

INFLUENCERS MARKETING CHARACTERISTICS AND ITS GROWTH IN INDIA

Ms.T.Mohanapriya, Ph.D Research Scholar, PG & Research Department of commerce,
Sri Ramakrishna College of Arts & Science. Coimbatore, TamilNadu. India

Dr.N.Selvakumar, Associate Professor and Research Supervisor, PG & Research Department of Commerce,
Sri Ramakrishna College of Arts & Science. Coimbatore, TamilNadu. India

Abstract

This article draws a theoretical discussion on the characteristics and growth of influencer marketing in India. Customer acquisition and influencing their attitude are determined by the reliability of influencers. The influence of influencers is also determined by the number of subscribers /followers who regularly watch their videos, podcasts, microblogs, communities, vlogs etc., in SMP. Social media influencers are getting popular in India, influencer marketing is completely different from the traditional celebrity-based marketing in terms of attracting the audience. In a digitally divided country like India, 70 per cent of the social media users believe that influencers have a greater impact on their purchase decisions. In the contemporary market environment, influencers play a vital role in influencing consumers i.e., their attitude, awareness, preference and purchase behaviour. The authors concluded that as per the IMR (Influencer Marketing Report) 2024 with the rise in the social media viewer segments in India, influencer marketing is growing at the rate of 25 per cent per annum. At present in India, 11 per cent of social media-based commerce are influenced by influencers and this share is expected to rise by 20 per cent in 2025, 25 per cent in 2026 and 30 per cent by 2028. Supporting influencer marketing, brand marketers are focusing on enhancing the video content and providing authenticated information about the brand.

Key Words: Influencer, Marketing, Influencer Marketing, Social media

Introduction

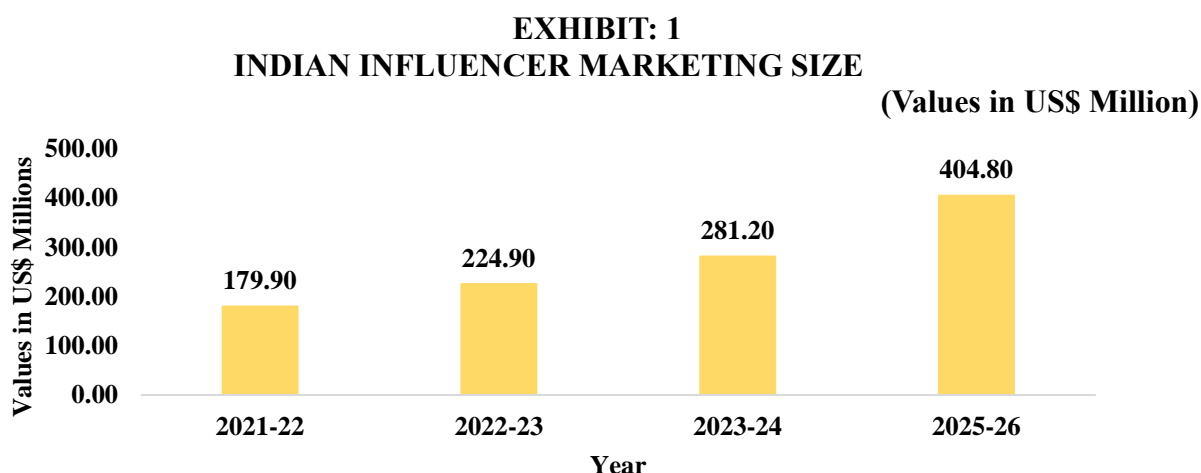
Social Media Marketing (SMM) aims to influence consumers' brand awareness, motivate consumers to engage in different social media platforms (SMP like: facebook, Instagram, youtube, etc.,) and sell brands. Influencers (advertisements) play a key role in promoting SMM in India, as they create awareness, influence, make viewers react, communicate, and make them buy a specific product or brand. SM promotes various products right from lifestyle, fashion, jewellerys, household articles, stationary, electric cum electronic goods to automobiles. Customer acquisition and influencing their attitude are determined by the reliability of influencers (personality like: sports persons, musicians, persons in the society etc.,). The influence of influencers is also determined by the number of subscribers /followers who regularly watch their videos, podcasts, microblogs, communities, vlogs etc., in SMP (Saha, 2024).

Characteristic of Influencers and Influencer Marketing

Across the world, influencer marketing gained importance since 2000, wherein a home-based hobby turned to a highly rewarding job (Joshi et al., 2025). It is a form of third-party-based brand /product promotion through social media platforms through blogs, tweeters and micro-level videos etc (Freberg, et al., 2011). Social media influencers are getting popular in India, influencer marketing is completely different from the traditional celebrity-based marketing in terms of attracting the audience (Joshi et al., 2025). In a digitally divided country like India, 70 per cent of the social media users believe that influencers have a greater impact on their purchase decisions. In the contemporary market environment, influencers play a vital role in influencing consumers i.e., their attitude, awareness, preference and purchase behaviour (Khandelwal et al., 2024). Influencers can be a celebrity or a non-celebrity person (Mohan and Singh, 2019). It works on the format of post, share and follow (Freberg, et al., 2011). Influencers build strategic relationships with brands (companies) to promote their products, to create awareness and influence potential and existing customers' buying intentions (Raghuwanshi and Kumrawat, 2024).

Influencers Market Size in India

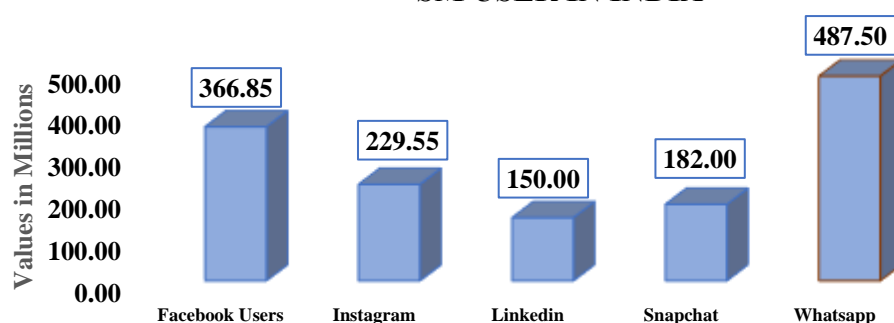
The influencer's contribution in selling different categories of products among different segments of potential buyers is remarkable (Sampath, 2024). Between the years 2022 to 2024, influencer marketing has grown from US \$179.90 million in 2022 to US \$281.20 million in 2024, and is expected to reach US \$404.80 million by 2026, approximately ₹.3,375 crores (IBEF, 2024).



Source: [https://www.ibef.org/blogs/the-rising-trend-of-influencer-marketing-in-india-key-insights-andstrategies#:~:text=India%27s%20influencer%20marketing%20industry%20is%20estimated%20to,to%20reach%20US\\$%20404.8%20million%20by%202026.](https://www.ibef.org/blogs/the-rising-trend-of-influencer-marketing-in-india-key-insights-andstrategies#:~:text=India%27s%20influencer%20marketing%20industry%20is%20estimated%20to,to%20reach%20US$%20404.8%20million%20by%202026.)

The impact of influencer marketing can be assessed based on the number of followers a specific influencer has. Out of 800 million internet users in India, nearly 500 million people are social media users and who directly react to the influencers' marketing (Basuroy, 2025). It has been observed that 93 per cent of the marketers engage influencers to promote their brands/products (Santora, 2024).

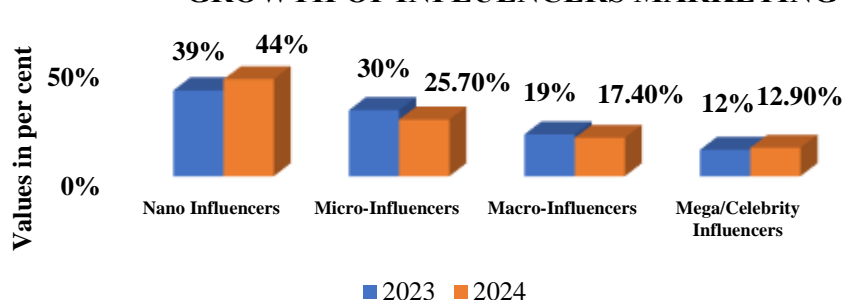
EXHIBIT:2
SM USER IN INDIA



Source: TanushreeBasuroy (2025), Social Media Usage in India-Statistics & Facts, 17thFebruary, <https://www.statista.com/topics/5113/social-media-usage-in-india/#topicOverview>.

Based on the followers' size the influencer marketing can be classified into four i.e., nano influencers, micro-influencers, macro influencers, mega celebrity influencers. The number of followers is categorised as less than 10,000 followers to more than one million followers.

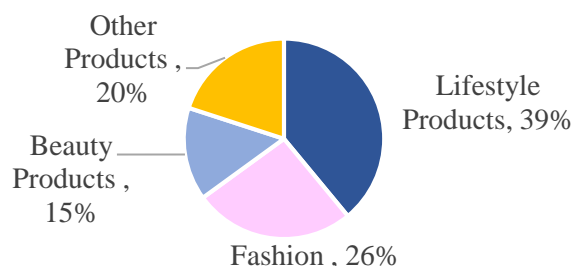
EXHIBIT: 3
GROWTH OF INFLUENCERS MARKETING



Source: <https://influencermarketinghub.com/influencer-marketing-statistics/>

The size of the influencers is duly correlated with the number of followers/subscribers in contact and nature of the consumer engagement rate and turning audiences to buy the product. It has been understood that though the micro influencers have small audiences and it is highly productive in India. Micro influencers have a higher response rate compared to macro influencers, who have wider audience reach, but responses of the audience are found to be very low. Thus, the role of influencers, either with large or small followers' group, their trust, reliability and ability to convert the audiences to buy a brand, plays a key criterion on the success of influencer marketing (Waltera et al., 2025).

EXHIBIT: 4
PRODUCT CATEGORIES' DEALT BY INFLUENCER IN INDIA



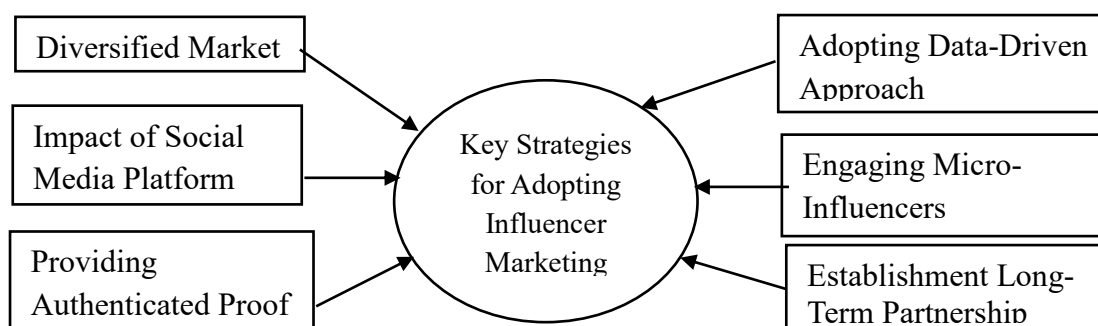
Source: The Rising Trend of Influencer Marketing in India: Key Insight and Strategies, Indian Brand Equity Foundation (IBEF), 27th August, 2024, <https://www.ibef.org/blogs/the-rising-trend-of-influencer-marketing-in-india-key-insights-and-strategies>.

Nearly 39 per cent of the influencers' marketing are focused on lifestyle products, 26 per cent are fashion products, 15 per cent of influencers promoted products are beauty/cosmetics and 20 per cent of the pie is covered by 20 per cent of other products promoted by influencers.

Need for Adopting Influencer Marketing in India

Consumer market in India is huge and highly promising for the branded product marketers. Brand marketers prefer to adopt influencers as it is more effective in educating, tuning the attitude of consumers and making them buy the products. There are several factors that influence consumers to be attracted and influenced by this medium of promotion like: diversified consumer segments, impact of social media platforms, authenticate and reliable content, performance of influencer marketing, engagement of micro-influencers and establishing long-term partnerships with the influencers.

EXHIBIT: 5
KEY STRATEGIES FOR ADOPTING INFLUENCER MARKETING



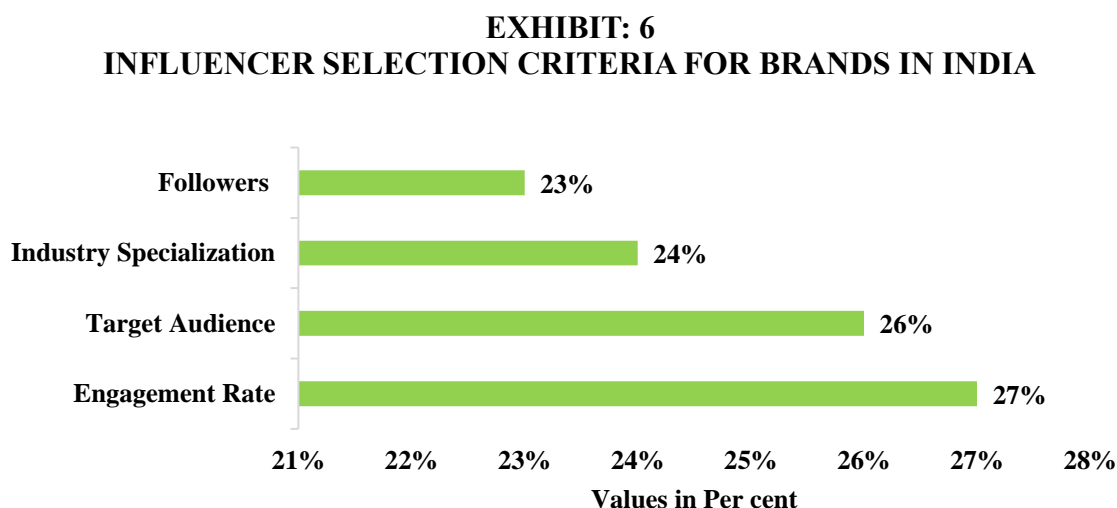
Source: The Rising Trend of Influencer Marketing in India: Key Insight and Strategies, Indian Brand Equity Foundation (IBEF), 27th August, 2024, <https://www.ibef.org/blogs/the-rising-trend-of-influencer-marketing-in-india-key-insights-and-strategies>.

The consumer market in India is highly diversified in nature (i.e., differences in languages, social-cultural differences and geographical region-based demographic and socio-economic status of consumers). Influencer uses different social media platforms like YouTube, Instagram, Facebook etc., for attracting and entertaining viewers (consumers). Marketers facilitated the influencers to provide

authenticated proof cum reliability /trust about the products, to build a strong customer base. Marketers apply different AI tools and techniques to assess the merits cum reach of the influencers marketing, to predict their future market positions and plan their spending on influencer marketing. To attract the grassroots level consumers and to influence their buying preferences, micro-influencers are most used to attract the micro-influencers, who a local people and well-known about the region's demands. Marketers also attempt to establish long-term partnerships between influencers and consumers /social media users (IBEF, 2024).

Effect of Influencers Marketing

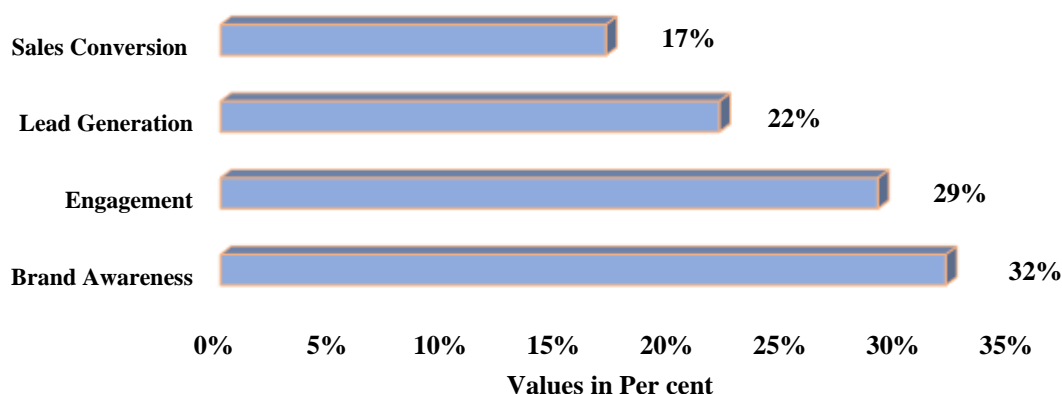
In India more than 50 per cent of internet users are engaged in social media activities. To attract this audience group 70 per cent of various categories of brands are engage in influencer marketing and the brands focus on spending nearly 10 per cent of the marketing budget for attracting, educating, influencing and keep remembering about their brands to the target group of consumers. Buyer-centric, reliable and trusted influencer marketing is more productive compared to traditional marketing practices, especially advertisement-based marketing. It has been observed that 56 per cent of brands marketed in India, spend two per cent of their promotional budget /expenses on influencer marketing (IBEF, 2024). The effects of influencer marketing is assessed by IBEF and same is discussed in the following Exhibits.



Source: The Rising Trend of Influencer Marketing in India: Key Insight and Strategies, Indian Brand Equity Foundation (IBEF), 27th August, 2024, <https://www.ibef.org/blogs/the-rising-trend-of-influencer-marketing-in-india-key-insights-and-strategies>.

On the whole influencers have succeed in grabbing the attention of the social media audiences that resulted in engagement rate of 27 per cent, have reach to the audiences of 26 per cent, focus on industry specialization upto 24 per cent and have 23 per cent of followers, out of the total audience who viewed the video or blogs.

EXHIBIT: 7
INFLUENCER MARKETING CAMPAIGN OBJECTIVES



Source: The Rising Trend of Influencer Marketing in India: Key Insight and Strategies, Indian Brand Equity Foundation (IBEF), 27th August, 2024, <https://www.ibef.org/blogs/the-rising-trend-of-influencer-marketing-in-india-key-insights-and-strategies>.

The impact of influencer marketing is assessed and inferred that, they have succeeded in creating brand awareness upto 32 per cent, succeeded in active consumer engagement 29 per cent, trade lead generation of 22 per cent and succeeded in earning sales i.e., 17 per cent.

Conclusion

As per the IMR (Influencer Marketing Report) 2024 with the rise in the social media viewer segments in India, influencer marketing is growing at the rate of 25 per cent per annum. At present in India, 11 per cent of social media-based commerce are influenced by influencers and this share is expected to rise by 20 per cent in 2025, 25 per cent in 2026 and 30 per cent by 2028. Supporting influencer marketing, brand marketers are focusing on enhancing the video content and providing authenticated information about the brand (ET, 2024). The data provides evidence that influencer marketing is reshaping the business of brands and buying practices of consumers (in terms of gathering products-related information, awareness, product selection criteria, product section and influencing others to buy the products) (Influencity, 2024). Influencers enhance the shopping experiences of the shoppers and focus on transferring the viewers to active buyers of brands.

References

- Influencer Industry Expected to Hit 5,500 Crores by End of 2024: Research, Economic Times -Brand Equity, 24th September, 2024.
- Jacinda Santora (2024), 35 Influencer Marketing Statistics Shapping 2024, 13th December, <https://influencermarketinghub.com/influencer-marketing-statistics/>.

- Karen Freberg, Kristin Graham, Karen McGaughey and Laura A. Freberg(2011), Who are the Social Media Influencers? A Study of Public Perceptions of Personality, Public Relations Review, Volume.No.37, PP:90–92.
- Lingam Sampath (2024), Impact of Social Media Marketing in India: Trends, Challenges, and Opportunities, International Journal of Humanities Social Science and Management (IJHSSM), Volume.No.4, Issue.No.4, PP: 1131-1138, July-August.
- Mohan .P and Singh.R (2019),The Effectiveness of Celebrity and Non-Celebrity Influencers in the Indian Cosmetic Industry, Journal of Advertising Research, Volume.No.59, Issue.No.2, PP:123-134.
- Nadine Waltera, Ulrich Föhlb and Lea Zagermann (2025), Big or Small? Impact of Influencer Characteristics on Influencer Success, with Special Focus on Micro- Versus Mega-Influencers, Journal of Current Issues & Research in Advertising, Volume.No.46, Issue.No.2, PP:160–182.
- Prateek Khandelwal, Anshul Mukhija, RamshankarBankey and Yugal Parmer (2024), Role of Influencer Marketing on Consumer in India,Journal of Emerging Technologies and Innovative Research (JETIR), Volume.No.11, Issue.No.3, ISSN: 2349-5162, PP:d647—d666, March.
- SayaniSaha (2024), Conceptual Inquiry into the Effect of Influencer Marketing on Purchase Dynamics in Fashion Industry, Contemporary Issues In Accounting, Finance & Management, Jointly Edited by Soma Sur and Satyajit Dhar, St. Xavier's University, ISBN:978-81-19574-98-8 (e),Rohini Nandan, Kolkata.
- Shilpa Saxena Raghuwanshi and Shikha Kumrawat(2024), Influencer Marketing's Effect on Consumer Behaviour in the Indian Cosmetics Sector, Educational Administration: Theory and Practice, Volume.No.30, Issue.No.5, ISSN: 2148-2403,PP:8916-8929.
- TanushreeBasuroy (2025), Social Media Usage in India-Statistics & Facts, 17th February, <https://www.statista.com/topics/5113/social-media-usage-in-india/#topicOverview>.
- The Future of Infleuncer Marketing: Trends and Predictions for 20230, Influencity, <https://influencity.com/blog/en/the-future-of-influencer-marketing-where-is-it-heading>.
- The Rising Trend of Influencer Marketing in India: Key Insight and Strategies, Indian Brand Equity Foundation (IBEF), 27th August, 2024, <https://www.ibef.org/blogs/the-rising-trend-of-influencer-marketing-in-india-key-insights-and-strategies>.
- Yatish Joshi, Weng Marc Lim, KhyatiJagani and Satish Kumar(2025), Social Media Influencer Marketing: Foundations, Trends and Ways Forward, Electronic Commerce Research, Volume.No.25, PP:1199-1253.