

# **A Study on Social Media Influencer Marketing and Its Effect on Brand Trust**

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**Abstract** - Social media influencer marketing is a good way for businesses to get customers and make their brand look good. This study looks at how social media influencer marketing affects how people trust brands. We got our information from 40 people who answered a questionnaire. We looked at what people think of media influencers how credible they are and how they affect what people buy. What we found out is that social media influencer marketing helps a lot in making people trust brands and it also makes people more likely to engage with brands and buy from them. So we can say that social media influencers help people trust brands and that is good for marketing.

**Keywords:** Influencer Marketing, Brand Trust, Social Media, Consumer Behaviour, Digital Marketing

## **1. INTRODUCTION**

Nowadays social media is a part of our daily lives. More and more people are using the internet and social media platforms. That has changed how businesses talk to people. People use platforms like Instagram, YouTube, Facebook, Twitter and Snapchat to have fun talk to each other and also to market and promote things. Companies are using marketing to reach the people they want to sell to and it is cheaper and more effective.

One of the ways to do digital marketing is through social media influencer marketing. This is when brands work with people who're popular on social media. These people, called influencers make content about products or services. Affect what people think and what they buy. People trust what influencers say because they seem real and honest than regular ads. Influencers talk to their followers directly which helps make a connection with customers. That is why influencer marketing is so good at promoting products and making people loyal to brands.

Brand trust is very important for businesses. It means that people believe in the brand and think it is good and honest. When people trust a brand they are more likely to come and buy from them again. Companies want to build brand trust because it makes customers happy. It is good for business.

Social media influencer marketing helps build brand trust. When influencers say things about a product people are more likely to trust the brand. This makes people like the brand more. Want to buy from them. Influencers also help reduce

the uncertainty people have when they are not sure about a product.

Many businesses are now working with influencers because it is effective. Influencer marketing is better than ads because it reaches people and makes them engage more. However how well influencer marketing works depends on things like how credible the influencer's the quality of the content and how transparent it is.

So this study looks at how social media influencer marketing affects brand trust. We want to know what people think about influencers promoting products. If it really makes a difference in how much people trust brands. We also want to see how important it is for influencers to be credible and for media to be engaging.

What we find out will help marketers, businesses and researchers understand why influencer marketing is so important, in the world and how it helps make brands that people trust.

## **2. LITERATURE SURVEY**

Freberg et al. (2011) explained that social media influencers act as opinion leaders who influence consumer attitudes and purchasing decisions through online platforms. The study highlighted that influencer credibility and communication style play an important role in building customer trust toward brands.

Djafarova and Rushworth (2017) conducted research on Instagram influencers and found that consumers trust social media influencers more than traditional celebrities because influencers appear more relatable and authentic.

De Veirman, Cauberghe, and Hudders (2017) examined the impact of Instagram influencers on brand perception. The researchers concluded that influencers with a higher number of followers and better engagement rates positively affect brand awareness and customer attitudes toward products.

Lou and Yuan (2019) studied the relationship between influencer marketing and consumer behavior. Their findings revealed that high-quality influencer content increases customer trust and purchase intention.

Schouten, Janssen, and Verspaget (2020) focused on the effectiveness of influencer marketing and found that consumers consider influencers as trustworthy sources of product information.

Lim et al. (2017) analyzed the influence of social media influencers on online purchasing behavior. The research showed that influencer trustworthiness and content quality significantly affect customer buying decisions.

Evans, Phua, Lim, and Jun (2017) explained that influencer marketing creates stronger emotional connections between consumers and brands compared to traditional advertising methods.

Chopra, Avhad, and Jaju (2021) examined influencer marketing practices in India and found that Indian consumers are highly influenced by social media promotions on Instagram and YouTube.

Khatri (2019) studied influencer credibility and online consumer behavior in the Indian market and revealed that trustworthy influencers positively impact customer perception and brand trust.

Mathur, Narayanan, and Chetty (2018) discussed transparency in influencer marketing and emphasized the importance of disclosure practices in sponsored content.

### 3. METHODOLOGY / APPROACH

#### Research Methodology

The study is descriptive in nature and focuses on understanding consumer perception regarding influencer marketing and brand trust.

#### Data Collection

Primary Data: Structured questionnaire

Secondary Data: Journals, articles, books, and online resources

#### Sample Size

- 40 Respondents

#### Sampling Method

- Convenience Sampling

#### Area of Study

Chhatrapati Sambhajnagar

#### Statistical Tools Used

1. Percentage Analysis

2. Tables

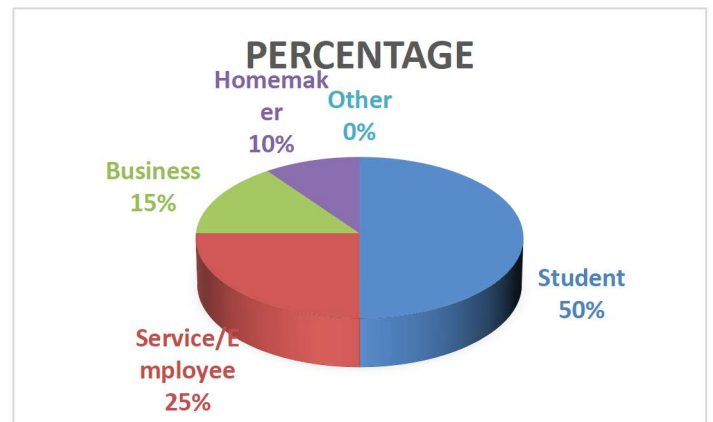
### 3. Interpretations

The methodology helps in analyzing consumer opinions regarding influencer credibility, buying behavior, and trust toward brands promoted on social media platforms.

## RESULTS & DISCUSSION

**Table 1: Occupation of Respondents**

Occupation	Respondents	Percentage
Student	20	50%
Service/Employee	10	25%
Business	6	15%
Homemaker	4	10%
Other	0	0%



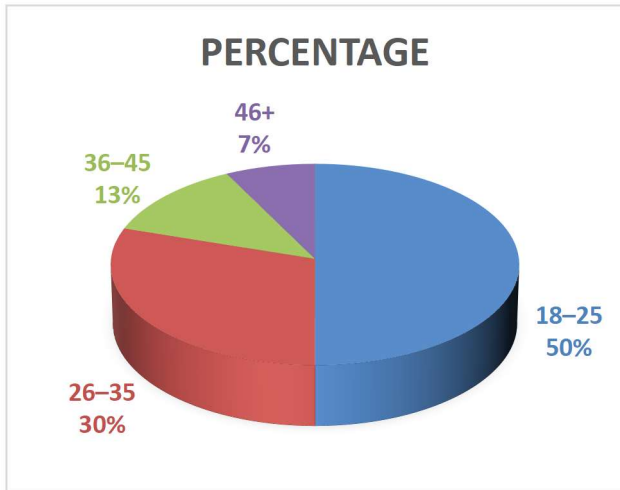
#### Interpretation:

Most respondents are students. This indicates that young individuals are more active on social media. They are more influenced by influencer marketing.

**Table 2: Age Group of Respondents**

Age Group	Respondents	Percentage
18–25	20	50%
26–35	12	30%
36–45	5	12.5%

Age Group	Respondents	Percentage
46+	3	7.5%

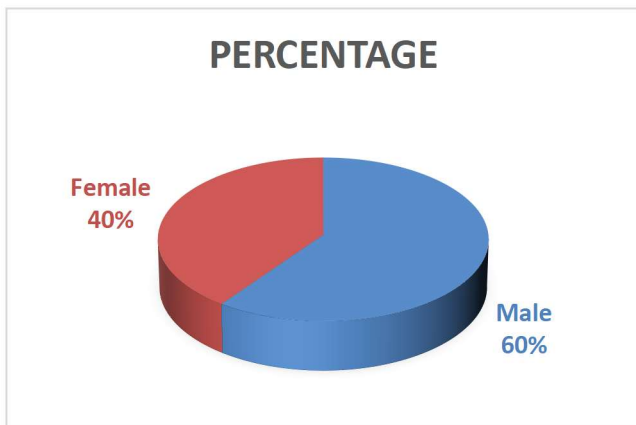


**Interpretation:**

Majority of respondents belong to the 18-25 age group. This shows higher social media usage among youth. They are more influenced by influencers.

**Table 3: Gender of Respondents**

Gender	Respondents	Percentage
Male	24	60%
Female	16	40%

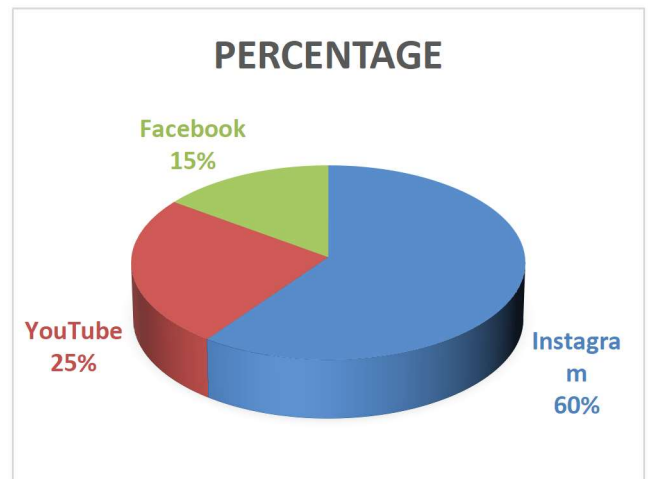


**Interpretation:**

Male respondents are slightly higher than female respondents. However, both genders actively use social media. Influencer marketing impacts both groups.

**Table 4: Which social media platform do you use the most?**

Platform	Respondents	Percentage
Instagram	24	60%
YouTube	10	25%
Facebook	6	15%

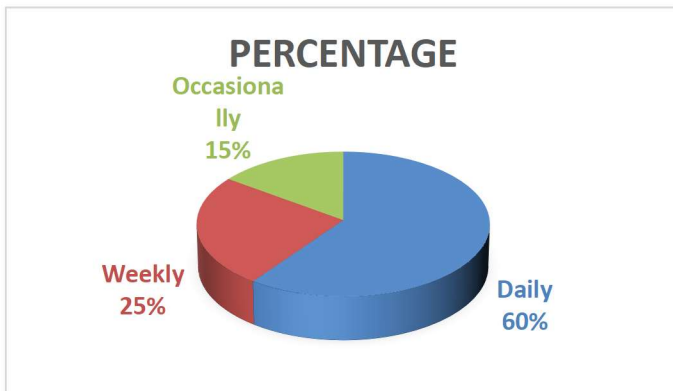


**Interpretation:**

Instagram is the most preferred platform among respondents. It plays a major role in influencer marketing. Other platforms are less used.

**Table 5: How frequently do you use social media?**

Frequency	Respondents	Percentage
Daily	30	75%
Weekly	7	17.5%
Occasionally	3	7.5%



### Interpretation:

Most respondents use social media daily. This shows high exposure to influencer content. Frequent usage increases marketing influence.

## V. CONCLUSION

### 5.1 Conclusion

The present study titled “A Study on Social Media Influencer Marketing and Its Effect on Brand Trust” was conducted to understand the impact of influencer marketing on consumer trust and purchasing behavior.

Based on the analysis of responses collected from 40 respondents, it was found that social media influencer marketing plays a significant role in building brand trust among consumers. Most respondents actively use social media platforms such as Instagram and YouTube and regularly follow influencers.

The findings revealed that influencer recommendations strongly affect purchasing decisions and consumer perception toward brands. Consumers prefer influencers who provide authentic, transparent, and relatable content.

Influencer credibility was identified as one of the most important factors affecting brand trust. Respondents showed greater trust toward micro-influencers because they appear more genuine and personally connected with followers compared to celebrities.

The research further concluded that influencer marketing is more effective than traditional advertising methods in attracting customer attention and creating engagement. Consumers believe that influencer reviews provide useful product information and help in making better purchasing decisions.

However, excessive sponsored promotions may reduce consumer trust if influencers fail to maintain transparency and authenticity. Therefore, brands should collaborate with

credible influencers who can create honest and engaging content.

Overall, the study concludes that social media influencer marketing has a positive and significant effect on brand trust and has become an important strategy for businesses in the digital marketplace.

add acknowledgement and reference

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