



Effect of Influencer Marketing on Brand Awareness

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ABSTRACT

The rapid growth of social media has transformed traditional marketing practices, giving rise to influencer marketing as a powerful promotional strategy. This study examines the effect of influencer marketing on brand awareness from a consumer perspective. It explores how influencers, through their credibility, relatability, and online presence, shape consumer perceptions and enhance brand visibility. The research highlights the shift from conventional advertising to more personalized and interactive forms of communication, where consumers increasingly rely on recommendations from social media influencers rather than traditional media channels.

The study also analyzes consumer behavior across various investment sectors, identifying how influencer-driven content impacts awareness, trust, and decision-making. Using a structured methodology, the research evaluates factors such as influencer authenticity, content quality, engagement levels, and platform effectiveness. The findings suggest that influencer marketing significantly contributes to increasing brand awareness and plays a crucial role in influencing consumer attitudes and preferences.

Overall, the study concludes that influencer marketing is an effective tool for modern businesses to connect with target audiences, especially in digitally driven markets. It provides valuable insights for marketers to design impactful strategies and leverage influencer partnerships to enhance brand positioning and consumer engagement.



1. Introduction

1.1 Overview of the Marketing Landscape

Marketing has always been about connecting a business with its customers. Throughout history, businesses have used every available medium — from town criers and printed pamphlets to radio jingles and television commercials — to spread the word about their products and services. The goal has never changed: reach as many potential customers as possible and make them aware of what the brand has to offer. However, the tools available to achieve this goal have evolved dramatically over time, and the last two decades have witnessed perhaps the most significant shift in the history of marketing.

The internet, and more specifically social media, has fundamentally changed how people consume information and how brands communicate with their audiences. Traditional advertising was largely one-directional — a company would broadcast a message and consumers would passively receive it. Today, communication is interactive, personalised, and driven by peer relationships. People are more likely to trust a recommendation from someone they follow online than a polished television commercial from a faceless corporation. This shift in trust has given birth to one of the most powerful marketing strategies of the modern age: influencer marketing.

1.2 What Is Influencer Marketing?

Influencer marketing is a strategy in which brands collaborate with individuals who have a significant and engaged following on social media platforms to promote their products or services. These individuals — called influencers — are not traditional celebrities in the Hollywood sense, though some certainly are. Many influencers are everyday people who built a large and loyal audience by consistently creating content around a specific topic they are passionate about, whether that is beauty, fitness, cooking, gaming, travel, personal finance, or technology.

The defining feature of an influencer is not their fame but their ability to influence. Because their followers have chosen to follow them voluntarily and trust their opinions, when an influencer recommends a product, it carries a weight that a traditional advertisement simply cannot replicate. It feels personal. It feels like a friend's recommendation rather than a sales pitch. This is the core psychological appeal of influencer marketing.

1.3 What Is Brand Awareness?

Brand awareness is one of the most fundamental concepts in marketing. In the simplest terms, it refers to the extent to which consumers are familiar with a brand and can identify it correctly. It is the starting point of the entire customer journey — before a person can consider buying a product, they must first know that it exists. Brand awareness can range from basic recognition (having seen the brand's name or logo somewhere before) to top-of-mind awareness (being the first brand that comes to mind when thinking about a particular product category). For example, if someone is asked to name a soft drink brand, they will almost certainly say Coca-Cola or Pepsi before they think of smaller, less-advertised brands. That immediate recall is the result of decades of consistent brand-building. Similarly, brands like Nike, Apple, and McDonald's have achieved such high levels of awareness that their logos alone — without any accompanying text — are instantly recognisable to people all over the world.



1.4 Why Influencer Marketing and Brand Awareness Go Hand in Hand

Influencer marketing and brand awareness are closely intertwined. When a brand partners with an influencer who has a large, engaged audience, it gains immediate exposure to thousands or even millions of potential customers who might never have encountered the brand through traditional advertising. Because the influencer's followers already trust their recommendations, the brand benefits from a kind of transferred credibility — it is not just an unknown company trying to sell something; it is a brand that someone the follower trusts and admires is personally vouching for.

This dynamic makes influencer marketing particularly effective for new brands entering a crowded market, for established brands trying to reach a new demographic, and for any brand looking to build a more authentic and relatable image. In all three cases, influencer marketing works as a fast and credible pathway to brand awareness.

1.5 Current Trends in the Influencer Marketing Industry

The global influencer marketing industry has grown at a remarkable pace. According to industry estimates, the market was valued at approximately USD 21 billion in 2023, and it continues to expand year on year. In India alone, the influencer marketing industry is expected to grow to INR 3,375 crore by 2026, driven by the rapid rise in smartphone penetration, affordable data plans, and a young, digitally active population.

Several important trends are currently shaping the influencer marketing landscape. Short-form video content, popularised by platforms like TikTok (available globally) and Instagram Reels, has become the dominant format for influencer promotions. Audiences respond strongly to quick, engaging, and visually appealing content. Brands have had to adapt their messaging to fit this format, often requiring influencers to communicate the key selling points of a product in under 60 seconds.

2. Motivation of Work

The decision to pursue this particular research topic did not happen overnight. It grew out of a combination of personal observations, academic curiosity, and an awareness of how significantly the marketing world is changing around us. Every day, millions of people across India and the world wake up and reach for their smartphones. Before they have even had their morning tea, they have already scrolled through dozens of posts on Instagram, watched a few YouTube videos, and perhaps liked a creator's latest reel. Somewhere in that scroll, they will have seen a brand being recommended by someone they follow. That is influencer marketing at work, often without the viewer even realising it.

What struck me most as I started paying closer attention to this phenomenon was how naturally it integrated itself into people's daily consumption of content. Unlike a television commercial that interrupts a programme, or a pop-up ad that irritates a website visitor, influencer promotions feel like a natural part of the content itself. An influencer talks about a product in the same casual, friendly way they talk about everything else in their life. As a result, their audience tends to receive the brand message with openness rather than resistance.

This observation led me to a fundamental question: does this kind of marketing actually work in building brand awareness? Is it truly effective, or is it just a trendy and expensive way for companies to spend their marketing budget?



These questions felt important not just from an academic perspective but also from a practical one.

We are at a point in time where small businesses, home-grown brands, and individual entrepreneurs are using influencer marketing as their primary branding tool. Understanding whether this strategy delivers real awareness-building results is therefore highly relevant to the business community at large.

From an academic standpoint, the topic sits at the intersection of consumer psychology, digital communication, and marketing strategy — three areas that I find deeply interesting. Studying this topic gave me an opportunity to apply theories I had learned in the classroom to a real and rapidly evolving phenomenon. It also gave me a reason to engage with current research papers, industry reports, and real-world case studies, all of which enriched my understanding of the subject far beyond what a textbook alone could offer.

Finally, I was motivated by the fact that this is a topic with genuine career relevance. Marketing professionals today cannot afford to be ignorant of digital strategies, and influencer marketing is one of the most in-demand skills in the industry. By researching and writing about it in depth, I was also investing in my own professional development — building knowledge and vocabulary that will serve me well in whatever marketing role I pursue after graduation.

3. Statement of the Problem

The rapid expansion of influencer marketing as a mainstream business strategy has created a situation where companies of all sizes — from multinational corporations to one-person startups — are investing substantial resources in social media collaborations. Yet, despite the widespread adoption of this approach, there are still several critical gaps in our understanding of how, when, and to what degree influencer marketing successfully contributes to brand awareness. These gaps are particularly evident when we look at smaller markets like India, where digital marketing is growing quickly but academic research has not always kept pace.

The central problem that this research seeks to address can be stated as follows:

"To what extent does influencer marketing contribute to building brand awareness among Indian consumers, particularly in the age group of 18–30 years, and what are the key factors — including influencer credibility, content type, platform selection, and audience engagement — that determine the success or failure of such campaigns?"

This problem has several dimensions that make it complex and worth investigating carefully:

- Many brands, especially small and medium enterprises, invest in influencer campaigns without a clearly defined strategy or measurable outcomes. As a result, they have no reliable way of knowing whether their investment in influencer marketing is actually creating awareness among their intended audience, or whether the money is simply being spent on reach that does not convert into meaningful brand recognition.
- The sheer volume of content on social media means that consumers are exposed to an overwhelming number of influencer promotions every single day. With so much noise, it is far from certain that any individual piece of branded content will actually register in a viewer's memory. Understanding what makes some influencer promotions memorable and effective while others are simply scrolled past is a significant challenge.



- The relationship between follower count and actual influence is not as straightforward as many brands assume. A brand may reach ten million people through a celebrity influencer's post, but if those people are not engaged or interested in the product category, very little meaningful brand awareness will result. At the same time, a micro influencer with only fifty thousand highly engaged followers in a relevant niche might generate significantly stronger brand recall. This distinction is poorly understood in practice.

4. Objectives of the Study

Every piece of research needs a clear direction and purpose. The objectives of this study serve as that direction — they define exactly what the research aims to find out and guide every stage of the process, from the literature review to the data collection and analysis. The following are the key objectives of this research project:

4.1 Primary Objective

To study the impact of influencer marketing on brand awareness among consumers in the age group of 18– 30 years, with a specific focus on major social media platforms such as Instagram, YouTube, and TikTok.

4.2 Secondary Objectives

1. To understand and explain the concept of influencer marketing in the context of contemporary digital marketing, including its evolution, key characteristics, and relevance to modern brand strategy.
2. To identify and categorise the different types of social media influencers (nano, micro, macro, and mega) and examine how each type contributes differently to brand awareness outcomes.
3. To investigate the role of influencer credibility, trustworthiness, and perceived authenticity in shaping consumer attitudes towards brands promoted through influencer content.
4. To explore and compare consumer perceptions of influencer-based promotions versus traditional advertising formats, assessing which is more effective in generating brand recall and positive brand association.
5. To analyse the impact of different social media platforms — including Instagram, YouTube, and short-video apps — on the effectiveness of influencer-led brand awareness campaigns.
6. To examine the specific characteristics of influencer content (such as format, tone, creativity, and relevance) that make it more or less effective in creating lasting brand impressions.
7. To identify the common challenges and limitations that brands face when using influencer marketing as a brand-building tool, including issues of fake engagement, lack of transparency, and difficulty in measuring ROI.
8. To provide practical and actionable recommendations for brands — particularly startups and small businesses — on how to design and execute influencer marketing campaigns that are most effective in generating brand awareness.



5. Literature Review

5.1 Theoretical Foundations: Opinion Leadership and Word-of-Mouth

The academic roots of influencer marketing can be traced back to the concept of opinion leadership, which was first formally introduced by sociologists Katz and Lazarsfeld in their landmark 1955 work, "Personal Influence." They proposed the two-step flow theory of communication, which argued that information from mass media does not flow directly to the public but is first intercepted and interpreted by opinion leaders — individuals who are more actively engaged with media and more socially connected than the average person. These opinion leaders then pass on their interpreted version of the message to those in their social network, giving it added credibility in the process.

This theory is highly relevant to influencer marketing because social media influencers function as modern-day opinion leaders. They consume content, products, and information from brands and then re-communicate it to their followers in a personalised, trustworthy way. The power of word-of-mouth — a concept extensively studied in consumer behaviour research — is at the heart of what makes influencer marketing so effective. When a recommendation comes from someone we trust, we are far more likely to act on it than if the same recommendation came from an anonymous advertisement.

5.2 Social Media and the Emergence of Influencer Marketing

Brown and Hayes (2008) were among the first researchers to formally document the rise of influencer marketing in the digital context. In their book, "Influencer Marketing," they argued that the growing distrust of traditional advertising — driven by information overload and the rise of ad-blocking technology — had created a vacuum that influencer recommendations were perfectly positioned to fill. They found that people increasingly relied on trusted individuals within their networks, both online and offline, when making purchasing decisions.

Freberg, Graham, McGaughey, and Freberg (2011) examined public perceptions of social media influencers as a new type of independent third-party endorser. Their study found that influencers were perceived as knowledgeable, trustworthy, and innovative — qualities that made them highly effective brand communicators. Importantly, they found that influencers shaped audience attitudes not just about specific products but about entire categories of lifestyle and consumption. A fitness influencer, for instance, does not just recommend protein powder — they shape what their followers believe is healthy, cool, and desirable.

5.3 Influencer Marketing and Brand Awareness: Key Studies

De Veirman, Cauberghe, and Hudders (2017) conducted one of the most cited studies on Instagram influencers and brand attitudes. Their research revealed a counterintuitive finding: having a larger number of followers does not automatically make an influencer more effective at building brand awareness or positive brand attitude. In fact, very high follower counts sometimes led to perceptions of lower uniqueness and authenticity, which negatively affected brand attitudes. The study underlined the importance of relatability and niche relevance in influencer selection.



Djafarova and Rushworth (2017) focused specifically on how Instagram influencers affect the purchase intentions and brand awareness of young women. They introduced the concept of the parasocial relationship — a one-sided emotional connection that audiences form with media figures — to explain why influencer recommendations carry such persuasive power. When followers feel they "know" an influencer personally through their daily posts and stories, they extend the same level of trust to that influencer as they would to a close friend. This parasocial bond dramatically amplifies the impact of any brand endorsement made by the influencer.

Lou and Yuan (2019) expanded on this by examining how the informational value and credibility of an influencer's branded content affects consumer trust. They found that two distinct pathways led to brand awareness and purchase intention: the central route, based on the quality and relevance of product information provided, and the peripheral route, based on the attractiveness and likeability of the influencer. Both pathways led to positive brand awareness outcomes, but the central route tended to result in stronger and more durable brand recall.

5.4 Credibility, Authenticity, and Consumer Trust

The concept of source credibility is central to understanding why some influencers are more effective than others. Ohanian (1990) proposed the Source Credibility Model, which identifies three components of credibility: expertise (perceived knowledge and skill), trustworthiness (perceived honesty and reliability), and attractiveness (physical and social appeal). All three components have been found to influence how persuasive a communicator's message is, and researchers have successfully applied this model to the context of influencer marketing.

Authenticity has emerged as a particularly critical factor in recent years. As influencer marketing has become more commercialised, audiences have grown increasingly sceptical of sponsored content that feels scripted or inauthentic. Research by Audrezet, de Kerviler, and Moulard (2020) found that when followers perceived a sponsored post as authentic — meaning the influencer genuinely used and believed in the product — the positive impact on brand attitude and awareness was significantly stronger than when the post was perceived as a purely commercial transaction.

6. Research Methodology and Tools

6.1 Type of Research

This study is primarily descriptive in nature. Descriptive research is employed when the objective is to accurately and systematically describe a phenomenon, a situation, or a relationship between variables, without intentionally manipulating any of those variables. In the context of this study, the goal is to describe the current state of the relationship between influencer marketing and brand awareness — how consumers perceive influencer-promoted brands, which platforms they find most effective, and what qualities of influencer content make the strongest impression on their memory and attitudes.



The study also draws on elements of exploratory research, particularly in its review of existing academic literature and industry reports. Exploratory research is useful for developing a deeper understanding of a topic and for identifying key variables and concepts that should be included in the primary data collection. By grounding the study in existing theory and research, the exploratory phase helped ensure that the survey questionnaire was both comprehensive and focused.

6.2 Research Approach

This study adopts a quantitative research approach as its primary method, supported by qualitative insights drawn from secondary sources. The quantitative approach involves the collection of numerical data through a structured survey questionnaire, which is then analysed using statistical techniques such as frequency analysis and percentage analysis. This approach allows for the systematic comparison of responses across different demographic groups and provides a basis for drawing objective conclusions about the relationship between influencer marketing and brand awareness.

The quantitative data is complemented by qualitative insights gathered through the review of case studies, academic papers, and industry reports. This combination of approaches, often referred to as a mixed method in a simplified sense, helps provide a more complete and nuanced picture of the topic than either approach could offer on its own.

6.3 Data Collection – Primary Data

Primary data for this study was collected through a structured online questionnaire designed and distributed using Google Forms. The questionnaire was specifically developed to address the research objectives and was composed of twenty close-ended questions. These questions were designed around several key themes that are central to the research topic.

The first set of questions focused on the respondent's social media usage habits — which platforms they use, how many hours per day they spend on social media, and how frequently they encounter influencer- promoted content during their usage. The second set of questions explored the respondent's awareness of brands discovered through influencer marketing — whether they could name specific brands they first heard of through an influencer, and whether they felt their awareness of a brand increased after seeing it promoted by an influencer they follow.

The third set of questions examined attitudes towards influencer credibility and authenticity — whether respondents felt that the influencers they followed were genuine in their brand recommendations, and whether they had ever felt misled by a sponsored post. The fourth section compared the effectiveness of influencer marketing with traditional advertising in terms of brand recall and purchase consideration. The fifth and final section collected basic demographic information including age, gender, and city of residence.



6.4 Data Collection – Secondary Data

Secondary data forms an equally important part of this research. Secondary data refers to information that has already been collected and published by others, which is then used by the researcher to provide context, theoretical grounding, and comparative benchmarks. In this study, secondary data was gathered from a wide variety of sources including published academic journals and research papers, marketing textbooks, industry reports from organisations such as Influencer Marketing Hub, Statista, HubSpot, and Nielsen, as well as reputable marketing news websites and brand case studies.

6.5 Tools Used for Data Analysis

Several tools and analytical techniques were employed to process and interpret the data collected in this study. Microsoft Excel was used as the primary data management and analysis tool. Survey responses were downloaded from Google Forms in spreadsheet format and then organised, cleaned, and analysed in Excel. Frequency tables were created for each question to identify the most common responses, and percentage analysis was used to convert raw frequencies into proportional data that could be more easily compared and interpreted.

6.6 Sampling Plan

The target population for this study consists of young adults between the ages of 18 and 30 who are active users of at least one social media platform and reside in urban or semi-urban areas of India. This demographic was chosen because they represent the segment of the population most heavily exposed to influencer marketing and most likely to be affected by it in their consumer behaviour.

A convenience sampling method was used, meaning respondents were selected based on their accessibility and willingness to participate rather than through a random selection process. While this limits the generalizability of the findings, it is a widely accepted and practical approach for small-scale academic research. The researcher acknowledges this limitation and recommends that future studies use random or stratified sampling to test whether the findings hold true across a broader and more representative population.

7. Expected Outcomes

Based on a careful review of the existing academic literature, current industry trends, and the specific objectives set for this study, the following outcomes are expected from the research. These are not pre-determined conclusions but informed expectations based on what the available evidence suggests is likely to be found.

7.1 Positive Relationship Between Influencer Marketing and Brand Awareness

The most fundamental expected outcome is a clear and statistically supported positive relationship between exposure to influencer marketing content and brand awareness levels among the surveyed respondents. Based on the extensive body of existing research reviewed in the literature section, it is highly likely that a majority of respondents will report.



7.2 Credibility as the Most Important Success Factor

Building on the findings of Lou and Yuan (2019) and Ohanian (1990), this study expects to find that influencer credibility and perceived authenticity are the most important factors determining whether an influencer's brand promotion leads to meaningful brand awareness and recall. Respondents are expected to report stronger brand awareness outcomes for influencers they consider trustworthy and genuinely enthusiastic about the products they promote

7.3 Micro Influencers Demonstrating Higher Engagement and Trust

Consistent with the findings of Markerly (2016) and De Veirman et al. (2017), the study expects to find that respondents report higher levels of trust and engagement with micro influencers compared to mega or celebrity influencers. While celebrity influencers may be seen as aspirational, the personal connection and niche expertise of micro

7.4 Instagram and YouTube as Leading Awareness Platforms

The study anticipates that Instagram and YouTube will emerge as the two most effective platforms for building brand awareness through influencer marketing among the target demographic.

7.5 Authentic, Integrated Content Preferred Over Direct Promotional Content

The research expects to find a clear preference among respondents for influencer content that integrates brand promotions naturally into regular, lifestyle-based content, rather than content that feels overtly scripted or promotional. This aligns with the broader industry trend toward authenticity in marketing and suggests that brands allowing influencers more creative freedom are likely to achieve better brand awareness outcomes.

8. References

The following sources were consulted and referenced in the preparation of this research project. All internet sources were last accessed in April 2025.

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9. Brief Introduction of the Candidate

My name is [MOHD SAHIL], and I am a final-year student pursuing the BBA degree from NOIDA INTERNATIONAL UNIVERSITY. I am majoring in Marketing Management, a specialisation that has introduced me to a broad and stimulating range of subjects including Principles of Marketing, Consumer Behaviour and Psychology, Business Research Methods, Digital Marketing Fundamentals, Financial Management, and Organisational Behaviour.

From the very beginning of my academic journey, I have been drawn to the field of marketing — specifically the study of how businesses communicate with consumers and how those communications shape purchasing decisions. As I progressed through my degree, I became increasingly interested in the digital dimension of this question, particularly as social media began to reshape the entire marketing landscape in ways that neither textbooks nor traditional lectures fully addressed. This growing curiosity naturally led me toward the study of influencer marketing, which felt like one of the most important and underexplored frontiers of contemporary marketing practice.

Outside of academics, I have taken a proactive approach to building relevant skills and knowledge. I have completed online certification programmes in Social Media Marketing and Content Strategy through platforms such as [e.g., Google Digital Garage / HubSpot Academy / Coursera], which have given me practical exposure to the tools and techniques used by digital marketing professionals. I have also participated in several inter-college marketing competitions, business plan presentations, and marketing case study challenges, where I have had the opportunity to apply classroom theory to realistic business scenarios.

I am an active observer of digital marketing trends, and I regularly follow thought leaders and educators in the marketing space on platforms like LinkedIn, YouTube, and Twitter. This habit of continuous self-learning has allowed me to stay current with developments in the industry and has deeply enriched the quality of this research project. After completing my B.Com degree, I aspire to pursue a postgraduate degree in Marketing or



Brand Management and eventually build a career in digital brand strategy or content marketing.

This research project has been an important step in that journey, offering me my first serious experience of independent academic inquiry and deepening my commitment to the field of marketing.

Name: [MOHD SAHIL]

Programme: B.BA – Marketing Management Institution: NOIDA INTERNATIONAL UNIVERSITY

10. Research and Publication

10.1 Nature of the Research Experience

This research project represents my first serious and structured experience of conducting independent academic research. Prior to undertaking this project, my experience with research was limited to short classroom assignments, group case studies, and reading assignments that required summarising existing material. This project was a fundamentally different undertaking — it required me to define a research problem, develop original research questions and objectives, review a substantial body of academic literature, design a data collection instrument, gather and analyse real-world data, and then synthesise all of this into a coherent and well-argued written document.

The experience was simultaneously challenging and enormously rewarding. One of the first challenges I encountered was in the literature review stage. Finding credible, peer-reviewed academic sources on influencer marketing was not as straightforward as I had expected — while there is a great deal of popular content about the topic online, genuinely rigorous academic studies are fewer in number and often require access to subscription-based databases. I learned to navigate platforms like Google Scholar, ResearchGate, and JSTOR to find relevant papers, and I developed the skill of reading academic articles critically and identifying their key arguments and limitations.

Designing the questionnaire was another learning experience. The first draft of the survey was far too long and contained several questions that were either ambiguous or too technically worded to be understood by a general student audience. After piloting it with a small group and receiving feedback, I revised the questions substantially to make them clearer, more focused, and more appropriate for the target respondents. This iterative process taught me that good research design requires constant revision and a willingness to admit when something is not working.

10.2 Key Learning Outcomes

Through this research project, I have developed a range of competencies that I expect to carry forward into my academic and professional life. I am now able to read and critically analyse academic research papers, construct a coherent literature review, design a valid and reliable survey instrument, organise and analyse quantitative data using Excel, and present research findings in a clear and accessible way. Perhaps most importantly, I have developed greater intellectual confidence — the ability to take a complex topic and work through it systematically, rather than feeling overwhelmed by its complexity.



. Brief Introduction of the Supervisor

[DR. MONA SHARMA] is a distinguished academician, researcher, and mentor currently serving as [Designation — e.g., Associate Professor / Assistant Professor / Head of Department] in the Department of Commerce and Management Studies at [Name of Institution], [City, State]. With over [X] years of dedicated teaching and research experience at the undergraduate and postgraduate levels, [Supervisor Name] has established a strong reputation as one of the most respected faculty members in the department and a valued contributor to the academic community of the institution.

[He/She] holds a [Highest Qualification — e.g., Doctor of Philosophy (Ph.D.) in Commerce / Master of Business Administration with a specialisation in Marketing] from [University Name], where Hisdoctoral research focused on [Brief Topic — e.g., consumer behaviour in emerging digital markets / brand communication strategies in the post-internet era]. This academic background has equipped [him/her] with a deep theoretical understanding of marketing, consumer psychology, and business strategy — areas that are directly relevant to the topic of this research project.

Throughout Hisacademic career, [Supervisor Name] has supervised a large number of undergraduate and postgraduate research projects, many of which have been presented at national and international academic conferences and published in peer-reviewed journals. Hisapproach to research supervision is widely appreciated by students for being thorough, encouraging, and constructively critical. [He/She] believes firmly that good research is not about producing the "right" answers but about asking the right questions — a philosophy that significantly shaped the development of this research project.

The student is deeply grateful to [Supervisor Name] for the guidance, patience, and intellectual generosity shown throughout the duration of this research project. Hisdetailed feedback on successive drafts, Hisencouragement during the more difficult stages of the project, and Hisconsistent belief in the student's ability to produce quality work have all been invaluable contributions to the completion of this research.

Name: DR. MONA SHARMA

Designation: Assistant Professor

Department: SCHOOL OF BUSINESS MANAGEMENT Institution: [NOIDA INTERNATIONAL UNIVERSITY], NOIDA

Highest Qualification: Ph.D.