Stefan ZaK, Maria Hasprova (2020) In their article “The role of influencers in the consumer decision-making process” highlights the role of influencers that they are acting as opinion leaders in the social media environment. The findings of the survey showed that the promotion of some products through influencers may be more profitable than others. Influencers will have the greatest impact when buying clothes, shoes, cosmetics and many more services. Meanwhile, people trust profoundly on other factors to buy food, jewellery and electronics, but it is not excluded that influencer marketing could affect them as well.

Bala Devi Kunjamma S (2018) in her paper titled “a study about effectiveness of social media as a marketing tool with special reference to pathanamthitta” talked about the effectiveness of social media. She mentioned that social media has dramatically changed the marketing world in recent years. With businesses investing significant time and money into strategic plans and marketing initiatives, this trend will continue to grow and enlarge into the near future. Her objective of this study is to find out how effective social media is as a tool for marketing in Pathanamthitta.

Objectives

1. To assess the impact of influencer marketing strategies on consumer buying behaviour.
2. To assess the impact of influencer marketing strategies on consumer loyalty.

RESEARCH METHODOLOGY

The study is to analyse the effectiveness of influencer marketing.

- **Research Design** – Research design is a systematic study and includes research methods chosen by a researcher for study. It includes methods of data collection used by researcher. This study will analyses the popularity of effectiveness of influencer marketing.
- **Area of Study** The study is under taken in Delhi.
- **Sample Size-** Sample size is the number of individual samples used in a survey as sample. A sample of 120 respondents was taken to conduct of study.
- **Data Collection-** The primary data was collected from 120 respondents using a structured questionnaire. -Secondary data for his study was also collected through internet, and journals on related topic.
- **Sample Technique** - The sampling techniques used for this research is convenience sampling. Convenience sampling is a type of nonprobability sampling method that releases data collection from population members who are accessible to join the research.

The objectives of study aim to explore how influencers marketing strategies affect consumer buying behaviour and consumer loyalty. It seeks to analyse the role of influencers in shaping consumers’ purchasing decisions, preferences, and brand perceptions. The study will examine the effectiveness of influencer marketing strategies and their influence on consumer engagement and purchasing choices.

Table

Analysis of impact of influencer marketing strategies on consumer loyalty and purchasing behaviour

Sr. No.	Statements		SD	D	N	A	SA
1.	I often use social media for product recommendations.	Freq.	4	12	15	54	35
		%	3.4	10.0	12.5	45	29.1
2.	I frequently engage with influencer content (liking, commenting, sharing).	Freq.	2	7	14	57	40
		%	1.6	5.8	11.6	47.5	33.3
3.	I follow influencers for product recommendations.	Freq.	3	9	15	53	40
		%	2.5	7.5	12.5	44.1	33.4
4.	I have purchased products based on influencer recommendations.	Freq.	4	9	14	57	36
		%	3.3	7.5	11.7	47.5	30.0
5.	I trust influencers' opinions when making purchase decisions.	Freq.	2	9	15	54	40
		%	1.71	7.5	12.5	45.0	33.3
6.	Discount codes and promotions from influencers influence my purchase decision.	Freq.	4	12	16	65	23
		%	3.3	10.0	13.3	54.2	19.1
7.	The credibility of an influencer affects my trust in their recommendations.	Freq.	3	12	19	60	26
		%	2.5	10	15.8	50	21.7
8.	I often engage more with influencers who respond to followers' queries.	Freq.	3	13	18	66	20
		%	2.5	10.8	15.0	55	16.7
9.	The frequency of influencer promotions affects my trust in their recommendations.	Freq.	7	11	18	57	27
		%	5.8	9.2	15	47.5	22.5
10.	Influencer marketing has increased my loyalty to certain brands.	Freq.	7	11	14	60	28
		%	5.8	9.2	11.7	50.0	23.3
11.	I prefer brands that influencers frequently promote.	Freq.	6	10	14	59	31
		%	5.0	8.3	11.7	49.2	25.8

12.	I am more likely to try a brand if multiple influencers endorse it.	Freq.	8	12	17	55	28
		%	6.7	10.0	14.2	45.8	23.3

Source: Researcher's Compilation

The frequency analysis of impact of influencer marketing strategies on consumer loyalty and purchasing behaviour presents a detailed overview of factors that influence consumer decisions and purchasing patterns. The responses to twelve different statements reflect attitudes and preferences of respondents regarding influencers marketing strategies like recommendations, engagement with content, following for product recommendations, purchasing, Discount codes and promotions, credibility, Prompt answer of followers' query, frequency of promotions, loyalty, preference towards frequent promotion, multiple influencers endorsements.

1. Preference for using social media for product recommendations

The statement " I often use social media for product recommendations " reflects a significant influence of social media personalities on purchasing decisions. 35 respondents (29.1%) strongly agree (SA) with this statement, while 54 respondents (45%) agree (A), indicating a combined 74.9% of participants using social media for product recommendations. Only a small portion, 4 respondents (3.4%), strongly disagree (SD), suggesting that the majority of respondents are influenced by social media endorsements for product recommendation.

2. Engagement with influencer content (liking, commenting, sharing)

The statement " I frequently engage with influencer content (liking, commenting, sharing)." reflects a significant engagement of respondents with influencer content has impact on purchasing decisions and brand loyalty. 40 respondents (33.3%) strongly agree (SA) with this statement, while 57 respondents (47.5%) agree (A), indicating a combined 80.8% of participants like influencer content. Only a small portion, 2 respondents (1.6%), strongly disagree (SD), suggesting that the majority of respondents are influenced by the influencer content.

3. Follow influencers 's recommendations for product

The statement "I follow influencers for product recommendations." reflects a significant following of influencer's recommendations. 40 respondents (33.3%) strongly agree (SA) with this statement, while 53 respondents (44.1%) agree (A), indicating a combined 80.8% of participants like influencer content. Only a small portion, 2 respondents (1.6%), strongly disagree (SD), suggesting that the majority of respondents follow the influencers recommendation.

4. Purchase products based on influencer recommendations

The statement "I have purchased products based on influencer recommendations." reflects a significant impact of influencer's recommendations on purchasing. 36 respondents (30.0%) strongly agree (SA) with this statement, while 57 respondents (47.5%) agree (A), indicating a combined 77.5% of participants like influencer recommendations for products. Only a small portion, 4 respondents (3.3%), strongly disagree (SD), suggesting that the majority of respondents follow the influencers recommendation for final purchase.

5. Trust on influencers' opinions

The statement "I trust influencers' opinions when making purchase decisions." reflects a significant impact of influencer's recommendations on purchasing. 40 respondents (33.3%) strongly agree (SA) with this statement, while 54 respondents (45.0%) agree (A), indicating a combined 78.3% of participants agree that they trust influencers' opinion while making purchase decisions. Only a small portion, 2 respondents (1.6%),

strongly disagree (SD), suggesting that the majority of respondents trust influencers' opinion while making purchase decisions.

6. Discount codes and promotions

The statement "Discount codes and promotions from influencers influence my purchase decision." reflects a significant impact of Discount codes and promotions from influencer's influence on purchasing. 23 respondents (19.1%) strongly agree (SA) with this statement, while 65 respondents (54.2%) agree (A), indicating a combined 73.3% of participants agree that Discount codes and promotions from influencers influence my purchase decision. Only a small portion, 4 respondents (3.3%), strongly disagree (SD), suggesting that the majority of respondents said discount codes and promotions from influencers influence my purchase decision.

7. The credibility of an influencer

The statement "The credibility of an influencer affects my trust in their recommendations." reflects a significant impact of credibility of an influencer affects trust of respondents. 26 respondents (21.7%) strongly agree (SA) with this statement, while 60 respondents (50.0%) agree (A), indicating a combined 71.5% of participants found credibility of an influencer affects their trust. Only a small portion, 3 respondents (2.5%), strongly disagree (SD), suggesting that the majority of respondents have trust on credibility of influencer.

8. Promptly answer followers' query

The statement "I often engage more with influencers who respond to followers' queries." reflects a significant impact of influencers who promptly answer followers' query on respondents' engagement. 20 respondents (16.7%) strongly agree (SA) with this statement, while 66 respondents (55.0%) agree (A), indicating a combined 71.7% of participants engage with influencers who promptly answer followers' query. Only a small portion, 3 respondents (2.5%), strongly disagree (SD), suggesting that influencers who promptly answer followers' query have more engagement with followers.

9. Influencer promotion frequency impact on trust

The statement "The frequency of influencer promotions affects my trust in their recommendations." reflects a significant impact of frequent promotions on trust. 27 respondents (22.5%) strongly agree (SA) with this statement, while 57 respondents (47.5%) agree (A), indicating a combined 70% of participants feel influencer consistently promotes a brand builds long term associations. Only a small portion, 7 respondents (5.8%), strongly disagree (SD), suggesting that frequent promotion impact their trust.

10. Influencer marketing impacts consumer loyalty

The statement "Influencer marketing has increased my loyalty to certain brands." reflects a significant impact of influencer on consumer loyalty. 28 respondents (23.3%) strongly agree (SA) with this statement, while 60 respondents (50%) agree (A), indicating a combined 73.3% of participants feel influencer consistently promotes a brand builds long term associations. Only a small portion, 7 respondents (5.8%), strongly disagree (SD), suggesting that influencer marketing strategy increase brand loyalty.

11. I prefer brands that influencers frequently promote.

The statement "I prefer brands that influencers frequently promote." reflects a significant impact of influencers on consumer preference for brands they are promoting. 31 respondents (25.8%) strongly agree (SA) with this statement, while 59 respondents (49.2%) agree (A), indicating a combined 75% of participants feel when influencers frequently promote a brand impact respondents' preference for brands. Only a small portion, 6 respondents (5.0%), strongly disagree (SD), suggesting that frequent promotion by influencer impact preference for brands.

12. influence of multiple influencers' endorsement for a brand

The statement "I am more likely to try a brand if multiple influencers endorse it." reflects a significant influence of multiple influencers' endorsement for a brand. 28 respondents (23.3%) strongly agree (SA) with

this statement, while 55 respondents (45.8%) agree (A), indicating a combined 69.1% of participants like to try a brand if multiple influencers promote it. Only a small portion, 8 respondents (6.7%), strongly disagree (SD), suggesting that endorsement by multiple influencer impact purchase for brands by them.

The frequency analysis of impact of influencer marketing strategies on consumer loyalty and purchasing behaviour illustrates several key factors that influence purchasing decisions. Influencers play a significant role in influencing consumers' choices, particularly for those who follow them on social media. Attitudes and preferences of respondents regarding influencers marketing strategies like recommendations, engagement with content, following for product recommendations, purchasing, Discount codes and promotions, credibility, Prompt answer of followers' query, frequency of promotions, loyalty, preference towards frequent promotion, multiple influencers endorsements influence buying behaviour and their loyalty regarding certain brands.

Conclusion

The majority of respondents are young adults aged 18 to 25 (70.90%) and predominantly female (55.5%). This underscores the need for influencers to uphold transparency and credibility. A majority of respondents follow influencers, indicating that influencer endorsements play an important role in purchasing decisions. A Likert scale- based analysis of influencer marketing strategies and their impact on consumer loyalty and consumer behaviour provides valuable insights. A majority of respondents (in combination approx. 70% in the "Strongly Agree" and "Agree" categories) indicated that influencer recommendations and credibility significantly enhance their trust and engagement with brands. Influencers who do prompt answer to followers' query and relatable are more likely to develop long-term brand loyalty. Conversely, around 30% of respondents in the "Neutral", "Disagree" and "Strongly Disagree" categories expressed concerns about deceptive promotions, which negatively affected their purchasing decisions. The study also found that personalized influencer marketing approaches (e.g., interactive content and relatable storytelling) had a higher positive impact on consumer engagement than common advertisements. Overall, the findings suggest that influencer marketing is most effective when it is transparent, genuine, and consumer-centric. Brands should also focus on leveraging credible influencers and fostering genuine connections with consumers to enhance trust, loyalty, and long lasting purchasing behaviour.

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