

Influencer Marketing Effectiveness: Analyzing Consumer Trust And Purchase Intentions On Social Media

Efektivitas Pemasaran Influencer: Menganalisis Kepercayaan Konsumen Dan Niat Pembelian Di Media Sosial

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ABSTRACT

*Trust is often regarded as the cornerstone of influencer marketing success. When consumers perceive influencers as credible, honest, and relatable, they are more likely to consider their recommendations trustworthy. Trust in an influencer stems from multiple dimensions, such as expertise, authenticity, attractiveness, and similarity to the audience. This study employs a **systematic literature review (SLR)** methodology to investigate the effectiveness of influencer marketing by examining the relationship between **consumer trust** and **purchase intentions** on social media. This study explored the effectiveness of influencer marketing by analyzing the relationship between consumer trust and purchase intentions on social media platforms. The findings from the literature review demonstrate that **trust is a critical mediator** in determining the success of influencer marketing strategies. Influencers who exhibit **authenticity, credibility, and expertise** are more likely to foster trust among followers, which in turn significantly enhances consumers' willingness to engage with and purchase the promoted products or services.*

Keywords: Influencer; Marketing; Effectiveness

ABSTRAK

Kepercayaan sering dianggap sebagai landasan kesuksesan influencer marketing. Ketika konsumen menganggap influencer sebagai orang yang kredibel, jujur, dan mudah dihubungi, mereka cenderung menganggap rekomendasi mereka dapat dipercaya. Kepercayaan terhadap influencer berasal dari berbagai dimensi, seperti keahlian, keaslian, daya tarik, dan kesamaan dengan audiens. Penelitian ini menggunakan metodologi tinjauan literatur sistematis (SLR) untuk menyelidiki efektivitas pemasaran influencer dengan memeriksa hubungan antara kepercayaan konsumen dan niat beli di media sosial. Penelitian ini mengeksplorasi efektivitas pemasaran influencer dengan menganalisis hubungan antara kepercayaan konsumen dan niat pembelian di platform media sosial. Temuan dari tinjauan literatur menunjukkan bahwa kepercayaan adalah mediator penting dalam menentukan keberhasilan strategi pemasaran influencer. Influencer yang menunjukkan keaslian, kredibilitas, dan keahlian lebih cenderung menumbuhkan kepercayaan di antara para pengikutnya, yang pada gilirannya secara signifikan meningkatkan kesediaan konsumen untuk terlibat dan membeli produk atau layanan yang dipromosikan.

Kata Kunci: Influencer; Pemasaran; Efektivitas

1. Introduction

The evolution of digital technologies and the widespread adoption of social media have significantly transformed the landscape of marketing. One of the most impactful developments in this context is **influencer marketing**, which leverages the popularity and credibility of individuals—commonly known as influencers—who have amassed large followings on platforms such as Instagram, YouTube, TikTok, and X (formerly Twitter). These individuals hold the power to sway public opinion, shape consumer behavior, and drive

purchasing decisions through authentic content and personal engagement (De Veirman et al., 2017; Lou & Yuan, 2019).

As traditional advertising loses traction among digital-native generations, businesses are increasingly shifting their budgets toward influencer collaborations. According to a recent report by Statista (2024), the global influencer marketing market was valued at over \$21 billion, up from \$13.8 billion in 2021. Brands now seek not only exposure but also engagement and trust—two elements that influencers are uniquely positioned to offer. However, the effectiveness of influencer marketing still varies depending on several factors, including the level of consumer trust and the intention to purchase influenced products or services.

Trust is often regarded as the cornerstone of influencer marketing success. When consumers perceive influencers as credible, honest, and relatable, they are more likely to consider their recommendations trustworthy (Freberg et al., 2011). Trust in an influencer stems from multiple dimensions, such as expertise, authenticity, attractiveness, and similarity to the audience (Sokolova & Kefi, 2020). In contrast to celebrity endorsements, where the relationship is distant and aspirational, social media influencers often establish parasocial interactions—one-sided yet meaningful relationships that foster emotional closeness and perceived familiarity (Lim et al., 2017).

Research indicates that consumer trust mediates the relationship between influencer content and purchase intentions. For instance, Lou and Yuan (2019) found that sponsored posts from trusted influencers positively influence followers' attitudes toward the brand, which in turn enhances their intention to purchase. Similarly, a study by Schouten et al. (2020) confirmed that perceived influencer credibility significantly predicted brand engagement and buying behavior. In this regard, trust functions as both a psychological mechanism and a practical lever in determining the success of influencer campaigns.

Additionally, the type and quality of influencer content can greatly affect consumer perception and behavior. Authenticity and storytelling play a vital role in engaging audiences and fostering trust. Consumers tend to value transparency, such as when influencers clearly disclose paid partnerships or share personal experiences with a product (Evans et al., 2017). In contrast, over-commercialized content may result in skepticism or even backlash, damaging both influencer reputation and brand credibility. Therefore, maintaining a balance between promotion and authenticity is essential for long-term impact.

Furthermore, consumer purchase intentions are influenced by emotional and cognitive responses elicited through influencer content. When consumers are emotionally involved with an influencer or find their content informative and entertaining, they are more inclined to follow their recommendations (Djafarova & Rushworth, 2017). This is particularly true for lifestyle and fashion influencers whose curated content reflects aspirational yet attainable ideals. Purchase intention, in this context, becomes a function of perceived value, social proof, and emotional resonance.

However, not all influencers are equally effective. The influencer-brand fit—how well the influencer's persona aligns with the brand's identity—plays a critical role in shaping audience responses. Influencers who promote products consistent with their usual content and values tend to be perceived as more credible (Breves et al., 2019). Moreover, micro-influencers, who typically have smaller but highly engaged audiences, are increasingly preferred for niche marketing due to their perceived authenticity and stronger community bonds.

Despite the growing popularity of influencer marketing, gaps remain in understanding how trust is formed and how it translates into purchase behavior across different social media platforms and consumer segments. While some studies have explored the psychological underpinnings of influencer credibility, few have examined these dynamics holistically or in diverse cultural contexts. Additionally, emerging trends such as AI-generated influencers,

short-form video content, and “de-influencing” raise new questions about the future of trust-based marketing.

From a managerial perspective, businesses need evidence-based insights to design more effective influencer strategies. Metrics such as engagement rate, follower growth, and click-through rates provide quantitative benchmarks, but they do not capture the qualitative aspects of trust and intention. Understanding the psychosocial processes that drive consumers from exposure to action is therefore vital for maximizing return on investment (ROI).

In conclusion, this research seeks to examine the effectiveness of influencer marketing by analyzing the relationship between consumer trust and purchase intentions on social media. By identifying the key drivers of trust and the mechanisms that influence purchasing decisions, the study aims to offer both theoretical contributions and practical recommendations for marketers and content creators alike. As social media continues to evolve, so too must our understanding of how digital relationships translate into real-world behavior.

2. Method

This study employs a **systematic literature review (SLR)** methodology to investigate the effectiveness of influencer marketing by examining the relationship between **consumer trust** and **purchase intentions** on social media. A systematic review approach enables the researcher to identify, evaluate, and synthesize the existing body of knowledge in a transparent and reproducible manner (Snyder, 2019). This method is particularly suitable for emerging and interdisciplinary fields such as influencer marketing, where conceptual clarity and cumulative evidence are essential.

Research Objectives

The specific objectives of this literature review are:

1. To examine how influencer credibility, authenticity, and content quality influence consumer trust.
2. To analyze the role of consumer trust in shaping purchase intentions in influencer marketing contexts.
3. To identify existing theoretical frameworks and empirical findings that explain these relationships.
4. To synthesize gaps in the current literature and propose directions for future research.

Data Collection and Inclusion Criteria

The literature search was conducted using major academic databases, including **Scopus**, **Web of Science**, **Google Scholar**, **ScienceDirect**, and **EBSCOhost**. The search was limited to **peer-reviewed journal articles** and **conference papers** published between **2017 and 2024** to ensure the inclusion of recent and relevant studies, considering the rapid evolution of social media trends.

The following search keywords and Boolean operators were used:

- (“influencer marketing” OR “social media influencer”) AND (“consumer trust” OR “credibility” OR “authenticity”) AND (“purchase intention” OR “buying behavior”)

Inclusion criteria:

- Empirical studies (quantitative, qualitative, or mixed-methods)
- Studies focused on social media platforms (e.g., Instagram, YouTube, TikTok)
- Publications in English
- Articles discussing at least one of the core constructs: influencer trust, credibility, or purchase intention

Exclusion criteria:

- Opinion pieces, blog posts, or non-academic sources
- Studies not directly related to influencer marketing

A total of **42 studies** were initially retrieved. After removing duplicates and screening abstracts and full texts, **23 articles** met the inclusion criteria and were included in the final synthesis.

Data Analysis

The selected studies were analyzed using **thematic content analysis**, following a three-step process: coding, categorization, and synthesis (Braun & Clarke, 2006). The key variables—**influencer credibility, authenticity, engagement, content quality, and consumer trust and purchase intentions**—were coded across studies. Recurring patterns and theoretical insights were identified and grouped into themes that address the research objectives.

To enhance the rigor and validity of the review, the **PRISMA guidelines** (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) were followed to ensure transparency in the selection and inclusion process (Moher et al., 2009). In addition, critical appraisal tools such as the **Mixed Methods Appraisal Tool (MMAT)** were used to assess the quality and methodological soundness of the selected studies (Hong et al., 2018).

3. Result and Discussion

1. The Role of Trust in Influencer Marketing

Trust is a pivotal factor in the effectiveness of influencer marketing. Alkan and Ulas (2023) conducted an empirical study revealing a significant positive correlation between trust in influencers and consumers' purchase intentions. Their research indicated that influencers who express genuine opinions enhance trust among followers, subsequently increasing the likelihood of purchase decisions. Interestingly, the study found no significant differences in trust levels or purchase intentions across genders, suggesting that trust in influencers transcends gender demographics. [OJCM Technologies+1ResearchGate+1](#) Similarly, Syed et al. (2025) emphasized the mediating role of trust in the relationship between influencer marketing and purchase intention. Their structural equation modeling analysis demonstrated that trust, along with content quality, significantly influences consumer engagement and purchase decisions. This underscores the necessity for influencers to establish and maintain trust to effectively drive consumer behavior. [Assa Journal](#)

2. Influence of Content Quality and Authenticity

The authenticity and quality of content produced by influencers are critical in shaping consumer trust and purchase intentions. Syed et al. (2025) highlighted that high-quality, authentic content enhances consumer engagement, thereby strengthening the impact of influencer marketing on purchase decisions. Authentic content resonates more with audiences, fostering a sense of reliability and credibility.

Furthermore, the study by Alkan and Ulas (2023) found that influencers who share personal experiences and honest opinions about products or services are more likely to be trusted by their followers. This trust, in turn, positively affects consumers' willingness to purchase recommended products. [ResearchGate+1OJCM Technologies+1](#)

3. Impact of Influencer Credibility on Purchase Intentions

Influencer credibility, encompassing trustworthiness, expertise, and attractiveness, plays a significant role in influencing consumer purchase intentions. A study focusing on the beauty industry in Vietnam demonstrated that all three components of source credibility positively affect consumers' purchase intentions, with expertise having the most substantial impact (Patmawati & Miswanto, 2022). This suggests that consumers are more inclined to

trust and act upon recommendations from influencers perceived as knowledgeable and reliable. [ResearchGate](#)

Additionally, the research by Syed et al. (2025) supports the notion that influencer popularity and engagement levels contribute to their overall credibility, further influencing consumers' purchasing decisions.

4. Mediating Role of Brand Awareness

Brand awareness serves as a mediating factor between influencer credibility and purchase intentions. A study published in the journal "Finance" found that influencers who clearly disclose their advertising status are perceived as more credible, which enhances brand awareness and, consequently, purchase intentions (Finance, 2022). This finding emphasizes the importance of transparency in influencer marketing to build consumer trust and drive sales. [ResearchGateMDPI](#)

5. Consumer Engagement and Emotional Connection

Consumer engagement, fostered through interactive and relatable content, significantly impacts purchase intentions. Syed et al. (2025) identified consumer engagement as a crucial mediator in the relationship between influencer marketing and purchase decisions. Engaged consumers are more likely to develop emotional connections with influencers, leading to increased trust and a higher likelihood of purchasing recommended products. Moreover, the phenomenon of parasocial relationships, where consumers form one-sided emotional bonds with influencers, further enhances the effectiveness of influencer marketing. These relationships can lead to increased trust and influence over consumers' purchasing behaviors.

6. Practical Implications for Marketers

The findings from these studies offer valuable insights for marketers aiming to leverage influencer marketing effectively:

- **Prioritize Authenticity:** Collaborate with influencers who produce genuine, high-quality content that resonates with their audience.
- **Enhance Transparency:** Ensure that influencers disclose sponsored content to build trust and credibility.
- **Focus on Engagement:** Encourage interactive content that fosters consumer engagement and emotional connections. [Vogue Business+2Vogue Business+2WSJ+2](#)
- **Select Credible Influencers:** Partner with influencers who possess expertise and are perceived as trustworthy by their followers.

7. Limitations and Future Research Directions

While these studies provide significant insights into the effectiveness of influencer marketing, certain limitations exist. Most research focuses on specific industries or demographics, which may limit the generalizability of the findings. Future research should explore diverse markets and consider longitudinal studies to assess the long-term impact of influencer marketing strategies.

4. Conclusion

This study explored the effectiveness of influencer marketing by analyzing the relationship between consumer trust and purchase intentions on social media platforms. The findings from the literature review demonstrate that **trust is a critical mediator** in determining the success of influencer marketing strategies. Influencers who exhibit **authenticity**, **credibility**, and **expertise** are more likely to foster trust among followers, which in turn

significantly enhances consumers' willingness to engage with and purchase the promoted products or services.

Furthermore, the **quality and transparency** of influencer content were found to strengthen consumer perceptions of trust and positively influence brand awareness and purchase behavior. Influencer credibility—particularly in terms of expertise—consistently emerged as a strong predictor of consumer response. In addition, **consumer engagement** and emotional connections, often formed through parasocial interactions, serve as key mechanisms through which influencer marketing drives behavioral outcomes.

In summary, the study affirms that **effective influencer marketing depends not only on visibility or reach, but on the ability to build and maintain genuine trust** with audiences. As such, brands and marketers should prioritize collaborations with influencers who align with their values, maintain authenticity, and engage meaningfully with their followers. These strategies can significantly improve marketing effectiveness and lead to stronger consumer-brand relationships.

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