Influencer Marketing and Its Effectiveness in Shaping Consumer Purchase Intentions

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Abstract:

Influencer marketing has become one of the most powerful strategies in the digital era for shaping consumer purchase intentions. This article review examines studies published between 2020 and 2025 to explore how influencers affect consumer attitudes, brand perceptions, and purchasing decisions. The review identifies three core drivers of effectiveness: the credibility and authenticity of influencers, the depth of consumer engagement on social media platforms, and the mediating role of brand trust, loyalty, and emotional connection. It also highlights the growing importance of value-driven strategies such as ethical and sustainable marketing in strengthening positive purchase intentions. Moreover, the integration of influencer strategies with interactive tools such as live commerce, affiliate marketing, and content variety-seeking behaviors has shown significant potential in enhancing consumer responses. The findings emphasize the need for brands to align influencer selection and campaign design with evolving consumer expectations. The review concludes that influencer marketing is highly effective in shaping purchasing decisions but calls for further longitudinal and cross-cultural research to understand its long-term impacts and sustainability.

Keywords: *Influencer Marketing, Consumer Purchase Intentions, Brand Trust, Social Media Engagement, Digital Marketing*

1. Introduction

The rapid growth of social media platforms has transformed the landscape of marketing communication, shifting the focus from traditional advertising toward influencer-driven strategies. Influencers individuals who build strong online communities have become powerful intermediaries between brands and consumers, leveraging authenticity and personal connection to shape perceptions and behaviors (Migkos et al., 2025; Han & Jo, 2025). This transformation reflects the demand for more relatable and trustworthy sources of information in the digital marketplace.

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Influencers often act as opinion leaders, bridging the gap between brands and audiences by reducing uncertainty in purchase decisions. Their perceived credibility and ability to align with consumer values enhance brand preference and encourage higher purchase intentions (Rehman et al., 2025; Yum & Kim, 2024). Studies have shown that endorsements from influencers can strengthen emotional bonds with products or services, influencing attitudes and ultimately driving conversions (Na et al., 2023; Pereira et al., 2025).

The expansion of digital channels, such as Instagram, TikTok, YouTube, and live commerce platforms, has amplified the reach and impact of influencer marketing. Interactive features like real-time engagement, algorithmic recommendations, and immersive content have significantly increased the effectiveness of influencer campaigns (Han & Jo, 2025; Zhang & Guo, 2024). Furthermore, platforms tailored for niche communities allow brands to target specific consumer segments more precisely, improving campaign efficiency and relevance (Madlenak et al., 2025; Serrano et al., 2024).

Beyond immediate sales, influencer marketing has been recognized as a driver of long-term brand value through its influence on trust, loyalty, and advocacy (Na et al., 2023; Damaschi et al., 2025). Authentic influencers often create meaningful connections with their audiences, fostering brand love and commitment, which contributes to sustained customer relationships. These dynamics help brands differentiate themselves in highly competitive markets and achieve greater customer retention (Pereira et al., 2025; Tanveer et al., 2021).

Recent research highlights the increasing importance of ethical and sustainable practices in influencer marketing. Consumers are becoming more critical of the values expressed by both brands and influencers, prioritizing transparency, social responsibility, and environmental considerations (Zaborek & Kurzak Mabrouk, 2025; Sahu et al., 2025). However, the industry also faces challenges such as influencer saturation, declining trust in sponsored content, and the complexity of managing cross-cultural campaigns in global markets (Yu et al., 2024; Hutabarat, 2022).

This article review synthesizes findings from studies published between 2020 and 2025 to examine the effectiveness of influencer marketing in shaping consumer purchase intentions. By exploring key drivers such as influencer credibility, consumer engagement, and brand-related mediators, as well as emerging trends like ethical marketing and live commerce integration, the review identifies practical strategies and gaps in existing knowledge. The findings aim to guide marketers and researchers in optimizing influencer campaigns for sustainable business growth and long-term customer loyalty (Vinerean & Opreana, 2021; Santos et al., 2023).

2. Methodology

This study adopted a systematic article review approach to synthesize insights on the effectiveness of influencer marketing in shaping consumer purchase intentions. The review focused on peer-reviewed journal articles published between 2020 and 2025 to ensure the inclusion of current and relevant evidence in the rapidly evolving field of digital marketing. Databases such as Scopus, Web of Science, and MDPI were searched using key terms including *"influencer marketing," "purchase intentions," "brand trust," "consumer engagement,"* and *"social media platforms."* Studies selected for inclusion were required to address at least one of the following dimensions: the influence of social media or digital platforms on consumer behavior, the role of influencer credibility or authenticity, and the mediating effect of brand trust or loyalty on purchase decisions.

An initial pool of 87 articles was identified, and a two-stage screening process was applied. First, titles and abstracts were reviewed to exclude studies outside the scope of influencer marketing or those not focused on consumer purchase intentions. Second, full-text screening narrowed the selection to 26 studies that met the inclusion criteria, with a final set of 19 articles used for in-depth analysis. The analysis followed a thematic approach, grouping findings into five key themes: influencer credibility and authenticity, consumer engagement dynamics, brand trust and loyalty, value-driven and ethical marketing strategies, and the integration of influencer campaigns with emerging digital tools such as live commerce and affiliate marketing.

3. Empirical Findings/Result and Discussion

Influencer Credibility and Authenticity
Credibility and authenticity consistently emerge as primary drivers of influencer effectiveness. Consumers perceive influencers as more relatable than traditional celebrities, and their recommendations are often seen as genuine when the influencer's persona aligns with the product or service promoted. Research highlights that trust built through perceived authenticity strengthens the persuasive power of influencer messages (Migkos et al., 2025; Han & Jo, 2025).

Authenticity enhances consumers' emotional connection to brands, reducing skepticism toward sponsored content. This is especially critical in competitive markets where product differentiation is minimal. When influencers share personal experiences and maintain transparent communication, followers tend to view their endorsements as credible advice rather than paid promotion (Na et al., 2023; Yum & Kim, 2024).

However, challenges arise when influencers engage in excessive sponsorships or fail to align with a brand's values. Such practices can erode trust and diminish the long-term impact of influencer campaigns. Brands therefore need to prioritize authentic partnerships to sustain consumer trust and foster positive purchase intentions (Zaborek & Kurzak Mabrouk, 2025; Tanveer et al., 2021).

Consumer Engagement on Digital Platforms
The effectiveness of influencer marketing is strongly influenced by the level of consumer engagement across digital platforms. Interactive features such as live streams, short videos, and real-time polls have created opportunities for more personalized and impactful connections between influencers and their audiences (Han & Jo, 2025; Rehman et al., 2025).

High engagement rates often translate into stronger brand recall and increased purchase intentions. Influencers who effectively communicate product value, respond to comments, and foster a sense of community enhance consumer involvement, leading to higher levels of trust and loyalty (Vinerean & Oprean, 2021; Pereira et al., 2025).

Nevertheless, platforms are becoming oversaturated with influencer content, creating competition for consumer attention. As a result, engagement strategies must emphasize creativity and interactivity to maintain relevance and effectiveness, particularly in rapidly evolving markets such as fashion and beauty (Yu et al., 2024; Hutabarat, 2022).

Brand Trust, Loyalty, and Emotional Connection
Brand trust and loyalty serve as crucial mediators between influencer activity and consumer purchase decisions. Influencers who maintain consistent messaging and align with a brand's identity help to build emotional connections that go beyond transactional relationships (Na et al., 2023; Pereira et al., 2025).

These emotional connections often lead to higher levels of brand love, which has been shown to strengthen customer retention and long-term loyalty. In addition, trust built through influencer-brand alignment helps mitigate consumer concerns about product quality or brand reputation (Yum & Kim, 2024; Damaschi et al., 2025).

However, a lack of transparency or perceived manipulation in influencer campaigns can undermine these positive effects. Ethical marketing practices and adherence to disclosure regulations are therefore essential to preserve consumer trust and sustain the benefits of influencer partnerships (Tanveer et al., 2021; Zaborek & Kurzak Mabrouk, 2025).

Value-Driven and Ethical Marketing

Consumers increasingly prioritize the values demonstrated by brands and influencers, particularly in areas such as sustainability, social responsibility, and ethical conduct. Influencers who actively promote these values tend to resonate more deeply with audiences and positively influence purchase intentions (Sahu et al., 2025; Zaborek & Kurzak Mabrouk, 2025).

Research indicates that value-driven messaging enhances not only immediate consumer responses but also the perceived authenticity of influencer-brand collaborations. By highlighting shared values, such campaigns can differentiate brands and create more meaningful consumer relationships (Tanveer et al., 2021; Santos et al., 2023).

Nonetheless, brands must ensure that ethical or sustainability claims are genuine to avoid accusations of "greenwashing" or deceptive marketing practices. A mismatch between declared values and actual practices can damage trust and hinder the long-term effectiveness of influencer strategies (Hutabarat, 2022; Yu et al., 2024).

Integration with Emerging Digital Tools
The integration of influencer marketing with advanced digital tools—such as live commerce, affiliate programs, and AI-driven personalization—has enhanced the potential impact of campaigns. These innovations enable more precise targeting and real-time interactions that strengthen consumer engagement (Han & Jo, 2025; Zhang & Guo, 2024).
Live commerce in particular combines the persuasive power of influencers with interactive shopping experiences, providing immediate opportunities for purchase and fostering stronger consumer-brand connections. This integration has proven effective in industries such as fashion and technology (Rehman et al., 2025; Pereira et al., 2025).

Despite these advancements, challenges remain in scaling such strategies across diverse cultural and regulatory contexts. Future research should explore how these technologies can be optimized to sustain engagement and drive consistent purchase intentions in global markets (Migkos et al., 2025; Serrano et al., 2024).

Table 1. Key Themes in Influencer Marketing

Theme	Key Insights	Representative References
Influencer Credibility & Authenticity	Authenticity enhances trust and purchase intentions	Migkos et al. (2025); Han & Jo (2025); Na et al. (2023)

Consumer Engagement on Platforms	Interactive features drive engagement and conversions	Rehman et al. (2025); Vinerean & Opreana (2021)
Brand Trust, Loyalty & Emotion	Trust and brand love mediate long-term loyalty	Yum & Kim (2024); Damaschi et al. (2025)
Value-Driven & Ethical Marketing	Ethical and sustainable practices strengthen consumer bonds	Sahu et al. (2025); Zaborek & Kurzak Mabrouk (2025)
Integration with Emerging Tools	Live commerce and personalization amplify effectiveness	Han & Jo (2025); Zhang & Guo (2024)

4. Conclusion

This review highlights that influencer marketing plays a pivotal role in shaping consumer purchase intentions by leveraging trust, authenticity, and engagement. Influencers act as credible intermediaries who build strong emotional connections with audiences, guiding them from brand awareness to purchase decisions. The findings suggest that success in influencer marketing depends on the authenticity of influencer-brand collaborations, the quality of consumer engagement on digital platforms, and the integration of innovative tools such as live commerce and affiliate programs. These factors collectively strengthen brand value and foster loyalty, demonstrating the strategic importance of influencers in today's competitive digital marketplace.

Looking forward, the continued effectiveness of influencer marketing will rely on adapting to evolving consumer expectations and technological advancements. Ethical practices, transparency, and alignment with consumer values such as sustainability are essential to maintain trust and credibility. Future research should focus on understanding the long-term effects of influencer-driven strategies and exploring cross-cultural differences in consumer responses. By addressing these aspects, brands and marketers can ensure that influencer marketing remains a sustainable and impactful approach to shaping purchasing behavior in a rapidly changing global market.

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