



A LITERATURE REVIEW ON SOCIAL MEDIA INFLUENCER MARKETING: A STUDY ON ROLE OF INFLUENCER TRUSTWORTHINESS AND PERCEIVED EXPERTISE ON CONSUMER PURCHASE INTENTION

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Abstract: *Influencers who promote products through social media play important role in shaping consumer perception due to their perceived authenticity, trustworthiness and expertise. This study aims to determine how these factors shape consumer behavior in the modern digital market place. Influencers play important role in bridging gap between brands and consumers and their trustworthiness defined by their honesty, reliability and authenticity can impact consumers decision to purchase goods or services. Data has been collected through secondary source which is mainly by referring google Scholar, research gate and various journals and books. The frame work of ABCD analysis is used to understand about proposed title in detail. Based on review of literature conducted, it is clear that though there are lot of studies conducted on social media influencers and consumers purchase intention, there is a lot of new issues arising on day-to-day life. consumers have become selective when it comes to purchase of product. Various reasons like credibility of influencers, authenticity, ethical issues stop them from purchase of the products though it is promoted by particular influencer whom they follow. The goal of this paper is to provide clear picture of how trustworthiness impacts purchase intention.*

Keywords- *influencer marketing, trustworthiness, credibility, authenticity, brand engagement, product endorsement, persuasion, conversion rate*

I. INTRODUCTION

New technologies, inventions have impacted day to day life of human beings to a great extent. One of such impact is usage of social media. One of the important developments in the marketing field is influencer marketing wherein influencers are new faces of promotional strategy wherein social media is the important platform used in promotional strategy.

1.1 Social media influencer

Social media is digital communication platform that enables people to create share and exchange information, ideas in real time. "It is mentioned that social media influencer is an individual. social media influencers represent a new type of independent third-party endorser who shape audience attitude" [1]. Brands frequently collaborate with influencers to promote products or services, as their endorsements can have a profound impact on consumers perception and brand visibility. "It is also stated by authors that Significant areas of opportunity in digital marketing are influencer marketing, whereas identifying of influencer from big data set is a continual challenge." [2].

1.2 Influencer marketing

In today's digital driven world consumers wants to ensure that product or services they purchase is worth of buying and it is right product for them. For the same purpose they are making of use of social media channels, google reviews and online forums to ensure the product is rights. Influencer marketing has become one of the important marketing strategies for most of the business organization. Influencer Marketing is about influencing the decision-making process so that traditional sales barriers are minimized and path to closing sales is smoothed. influencer marketing has been around for several years and it found one of the important strategies in recent years. There are hundreds and thousands of people using social media on a daily basis. People trust individuals they follow so it is good idea for business to reach out those on social media who has huge followers and high engagement rates. If the products are promoted by those influencers there are possibility of high conversion rate. But it's important for companies to choose right influencer for the product at the same time even customers should know to choose product based on requirement. There are multiple categories of influencer, which make it extremely difficult to guess who might be influential, and to what extent in a specific market.

1.3 Influencer source credibility

Credibility means being believed and being trusted. Influencers and celebrities may not be same. Sometimes celebrities become influencers and sometimes its altogether non celebrities can also become influencers. When Somone influences others, they need to be credible at every

level. Being credible means that an influencer has or can achieve influence. gaining influence is a lot more than just being credible. Source credibility relates to how customers see the source of information. Influencer source credibility is crucial in determining how reliable and trustworthy an influencer is in providing information. An influencers expertise and background are key factors. transparency in disclosing sponsorships and partnerships can enhance trust, as it indicates honesty and commitment to authenticity rather than promoting solely for profit. “As stated, public perception of authenticity of social media influencers are key drivers of the latter’s persuasiveness as brand endorsers”. [3]

II. NEED OF THE STUDY.

1. To investigate the role of influencer trustworthiness and perceived expertise on consumer purchase intention.
2. To demonstrate comprehension of relationship between influencer attributes and consumer behavior.
3. To analyze impact of perceived authenticity when influencers disclose sponsorship versus when the don’t
4. To evaluate whether initial purchases influenced by influencer leads to sustained brand loyalty.
5. To propose innovative approaches to understanding and leveraging influencer attributes in marketing strategies.

III. RESEARCH METHODOLOGY

Data has been collected for this study from various sources like Google scholar, Research gate and keywords has been searched to establish a link between past studies and future scope of the study. Keywords like “Social media Influencer”, “influencer marketing” have been used in the search process to collect published articles on the same domain. In the review process criterion was set on what has to be included and what are excluded. Filtering of articles based on criterion

3.1 Data and Sources of Data

A literature review is an important aspect that helps in gaining proper understanding of a domain and also letting us know to what extent studies have been conducted in the same. influencer marketing has grown substantially as brands recognize its potential to engage consumers authentically and personally, contrasting with traditional adverting methods. consumer trust and buying behavior are two important elements of social media influencer marketing. Instagram influencers having thousands of followers.

To understand the concept of social media influencer first we must explain about consumer behavior. In market research investigating consumer attitude can help understanding consumer purchase intention.[4]. At present, it is very much necessary to know the relationship between influencers and their impact on consumer purchase intention because world is growing so fast that even influencers are replaced by artificial intelligence in few sectors.

Table 1: Scholarly literature on social media influencer marketing and consumer buying behavior

Sl. No	Area & Focus of the Research	The result of the Research	Reference
5	Buying behavior of gen Z	Consumers trust in influencers. people considering buying of products promoted stays low	Nimish Kadam, Anindita Deshmukh, Dr. Rajashri Kadam (2021) [5]
6	Buying behaviors across different generations.	Analyzing overall effectiveness of influencers. It is found to be impacting buying behaviors of millennials and baby boomers.	Sanjana Thakker, Vanishree Pabalkar (2021) [6]
7	Consumer purchase behavior	Impact of social media during pandemic. Creates awareness, helps consumers in making sound decision.	Misshka Gupta (2021) [7]
8	Consumer buying behavior	Factors influencing SMI and choice imitation. Income of consumers is one of the facts to examine information provided by SMI.	Dr. Fred Chan (2022) [8]
9	Consumer behaviors during pandemic	Instagram influencers changing consumer buying behaviors. Review videos are important	“Mudasser Hamid, Farah Waheed, Asma Basit, Shakeel Shahzad” (2023) [9]
10	Consumers purchase intention	Impact of influencer marketing using consumer attitude theory. Enhancing credibility through disclosure of brand, review etc.,	Yiming Chen, Zhaoyue Qin, Yue Yan (2024) [10]
11	Purchase intention towards fashion	Features of SMI like trustworthiness, familiarity. Likability has higher correlation, greater the affection to deliver message.	“Tahirah Abdullah, Siti Nurul Shuhada Deraman, Siti Afiqah Zainuddin, Nur Farahiah Azmi”, (2020) [11]
12	Influencer marketing on Consumers in India	Engagement of Indian consumers through SMI and producing profitable result. Analysis of consumer attitude, brand credibility gives insights for SMM	Prateek Khandelwal, Anshul Mukhija, Ramshankar Bankey, Yugal Parmer, (2024) [12]
13	Purchase intention - Gen Y	Impact towards purchase intention and brand loyalty. Effective in promoting through company website and social media platform.	Bamini KPD Balakrishnan, Mohd Irwan Dahnil, Wong Jiunn Yi (2014) [13]

Social media influencers serve as intermediaries between brand and consumers. The literature review examines platforms playing crucial role in promotion of social media influencers by providing better engagement of followers creating perceived intimacy and reliability.

Studies show that Instagram is highly effective in driving consumer purchase intention especially in fashion and beauty sector wherein images also play crucial role in impacting consumer purchase intention. [14]. Literature widely supports that influencer marketing in fashion and beauty sectors greatly impact consumer purchase intention. [15].

Major studies are done on food bloggers considered to be one of the emerging fields. Food influencers impact purchase intention through recipe videos, restaurant reviews and brand partnership on Instagram. Authenticity and reliability in content along with visually appealing food imagery drives consumer purchase intention especially in terms of trying new places, restaurants etc. [16]

One of the major factors influencing purchase intention is the level of engagement influencer maintain with their audience. Interactive features such as likes, comments enable consumers feel closer to influencers which in turn increase trust and purchase intention. Especially with food bloggers, their review on food items creates positive mindset among consumers.

Studies indicate that influencers can trigger psychological mechanism like Fear of missing out (FOMO) which can drive consumer purchase decision [17].

A prominent theme in influencer marketing is the importance of source credibility which includes influencers trustworthiness, authenticity etc. studies have proved that consumer perceive influencer as credible, possibilities of them adopting their recommendations and form positive purchase intention.

Table 2: Table showing major publications related to influencer marketing

Sl. No	Research area	Focus area and outcome	Reference
18	Food Blogger review	Food bloggers review on Instagram. Context, communication collaboration has impact on alternative purchase decision.	G.T Puspita,H.Hendrayati(2018)
19	Digital engagement on social media	Types of food, influencer promoting and its impact on social media engagement. Promoting healthy food has higher engagement level on social media.	Annika Abell,Dipayan Biswas (2022)
20	Instagram influencers	Six dimensions that encompass digital influencer characteristics. influencers are brand ambassadors who make quick impact.	Catarina Jorge Fonseca Anjos, Susana Marques (2022)
21	Revenue generation	Followers on Instagram and actual revenue generated.	Maximilian Beichert, Andreas Bayerl, Jacob Goldenberg, Andreas Lanz (2022)
22	Intention to taste local food	Influencers promoting local food and beverages. Appeal created by influencers positively impact purchase intention of the consumers especially to taste local food.	Yeliz Demir, Serkan Bertan (2023)
23	SMI and Food industry	Virtual entertainment creates an awareness among consumers. Majority of them explore recipes proposed on social media	Palak Sinha, Mohd. Faisal, Krishna Rajput, Ms. Tanya Sharma (2024)
24	Influencer in data driven world	Parameters of influencer marketing affecting brand knowledge. message with brand influenced brand knowledge whereas credibility did not.	Rekha Attri, Jagdish Bhagwat (2023)
25	Trustworthiness	Various factors impacting towards purchase of high involvement products. Trustworthiness and customer citizenship behaviors are directly related.	Gabriele Faustine Hartawidjaja,Anna Amalyah Agus(2023)
26	Food and tourism	Enhancing food and tourist destination after covid-19. Persuasive and managerial skills of influencer is very important dimension.	“Marzia Ingrassia,Claudio Bellia,Chiara Giurdanella,Pietro Columba “ (2022)
27	Authenticity	Consumers’ willingness to pay is based on how well a influencer is able convince consumers. Influencers are as effective as celebrities are independent, self-directed content creator.	Sommer Kapitan,Patrick van Esch,Vrinda Soma,Jan Kietzmann (2021)
28	Leveraging online sales	Emotional expressions driving towards online purchase. Broad smile increases effectiveness of influencers. Power of facial expression.	“Saleh Shuqair, Raffaele Filieri,Giampaolo Viglia,Anna S. Mattila,Diego Costa Pinto “ (2024)
29	Identifying influencers	Cues Instagram users use to identify influencers. ‘Paid partnership ‘labels used mostly; hashtags are not that effective	Sophie C. Boerman, Céline M. Müller (2022)
30	Dominant concepts	Consolidate present state of social media marketing. Choosing appropriate influencer is important	Demetris Vrontis, Anna Makrides,Michael Christofi (2020)
31	Small scale restaurants	Role of nano influencers on Instagram, consumer trust on influencers. nano influencers positively affect sales of small restaurants.	Pratik Hublikar (2020)
32	Food industry	Impact of influencer marketing on food industry. Majority of studies were on impact on infants, children’s and adolescents.	Monika Pettersen-Sobczyk (2023)

Sl. No	Research area	Focus area and outcome	Reference
33	Restaurants reviews	Reviews given by influencers and its impact on consumers decision for restaurants. Influencers positive statement will have good impression	Luciana Santos Morais (2021)
34	Adolescents' persuasion knowledge	Mapping of persuasion knowledge in five dimensions. Trust of consumers plays major role here and that should not be exploited.	Nils S. Borchers,(2022)
35	Engagement through Sponsored post	Engagement difference for sponsored and non-sponsored posts. Sponsored post by macro influencer has greater impact on consumer buying behavior.	Jana Gross & Florian von Wangenheim (2022)
36	Congruence among contributors	Consumer behavior towards fashion influencers on Instagram. Greater consumer-product congruence more favorable attitude towards sponsored product.	Daniel Belanche,Luis V. Casal'o,Marta Flavi'an,Sergio Ib'a'nez-S'anchez (2021)
37	influencers characteristics	Impact of influencers characteristics on intentions to follow influencers account and advice. Combining humor and hedonic experience is important	Sergio Barta, Daniel Belanche (2023)
38	Sponsorship disclosure	Effect of sponsorship disclosure on children's ability to recognize sponsored videos. Disclosure prior to start of video gives better understanding.	Eva A. van Reijmer,Esther Rozendaal,Liselot Hudders,Ini Vanwesenbeeck
39	Consumer Cynicism	Factors reducing consumer cynicism. Authenticity and realism can increase trust and reduce consumer cynicism.	Mehmet GÖKERİK (2024)
40	Advertising attractiveness	Advertisement attractiveness and purchase intention. Physical attractiveness is more effective than website attractiveness.	Mohammad Arief, Rita Indah Mustikowati,Yustina Chrismardani (2023)
41	Art and culture sector	SM as tool to overcome low cultural participation, downstream, mid and upstream can be used to implement SM interventions.	Flavia I. Gonsales (2021)
42	Homefluencers	Product placement and manners of product placement to generate user generated content.	Mollika Ghosh (2021)
43	Followers' reaction	Achieving positive behavior for influencers post. ends in consumer searching for the product information doesn't end in interactions with influencers account always.	Daniel Belanche, Marta Flavián and Sergio Ibáñez-Sánchez (2020)
44	Influencer v/s celebrity post	Comparison between influencers and celebrity influencers in promoting a product . Fit of influencers has showed superiority over celebrity.	Arash Ahmadi, Siriwan Ieamsom (2021)
45	Sports celebrities	Impact of sports celebrities in brand promotion. Public recognition or popularity is transferred to the brand which they promote.	“ Maria-Teresa Gordillo-Rodriguez, Joaquin Marin-Montun and Jorge David Fernandez Gomez “ (2024)
46	Innovation diffusion in tourism	Information exchange occurring in twitter and explore diffusion of technology in tourism. High turnover accounts, information centralization.	“ Francesco Bolici, Chiara Acciarini, Lucia Marchegiani, Luca Pirolo” (2020)
47	Food consumption behavior	Understanding the way in which social media influences eating habit of youngsters. Digital food environment can be promotional strategy to configure their business	“ Vidya Patwardhan, Jyothi Mallya, Kaliappan S & Dilip Kumar “ (2024)
48	Food influencers	Process and procedures by micro influencers. Features food influencers should have to attract audience.	“Cristina Miguel, Carl Clare, Catherine J. Ashworth & Dong Hoang “, (2023)
49	Malpractice	Analysis of advertising watchdogs ruling. Over emphasis on transparency is leading to sidelining of other major things.	Alexandros Antoniou (2024)
50	Students' recruitment	Guidelines for formulation of SMM strategies in universities. Social media can be solution for many real time issues in universities.	Rethabile Isaacs & Dalme Mulder (2024)
51	AI fashion Influencer	Effectiveness of AI influencers. AI is considered as authentic and genuine in minds of consumers.	Jein Sriana Toyib & Widya Paramita (2024)
52	Post failure responses	Impact of Influencers product review on consumers after dissatisfactory experience. Influencer have ability to alter consumer response	Anshu Suri, Bo Huang & Sylvain Sénécal (2023)

Sl. No	Research area	Focus area and outcome	Reference
53	Greenfluencers	Utilization of greenfluencers on Instagram pro environmental behavior. Positive direct effect of influencers message.	Sophie C. Boerman, Marijn H. C. Meijers & Wietske Zwart To, (2022)
54	Authenticity	Influencer authenticity and how much followers trust the products endorsed by them. Authenticity plays important role in trust and attitude towards brand.	Ece Ünalmiş, Taşkın Dirsehan & İrem Eren Erdoğan (2024)
55	Multifaceted influencers	Influencers role in advertising any product they promote. Roles have been mainly categorized into three spokesperson, cocreator and co-owner.	Ksenia Rundin & Jonas Colliander (2021)
56	Finstagram	Finstagram as resistance strategy from influencers. Finstagram is used as means of escaping digital attention.	Amy Goode, Victoria Rodner & Matilda Lawlor (2023)
57	Diverse virtual influencers	Diversity in context of virtual influencer is also very important aspect. Positively impacts influencer and brand outcomes.	“Carla Ferraro, Sean Sands, Nives Zubcevic-Basic & Colin Campbell “, (2024)
58	Credibility	Impact of influencer credibility. Expertness, trustworthiness, e-wom has positive impact.	“Kian Yeik Koay, Fandy Tjiptono, Chai Wen Teoh, Mumtaz Ali Memon & Regina Connolly “, (2022)
59	YouTube influencers	Impact on consumer purchase intention. YouTube influencer credibility and purchase intention positively related.	Hebatalla Mohsen Mohmed Abd El Baki (2022)
60	Sports influencer	Impact of of ad content value moderated by sports influencer and team identification. Success of team increases self-confidence of consumers.	Jin Kyun Lee (2021)
61	Vtubers	Impact of Vtubers and steamers. Both attractiveness and trustworthiness predict purchase intentions.	Smith Boonchutima, Apinya Surakanon (2023)
62	Parent blogs	In the case of parenting blogs, how important trust is , is the main aim of the paper. Trust is more important for baby products.	“Jesus Canduela, Monika Gdanska-Ast, Kristen Marshall, Claire Lindsay & Robert Raeside” , (2023)
63	Food influencers	Dynamics of mutual engagement within food influencer community. Authenticity of content is important, positive bond amongst foodie community	Cristina Miguel, Carl Clare, Catherine J. Ashworth & Dong Hoang (2022)
64	Stimulators in IM	Factors to be considered while creating social media content. Eight essential factors like credibility, authenticity is important.	“Anand Thakur, Kavita Singla, and T. Mohammed Irshad”, (2023)
65	Deep learning techniques	Deep learning techniques in fashion world is aim of the paper. Understanding of research issue related to AI with social media fashion data	“MARCO MAMELI, MARINA PAOLANTI, ROCCO PIETRINI, GIULIA PAZZAGLIA, EMANUELE FRONTONI “, (2021)
66	Fitness education and training	Self-leadership in terms of challenges, practices of online fitness coaching. Enhancing self-leadership skills, addressing challenges	Zhang Yangzi, Kenny S. L. Cheah, Mohd Shahril Nizam Bin Shaharom (2023)
67	Social media skits	Social media skits reshaping consumer consumption, participation. Increase followership, promote entertainment-education.	Olusegun Ojomo, Oluwaseyi Adewunmi Sodeinde (2021)
68	Source credibility	Influence on healthy food purchase intention with reference to Instagram. Influencers credibility, involvement with healthy food has positive impact.	Edar Añaña, Belem Barbosa (2023)
69	Orthodontist and social media	Aim of the paper is to understand perception of professional credibility and willingness of followers who can be converted as clients. Before and after treatment images had more impact.	Thiago Martins Meira, Jeany Prestes, Gil Guilherme Gasparello, Oscar Mario Antelo, Matheus Melo Python (2021)
70	Role of luck	No of followers, quality and quality and success relationship. Low popularity needed to improve fairness; low incentive may result in unfair outcomes.	Stefania Ionescu, Anikó Hannák and Nicolò Pagan (2023)
71	Brand equity	Aim is to understand importance of social media marketing capabilities on consumer-based brand equity. Influencers ability to post and interact through the post with the followers positively correlates with brand equity.	“Sofiane Laradi, Nouredine Berber, Hafiz Mudassir Rehman, Md Billal Hossain, Lee-Chea Hiew & Csaba Bálint Illés “, (2023)

Sl. No	Research area	Focus area and outcome	Reference
72	Emerging trends	Research trends and emerging themes. more exploration is required in studies especially with respect to small retailers.	Abu Bashar, Mohammad Wasiq, Brighton Nyagadza, Eugene Tafadzwa Maziriri , (2024)
73	Virtual influencer	Virtual influencer characteristics, their posts characteristics and consumer engagement. emotional expressions, human likeness etc. positively correlate with consumer engagement	Naan Ju, Terry Kim and Hyunjoo Im (2024)
74	Short food supply chain	Consumers quality perception for superfoods, opportunities for farmers. Farmers can sell new healthy luxury food products directly to consumers through SM.	Christoph F. Wiedenroth, Verena Otter (2022)
75	Fashion Instagram	Lifestyle changes through fashion images, style characteristics conveyed by fashion images. Use of visual technology to develop various contents	Sungeun Suh (2020)
76	Invasive species	Tourism stakeholders portraying invasive species. Lack of knowledge, even though awareness is there about invasive plants there is still support for invasive plants.	Stu Hayes, Brent Lovelock & Anna Carr (2023)
77	Food products	Aim of the paper is to understand role of asocial media marketing in food industry. Traditional modes are still considered especially for food industry. Innovative mode to be introduced.	“ Nathaniel Nicolai B. Bermoy, Jerome Justine Jake De Guzman, Janna Lalaine De Guzman, Sofia Kaye P. Dela Vega “, (2021)
78	Mediation of social identification	Effect of continuance, purchase, participation intention. Social media marketing activity indirectly effect consumer satisfaction.	Shih-Chih Chen, Chieh-Peng Lin (2019)
79	Application to small restaurant	Usage of social media for exploring small restaurant. Very few use social media creatively and use social media information to improve.	Elzbieta Lepkowska-White, Amy Parsons and William Berg (2019)
80	Digital foodscapes	Paper aims to understand Japanese Instagram food influencers and their relationship to gendered social reproduction. Prominence of female influencers and bento as the most common form in the same.	Christine Barnes (2023)
81	Food waste issue	Aim is to understand importance of influencers in dealing with food waste issues. Social media provides a fruitful market for initiating and fostering any issues.	Ulla-Maija Sutinen & Elina Närvänen (2022)
82	Digital food	Role of digital in everyday life, growing entanglement between digital and world of food, awareness food citizens should have	Tania Lewis (2018)
83	Maternal to promote vaccine	Proliferation of anti-vaccine content. In anti-vaccine movement mother's role was critical and was very effective in conveying the message. .	“Stephanie Alice Baker, Michael James Walsh”, (2023)
84	Customer engagement in food industry	Aim is to understand how effective influencers are in engaging customers in fast food industry. Feedback or review is critical factor.	“Juntilla, Beatrice Regimae, Castillo, Manolo Jr, Subito, Mike Gabriel, Princess Joy Buenviaje “, (2022)
85	Impact on marketing	Interest and need of customer affecting customer decision. Facebook and Instagram are favorable social networking site which even connects small and large industries.	Ms. Sonali Gaur Ms. Manisha (2020)
86	Influencer interactivity	Mechanism explaining loyalty of followers. influencer authenticity, emotional attachment. Interacting creates positive impact on authenticity. emotional attachment directly impacts brand loyalty.	Sunghye Jun, Jisu Yi (2020)
87	Female social media influencer	Characteristics of influencers and consumers evaluation. favorable attitude towards influencers low and high sincerity influencers.	Jung Ah Lee & Matthew S. Eastin (2020)
88	Disclosure type	Impacts of self-generated versus platform-initiated disclosure by influencers. Consumers express appreciation for transparency, increases trustworthiness.	“Zeynep Karagür , Jan-Michael Becker, Kristina Klein , Alexander Edeling” , (2022)
89	Avoidance influencer endorsed brands	Reasons of gen z avoidance of products. Negative emotions has impact on both influencer and brand avoidance. Anger and brand avoidance, influencer avoidance.	Debasis Pradhan, Abhisek Kuanr, Sampa Anupurba Pahi (2021)

Sl. No	Research area	Focus area and outcome	Reference
90	Virtual influencer	Followers of virtual influencers, digital natives' engagement and decision making. Virtual influencers are effective in brand building but lack of authenticity.	Chen Lou, Siu Ting Josie Kiew, Tao Chen, Tze Yen Michelle Lee, Jia En Celine Ong & ZhaoXi Phua (2023)
91	AI in influencer marketing	Consumers response for influencers create through social media. AI influencers positively impact those consumers who wants uniqueness. Sometimes can lead to trust issues.	Sean Sands, Colin Campbell, Kirk Plangger (2022)
92	e-cigarette	Network of e-cigarette brands and Instagram influencers. e-cigarette influencers with many teenage followers .no restrictions on youth accessing their promotional content.	"Julia Vassey, Tom Valente,Joshua Barker,Cassandra Stanton,Dongmei Li", (2022)
93	Manufacturing influencers	Role of multichannel networks and impact on cultural production. MCN assist influencers standardize cultural products. Talent, content and platform	Fan Liang & Li Ji (2024)
94	Finfluencers	Rise of social media financial influencers and impact on shaping financial subjectivity. Women finfluencers more likely to discuss emotional and mental health aspects of financial planning.	Adam S. Hayes & Ambreen T. Ben-Shmuel (2024)
95	Disclosure analysis (fast fashion company)	Fast fashion company's attempt to build legitimacy for their actions. Mediating role of social media in perpetuating harmful practices of social media.	Alkkiomäki Tiia, Syrjälä Henna, Hanna Leipämaa-Leskinen & Elina Ellonen (2024)
96	Content creation strategy	Globally oriented influencers strategies for content creation, platform affordance. global influencers make strategic choice to translate globally relevant issues.	Kiran Vinod Bhatia, Manisha Pathak-Shelat, Suchetana Sinha, Tatsita Mishra (2024)
97	Tourism promotion videos	Role of destination promotion videos as drivers of resident's empowerment. Found to be effective in providing information of destination place. Valuable tool for educating local resident.	David Amani, Esther Ernest Mfumbilwa (2024)
98	Current situation and trend	Analyzing of current trends to understand rapidly evolving field. Opens ample of opportunities if negative comments are managed and brand image is maintained.	Yaping Jiang (2023)
99	Financial Influencers- gen z	Person with potential to influence financial decision and give warnings regarding financial investments. Financial influencers should be delivering materials meeting expectations	Ms.Falguni Mathews,Akhileshwaran Bharatarajan,Jeetu Kunder,Abhishek Aji, Sahil Chavan , (2023)
100	Technological challenges	To become digital influencer all gen x,y,z should be considered. Emotional control is stable and complicated and persists over time	Maíra Rocha Santos, Thainara Silva de Sousa,Ari Melo Mariano (2024)
101	Decoding factors	Usage of technology for to identify variables shaping Instagram users' intentions to revisit museums. Advancing research in realm of visiting intention withing paradigms.	"Nuria Recuero Virto, Joaquin Aldas Manzano, Jesús García-Madariaga,Francis Blasco L'opez ", (2024)
102	Impulsive buying	Technological improvement in customer interactions leads to impulsive buying among consumers. As stated in the paper Consumer brand identification as mediating mechanism, motivation and impulsive buying theory has been summarized.	"HamedAzad Moghddam, Jamie Carlson, Jessica Wyllie, Syed Mahmudur Rahman", (2024)
103	Fashion influencers	Utilization of data from social media influencers which will help in identifying consumer group through market segmentation. Number of followers is not necessarily important, followers with prestige and recognition is also important.	Eva S'anchez-Amboage,,Pablo Castellanos-García,Ver'onica Crespo-Pereira (2024)
104	Sports and wellness	Suitable social media platform of sports and wellness promotion. Facebook is considered to be more effective social media advertising channels.	Sina Zimmermann,Johannes Dauter, Heiko Gewalt (2023)
105	Emotional attachment	Emotional attachment of consumers and different benefit seeking behavior through social media presence. Animated virtual influencer has stronger emotional attachment	"Ji Yan, Senmao Xia, Amanda Jiang, Zhibin Lin", (2024)

3.2 Summary of the review of literature

Through analysis of various articles published in the same domain, the following key points are used to summarize the study

- 1) There is an impact on consumer behavior due to review system, emotional attachment with the influencer whom they follow.
- 2) When compared to various social platform Instagram, YouTube is more effective in promoting products and attracting consumers.
- 3) Consumers are more likely to purchase products recommended by influencers they perceive as trustworthy.
- 4) Food industry, fashion sports, finance are the main areas covered under the study of influencer marketing.
- 5) Building customer trust is not easy as there are many fake representations online imitating original influencers.

3.3 Research gap

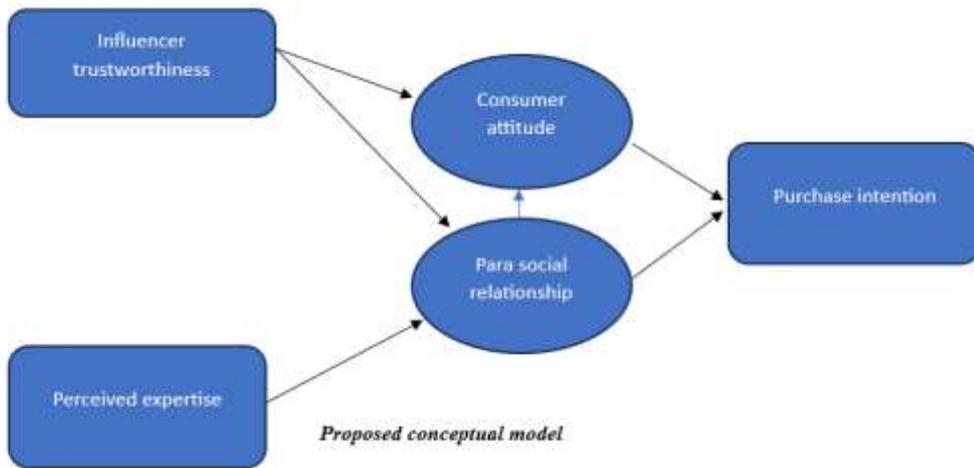
Influencer trustworthiness and consumer purchase intentions as a study are less done in the field of marketing. This comprises of sponsorship disclosure, trustworthiness, privacy issues etc. challenges faced by influencer marketing field is that conversion rate of followers to as consumers of brands promoted by them.

- 1) It is evident from the study that most of the studies are focused on consumer buying behavior in fashion and food sector.
- 2) Limited research explores how cultural differences influences perceptions of influencer trustworthiness in shaping purchase intention.
- 3) Although authenticity is often cited as key factor in influencer success, a specific element that contributes to perceived authenticity such as transparency about sponsorships are not well understood.
- 4) Limited research has investigated ethical implications of influencer marketing. this study can shed light on ethical concerns affect purchase intention.
- 5) The concept of parasocial relationships is not much highlighted and its impact on purchase intention is under researched. Understanding these perceived relationships influence consumer trust and decision making.
- 6) There is lack of focus on how trustworthiness and expertise impact consumer intentions across industries like health care, technology.
- 7) Research should also explore how trustworthiness affects consumer purchase intention across different demographic groups.
- 8) Research should explore how influencer expertise in given area contributes to perceived trustworthiness and its influence on consumer purchase decision.

3.4. Conceptual framework

Research aims to learn how important trustworthiness and perceived expertise in success of social media influencer which results in ultimate consumer decision to purchase goods.

The proposed study basically includes independent variables which are classified as influencer trustworthiness and perceived expertise, consumer attitude and para social relationship being mediating variables towards purchase decision. The proposed conceptual model is guiding light in filling gap in literature regarding influencer marketing and its impact on purchase intention.



3.4.1 ABCD listing of research proposal

ABCD framework is considered here to find out the driving force of consumers in making purchase decision based on social media influencers. ABCD framework provides a detailed overview of the possible challenges that researcher might face in the course of study. Pros and cons of a proposal can be listed out with the help of this particular framework. It also helps researcher in getting to know all the factors that influence without giving a scope for missing any of the important things in the course of execution. ABCD framework is Analysis of Advantages, Benefits, Constraints and drawback analysis of the proposal.

Table 4: ABCD analysis of influencer trustworthiness and consumer purchase intention

Constructs	Features
Advantages	<ol style="list-style-type: none"> 1. The study will be Valuable for predicting consumer trends and behavior especially in industries heavily relies on influencer marketing. 2. The results of the study provide influencers with guidance on building trust with their followers which can enhance their credibility.

Benefits	<ol style="list-style-type: none"> 1. It gives insight to customers on how trust in influencers can impact their purchase decision, helping them become more aware of their own buying motivations and make informed choice rather than impulsive one. 2. The study can help ensure that influencers who promote products do so based on genuine experience, making it more likely that consumers will receive quality recommendations. 3. Study will benefit in understanding the role of trustworthiness, because of which consumers may be less likely to fall victim to false advertising or misleading endorsements.
Constraints	<ol style="list-style-type: none"> 1. This study is mainly concerned with one particular area which is considered to be limited coverage. 2. Findings of the study cannot be generalized because its coverage is limited to one area and group of customers. 3. Trustworthiness can be subjective varying widely from one customer to another. Personal biases, cultural differences and individual perceptions make it challenging to generalize findings, as what one customer considers trustworthy may not hold for another
Disadvantages	<ol style="list-style-type: none"> 1. Consumers may have trouble accurately assessing or reporting how influencer trustworthiness impacts their purchase behavior, leading to social desirability bias. 2. There are huge number of social media platforms existing which is difficult cover in the proposed study. 3. While an influencers trustworthiness may initially drive purchase intention, customer trust can fragile. A single negative experience with an influencer or product can drastically change purchase behavior. This also can impact the results of the study.

IV. RESULTS AND DISCUSSION

4.1. Identified issues in influencer marketing

It is evident from the study conducted that, the major areas that impacts consumer buying behavior are authenticity, trustworthiness, platform, review system, emotional attachment. Consumers will buy products only if it comes from source which can be trusted. Excessive sponsorship or paid promotions may make influencer appear inauthentic. Failing to disclose partnership can mislead consumer raising ethical concern and diminishing credibility. Feedbacks provided by consumers are also base for buying decision. Thus, Feedback is also one of the influencers in decision making. There is no much scope for anonymous blogs and it creates the impression that something is hidden. It is difficult to define and quantify trustworthiness due to its subjective nature.

4.2 Ideal solution and present status

Influencer marketing can be successful by enhancing transparency, leveraging technology and ensuring ethical practices. Brands should prioritize authenticity by collaborating with those influencers who genuinely stand by their values and who can impact audience. Stricter regulatory oversight has improved transparency while brands increasingly favor niche influencers for authenticity. Emerging trends like live streaming shopping and virtual influencers are reshaping the landscape. most studies focus on macro influencers with limited exploration of micro and nano influencers who often enjoy higher trust levels.

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