

A Study on the Effectiveness of Influencer Marketing on FMCG

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Abstract:

The study titled “Effectiveness of Influencer Marketing on FMCG Products” investigates how social media influencers shape consumer behaviour, awareness, and brand loyalty in the fast-moving consumer goods (FMCG) sector. With the rapid growth of digital platforms, influencer marketing has become a strategic tool for FMCG brands to reach targeted audiences efficiently. This research adopts a descriptive research design, relying on both primary and secondary data to assess the influence of key factors such as influencer credibility, content type, and platform engagement on consumer purchasing decisions. A structured questionnaire was distributed among 97 respondents chosen through random sampling, representing diverse demographics such as age, gender, income, and occupation. The analysis employed statistical tools including percentage analysis, Chi-square test, correlation, and regression to evaluate relationships between influencer marketing attributes and consumer outcomes. The Chi-square results show a significant relationship between influencer marketing and consumer product awareness, confirming that influencer-led promotions effectively enhance brand visibility.

Overall, the study concludes that influencer marketing plays a crucial role in driving product awareness, trial, and repeat purchases of FMCG products. It highlights the importance of selecting appropriate influencers and content strategies to optimize consumer engagement and brand loyalty. The insights derived from this study can help marketers and FMCG brands refine their digital marketing strategies, ensuring more authentic and effective influencer collaborations in an increasingly competitive market.

Keywords: Influencer marketing, consumer behaviour, brand awareness, influencer credibility, content strategy, digital marketing, purchase decision, brand visibility, influencer effectiveness.

Introduction

In the era of digital transformation, marketing strategies have evolved far beyond traditional media, giving rise to influencer marketing as a dominant force in shaping consumer perceptions and purchase behaviours. Influencer marketing refers to the practice where brands collaborate with individuals who possess a strong social media presence and credibility within specific niches to promote products or services to their followers. Unlike conventional advertising, influencer marketing leverages authenticity, relatability, and peer-like trust to connect with audiences on a more personal and emotional level.

In the Fast Moving Consumer Goods FMCG sector comprising products such as food and beverages, personal care items, cleaning supplies, and other essentials consumers often make quick and habitual purchasing decisions. These products are typically low involvement items that depend heavily on brand recall, emotional appeal, and visibility. Given this nature, FMCG brands constantly seek innovative and cost effective methods to stay top of mind among consumers. Influencer marketing, with its power to create instant awareness and generate engagement, has emerged as a highly effective tool for this purpose.

Social media platforms such as Instagram, YouTube, and TikTok have become crucial ecosystems where influencers shape opinions,

introduce trends, and endorse products to millions of followers. These platforms allow FMCG brands to interact with consumers in real time, using personalized and interactive content formats such as product reviews, tutorials, unboxing videos, and short form reels. The immediacy and authenticity of influencer communication create a sense of trust and relatability, leading consumers to perceive influencer-endorsed products as more credible than traditional advertisements.

This study seeks to explore how effectively influencer marketing drives brand awareness, trust, engagement, and purchase intention among FMCG consumers. It examines various factors influencing campaign success, including influencer credibility (trustworthiness, expertise, authenticity), content type, and platform effectiveness. Furthermore, it analyses whether influencer-led marketing truly translates into measurable consumer actions such as trial and repeat purchases. The research also aims to identify the most impactful forms of content that attract consumer engagement and to determine which platforms yield the highest returns in terms of audience reach and conversion. With a descriptive approach, this study provides insights into consumer attitudes toward influencer marketing and the extent to which these digital personalities can influence their brand choices in the highly competitive FMCG landscape.

By understanding the relationship between influencer activities and consumer responses, this research contributes to both academic understanding and practical marketing applications. It emphasizes that influencer marketing, when strategically executed, is not merely a trend but a sustainable component of modern brand communication especially in sectors like FMCG where consumer loyalty and brand differentiation are critical to long-term success.

Objectives

Primary objective:

To evaluate how effectively influencer marketing expands FMCG brand reach.

Secondary objectives:

1. To identify the type of content that generate higher engagement
2. To study how influencer credibility affect consumer trust in FMCG products.
3. To study how influencer marketing shapes brand loyalty in FMCG products.

Review Of Literature

Influencer marketing has become a central strategy in digital communication, particularly for enhancing consumer trust and purchase intention. Research has shown that the credibility of influencers and the authenticity of their messages play a pivotal role in shaping consumer behaviour on social media platforms. Findings from prior investigations reveal that credible influencers who deliver valuable and authentic content foster strong consumer trust, which directly translates into higher purchase intention (Lou & Yuan, 2019). Their work further highlighted the mediating role of trust, demonstrating that it acts as a critical link between influencer communication and buying behaviour. However, their focus remained confined to fashion and lifestyle products, leaving a gap in understanding how these dynamics operate in fast-moving consumer goods (FMCG) contexts where purchasing decisions are frequent and often habitual. The present research builds upon this foundation by examining how influencer credibility and message value affect awareness, purchase behaviour, and brand loyalty in the FMCG sector.

Further extending the conversation on influencer effectiveness, research on influencer-product-consumer congruence found that higher alignment between an influencer's image, the promoted product, and the target audience significantly

enhances engagement and brand attitude (Belanche et al., 2021). Such congruence ensures that consumers perceive endorsements as authentic and relatable, leading to stronger brand connections. This insight provided a theoretical basis for assessing how relatable influencers can enhance brand reach and awareness within FMCG marketing, a domain that has received comparatively less scholarly attention than lifestyle or fashion industries.

Another stream of research cautions against over-endorsement, revealing that excessive or repetitive product promotions can diminish influencer credibility and erode consumer trust (Cheah, Koay, & Lim, 2024). These findings underscore the delicate balance required in influencer marketing between promotional frequency and authenticity. Incorporating these insights, the present work explores how sponsorship disclosure, transparency, and endorsement patterns influence trust among FMCG consumers—an area often overlooked in discussions of influencer credibility for everyday consumer goods.

Complementing these perspectives, a meta-analysis examining influencer-brand fit and emotional connection confirmed that emotional alignment between influencers and brands significantly increases engagement and purchase intention (Ao et al., 2023). This evidence reinforces the importance of emotional resonance in digital marketing and informs the current investigation's focus on how emotional connection contributes to repeat purchasing and brand loyalty in the FMCG context. Whereas prior research synthesized data across diverse industries, the present study narrows this understanding to a specific, fast-paced market where repeated consumer engagement is vital.

In addition, the growing influence of visual content has been emphasized in recent studies, particularly among younger audiences. Research focusing on Generation Z consumers demonstrated that engaging and visually appealing influencer content

on Instagram enhances purchase intention (Siddique et al., 2025). While this finding was specific to a younger demographic, the current study broadens the scope by examining how such visual strategies affect consumer trust and loyalty across multiple age groups in the FMCG sector. This expansion allows for a more comprehensive understanding of how influencer-generated visual narratives contribute to brand credibility and sustained consumer relationships .**Research methodology**

Research design

This study follows a descriptive research design to analyse how influencer marketing impacts consumer behaviour toward Fast-Moving Consumer Goods (FMCG) products. A descriptive design was chosen because it enables the researcher to systematically describe the relationship between influencer characteristics such as credibility, content type, and platform engagement and consumer outcomes like awareness, trust, and purchase intention. The design helps in presenting an accurate picture of the effectiveness of influencer marketing strategies without manipulating any variables, thereby making it suitable for consumer behaviour studies.

Sample design

The research adopts a random sampling method to ensure that the collected data represents a wide range of consumer opinions across various demographic segments such as age, gender, occupation, education, and income. This sampling approach reduces bias and ensures that every respondent has an equal chance of being selected. The total sample size for this study is 97 respondents, who were chosen from active social media users familiar with influencer promotions of FMCG products. The responses gathered from this diverse group provided reliable insights into the effectiveness of influencer marketing in influencing buying decisions.

Primary data : Primary data were collected from 97 respondents through a structured questionnaire using the random sampling method. Respondents included people of different age groups, genders, and income levels. The majority were young adults (18–25 years) and female. Findings showed that Instagram (44.3%) and YouTube (40.2%) are the most influential platforms, while product reviews, tutorials, and unboxing videos received the highest engagement. Using Chi-square, Correlation, and Regression analysis, the study found a significant relationship between influencer marketing and product awareness, though influencer credibility factors had limited impact on trust.

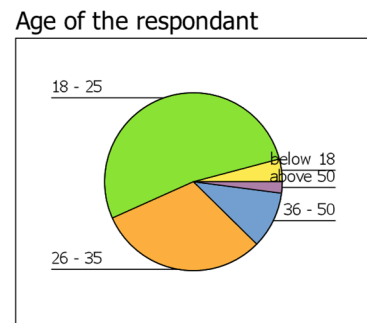
Secondary data :

The secondary data for this study were collected from various journals, research articles, reports, and credible online sources related to influencer marketing and consumer behaviour in the FMCG sector. These sources were used to gain background knowledge, identify research gaps, and support the theoretical framework of the study. The secondary information helped in understanding key concepts such as influencer credibility, audience engagement, content effectiveness, and the role of social media platforms in promoting FMCG products. It also guided the development of the questionnaire and provided a basis for comparing the primary data findings with existing literature.

Data analysis

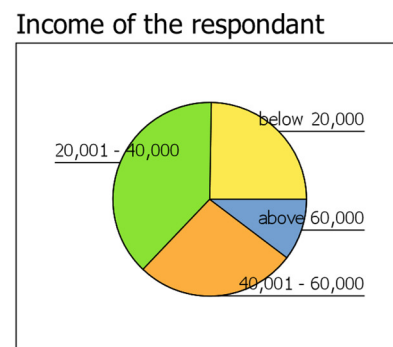
Percentage analysis : It is a basic statistical tool used to understand the proportion or distribution of responses within the total sample. It helps in converting raw data into meaningful information by showing results in percentages, making comparison easier among different categories such as age, gender, income, or preferences. In this study, percentage analysis was used to interpret the demographic details and response patterns of 97 participants regarding the effectiveness of influencer marketing on FMCG products.

Percentage Analysis for Age of the Respondents



Inference : The table shows that the majority of respondents (52.6%) are aged between 18–25 years, followed by 26–35 years (30.9%). A smaller proportion falls in the 36–50 years (10.3%), below 18 (4.1%), and above 50 (2.1%) age groups. This indicates that most respondents are young adults.

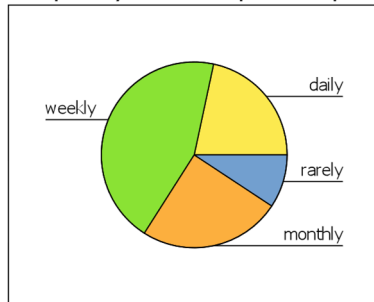
Analysis for Monthly income of the Respondents



Inference : The survey had a total of 97 respondents. The majority of respondents, 62.9%, report an annual income of \$40,000 or less (specifically, below \$40,000). The largest single income group, comprising 38.1% of respondents, falls into the \$20,001 - \$40,000 bracket. Conversely, a relatively small proportion, only 10.3%, report the highest income, which is above \$60,000 annually.

Percentage Analysis for how frequency of FMCG product purchase

Frequency of FMCG product purchase



Test Statistics

	Chi-square	df	Asymp. Sig.
Influencer promotions create product awareness	16.85	2	.000
Preferred influencer marketing content format	30.79	3	.000

Inference : The survey included 97 respondents. The vast majority (66.0%) of the respondents purchase Fast-Moving Consumer Goods (FMCG) products at least once a week (daily or weekly). The largest single group, 44.3%, purchases FMCG products weekly. Conversely, only a small fraction, 9.3%, purchase these products rarely.

Chi-Square Analysis

Chi-Square is a statistical test used to examine whether there is a significant relationship between two categorical variables. In this study, it is used to determine if influencer promotions have a meaningful impact on product awareness and if consumers' preferences for influencer marketing content formats are associated with their responses. Since the significance values are less than 0.05, the results confirm that influencer marketing significantly influences consumer awareness and content preferences.

Hypothesis

- Null Hypothesis (H_0): There is no significant association between influencer marketing and consumers' product awareness.
- Alternative Hypothesis (H_1): There is a significant association between influencer marketing and consumers' product awareness.

INFERENCE

Since the Chi-square values (16.85 and 30.79) show p-values of 0.000, which are less than 0.05, the result is statistically significant.

Therefore, the null hypothesis is rejected.

There is a significant association between influencer marketing and consumers' product awareness.

Correlation Analysis:

Correlation is a statistical technique used to measure the strength and direction of the relationship between two variables. In this study, correlation analysis is used to understand whether consumers' connection with FMCG brands through influencer marketing is related to their likelihood of recommending influencer-promoted brands. Since the p-value (0.606) is greater than 0.05 and the correlation value is very low (0.053), the result shows that there is no significant relationship between the two variables in this sample.

HYPOTHESIS

- Null Hypothesis (H_0): There is no significant relationship between connection with FMCG brands via influencer marketing and likelihood to recommend influencer promoted brands.
- Alternative Hypothesis (H_1): There is a significant relationship between connection with FMCG brands via influencer marketing

and likelihood to recommend influencer promoted brands.

Correlations

		Connection with FMCG brands via influencer marketing	Likelihood to recommend influencer promoted brand
Connection with FMCG brands via influencer marketing	Pearson Correlation	1.000	.053
	Sig. (2-tailed)		.606
	N	97	97
Likelihood to recommend influencer promoted brand	Pearson Correlation	.053	1.000
	Sig. (2-tailed)	.606	
	N	97	97

INFERENCE

The p-value is 0.606, which is greater than 0.05, meaning the correlation is not statistically significant.

Since all are statistically non-significant, the null hypothesis is accepted.

There is no significant relationship between connection with FMCG brands via influencer marketing and likelihood to recommend influencer promoted brands.

Regression analysis

Regression is a statistical technique used to understand the relationship between variables specifically, how one or more independent variables influence a dependent variable. In this study, regression analysis helps determine how different aspects of influencer credibility, such as sponsorship disclosure, experience, and authenticity, impact consumer trust. By analysing coefficients and significance levels, researchers can identify which factors meaningfully contribute to trust and which do not. This method provides a clear, quantifiable way to assess the strength and relevance of each credibility factor, guiding marketers and researchers in understanding what builds trust in influencer-driven promotions.

Hypothesis

- Null Hypothesis (H_0): Influencer credibility factors (sponsorship disclosure, influencer experience, and belief in genuine product use) have no significant influence on consumer trust toward influencers.
- Alternative Hypothesis (H_1): Influencer credibility factors (sponsorship disclosure, influencer experience, and belief in genuine product use) have a significant influence on consumer trust toward influencers.

Coefficients (Influence of influencer credibility on trust)

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.41	.36	.00	3.90	.000
Checking sponsorship disclosure before trust	.20	.12	.17	1.62	.109
Trust based on influencer experience	.09	.10	.10	.88	.380
Belief that influencers genuinely use promoted products	.08	.13	.07	.62	.535

INFERENCE

From the table, all the independent variables have p-values greater than 0.05

- Sponsorship disclosure ($p = 0.109$)
- Influencer experience ($p = 0.380$)
- Genuine product use ($p = 0.535$)

Since all are statistically non-significant, the null hypothesis is accepted.

Therefore, Influencer credibility factors (sponsorship disclosure, influencer experience, and belief in genuine product use) have no significant influence on consumer trust toward influencers.

Findings

The research indicated that influencer marketing has gained strong exposure among consumers of FMCG products. Most participants (82.5%) reported coming across influencer promotions frequently,

with Instagram and YouTube identified as the most popular platforms. Consumers showed greater interaction with product-related content, such as reviews, tutorials, and unboxing videos, which together accounted for a major share of engagement. Longer videos and short reels were the most preferred formats, suggesting that audiences appreciate content that is both informative and visually appealing. These patterns show that influencer marketing effectively reaches FMCG consumers and sustains their interest through creative and engaging presentation styles.

The analysis also revealed that influencer marketing significantly affects consumer actions and brand attachment. Around two-thirds of respondents said they were likely to look for or try products promoted by influencers, while three-quarters confirmed making repeat purchases after such promotions. Although many participants valued influencer credibility and transparency, the statistical results showed that these factors had limited direct impact on measurable trust. However, more than half of the respondents felt a stronger connection with FMCG brands because of influencer activities and expressed willingness to recommend them. Overall, the findings suggest that influencer marketing is effective in driving awareness, encouraging purchase behaviour, and supporting brand loyalty within the FMCG market.

Suggestions

The study highlights that Instagram and YouTube are the most effective platforms for influencer marketing within the FMCG sector. Hence, brands should prioritize these channels for promotional activities, as they attract high engagement and visibility, particularly among younger audiences. Since long-form videos and reels were found to be the most preferred content types, marketers can utilize these formats to showcase product features, usage tips, and brand stories in an engaging way. Additionally, influencers should focus on enhancing the entertainment value of their content by

combining product information with creativity, humour, or storytelling. This approach can make promotional messages more appealing, relatable, and memorable to viewers.

Furthermore, loyalty offers and incentives can be strategically integrated into influencer campaigns to retain customers and build repeat purchase behaviour. Providing exclusive discounts, coupon codes, or rewards through influencer partnerships can strengthen brand loyalty. Although emotional connection to brands was moderate among respondents, FMCG marketers can improve this by developing value-based or cause-driven campaigns that resonate with consumer lifestyles and beliefs. Encouraging influencers to share authentic experiences, behind-the-scenes content, and real-life stories can help deepen emotional engagement and foster stronger brand–consumer relationships over time.

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