



Influencer Role in Marketing: An Indian Perspective

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Abstract

India possesses a unique connection with social media. A significant portion of the population is now online due to affordable data plans, cost-effective smartphones, and platforms that cater to various languages. Digital advertising is often encountered for the first time by many of them. As a result, influencer marketing has grown rapidly because it seamlessly fits into everyday conversations and originates from voices the audience trusts.

This paper examines two aspects of influencer marketing strategy, namely (i) what builds trust and (ii) what undermines trust. This paper carries out a survey of 250 social media users belonging to the academic and industry domains and aged between 18 and 35. The aim of this survey-based investigation is to examine how influencers affect purchase decisions, what makes them credible, and how different types perform across India's diverse market. Further, in order to understand why some influential relationships succeed while others fail, this paper utilizes Source Credibility Theory, Parasocial Interaction Theory, and Congruity Theory.

A number of key patterns emerge from the findings that support the effectiveness of influencer marketing. Authenticity is found to be the strongest driver of trust (cited by 76% of respondents), compared to 34% for follower count. Micro-influencers are found to outperform celebrities in terms of trust and engagement, especially in Tier 2 and Tier 3 cities. Notably, a sufficiently high number of respondents (58%) reported making a purchase based on an influencer's recommendation. Furthermore, the study identifies a number of key barriers to influencing marketing strategy, including poor disclosure practices, fake engagement, excessive promotion, and cultural reversals. In general, Indian influencer marketing is found to be effective due to its alignment with traditional reliance on trusted recommendations. However, this trust is generally fragile in nature. Credibility is found to deteriorate generally when authenticity is substituted with excessive commercialization or disguised advertising. Overall, we conclude in this paper that long-term success depends less on reach and more on trust, and once lost, that trust is hard to rebuild.

Keywords: *Influencer Marketing; Consumer Behavior; Social Media; India; Source Credibility; Parasocial Interaction; Micro-Influencers; Purchase Intention*

1. Introduction

The connection between knowledge, recommendations, and purchases has always been social. Prior to the internet, people primarily relied upon unbiased opinions from neighbors, relatives,



and community elders. Social media itself has not altered this relationship drastically. Rather, it has actually scaled it. In countries like India, this scaling is found to be particularly rapid and noticeable.

During the years 2019 to 2024, India is able to add over 180 million internet users. Cheap data, affordable cellphones, and multilingual services have connected millions of Indians (consumers, sellers, etc.) online over the internet. A significant number of such consumers were earlier far beyond the influence of conventional advertising strategies. Thus, this modernization has generated an extremely diverse influencer marketplace. Now, beauty vendors in Mumbai, cooking experts in Chennai, agricultural channels in rural Punjab, and financial educators providing services to first-generation investors in tier-3 towns can all easily affect millions of customers worldwide, along with their regional customers.

Considering the fact that a significant amount of the recent literature, such as Freberg et al. (2011), Lou & Yuan (2019), and De Veirman et al. (2017), is based in Western, English-language contexts. Moreover, since India has a wide range of cultures, it is an inspiring and complex place for study. Gupta & Verma (2025) performed a large meta-analysis study by reviewing 671 research papers, and they concluded that emerging markets like India remain underrepresented. Further, they also concluded that findings from other regions may not fully apply due to differences in language, trust dynamics, and platform use.

The purpose of this paper is to fill part of the above-identified gap in terms of influencing marketing. In this study, we examine how India's cultural and language diversity drives consumer decisions and what factors contribute to consumer trust. Moreover, we assess the transparency and credibility of micro-influencers as compared with celebrities and larger creators. This paper aims to accomplish these objectives by addressing the following research questions:

- RQ 1. How much influence do influencers have on Indian consumer purchase decisions, and how do their implications vary with respect to city tier?
- RQ 2. What factors contribute to confidence in influencers, and in what ways do authenticity and disclosure interact?
- RQ 3. When does influencer marketing outperform traditional advertising in India?
- RQ 4. What challenges are associated with influencer marketing in India's cultural and regulatory context?
- RQ 5. What are the best ways for brands to optimize influencing strategies for regional and vernacular audiences?

In this paper, we combine primary survey data ($n = 250$) with a review of recent academic and industry research. Further, in this paper, we make use of Source Credibility Theory (SCT), Parasocial Interaction Theory (PIT), and Congruity Theory (CT). The combination of all of these theories contributes to our understanding of why influencer marketing is successful and when it is not.

2. Background

Rather than relying on a single lens, this paper draws on three complementary theories to explain influencer marketing. Together, they capture credibility (why consumers trust



influencers), relational dynamics (why emotional bonds form), and congruence (why certain influencer–brand combinations work better than others).

2.1 Source Credibility Theory

Source Credibility Theory, developed by Hovland and Weiss (1951) and later refined by Ohanian (1990), argues that persuasion depends on expertise, trustworthiness, and attractiveness. A meta-analysis of 250 effect sizes (Han, 2024) confirms credibility as the strongest predictor of attitude change and purchase intention in influencer marketing.

In India, expertise is domain-specific. For example, a food influencer in Tamil Nadu signals expertise through regional knowledge, while a finance influencer in Mumbai is increasingly expected to meet formal qualification standards under ASCI's 2025 amendments. This study accounts for such contextual variation.

2.2 Parasocial Interaction Theory

Parasocial Interaction (Horton and Wohl, 1956; Rubin et al., 1985) explains the one-sided emotional bonds audiences form with media personalities. These relationships feel real and influence behaviour, despite being non-reciprocal.

IAMAI (2023) finds PSI to be stronger in regional-language content due to greater cultural and linguistic closeness. By sharing personal and community-centric content, influencers build stronger connections, resulting in higher conversion rates. This is particularly true in Tier 2 and Tier 3 markets, where vernacular creators consistently surpass English-language influencers in terms of engagement.

2.3 Congruity Theory

Among the factors that influence consumer response is a harmonious relationship between influencer persona, brand identity, and category (Belanche et al., 2021). An increased congruence strengthens perceived authenticity. On the other hand, a low congruence makes recommendations seem solely commercial.

Congruence has a cultural dimension also in India. By promoting culturally aligned brands, regional influencers get the benefit of cultural authenticity. The cultural factor is currently understudied, and it offers sufficient opportunities for future research.

3. Literature Review

In the last decade, marketing research has become increasingly influential. Over the years, this discipline has evolved from a descriptive field based on case studies and industry insights to a specialized discipline. Now this field includes validated frameworks, meta-analyses, and market studies. This section of the paper summarizes major findings, with an emphasis on insights relevant to India.

3.1 The Influencer as Digital Opinion Leader

According to Freberg et al. (2011), influencers are digital opinion leaders whose authority comes from credibility and social proximity rather than direct authority. Because influencer marketing relies on connections rather than one-way communication, this difference remains crucial. In India, this relationship component is far more significant. In India, purchase decisions are generally influenced by family and community. This makes influencers function more like trusted peers. This observation is further supported by EY India (2024). According

to EY India (2024), 61% of brands emphasize engagement as compared to follower count. This illustrates the rising importance of genuine connections over just expanding reach.

3.2 Trust, Authenticity, and the Credibility Problem

Lou and Yuan (2019) indicated that both the value of the message and the credibility of the source play a role in shaping consumer trust, which in turn propels purchase intention. Their framework is consistent with Source Credibility Theory and has been broadly validated. Nevertheless, the growth of commercialization has created difficulties in preserving authenticity. De Veirman et al. (2017) discovered that undisclosed promotions undermine credibility when audiences identify them as paid. This effect is stronger in India because here trust plays a central role in decision-making. Supporting this assertion, an ASCI (2024) report discovered that 69% of top influencers did not properly disclose their paid partnerships—mirroring this paper’s conclusion that transparency is an essential driver of trust (68%). In a meta-analysis involving 671 studies, Gupta and Verma (2025) point out that despite the fact that there is a considerable amount of empirical research available. Still, theoretical diversity is quite restricted, and it heavily relies on credibility and parasocial frameworks. This paper addresses that gap by combining multiple theories to create a clearer picture of the role of influencers.

3.3 Micro-Influencers and the Niche Advantage

It is widely believed that micro-influencers perform better than larger creators, but the effect is context-dependent. According to KPMG India (2022) and IAMAI (2023), there is a higher engagement level and a stronger emotional connection between micro-influencers and regional language content. Further, according to Koflucence (2024), these engagement rates are 3 to 4 times higher than those of macro-influencers. However, a broader evidence study carried out by the authors in (ScienceDirect, 2024) suggests that this advantage varies and is not the same for everyone. The influence of macro-influencers remains more effective when it comes to brand awareness and reach, while the influence of micro-influencers is more effective for niche, trust-driven categories such as health and finance. Ultimately, the effectiveness of a campaign depends largely on the goal, type of product, and audience of the campaign.

3.4 Regional Language and Cultural Congruence in India

A crucial component of Indian culture is its vernacular content, which remains unexplored. In a study by IAMAI (2023), it was found that influencers who speak regional languages build stronger emotional connections. Similarly, Statista India (2024) suggests that such content is associated with a higher rate of engagement. This creates strategic trade-offs. Despite the fact that a single English-speaking influencer may provide national reach, regional creators are still capable of achieving greater trust and improved conversion rates. The study carried out by Koflucence (2024) confirms that localized campaigns with micro-influencers often outperform national campaigns in driving actual sales.

3.5 Regulatory Evolution: ASCI, CCPA, and Transparency

In India, the regulations regarding influencer marketing have significantly evolved over time, and they have become more robust. The ASCI created official standards requiring the transparent disclosure of compensated content in 2021. In 2023, the scope of regulations was

extended to include finance influencers under the regulatory framework. In the year 2025, the scope was further expanded to address health, nutrition, and even influencers created by AI. These guidelines operate in conjunction with the Consumer Protection Act (2019) and the CCPA regulations (2022), which impose penalties for deceptive endorsements. Regardless of this, adherence to regulations remains an issue, especially within the Indian market. The study of ASCI (2024) revealed that 69% of major influencers failed to comply with disclosure norms. It clearly illustrates the inconsistency between regulatory frameworks and practical implementation.

4. Research Methodology

4.1 Research Design

In this study, we combine primary survey data with a structured review (secondary data) of academic and industry literature. By doing so, the study can both measure consumer attitudes and situate them within a broader context. **Table 1** summarizes about considered data collection strategy of this paper.

4.2 Primary Survey- Sample and Instrument

A survey of 250 Indians active on social media was conducted during the investigation. Each participant is screened for at least one hour of daily social media use and awareness of influencer content on social media. The 18–35 age group is chosen as it represents the most active segment on social media platforms. For example, the active Instagram users in India are approximately 43.74% belonging to the age group 25–34, 28.67% in the age group 18–24, as per the authors in (Kofluence 2024).

4.3 Data Collection

The data collection strategy makes use of a structured questionnaire that aims to collect data on social media use, trust, credibility, purchase behavior, and disclosure attitudes. We also consulted EY India (2024), KPMG India (2022), Statista India (2024), IMAI (2023), ASCI (2021, 2023, 2025), and Kofluence (2024) for secondary data, along with peer-reviewed articles identified through Scopus.

4.4 Analytical Approach

Primary data is analysed using descriptive statistics and the cross-tabulation method in this paper. Since the study's design and sample size do not support advanced methods like regression or structural equation modeling. Therefore, we cannot provide strong causal conclusions. Whenever causal insights are discussed in this paper, the underlying secondary literature is relied upon for support. The authors are of the opinion that future researchers should apply Structural Equation Modelling (SEM) using validated scales in order to study causal behavior.

Table 1: Considered data collection strategies.

| Parameter | Specification |
|------------------|--|
| Sample Size | 250 respondents |
| Age Range | 18–35 years |
| Geographic Scope | India (national; not stratified by region) |

| | |
|--------------------|--|
| Platform Inclusion | Instagram, YouTube, Moj, Facebook, Twitter/X |
| Screening Criteria | Active social media user (≥ 1 hour/day); influencer-aware |
| Survey Format | Structured questionnaire (5 thematic modules) |
| Secondary Sources | EY, KPMG, Statista, IAMAI, ASCI, Koflucence, Scopus peer-reviewed literature |
| Analysis Method | Descriptive percentage analysis; secondary literature synthesis |

5. Data Analysis and Findings

The outcomes of the carried out investigation in this paper are organised across five themes, viz., exposure, trust, purchase behavior, channel comparison, and influencer tiers. Each of these dimensions is detailed below:

5.1 Social Media and Influencer Exposure

Table 2: Effect of social media and influencer exposure on digital marketing.

| Category | Percentage (%) |
|--|----------------|
| Follow at least one influencer | 82% |
| Follow three or more influencers | 64% |
| Daily exposure to influencer content | 71% |
| Actively seek influencer content before purchase | 53% |

Table 2 depicts the effect of social media and influencer exposure on digital marketing in India. Influencer content is found to play a pivotal role in digital consumption within India. The majority of respondents engage with influencers, and a significant number come across this type of content on a daily basis. It is important to note here that a sufficiently high percentage of customers (53%) actively search for influencer content before making purchases. This clearly indicates that influencers often act as a primary research source rather than passive exposure. These observations align perfectly with EY India (2024), where 61% of brands prioritize engagement over reach. Also, the results support IAMAI (2023), which frames influencer content as peer recommendation rather than advertising.

5.2 Trust in Influencers: Determinants and Hierarchy

Table 3: Effect of trust in influencers and its impact on digital marketing strategies.

| Factor Influencing Trust | Percentage (%) |
|--|----------------|
| Authentic, non-scripted content | 76% |
| Transparency in paid advertising disclosures | 68% |
| Domain expertise and niche knowledge | 61% |
| Consistent content quality over time | 54% |
| Language and cultural familiarity | 48% |

| | |
|---------------------------|-----|
| Follower count/popularity | 34% |
|---------------------------|-----|

Table 3 presents the findings from the study aimed at understanding how trust in influencers affects digital marketing. The trust structure is established to be both theoretically coherent and practically relevant for developing digital marketing approaches. Authenticity, which refers to content that represents true experiences rather than pre-planned promotions, is identified as the leading factor in trust. This fact is backed in our observation by the fact that 76% of respondents acknowledged it. These observations confirm Source Credibility Theory’s trustworthiness dimension (Ohanian, 1990). They also comply with Han’s (2024) finding that trustworthiness outweighs attractiveness as a credibility predictor. Transparency in paid disclosures is ranked second at 68% that clearly indicates an increase in consumer awareness regarding commercial intent. Although it is a positive trend, these findings still contradict ASCI’s (2024) finding that 69% of top influencers fail to comply with disclosure norms. It points out a major divide between the expectations of consumers and the actual practices within the industry. Follower count criteria is ranked lowest (34%) by surveyors. It indicates that brands that focus predominantly on audience size could be valuing the wrong measure. Finally, based on our investigation, we conclude that the influence on Indian consumers is greater from an influencer's credibility and honesty rather than from their popularity.

5.3 Purchase Behavior Influenced by Influencers

Table 4: Effect of purchase behavior influenced by influencers.

| Purchase Response Category | Percentage (%) |
|---|----------------|
| Made a purchase directly based on the influencer's recommendation | 58% |
| Considered a purchase, but did not proceed | 27% |
| Not influenced by purchase behavior | 15% |

Table 4 depicts the obtained analysis results to study the purchase behavior influenced by influencers. Over half of respondents (58%) made purchases based on influencer recommendations, and it is a sufficiently high conversion rate over all advertising channels of digital marketing. Comparatively, global display advertising strategy has a conversion rate of under 5%. It illustrates the effectiveness of influencer marketing, which is driven by parasocial trust and niche expertise. In the consideration stage, the 27% of buyers who considered but did not purchase still represent a significant influence. The authors are of the opinion that, despite not converting immediately, regular exposure across sessions and channels surely has a positive impact on future decisions.

5.4 Influencer Marketing versus Traditional Advertising

Table 5: Comparison between influencer marketing and traditional advertising strategies.

| Evaluation Criterion | Influencer Marketing | Traditional Advertising |
|------------------------|----------------------|-------------------------|
| Relatability | 72% | 28% |
| Trustworthiness | 65% | 35% |
| Engagement Level | 78% | 22% |
| Perceived Authenticity | 70% | 30% |

Table 5 presents a comparative analysis of the outcomes between influencer marketing and conventional marketing strategies. The analysis of the comparative results shows that influencer marketing in the present era significantly exceeds traditional advertising across all four criteria examined. Engagement (78% vs 22%) and relatability (72% vs 28%) evaluation criteria are found among the most affected levels that directly affect the purchasing decisions of a customer. These findings support the principles of parasocial interaction theory. It indicates that audiences prefer content that feels like a personal conversation with someone they trust instead of a corporate message. However, these results reflect perceptions and not objective performance. Because there may be a possibility that familiarity with or reduced exposure to traditional media can affect self-reported preferences. The authors are of the opinion here that in order to conduct a more rigorous comparison, we require a controlled experiment under identical conditions.

5.5 Influencer Tier Effectiveness: A Nuanced View

Table 6: Effects of influencer tier effectiveness on digital marketing strategies.

| Influencer Type | Follower Range | Trust Level | Reach | Engagement Rate | Best Use Case |
|-------------------|----------------|-------------|-----------|-----------------|-----------------------------------|
| Nano-influencers | < 10K | Very High | Very Low | Very High | Hyperlocal, community trust |
| Micro-influencers | 10K–100K | High | Medium | High | Niche products, tier-city markets |
| Macro-influencers | 100K–1M | Medium | High | Medium | Brand awareness, urban markets |
| Celebrities | > 1M | Low | Very High | Low | Mass reach, aspiration marketing |

Table 6 illustrates the effect of influencer type on the purchasing decisions of customers in the digital marketing world. A key shift can be seen when nano-influencers are included in digital marketing. Smaller creators tend to generate the highest trust and engagement per follower, especially for hyperlocal and community campaigns. These observations are supported by Kofluence (2024), which shows nano-influencers have an engagement rate of 7–10% versus 1–3% for macro-influencers. However, we are of the opinion that influencer tiers should not be treated as the sole ranking mechanism of industries. This is because the meta-analysis study conducted in ScienceDirect (2024) shows that effectiveness depends on campaign goals. We are of the opinion that influencers who operate in vernacular languages are particularly well-suited for Tier 2, community-centric campaigns. Whereas macro-influencers are indispensable for achieving large-scale brand awareness. Hence, we conclude that each tier serves a different purpose, and it should be chosen accordingly by industries for digital marketing.

6. Challenges in Indian Influencer Marketing

Influencer marketing in India faces structural challenges, not incidental ones. Due to India's unique regulatory and cultural context, these challenges are created by the same factors that drive its success, viz., scale, speed, and informality. The major challenges in Indian influencer marketing are as follows:

6.1 Over-Commercialisation and Authenticity Erosion

In addition to the growth of influencers, commercial pressure is also on the rise. In many cases, brand deals and frequent promotions can undermine authenticity, which is a crucial aspect of trust-building. The paradox here is that influencer marketing succeeds due to the sense of genuineness it creates, but success encourages behavior that undermines that authenticity. In fact, research consistently shows that perceived inauthenticity lowers both audience trust and campaign effectiveness (Lou & Yuan, 2019; De Veirman et al., 2017).

6.2 Disclosure Non-Compliance

The Consumer Protection Act 2019 provides legal backing for disclosure norms, but 69% of top influencers did not comply with them, as per authors in ASCI (2024). This suggests that the issue is less about a lack of awareness and more about inadequate incentives. Further, unannounced promotions are frequently viewed as more effective, which leads to a shared compliance dilemma.

The problem can be solved by framing stronger enforcement (via the CCPA), stricter disclosure systems at the platform level, and a greater consumer demand for transparency.

6.3 Fake Engagement and Metric Fraud

The artificial inflation of follower counts, together with engagement, has made traditional metrics unreliable in the current era of digital marketing. Brands that depend only on these traditional metrics generally face the danger of investing in visibility that is nonexistent. Further, it also compromises the fundamental commitment to genuine audience engagement. Here, according to us, the solution is to shift from subjective (traditional) metrics to outcome-based indicators. The outcome-based indicators include more robust and mature metrics like conversions, verified reach, sentiment analysis, and audience authenticity checks using advanced platforms.

6.4 Cultural Sensitivity and Linguistic Complexity

Implementing uniform campaigns can be risky in the Indian context, as it has vast linguistic and cultural diversity. Content that is successful in one place may fail in another due to differences in language, traditions, or social conventions. This highlights the importance of local influencers. This is because they function as cultural interpreters and can easily guide brands through the complexities of regional nuances.

6.5 The Emerging Virtual Influencer Challenge

As the trend of AI-generated influencers continues to rise due to advancements in the computer field. Therefore, the ASCI has established mandatory public disclosure requirements in its 2025 guidelines. However, this brings forth more serious inquiries. Firstly, is it feasible for audiences to form comparable bonds with virtual identities in a marketplace where trust is built through perceived human interaction? Secondly, if they are able to, how do current theories of trust and credibility come into play? In this paper, these raised inquiries remain as open questions for future research.

7. Strategic Recommendations

In this paper, we proposed the following strategic recommendations under different categories based on the carried out investigation:



7.1 For Brands and Marketing Practitioners

1. For Tier 2/3 and community-focused markets, where trust is more important than reach, the brands must give priority to micro- and nano-influencers. However, for nationwide brand recognition, one must primarily use macro-influencers.
2. Rather than focusing solely on follower count or exaggerated statistics, the brands should choose influencers based on quality engagement factors like real comments, shares, saves, etc.
3. For non-metropolitan audiences, the brands should use material in vernacular languages produced by creators who are further culturally compatible to increase conversion.
4. To establish credibility and to get rid of the inauthenticity of one-time marketing, the brands should concentrate on long-term collaborations of at least 12+ months.
5. It is crucial to ensure a strong compatibility between the brand and the influencer in terms of their expertise, audience, tone, and values. This is because a lack of alignment can lead to a significant reduction in trust.
6. The brands should make ASCI-compliant disclosure mandatory. This is because of the fact that a long-term trust loss from non-disclosure outweighs any short-term gains.

7.2 For Influencers and Content Creators

1. The influencers must preserve authenticity as their core asset. Trust is always built on genuine opinion. The influencers should avoid misaligned brand partnerships, as doing this may bring short-term gains, but it will damage long-term audience relationships.
2. The influencers must fully abide by the CCPA and ASCI disclosure requirements. This is because audiences are misled by non-disclosure, which further erodes public confidence in the ecosystem.
3. The influencers must understand the importance of niche depth over extensive reach. A trusted voice within a defined community is generally more valuable than a sizable but less engaged audience.

7.3 For Policymakers and Regulators

1. As part of the regulatory authority, the Indian government must improve ASCI compliance by enforcing the mandatory use of platform-level disclosure tools, especially on Instagram and YouTube.
2. Invest in educating consumers must be carried out in order to enhance their understanding of paid influencer content. This helps in mitigating information asymmetry.
3. We must expand ASCI's qualification and disclosure regulations to encompass additional high-risk sectors, including edtech, supplements, and multilevel marketing.
4. We must develop a public registry of compliant brands and influencers to promote transparency and accountability.

8. Limitations and Future Research Directions

The current investigation carried out in this paper has several limitations that could guide both interpretation and future research directions. Various key limitations identified in this paper are as follows:

- The considered sample (n = 250, age 18–35) is not geographically stratified. This limits the generalization of the obtained results to Tier 2/3 markets.



- The analysis in this paper is of a descriptive nature. Any causal insights are reflective of supporting literature rather than originating from primary inferential testing.
- The survey does not use validated psychometric scales, so measurement reliability cannot be formally assessed.
- The cross-sectional design of this paper does not reflect the progression of trust as time passes.
- Different content format (e.g., Reels, long-form, live commerce) is not included in the investigation in this paper. However, these content formats have growing importance in influencing trust and conversion (Kofluence, 2024).

9. Conclusion

Cheap data and a young population are not the driving forces behind influencer marketing in India. In India, purchase decisions have always been shaped by social recommendations, and digital platforms have simply scaled and made this process searchable. Source credibility, parasocial connections, and brand-audience congruence are three key dynamics identified in this paper that underlie its effectiveness. By understanding these mechanisms, brands, creators, and policymakers can make more informed decisions than by merely observing the scale of influencer marketing.

In this study, we found that influential figures significantly influence purchase decisions (58% conversion). Further, authenticity is found to outweigh popularity (76% vs 34%). Also, micro-influencers are found to outperform celebrities in terms of trust and engagement. The investigation carried out in this paper also highlights a critical risk that the trust that drives this ecosystem is fragile in nature. It varies by region and influences third parties. Also, it is increasingly threatened by poor disclosure.

Despite the growing user bases, the emergence of new platforms, and AI-driven content that are becoming part of India's digital ecosystem, the fundamentals of the sector remain the same. The majority of people trust recommendations made by those they are familiar with and who speak their language about the subjects they are concerned about. The success of influencer marketing lies in respecting this trust, and its failure lies in exploiting it.

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