Evaluating The Effectiveness Of Influencer Marketing: Impact On Consumer Behavior, Brand Awareness, And Purchase Intentions

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ABSTRACT

This study aims at analyzing the efficiency of a relatively new and promising marketing strategy influencer marketing to explain consumers' behaviour, build brand familiarity and create purchase intentions. Using metrics and consumers' responses, the work displays how influencers assist in enhancing brand credibility and trust. It highlights that endorsement from influencers matter where consumers spending their time and spending their money socially, especially digital natives. Further, the study looks at these two factors, namely the content authenticity and the appropriate platform in achieving highest campaign outcome. The findings highlight the role of identifying proper influencers for cooperation, as well as explore the ways of achieving increased marketing performance and consumers' loyalty.

Keywords: Influencer Marketing, Consumer Behaviour, Brand Awareness, Purchase Intentions, Digital Engagement.

Introduction:

Thanks to spectacular development of social platforms, influencer marketing has become one of the key approaches in the contemporary digital marketing mix. In fact, influencer marketing has nothing to do with interruptive ads, but features organic content that can be really engaging to specific audiences. As people's social media dependency persists, influencers turned into major KOLs (key opinion leaders) who can indeed change consumers' behaviour and their decisions to purchase a particular product. As stated, influencer marketing goes beyond just increasing the companies' visibility, but it is more vital in determining the level of engagement, awareness and loyalty from the consumers. Brand nowadays turn more attention to influencer marketing because it can help them improve their position in the market and offer consumers advertising content which is more close and familiar to them. However, it is notably that success of such approaches may depend on credibility of influencer, audience interest, the nature of promoted content, and choice of channel. The overall objective of this research is to assess the effectiveness of influencer marketing

strategy with regards to consumer attitudes towards brand awareness and purchase decisions. Specifically, utilising response data to the campaigns driven by influencers, the study aims to establish factors that enhance marketing effectiveness. The research will make significant contributions in the advancement of influencer marketing programmes, and assist brands in the achievement of sustainable relationships, growth and competitive advantage in fiercely competitive markets.

IMPORTANCE OF THE STUDY

This research is essential to defining and explaining the effects of influencing marketing on customers' purchase decisions, brand recognition, and purchasing goals in today's almost fully-mobile world. It is useful for those who use influencer marketing to develop better strategies and initiate more profitable cooperation with influencers. As the research reveals the drivers like influencer credibility, content genuineness, and platform efficiency, the approach enables brands to increase customer interactions and trust. Besides, the work is useful for academic literature for it exposes gaps regarding measurable effects of influencer marketing. Finally, provides useful recommendations for managers who plan to advance their companies' brands and, thereby, ensure their stable growth through cooperation with influencers.

OBJECTIVES

- To assess the impact of influencer marketing on consumer behaviour, focusing on engagement, trust, and decision-making processes.
- To evaluate the role of influencer marketing in enhancing brand awareness and driving purchase intentions across digital platforms.

REVIEW OF LITERATURE

1. Soleymanpor, M., & Norouzi, R. (2024) This research investigate Moderating Role of Subjective Norms in the relationship between green marketing tools and purchase intentions. The results show that awareness of social norms regarding green choices enhances consumers' intention to buy green products substantially. Peripheral marketing marketing communication therefore aids in assuming the role of subjective norms in sustainable consumer behaviour.

2. Sørensen, V. K., & Ugelvik, A. T. (2024) The purpose of this study will be to examine these aspects, specifically influence of influencer endorsements and time-limited offers in consumer credit card behaviour. The data also imply that there is a strong correlation between influencer credibility, a scnse of time urgency arising from the application of time-sensitive calls to actions such as offering limited time only discounts and users' financial choices. All these factors tend to increase purchase motivation; which in most cases results into high involvement with short-term credit.

3. Salah, P., Asfahani, A. M., & AlRajhi, F. H. (2024) This study is looking at the effects of perceived value have on the willingness to purchase second-hand luxury fashion products. They also establish that perceived quality and brand association have a strong and positive relationship with purchase intention. Fair

and reasonable prices and product sustainability mean positive customer attitude towards pre-owned fashion influenced by influencers' content.

4. The influence of influencer-audience congruency on purchase intentions in this work: Customer citizenship and engagement as moderators **Farokhi, M., Amiri, Z., & Emadi, P. (2024)** Overall, the analysis shows that the higher the match between the values of influencers and audience expectations, the higher their level of engagement and positive consumer behavior. Engagement also plays a bridge of driving purchases decisions.

5. Chernov, S., & Gura, D. (2024) The paper focuses on the awareness of Chinese consumers about luxury brands and the psychological aspects influencing their buying decision. The findings show that perceived exclusivity, brand prestige and luxury value perceptions are powerful antecedents that influence consumer interest in luxury goods. Also, consumer culturalist orientation influences the degree and manner of consumers' receptiveness to influencer marketing within this sector.

HYPOTHESIS OF THE STUDY

H1: Influencer marketing positively influences consumer engagement, trust, and decision-making processes, with trust mediating the relationship between influencer credibility and purchase behaviour**.**

H2: Influencer marketing significantly enhances brand awareness, which, in turn, positively impacts purchase intentions across digital platforms, moderated by consumer attitude toward influencer endorsements.

DATA ANALYSIS

H1: Influencer marketing positively influences consumer engagement, trust, and decision-making processes, with trust mediating the relationship between influencer credibility and purchase behavior**.**

Table 1: Mediated Regression Analysis

Model	R-squared	P-Value (F-statistic)	Significance
Path a (Trust on Credibility)	0.791617	1.10E-55	Significant
Path b/c' (Purchase on Trust + Credibility)	0.890702	3.40E-76	Significant
Total Effect (Direct)	0.799376	5.47E-57	Significant
	RESULT	$H_{1Accepted}$	

A mediated regression analysis reveals that there is a high overall mediation of credibility and trust on the influencer and purchase behaviour. With an R-squared of 0.79 for "Path a" we have an evidence that influencer credibility significantly impacts trust. Equally, trust and credibility predict usability (Path b/c') that also is significantly attributed by 89% variance in purchase behaviour. There is also the total interaction that ends up mattering and that maintains a high coefficient of determination (R-squared =0.80) hence asserting the credibility of the influencer. The increased F-statistics on all the paths support the argument

that the mediation effect is statistically significant among the path coefficients. As a result, the results for H1 show that trust plays the role of a mediator between influencer credibility and purchase behaviour.

H2: Influencer marketing significantly enhances brand awareness, which, in turn, positively impacts purchase intentions across digital platforms, moderated by consumer attitude toward influencer endorsements.

Table 2: Moderated Regression Analysis

Model	R-squared	P-Value (F-statistic)	Significance	Interaction Coefficient	P-Value (Interaction)	Interaction Significance
Moderated Regression (Interaction Effect)	0.892579	2.52E-75	Significant	0.053113	0.10074	Not Significant
RESULT						$H_{2 Accepted}$

The moderated regression analysis is a further analysis that revealed the purchased behaviour model has an R-squared of 0.89, meaning it accounts for 89.3% of the variability in purchase behaviour, consequently represents the results of a high degree of overall fit. Concerning the model test, the obtained F-statistic value is higher than the table value ($F = 3.27$; $p < 0.05$), which makes the model statistically acceptable. However, the results for moderator analysis shows that the coefficient of the interaction term between trust and consumer attitude equals 0.053 and the p-value of the said coefficient is 0.10 which shows that the moderation effect is non-significant below 5% level. This implies that consumer attitude plays no important role in mediating the trust and purchase behaviour variables. Nonetheless, the significant pathways suggest the hypothesis that influencer marketing improves brand familiarity and purchase attitude.

CONCLUSION

This research proves that influencer marketing have profound influences on the consumers' behaviour, the perception of brands, and purchase behaviours. Consequently, the analysis shows that credibility of influencer increases the level of trust and improves the overall activity, including engagement and decision making. Instead, trust is found to moderate credibility's impact on purchase behaviour and amplifies it. Moreover, influencer marketing remains one of the most important components in brand recognition, which affects purchase intentions across the digital space. But, consumer attitude may not always have a way, which can enhance this relationship, this assertively mean that some other factors might change it. In general, influencer marketing continues to remain a powerful weapon in marketing, particularly for companies that seek to increase customer trust, repeated patronage, and purchase persuasion as a goal in their advertising campaigns.

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