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(Influencer Marketing: Changing Marketing Dynamic)



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DEDICATION

We dedicate this work to our teachers who have shown trust in us and transformed our career with their hard work and help us to go further than ever.
Our work is as much yours as ours.

ACKNOWLEDGEMENT

Several people and organizations were contacted for preparation of this project documents that include research, academics, and professionals; all of them made contributions that merit recognition and acknowledgement, which helped develop the basic understanding regarding core issues in the project.

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My colleagues also played an important role in assisting during data collection, research, and organization of ideas and their translation into document form, to bring about a well-prepared document providing critical insight into the subject matter.

EXECUTIVE SUMMARY

Influencer Marketing is one of the most transformative forces in today's marketing, reshaping how brands communicate and engage, building relationships with customers. Driven by the tremendous growth of social media platforms and changing consumer behavior. Influencer marketing represents a shift from traditional one-way advertising towards more interactive, trust based and community-driven communication. This change has fundamentally altered marketing dynamics by redefining credibility and content creation and brand customer relationships.

As it centers, marketing leverage influences individuals who have credibility and expertise particularly dedicated following on digital platforms such as Instagram, YouTube, TikTok and blogs. Unlike traditional advertising which is based on brand-controlled messaging, influencer marketing relies on authenticity and reliability. Customers rapidly distrust overt promotional content and instead seek recommendations from influencers they see as genuine and knowledgeable. This shift has pushed brands to adopt a more humanized approach with storytelling and personal experience replacing purely persuasive messaging.

One of the most significant changes introduced by influencer marketing is the shift in power from brands to customers. Digital audience now have greater control over what content they want to see and whom they can trust. Influencers now act as intermediaries who bridge the gap between brands and customers by translating brand value into a way to relatable narratives. As a result, marketing strategies no longer solely rely on product features but focus on lifestyle alignment and emotional connection with shared values. This transformation has compelled marketers to rethink campaign planning by placing greater emphasis on long-term relationships with influencers rather than short-term promotional tactics.

Influencer marketing has also redefined content creation and distribution. Traditional marketing depends on professionally produced advertisements displayed through mass media channels. In comparison, influencer marketing prioritizes platform native, user-generated content that blends seamlessly into customers social feeds. This content often appears more organic and engaging leading to higher levels of interactions such as likes, comments and shares and conversions. Consequently, engagement metrics have become important as reach a shift from exposure-based measurement to performance and relationship-based evaluation.

Another important dynamic influenced by influencers marketing is market segmentation and targeting. This enables brands to reach highly targeted audiences with great precision and relevance. Micro & nano influencers have gained an important due to their strong engagement rates and closer relationship with followers. These trends highlight movement away from the celebrity's endorsements towards more specialized and community focused influence fostering brands to maximize impact while optimizing marketing budgets.

From a strategic point of view, influencer marketing has enhanced brand credibility and increased purchase decision. Influencer endorsement often acts as digital word of mouth

significantly impacting consumer perceptions and buying behavior. The studies show that customers are more likely to trust friends' recommendations than traditional advertisements. As a result, influencer marketing plays an important role across different stages of the customer decision journey which includes awareness, consideration and conversion.

However, the changing landscape also evolves some challenges. Issues like influencer fraud, lack of transparency, fake followers and regulatory compliance have raised concerns among marketers and policymakers. To solve these issues, brands are increasingly focusing on ethical practices and data-driven influencer selection and clear disclosure guidelines. This change reflects a growing industry where accountability and authenticity are important for sustaining consumer trust.

To conclude, influencer marketing has significantly changed marketing dynamics by changing focus from brand-centric communication towards consumer-centric engagement. This has changed how brands build trust and measure success in a digital scenario. As social media continues to grow influenced marketing is expected to play an even more integral role in creating future marketing strategies. Industries that adapt to these changes by adopting authenticity and strategic partnership and ethical practices will be better positioned to achieve sustainable competitive advantage in the modern and diverse marketplace.

TITLE	PAGE
DEDICATION	3
ACKNOWLEDGEMENT	4
EXECUTIVE SUMMARY	5
LIST OF TABLES	11
CHAPTER: 01 INTRODUCTION	12
1.1 Introduction	12
1.2 Problem of the Project	13
1.3 Project Objectives	14
1.4 Primary Objective	14
1.5 Specific Objectives	14
1.7 Project Rationale Justification	15
1.8 Budget and Resources	15
CHAPTER: 02 RELEVANT STUDIES AND THEORIES	17
2.1 Source Credibility Theory	17
2.2 Social Influence Theory	17
2.3 Opinion Leadership Theory	17
2.7 Self-Congruity Theory	18
2.8Uses and Gratifications Theory	18
2.9Technology Acceptance Model (TAM) and Digital Influence	19
2.10 Empirical Studies on Influencer Marketing	19
2.11 Authenticity and Credibility as Important Influence Predictors	19
2.12 Macro versus Micro Influencers	19
2.13 Parasocial Relationships' Effect on Purchase Behavior	19
2.14 Content Type Influence (Videos, Tutorials, Reviews, Vlogs)	19
2.15 How Social Comparison Affects Consumer Choice	20
2.16 Influencer-Brand Congruence	20
2.17 Viral amplification and electronic word-of-mouth (eWOM)	20
2.18Variations in Influencer Effectiveness across Cultures	20
2.19 Sponsored vs. Non-Sponsored Content's Effect	20
2.20 Theory of Authenticity	20
2.21 Algorithmic Influence and Network Theory	21

2.22 Brand Relationships	21
2.23 Theory of Consumer Co-Creation	21
2.24 Synthesis: Applied Organizational Research's Use of Literature	21
2.25 Social and psychological factors, not popularity determine an influencer's efficiency	21
2.26 Persuasion is determined by authenticity and credibility	21
2.27 Audience to influence psychological relationships	21
2.28 Congruence between influencer identity and brand values	21
2.30 this requires more than just the quantity of followers in an organization:	22
2.31 influencer marketing is a relational process as opposed to a transactional one:	22
3.1 Research Design	23
3.2 Data Collection Procedure	23
3.3 Primary Data Collection	23
3.4 Secondary Data Collection	23
3.5 Tools Used for Analysis	24
The following analytical methods and tools are used to interpret data:	24
3.6 Thematic Analysis	24
3.7 SWOT Analysis	24
3.8 Gap Analysis	24
3.9 Performance Benchmarking	24
The organization prior campaign statistics are compared to industry averages. This is the point at which performance runs low.	24
3.10 Research Sample and Population	24
3.11 Data Reliability and Validity Measures	24
3.12 Triangulation	24
3.13 Supervisor Review	24
3.15 Clear Documentation	25
3.16 Time Schedule of the Project	25
3.17 Project Cost Estimation	25
3.18 Limitation of the Methodology	25
CHAPTER: 04 PROJECT OUTCOMES AND RESULTS	26
4.1 Data Analysis and Interpretation	26
4.2 Which Age Category Mostly uses Active social media	26

4.3 Which Social Media Platform Do You Use Mostly	27
4.4 How Much Do You Usually Spend on Social Media	27
4.5 Which Marketing Modes are Highly Effective.....	28
4.6 Accordingly, to Survey Did Influencer Marketing Effective in Changing Market	29
4.7 Did Social Media Influencer Are a Good Career	30
4.8 Influencer Marketing Are Best for Business Startups	30
4.9 Which Kind of Influences People Daily Consume	31
4.10 Are Influencer of Social Media Become a Marketing Strategy for Marketers ...	32
CHAPTER: 05 PROJECT BENEFITS	33
5.1 Better Understanding of Influencer Marketing	33
5.2 Stronger Influencer Relationship Management	33
5.3 Creation of Document Policies and Sops	34
5.4 Enhance Competitive Advantage	34
5.5 Increase Customer Satisfaction and Retention	34
5.6 Operational Efficiency and Team Development.....	35
5.7 Long-Term Strategic Growth.....	35
CHATER: 06 LIMITATIOIN AND CONCLUSION.....	36
6.2 Small Sample Size	36
6.3 Limited Access to Organizational Data	36
6.4 Time Constraints.....	36
6.5 Changing Industry Environment	36
6.6 Qualitative Research Bias.....	37
6.7 External Influence Constraints.....	37
6.8 Conclusion	37
References	39
Annexures.....	42

LIST OF FIGURES**TITLE****PAGE**

Figure 1	26
Figure 2	26
Figure 3	27
Figure 4	28
Figure 5	28
Figure 6	29
Figure 7	30
Figure 8	30
Figure 9	31
Figure 10	32

LIST OF TABLES**TITLE**
PAGE

Table 1.....	25
Table 2.....	26
Table 3.....	27
Table 4.....	27
Table 5.....	28
Table 6.....	29
Table 7.....	29
Table 8.....	30
Table 9.....	31
Table 10.....	31
Table 11.....	32

CHAPTER: 01 INTRODUCTION

1.1 Introduction

The rapid evolution of digital technologies and increasing dominance of social media platforms have fundamentally changed business communication and marketing practices across the world. Over the past few years, brands have progressively switched from traditional modes of advertisement such as print media, billboards and commercial, moreover, radio spots towards promotional and interactive forms that align more closely with different and changing consumers and their behaviors. Among these approaches, **influencer marketing** has emerged as one of the most cost efficient, impactful and highly engaging marketing strategies of the digital era. Influencer marketing refers to the strategic collaboration between brands and individuals who possess online presence, significant social influence and the ability to shape and change opinions, attitudes, beliefs and purchasing behavior and perception of their followers and the audience.

The influencers may include content creators, bloggers, vloggers and social media personalities who build their following through original and authentic storytelling experts in specific industry or market niche and ongoing engagement with their communities. The ability to form meaningful relationships with their audience engages loyalty foster reliability and trust. These are the objectives traditional advertising often fails to achieve. Due to these brands are heavily dependent upon influence of delivering their message in a more personalized manner and that is more reliable.

The dynamic shift towards influencer marketing is driven by several factors. Consumers such as Gen Z and millennials have become skeptical of conventional advertisements and choose reaccommodation from individual they believe as authentic and credible. Social media platforms like TikTok, Instagram, YouTube and Facebook made it quite easy for brands to engage large audience through visual appealing and interactive content formats. This change has disturbed marketing, forcing companies and organizations to re-evaluate their promotional strategies and add influence-driven approaches to maintain relevance and competitiveness.

This has created a choice more precisely operational gap, which makes it difficult for the organization to fully leverage the changing marketing landscape. Therefore, this project seeks to investigate influencer marketing in deeper, analyze its use for the organization, identify the existing problems and challenges and propose effective framework and strategies for reliable and successful implementation.

The companies selected for the context of this project operate in the marketing and communication sector which offer branding, digital marketing, and advertising services to different clients. Traditionally, companies have relied on SEO, email marketing, paid ads, and content marketing. However, due to significant decrease in engagement and increasing cost of traditional advertising the companies has identify the necessity of adding influencer marketing into their service portfolio. Despite this identification, the companies' first attempt at influenced-based campaign have very limited due to lack of structure processes unable to

understand the influencer selection process moreover unable to track performance by tools and most important unclear budgeting approaches.

Above all, Influencer marketing represents a paradigm switch on how brands interact with customers and engage audiences. Cultivate long-term customer relationships, as the marketing landscape continues to change the companies must adapt accordingly and build their internal capacity to operate effectively within these changing dynamics. The project will help with these objectives by giving an understanding of influenced marketing in a more comprehensive way which is closer to the business practices.

1.2 Problem of the Project

The shift from the traditional media towards influencer marketing does not happen smoothly throughout the companies. A lot of problems have been seen which facilitate inefficiencies like limited adoption of influencer marketing (poor campaign performance). The following problems originate from real organizational challenges, contextual industry gaps and the evolving nature of digital marketing.

1. Problem 1: Lack of Structured Influencer Identification Framework

The organization struggles to find the influences, because the client needs the target audience and the campaign objectives. The organization discovers influences by looking at signs like follower count of deeper measures, like engagement quality, content relevance, audience demographics, authenticity and specific expertise. The organization then partners with influencers who may not deliver the expected results. The organization sees campaign effectiveness and higher costs.

I notice that the problem comes from experience from non-saying tools and, from the lack of standard procedures for evaluating influences. I see that the problem makes the organization have influenced selection. Inconsistent influencer selection hurts campaign outcomes.

Problem 2: Absence of a Comprehensive Influencer Marketing Strategy

I notice that the organization does not have a written influencer marketing strategy to guide campaign planning and execution. The organization handles influencer collaborations on an ad hoc basis. The organization does not set objectives, does not set timelines, does not set content guidelines and does not set long-term partnership plans, for influencer collaborations. The lack of an influenced marketing strategy creates gaps in the strategy, and the lack of an influenced marketing strategy makes marketing activities less consistent.

The lack of an approach comes from the reliance on traditional digital marketing methods, the limited staff training and the low organizational awareness of influencer marketing dynamics. Campaigns often produce results. Campaigns fail to meet performance expectations.

Problem 3: Inadequate Performance Measurement and Analytical Capability

Accurate measurement of influenced marketing success needs tracking tools that use data and performance metrics that go beyond the basics. I have seen that the organization mainly uses metrics such as likes, comments and follower counts. Basic metrics do not accurately reflect influence or conversion potential. Basic metrics limit

the ability to calculate ROI (Return, on Investment). Basic metrics limit the ability to determine the cost-effectiveness of campaigns. Basic metrics limit the ability to make decisions for initiatives.

The problem comes from the organization of not having analytics tools. The organization also lacks KPIs. The organization also lacks personnel trained to interpret influencer marketing data. Without performance measurements the organization cannot achieve improvement. Continuous improvement is nearly impossible, without performance measurement.

Problem 4: Weak Influencer Relationship Management Processes

I notice that influencer collaborations need communication, negotiation, content approval, compliance checks and performance follow-ups. I see that influencer collaborations do not have a team in the organization. I see that influencer collaborations do not have a system in the organization. The lack of a team and clear system for influence collaborations causes miscommunication. The lack of a team and clear system for influencer collaborations causes delays in content delivery. The lack of a team and clear system for influencer collaborations causes unmet expectations. The lack of a team and clear system for influence collaborations causes conflicts. The lack of relationship management processes comes from no staff, no training and no set rules. The lack of relationship management processes hurts the influence of trust. The lack of relationship management processes cuts the collaboration efficiency. The lack of relationship management processes hurts the campaign outcomes.

Problem 5: Unclear Budgeting and Cost Allocation Strategies

I see that influencer marketing uses pricing plans. Influence marketing pricing changes based on the influencer category, the engagement level, the type of content and the campaign length. The organization has trouble figuring out the budget for the campaign. The organization may end up spending little or spending much. This problem arises because the organization lacks budgeting guidelines, market rate benchmarks, and financial models tailored to influence marketing. As a result, financial planning becomes uncertain and inconsistent.

1.3 Project Objectives

According to organizational issues a lot of problems have been identified. As per the following objectives have been set to guide the project:

1.4 Primary Objective

The primary objective of the project is to analyze and develop an effective influencer marketing strategy that helps the organization to change the marketing dynamics and improve the campaign performance.

1.5 Specific Objectives

To be more specific, the present influences marketing practices in the organization and major gaps need to be investigated. The purpose is to develop a more structured influencer marketing strategies framework that is based on brand compatibility and content relevance & engagement matrices.

The objective is to analyze performance metrics and create a data driven model for the analyzation of influencer marketing and examine the relationship between management practices and suggest strategies for enhancing communication, long-term relations and coordination. To develop a cost-effective budget that resource allocation model according to influence marketing campaign. All these combined objectives will help to improve efficiency and ensure the better adoption of influencer marketing.

1.7 Project Rationale Justification

This project is justified based on the significant transformation occurring in the global marketing environment and the necessity for organizations to a

Rationale 1: Relevance to Modern Marketing Trends

Influencer marketing is now a fundamental marketing tactic used by companies in a variety of sectors. Organization must use influenced driven campaigns to remain competitive as digital audience depends more on influence for product recommendations.

Rationale 2: Addressing Consumer Behavior Shifts

Today's consumers appreciate peer recommendations, authenticity in personalizing contents and influencer marketing meets these demands in an efficient manner and with the help of this project the organization will be able to adapt to changing customer demands.

Rationale 3: Enhancing Marketing Effectiveness

Influencer Marketing when used effectively as compared to traditional advertising in context of reach, conversion rates and engagement. The goal is to help and assist the business in utilizing these advantages. Better financial decision making will be ensured by the budgeting model created through this project.

Rationale 4: Improving Cost Efficiency

Influencer marketing can be cost effective particularly when utilizing micro and mid-tier influencers who provide high level of engagement at low expense. Better financial decision making will be ensured by the budgeting model created through this project.

Rationale 5: Strengthening Organizational Competitiveness

The company may increase the range of services it offers, draw in more customers and position itself as a pioneer contemporary digital marketing by successfully adopting influencer marketing.

1.8 Budget and Resources

The organization needs to follow the following to plan and carry out influencer marketing activities:

1. Hardware Resources

The organization needs laptops and desktops for computer employees in marketing and analytics and smart phone for communication. For evaluating the content fast, the speedy servers were required.

2. Software Resources

The tools for finding influences such as (Aspire, Upfluence and Grin). The tools for social media analytics like YouTube Studio, TikTok Analytics and meta business suite. The tools for graphic creation and modification such Canva pro and adobe creative suite and the software for data analysis Google analytics, Excel and SPSS if needed. The tools for project management are Click up, Notion and Trello.

3. Human Resources

The organization requires an expert in influencer marketing and executive in digital marketing and data analyst. Graphic designer and content producers. The company also requires influencer relationship manager and administrative staff and supervisor.

4. Financial Budget

The budget allocation, which is a major part which includes the influencing fees (fixed payment, commission based, or barter arrangement) are all covered by budget allocation. Influencer tool and analytical platform subscription cost. The workshop for skill development and training and the cost associated with producing content (photography, videography and editing). The payroll expenses for the employees in campaign implementation and other costs (meetings, transportation and emergencies).

5. Time Resources

There must be a enough working hour set aside for organizational analysis and research, influence onboarding and screening. The development of strategies, Planning and reviewing content and campaign implementation.

Evaluation of Performance and Reporting

The chapter will present an introduction to influencer marketing and comprehensive introduction to influencer marketing in the line of changing marketing dynamics. It covers how influenced marketing has grown as result of human behavior changes and digital transformation. The chapter also listed the major issues that the chosen organization was facing, developed SMART goal to solve these issues, defended the project significance and described the required funding and resources.

CHAPTER: 02 RELEVANT STUDIES AND THEORIES

2.1 Source Credibility Theory

Source credibility theory is one of the most widely accepted theories for understanding the influence of efficacy.

1. Expertise: the influencer's perceived degree of expertise or training.
2. Perceived honesty and integration.
3. Social and physical attraction.

Synthesis and Relevance: Digital influencers typically gain followers for non-commercial reasons, such their skills, creativity, or personal narrative, prior to working with corporations. In contrast to conventional celebrities, who are occasionally viewed as "paid endorsers" this inherent legitimacy boosts persuasive power. According to research, perceived authenticity increases credibility while specialized content increases perceived expertise.

Researchers also highlight that micro-influencers often score higher on all three credibility criteria because their communities view them as "people like me" not distant celebrities. The audiences of micro-influencers are modest but quite active. This is consistent with organizations that prioritize the caliber of participation over the number of followers.

2.2 Social Influence Theory

According to the Social Influence Theory (Kelman, 1958), three mechanisms influence behavior:

- Compliance: imitating others to get rewards or avoid

Identification is the imitation of people one respects or identifies with; internalization is the acceptance of principles or views as one's own.

All three are triggered by influencers. Their social media presence, which displays routines, personal values, and lifestyle habits, facilitates identification and internalization. Influencers who provide discounts or special access encourage compliance. Therefore, social mimicry and the development of aspirational identities are just as important to successfully influenced marketing as persuasive messaging

2.3 Opinion Leadership Theory

Opinion Leadership Theory proposes that people rely on opinion leaders to comprehend or filter information. It is based on Katz and Lear field's (1955) two step flow model.

Influencers serve this purpose in the digital era.

Important conclusions include:

- Influencers act as intermediaries between consumers and marketers.

Followers' information-seeking behavior is influenced by their perceived social authority.

- Social media algorithms that amplify voices based on engagement and content quality contribute to the growth of opinion leadership.

Selecting influencers with strong "domain specific opinion leadership" (like beauty bloggers or reviews) increases the effectiveness of messages in corporate settings.

2.4 Parasocial Interaction Theory

The one-sided connections that viewers form with media figures are explained by Horton & Wahl's (1956) Para social Interaction Theory because influencers speak directly into the camera divulging personal information, post content from their daily lives and reply to followers via messages or comments, digital platforms amplify this effect.

Because followers feel they "know" the influencer and can trust their advice, this intimacy boosts persuasion. Research indicates that brand perceptions, buying intentions and even loyalty are predicted by para social ties.

2.5 Social Comparison Theory

Feininger's (1954) Social Comparison Theory states that people evaluate themselves by comparing themselves to other people. Influencers present well-curated lifestyles that serve as informal benchmarks for their fan base.

This comparison might be upward (aspirational) or lateral (based on peers), which makes it more relatable and encourages imitation and admiration. Downhill (self-enhancing), which is rare when influencers are involved. Aspirational effects impact behavior by encouraging self-improvement and lifestyle alignment with endorsed businesses.

Relatable effects on the other hand reduce psychological distance and promote trust.

2.6 Social Learning Theory

According to Bandura's (1977) Social Learning Theory, people pick up behaviors through observation. Influencers provide evaluations, demos, "how-to" films, and tutorials.

Because influencers set an example of desired conduct, followers imitate these behaviors, including the use of products.

Likes and encouraging remarks are examples of reward systems that further normalize behavior and encourage imitation by followers.

2.7 Self-Congruity Theory

According to the Self-Congruity Theory (Surg, 1982), people favor brands that reflect how they see themselves. Influencers who have the same values or way of life as their followers have a greater ability to persuade. Organizations must therefore choose influencers whose personas align with the identity ambitions of their audience.

2.8 Uses and Gratifications Theory

According to the Uses and Gratifications Theory (Katz, Blumer & Gurevitch, 1973), people utilize media to fulfill needs including information, amusement, social contact, and self-identification. Influencers meet these demands by offering:

Relatable content (identity), entertainment (escape), product knowledge (information), and community involvement (social connection)

Therefore, the perceived satisfaction that people experience determines how effective an influencer is.

2.9 Technology Acceptance Model (TAM) and Digital Influence

TAM (Davis, 1989) has been applied to influencer marketing in recent studies. Follower engagement with influencers' digital content is predicted by perceived utility and usability. Customers are more likely to trust influencers if they find digital content easy to use, clear, and educational.

2.10 Empirical Studies on Influencer Marketing

The theories mentioned are supported by numerous empirical research conducted in various worldwide situations. The next part summarizes key findings into theme thoughts rather than enumerating them.

2.11 Authenticity and Credibility as Important Influence Predictors

Research consistently shows that authenticity and credibility are direct predictors of brand trust, perceived value, engagement and purchase intention. For example, studies on beauty and skincare influences demonstrate that authenticity such as frank assessments and transparency regarding sponsorships is more important than popularity or appearance. Empirical research suggests that consumers can distinguish between "genuine experiences" and manufactured ones. Overly marketed influencers eventually lose their credibility, which reduces engagement and persuasion according to a major conclusion from multiple studies. This guides companies toward long lasting partnerships that maintain authenticity.

2.12 Macro versus Micro Influencers

Comparative research revealed that micro influencers had higher levels of perceived proximity, engagement and trust. Macro influencers provide greater reach but less closeness. One study found that followers of micro influencers were more inclined to spread the word because they perceived them as more real and personable. Thus, organizational strategies are determined by campaign goals, specifically awareness versus conversion.

2.13 Parasocial Relationships' Effect on Purchase Behavior

Empirical study indicates that parasocial ties predict brand loyalty, acceptance of sponsored content, willingness to try suggested products, and emotional attachment to influencers. In the fashion and lifestyle sectors, parasocial intimacy maintains brand support and promotes repeat purchases. This illustrates how important it is for influencers to share their daily activities, intimate stories, and behind the scenes details.

2.14 Content Type Influence (Videos, Tutorials, Reviews, Vlogs)

Research consistently demonstrates that posts with experiential and educational content are more convincing than those that only contain visuals, for example: tutorial films increase the perception of expertise. Trust is increased by reviews. Authenticity is increased with vlogs.

Real-time interaction is increased during live sessions. Aligning influencer content forms with campaign goals benefits organizations.

2.15 How Social Comparison Affects Consumer Choice

According to studies, aspirational influencers boost followers' purchase intentions when they want to change their lifestyles. On the other hand, excessive upward comparison might lead to unfavorable feelings like envy. Influencers who are relatable reduce these dangers, which makes them useful for common product categories. Therefore, while choosing influencer types, businesses must consider follower psychology.

2.16 Influencer-Brand Congruence

Brand-Investor Match Congruence between influencer identification and brand image improves message clarity, perceived coherence, and persuasive strength, according to empirical data. Even well-known influencers are unable to provide favorable results when they are misaligned. Consumers reject endorsements that seem inconsistent, which are consistent with the Self-Congruity Theory.

2.17 Viral amplification and electronic word-of-mouth (eWOM)

According to studies, influencers serve as eWOM catalysts. Through algorithms, engagement metrics (likes, shares, and comments) increase the reach of influencer postings. According to research, interactive posts spread more naturally, bad eWOM swiftly ruins advertising, and positive eWOM increases brand credibility. Influencer campaigns therefore require ongoing observation.

2.18 Variations in Influencer Effectiveness across Cultures

Empirical research reveals cultural variations in the development of trust, the perception of authority, and the formation of parasocial connections. For instance, Western viewers place a strong emphasis on uniqueness, sincerity, and openness. Aesthetic appeal, status, and competence are frequently valued by Asian audiences. Influencer strategies must be appropriately localized by organizations.

2.19 Sponsored vs. Non-Sponsored Content's Effect

The topic of transparency is being studied more. According to studies, if influences come out as unduly commercial, acknowledged sponsorships may erode confidence. Influencers that are open and truthful maintain their credibility despite sponsorship labeling. Thus, sponsorship mistrust is lessened by brand-influencer congruence and authenticity.

2.20 Theory of Authenticity

These days, authenticity is considered a theoretical concept rather than just a characteristic of a person. Consistency in the values and behaviors of a person. Consistence in the values and behaviors of influencers, sincerity in communication, vulnerability and reality are all components of authenticity. Influencers are increasingly chosen by organizations based on signs of authenticity rather than the number of followers.

2.21 Algorithmic Influence and Network Theory

According to network theory, influencers have key roles in social networks. Influencers are amplified by algorithmic systems (such as YouTube, Instagram and TikTok) depending on interaction numbers. Businesses require data-driven influencer selection that takes into consideration network centrality, audience overlap, and engagement authenticity (avoiding phony followers).

2.22 Brand Relationships

Based on Identity Influencer marketing is framed by recent research as a tool for identity development. Influencers assist followers in developing their aspirational, personal, and social identities. Influencer marketing is now more closely aligned with long-term brand development than with short-term promotions.

2.23 Theory of Consumer Co-Creation

According to some research, influencer marketing is a form of co-creation in which customers contribute to the development of meaning through user-generated content, comments, and feedback. Influencers act as a bridge between consumer culture and brands.

2.24 Synthesis: Applied Organizational Research's Use of Literature

Several insights pertinent to organizational problem-solving are revealed by synthesizing the theoretical and empirical findings.

2.25 Social and psychological factors, not popularity determine an influencer's efficiency

One idea unites theories: perceived intimacy, knowledge, reliability and authenticity are the sources of influence. Businesses that choose influencers only based on reach frequently don't make a significant difference.

2.26 Persuasion is determined by authenticity and credibility

According to the findings, true communication, competence, and reliability are crucial. Influencers' long-term content, not only campaign performance, must be assessed by organizations.

2.27 Audience to influencer psychological relationships

The psychological connections between audiences and influencers affect brand outcomes. Consumer behavior is highly predicted by social comparison, identification, and parasocial interactions. Businesses should evaluate audience motives in addition to influencer profiles.

2.28 Congruence between influencer identity and brand values

It's critical that influencers identities and firm goals coincide. Misalignment leads to consumer distrust. Therefore, selecting influencers following characteristics should be considered: coherence of substance, consistency of lifestyle, and alignment of values.

2.29 for influencer marketing to be successful, content planning is essential:

Engaging sessions, relatable stories experiential reviews and tutorials perform better than static product placements. organizations must develop campaigns that promote involvement rather than passive viewing.

2.30 this requires more than just the quantity of followers in an organization:

Sentiment analysis, network position, engagement rate, and audience demographics all predict success more accurately.

2.31 influencer marketing is a relational process as opposed to a transactional one:

Longterm partnerships improve trust, sincerity, and persuasiveness.

CHAPTER: 03 METHODS AND TECHNIQUES

In this chapter the approach method and approach, method and strategies used to look at organizational issues pertaining to influencer marketing and shifting marketing dynamics are explained. This chapter goal is to demonstrate the method used for data collection, interpretation and analysis to boost the conclusion discussed in other chapters. The focus is on useful techniques that mirror actual organizational procedures. And offer insight into how influencer marketing may be successfully implemented in the specific organization because this is an applied business project rather than a purely academic study. Data collecting techniques, analytical tool project design, time scheduling and financial concerns are all discussed in this chapter.

A qualitative applied research design was chosen for this project. Understanding organizational difficulties, operational gaps and influencer marketing practices was the main goal because applied research focuses on real world business issues and provides workable answers that can be put into practice right away, it was selected. When examining procedures, perceptions and strategic concern that are difficult to quantify, qualitative methods are suitable.

3.1 Research Design

The methodological approach used in the research design is recognizing the context of an organization, recognizing the obstacle in influencer marketing and collecting information from both internal and external sources. The thematic and the strategic analysis of the context provide workable solutions that are in line with organizational requirements. The project deliverable is guaranteed to be relevant, actionable and in line with contemporary marketing dynamics.

3.2 Data Collection Procedure

For collecting information two main sources were used:

- Primary Data
- Secondary Data

3.3 Primary Data Collection

The following techniques are employed to obtain the primary data:

Semi-Structured Interview

3.4 Secondary Data Collection

The secondary data is gathered from reliable sources such as:

- Academic Journals
- Industry reports
- Market Research Studies on Influencer marketing
- Publications from marketing Agencies

- Industry reports

3.5 Tools Used for Analysis

The following analytical methods and tools are used to interpret data:

3.6 Thematic Analysis

The thematic analysis is used to find recurrent themes in organizational observations. Inadequate assessment techniques and poor influence selections were recurring themes.

The approach allows systematic problems in categories and works well with qualitative data.

3.7 SWOT Analysis

The swot analysis is conducted to evaluate:

- Strength: Current Digital Marketing Operations
- Weaknesses: Such as lack of influence framework
- Opportunities: Adopting Influencer-based strategies
- Threats: Market Competition

3.8 Gap Analysis

The gap analysis includes:

- Current Analysis marketing practices
- Desired industry-standard practices

These tools highlighted major gaps such as:

- Poor analytical tracking
- Lack of strategic alignment
- Lack of structured selection criteria

3.9 Performance Benchmarking

The organization prior campaign statistics are compared to industry averages. This is the point at which performance runs low.

3.10 Research Sample and Population

The research sample and population is set low but reliable.

3.11 Data Reliability and Validity Measures

To ensure validity and reliability:

3.12 Triangulation

For accuracy and consistency numerous data sources (observation document) were employed for validity:

3.13 Supervisor Review

The project supervisor checked the checked the findings for accuracy.

3.14 Literature Support

To verify validity the results are contrasted with theoretical and empirical studies.

3.15 Clear Documentation

All the steps and procedures and data were clearly maintaining transparency.

3.16 Time Schedule of the Project

The project has a one-semester timeline. The schedule is:

Task	Weeks Required
Topic Selection and supervisor approval	Week 1-2
Literature Review and Secondary Selection	Week 3-5
Primary Data Collection	Week 6-7
Data Analysis and Evaluation	Week 8-9
Drafting Chapter	Week 10-11
Drafting Chapter	Week 12-13
Final Compilation	Week 14
Submission and Preparation	Week 15

Table 1

3.17 Project Cost Estimation

The project is academic but certain costs and resources were utilized and considered:

- Direct Cost
- Digital Tools and Subscription

3.18 Limitation of the Methodology

There were some limitations in methodology:

- Small sample size due to organizational constraints
- Time bound semester schedule
- Qualitative methods may lack statistical Generalizability

The chapter is detailed in the research design, analytical tools and time schedule plus cost of project. The methods used make sure that the project findings are grounded in both organizational realities and academic rigor. It established a strong foundation for chapter four, where data findings and projects will be presented and explained.

CHAPTER:04 PROJECT OUTCOMES AND RESULTS

4.1 Data Analysis and Interpretation

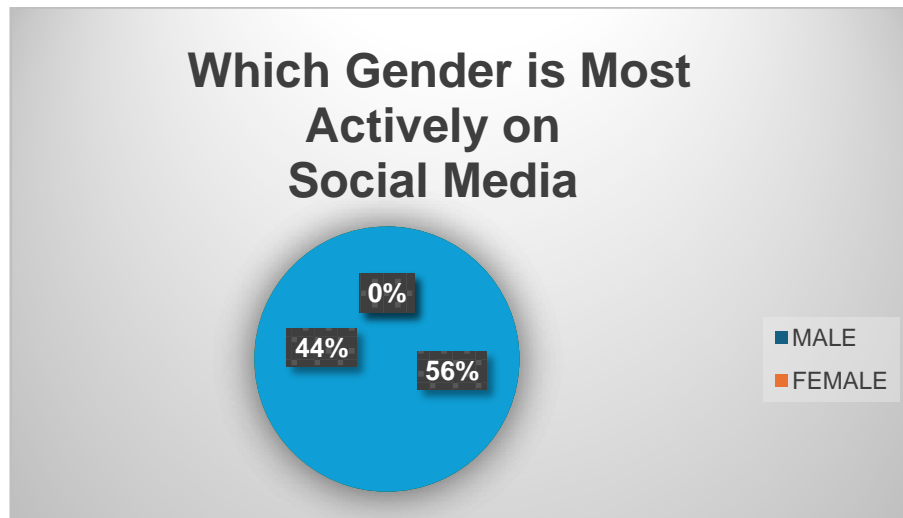


Figure 1

Male	Female	Total
15	12	27

Table 2

Under this study 27 response are taken into consideration, out of which 15 (56%) person persons are male, and 12 (44%) persons are female.

4.2 Which Age Category Mostly uses Active social media

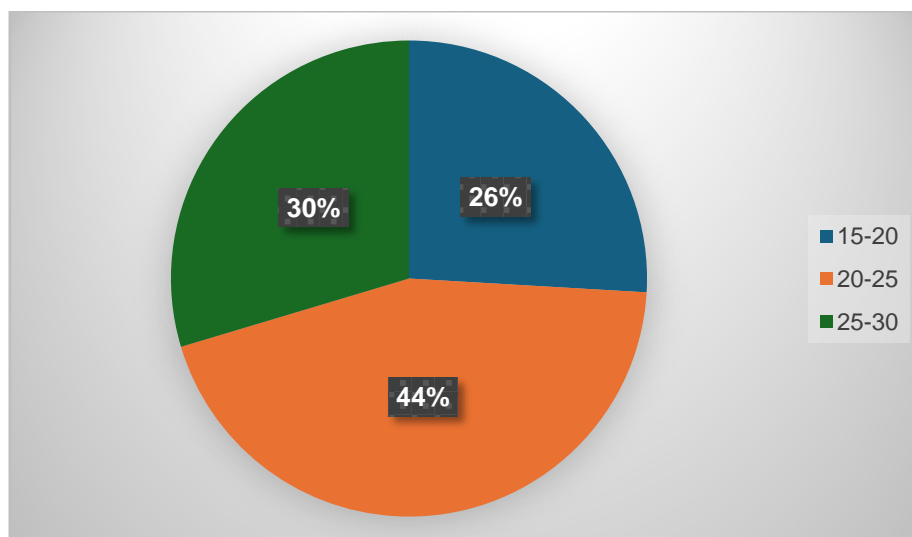


Figure 2

Age Group	No of Respondents
15-20	7
20-25	12
25-30	8

Table 3

There is total 27 people participating in this form of different age group. Majority are from 20-25 years group (44%), second comes from 25-30 (30%) and lastly from 15-20 (26%).

4.3 Which Social Media Platform Do You Use Mostly

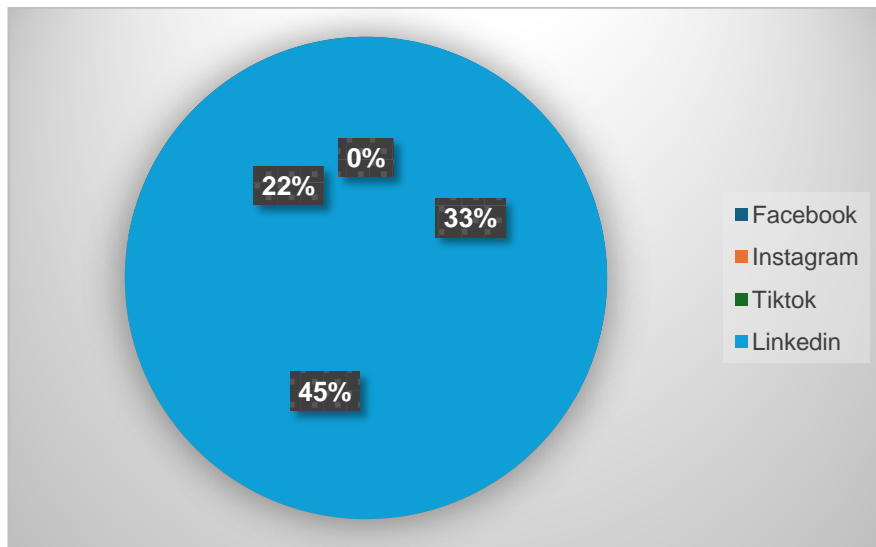


Figure 3

Social Media Platforms	No of Respondents
Facebook	9
Instagram	12
TikTok	6
LinkedIn	0

Table 4

From above representation we can say that generally people prefer using Instagram application with 12 people (45%) opting for it.

4.4 How Much Do You Usually Spend on Social Media

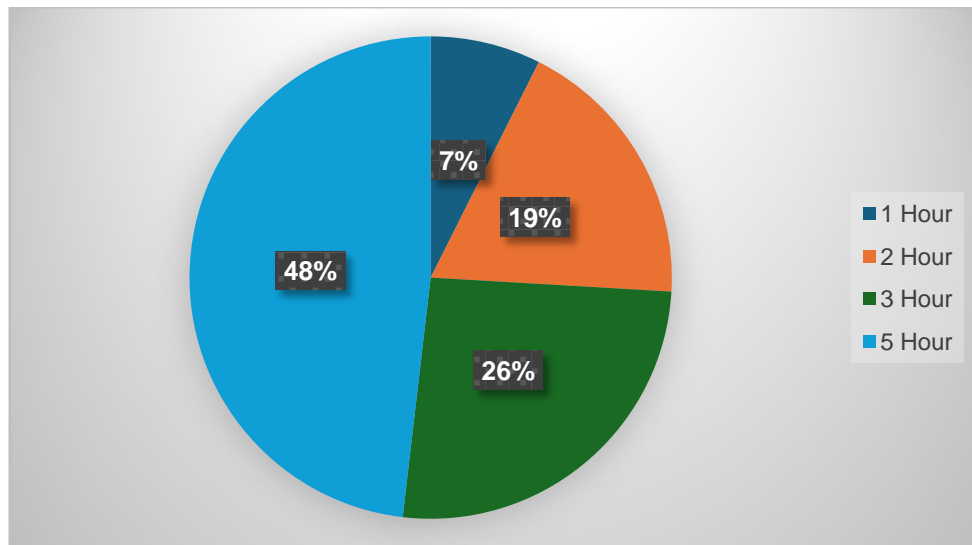


Figure 4

Time Spent	No Of Respondents
1 Hour	2
2 Hour	5
3 Hour	7
5 Hour	13

Table 5

We can say that above mention data that almost 48% comes from 13 people out of 27 spent 5 or more than 5 Hours on social networking site in the whole day having 24 Hours, followed by 7 people (26%) who spend 3 Hour and 5 people (19%) and others who spend only two hours.

4.5 Which Marketing Modes are Highly Effective

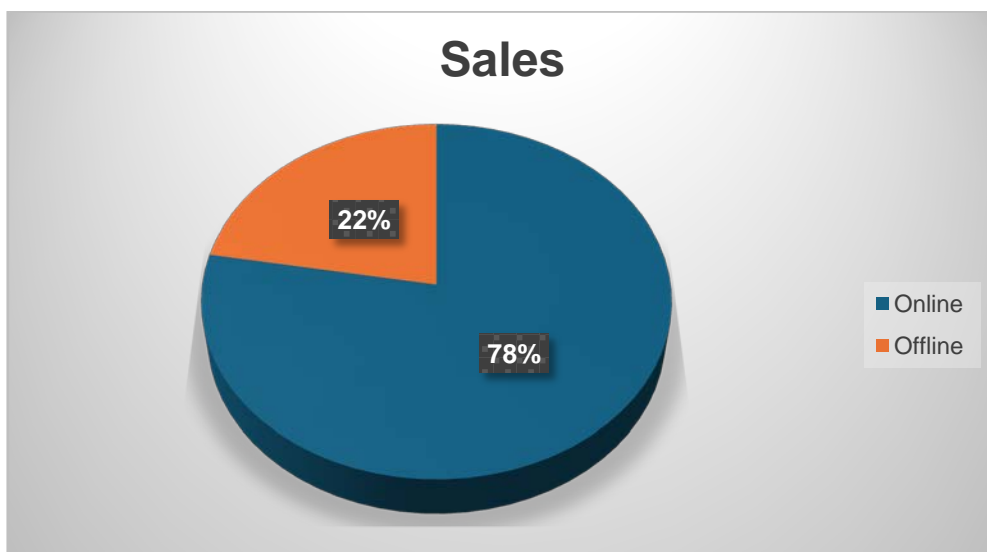


Figure 5

Response	No of Respondents
Online	21
Offline	6

Table 6

From the findings it can be said that maximum people voted for the online mode of marketing as their preferences considering today's digital marketing world only 6 opted for the offline mode which is considered as the traditional style of selling products.

4.6 Accordingly, to Survey Did Influencer Marketing Effective in Changing Market

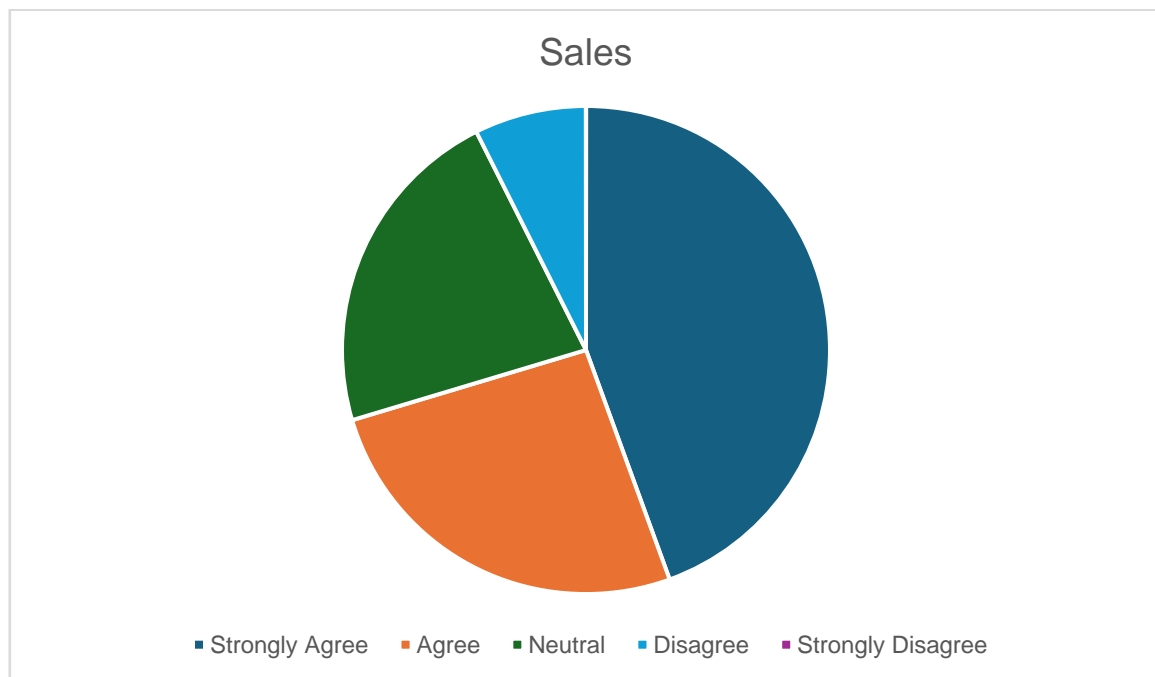


Figure 6

Response	No Of Respondents
Strongly Agree	12
Agree	7
Neutral	6
Disagree	2
Strongly Disagree	0

Table 7

When it comes to knowledge about new brands in the market, we can clearly see from above pie chart social media platforms do help majority in establishing an image in the minds of consumers. 45% and above are strongly in favor of this, with 22% (6 People) being in neutral position and only two disagree with it.

4.7 Did Social Media Influencer Are a Good Career

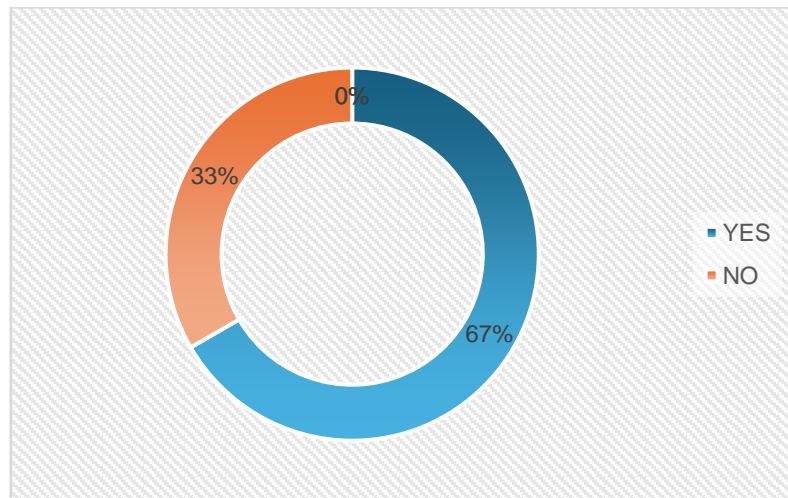


Figure 7

Response	No of Respondents
YES	18
NO	9

Table 8

From above collected responses 18 people (67%) consider social media influencer a good career while other 9 people (33%) disagree with it.

4.8 Influencer Marketing Are Best for Business Startups

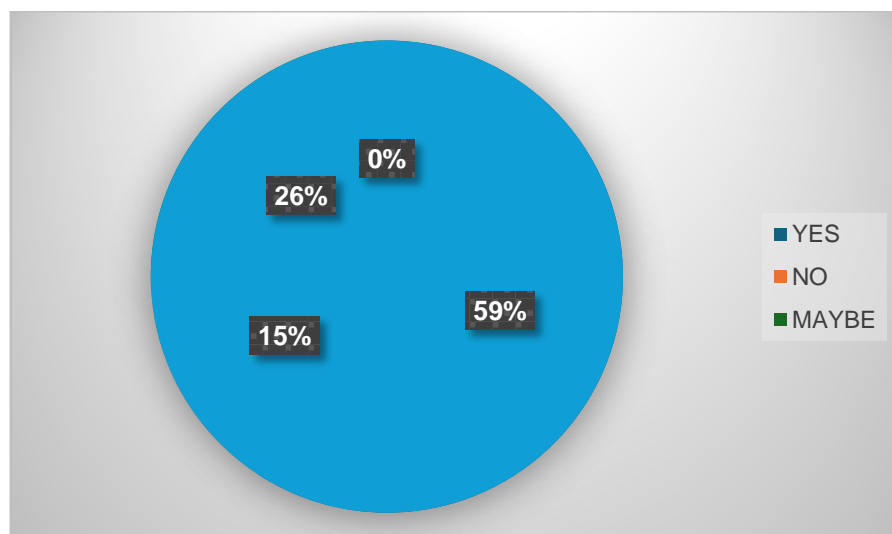


Figure 8

Response	No Of Respondents
YES	16
NO	4
MAYBE	7

Table 9

Presence of business on social media sites helps them in reaching new customers which in return increase their sales, profit margins, increase share in the market etc. Keeping all this in mind, 59% (16 people) out of 27 do think this way of marketing is a success, with 15% (4 people) disagreeing while 26% (7 people) have no idea.

4.9 Which Kind of Influences People Daily Consume

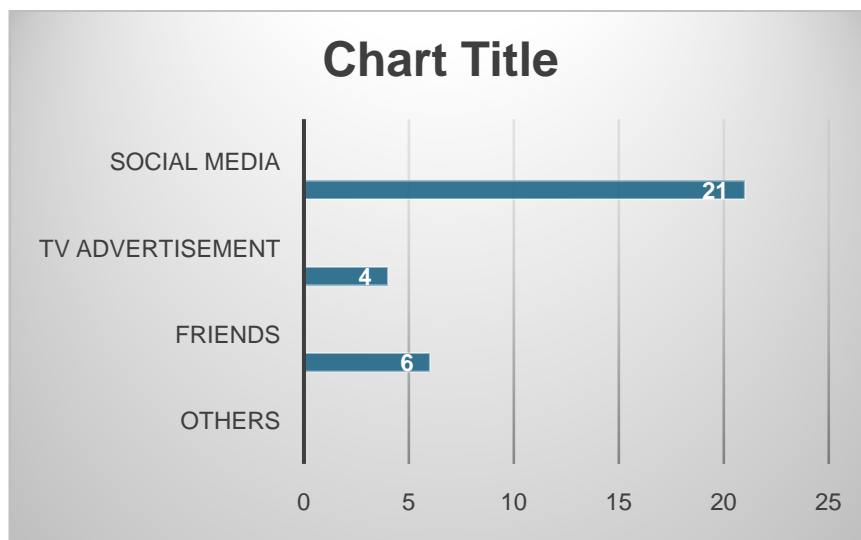


Figure 9

Response	No Of Respondents
Social media	21
Tv Advertisement	4
Friends	6
Others	0

Table 10

For this question surveyors can go for more than one choice, as from where they have familiarity with advertising options.

4.10 Are Influencer of Social Media Become a Marketing Strategy for Marketers

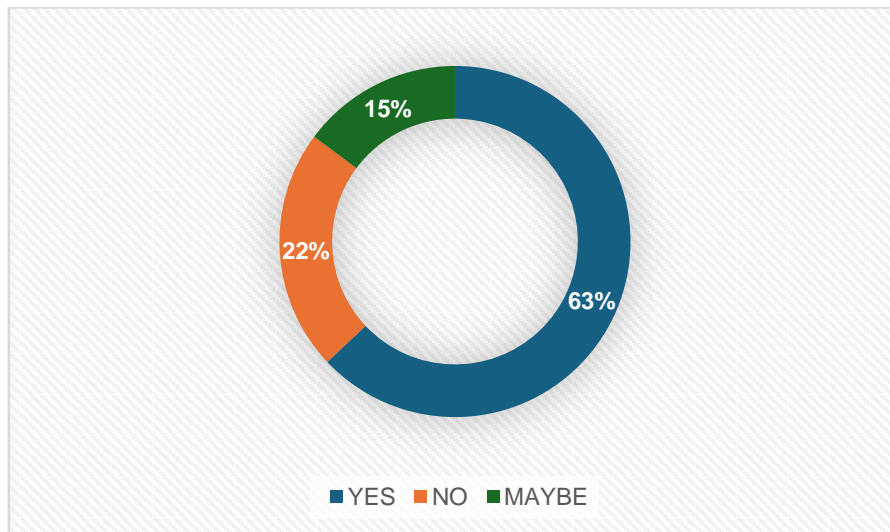


Figure 10

Response	No Of Respondents
YES	17
NO	6
MAYBE	4

Table 11

Presence of business on social media sites helps them in reaching new customers which in turn increase their sales, profit margin increase share in the market etc. Keeping all this in mind 63% (17 people) out 27 do think way of marketing is a success, with 22% (6 people) thinking no while 15% (4 people) have no idea.

CHAPTER: 05 PROJECT BENEFITS

The chapter presents the benefits and values the project brings to the organization. Based on the above findings, the industry faces a lot of challenges. The organization faces several challenges in using influencer marketing effectively. Such as poor influencer selection, lack of performance, weak relationship management and unclear budgeting and resources. The solution and data insight developed through the project will help the organization enhance their influencer marketing capabilities and increase client satisfaction and improve market efficiency to give strength to its position in the industry.

The benefits mentioned below will help with short-term improvements and long-term strategic gains that organizations can gain by implementing the recommendations proposed in this chapter.

5.1 Better Understanding of Influencer Marketing

One of the benefits of the project is that it equips the organization with a clear and structured understanding of influence on marketing. Many employees see influencer marketing as informal activity, but our project clarifies:

- Why Influencer marketing is necessary
- How influencer marketing works
- Factors influence the effectiveness

This will improve the understanding of influencer marketing and help us to better understand the shift from traditional digital marketing towards influencer marketing and modern, strategic and consumer relevant promotions.

5.2 Stronger Influencer Relationship Management

The project will offer guidelines for establishing proper communication and relation building practices with influence.

By implementing these the companies can:

Communicate more professionally and clearly.

Strengthen the brand-influencer trust

Improve quality and consistency of content

Build long-term partnership with reliable influencers.

Better relationship management helps reduce operational inefficiencies and improve the overall campaign execution process.

5.3 Creation of Document Policies and Sops

The organization currently lacks documented procedure related to influencer marketing. This project contributes by defining:

Influencer selection criteria

Content approval guidelines

Performance reporting method

Communication procedure

Budget Planning guidelines

The structured Sops helps the companies:

Improve internal consistency

Follow the standard workflow

The documented policies will enhance professionalism and support scalability as the organization grows.

5.4 Enhance Competitive Advantage

By adopting influencer marketing more effectively, the organization can enhance its position in the market. There are a lot of competitors in the market. The competitors are increasingly adopting influencer strategies. The project will help the companies:

- Provide better services to clients
- Keep up with new trends
- Attracting new clients for influencer marketing solutions
- Retention of existing clients and improved outcomes
- Standout from other competitors

A strong competitive advantage significantly improves long-term growth and sustainability.

5.5 Increase Customer Satisfaction and Retention

The customers expect that marketing agencies can deliver measurable results. The implementation of this recommendation in this project, the organization can:

- Execute more successful influencer campaign
- Offering modern relevant marketing solutions
- Provide transparent and data-backed reports

This leads to increase client trust, better retention, high consumer lifetime value and more referral and new business opportunities.

5.6 Operational Efficiency and Team Development

The project will help the organization to improve its internal operation efficiency by reducing communication gaps, clarifying the team roles and improving workflow and strength content approval processes additionally increase the knowledge, skill development, confidence in using influencer marketing tools and improved professional competence.

5.7 Long-Term Strategic Growth

The trend of influence of marketing is expected to grow and increase globally. By adopting the trend early, the organization may gain benefits like strong marketing position (adoption of future-proof marketing approaches). Sustainable revenue growth and opportunities to expand services into influencer management or talent partnership.

The chapter presented the benefits and values that project brings to the companies. Based on our findings in chapter four, the companies face several challenges in the adoption of effective marketing, such as poor selection of poorly influenced and weak relationship management. The solution developed through this project will help companies enhance their influence capabilities and improve market efficiency, increase client satisfaction and their competitive position in the industry.

The benefits described in this chapter related to both short-term improvement and long-term strategic gains that the organization can achieve by implementing this recommendation proposed in this section.

CHATER: 06 LIMITATIOIN AND CONCLUSION

This chapter is about the limitations that occurred during the development of project followed by the overall result. The project successfully dealt with major organizational issues related to influencer marketing and proposed solutions, certain constraints that were endured were experienced that have affected the influenced the depth and generalizability of the findings. The conclusion summarizes the key insights, highlights the importance of influencer marketing in today's dynamic marketing and reiterates the value the project provides to the organization

6.1 Limitation of the Project

Despite all the systematic research process, the project faced a lot of limitations:

6.2 Small Sample Size

Due to time limitation the organizational internal structure:

- Only small number of surveyors were available for survey
- The project team could not be able to include external influence partners
- Insight reflects internal perspective than full view

Above all the sample provides valuable information, a large sample might have more enhancement or diverse insights.

6.3 Limited Access to Organizational Data

The project relies primarily on qualitative insights because:

The detailed campaign performance reports were unavailable.

The budget figures for past campaign performance reports were partially restricted.

The organization could not face share confidential market data.

6.4 Time Constraints

This project needs to be completed within a single semester because:

- Primary data collection time was limited
- Some of the departments were not available for extended meetings

This will limit the opportunity for long term testing of influencer strategies.

6.5 Changing Industry Environment

The influence of marketing is a rapidly changing industry. New platforms are like algorithms, trends and tools emerge every day. Therefore, some findings may be outdated or need to be updated in a short time. The recommendation may require continuous adaptation and industry shift may influence long term applicability(Placeholder3).

The dynamic nature of digital marketing means that organizations must regularly update their strategies.

6.6 Qualitative Research Bias

The qualitative methods are suitable with inherent limitations. The people's response may be subjective or opinionated. The personal opinions may influence the findings and interpretation rely on the researcher's analysis although triangulation is used, biases cannot be eliminated.

6.7 External Influence Constraints

The engagement of influencers for direct interview was not possible due to

- Schedule conflict
- Professional availability
- Lack of Formal partnership within the organization

Due to this limited insight into influencer's perspective on collaborative challenges.

6.8 Conclusion

Influenced marketing has emerged as one of the most powerful digital marketing strategies in the modern business world. As brand communication is changing the consumers' expectations shift towards authenticity and reliability. Influencer marketing offers the organization a unique opportunity to connect with potential customers in a meaningful and impactful way. The project titled "Influencer Marketing: The Changing Marketing Dynamic" explained how organization can adapt to changing trends.

Through the help of a detailed analysis in chapter one and four, the project defines the organization as not fully equipped to leverage influencer marketing effectively. The major challenges identify

Lack of structure influences selection

Informal Communication and relationship management

Inadequate Budgeting system

Limited Internal knowledge and documentation

The above issues will block organization ability to compete in a rapidly shifting digital environment.

Our Project will include recommendations for enhancing relationship management as well as a framework for influencer marketing selection. A solid practical and theoretical basis as well as precise documentation and recommendation for SOP. Together this contribution will enable the business to use influencer marketing more successfully and sustainably.

Influencer marketing is more than simply a fad, Its change in marketing approach and the business will use will gain more from interaction, stronger brand loyalty and better client

satisfaction and improved competitive advantage. That organization fails to adopt losing relevance in a socially driven market.

The work completed for this project presents path for implementing influencer marketing as a fundamental part of their digital services and makes a sustainable strategic contribution to the industry. Through continuing learning and technological adaptation and strategic refinement the industry can position itself strongly within the changing marketing landscape.

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Annexures