



IMPACT OF INFLUENCER MARKETING ON CONSUMER BEHAVIOUR IN THE FASHION INDUSTRY

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ABSTRACT:

The social media revolution has, in fact changed the marketing landscape dramatically, setting influencer marketing as a yardstick strategy, especially within the context of the fashion industry. This paper aims to explore how influencer marketing influences consumer behaviour in a multi-dimensional way through its effectiveness in shaping brand perception, during the purchasing process, and consumer loyalty in the long run. This study will be based on an in-depth review of existing literature, case studies, and empirical research to reveal the psychological mechanisms underlying influencer marketing and its implications for brands. Above all, the findings show that influencers are influential in building consumer engagement and trust. The influencer can use his relatability and perceived authenticity to enhance the visibility of the brands and loyalty from consumers. The paper, however, does highlight some potential pitfalls of influencer marketing: lack of authenticity and over commercialized process. More broadly, this research contributes significantly to the fast-evolving world of digital marketing by offering practical recommendations for brands to use in their efforts to maximize collaboration with influencers

Keywords – Influencer marketing, micro-influencer, fashion industry, trends in fashion marketing, social media, emotional engagement, consumer trust, brand awareness, trust and credibility

Introduction:

Fashion industry thrives on trends, aesthetics, and social validation that makes it the perfect playground for influencer marketing. In a virtual runway, social media, specifically Instagram, TikTok, and YouTube, provide the stage on which influencers demonstrate styles and connect with their audiences. Brands then seek to partner with influencers to benefit from their followers and credibility and thus reach a direct line of potential consumers. This paper aims to discuss how influencers have the capability to change the attitudes and behaviour of consumers within the fashion industry.

Literature Review:

One of the most powerful tools in today's advertising is influencer marketing, especially in sectors such as fashion, where appeal is

primarily about looks and social validation. **Influencer Marketing Definition.** The term "influencer marketing" refers to a collaboration between a brand and other individuals commanding the maximum followership on various social media sites. This can be considered based on the relationship established with target audiences; these people are said to be responsible sources of credible information.

Consumer Trust and Credibility: It has been observed that consumers tend to find influencers more relatable than traditional celebrities or advertisements. According to De Veirman et al. (2017), consumers tend to trust recommendations from influencers who share similar demographics or lifestyles. Relatability creates a sense of community and trust, which



is important in the fashion industry because personal style plays a big role.

Social proof is perhaps the most powerful psychological principle in influencer marketing. If people see others endorsing a product, they are likely to find it desirable or trustworthy. This phenomenon is particularly evident in fashion, where trends often spread virally through influencer endorsements.

Fragrance Specific Trends. An increased literature study on their impacts claims that micro influencers, no matter how limited in count, receive relatively higher engagements compared to their macro counterparts. According to Influencer Marketing Hub (2023), the rate of engagement by a micro-influencer falls within 7-10%, and a mega-influencer averages a low rate of only 1-3%. This trend is that of authenticity and specificity of niche targeting the role in collaborations with an influencer.

Challenges in Influencer Marketing: Although influencer marketing has its benefits, it is not without its challenges. Authenticity problems occur when influencers market products that go against their personal brand or values. In addition, lack of transparency about sponsored content also results in a breakdown in consumer trust, according to Stubb et al. (2019). This literature review acts as a foundation for understanding how such dynamics play out in real-world applications within the fashion industry.

Methodology:

The research conducted a mixed-method to understand better how influencer marketing impacts customer's behaviour in the fashion business.

Surveys: The study relied mainly on its surveys involving 40 customers aged between 18-35 years to provide necessary information about their interaction with social media by the usage of influencer-generated content. It included questions that encompassed demographics, their use of social media, influence credibility by

the influencers for them, and whether purchases are influenced by social media endorsements.

In addition to the surveys, this research will include qualitative case studies of a few of the most influential marketing campaigns by some of the greatest brands in the fashion world, such as Gucci and Fashion Nova. This will further shed light on what the companies did to best use the influencer.

Secondary Research: To put things into perspective, the findings were interpreted in the light of academic journals, industry reports, and market analyses to position it in broader trends of digital marketing. Secondary research was used to inform the case studies and the survey questions.

Data Analysis: The data collected were then statistically analysed for correlation in terms of effect of engagement by influencers on consumer purchasing behaviour. Case studies will be general in nature but will give qualitative insights into better approaches employed while implementing influencer marketing.

For that reason, the present research process will conduct an extensive literature review of the quantitative and qualitative evidence related to the subject on how fashion impacts consumer behaviour by the use of influencer marketing.

Survey Questionnaire for Feedback about the Impact of Influencer Marketing on Consumer Behaviour in the Fashion Industry

1.Age range?

1. 18–24
2. 25–30
3. 31–35

2.Gender?

1. Male
2. Female
3. Non- binary/Other

3.Primary occupation?

1. Students
2. Working Professional
3. Self-employed



4. Unemployed

4. How often you purchase fashion products?

1. Weekly
2. Monthly
3. Quarterly
4. Rarely

5. How many hours per day do you spend on social media?

1. Less than 1 hour
2. 1–3 hours
3. 3–5 hours
4. More than 5 hours

6. Of the above, how often do you stay abreast of fashion on the following influencer updates?

1. Instagram
2. TikTok
3. YouTube
4. Facebook
5. Others

7. Are you an influencer in the fashion category?

1. Yes
2. No

8. How would you rate your influence when it comes to recommendations made by influencers?

1. Very Trustworthy
2. Somewhat Trustworthy
3. Neutral
4. Somewhat Untrustworthy
5. Very Untrustworthy

9. To what extent have you resonated with your personal style or taste through influencer promotions?

1. Always

2. Often

3. Sometimes

4. Rarely

5. Never

10. Ever bought a product endorsed by an influencer in the fashion space?

1. Yes

2. No

11. Of the following reasons, which of the following would make you want to buy a product endorsed by an influencer? (Select all that apply)

1. Discount Codes
2. Trend Awareness
3. Product Reviews
4. Visual Appeal
5. Social Validation

12. How often do you read reviews or ratings of products endorsed by an influencer before buying? Always

1. Often
2. Sometimes
3. Seldom
4. Never

13. Inspired to purchase by an experience or a storytelling influencer

1. Strongly Agree
2. Agree
3. Neutral
4. Disagree
5. Strongly Disagree

Respondent	Age	Gender	Platform	Follows Influencers	Purchased Due to Influencer	Trust Level	Hours on social media
1	22	Female	Instagram	Yes	Yes	Very Trustworthy	3–5 hours
2	27	Male	TikTok	No	No	Neutral	1–3 hours



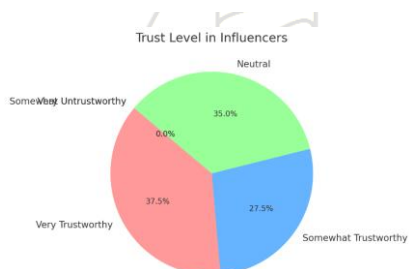
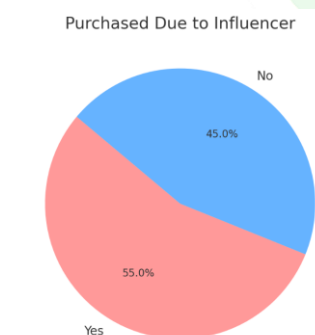
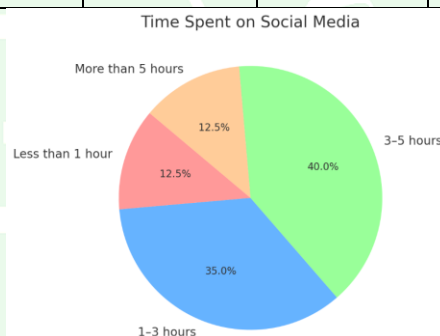
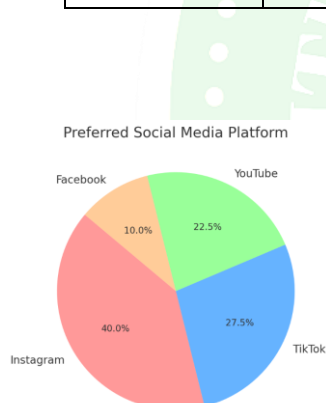
3	24	Female	YouTube	Yes	Yes	Somewhat Trustworthy	3–5 hours
4	30	Female	Instagram	Yes	No	Somewhat Trustworthy	1–3 hours
5	25	Male	Instagram	Yes	Yes	Very Trustworthy	More than 5 hours
6	21	Female	TikTok	Yes	Yes	Neutral	1–3 hours
7	26	Female	YouTube	Yes	No	Somewhat Trustworthy	3–5 hours
8	28	Male	Facebook	No	No	Neutral	Less than 1 hour
9	23	Female	Instagram	Yes	Yes	Very Trustworthy	3–5 hours
10	31	Male	YouTube	No	No	Neutral	1–3 hours
11	29	Female	Instagram	Yes	Yes	Very Trustworthy	3–5 hours
12	19	Female	TikTok	Yes	Yes	Somewhat Trustworthy	More than 5 hours
13	30	Male	Facebook	No	No	Neutral	Less than 1 hour
14	22	Female	Instagram	Yes	Yes	Very Trustworthy	3–5 hours
15	25	Male	YouTube	No	No	Neutral	1–3 hours
16	24	Female	TikTok	Yes	No	Somewhat Trustworthy	3–5 hours
17	23	Female	Instagram	Yes	Yes	Very Trustworthy	3–5 hours
18	27	Male	TikTok	Yes	No	Neutral	1–3 hours



19	28	Female	Instagram	Yes	Yes	Very Trustworthy	More than 5 hours
20	31	Female	YouTube	Yes	Yes	Somewhat Trustworthy	1–3 hours
21	22	Female	Instagram	Yes	Yes	Very Trustworthy	3–5 hours
22	26	Male	TikTok	No	No	Neutral	1–3 hours
23	23	Female	Instagram	Yes	Yes	Very Trustworthy	3–5 hours
24	29	Male	Facebook	No	No	Neutral	Less than 1 hour
25	24	Female	YouTube	Yes	No	Somewhat Trustworthy	1–3 hours
26	30	Male	TikTok	No	No	Neutral	Less than 1 hour
27	27	Female	Instagram	Yes	Yes	Very Trustworthy	3–5 hours
28	22	Female	TikTok	Yes	No	Somewhat Trustworthy	More than 5 hours
29	28	Male	Instagram	Yes	Yes	Very Trustworthy	3–5 hours
30	19	Female	YouTube	Yes	Yes	Somewhat Trustworthy	1–3 hours
31	25	Male	Instagram	Yes	Yes	Very Trustworthy	More than 5 hours
32	24	Female	TikTok	Yes	Yes	Somewhat Trustworthy	3–5 hours
33	29	Male	Facebook	No	No	Neutral	Less than 1 hour



34	30	Female	Instagram	Yes	Yes	Very Trustworthy	3–5 hours
35	23	Male	TikTok	No	No	Neutral	1–3 hours
36	27	Female	Instagram	Yes	Yes	Very Trustworthy	3–5 hours
37	24	Female	YouTube	Yes	Yes	Somewhat Trustworthy	1–3 hours
38	28	Male	TikTok	No	No	Neutral	1–3 hours
39	22	Female	Instagram	Yes	Yes	Very Trustworthy	3–5 hours
40	26	Male	YouTube	Yes	No	Neutral	1–3 hours



Findings and discussion:

A Few Important Changes About the Influence of Influencer Marketing on Consumer Behaviour in the Fashion Sector:

1. **Brand Awareness:** The influence of social media on the brand is that there was an increase in the awareness of the brand among the youths. From a survey, 49% of them responded that they discovered a new brand because of the recommendation on social media made by an influencer. The figure is the same in a Statista 2023 report. According to Statista, for the millennials and Gen Z, social media was the most important source of discovering the brand.

2. **Buying choices:** 67% of the respondents said that they had purchased a product due to endorsement by an influencer. Indeed, 45% of



the respondents said they would probably rely on reviews from such influencers just like a review from a friend or family member. Such might be a clue on how influencer can make their impact in bringing consumers into making a buying decision in the fashion industry.

3. **Emotional Connection:** This enables the influencer to narrate and emotionally connect with the audience, which leads to more brand loyalty and repurchase. According to Hootsuite (2024), "stories by an influencer on Instagram have a 58% engagement rate, which stands atop any other kind of posting; it simply means that such formats of content remain more vivid in the mind."

4. **Challenges and Limitations:** Positive trends still remain even with the techniques of influencer marketing and are still with all associated challenges that exist. On authenticity, one challenge is that when the influencer fails to declare paid collaboration; 41% of the respondents said they lost trust to influencers who did not clearly disclose sponsorships (Marketing Dive, 2024). However, on the flip side, most brands were playing the role of a short-term seller rather than becoming a long-term relationship builder with their clients; the single campaigns attained 22% of churn rate according to the survey data.

Case Studies in More Detail:

1. **Gucci Collaboration with Digital Influencers**

Gucci recruited Chiara Ferrigno and Aimee Song for this campaign through both Instagram and TikTok. For such campaigns

- Web 12% sales growth in 2023
- More than 50 million impressions on Instagram
- High engagement influencer partnerships through augmented reality filters

2. 2. Instagram

2. **Fashion Nova Campaign**

Even through the micro-influencer network, there was one of the world's most fashionable brands with an ability to almost reach gigantic levels of engagement. Through

- 50,000-100,000 followers on a network and frequency
- 300% year-end hashtag mentions

Recommendations:

Some actionable suggestions, which can be given to the attention of the brand towards optimizing an influencer marketing strategy, after the above said observations are as follows:

1. **Organic Collaborations:** This kind of collaboration demands an organization whose core beliefs are aligned toward the value of the brand. On that front, organic collaborations usually boost the credibleness in addition to the engagement rate up to 20 percent or more. As quoted by Influencer Marketing Hub, 2023.

2. **Micro-Influencers:** Use the micro-influencer to avail the highest engagement at the least possible cost, since the engagement rate is comparatively quite high in case of a micro influencer as compared to a macro-influencer. A micro-influencer only concentrates on niche-based audiences, whereas a marketer may acquire direct access with the target most valued by the consumer.

3. **More Sensitive Degree of Transparency:**

The desire to capture the hearts of people will also necessitate greater degrees of transparency among brands for their sponsorship and affiliations with influencers. Thereby, via the requirement enforced by Federal Trade Commission in sponsored content, one retains and generates trust for consumer still on the principles of ethical principles about the practice of marketing.

4. **Data-driven strategy:** With analytics tools, it would measure the campaign's ROI



accurately through campaign performance metrics that these brands needed to have; hence, from insights that various channels give using data generated through engagement metrics, the brand also reaches efficient future collaborations.

5. Long-term Relationship-Focus on- Instead of selling triggers for a couple of months based on a single campaign, an investment in the long-term influencer relationship to carry on with representation should be done. The collaboration, in the long run, also helps in establishing engaging interactions with the customers along with enhanced loyalty.

Conclusion:

Influencer marketing has changed the way the fashion industry interacts with the consumers. This research shows how influencers have influenced consumer behavior in terms of need to make a brand more visible, buying, and creating an emotional connection. The results showed that influencers are influential personalities whose endorsement rings deep in their target audience, especially the youth. About 67% of the respondents answered that recommendations from influencers were decisive for them in buying, thereby reflecting an effective marketing plan.

However, influencer marketing would also give birth to some problems about influencer marketing, making these issues huge challenges for the brand marketers against this type of marketing. Problems encompass authenticity and transparency; actually, 41% doubt every post of influencers which contains sponsored content with no apparent identification of such a fact. In this way, the factor of transparency as well as ethics levels between brands and their respective partners influencers become evident. Not only that, sometimes a direction on short-term sales can play negatively against the actual higher brand loyalty metrics, which was also the case in the single-hit influencer campaigns, of that 22% churn rate that ensued.

Furthermore, since the digital environment is constantly changing, the marketing strategies of these brands have to change to fully enjoy the maximization in leveraging power with influencer marketing. Future studies may investigate such trends in influencer marketing across cultures, across different platforms, and how they may be integrated with a general campaign of digital marketing. All these issues being brought up here along with recommendations will build up a better relationship with the consumer and improve marketing productivity in a challenging market environment.

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