The Role of Influencer Marketing in Boosting E-Commerce Brand Trust

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ABSTRACT

Influencer marketing has emerged as one of the most powerful digital marketing strategies in the modern e-commerce environment. With the rapid growth of social media platforms, influencers play a significant role in shaping consumer perceptions, building brand awareness, and influencing purchase decisions.Consumers increasingly rely on influencer recommendations, reviews, and promotional content before making online purchasing decisions. However, trust, authenticity, and credibility remain critical factors determining the effectiveness of influencer marketing. This study aims to analyze the role of influencer marketing in boosting brand trust in the e-commerce sector.

The research is based on primary data collected from 150 respondents through structured questionnaires. Statistical tools such as Simple Percentage Analysis, Ranking Analysis, Chi-Square Test, and ANOVA were used for data interpretation. The findings indicate that young consumers, especially students, are highly influenced by social media promotions. Respondents showed greater trust in micro-influencers and industry experts compared to celebrity influencers. Authenticity, honesty, and transparency were ranked as the most important credibility factors influencing brand trust.

The study concludes that influencer marketing significantly enhances brand image and customer confidence when implemented with credible and relatable influencers. E-commerce companies should focus on long-term influencer collaborations and transparent promotional strategies to strengthen consumer trust and ensure sustainable growth.

Keywords: Influencer Marketing, Brand Trust, E-commerce, Consumer Behaviour, Social Media.

INTRODUCTION

In today's digital era, social media has transformed the way businesses communicate with customers. Influencer marketing has become an essential promotional strategy where brands collaborate with individuals who have a strong online presence and loyal followers. These influencers create content that promotes products or services in a relatable and engaging manner.

E-commerce companies increasingly depend on influencer marketing to build trust, improve brand awareness, and influence consumer purchase behaviour. Since online shopping lacks physical interaction, customers rely heavily on reviews, ratings, and influencer recommendations before making decisions. Therefore, understanding the impact of influencer marketing on brand trust has become important for businesses operating in the competitive digital marketplace.

SCOPE OF THE STUDY

The scope of this study is limited to analyzing the impact of influencer marketing on brand trust in the e-commerce sector. The research focuses on consumers who actively use social media platforms and have been exposed to influencer promotions. The study examines factors such as influencer credibility, authenticity, transparency, and their influence on purchase intention.

OBJECTIVES

- To examine the level of consumer exposure to influencer marketing.
- To analyze the impact of influencer credibility on brand trust.

- To evaluate the role of authenticity and transparency in influencer marketing.
- To study the relationship between demographic factors and brand trust.
- To determine whether influencer marketing influences purchase intention.

RESEARCH METHODOLOGY

Descriptive research design was adopted for the study. Primary data were collected from respondents through structured questionnaires. The collected data were analyzed using statistical techniques to understand consumer perception and trust towards influencer marketing.

SAMPLE DESIGN

Convenience sampling method was used for selecting respondents. The participants were social media users who follow influencers and engage with e-commerce promotional content.

SAMPLE SIZE

The study was conducted among 150 respondents.

METHODS OF DATA COLLECTION

1. Primary data

TOOLS USED FOR THE STUDY

1. Simple Percentage analysis
2. Chi-Square Test
3. Anova analysis

DATA ANALYSIS AND INTERPRETATION
## 1.Simple Percentage Analysis

Age of Respondents

Age Group	Frequency	Percent
Below 20 Years	70	46.7%
21–30 Years	60	40.0%
31–40 Years	15	10.0%
Above 40 Years	5	3.3%
Total	150	100%

INTERPRETATION:
The table clearly illustrates that the 21-30 years age group forms the absolute majority of the sample at 56.0%, 18-20 years group (30.0%), 31-40 years group (11.3%), above 40 years (2.7%)
INFERENCE:
Majority of the respondents (56.0%) belong to the 21-30 age group.

Percentage Distribution of Respondents by Age Group
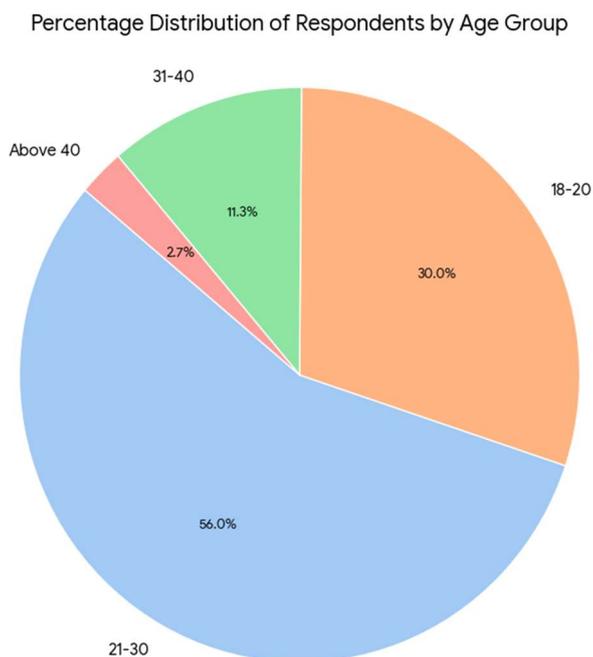
2.Chi-Square Test

Age Group and Trust in Influencer Endorsements

Hypothesis

- **Null Hypothesis (H₀):** There is no significant relationship between age group and trust in influencer endorsements.
- **Alternative Hypothesis (H₁):** There is a significant relationship between age group and trust in influencer endorsements.

Age Group	Low Trust	Moderate Trust	High Trust	Total
Below 20 Years	20	35	15	70
21–30 Years	15	30	15	60
31–40 Years	5	7	3	15
Above 40 Years	2	2	1	5
Total	42	74	34	150

Chi-Square Test Results

Test	Value	df	Sig. (2-sided)
Pearson Chi-Square	4.812	6	0.567
Likelihood Ratio	4.932	6	0.553
Linear-by-Linear Assoc.	0.214	1	0.644
No of Valid Cases	150		

INTERPRETATION:

The Chi-Square test was conducted to examine the relationship between the Age Group of respondents and their Trust in Influencer Endorsements.

•   The calculated Pearson Chi-Square value is 4.812 with 6 degrees of freedom (df).

•   The Asymptotic Significance (2-sided) or p-value is 0.567.

•   In statistical analysis, if the p-value is greater than the standard significance level (0.05), the null hypothesis is accepted. Since $0.567 > 0.05$, the result is statistically non-significant.

INFERENCE:

The p-value (0.567) is greater than 0.05; therefore, the Null Hypothesis (H0) is accepted and the Alternative Hypothesis (H1) is rejected. This indicates that there is no significant relationship between age group and trust in influencer endorsements.

3.ANOVA Analysis

Education and Trust in Influencer Endorsements

Hypothesis

- **Null Hypothesis (H_0):** There is no significant difference in trust levels across education groups.
- **Alternative Hypothesis (H_1):** There is a significant difference in trust levels across education groups.

Source	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.214	3	1.071	1.245	0.297
Within Groups	125.876	146	0.862		
Total	**129.090**	**149**			

INTERPRETATION:

The ANOVA test was conducted to analyze whether the Educational Qualification of respondents (such as Undergraduates, Graduates, Postgraduates, etc.) leads to different levels of Trust in Influencer Endorsements.

•   The F-statistic calculated for this data is 1.245.

•   The Significance (p-value) is 0.297.

•   In statistical analysis, the standard threshold for significance is 0.05. Since the calculated significance value of $0.297 > 0.05$, the result is considered statistically non-significant.

INFERENCE:

The p-value (0.297) is greater than the 0.05 significance level; therefore, the Null Hypothesis (H0) is accepted, and the Alternative Hypothesis (H1) is rejected. This indicates that there is no significant difference in trust levels across different education groups. This suggests that a consumer's educational background does not influence how much they trust influencers. Regardless of their level of education, respondents appear to evaluate and trust influencer led brand endorsements in a similar manner, reinforcing that influencer marketing has a broad based appeal across various intellectual demographics.

FINDINGS

- Majority of respondents are young consumers who actively use social media platforms.
- Most respondents frequently view influencer promotions related to e-commerce brands.
- Micro-influencers and industry experts are trusted more than celebrity influencers.
- Authenticity and honesty are ranked as the most important credibility factors.
- Instagram and YouTube are the most influential platforms for brand promotion.
- Influencer marketing improves brand image and brand familiarity significantly.
- Demographic variables such as age, income, and education do not significantly influence brand trust.
- Trust and credibility significantly influence purchase intention.

SUGGESTIONS

- E-commerce companies should collaborate with micro-influencers who have higher engagement rates.
- Influencers should provide honest and transparent product reviews.
- Brands should focus on long-term influencer relationships instead of one-time promotions.
- Companies should ensure clear disclosure of sponsored content.
- Influencer campaigns should focus on authenticity and customer engagement.
- Businesses should continuously monitor customer feedback to improve influencer strategies.

CONCLUSIONS

The study concludes that influencer marketing plays a significant role in strengthening brand trust in the e-commerce sector. Social media influencers act as opinion leaders who shape consumer perceptions and influence purchasing behaviour. The findings reveal that authenticity, credibility, and transparency are the key determinants of trust in influencer marketing.

The statistical analysis indicates that demographic factors do not significantly affect consumer trust, suggesting that influencer marketing has broad appeal across various consumer groups. While influencer marketing may not always lead to immediate purchases, it effectively enhances brand image, awareness, and long-term customer loyalty.

Therefore, e-commerce companies should adopt strategic influencer collaborations that emphasize honesty, relatability, and consistent brand messaging. By integrating credible influencer partnerships into their marketing strategies, businesses can improve consumer trust, strengthen brand reputation, and achieve sustainable competitive advantage in the digital marketplace.