

Social Media Influencer Attributes as Drivers of Brand Trust and Loyalty: Evidence from Millennials towards FMCG Brands in Salem City

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ABSTRACT

Social media influencers have changed the way FMCG brands communicate with consumers by creating more engaging and personalised brand experiences. This study investigates the influence of Social Media Influencer Attributes on Brand Trust and Brand Loyalty among Millennials towards FMCG brands. Four influencer attributes: Attractiveness, Information Quality, Interactivity, and Relatability, were considered for the analysis.

Primary data were collected from 212 Millennials in Salem City using a structured questionnaire. The data were analysed using descriptive statistics, multiple regression, simple regression, and Pearson's correlation analysis. The results indicate that Information Quality is the strongest factor influencing Brand Trust, followed by Attractiveness and Relatability, whereas Interactivity does not have a significant effect.

The findings further show that Brand Trust positively influences Brand Loyalty, while Social Media Influencer Attributes are positively associated with Brand Loyalty. The study offers practical insights for FMCG marketers in selecting influencers who can build consumer trust and strengthen long-term brand relationships.

Keywords: Social Media Influencer Attributes, Brand Trust, Brand Loyalty, Millennials, FMCG Brands, Influencer Marketing

1. Introduction

The growing popularity of social media has transformed the way consumers discover, evaluate, and interact with brands. Social networking platforms such as Instagram, Facebook, YouTube, and X have become important marketing channels where brands communicate with their target audiences in a more engaging and personalised manner (Kaplan & Haenlein, 2010). In this evolving digital environment, Social Media Influencers (SMI) have emerged as influential communicators who connect brands with consumers through creative content and personal experiences (Lou & Yuan, 2019). Their recommendations are often perceived as more genuine and relatable than traditional advertisements,

encouraging consumers to pay greater attention to the promoted brands (Chetioui et al., 2020). As noted by Mir and Salo (2023), influencer marketing has become an effective approach for improving consumer engagement and strengthening brand communication. Consequently, organisations across the Fast-Moving Consumer Goods (FMCG) sector are increasingly collaborating with influencers to enhance brand visibility and build stronger relationships with consumers in highly competitive markets (Zhao et al., 2024).

The effectiveness of influencer marketing depends largely on the attributes demonstrated by social media influencers. Consumers are more likely to respond positively when influencers are attractive, provide useful and accurate information, actively interact with followers, and present themselves as relatable individuals (Lou & Yuan, 2019). Attractive influencers are capable of capturing consumer attention, while high-quality information supports informed product evaluation (Saima & Khan, 2020). Likewise, interactivity enables meaningful communication between influencers and followers, creating opportunities for greater consumer engagement (Pereira et al., 2023). Relatability further strengthens emotional connections because consumers tend to trust influencers whose values, lifestyles, and experiences resemble their own (Barween et al., 2022). Together, these attributes enhance the effectiveness of influencer marketing and contribute to favourable consumer perceptions of FMCG brands (Hu et al., 2024; Ji-Wang et al., 2025).

For FMCG brands, establishing long-term relationships with consumers has become increasingly important due to intense market competition and the availability of numerous product alternatives. Brand trust enables consumers to develop confidence in a brand's promises and product quality, while brand loyalty encourages repeat purchases and positive recommendations to others (Shin et al., 2019). Strong trust and loyalty also help organisations retain customers and achieve sustainable business growth (Puspaningrum, 2020). Digital interactions through social media have further strengthened the importance of these relationship outcomes, particularly among Millennials who actively seek product information and peer opinions before making purchase decisions (Haudi et al., 2022). Recognising the growing influence of social media on consumer behaviour, the present study examines how the attributes of social media influencers, namely attractiveness, information quality, interactivity, and relatability, influence brand trust and brand loyalty towards FMCG brands among Millennials in Salem City (San Jung & Kim, 2025).

2. Literature Reviews and Research Gap

2.1. Review of Literature

Social media influencer marketing has emerged as one of the most influential digital marketing strategies, enabling brands to establish meaningful relationships with consumers through authentic and engaging content. The increasing popularity of social networking platforms has shifted marketing communication from organisation-controlled messages to influencer-driven interactions that encourage consumer participation and trust. Earlier studies recognised influencers as effective opinion leaders who shape consumers' attitudes, brand perceptions, and behavioural intentions through their digital presence (Lu et al., 2014; Lou & Yuan, 2019). Subsequent research confirmed that influencer marketing enhances brand awareness, customer engagement, and purchase behaviour across diverse industries (Chetioui et al., 2020; Mir & Salo, 2023). More recent evidence indicates that influencer marketing has evolved into a relationship-oriented strategy, where long-term consumer engagement and trust are considered more valuable than short-term promotional outcomes (Zhao et al., 2024). Contemporary research further suggests that influencer partnerships are becoming increasingly strategic because consumers now value

authenticity, transparency, and meaningful interactions over celebrity status alone (Wu, 2026; De Araujo et al., 2026).

The effectiveness of influencer marketing depends largely on the attributes demonstrated by social media influencers. Existing literature consistently identifies influencer attractiveness as an important factor that captures consumer attention and creates favourable impressions of endorsed brands (Lou & Yuan, 2019; Masuda et al., 2022). Information quality also plays a significant role because consumers increasingly depend on influencers for accurate, useful, and timely product information before making purchase decisions (Saima & Khan, 2020). Likewise, interactivity strengthens communication by encouraging continuous dialogue and consumer engagement, while relatability enables followers to identify with influencers whose lifestyles and values resemble their own (Awang et al., 2021; Barween et al., 2022; Pereira et al., 2023). Recent studies further indicate that interactivity, authenticity, brand alignment, and transparent communication enhance consumer engagement and strengthen brand trust in digital environments (Wu, 2026). Similarly, De Araujo et al. (2026) emphasised that authenticity and trustworthiness remain important influencer attributes affecting consumers' attitudes and behavioural responses.

Brand trust has been widely recognised as a fundamental outcome of successful influencer marketing because it reduces consumers' uncertainty and increases confidence in brand promises. Consumers tend to trust brands when influencer communications are perceived as reliable, informative, and transparent (Chetoui et al., 2020; Mir & Salo, 2023). Previous studies have shown that meaningful interactions between influencers and followers positively influence consumers' confidence in endorsed brands and strengthen long-term brand relationships. Recent evidence also confirms that consumer engagement serves as an important mechanism linking influencer attributes with brand trust, highlighting the importance of quality interactions rather than mere exposure to promotional content (Wu, 2026). Furthermore, Imdad et al. (2026) demonstrated that authenticity, parasocial relationships, and transparent influencer disclosures significantly strengthen consumer trust, which subsequently contributes to stronger brand loyalty.

Brand loyalty continues to represent one of the most important objectives of digital branding because loyal consumers contribute to repeat purchases, positive word-of-mouth, and long-term organisational performance. Existing research consistently demonstrates that digital marketing activities positively influence loyalty by strengthening consumer engagement and trust (Wilson et al., 2024; Manyanga et al., 2024). Studies also suggest that Millennials and Generation Z rely extensively on influencer-generated content when evaluating brands, making influencer marketing increasingly important in competitive consumer markets (Rosário & Casaca, 2025). More recently, San Jung and Kim (2025) reported that influencer characteristics significantly influence brand trust and attachment, which subsequently improve brand loyalty. Likewise, Wu (2026) observed that influencer credibility enhances e-loyalty through the sequential effects of brand trust and customer engagement, while Imdad et al. (2026) confirmed that consumer trust mediates the relationship between influencer characteristics and brand loyalty.

Overall, the literature confirms that social media influencer marketing has become an effective mechanism for strengthening consumer–brand relationships through meaningful digital interactions. Although previous studies have examined various influencer characteristics, contemporary research increasingly emphasises the combined influence of communication quality, consumer engagement, trust, and relationship-building in determining marketing effectiveness (Mir & Salo, 2023; Hu et al., 2024). The latest studies further indicate that influencer marketing is most effective when brands emphasise authenticity, transparency, interactive communication, and consumer engagement, as these factors

strengthen brand trust and foster long-term brand loyalty (Wu, 2026; De Araujo et al., 2026; Imdad et al., 2026).

2.2. Research Gap

Although previous studies have examined the role of social media influencers in shaping consumer behaviour, most have focused on purchase intention, brand awareness, and consumer engagement across industries such as fashion, cosmetics, and tourism. Limited research has investigated how attractiveness, information quality, interactivity, and relatability influence brand trust and brand loyalty in the FMCG sector, particularly among Millennials in Salem City. Therefore, the present study addresses this gap by examining the relationship between selected social media influencer attributes, brand trust, and brand loyalty in the FMCG context.

3. Conceptual Framework and Development of Hypothesis

3.1. Social Media Influencer Attributes and Brand Trust

Social media influencers have become an important part of digital marketing by influencing consumers' perceptions and brand-related decisions through social media platforms. Their content enables brands to communicate product information in a more engaging and personalised manner than conventional advertising (Lou & Yuan, 2019). Consumers are more likely to trust brands endorsed by influencers who possess favourable communication and personal attributes (Chetioui et al., 2020). Recent studies have also highlighted that influencer attributes strengthen consumers' confidence by improving communication quality and engagement (Mir & Salo, 2023; San Jung & Kim, 2025). Therefore, social media influencer attributes are expected to positively influence brand trust.

H1: Social Media Influencer Attributes have a significant positive influence on Brand Trust.

3.1.1. Attractiveness and Brand Trust

Attractiveness refers to the overall appeal of an influencer, including appearance, personality, and communication style. Attractive influencers are more likely to capture consumers' attention and create favourable impressions of endorsed brands (Ohanian, 1990). Their appealing presentation enhances consumers' confidence in marketing messages and positively influences brand evaluations (Lou & Yuan, 2019). Consequently, attractiveness is expected to strengthen consumers' trust in FMCG brands.

H1a: Attractiveness has a significant positive influence on Brand Trust.

3.1.2. Information Quality and Brand Trust

Information quality reflects the accuracy, usefulness, and relevance of the content shared by social media influencers. Consumers increasingly depend on influencers for reliable product information before making purchase decisions. High-quality information reduces uncertainty and improves confidence in the promoted brand (Saima & Khan, 2020). Therefore, information quality is expected to positively influence brand trust.

H1b: Information Quality has a significant positive influence on Brand Trust.

3.1.3. Interactivity and Brand Trust

Interactivity refers to the extent to which influencers communicate and engage with followers through comments, discussions, live sessions, and feedback. Active interaction encourages consumer participation and strengthens relationships between influencers and followers (Awang et al., 2021). Such engagement improves transparency and enhances consumers' confidence in endorsed brands (Mir & Salo, 2023). Hence, interactivity is expected to positively influence brand trust.

H1c: Interactivity has a significant positive influence on Brand Trust.

3.1.4. Relatability and Brand Trust

Relatability refers to the extent to which consumers perceive an influencer as similar to themselves in terms of lifestyle, values, and experiences. Consumers are generally more receptive to recommendations from influencers with whom they identify emotionally (Barween et al., 2022). Such similarity enhances confidence in influencer recommendations and contributes to favourable brand perceptions (Ji-Wang et al., 2025). Therefore, relatability is expected to positively influence brand trust.

H1d: Relatability has a significant positive influence on Brand Trust.

3.2. Brand Trust and Brand Loyalty

Brand trust is considered a key factor in developing long-term relationships between consumers and brands. Consumers who trust a brand are more likely to purchase it repeatedly, remain committed, and recommend it to others (Chaudhuri & Holbrook, 2001). Trust reduces perceived risk and strengthens consumers' confidence in the quality and reliability of a brand (Delgado-Ballester & Munuera-Alemán, 2005). Recent studies also confirm that brand trust significantly enhances brand loyalty in digital marketing environments (Haudi et al., 2022; San Jung & Kim, 2025). Therefore, consumers who trust FMCG brands are expected to exhibit stronger brand loyalty.

H2: Brand Trust has a significant positive influence on Brand Loyalty.

3.3. Social Media Influencer Attributes and Brand Loyalty

Social media influencers play an important role in strengthening consumers' relationships with brands through engaging communication and meaningful interactions. Influencers who provide attractive content, useful information, and relatable experiences encourage consumers to develop favourable perceptions of the brands they endorse (Lou & Yuan, 2019). Such positive experiences contribute to consumers' preference for a brand and encourage continued engagement with it (Mir & Salo, 2023). Recent studies also indicate that effective influencer marketing is positively associated with stronger customer loyalty and long-term brand relationships (Wilson et al., 2024; San Jung & Kim, 2025). Therefore, social media influencer attributes are expected to be positively associated with brand loyalty.

H3: Social Media Influencer Attributes have a significant positive relationship with Brand Loyalty.

3.4. Conceptual Framework Model and its Explanation

The conceptual framework of the study proposes that Social Media Influencer Attributes serve as the independent construct associated with Brand Trust and Brand Loyalty among Millennials towards FMCG brands. Social Media Influencer Attributes are represented through four dimensions: Attractiveness, Information Quality, Interactivity, and Relatability. These dimensions reflect the ability of influencers to attract consumers, provide useful information, encourage interaction, and establish personal connections through social media platforms.

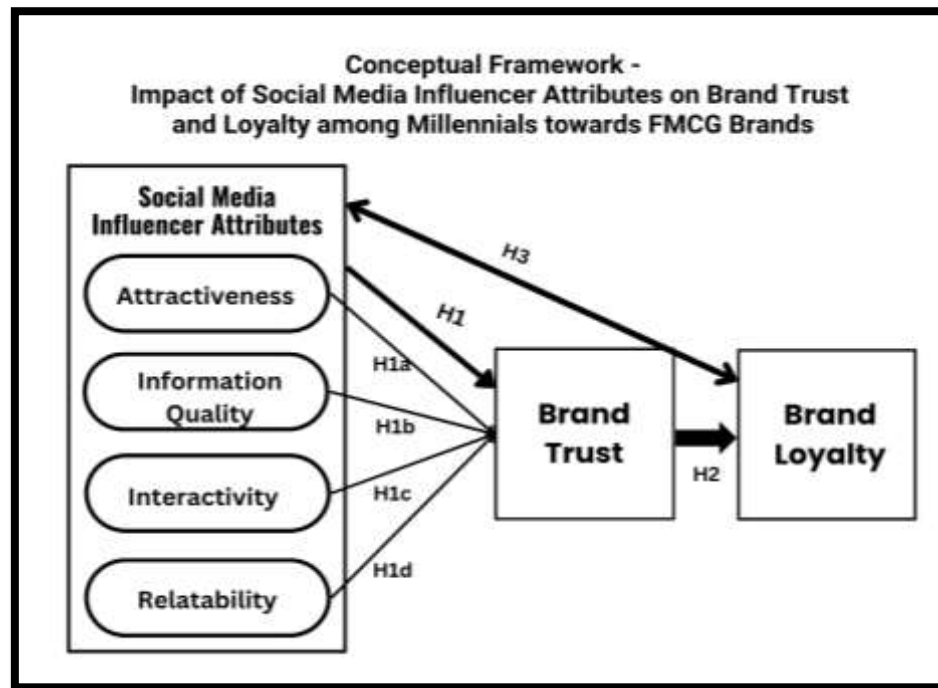


Figure 1: Conceptual Framework Model of the Research

The framework proposes that favourable Social Media Influencer Attributes enhance consumers' confidence in FMCG brands, thereby strengthening Brand Trust. Accordingly, it is hypothesised that Social Media Influencer Attributes have a significant positive influence on Brand Trust (H1). Further, each individual dimension: Attractiveness (H1a), Information Quality (H1b), Interactivity (H1c), and Relatability (H1d) is also expected to positively influence Brand Trust by improving consumers' perceptions of influencers and their brand recommendations.

The framework further proposes that Brand Trust is a key determinant of Brand Loyalty. Consumers who trust a brand are more likely to continue purchasing it, remain committed, and recommend it to others. Therefore, Brand Trust is expected to have a significant positive influence on Brand Loyalty (H2). In addition, the framework suggests that Social Media Influencer Attributes are positively related to Brand Loyalty (H3). Consumers who perceive influencers as attractive, informative, interactive, and relatable are expected to exhibit stronger loyalty towards the FMCG brands they endorse. Thus, the proposed framework examines the influence of Social Media Influencer Attributes on Brand Trust, the influence of Brand Trust on Brand Loyalty, and the relationship between Social Media Influencer Attributes and Brand Loyalty among Millennials towards FMCG brands.

4. Methodology Adopted

The present study employed a quantitative research approach using a descriptive and analytical research design to examine the role of Social Media Influencer Attributes in developing Brand Trust and Brand Loyalty among Millennials towards FMCG brands. The study focused on four dimensions of social media influencer attributes, namely Attractiveness, Information Quality, Interactivity, and Relatability, to understand their influence on consumers' trust and loyalty towards FMCG brands. A structured research design was adopted to ensure systematic data collection and objective evaluation of the proposed relationships (Kothari, 2004).

A cross-sectional survey method was adopted, wherein data were collected from respondents at a single point in time. The study targeted Millennials residing in Salem City who actively use social media platforms and follow social media influencers for information and recommendations related to FMCG brands. A structured questionnaire was developed based on established measurement scales reported in previous studies and adapted to suit the objectives of the present research. The questionnaire consisted of three sections covering respondents' demographic profile, social media usage characteristics, and measurement items relating to Social Media Influencer Attributes, Brand Trust, and Brand Loyalty. Responses were recorded using a five-point Likert scale, ranging from Strongly Disagree (1) to Strongly Agree (5). A total of 250 questionnaires were distributed using convenience sampling, of which 221 were returned. After eliminating nine incomplete questionnaires, 212 valid responses were retained for the final analysis.

The collected data were analysed using both descriptive and inferential statistical techniques. Descriptive statistics, including frequency and percentage analysis were employed to summarise the demographic characteristics and social media usage and buying pattern profile of the respondents with respect to FMCG brands. Inferential statistical techniques such as Pearson's Correlation Analysis and Multiple Regression Analysis (MRA) were used to examine the relationships among the study variables and test the proposed hypotheses. The adopted methodological framework provides a comprehensive understanding of how Social Media Influencer Attributes contribute to strengthening Brand Trust and Brand Loyalty among Millennials towards FMCG brands.

5. Data Analysis and Results

5.1. Demographic Profile and Purchasing Pattern of Millennials with respect to FMCG Brands through Social Media Influencers

The demographic profile shows that male respondents (128; 60.4%) outnumbered female respondents (84; 39.6%). A majority of the participants possessed undergraduate or postgraduate qualifications (124; 58.5%), followed by school education (49; 23.1%) and professional qualifications (39; 18.4%). In terms of occupation, salaried employees (108; 50.9%) formed the largest group, followed by homemakers (62; 29.2%) and business professionals (42; 19.8%). These findings indicate that the sample predominantly comprised educated and professionally active Millennials, making them well suited for examining consumer responses towards FMCG brands promoted through social media influencers.

Regarding social media usage, nearly half of the respondents had been using social media for three to six years (104; 49.1%), while 95 (44.8%) followed one to four social media influencers. A majority of the respondents had followed influencers promoting FMCG brands for up to five years (160; 75.5%), reflecting regular exposure to influencer-generated content. In terms of purchasing behaviour, 82 respondents (38.7%) preferred online purchases, 78 (36.8%) preferred offline purchases, and 52 (24.5%) purchased through both online and offline channels. Overall, the respondents represent active social media users with considerable exposure to influencer marketing, providing an appropriate basis for examining the influence of Social Media Influencer Attributes on Brand Trust and Brand Loyalty towards FMCG brands.

5.2. Impact of Social Media Influencers' Attributes on Brand Trust among Millennials towards FMCG Brands

A Multiple Regression Analysis (MRA) was performed to examine the influence of Social Media Influencer Attributes on Brand Trust among Millennials towards FMCG brands. Brand Trust was

considered the dependent variable, while Attractiveness, Information Quality, Interactivity, and Relatability were treated as the independent variables. The analysis was carried out to assess the individual contribution of each influencer attribute in strengthening consumers' trust towards FMCG brands promoted through social media.

The regression model explains 62.2 percent of the variation in Brand Trust. The model is statistically significant, with an F-value of 85.14 ($p < 0.01$), indicating that Social Media Influencer Attributes collectively exert a significant influence on Brand Trust. Therefore, the main hypothesis, H1: Social Media Influencer Attributes have a significant positive influence on Brand Trust, is accepted.

Table 1
Impact of Social Media Influencers' Attributes on Brand Trust among Millennials towards FMCG Brands – Multiple Regression Analysis

Variables	B	SE	β	t-value	p-value
Constant	0.803	0.312	–	2.571	0.012
Attractiveness	0.333	0.059	0.287	5.641	< 0.001**
Information Quality	0.567	0.051	0.422	11.123	< 0.001**
Interactivity	0.099	0.078	0.044	1.270	0.205NS
Relatability	0.197	0.066	0.183	2.983	0.013*

Dependent Variable: Brand Trust

(** $p < 0.01$; * $p < 0.05$; NS = Not Significant.)

The regression results (Table 1) further reveal that Information Quality ($\beta = 0.422$, $p < 0.01$) emerged as the strongest predictor of Brand Trust, followed by Attractiveness ($\beta = 0.287$, $p < 0.01$). These findings indicate that Millennials place greater trust in FMCG brands when influencers provide accurate, useful, and relevant information and present the products in an attractive and appealing manner. Hence, H1a and H1b are accepted. Relatability also showed a positive and significant influence on Brand Trust ($\beta = 0.183$, $p < 0.05$), suggesting that consumers are more likely to trust brands endorsed by influencers with whom they identify personally. Therefore, H1d is accepted.

However, Interactivity ($\beta = 0.044$, $p = 0.205$) did not exhibit a significant influence on Brand Trust. This suggests that communication and engagement with followers alone may not be sufficient to strengthen trust towards FMCG brands. Consequently, H1c is rejected. Overall, the findings indicate that Information Quality is the most influential determinant of Brand Trust, followed by Attractiveness and Relatability, highlighting the importance of informative, appealing, and relatable influencer content in building consumer trust towards FMCG brands.

5.3. Impact of Brand Trust on Brand Loyalty among Millennials towards FMCG brands – Simple Regression Analysis

A Simple Regression Analysis was performed to examine the influence of Brand Trust on Brand Loyalty among Millennials towards FMCG brands. In this analysis, Brand Trust was treated as the independent variable, while Brand Loyalty served as the dependent variable. The analysis was undertaken to determine whether consumers' trust in FMCG brands significantly contributes to strengthening their brand loyalty.

Table 2

Impact of Brand Trust on Brand Loyalty among Millennials towards FMCG brands – Simple Regression Analysis

Variables	B	SE	β	t-value	p-value
Constant	1.345	0.330	–	4.081	0.000
Brand Trust	0.756	0.058	0.628	13.030	< 0.001**

Dependent Variable: Brand Loyalty of Millennials (Sign. at 1% level)**

The regression model was found to be statistically significant, as indicated by an F-value of 330.020 ($p = < 0.01$). The Adjusted R^2 value of 0.609 indicates that Brand Trust explains 60.9 percent of the variation in Brand Loyalty among Millennials towards FMCG brands.

The regression results (Table 2) reveal that Brand Trust exerts a significant positive influence on Brand Loyalty ($\beta = 0.628$, $t = 13.030$, $p < 0.01$). The positive regression coefficient ($B = 0.756$) indicates that an increase in Brand Trust leads to a corresponding increase in Brand Loyalty. Since the relationship is statistically significant at the 1 percent level, the hypothesis H2: Brand Trust has a significant positive influence on Brand Loyalty is accepted. The findings suggest that Millennials who develop greater trust in FMCG brands are more likely to remain loyal, continue purchasing the brands, and maintain long-term relationships with them. These results highlight the importance of building consumer trust as a key strategy for enhancing brand loyalty in the FMCG market.

5.4. Relationship between Social Media Influencer Attributes and Brand Loyalty among Millennials towards FMCG Brands – Correlation Analysis

A Pearson product-moment correlation analysis was carried out to examine the relationship between the dimensions of Social Media Influencer Attributes and Brand Loyalty among Millennials towards FMCG brands. The analysis assessed the degree of association between Attractiveness, Information Quality, Interactivity, and Relatability and consumers' Brand Loyalty. The results indicate that all four dimensions exhibit positive and statistically significant relationships with Brand Loyalty, suggesting that favourable perceptions of influencer attributes are associated with higher levels of brand loyalty.

Table 3

Relationship between Social Media Influencer Attributes and Brand Loyalty among Millennials towards FMCG Brands – Correlation Analysis

Variables	Mean	SD	(r)	p-value
Attractiveness	3.98	0.76	0.734	< 0.001**
Information Quality	4.13	0.65	0.812	< 0.001**
Interactivity	2.54	0.93	0.211	< 0.003**
Relatability	3.55	0.84	0.483	< 0.001**

Among the dimensions, Information Quality exhibited the strongest positive relationship with Brand Loyalty ($r = 0.812$, $p < 0.01$), followed by Attractiveness ($r = 0.734$, $p < 0.01$). These findings (Table 3) indicate that Millennials are more likely to remain loyal to FMCG brands when influencers provide useful, accurate, and relevant information while presenting products in an attractive and appealing manner. Relatability also demonstrated a moderately positive and significant relationship with Brand Loyalty ($r = 0.483$, $p < 0.01$), suggesting that consumers tend to develop stronger loyalty towards brands endorsed by

influencers with whom they identify personally. Although Interactivity showed a positive and significant relationship ($r = 0.211$, $p < 0.01$), its association with Brand Loyalty was comparatively weaker than the other dimensions.

Overall, the findings confirm that Social Media Influencer Attributes are positively associated with Brand Loyalty among Millennials towards FMCG brands. Therefore, H3, which states that there is a significant positive relationship between Social Media Influencer Attributes and Brand Loyalty, is supported. The results suggest that providing informative, attractive, interactive, and relatable influencer content contributes to strengthening consumers' loyalty towards FMCG brands, with Information Quality emerging as the most influential attribute.

Table 3 presents the summary of the hypothesis testing results based on the regression and correlation analyses conducted in the study.

Table 3
Summary of Hypotheses Testing

Hypothesis	Variables	P-Value	Decision
H1a	Attractiveness h Brand Trust	$< 0.001^{**}$	Supported
H1b	Information Quality h Brand Trust	$< 0.001^{**}$	Supported
H1c	Interactivity h Brand Trust	0.205NS	Not Supported
H1d	Relatability h Brand Trust	0.013*	Supported
H1	SMI Attributes h Brand Trust	$< 0.001^{**}$	Supported
H2	Brand Trust h Brand Loyalty	$< 0.001^{**}$	Supported
H3	SMI Attributes Q Brand Loyalty	$< 0.001^{**}$	Supported

The hypothesis testing results indicate that six out of the seven proposed hypotheses were supported. Among the dimensions of Social Media Influencer Attributes, Information Quality, Attractiveness, and Relatability were found to have a significant positive influence on Brand Trust, thereby supporting H1a, H1b, and H1d. In contrast, Interactivity did not exhibit a statistically significant influence on Brand Trust, leading to the rejection of H1c. These findings suggest that Millennials place greater emphasis on the quality of information, the appeal of influencers, and their ability to relate to influencers than on interactive communication when developing trust towards FMCG brands.

The overall results further reveal that Social Media Influencer Attributes significantly influence Brand Trust, supporting H1. In addition, Brand Trust exerts a significant positive influence on Brand Loyalty, confirming H2. The correlation analysis also demonstrates a significant positive relationship between Social Media Influencer Attributes and Brand Loyalty, thereby supporting H3. Overall, the findings emphasise that influencer attributes, particularly Information Quality, Attractiveness, and Relatability, play an important role in strengthening consumers' trust and fostering long-term loyalty towards FMCG brands among Millennials.

6. Suggestions and Recommendations

FMCG companies should work with social media influencers who provide clear, useful, and honest information about their products. The findings show that Information Quality, Attractiveness, and Relatability play an important role in building Brand Trust. Therefore, marketers should choose

influencers who can explain product features clearly, present products attractively, and connect naturally with Millennials. Genuine product reviews and transparent communication can further improve consumers' confidence in FMCG brands.

The study also found that Brand Trust is an important factor in developing Brand Loyalty. Hence, FMCG companies should focus on building long-term trust instead of giving importance only to short-term promotions. Influencers should share authentic experiences and communicate consistently with their followers to strengthen customer relationships. Although Interactivity showed a positive relationship with Brand Trust, it was not a significant predictor. Therefore, companies should give greater importance to the quality and authenticity of influencer content while using interactive activities to support consumer engagement.

7. Conclusion

The present study examined the influence of Social Media Influencer Attributes on Brand Trust and Brand Loyalty among Millennials towards FMCG brands. The findings indicate that social media influencer marketing plays an important role in shaping consumers' trust and loyalty towards FMCG brands. Among the four influencer attributes, Information Quality emerged as the strongest contributor to Brand Trust, followed by Attractiveness and Relatability, whereas Interactivity did not show a significant influence. The study also revealed that Brand Trust significantly enhances Brand Loyalty, and a positive relationship exists between Social Media Influencer Attributes and Brand Loyalty. These findings demonstrate that consumers are more likely to remain loyal to FMCG brands when influencers provide useful information, present products attractively, and establish relatable connections with their followers.

The study offers useful implications for FMCG companies, brand managers, and digital marketers seeking to improve the effectiveness of influencer marketing campaigns. It suggests that organisations should collaborate with influencers who communicate authentic product experiences, provide reliable information, and build meaningful relationships with consumers. Although the study provides valuable insights, it is limited to Millennials in Salem City and adopts a cross-sectional research design, which reflects consumer perceptions at a particular point in time. Therefore, the findings may not be directly generalised to other regions or consumer groups.

Future research may extend this study by including respondents from different geographical locations and age groups to improve the generalisability of the findings. Researchers may also examine additional variables such as purchase intention, customer engagement, brand attachment, influencer credibility, or electronic word-of-mouth to gain a broader understanding of influencer marketing effectiveness. Longitudinal studies may further explore how influencer attributes influence brand trust and loyalty over time. Overall, the study concludes that effective Social Media Influencer Attributes, particularly Information Quality, Attractiveness, and Relatability, are important for strengthening Brand Trust and fostering Brand Loyalty among Millennials towards FMCG brands.

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