

## The Impact of Influencer Marketing on Consumer Behaviour

Aziz Öztürk\*

\* Assoc.Prof., Selcuk University, Türkiye. Orchid: 0000-0003-1355-6078  
E-mail: azizozturk@selcuk.edu.tr

### *Article History:*

*Received: 12-01-2025*

*Revised: 15-02-2025*

*Accepted: 01-03-2025*

---

### ABSTRACT

Social media platforms have become an important marketing tool for brand promotion in recent years. Social media influencers distribute sponsored content with their following in order to help marketers promote their companies. Unquestionably, establishing consumers' confidence and producing high-quality content are directly tied to influencers' capacity to generate reaction. Otherwise, influencers won't be able to use their following to their advantage. Influencer marketing is the practice of promoting companies' goods and services using social media influencers, and it has been shown to significantly reduce customer scepticism. According to the research, trustworthy content and recommendations from influencers boost brand loyalty and buy intentions by lowering customer scepticism. The authenticity and realism of influencer material may increase customers' faith in firms and dramatically reduce consumer scepticism, according to findings from a poll of 214 participants in Konya that were examined using structural equation modelling. Purchase intentions and brand loyalty rise as a result of this decrease. The study sheds light on how consumer scepticism and influencer marketing tactics interact, highlighting how influencer marketing may lessen consumer cynicism and the ensuing benefits for brand loyalty and purchasing habits. The study's conclusions are especially significant in the current marketing landscape, where consumer cynicism is common and digital marketing tactics are becoming more and more crucial. In this regard, the study shows how influencer marketing may be used to provide value for companies and grow their customer base, emphasising the need of trust and reality in influencer-business partnerships. As a result, the research raises understanding of how companies may strategically use influencer marketing to favourably affect customer attitudes and choices.

**Keywords:** - Purchase Behaviours, Decisions Positively, Primary Marketing, Influencer Marketing, Brand Loyalty, Dynamic Environment, Reduce Consumer Cynicism, Influencer Marketing Strategies, Consumer Scepticism, Social Media Platform.

---

### I.INTRODUCTION

Because social media platforms have a large user base and influencers have over their following, marketers are increasingly choosing to work with social media superstars these days. As a result, companies share content either on their own or in collaboration with influencers in an effort to raise customer awareness, engagement, and eventually influence product sales. Here, it is possible to

---

differentiate between two categories of content: that which is published by the company itself and that which is shared by influencers that the business works with [1]. This research focusses on influencer-shared material, which includes any content that makes it obvious that an influencer supports a luxury brand. Because influencers have varied degrees of sway over their large following, which imitates their actions and shapes fashion trends, marketers often incorporate influencer collaboration in their social media content strategy [2, 3].

One of the most well-liked and successful types of internet marketing nowadays is influencer marketing. It should come as no surprise that marketers are using the most well-known faces on social media to promote their brands, given that millions of internet users peruse these platforms every day for inspiration, amusement, and product suggestions. As of 2023, the value of the worldwide influencer marketing industry has more than quadrupled from 2019 and was valued at 211 [2] billion USD. The size and worth of influencer marketing platforms are growing annually along with the industry's maturity in influencer endorsement, making brand-creator partnerships more lucrative than before [3, 5].

In 2024, a worldwide study of PR firms, marketing agencies, businesses, and other relevant professionals revealed that 36.6 percent of respondents claimed their companies collaborated with as little as 10 influencers [3, 4], while 14.7 percent indicated they collaborated with more than 1,000 influencers. The majority of influencer marketing initiatives are conducted on social media sites like Facebook, Instagram, and Twitter. Influencer marketing is generally seen by 78% of marketers as a successful tactic for raising brand awareness. 87% of influencers who work with companies choose Instagram [4, 5]. With an average engagement rate of 4.2 percent, influencer initiatives perform better than conventional advertising techniques. When making selections about what to buy, over 60% of customers say they trust suggestions from influencers.

### ***Influencer Marketing***

Influencer marketing is a social media approach that includes brand mentions and product placement from individuals who are regarded as authorities in their industry or who have a sizable following. Continuous technological improvements are changing how businesses interact with their customers, necessitating strategic adjustments to stay up to date. Businesses are using influencers in a variety of ways to accomplish their objectives in this changing environment [7, 8]. Additionally, the primary subject of this research is influencer marketing, which has developed into a crucial and significant element of contemporary marketing methods. By 2022, the value of the worldwide influencer marketing industry had grown to 16.4 billion dollars, more than doubling from 2019. According to projections, the market is anticipated to reach an impressive value of 21.1 billion U.S. dollars in 2023 [8]. Additionally, estimates suggest that by 2027, the worldwide influencer marketing platform will have grown to a value of over \$337 million.

According to the study, the number of businesses involved in influencer marketing grew by 26% in a single year, from 11.450 to 18.900. Influencer marketers use a variety of social media channels to link customers and companies. Instagram continues to be the most popular social media platform for influencer marketing, and for the first time, Instagram influencer marketing topped \$2 billion [8, 9]. 78% of marketers use Instagram posts because they believe it to be the most successful format. In

2020, Instagram will be used in over 90% of influencer campaigns. Instagram is the most popular social media site for influencer marketing. Instagram is followed by YouTube, Facebook, and TikTok. The most frequently cited companies on social media in 2021 were Steam on YouTube, Netflix on TikTok, and Zara on Instagram [9, 10].

An audience's inclinations are defined by social media influencers, a new kind of independent, third-party endorser. Social media influencers are seen by target audiences as more approachable, realistic, enjoyable, [11], honest, and influential in terms of purchasing decisions than conventional celebrities. Since social media influencers share details of their daily lives, it's simple to connect to them. By giving the appearance of direct interactions, they spark parasocial dialogue. Content production, advertising, opinion leadership, and entrepreneurship are just a few of the activities that social media influencers engage in [11]. From celebrities to more specialised or non-expert peer groups, they may sometimes be found. In addition to having their own image, distinctive style, design, and communication values, influencers who decide to use social media marketing should, above all, build a mutually beneficial relationship with their followers [11,12], engage them in conversation, and share one or more of their motivations.

On social media, brands use a variety of marketing techniques. Influencer marketing is among the most often used. Influencer marketing is the practice of identifying and using the key players who have sway over prospective customers' opinions about a certain brand or product in order to support managers and businesses in their marketing endeavours. It is thriving as a by-product of the new media and is getting more and more funding. Through opinion leaders, brand pages, sponsored content, and the use of celebrities in advertisements, influencer marketing assists companies in communicating their messages and promoting [13]. Influencer marketing is mostly used on Instagram, YouTube, Twitter, and Snapchat to generate successful consumer advertising [11].

One of the most alluring social media channels these days for influencer marketing is YouTube. This is due to the fact that advertising, regardless of the size of the budget, can only be beneficial if it successfully captures the public's attention, and YouTube is a perfect platform for this [14]. Because of its increased bandwidth and lower access fees, YouTube provides a huge worldwide platform for marketing, communication, and advertising. Accordingly, YouTube may be considered one of the most attractive social media sites for attracting users' attention [11, 15]. Companies and businesses may now use YouTube as an interactive and integrated medium to market their goods and services, especially with the growth of sponsored content. Businesses have collaborated commercially with "YouTube influencers" by showcasing their brand on YouTube videos and highlighting the good experiences of these individuals, so achieving more effective communication. Additionally, marketers have used sponsored content to reach more specific target customers with their ads [13, 15].

YouTube sponsored content, in conjunction with influencer participation, has emerged as one of the most often used community content to influence the attitudes and behaviours of customers. As a result, YouTube's advertising spending has increased dramatically. Given its significance, sponsored material on YouTube may prove to be a perfect and effective marketing communication tool to influence or mould the attitudes and behaviours of customers with the aid of YouTube influencers [14]. In terms of businesses and brands, we can say that the emergence of YouTube influencers gave sponsored content a fresh viewpoint. Therefore, it's critical to comprehend the elements influencing attitudes

towards YouTube influencers. The conduct of YouTube viewers has been well studied in the past [15].

The impact of YouTube adverts has been the subject of previous studies. Nevertheless, despite the fact that the majority of marketers favour collaborating with YouTube influencers, [13, 16], the elements influencing the value of sponsored content are not well understood. Furthermore, it is unclear how sponsored material affects followers' perceptions of YouTube influencers. In order to close this gap in the research, this study identifies three characteristics that may impact the value of sponsored content and perceptions of YouTube influencers. To the best of our knowledge, no research has examined the factors that determine the value of sponsored content or how it affects followers' perceptions of YouTube influencers. Therefore, we created a conceptual framework based on the advertising value model (AVM) to improve comprehension [16].

To better understand and guide the direction of consumer behaviour, influencer marketing may be examined using a variety of theoretical frameworks [17, 18]. In contrast to the Social Cognitive Theory, which contends that people change their behaviour through observational learning, the Social Influence Theory holds that people's behaviours are influenced by their social surroundings and that influencers can have a significant social impact on their followers [18]. According to the Social Identity Theory, people try to fit in with their social groups by modelling their social identities after influential people, but the Social Capital Theory contends that influencers actively contribute to the spread of knowledge and resources via their wide-ranging social networks. The Source Credibility Model [18] states that consumers are more likely to accept information from influencers who are credible.

Consumer scepticism is increasing and playing a significant role in the sectors of advertising and current marketing. It describes how customers are becoming more suspicious and critical of marketing initiatives and advertising messaging [18, 19]. At its core, consumer cynicism includes the belief that marketers are dishonest and mostly self-serving. Customers' choices to buy might be adversely affected by these perceptions, which can damage a brand's image and trustworthiness in their eyes [19, 20]. An even more critical attitude towards businesses and advertising material has resulted from the growth of social media. Social media platforms make it simpler for users to get advertising material and expose them to more of it. In addition to increasing the amount of information and material that customers are exposed to, this also makes them more distrustful of advertising [20].

Brands find it difficult to persuade customers with their ads due to consumer scepticism, which calls for more efforts to better enlighten consumers. In order to acquire and preserve customer trust in this situation, businesses need to create more open, truthful, and value-oriented communication strategies [20, 21]. Successful marketing and advertising techniques now depend heavily on being sensitive to the critical attitudes of customers. Research on the connection between consumer scepticism and influencer marketing is crucial in the field of marketing. Customers' confidence in businesses may be increased by influencers' genuine and honest material, which lowers consumer scepticism [22]. In this sense, the authenticity and openness of influencers' product-related material may enhance a brand's standing with customers. On the other hand, excessively commercial strategies or deceptive influencer marketing may erode customer trust in businesses and adversely impact brand loyalty and buy intents.

Thus, it is essential for marketing strategies to comprehend the effects of influencer marketing and how it relates to consumer scepticism.

The influencer marketing market is predicted to develop rapidly, reaching an estimated \$21.1 billion in 2023, according to The State of Influencer Marketing Benchmark Report. The confidence that consumers and companies have in influencer content is a major driver of this rise. Furthermore, according to the survey, 67% of firms want to raise their spending for influencer marketing in 2023, indicating that they believe this to be a successful tactic. Additionally, more than 83% of poll participants think influencer marketing is a successful marketing strategy. On the other hand, studies on consumer scepticism reveal a drop in brand trust [22, 23]. Havas reports that research of 395,000 consumers globally shows that just 47% of brands are seen as trustworthy, marking an all-time high in consumer scepticism towards brands. Low brand loyalty was also shown by 75% of customers who said that a brand may simply be substituted and vanish [23].

This research examines how influencer marketing impacts brand loyalty and buying behaviour, as well as whether it might lessen consumer scepticism [24]. The purpose of this study is to thoroughly investigate how influencer marketing affects customer scepticism and how this affects consumer purchase intent and brand loyalty. The research thoroughly examines the relationship between consumer scepticism, brand loyalty, and influencers' sincerity and trustworthiness using quantitative methodologies [24, 25]. The goal of the study is to provide suggestions for improving influencer marketing's efficacy and lowering customer distrust. In order to better understand the effect of influencer marketing and its intricate link with consumer cynicism, it also aims to thoroughly examine the relationships between influencers and consumers' views towards businesses [25]. The research intends to close current gaps and provide insights that help improve marketing tactics by concentrating on the relationship between influencer marketing and consumer cynicism. The goal of this study is to make a substantial contribution to the body of knowledge already available on influencer marketing and advance our understanding of how companies may use influencer partnerships to impact consumers.

## **II. LITERATURE REVIEW**

### ***Influencer marketing and YouTube influencer***

One way to characterise influencer marketing is as,

*“The process of locating influential people in a target audience and motivating them to utilise their power to disseminate word-of-mouth”.*

Influencer marketing is a growing trend in marketing, advertising, and communication methods that involves identifying, interacting with, and assisting people who create communications with a brand's customers [22, 28]. In order to reach a wider audience and successfully interact with customers, businesses or marketers collaborate with social media influencers to produce content that promotes their goods and services. Furthermore, the corporation or marketers work with an influencer to spread the word to the customers instead of directly promoting a product or service to them [25]. Therefore, an influencer is a third person who significantly affects other customers' beliefs and purchasing choices.

In the past, marketing managers and businesses often used social media platforms to provide customers with a single piece of information on a certain product. Nevertheless, as influencer marketing develops, businesses have also used social media platforms as a means of communication to get feedback from customers about their experiences with products and services, their attitudes, and their previous purchases [26]. In the context of influencer marketing, an influencer is a person or group of individuals who have the power to change the mindset and/or beliefs of others.

Influencers in social networks are those that have a greater than average capacity to sway others due to certain characteristics, such as their communication frequency, persuasiveness, or follower count [25, 26]. Influencers who participate in online social networks and have an impact on a bigger number of followers are increasingly the target of influencer marketing.

This is due to the fact that influencers are often well-known and closely linked to social media. Conversely, since influencers' ads are very subjective and include textual and visual storytelling at the same time, they are likely to be seen as objective concepts and be more convincing [26, 27]. Therefore, identifying and focussing on prominent consumers is the first step in influencer marketing. Following that, it encourages people to endorse a certain business by means of their social media marketing tactics [28].

### ***Sponsored Content***

The term "sponsored content" refers to the practice of marketers integrating brands, goods, and persuasive messages with typically non-commercial environments like television shows, websites, magazines, films, and online blogs in order to reach and interact with customers [28]. Sponsored content may take many different forms, such as product or brand placement in print, television, movies, radio, and television [28, 29]. For example, in print applications, sponsored material appears in periodicals or newspapers that are intended to represent the editorial scope of the publication.

There are two ways that sponsored material may be used on television: brand placements and video news releases. Companies now use social media platforms to integrate sponsored content as online advertising, which is different from these classic sponsored content types. The most often used platforms for sponsored content distribution are Facebook and Twitter due to their extensive practical effect [28, 29]. On social media, marketers and businesses direct and fund sponsored content. More precisely, social media influencers are often seen as thought leaders by their following and are thus viewed as a useful tool for reaching customers. For instance, influencers on Twitter are compensated by advertisers when they share tweets that include sponsored material. On social media, this type of sponsored content might be narrative, experience-based, comparative, descriptive, or promotional [27,28]. These days, sponsored material is also seen on online blogs and social media sites. This illustrates the transition of sponsored content from print to digital media.

Trust defines trust as,

*“The subjective judgement of one party that, in an uncertain situation, another party will carry out a certain transaction in accordance with his or her confident expectations.”*

Two significant aspects of trust emerge from this concept. In this case, two viewpoints may be identified. The first viewpoint incorporates a confident anticipation that includes the potential for a

win-win situation [28, 29]. The second viewpoint, on the other hand, deals with an atmosphere of ambiguity and implies that the transfer of power from one party to another may have negative consequences for the party that is entrusted with it. Relationship maintenance is greatly aided by trust, which is essential for creating positive social interactions between partners. Likewise, trusting an influencer gives followers confidence that their relationship with the influencer will be fruitful [43, 44]. In our investigation, we focus on examining how a person's trust in an influencer affects their inclination to buy [29].

### ***Purchase Intention***

The term "purchase intention" describes a customer's objective intention to purchase a certain item or service. However, [30] defines purchase intention as "the willingness of consumers to purchase a particular product at a specific time or in a specific occasion." This study examines the impact of a few variables on a person's intention to buy. Then, the question of whether the intention results in purchasing habits is investigated [44, 45].

### ***Purchase Behaviour***

Numerous scholars have characterised consumer purchase behaviours in the literature as the culmination of a customer's actions to fulfil their needs and desires, which include looking for information and items, deciding to buy, and comparing products [31, 32].

### ***Social Media Content Quality***

Businesses must approach social media content quality from the viewpoints of their consumers if they want to build and maintain a good online rapport with their social media users. The reason for this is that followers will cease following influencers if they believe their material is unhelpful or uncontributed [33]. The companies that influencers work with would surely suffer as a result of this circumstance as well. The degree to which customers, companies, or influencers believe that brand-related material on their social media sites is accurate, comprehensive, relevant, and timely is known as social media content quality [46].

Comprehensiveness, accuracy, and actionable, clear information are all components of high-quality content. Headings like competence, correctness, timeliness, and comprehensiveness are particularly noteworthy when it comes to content quality. Furthermore, it is well recognised that creative and captivating content boosts customer engagement and draws their attention to companies [2, 22]. For instance, the length of the message and the richness of the material (pictures and videos) may boost a post's popularity and engagement, while the content's originality and distinctiveness might affect the connections between influencers and followers. Post sharing may be influenced by how lively the shared material is. As a result, it can be said that the quality of the information has a significant impact on consumers' preferences and actions [22, 29].

### ***Brand Awareness***

Consumers' purchase choices are strongly influenced by brand awareness, which is the primary and most important restriction on any brand-related search. Brand awareness is the capacity of customers to identify and remember a brand in a variety of contexts. It includes both brand recognition and brand recall. The former relates to consumers' capacity to recognise a brand when presented with a brand

cue, while the latter measures their capacity to remember a brand name. Researchers claim that by using social media platforms, businesses may raise brand recognition and influence consumers' purchasing decisions. Brands have made significant investments to have a strong presence on social media platforms like Instagram, Facebook, Twitter, YouTube, and Instagram [28, 29] in order to raise awareness of their products [47, 48]. Thus, the quality of material that companies post on social media is proven to affect people's perception of the company rates over time and make it easier for them to recognise and remember the brand [30].

**Hypotheses Development and Research Model**

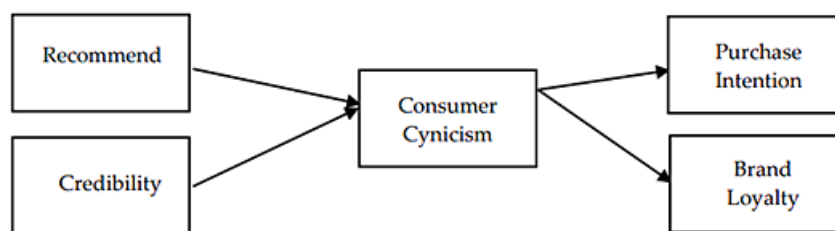
These social media influencers are crucial in influencing how consumers see and behave towards businesses and goods, as the expanding area of digital marketing research has made clear. Research shows that brand communication may be transformed when it is mediated via social media platforms [49]. According to these research, consumers' attitudes and actions towards businesses seem to change when they come across genuine postings from influencers, indicating a decrease in consumer scepticism. The effectiveness of strategic influencer partnerships in brand promotion initiatives is further supported by research that explores the specific ways in which favourable reactions to social media ads and influencer endorsements can considerably reorient consumer behaviour [31, 32].

*H1: Consumer scepticism is adversely and dramatically impacted by credible postings from social media influencers.*

*H2: Social media influencers' recommendations have a detrimental and substantial impact on consumers' scepticism.*

*H3: Brand loyalty is adversely and dramatically impacted by consumer scepticism.*

*H4: Cynicism among consumers has a detrimental and substantial impact on their inclination to buy.*



**Fig.1 Research Model.**

**III.METHODOLOGY**

Figure 1 shows the research model [33, 34]. There are five factors in this research. Table 1 lists the variables that were used in the study along with the sources that were used to create them.

**Table 1 Variables.**

Variables	Sources Utilization
Recommended	[24]
Consumer Cynicism	[11]

Brand Loyalty	[10]
Purchasing behaviour	[42]
Creditability	[33]

People over the age of 18 who live in Konya, Turkiye, who follow influencers on social media make up the research's sample [33]. Based on the research framework created for the study's goals, a survey was carried out.

Convenience sampling and in-person interviewing methods were used to conduct the survey. 214 surveys were gathered, and SPSS 21 and AMOS 20 statistical tools were used to examine the results. There was a significant gender distribution in the survey participants' demographics, with 41% of respondents being men and 59% being women [33, 34]. This gender representation offers a fair assessment of how various genders see and act in relation to influencer marketing [50].

The majority of the population was young adults, with 43% of the population falling into the 18–26 age range [35]. This age range is especially important as it corresponds with a social media population that is quite engaged and often serves as the main target market for influencer marketing initiatives [36]. The educational backgrounds of the participants showed that most of them—more than half—had completed undergraduate and graduate degrees. This feature of the demographic information implies that the sample was composed of people with a fair amount of education, which may have affected how they saw and interacted with influencer marketing material.

The individuals' household income distribution did not reveal any notable differences, suggesting a rather uniform economic background. This homogeneity in economic standing may indicate a degree of constancy in the sample's buying power and consumer behaviour [11, 35].

The participants' use of social media was a crucial component of the research. About 80% of respondents reported using social media for more than an hour per day, according to the statistics, indicating a high level of utilisation [11]. This high rate of interaction is important because it highlights the applicability and possible effect of influencer marketing methods on these people. Regular social media users are more likely to come across and be impacted by influencer material, therefore their opinions are especially helpful in determining the efficacy and scope of influencer marketing strategies [37].

**Table 2 Demographic Information.**

<i>Profile</i>		<b>Frequency</b>	<b>%</b>
<b>Gender</b>	<i>F</i>	126	58
	<i>M</i>	88	42
<b>Age</b>	<i>18-26</i>	92	42
	<i>24-42</i>	67	32
	<i>43-58</i>	35	16

	<b><i>59 and above</i></b>	11	10
<b><i>Education level</i></b>	<b><i>Elementary Schools</i></b>	5	2
	<b><i>Sec. school</i></b>	45	22
	<b><i>Associate Degree</i></b>	111	51
	<b><i>Bachelor's Degree</i></b>	38	18
	<b><i>Postgraduate</i></b>	15	7
<b><i>Household Income (total)</i></b>	<b><i>0-17001 TL</i></b>	51	23
	<b><i>17001-35000TL</i></b>	66	31
	<b><i>35001-50000 TL</i></b>	48	22
	<b><i>50001-65000 TL</i></b>	32	1
	<b><i>65001 TL and above</i></b>	17	7
<b><i>How many times a day do you use social media?</i></b>	<b><i>0-1 Hr</i></b>	44	22
	<b><i>1-3 Hr</i></b>	87	39
	<b><i>3-5 Hr</i></b>	62	27
	<b><i>5 Hr and Above</i></b>	22	12

#### **IV.FINDINGS**

First, assessments of the variables' validity and reliability were conducted as part of the research. A confirmatory factor analysis was then conducted to assess the suitability of the measurement model after an exploratory factor analysis was conducted [38, 39]. Finally, a test was conducted on the resulting structural model.

##### ***Measurement Model***

Structural Equation Modelling (SEM), a well-known and efficient technique for model estimate, was used to assess the study model [38, 39]. The validity and reliability of the scale were evaluated prior to looking at the connections between the hypotheses. Convergent validity was assessed using Composite Reliability (CR) and Average Variance Extracted (AVE), which identified the coherence and inter-item correlations within the same assessment framework. It is necessary to have minimum threshold values of 0.70 for CR and 0.50 for AVE [39].

Acceptable AVE and CR values are more than 0.4 and 0.6, respectively. All variables exhibit adequate convergent validity, as shown in Table 3 of the research [39, 43], with CR values over 0.6 (between 0.626 and 0.891) and AVE values above 0.4 (between 0.420 and 0.592). Furthermore, all of the variables in this study had factor loadings that are higher than the acceptable threshold of 0.30, ranging from 0.47 to 0.85 [39, 40].

**Table 3 CR and AVE values, as well as factor loadings.**

Items		Loadings	CR	AVE
<i>Creditability (S.D.= 1.864)</i>	C1	0.965	0.965	0.849
	C2	0.482		
	C3	0.418		
	C4	0.289		
<i>Recommended (S.D.= 2.155)</i>	R1	0.415	0.541	0.987
	R2	0.852		
	R3	0.890		
<i>Purchasing behaviour (S.D.= 2.416)</i>	PI1	0.418	0.965	0.485
	PI2	0.541		
	PI3	0.965		
	PI4	0.896		
	PI5	0.528		
<i>Brand Loyalty (S.D.= 2.966)</i>	BL1	0.895	0.986	0.415
	BL2	0.128		
	BL3	0.69		
<i>Consumer Cynicism (S.D.= 3.154)</i>	CC1	0.541	0.874	0.893
	CC2	0.965		
	CC3	0.896		
	CC4	0.250		
	CC5	0.989		
	CC6	0.985		
	CC7	0.849		
	CC8	0.515		

**Structural Model Testing**

The fit indices in the model that looks at how consumer cynicism is affected by influencers' credibility and suggestions, and how that cynicism affects brand loyalty and purchase intention, are found to be within acceptable and outstanding ranges of fit ( $\chi^2/df = 1.384$ , GFI = 0.901, CFI = 0.965, AGFI = 0.871, RMSEA = 0.042) [39, 40].

Additionally, it is acknowledged that the model supports each and every hypothesis that has been put out. The findings especially show how influencer postings may lessen consumer scepticism, which has a big impact on views towards goods and the brands that go along with them. [40, 41].

First, it is shown that consumer cynicism is adversely and strongly impacted by the recommendations ( $\beta = -0.439$ ) and credible postings of influencers ( $\beta = -0.282$ ), supporting Hypotheses H1 and H2 [42, 43]. However, consumer scepticism also has a detrimental and substantial effect on consumer intention to purchase and brand loyalty, supporting Hypotheses H3 and H4.

**Table 4 Results of the Structural Equation Modelling Hypothesis Test.**

Hypothesis		<i>E</i>	<i>t-Values</i>	<i>P</i>
H1: Reputable Posts by Influential Social Media Users	Consumer Cynicism	-0.89	-4.895	***
H2: Suggestions from Influential People on Social Media	Consumer Cynicism	-0.48	-5.986	***
H3: Consumer Cynicism	Brand Loyalty	-1.481	-8.849	***
H4: Consumer Cynicism	Consumer Purchasing Intention	-0.74	-1.489	-0.009

**V.CONCLUSION**

By successfully determining the participants' level of activity regarding social media influencer marketing and the degree to which the independent variables of source credibility—perceived attractiveness, expertise, and trustworthiness—can affect the dependent parameter of purchase intention, the study comes to a strong conclusion. Especially young people were shown to be highly aware of influencer marketing, however none of the independent factors had a significant impact on the dependent variable. Therefore, to support the study's scientific rationale, a thorough replication of the results is needed.

Several important theoretical contributions are made by this work. First of all, it improves our comprehension of how Turkish consumers behave in response to influencer marketing initiatives, which are often used in brand marketing communications. Although a number of studies have looked at how influencer marketing affects many facets of consumer behaviour, the conclusions of this investigation support and enhance those found in the body of prior research. Globally, influencer marketing is becoming more popular.

This research examines how consumer scepticism is affected by influencer marketing and how that affects brand loyalty and purchase intentions. In Konya, survey data from 214 individuals were assessed via the use of structural equation modelling. According to the study, reputable content and recommendations from influencers boost brand loyalty and buy intentions while reducing customer mistrust. Influencer content's authenticity and realism, in particular, may greatly lower consumer scepticism by boosting consumer confidence in companies, which in turn increases brand loyalty and buy intentions. The results shed light on the intricate relationship between consumer scepticism and influencer marketing tactics, emphasising how influencer marketing may lessen consumer cynicism and its potential impacts on purchasing patterns and brand loyalty.

Using structural equation modelling, the study was examined. The findings of the investigation demonstrate that reputable influencer material may boost customer confidence and lessen unfavourable opinions about firms. Additionally, brand loyalty and purchasing intentions are favourably impacted when customer scepticism declines.

The findings of hypothesis testing corroborate these linkages, demonstrating that consumer cynicism has a negative effect on brand loyalty and purchase intention (H3 and H4) and is considerably and adversely impacted by the credibility and recommendations of influencers (H1 and H2). These findings highlight the value of influencers in digital marketing tactics by showing how influencer marketing may improve brand loyalty and purchase intentions while also decreasing consumer mistrust. The research adds to the body of knowledge in marketing by offering a thorough analysis of the crucial role influencer marketing plays in modern advertising dynamic and its impact on consumer behaviour.

This study thoroughly investigates how influencer marketing affects consumer cynicism and how it indirectly affects brand loyalty and purchase intentions. Findings that are consistent with previous research in the field demonstrate that influencer marketing has a significant impact on consumer behaviours and lifestyles, particularly among younger consumers, which supports the idea that influencer marketing influences consumer cynicism.

Methodological and sample diversity issues are among the study's drawbacks. First off, the research's quantitative design restricts our ability to fully comprehend the causes of consumer scepticism and the consequences of influencer marketing. This suggests that further research backed by qualitative techniques may contribute to a more thorough comprehension of customer attitudes and conduct. Second, since the research is often restricted to all influencers, care should be used when extrapolating results to other platforms or interactions with other kinds of influencers, both micro and macro.

In order to shed light on the distinct features of different social media platforms and their impact on consumer behaviour, future study might compare the impacts of influencer marketing across these platforms. To better understand how companies and influencers affect customer loyalty and purchase intentions over time, further research on the long-term consequences of influencer marketing may be necessary. Finally, more study on the moral implications of the usage of influencer marketing and the evolution of consumer perceptions of this kind of advertising may help us better understand how consumer expectations and ethical standards impact the development and use of influencer marketing

tactics. These recommendations may direct future studies, adding to the corpus of information in the area of influencer marketing and advancing marketing strategy.

## REFERENCES

- [1] Baron R. M. and Kenny DA. (1986). The Moderator-Mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51, 1173– 1182.
- [2] Barta, S., Belanche, D., Fernández, A., & Flavián, M. (2023). Influencer marketing on TikTok: The effectiveness of humor and followers' hedonic experience. *Journal of Retailing and Consumer Services*, 70, 103149.
- [3] Bastrygina, T. and Lim, W. M. (2023). Foundations of consumer engagement with social media influencers. *International Journal of Web Based Communities*, 19(2-3), 222-242.
- [4] Bil, E. and Özkaya, M. (2020). Büyük veri analizi ve geleneksel pazarlama araştırmalarının kısa bir karşılaştırılması. *Troyacademy*, 6(2), 462-476.
- [5] Bil, E. and Özkaya, M. (2022). Büyük verinin pazarlama karması üzerindeki etkileri. *Afyon Kocatepe Üniversitesi Sosyal Bilimler Dergisi*, 24(3), 969-980.
- [6] Bil, E., İnal, M., & Özkaya, M., (2022). The Impact of Influencer's Perceived Characteristics on Consumer Purchase Behavior. *Pazarlama ve Pazarlama Araştırmaları Dergisi*, 15(1), 219-244.
- [7] Bu, Y., Parkinson, J., & Thaichon, P. (2022). Influencer marketing: Homophily, customer value co-creation behaviour and purchase intention. *Journal of Retailing and Consumer Services*, 66, 102904.
- [8] Cohen, J. (1988). *Statistical Power Analysis for the Behavioral Sciences*, New Jersey: Lawrence Erlbaum Associates.
- [9] Chen, M., Xie, Z., Zhang, J., & Li, Y. (2021). Internet celebrities' impact on luxury fashion impulse buying. *Journal of Theoretical and Applied Electronic Commerce Research*, 16(6), 2470-2489.
- [10] Ohanian, R. (1990). Construction and Validation of a Scale to Measure Celebrity Endorsers' Perceived Expertise, Trustworthiness, and Attractiveness. *Journal of Advertising*, 19 (3), 39-52.
- [11] Ohanian, R. (1991). The Impact of Celebrity Spokespersons' Perceived Image on Consumers' Intention to Purchase. *Journal of Advertising Research*, 31(1), 46-54.
- [12] Plotkina, D. & Munzel, A. (2016). Delight the Experts, but Never Dissatisfy Your Customers! A Multi-Category Study on the Effects of Online Review Source on Intention to Buy a New Product. *Journal of Retailing and Consumer Services*, 29, 1-11.
- [13] Pornpitakpan, C. (2003). Validation of the Celebrity Endorsers' Credibility Scale: Evidence from Asians. *Journal of Marketing Management*, 19(1-2), 179-195.
- [14] Schmidt, S. H., Shreffler, M. B., Hambrick, M. E. & Gordon, B. S. (2018). An Experimental Examination of Activist Type and Effort on Brand Image and Purchase Intentions. *Sport Marketing Quarterly*, 27(1), 31-430.
- [15] Sertoglu, A. E., Catlı, O. & Korkmaz, S. (2014). Examining the Effect of Endorser Credibility on the Consumers' Buying Intentions: An Empirical Study in Turkey. *International Review of Management and Marketing*, 4 (1) 66-77.
- [16] Singh, S. & Diamond, S. (2012). *Social Media Marketing for Dummies*.

- [17] Gretzel, U. (2017). Influencer marketing in travel and tourism. In *Advances in social media for travel, tourism and hospitality* (pp. 147-156). Routledge.
- [18] Gupta, M. (2021). Impact of influencer marketing on consumer purchase behavior during the pandemic. *International Journal of Innovative Research in Engineering & Multidisciplinary Physical Sciences*, 9(4), 154-165.
- [19] Hair Jr., J.F., Black, W.C., Babin, B.J. and Anderson, R.E. (2010) *Multivariate Data Analysis: A Global Perspective*. 7th Edition, Pearson Education, Upper Saddle River.
- [20] Hartzel, K. S., Mahanes, C. J., Maurer, G. J., Sheldon, J., Trunick, C., & Wilson, S. J. (2011). Corporate posts and tweets: brand control in web 2.0. *Journal of Information & Knowledge Management*, 10(01), 51-58.
- [21] Helm, A. E. (2006). *Cynical consumers: dangerous enemies, loyal friends* (Doctoral dissertation, University of Missouri--Columbia).
- [22] Keser, E., & Söğütü, R. (2023). Investigation of the Mediating Role of Consumer Boycott Participation Motives in the Effect of Consumer Cynicism on Consumer Boycott Behavior. *Current Research in Social Sciences*, 9(1), 69-91.
- [23] Ketron, S. (2016). Consumer cynicism and perceived deception in vanity sizing: The moderating role of retailer (dis) honesty. *Journal of Retailing and Consumer Services*, 33, 33- 42.
- [24] Ki, C. W., Chow, T. C., & Li, C. (2023). Bridging the trust gap in influencer marketing: Ways to sustain consumers' trust and assuage their distrust in the social media influencer landscape. *International Journal of Human-Computer Interaction*, 39(17), 3445-3460.
- [25] Krishnamurthi, L., & Raj, S. P. (1991). An empirical analysis of the relationship between brand loyalty and consumer price elasticity. *Marketing science*, 10(2), 172-183.
- [26] Ontario, John Wiley & Sons Canada, Ltd. Smith, R. G. (1973), *Source Credibility Context Effects*. *Speech Monographs*, 40, 303-309.
- [27] Sudha, M. & Sheena, K. (2017) 'Impact of Influencers in Consumer Decision Process: The Fashion Industry'. *School of Communication and Management Studies Journal of Indian Management*, 14(3)14-30.
- [28] Taylor, C.R. (2020). The Urgent Need for More Research on Influencer Marketing, *International Journal of Advertising*, 39(7), 889-891.
- [29] Kotler, P. and Armstrong, G. (2013) *Principles of Marketing*, 15th Global edition, Prentice-Hall, Upper Saddle River,
- [30] NJ. Lafferty, B.A. (2002) 'The dual credibility model: the influence of corporate and endorser credibility on attitudes and purchase intentions', *Journal of Marketing Theory and Practice*, Vol. 10, No. 3, pp.1-13.
- [31] Lange, P.G. (2007) 'Publicly private and privately public: social networking on YouTube', *Journal of Computer-Mediated Communication*, Vol. 13, No. 1, pp.361-380.
- [32] Lee, J. and Hong, I.B. (2016) 'Predicting positive user responses to social media advertising: the roles of emotional appeal, informativeness, and creativity', *International Journal of Information Management*, Vol. 36, No. 3, pp.360-373.
- [33] Pikas, B. and Sorrentino, G. (2014) 'The effectiveness of online advertising: consumer's perceptions of ads on Facebook, Twitter and YouTube', *Journal of Applied Business and Economics*, Vol. 16, No. 4, pp.70-81.

- [34] Pollay, R.W. and Mittal, B. (1993) 'Here's the beef: factors, determinants, and segments in consumer criticism of advertising', *Journal of Marketing*, Vol. 57, No. 3, pp.99–114.
- [35] Salem, M.Z.Y. (2016) 'Factors affecting consumer attitudes, intentions and behaviors toward SMS advertising in Palestine', *Indian Journal of Science and Technology*, Vol. 9, No. 4, pp.1–14.
- [36] Scott, D.M. (2015) *The New Rules of Marketing and PR*, 5th ed., Wiley, New York.
- [37] Shavitt, S., Lowrey, P. and Haefner, J. (1998) 'Public attitudes towards advertising: more favourable than you might think', *Journal of Advertising Research*, Vol. 38, No. 4, pp.7–22.
- [38] Smith, A.N., Fischer, E. and Yongjian, C. (2012) 'How does brand-related user-generated content differ across YouTube, Facebook, and Twitter?', *Journal of Interactive Marketing*, Vol. 26, No. 2, pp.102–113.
- [39] Sternthal, B. and Craig, C.S. (1973) 'Humor in advertising', *Journal of Marketing*, Vol. 37, No. 4, pp.12–18.
- [40] Taylor, D.G., Lewin, J.E. and Strutton, D. (2011), 'Friends, fans, and followers: do ads work on social networks', *Journal of Advertising Research*, Vol. 51, No. 1, pp.258–275.
- [41] Thorne, L. (2008) *Word-of-mouth Advertising, Online and Off: How to Spark Buzz, Excitement, and Free Publicity for Your Business or Organization with Little or no Money*, Atlantic Publishing Company, Florida.
- [42] Paker, İ. B. T. (2022). Z Kuşağının Tüketim Tercihlerinde Sosyal Medya Fenomenlerinin Etkisi (The effect of social media influencers on Generation Z's consumption preferences). *Sosyal, Beşeri ve İdari Bilimler Dergisi*, 5(4), 451–461.
- [43] Parry, S. (2020). Fit indices commonly reported for CFA and SEM. Cornell University: Cornell Statistical Consulting Unit, 2.
- [44] Perić, N., Mamula-Nikolić, T., & Delić, T. (2020). Analysis of attitudes of Gen Z toward media and consumption: The region of Balkans. *Marketing*, 51(3), 210–218.
- [45] Pradhan, D., Kuanr, A., Anupurba Pahi, S., & Akram, M. S. (2023). Influencer marketing: When and why gen Z consumers avoid influencers and endorsed brands. *Psychology & Marketing*, 40(1), 27–47.
- [46] Price, L. R. (2023). Confirmatory factor analysis: Foundations and extensions. In *International Encyclopedia of Education* (4th edition, Volume 14, pp. 607–618).
- [47] Reinikainen, H., Tan, T. M., Luoma-aho, V., & Salo, J. (2021). Making and breaking relationships on social media: The impacts of brand and influencer betrayals. *Technological Forecasting and Social Change*, 171, 120990.
- [48] Rohde, P. (2020). Wasn't even on my radar: Increasing parental mediation of influencer marketing. *Annual Review of Psychology*, 65(1), 187–207.
- [49] Lloyd, A.E. and Luk, S.T.K.: The devil wears Prada or Zara: a revelation into customer perceived value of luxury and mass fashion brands. *Journal of Global Fashion Marketing* 1(3), 129-141, 2010.
- [50] A Singh, A., & Aggarwal, M. (2024). Influencer marketing: An impact of online fashion influencers on consumer's purchase intentions. *Educational Administration: Theory and Practice*, 30(6), 2184–2196.