

A Comparative Study of Influencer Marketing Versus Traditional Sales Promotions in Boosting Consumer Goods Sales

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ABSTRACT

With the rise of the internet, influencer marketing has managed to take over conventional sales promotional tactics. The main aim of this study was to conduct a comparative analysis between influencer marketing and traditional sales promotions in boosting consumer goods sales. The research emphasized on evaluating the difference in buyer motive, trust, involvement and sales impact among the two independent groups. To fulfil these objectives, the study obtained data, utilizing a structured survey, with a sample size of 300 respondents. The statistical methods employed for this research were, descriptive statistics which helped in enumerating and arranging the data set's features. Further, independent sample t-test was used in order to compare and recognize the disparities in buyer actions and influence on sales. Moreover, One-way ANOVA was used to identify disparities between the demographics means. The findings suggested that there is no notable difference in total consumer trust, total consumer engagement, and total sales impact scores. Although, there is a notable difference in total purchase intention with influencers having high scores.

Keywords: Influencer Marketing, Sales Impact, Traditional Sales Promotion, Buyer Motive, Customer Trust and Involvement

INTRODUCTION

The world of marketing and sales promotions has significantly evolved in the recent few years due to novel approaches and advancements in technology, which have proved to connect and communicate with the desired audience more efficiently. Today people perform almost all their tasks on their mobile phones, whether it's about consuming news, watch motion pictures online, access music or consume social media platforms. Due to convenience, accessibility, and simplicity of use, consumers are also seen to make purchases online more frequently. . With this, somehow the approach towards marketing has seen a considerable shift where online oriented tactics have surpassed the conventional sales promotions strategies. In the past, business and brands were seen to reach the audience through traditional means of communication like , radio, television, ads and banners. Yet, businesses and enterprises are making the switch towards digital forums and networks owing to the explosive growth of social networking channels and the internet (Dhivya et al , 2025).

“The Nielsen Global Trust in Advertising Survey polled 30,000 online respondents in 60 countries to gauge consumer trust across 20 paid, earned and proprietary media. The results show which marketing

formats are best received by consumers and which offer room for growth.” Moreover, the results of the survey also shed light upon the kinds of content and the levels of engagement, consumers find most valuable, which mostly varies among different generations. (Nielsen, 2015).

1.1 Global Perspective

As the usage of digital media is expanding, the marketing of consumer products is also rapidly shifting on a global scale. Spending choices are significantly impacted by this trust. “According to Sprout Social, 86% customers worldwide make influencer inspired purchases at least once a year” (Sprout Social, 2025).

Moreover, marketers around the world are coming to realize that, as opposed to conventional sales promotion, influencer strategies provide greater return on investment (ROI) and confidence among consumers (NewMedia, 2026). Global businesses are increasingly beginning to employ hybrid promotional tactics that blends both, influencer interaction alongside traditional rewards. “Although traditional sales promotions are still being utilized, specifically for immediate sales. Furthermore, more buyers have begun to feel confident in trusting influencer suggestions in comparison to conventional ads, making influencer messaging a more powerful buying impulse.”

1.2 Asian Perspective

One of the world’s most rapidly developing online shopping exchanges resides within the Asian-Pacific zone. Influencer efforts predominantly transpire on channels like YouTube, Instagram and Tik Tok. These platforms are extensively employed by marketers in regions like Southeast Asia , along with Singapore (GoViral, 2025). It was also reported that countries like Thailand, Singapore along with Malaysia are seen to be showcasing real-time shopping on Tik Tok in addition to subscription-based business” (Furness, 2025). Moreover, buying choices in Asia are seen to be significantly impacted by buyer interaction with influencers.

It is believed that people on social media feel inclined to buy suggested items recommended by their preferred influencers (Nielsen, 2022). Nevertheless, conventional promotional tactics which include seasonal offers, quick sale periods and packaged offers still tend to be vital in terms of generating revenue amidst the digital transition, specifically for those markets in which the impact of price still remains to be an important variable (Campaign India, 2025). As a result, conventional promotions for sales along with influencer marketing overlap in Asia’s diverse commerce.

1.3 Indian Perspective

India showcases an interesting marketing setting wherein significant sensitivity to costs and digital innovation converge. Influencers are seen to connect with an extensive audience on various social media networks which include Facebook, YouTube as well as Instagram which highlights the nation’s exceptional adoption of social media (Business Standard, 2024). Among the numerous retail industries, influencers are now considered to be playing a significant role in generating commercial sales, specifically, in the beauty and fashion industries.

Furthermore, small and local region influencers are gaining momentum by receiving far more attention and emphasis by many enterprises and businesses owing to their engagement power as well as their relatable nature and familiarity with the general audience (GrabOn, 2024). Even though, the switch to digital is rising extensively in India, conventional sales promotions persist to remain relevant, specifically during add-on deals, festivals and holidays. Indian market still witnesses high revenue and sales during major annual shopping seasons such as Black Friday Sales where heavy discounts are provided which elevates the probability of the consumers making a purchase (MyOperator, 2025). Therefore, the Indian market is the perfect location to evaluate the efficiency and effectiveness of influencer marketing and

conventional sales promotions as they both compete here in terms of buyer's confidence, motives, trust and revenue impact for brands and businesses.

1.4 Traditional Sales Promotion:

According to Kotler, conventional sales promotion is known to be a temporary incentive approach which aims to advertise a brand in addition to boost purchases and profits (Kotler, 2000). Traditional sales promotion's objective is to attain targeted promotional and revenue ambitions. It is known to comprise of an ensemble of promotional methods employed within a suitable marketing plan that would boost an offer or service greater than what is usually expected (Brassington, 2000). Conventional sales promotion is the process of convincing the intended audience to make a purchase by showcasing a product or service in the most captivating and appealing style conceivable (Morais, 1996). Some of these tactics include, physical advertisements like displays, seminars, performances, exhibitions, alongside individual promotions and selling (Kotler, 2008).

1.4.1 Types of Traditional Sales Promotional Tools & Techniques:

There are mainly two kinds of conventional sales promotion techniques, one is called active traditional sales promotions and the other is called passive traditional sales promotions. Parallel to coupons, active conventional sales promotions tend to imply that buyers intentionally hunt for special deals whereas passive conventional sales promotions involve single-for-one deals that are known to be confined to the in-store setting (Schneider and Currim, 1991).

Some of the various conventional sales promotional tools and techniques include (Mittal & Sethi, 2011):

- **Scratch Cards with Prizes:** buyers who scrape a certain designated location on the package would be awarded an item of value depending upon the information that is engraved there.
- **Discounts/ Deals on Prices:** pricing discounts involves permitting goods to be sold for less than its initial cost.
- **Bonus Bundle Offer:** here the consumers are benefitted by being provided with additional quantity of the same item or goods.
- **Coupons:** brand and marketers who utilize the coupon approach provide concessions only to the ones who have acquired the coupons through newspapers advertisements or via the item packaging. These coupons are maintained and must be handed over during payment or buying.
- **Exclusive Offers:** this includes the "buy one get some free offer" where when an item is purchased, either the marketer or manufacturer provides the same item or another item with it which is free of cost.

In addition to these various conventional sales promotion tools, there are also some techniques that lead to increased sales (Mittal & Sethi, 2011):

- **Product Testing:** This is one of the most common techniques which is used to check the responses of the consumers and also in making sales promotional efforts profitable by convincing the customers to spend money on a new item that they have never tried before.
- **Purchase Rapidity:** this is also known as "buy earlier" as it urges consumers to buy an item beforehand owing to the existing sales campaign.
- **Going beyond the Budget:** this included providing sales on most items in order to make buyers exceed their monthly expenditure limit.

1.5 Advent & Rise of Influencer Marketing:

Social media along with “influencer marketing” have grown to be significant drivers that have managed to transform how customers act and how they perceive various products and brands. Social media networks have emerged and evolved to be crucial to modern promotional tactics as it is considered to have greater interactive characteristics in addition to an expansive reach (Li et al , 2021). Consumer’s thoughts, motives, mindsets, tastes along with their buying behaviours and actions are all being impacted and moulded through social networking influencers. It is now becoming a career option for many and the influencers have begun to be more prominent. According to researchers, online influencers are known to be ordinary or common people who have managed to establish an avid following through their engaging content and the social networking platforms (Bastrygina and Lim, 2023).

“Influencer Marketing” is known to be part of digital marketing industry, it is a specific category that has managed to gain momentum and popularity in the recent years. It utilizes the status and esteem of well-known people in order to bring shift in the behaviours and actions of potential customers (Vrontis et al , 2021).

One of the factors responsible for technical breakthroughs in the last 6-7 years within marketing sector has been the COVID-19 health catastrophe. COVID-19 led to a worldwide lockdown and increased constraints, that pushed individuals to consume online content to kill time, leading to social media influencers becoming a significant instrument for enterprises and brands aiming to reach their potential consumers. Influencers are seen as content and item suggestion providers (Francisco et al , 2021).

1.5.1 Key Characteristics of Influencers:

Influencers establish a feeling of community and connection by proactively interacting with likes, comments, shares and clicks. Influencers are known to have some specific characteristics such as (Dwivedi et al , 2021):

- Every influencer is known to have distinct qualities and features, which caters to a varied range of online viewers. Due to this content providers are often grouped into several different categories based on what they offer.
- Influencers make sure to concentrate on delivering content that is mostly in compact format and which is of superior quality in terms of footage for various social networking channels like Instagram , Facebook, and Tik Tok. The major reason behind compact content format is due to the limited attention capabilities of most individuals online. Furthermore, the social networking channel’s algorithm prefers viral or popular material (Dwivedi et al , 2021).
- Influencers can be of various specific categories like, technology, business, fashion , health, beauty and many more (Ouvrein et al, 2021).
- To attract a variety of viewers, influencers often increase their content distribution and availability via multiple channels, so that influencers can engage with their targeted audience irrespective of their chosen channel.
- Since influencers can be of various types based on their chosen marketing tactic like, affiliate marketing, video creation, blogging and content development, it becomes easier for brands and businesses to identify the most appropriate influencers that would correspond and fit as per their target demographic and marketing objectives (Zabel, 2023).
- Various social networking platforms have been blended and linked with online retail which has enabled consumers and users to find, browse and purchase items remotely. This has managed to promote convenience and ease (Dwivedi et al , 2021).

- “Influencers can mainly be of four types: nano, micro, macro and mega depending upon their reach and followers” (Gómez, 2019).
- Influencer’s impact relies not just on the quantity of their followers but also on several different aspects like gender, income level , age and geographical area (Malinen & Koivula, 2020).

1.6 Traditional Sales Promotion vs Influencer Marketing:

Conventional sales promotion, including radio, television, ads, banners and magazines have been an essential component of marketing plans and tactics. In the past, brands have been seen to enormously spend money in these multiple avenues with the aim of creating visibility and supremacy. Traditional sales promotional techniques can still manage to foster assurance and target a diverse audience as per reports (De Vries et al, 2017). Traditional media can mould commercial perceptions, as proven by striking commercials like Coca-Cola’s “Share Coke”(Muse, 2023). On the other hand, influencers on the internet have managed to get involved with the desired consumers in a tailored and collaborative style (Alghizzawi, 2019). This is why brands and enterprises have prominently begun to collaborate with influencers by investing parts of their funds in “influencer marketing”.

1.6.1 Pros & Cons of Traditional Sales Promotions (Liu, 2024):

Pros:

- Brands can effectively connect and communicate with a big audience (De Vries et al , 2017).
- Often conventional sales promotion guarantees stable or fixed market and channel positioning, where companies are able to accurately forecast the number of viewers that will end up viewing the commercial.
- Businesses and brands have total command and authority regarding visual aesthetics along with commercial narrative with conventional sales promotion. Constant advertising placement can be rendered by having this degree of control (Tungate, 2007).

Cons:

- Since there are less immediate consumer interexchange opportunities and minimal real-time tracking , it is often challenging to evaluate the efficacy of these efforts.
- According to Tungate, few consumers may be seen to be suspicious about affirmations made by conventional ads and due to this, the performance may get hampered by this lack of trust, mainly with younger demographics who demand real communication from brands (Tungate, 2007).
- Moreover, since conventional sales promotion requires high production and broadcast expenditures, it becomes unattainable to constantly produce a cable commercial or ad or print promotion.

1.6.2 Pros & Cons of Influencer Marketing (Liu, 2024):

Pros:

- Since influencers have invested time and hours establishing dedicated fan bases that have confidence over their viewpoints, “influencer marketing” majorly yields high level of conversion and interactions (Venciute et al , 2023).
- Businesses and brands are benefited by establishing monetary benefits along with brand visibility with the help of these influencer- follower connections.
- The more the target audience engages with the influencer content, the more they recognize a brand, which will further boost brand visibility and sales.

- Influencer marketing is considered to be cost-effective in comparison to conventional sales promotion. It is also less time consuming to plan an online campaign as influencer marketing promotes , ease and convenience overall.
- Influencer marketing helps in gaining real-time feedback.

Cons:

- The massive information filtration is a significant hinderance to take into account.
- Determining the ROI can be a challenging task as it is harder to pinpoint influencers with whom the desired audience feels connected with.
- Consumers may notice that they frequently come across comparable facts, post making a purchase of an item.
- Since content creation and influencer marketing have become common, influencers online are no longer as reliable as before. Negative influencer conduct may harm the reputation of a brand.

1.7 Concept of Purchase Intention:

Purchase intention is characterised to be a measure of how accurately and efficiently marketing techniques help in forecasting both, market competitiveness and sales (Morwitz, 2014). “Purchase intentions are often used to forecast sales of existing consumer durables and new consumer products” (Lehman et al , 1989).

1.7.1 Purchase Intention in Influencer Marketing:

- The explosive growth of social media has given rise to the concept of influencer marketing and influencers and they manage to impact their followers as the people online not solely interpret the beliefs of influencers but also copy them, which leads to higher purchase intention.
- Influencer marketing is known to be suitable promotional marketing technique due to preference for personalised suggestions and tips over ads while making a buying decision.
- A product promotion is bound to be of greater worth in the eyes of the consumers if the influencer’s content and suggestions are viewed to be reliable enough (Coutinho et al , 2023).
- If the potential buyers believe that they resemble or identify with the influencer’s interests, values and traits, they are far more inclined to model their actions and practices, which shows a positive correlation with purchase intention (Coutinho et al , 2023).
- Often it is seen that online influencers are known by their areas of expertise, which further can lead to buyers trusting and showing confidence in the suggestions made by the particular influencers, leading to a higher purchase intention (Coutinho et al , 2023).
- The majority of researches have highlighted that there is a favourable association between purchase intention along with reliability of the source (Coutinho et al , 2023).
- Additionally, source appearance also has a favourable association with purchase intention as well as consumer sentiments (Coutinho et al , 2023).

1.7.2 Purchase Intention in Traditional Sales Promotion:

- Consumers are benefitted by being provided with bonus bundle offers where additional quantity of the same item or goods is offered (Mittal & Sethi, 2011).
- Product testing is used to check the responses of the consumers and also in making sales promotional efforts profitable by convincing the customers to spend money on a new item that they have never tried before (Mittal & Sethi, 2011).
- In the case of conventional sales promotion, purchase intention highly relies on price which is why

- pricing discounts and deals permits items to be sold for less than its initial cost (Mittal & Sethi, 2011).
- Another tactic that is used to impact purchase intention in the context of traditional sales promotion is purchase rapidity, as it urges consumers to buy an item beforehand owing to the existing sales campaign (Mittal & Sethi, 2011).
 - Exclusives offer like “buy one get some free offer” are most common in this context where when an item is purchased, either the marketer or manufacturer provides the same item or another item with it which is free of cost (Mittal & Sethi, 2011).
 - Brand and marketers provide concessions to the ones who have acquired coupons through newspapers advertisements or via the item packaging. These coupons are maintained and must be handed over during payment or buying. This manages to increase purchase intention (Mittal & Sethi, 2011).
 - Purchase intention is considerably low now as the world of marketing has enormously shifted towards digital transformation where consumers tend to trust and have confidence on influencers in comparison to ads and traditional ways of acquiring sales and making potential buyers into actual buyers.

1.8 Consumer Trust & Engagement in Influencer Marketing:

Word-of-mouth promotion within the world of internet is very akin to “influencer marketing”. Influencers are known to create a sense of confidence by simply connecting and engaging with their followers. It is believed that the buyer’s trust has significantly decreased in conventional methods of promotions in the last few years post the digital shift. For it to be possible for brands and enterprises to capitalize on “influencer marketing”, trust is one of the most essential variable, so that through the influencers, they can manage to establish relationships with their desired audience. Eventually, by the means of verified online influencers, shoppers may pass on good word about businesses and brands. It is said that people online have stated that they feel more natural to engage along with receive suggestions from somebody that they can rely and have confidence over (Sen & Eyal, 2020). Researchers suggest that influencers obtain the confidence and legitimacy of the wider community of audience by appearing relevant, accessible along with functioning authentically (Lou & Yuan, 2019). In comparison to celebrities, influencers are believed to cultivate deeper bonds with their viewers and followers, which eventually creates interactions that are viewed to be of greater credibility in addition to dependability (Johnstone & Lindh, 2022). By constantly posting regarding their own encounters and experiences with brands and their items, influencers become successful in building connections with an extensive demographic online (Lou & Yuan, 2019). Influencers utilise social media channels in order to interact with their viewers to preserve familiarity, and authenticity while trying to transform the way people perceive. The way influencers retain reliability, and credibility along with personal equation with their loyal followers, is what helps them to gain their comments and opinions on the various items that influencers promote (Hearn et al, 2016).

1.9 Consumer Trust & Engagement in Traditional Sales Promotion:

Price conscious regions such as India are highly impacted by conventional sale promotions which involves monetary and reimbursements initiatives, price reductions like discounts, exchange offers along with complementary items (Kumar & Srivastava, 2021). Recently a major obstacle to the longevity of the conventional sales promotions such as the discount-oriented promotions, is the shift taking place within the offline market, as consumer tastes are gravitating towards expecting personal connections with the brands instead of relying on price-focused technique. Price focused approach often impairs the value of a brand, deficit sales in addition to eroding profits, which can lead to poor customer loyalty (Mishra & Sengupta, 2023). In the recent times where consumers are seen prioritizing their pleasure in contrary to pursuit cheaper deals, marketing which is built on trust has managed to be recognized as a groundbreaking

notion. Nowadays, it has been observed that consumers focus more on experiences in comparison to be influenced by costs initiatives. Trust helps in building more real longevity-based relationships with the desired audience (Gefen et al, 2003). Short-term sales techniques may be achieved with the help of price driven marketing, but it also holds significant downsides to it that may cause it to be ineffective within the marketplace. Researchers discovered that buying motives may get enhanced with discounts but at the same time, it may reduce shopper confidence and contentment because consumers consider this as more of a sale effort, rather than a relationship building initiative (Mishra & Sengupta, 2023).

1.10 Age Effect on Influencer Marketing & Traditional Sales Promotion:

Attracting Gen Z is the quickest and simplest in terms of influencer marketing as they are expressive regarding what drives them. This leads to a greater probability of them buying via the online apps. Additionally, if a brand fails to adhere with the values and passions of the Gen Z, they do not think twice about stopping to engage with the brand further. On the other hand, phishing brands are viewed with mistrust by millennials who prefer genuineness. Millennials are seen to be more drawn towards rewards program and recommendations made by their peers. Further, attracting Gen X is also effortless as they are also seen commonly using social media. When Gen X appreciate a brand, then the probability of them becoming a loyal customer increases. Nevertheless, Gen X embraces an amalgamation of influencer along with conventional sales promotions. (Amazon Web Services).

LITERATURE REVIEW

Influencer & Celebrity Promoters

Schouten, Janssen & Verspaget (2021), in the given study, examined which of the two: influencer endorsements or celebrity endorsements produces the greatest impact on the advertising efficiency such as purchase propensity and the consumers' emotions regarding the item and the marketing message. Additionally, the researchers also explored the possible arbiters of this association, like the reliability and the alignment of the product with the advertising. Further, they conducted two experiments which featured various endorsers with items, with the aim to assess the hypothesis. Moreover, the researchers made sure to include either an influencer or a celebrity promoter for each case. For a better match the promoter was assigned a product that perhaps either complemented or did not correspond to their area of competence. Since it is impractical for consumers to critically evaluate certain features regarding the products prior to a buying decision, the researchers chose those items which were considered to be experience commodities as consumers are often seen leaning towards the feedback of other individuals. The result evidently showcased that the respondents resonated more with influencers in comparison to celebrities. In short, respondents related more with influencers.

Utilization of Influencer Marketing

Hudders, Jans & Veirman (2020), in the given research, sheds light on the research findings concerning the tactical utilization of social media influencers, revealing approximately 155 highly regarded scholarly papers which addressed the use of influencer advertising, found on the Scopus platform. The majority of these papers focused on the implementation of influencers as a promotional advertising method in the recent years. Almost more than half of these studies were released between 2018 and 2020, which marks the period when influencer marketing was introduced as a new promotional technique. However, there were a few handful number of papers which addressed how influencers also contribute in altering the general public's views or induce shifts in their behaviour. There were three empirical features which were adopted in order to arrange the research investigations, for which "Stern's Revised Communication Model

for Advertising” was applied. The three categories were, source: which focused on the opinions of the influencers, message: which focused on the subject matter techniques that are utilised by influencers for the various paid ads and the last category which was the most important one, audience: which focused on the captivating nature of the influencers along with the efficiency of their suggestions. The paper was concluded by mentioning the plan of action for the years to come along with the consequences for marketing tactics.

Influencer Marketing Initiatives

Martínez-López et al (2020), in the given study, has focused on how the majority of influencer marketing initiatives take place on social media sites like Twitter, Facebook and Instagram. The researchers believed that since there are still very few studies examining the expanding application of influencer marketing, they attempted to investigate four key components of an “influencer marketing program” in two distinct empirical studies which are: the influencer's status along with its compatibility with the product/service they expressed opinions on within the post and the brand's authority towards the communicated ad along with the monetary standpoint of the brand. Furthermore, the researchers were also keen on discovering how these aspects determine a series of crucial follower responses to the influencer, the article, and the product/service that make up an influencer marketing activity.

Investment in Influencer Marketing

Lou & Yuan (2019), in the given study, spoke critically about how investment in influencer marketing has enormously grown in the last several years. Further, the researchers also conducted initial investigation to determine the manner in which influencer marketing is impacting customers using social media platforms. In order to take into consideration, the purpose of reliability of the source along with the marketing worth, the researchers developed a comprehensive framework known as the “social media influencer value model”. The study featured an online questionnaire in which only those participants were included who followed minimum one influencer on social media. The results showcased that the follower's belief in the influencer's branded posts is positively enhanced and strengthened by the beneficial significance of the influencer's material, their appeal, capitative nature and relatability towards their followers.

Ye et al (2022), in the given research, aimed to investigate how influencer marketing efficacy is determined by elements pertaining to the message's sender which is known as the influencer, the recipient which are the followers of the influencer and the content which comprises of the influencer's posts. Additionally, the study also shed light upon the fact, that to promote their products, businesses need to pick and compensate influencers in order to connect and communicate with their followers on various social media platforms as part of social media marketing. Further, the results revealed that influencer uniqueness, number of followers and sponsor relevance are key indicators of the influencer marketing success. Influencer involvement, brand follower fit, and post attractiveness all have inverted U-shaped moderation which impacts success rate of influencer marketing, highlighting that enterprises can prove to be more successful by employing a holistic approach within these parameters.

Impact of Authenticity of Brand Posts

Jin & Muqaddam (2019), in the given study, aimed to explore the impact on authenticity of the source along with customer perceptions towards brand ads as a result of “brand posts” in comparison to “influencer posts”. It also attempted to understand the impact of “product-only posts” as opposed to “influencer-with-product” post. The methodology utilized for this research included a survey with the sample size being 304 respondents. For testing brand perceptions and subjective legitimacy, two-way ANOVA was employed. Finally, the researchers concluded, that brand ads and posts which featured the

influencers provoked higher consumer reactions and benefited the brands in boosting trustworthiness whereas, the brand posts which showcased only the product did not impact the brand's reliability or the brand perception.

Impact of Pandemic on Buter Motive

Hoekstra & Leeflang (2020), in the given research, attempted to study the influence of the recent COVID-19 pandemic on consumer buying patterns and their choices. It emphasized on how the pandemic has shifted the buying behaviour of customers which has altered the practices and regulations of marketing overall. The crisis is comparable to shifts in consumer behaviour and marketing strategies during recessions. But at the same time, it also demonstrated certain attributes that sets it apart from cycles of decline, particularly the rapid transition from offline to online buying patterns and variations in usage among segments. Finally, it concluded on how the pandemic urged consumers to reassess their concerns and actions altogether in terms of purchasing.

Role of Consumer Trust & Engagement in Marketing Outcomes

Wei et al (2019), in the given study, stated, establishing trust becomes more tougher as customer relations have evolved from regulated environments towards more flexible and improvised broadcasting channels. This is because standard elements that help in establishing confidence and trust, like face-to-face contacts along with tangible goods inspection, are no longer prominent (Wang et al , 2022). Trust has drawn an extensive amount of scrutiny with regards to online broadcasting, considering it serves to be a fundamental component driving how consumers act. Moreover, it was discovered that consumer trust and their sentiments regarding viewing along with acquiring from online sites are immensely influenced by what they think of potential hazards in addition to trustworthiness.

Sales Advertisement

Gyarteng, Dhliwayo & Adekomaya (2024), in the given study, explored the implications of sales advertising and creative marketing techniques upon the success and profitability of Ghanaian small and medium-sized enterprises. The researchers utilized quantitative study methodology where the data was obtained “Ghana Enterprises Agency” registered small and medium sized enterprises. The study concluded, that employing creative marketing techniques proves to be a better approach for enterprises. Further, the study revealed that company profitability and efficiency is negatively impacted by implementing unnecessary excessive promotions for sales. Moreover, the research demonstrated that the effectiveness regarding the correlation between competence and creative marketing is altered by promotions of sales.

The Value Consumers Hold on Influencers

Kaur & Chandra (2025), in the given research, attempted to examine the impact of “influencer marketing” upon the buying patterns, intentions and confidence among the consumers. This paper focused on the effect of social media influencers in terms of cosmetic brands and the degree of involvement the target market segment expresses in respect to their buying intentions and behaviours. For the purpose of determining the amount of authenticity and value consumers hold towards the influence, which is brought forward by the social media influencers and which leads to boosting sales was tested by utilizing standard deviation , mean and median. Further, the study also examined the various channels and networks that are utilized most frequently by the target audience and how they consume and perceive the promotional posts and messages made by the influencers. According to the research, regardless of how influencers draw attention towards the business entities and brands, plenty of consumers remain skeptical regarding the veracity of the information. Consumers are seen purchasing products which are endorsed or promoted by

the influencers who seem to be sincere and true. Finally, the research highlighted that effective influencer marketing in the cosmetics sector requires openness and genuine communication.

Rise of Influencer Marketing Due to Smartphones

Etim et al (2024), in the given research, investigated the implications of “influencer marketing” on purchasing decisions of customers in respect to new smartphones. Additionally, the researchers evaluated the impact of certain key factors like gift competitions, early-bird promotions and endorsements done by celebrities on the purchasing decisions of customers. The study employed a cross-sectional survey in order to obtain relevant information. For this, 233 smartphone consumers were utilized. For the methodology and the evaluation part, researchers used multiple regression using the SPSS to assess the assumptions, shortly after processing the findings through descriptive statistics. In the end, the study concluded that customer’s desire to purchase new smartphones was significantly strengthened by all the three key factors mentioned above. Further, the study also suggested that smartphone brands must actively invest in all the three key factors in order to create hype and curiosity amongst the target audience.

E-Marketing Tactics

Thakkar (2024), in the given study, attempted to investigate the multidimensional implications of “e-marketing” upon purchasing patterns of customers. Additionally, the researcher also emphasized upon how the advent of “e-marketing” has fundamentally altered how customers correspond towards brands and make judgements regarding what to buy. Major findings regarding the many ways that “e-marketing” tactics like tailored recommendations, user interactions, consumer related interest, perceptions and ways of thinking in terms of processes in the digital sphere were derived via a thorough investigation. Additionally, the research investigated the influence of social media channels, shifting consumer standards and technical developments towards “e-marketing” context. Furthermore, the researcher concluded by mentioning the prospective futuristic objectives for study to handle certain ethical barriers and possibilities.

Role of Purchase Intention

Kashyap (2023), in the given study states, purchase intention indicates a buyer’s motive to spend money on a specific item, as it highlights the buyer’s present views, thoughts and opinions regarding an item and whether in the near future they are likely to make a purchase. A vital component of buyer behaviour which is relevant in sales as well as marketing tactics, is purchase intention. Several marketing tactics are commonly employed and utilized by enterprises and businesses in order to alter potential customer’s motives towards buying along with maximising the possibility that they will turn into actual customers. Crafting marketing campaigns in a manner that addresses the desired demographics and helps in producing the intended outcomes in addition to increased ROI and buyer engagement, all of these can be established in a smoother way by having the right understanding of or accurate estimation of a potential buyer’s motives. The buyer’s situation in addition to the outside factors have a role to play in impacting the choice to buy a product.

Influencer Marketing’s Effect on Buying Patterns:

Manzoor et al (2020), in the given research, aimed to investigate how “influencer marketing” as part of social media marketing has managed to affect the buying patterns of Pakistani customers. Moreover, it also mentions about the significant impact of globalization and technological advancement which has currently urged businesses to adapt to the changing marketing practices. The research featured a questionnaire with the sample size being 250 and the data was obtained from Faisalabad. The outcome of

the research brought forward that the consumer's objective is profoundly affected by the credibility and the engagement rate of influencers as part of social media marketing

Implications of Social Media Influencers

Goldsberry et al (2025), in the given research, attempted to investigate the implications that social media influencers have on the buying patterns of customers. The researchers emphasized on two facets which are the following: "the depth of the content within the post" and the "number of followers the influencer has". Further, the study showcased that posts which contained more detailed information improved people's inclination to buy, as determined by two simulated trials. Moreover, it was found that purchase patterns were likewise boosted by having more followers, but only to a certain extent, beyond that, it actually declined. Finally, the paper suggested that in order to enhance the likelihood of buying, firms and enterprises must establish better efficient influencer marketing tactics.

Benefit of Item Feature Description

Chen, Chen & Pan (2024), in the given research, studied the beneficial effect of item feature description in sponsored content by utilizing a sample of 599 sponsored videos. It revealed the significance and benefits of mentioning the item details into the sponsored videos for "social media influencers" in terms of visibility. The main agenda was to argue about the detrimental influence on the viewing habit or interaction with the content where social media influencers are seen employing item feature description in the content as a promotional tactic. Moreover, it was also stated that such tactics are beneficial in respect to experimental efforts in comparison to publicity initiatives. Nevertheless, the researchers shed light upon the fact that when item feature descriptions are implemented for essential goods as opposed to self-indulgent products, the adverse effect is turned around into a favourable one. The findings suggested, that the success of an item feature description relies on the characteristics of the item as well as the marketing and advertising initiatives.

Impact of Consumer Feedback

Dwidienawati et al (2020), in the given study, attempted to investigate the impact of influencer as well as consumer feedback towards the buying motives of the consumers in order to comprehend the significance of belief in such associations. The researchers further evaluated how much trustworthiness regulates the impact of influencer along with consumer feedbacks on buying motives. The study employed a quantitative pilot investigation using self-paced questionnaires to obtain information. Further, the researchers utilized two hundred participants from three Greater Jakarta locations. Additionally, "Partial Least Squares" using "SmartPLS" was implemented for assessments. Finally, it was revealed that the buying motives had been demonstrated to be both, strongly and substantially altered by influencer feedback, though not greatly by consumer feedback.

Effect of Artificial Intelligence on Influencer Marketing

Rana, Ashfaq & Jalbani (2024), in the given research, studied how artificial intelligence may enhance "influencer marketing" and how it improves the efficacy of social media influencers. Further, the researchers aimed to investigate how perceptions about item quality, social media presence, along with endorsements done by celebrities are connected with "influencer marketing" where AI is contributing as a bridging component. The study took the help of quantitative analysis methodology for this investigation by utilizing an organized survey via "convenience sampling" technique along with "non-probability sampling". Finally, the results showcased the beneficial role of AI in the context of "influencer marketing". It revealed how AI showed a favourable correlation with social media presence, perceptions about item quality along with endorsements made by famous people.

Traits of Social Media Promoters

Kim & Kim (2021), in the given research, assessed the impact of various traits of social media influencers and their contribution to the development of credibility among the people who follow them. The traits of influencers that the researchers focused upon comprised of knowledge, physical appeal, sincerity and connection with the followers. Moreover, the researchers attempted to understand whether the positive product perceptions, loyalty from the followers and the enhanced buyer motives are a result of the authenticity and trustworthiness imparted by the influencer. The study employed quantitative research methodology by featuring an organised poll. The data was obtained from the various followers of the influencers, from this survey, various influencer related traits were studied. The findings suggested that the trustworthiness and reliability of the influencer is of utmost importance for effective marketing outcomes. Further, the study also revealed that the trust built by the influencers also helps in increasing the loyalty from the follower's end. However, physical appeal did not have much role to play in building trust.

Rising Value of Influencer Marketing

Campbell & Farrell (2020), in the given article, aimed to shed light upon "influencer marketing" as a preferable marketing tactic and its rising value and significance in contemporary marketing. The researchers also further studied the history of "influencer marketing". Additionally, the article attempted to understand the various crucial components of "influencer marketing" that makes influencers significant and essential to business and marketers. The study utilized existing literature-based strategy to form the basis of the study. Finally, according to the study's findings, influencers are a potent but sometimes underappreciated marketing tool, and marketers may gain by carefully combining all three elements for better influencer marketing results.

RESEARCH METHODOLOGY

The systematic approach a researcher employs when undertaking an analysis is known as research methodology. It incorporates procedures, instruments and methods which are utilized for data collection and evaluation. A research methodology's primary objective is to confirm the research's consistency, accuracy along with credibility.

4.1 Aim

The aim of this primary research is to conduct a comparative analysis between influencer marketing and traditional sales promotions in boosting consumer goods sales.

4.2 Objective

1. To investigate the difference in consumer purchase intention between influencer marketing and traditional sales promotions.
2. To investigate the degree of consumer trust produced by influencer marketing and traditional sales promotions.
3. To investigate the difference in consumer engagement between influencer marketing and traditional sales promotions.

4.3 Hypothesis

1. There is a significant difference in purchase intention between influencer marketing and traditional sales promotions.
2. There is a significant difference in consumer trust between influencer marketing and traditional sales promotions.

3. There is no significant difference in consumer engagement between influencer marketing and traditional sales promotions.

4.4 Research Design

A comparative research design was employed to acquire information from respondents with the intent of assessing the difference between two or more groups, and attributes. This category of research design utilized procedures which includes questionnaires, and recent studies to examine how various individuals react and behave in order to discover parallels and variations for the purpose of interpreting results.

4.5 Sampling Technique

Convenience Random Sampling approach was utilized, which is considered to be a non-probability sampling method in obtaining relevant data for primary research.

4.6 Research Instruments

The research utilized a structured questionnaire based on a five-point Likert scale, ranging from 1 to 5, which comprised of 16 questions divided into four sections. The questionnaire was circulated online among 300 respondents. Further, quantitative information was evaluated using the SPSS software for descriptive statistics and independent sample t-test.

4.6.1 Questionnaire

The structured questionnaire comprised of two parts, the first part obtained information about the population such as their age, gender, educational qualification, occupation, number of hours spent on social media and their choice of shopping mode. The next part of the questionnaire involved 16 close-ended items, divided into 4 sections that examined consumer trust, consumer engagement, purchase intention and sales impact.

4.6.2 Selection of Variables

- Purchase Intention
- Consumer Trust
- Consumer Engagement
- Sales Impact

A comprehensive review of the past studies within the domains of buying habits, influencer marketing and promotional techniques contributed to the selection of the variables for this primary research. The variables chosen were proven to be the most pertinent factors that affect customer choice and sales results as per recent studies.

4.7 Secondary Data Collection

Secondary data was obtained to further strengthen the research's conceptual foundation. For this articles, journals and websites were utilized in relation with influencer marketing and traditional sales promotions. Further, prior literature review was also conducted in order to discover gaps in knowledge and appropriate attributes for the same.

4.8 Measurement of Scale

The research utilized a five-point Likert scale, where 1 represented "strongly disagree" and 5 represented "strongly agree" to evaluate purchase intention, consumer engagement, consumer trust and sales impact.

4.9 Statistical Analysis

The statistical techniques that were employed for this primary research were descriptive statistics along with independent sample t-test. In order to analyse the demographic characteristics of the sample size, descriptive statistics like mean was applied to comprehend the predominant patterns in buying motives,

consumer engagement, consumer trust and sales outcomes. Further, the mean variations between the two independent groups, influencer marketing and traditional sales promotions, in respect to the chosen variables were measured by employing an independent sample t-test. This technique was used in order to determine whether there is prominent variation.

DATA ANALYSIS & INTERPRETATION

Table 1- Descriptives Statistics of the data obtained for Influencer Marketing & Traditional Sales Promotions				
	Total Purchase Intention	Total Consumer Trust	Total Consumer Engagement	Total Sales Impact
N	300	300	300	300
Missing	0	0	0	0
Mean	21.8	14.3	13.5	6.96
Std. error mean	0.159	0.105	0.117	0.0732
Median	22.0	14.0	14.0	7.00
Standard deviation	2.75	1.81	2.03	1.27
Variance	7.56	3.28	4.12	1.61
Minimum	14	9	8	4
Maximum	29	19	19	10

Table 1 represents the N, Missing, Mean, Std. error mean, Median, Standard deviation, Variance, Minimum, Maximum descriptive values of Total Purchase Intention, Total Consumer Trust, Total Consumer Engagement, and Total Sales Impact scores.

Table 2- Independent Samples T-Test between Influencer Marketing & Traditional Sales Promotions

		Statistic	df	p
Total Purchase Intention	Welch's t	-2.708	30.6	0.011
Total Consumer Trust	Welch's t	-0.468	29.1	0.644
Total Consumer Engagement	Welch's t	0.431	32.1	0.670
Total Sales Impact	Welch's t	-0.249	29.6	0.805
Note. $H_a \mu_{\text{Traditional}} \neq \mu_{\text{Influencer}}$				

Table 2 represents the t test between Influencer Marketing & Traditional Sales Promotions in respect to Total Purchase Intention, Total Consumer Trust, Total Consumer Engagement, and Total Sales Impact scores. Findings suggest no significant difference in Total Consumer Trust, Total Consumer Engagement, and Total Sales Impact scores. There is a significant difference in Total Purchase Intention with Influencers having high scores.

Table 3- One-Way ANOVA (Welch's) between Age Group Demographics

	F	df1	df2	p
Total Purchase Intention	1.87	3	162	0.138
Total Consumer Trust	2.78	3	164	0.043
Total Consumer Engagement	2.73	3	160	0.046
Total Sales Impact	1.09	3	163	0.353

Table 3 represents the ANOVA between Age groups in Total Purchase Intention, Total Consumer Trust, Total Consumer Engagement, and Total Sales Impact scores. Findings suggest no significant difference in Total Purchase Intention and Total Sales Impact scores. There is a significant difference in Total Consumer Trust (high to low scorers being 25-34, 45 and above, 18-25, 35-44) and Total Consumer Engagement (high to low scorers being 18-25, 45 and above, 35-44, 25-34).

Table 4- One-Way ANOVA (Welch's) between Gender Demographics

	F	df1	df2	p
Total Purchase Intention	0.215	2	34.9	0.807
Total Consumer Trust	0.295	2	33.3	0.746
Total Consumer Engagement	4.021	2	32.9	0.027
Total Sales Impact	0.777	2	34.2	0.468

Table 4 represents the ANOVA between gender in Total Purchase Intention, Total Consumer Trust, Total Consumer Engagement, and Total Sales Impact scores. Findings suggest no significant difference in Total Purchase Intention, Total Consumer Trust, and Total Sales Impact scores. There is a significant difference in Total Consumer Engagement (high to low scorers being Males, prefer not to say, Females).

Table 5 - One-Way ANOVA (Welch's) between Education/Employment Status Demographics

	F	df1	df2	p
Total Purchase Intention	2.75	2	193	0.067
Total Consumer Trust	2.42	2	196	0.092
Total Consumer Engagement	3.43	2	195	0.034

	F	df1	df2	p
Total Sales Impact	1.47	2	197	0.232

Table 5 represents the ANOVA between Education/employment status in Total Purchase Intention, Total Consumer Trust, Total Consumer Engagement, and Total Sales Impact scores. Findings suggest no significant difference in Total Purchase Intention, Total Consumer Trust, and Total Sales Impact scores. There is a significant difference in Total Consumer Engagement (high to low scorers being Postgraduate, Undergraduate, Professional/Others).

Table 6- One-Way ANOVA (Welch's) between Social Media Usage Demographics

	F	df1	df2	p
Total Purchase Intention	3.733	2	178	0.026
Total Consumer Trust	2.237	2	180	0.110
Total Consumer Engagement	0.663	2	182	0.517
Total Sales Impact	5.322	2	176	0.006

Table 6 represents the ANOVA between social media usage in Total Purchase Intention, Total Consumer Trust, Total Consumer Engagement, and Total Sales Impact scores. Findings suggest no significant difference in Total Consumer Engagement and Total Consumer Trust scores. There is a significant difference in Total Purchase Intention (high to low scorers being 1–3 hours/day, More than 3 hours/day, Less than 1 hour/day) and Total Sales Impact (high to low scorers being 1–3 hours/day, Less than 1 hour/day, More than 3 hours/day).

Table 7- One-Way ANOVA (Welch's) between Preferred Shopping Mode Demographics

	F	df1	df2	p
Total Purchase Intention	12.105	2	194	<.001
Total Consumer Trust	0.125	2	189	0.882
Total Consumer Engagement	0.146	2	192	0.864
Total Sales Impact	1.651	2	193	0.195

Table 7 represents the ANOVA between Preferred shopping mode in Total Purchase Intention, Total Consumer Trust, Total Consumer Engagement, and Total Sales Impact scores. Findings suggest no significant difference in Total Consumer Engagement, Total Sales Impact and Total Consumer Trust scores. There is a significant difference in Total Purchase Intention (high to low scorers being both, online, offline).

CONCLUSION

In the present research, the researcher attempted to compare customer involvement, customer trust, purch-

ase motive and sales impact among influencer marketing and traditional sales promotions. The primary objective of this research was to conduct a comparative study between the two independent groups. The demographics selected for this study were age, gender, employment status, educational qualifications, daily social media utilization along with the choice of shopping mode. The data was collected through convenience random sampling method with a sample size of 300 Indian respondents. To conduct this study, a structured questionnaire using the Likert scale was created. The questionnaire included 16 questions in total in order to investigate which promotional technique has managed to boost sales impact the most. Additionally, the questionnaire also aimed to recognize any disparities between consumer satisfaction, trust and preference among influencer marketing and traditional sales promotions.

The findings shed light upon the fact that there is no notable difference in total consumer trust, total consumer engagement, and total sales impact scores. Although, there is a notable difference in total purchase intention with influencers having high scores. This means that hypothesise-1 which stated that there is a significant difference in purchase intention between influencer marketing and traditional sales promotions has been accepted. In addition to this, hypothesis- 3 which stated that there is no significant difference in consumer engagement between influencer marketing and traditional sales promotions has also been accepted.

Purchase intention, consumer trust, and sales impact are not seen to be considerably impacted by gender or education/employment position, although both indicate a major variation in consumer engagement. Males and postgraduates scored the highest in terms of engagement. Additionally, purchase intention and sales impact are not substantially influenced by age but consumer engagement and trust are seen to differ significantly. Participants within the age bracket of 18 to 25 exhibit the highest levels of involvement, while those within the age bracket of 25 to 34 exhibit the highest levels of trust.

While preferred shopping mode has no discernible effect on sales impact, engagement, or trust, it has a considerable impact on purchase intention, with the highest intention being shown by people who like both online and physical shopping. Finally, those who use social media for one to three hours a day report the highest scores, with purchase intention and sales impact experiencing substantial influence.

5.1 Theoretical Implications

- In showing that demographic characteristics do not consistently affect all consumer-related outcomes, this study adds to the body of past research on consumer behaviour.
- The impact of sales and purchase intention relies more on circumstances, especially when it comes to online activities and purchasing preferences, whereas engagement is susceptible to a variety of demographic variables.
- Understanding of the distinct ways that demographic breakdown interacts with trust, engagement, and behavioural results in marketing research is improved by the findings.
- The varying effects of social media use on sales impact and buy intention demonstrate the increasing applicability of digital exposure theories in marketing research.
- In order to better understand how digital behaviour interacts with conventional consumer decision-making frameworks, the study provides empirical evidence.

5.2 Managerial Implications

- Managers should implement a marketing strategy tailored to a particular demographic, according to the research.
- Brands should create content that is specifically tailored to the age, gender, and educational levels of their target audience because these factors have a substantial impact on customer engagement.

- The notable influence of social media use on sales impact and buyer motive suggests that the best results can be obtained via optimal media visibility, especially at mild consumption rates.
- In order to increase customer interest and conversion, firms should combine both online and offline platforms, as preferred shopping modes impact buying motive. Since trust, engagement, and purchase behaviour are influenced differently by diverse populations, businesses should refrain from assuming that reactions would be the same across them.
- Marketing budgets can be more effectively distributed by concentrating on groups of people who have more robust behavioural responses.
- Since trust, involvement, and buying patterns are influenced differently by diverse populations, businesses should refrain from assuming that reactions would be the same across them.

5.3 Limitations

- Convenience sampling was employed in the study because of time and availability constraints, which would have limited how broadly the results can be applied.
- Instead of giving entirely honest responses, some participants might have given socially acceptable answers.
- The study's time limitations hampered the amount of data that could be obtained and the degree of research that could be done.

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