Trust And Purchase Intention In Influencer Marketing: A Study On Social Media Consumers In Emerging Markets

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KEYWORDS	ABSTRACT:
Influencer marketing, social media, trust, purchase intention, theory of persuasion, YouTube influencers.	This study examines how social influencers such as YouTube affect customers' buying intentions. It also seeks to detect and validate the trust and buy-intention factors. Physical attractiveness, social attraction, perceived consumer effectiveness, influencer credibility, and attitude homophily were theorized to determine trust and purchase intention based on existing theories and research. The suggested conceptual framework was validated using Structural Equation Modeling (SEM) on 1190 respondents from an online Google form administered to consumers following social media influencers (YouTube et al.) in northern Tamil Nadu. The SEM estimation confirmed the correlation between social attraction ($\beta=0.41$, $p<0.01$), perceived consumer efficacy ($\beta=0.17$, $p<0.01$), and attitude homophily ($\beta=0.15$, $p<0.01$), all of which positively impacted trueness. Research indicates that trust negatively affects purchase intention ($\beta= -0.2$, $p \leq 0.01$). This study of social media influencer purchase intention is unique. Previous research measured intention as customer happiness, brand loyalty, WOM, and e-WOM. This study measured the relative impact of social media influencers on consumers' purchase intentions. This study also has important theoretical and managerial implications for enhancing purchase intentions.

1. Introduction

The proliferation of user-created content on social media platforms has given rise to a new breed of influential individuals, who share personal experiences and evaluate products and services. These individuals, known as 'social media influencers' [1], have garnered significant attention from companies and brands. Businesses view influencers not only as potential advertising channels but also as valuable social assets for partnerships, potentially leading to long-term marketing and sales collaborations [2]. The influencer marketing industry is projected to grow substantially, with business insiders forecasting annual corporate expenditure to surpass $15 billion by 2022 [3]. Recognizing the unique opportunity to connect with target audiences, brands are increasingly engaging with influencers of social media. These influencers wield considerable power to shape consumer purchasing decisions, often surpassing traditional marketing methods in terms of effectiveness. Consequently, there has been a notable increase in academic research on influencer marketing [4-6].

The notion of influencers in marketing predates social media. Traditionally, celebrities have been the primary shapers of consumer behavior in conventional media [7]. Individuals often imitate and

follow celebrities, who wield substantial influence through direct means or by endorsing products and services on established media channels, such as television and newspapers [8-11]. Consumers typically find personalities more credible than company-employed sales representatives. Additionally, most celebrities are considered sources of expert-like opinions because of their cultivated public personas. The authority of traditional influencers appears to stem from a combination of trust and perceived expertise. Beyond viewing celebrities as reliable and knowledgeable, people form pseudo-relationships with them, which mirrors the sense of familiarity individuals develop with media figures they encounter frequently [12-14]. This concept, termed the "parasocial relationship" (PSR), exhibits characteristics similar to relationships formed through direct social interactions over time. Studies suggest that PSR is an ongoing connection that develops through social appeal akin to friendships. This bond forms despite the absence of physical social interactions [15]. Consequently, people regard celebrities as intimate conversational partners even though actual dialogue is unfeasible.

The realm of social media influencer marketing is similar to traditional celebrity endorsements in legacy media yet places a greater emphasis on content collaboration. Audience engagement tends to be more pronounced than conventional celebrity endorsements. While the older model relied on unidirectional broadcasting, preventing followers from engaging with celebrity messages, social media influencers cultivate parasocial relationships (PSRs) with their audiences through constrained bidirectional interactions, such as comments and responses. Despite this limited two-way communication, it still qualifies as a PSR owing to the absence of genuine social connections, thus positioning social media influencers as a unique category. Digital technologies have diversified influencer roles by creating intricate consumer landscapes. Companies must now consider both existing criteria and novel marketing approaches alongside customer value propositions to navigate this complexity [16]. To address this challenge, a comprehensive definition of social media marketing has emerged, describing it as an interdisciplinary, cross-functional strategy that leverages social platforms to achieve organizational goals by generating stakeholder value. The current study examines the characteristics and descriptive approaches of social media influencers [17-20]. However, there is a dearth of analytics on this multifaceted social media marketing strategy. Existing validation scales for social communication studies fail to capture increasing complexity Moreover, the precise impact of cultural background on motivation for utilizing social media incentives remains elusive.

This study aims to accomplish three objectives: 1. validate consumer purchase intentions influenced by social media influencer videos; 2. Identify key characteristics of online influencers that affect online purchases; and 3. examined how the number of "followers" impacts the development and stimulation of purchase intentions through trust. This study evaluates the role of trust in measuring the effectiveness of social media influencer marketing, particularly through video advertising on platforms such as YouTube, thus contributing to both theoretical and practical advancements. The proposed conceptual model highlights the significance of trust and social media influencers in social media marketing as well as their connection to influencer attributes, which elucidates the social media policy model. These findings could assist organizations in enhancing their influencer-based social media marketing strategies from a trust perspective. In addition, social media influencers may refine their promotional approaches based on trust-related results. This study adopts and validates the persuasion theory to explain social media influencer marketing by comparing influencer trust with other widely researched factors. Persuading individuals to make purchases is a form of influence that alters their attitudes [21]. Studies on persuasion have shown that personal qualities and portrayals of the message source are more crucial than self-generated arguments [22]. The followers of social media influencers view and classify them as self-

representations. Persuasion theory suggests that this perception of supporters' thoughts affects their purchase intention. This paper's segment as follow literature is reviewed in Segment II. Segment III covers the theory, the conceptual research paradigm, and the hypotheses. Section IV discusses the data and methodology used in this study. The measurement model, hypothesis test, and control variable multi group analysis are presented in Segment V. The results, theoretical and practical consequences, limitations, and future research are presented in Segment VI. Finally, Section VII concludes the paper.

2. MATERIAL AND METHODS Marketing through Social media

Digital technologies may impede customer relationships; however, yet suggested that social media and online ads yield cost savings. Internet marketing and influencers help firms enhance their market footprint. Assessing transactions, revenue, growth, customer satisfaction, loyalty, marketing innovations, and feedback systems is vital [23]. Emerging tactics involve value, brand, and relationship equity, underscoring the need to reconsider social media marketing strategies. Defined social media marketing as a cross-departmental effort that creates stakeholder value via social networks and other avenues, aiming for corporate goals. This strategic redefinition shields organizations from navigating social media marketing, embracing conservatism, innovation, and structured and networked organizations. The governance shift is from authoritarian to permissive, leveraging social capital and the nonfinancial value of community engagement [24]. Advocate for a new perspective on organizational social media research, viewing Internet users as part of a stakeholder ecosystem rather than merely a business-community dichotomy.

❖ Source of information

Owing to the popularity and philosophy of social media, many organizations prioritize influencer marketing [25]. Reveal that social media followers perceive influencers as thought leaders. Taste and interest influence the transmission of customer information. This information gurus are trusted, knowledgeable, and authentic [26]. Comprehensive data analysis can uncover "market mavens or customers who can spread information, who can participate in influencer marketing. The six-story methods of advising, intriguing, educating, analyzing, entertaining, and assembling show how social media influencers use eWOM to promote businesses and products. Provided a theoretical framework for social media trust variables. They also examine online trust.

❖ Social Media Advertisements

Social media advertising utilizes viral promotions and eWOM, as explained by social exchange theory (SET), message effects, sharing motivations, and platform effects. Found that viral referrals require an evaluation of the relationship between the information recipient and the brand, noted that college-aged Facebook group members are more likely to discuss social media and advertising, although sharing ideas in groups did not impact viral advertising pass-on [27]. Examined three social media product advertising campaigns and their source reliability and found no significant differences between them. Observed that social media users are more inclined to purchase products, with implications varying by culture. Social media influencers differ, describe micro celebrities as public figures with a small following. Notes that non-traditional celebrities targeting specific demographics are gaining influence highlighted that the internet enhances information usability and reliability [28]. Celebrity advertising on 18-to-31-year-olds, finding that followers positively influence consumers' opinions of promoted firms and their willingness to purchase recommended products. Analyzed Weibo's digital influencers, focusing on the under-30s.

They found that developing identity and engaging in parasocial relationships (PSR) increased influencer stickiness, referring to the time consumers spent watching influencers.

❖ Theoretical background and hypothesis development

Despite extensive research, the current scales used to evaluate social media influencers' marketing efficacy fail to account for the complexity of the social media landscape. The marketing effectiveness of social media influencers and platforms is poorly studied [29-32]. To fill these research gaps, social media influencer video advertising was examined using the persuasion theory. This setting describes a modified approach for analyzing social media influencers. Previous studies support this adaptation. We then present the theoretical framework, hypotheses, and the empirical study model.

❖ Theory of persuasion

Persuasion alters behavior. ELM divides persuasion into central and peripheral channels, with the major channel being more elaborate [33]. These ideals were verified on the main road. Peripheral path source attractiveness evaluation requires less cognitive effort. The ELM route suggests peripheral communication for non-value system cognitive processing [34]. Heuristic persuasion uses reliable sources. Argued that minor cues affect social media sentiments. Persuasion theory proposes many strategies to reach social media influencers. Trustworthiness influences followers' purchases. Trusted influencers spend more time doing so. Trust in the influencers depends on their appearance. This study found that social media influencers' traits affect their followers. Their purpose changes with the peripheral circuitry [35]. Recent social media studies have addressed the major elements affecting followers' purchases.

❖ Trust and Purchase Intention

Like traditional media, social media influencer marketing relies on trust. (Rogers and Bhowmik 1970) define credibility as source trustworthiness [36]. According, credibility depends on competency and trustworthiness or the extent to which the audience trusts the speaker. Sincerity is trustworthy. They display audience-focused kindness. Social media marketing performance is predicted by trustworthiness, authenticity, and knowledge [37]. Academic research has examined how influencer reputation, particularly trustworthiness, affects followers' purchasing intentions found that credibility, subject matter knowledge, and influencer similarity influence viewers' purchases, identified a positive correlation between trustworthiness and observed PSR, which predicts the purchase intention of 10-to 19-year-old followers and influencers [38]. Based on the above literature assessments of past studies, the following hypothesis is proposed.

H11: There is a positive Relationship between Consumer Trusts and Purchase Intention

❖ Personal traits vs. perceived representation

However, this study failed to distinguish between followers and influencers find that brand awareness and buying intentions are connected to informational value, entertainment value, trustworthiness, knowledge, attractiveness, and likeability [39-41]. According to this study's theoretical framework, influencers should be trustworthy and informed and people should be attractive and comparable. Characterization and personality were differentiated using persuasion theory. Followers define influencers based on their attributes. The followers' opinions of the influencers reflect on them. Theoretically, these ideas differ.

❖ **Physical attractiveness**

From the perspective of, attitude modification has been studied extensively with a focus on physical beauty [42] find that vloggers visibility is crucial found that social media influencers' physical beauty, audience engagement, and transparency are important. The model's physical appearance in advertising has been studied in standard attractiveness studies [43]. This study found a favourable association between online dating profile attractiveness and trustworthiness. The visual appeal of acquiring hosts for online images affects dependability [44]. Find a positive link between physical attractiveness and trustworthiness, including knowledge. *H1:H6; Physical attractiveness will have a positive indirect effect on purchase intention through trust.* Thus, trust functions as a mediator in the relationship between influencers' physical attractiveness and consumers' purchase intention.

❖ **Attitude homophily**

From found that social media influencers' personas must align with their self-image for positive endorsements. Attitude homophily suggests that people prefer interacting with those sharing similar attributes and interests [45-48], thus enhancing influencers' appeal. Superstars understand their audience markets better, and influencers' social appeal increases when they resemble their followers [49]. Attitude homophily affects information validity and eWOM, with celebrity credibility linked to homophily attitudes [50]. Found that homophily impacts perceived social influence (PSI) and trustworthiness, thereby influencing influencer credibility. Influencers with similar values were more trustworthy. *H2:H7; Attitude homophily positively affects purchase intention through trust. Hence, trust mediates the relationship between influencers' homophily attitudes and consumers' purchase intentions.*

❖ **Social attractiveness**

Social media attractions that are distinct from physical attractions [51]. Identifies three persuasive speaker attributes: authority, credibility, and social appeal. Describe social beauty as a speaker's captivating ability. Found that anthropomorphic speaker interfaces enhance social connections among computer users, indicating trust and communication with socially appealing machines. Consumers anthropomorphize brands, which helps define their identities [52-55]. Previous studies on brand anthropomorphism have focused on brand affection, revealing that brand love leads to brand loyalty and word-of-mouth [56-58]. Social media influencers who promote attractive brands may use this strategy in marketing. Influencers' social attractiveness extends beyond social media "likes" and resembles brand loyalty, affecting consumer loyalty. This relationship improves both variables, mediated by credibility and perceived service quality. A Facebook profile study showed that social beauty was a strong trust factor [59]. *H3: H8; Social attraction of influencer will positively indirectly affect purchase intention through trust.* Thus, trust mediates the relationship between influencers' social attractiveness and consumers' purchase intention [60].

❖ **Perceived Consumer Effectiveness**

An individual's "perceived consumer efficacy" is the belief that they or can solve a problem in a certain domain. This requires a cognitive understanding of how one's activities and efforts can lead to significant problem solving [61]. According to, higher consumer effectiveness is associated with increased environmental concern. Increasingly, socially acceptable purchase behaviours impact customer behavior according to the PCE. PCE strongly influences consumers' environmental behavior. *H4:H9; Perceived consumer effectiveness will have a positive indirect effect on purchase intention through trust [62].* Thus,

trust functions as a mediator in the relationship between Perceived Consumer Effectiveness and purchase intentions [63].

❖ **Influencer Credibility**

Defined credibility as the perceiver's assessment of a communicator. Influencer credibility strongly influences customer sentiments and purchases [64]. define credibility as expertise, dependability, and aesthetic appeal [65]. demonstrate that credible influencers influence consumers' attitudes toward advertising and e-WOM more than celebrity endorsers. Influencer trustworthiness strongly influences consumer purchase intentions.

H5:H10; Influencer credibility will have a positive indirect effect on purchase intention through trust. Thus, trust functions as a mediator in the relationship between influencers' credibility and consumers' purchase intention [66].

❖ **Sampling Procedure:**

This research was conducted in Tamil Nadu, India [67]. The greatest assistance was provided by randomly chosen participants who were willing to provide feedback. Additional support was obtained from social media influencers on Facebook, Instagram, and YouTube platforms. Participants were selected from predetermined northern regions of the state, and actively followed at least one social media influencer. These influencers played a significant role in shaping the purchase intentions and decisions of the study participants [68].

❖ **Data Collection Tool:**

A properly designed questionnaire was created to collect data on the respondents' buying intentions and online influencer criteria for academic studies. The researchers assessed the participants using widely accepted scales in the literature. Mentors and subject matter experts examined the content validity of the scale to ensure item appropriateness and to eliminate extraneous items [69].

❖ **Measures:**

This cross-sectional study used a survey to collect data from a district in Northern Tamil Nadu, India. The variables of the research model were changed using the social media study data [70]. This investigation focuses on "You Tubers" instead of "bloggers." The survey asked closed-ended questions using a 7-point Likert scale. The participants had seven options, ranging from "strongly disagree" to "strongly agree." After improving the measuring tool, 20 graduate students from Annamalai University in the Cuddalore District were tested to determine its applicability [71].

❖ **Questionnaire measures:**

From four items of Attitude Homophily and three items of trustworthiness, followed four times Physical Attractiveness and four items of social attraction taken, three items of purchase intention have been taken for the study rest of the constructs "influencer credibility "and "perceived consumer effectiveness" are self-constructed questioners [72].

❖ **Sampling, Collection of data and validating method:**

This study investigated the influence of video advertising by social media influencers on purchase intentions [73]. YouTube has been identified as the top platform for brand promotion through videos ,

and its marketing effectiveness has been well documented. The survey indicated that influencer video marketing is the most common on YouTube, Instagram, and Facebook. This study focused on frequent users from North Tamil Nadu, India, highlighting the impact of online videos on purchasing decisions. India's recent advancements in digital marketing and content creation have influenced the choice of this market owing to its substantial marketing penetration [74]. Participants were randomly selected and responded to via email, Google Forms, or direct questioning. No specific dataset was created and the survey was considered representative, covering many community members. Initially, participants answered demographic and screening questions about their use of influencer content on Facebook, Instagram, and YouTube; their purchasing history after viewing such videos; and their subscription to at least one online channel [75]. The screening questions aimed to encourage positive responses for continued participation, excluding those who were unqualified. After three months, incomplete responses, 1190 participants were included in the sample. Participants' responses were analyzed using SPSS version 23, detailing the demographics and primary characteristics of the sample.

Table 1 presents the demographic characteristics of the participants.

Table 1: Respondents' Demographics Details

Category	Group	Frequency	Percentage (%)
Age	11-26 (Gen Z)	738	62
	27-42 (Millennial)	321	27
	43-58 (Gen X)	119	10
	Above 59 (Boomers II)	12	1
Gender	Male	688	58
	Female	420	35
	Third Gender	22	2
	Prefer not to Say	60	5
Education	Senior School	89	7
	Diploma	256	22
	Undergraduates	381	32
	Postgraduates	189	16
	Professional Degree	260	22
	Other	15	1
Occupation	Student	596	50
	Employee	348	29
	Professional	162	14
	Business/Self Employed	36	3
	Other	48	4
Income	NIL	410	34
	>25,000	650	55
	25,000-35,000	113	9
	50,000-70,000	15	1
	Facebook	423	36

Social Media Platform	Instagram	375	32
	Pinterest	47	4
	Snapchat	66	5
	X (Formerly Twitter)	77	7
	YouTube	202	17
Frequency of Using social media	Daily	1108	93
	Weekly	68	6
	Once a month	14	1
	Rarely	0	0
Segment Followed on social media	Fashion	121	10
	Lifestyle	158	13
	Beauty	249	21
	Fitness	196	16
	Healthcare	112	9
	Gadgets & Electronics	101	8
	Travel	40	3
	Food	201	17
	Other	12	1
Feature Given Importance	Quality	112	9
	Price	756	64
	Brand	178	15
	Availability	32	3
	Promotion	18	2
	Discount	94	8
TOTAL		**1190**	**100%**

3. Analysis and Interpretation:

This study used a two-step modeling technique to assess the scales' psychometric qualities, first using confirmatory factor analysis (CFA) and structural equation modelling [76]. This multivariate statistical method uses actual data and a theoretical model to examine the direct and indirect correlations between components. Structural educational Modeling and the AMOS-V24 were used in this experiment.

❖ Confirmatory Factor Analysis:

A confirmatory factor analysis (CFA) using SPSS AMOS v24 on 1250 responses out of 1190 respondents was valid after filtering the errors and unanswered questions, examined with 28 scale items across seven themes [77]. The 28-item, seven-component model was estimated using maximum likelihood (ML) estimation. Seven items with standardized factor loadings below 0.5 and squared multiple correlations (SMCs) from 0.11 to 0.25, were excluded: physical attrition, social attraction, attitude homology, influencer credibility, and perceived customer efficacy. The remaining 21 items formed the measurement model, which fit well with a seven-factor solution 2003; $\chi2= 329.077$, p =

0.000; GFI = 0.975, CFI = 0.989, NFI = 0.978, IFI = 0.989, RMR = 0.032, RMSEA = 0.029, SRMR = 0.0). The SMC values ranged from 0.456 to 0.855 and the factor loadings ranged from 0.675 to 0.925. No additional items were excluded. The model's convergent validity and reliability were confirmed via Average Variance Extracted (AVE) and Composite Reliability (CR), with CR values between 0.786 and 0.920, and AVE estimates ranging from 0.74 to 0.89, surpassing the acceptable threshold of 0.4. Discriminant validity was confirmed as AVE square roots exceeded inter-construct correlations [78]. The final 21-item seven-variable model was valid and reliable. Descriptive statistics indicated that respondents had moderate levels of physical attraction, social attraction, perceived consumer effectiveness, and attitude homophily, with influencer credibility being rated higher (mean = 2.67). Respondents also reported moderate levels of physical attraction, social attraction, purchase intention, and homophily attitude (Table 2 and Figure 1).

Table 2: Construct Validity and Reliability Assessment - Results

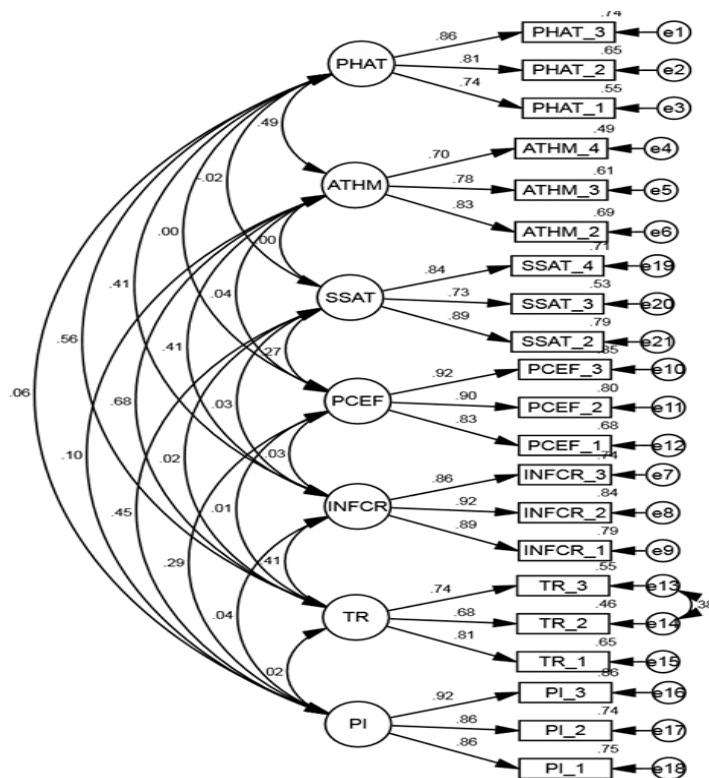| Constructs	Cronbach's Alpha	CR	AVE	MSV	PI	PHAT	ATHM	INFCR	PCEF	TR	SSAT
PI	0.91	0.91	0.78	0.2	**0.88**						
PHAT	0.84	0.85	0.65	0.32	0.05	**0.8**					
ATHM	0.81	0.82	0.6	0.46	0.1	0.49	**0.77**				
INFCR	0.92	0.92	0.79	0.17	0.03	0.4	0.41	**0.89**			
PCEF	0.91	0.91	0.78	0.08	0.28	0.01	0.04	0.03	**0.88**		
TR	0.82	0.79	0.55	0.46	0.02	0.56	0.68	0.41	0.01	**0.74**	
SSAT	0.86	0.86	0.68	0.2	0.45	-0.01	-0.01	0.03	0.27	0.02	**0.82**

Figure 1: Confirmatory Factor Analysis

A structural equation model incorporating the seven hypotheses was constructed using a confirmatory factor analysis measurement model and demonstrated a robust fit ($\chi 2$ = 386.736, p <.001; CMIN/DF = 2.302, GFI =.970, CFI = 0.985, NFI = 0.974, IFI = 0.985, RMR =.037, RMSEA =.033, SRMR =.027). The model explained 45% of the trust variance and 25% of the buy-intention variance, which is acceptable, given the real-world complexity of these factors [79]. Social attraction positively influences purchase intentions (β=0.41, p<0.01), which is consistent with Lee (2010). Sokolova and Kefi (2020) found that social attractiveness in speaker interfaces enhances computer-mediated social interactions, building trust and engagement. Social attractiveness includes likeability and its impact on social media followers' purchasing behavior [80-83]. The respondents indicated that public appeal affects product acquisition and social status. Consumer effectiveness is the second most significant predictor of purchase intention (β=0.17, p<0.01). Previous research has not examined the direct impact on purchase intention, but this relationship suggests that higher buy value, increased confidence, and better decision making enhance buying intentions. Attitude homophily ranked third in influencing purchase intention (β=0.15, p<0.01). Sokolova and Kefi (2020) suggested that social media influencers are more effective with attitude homophily. Studies have shown that better knowledge of targets enhances marketing success by increasing public trust in purchase decisions [84]. Emphasized physical attractiveness, audience engagement, and transparency in social media influencers, supporting a slight positive effect (β=0.05, p>0.05). Influencer attraction remains significant, despite differing perspectives. Influencer credibility negatively impacts purchase intention (β= -0.02, p>0.05). Previous research has overlooked the direct influence on purchasing intentions. Spry et al. (2011) found that high-credibility influencers affect advertising and e-WOM attitudes more positively than celebrities, negatively impacting client purchase intentions [85]. Trust showed a negative association though significant with purchase intention (β= -0.1, p<0.01), aligning with Ohanian's (1990) finding that trust does influence buyers' intentions with negative association, showing a moderate connection between trust and purchase intent. The study's conceptual framework was validated by identifying a few insignificant factors during the SEM estimation, as shown in Figure 2 and 3 and Table 3, which present regression/path coefficients and hypothesis testing outcomes [86].

Table 3: Hypothesis testing and Mediation analysis results

| Hypothesis	Independent Variable	Dependent Variable	Path Coefficient (Unstd.)	Path Coefficient (Std.)	p-Value	Result
H1	Physical Attraction	Purchase Intention	0.073	0.055	0.14	Not Sig
H2	Social Attraction	Purchase Intention	0.405	0.411	0	Sig
H3	Attitude Homophily	Purchase Intention	0.192	0.151	0.001	Sig
H4	Influencer Credibility	Purchase Intention	0.026	0.022	0.472	Not Sig
H5	Perceived Consumer Effectiveness	Purchase Intention	0.163	0.169	0	Sig
H6	Physical Attraction	Trust	0.334	0.248	0	Sig
H7	Social Attraction	Trust	0.035	0.035	0.224	Not Sig
H8	Attitude Homophily	Trust	0.614	0.479	0	Sig
H9	Influencer Credibility	Trust	0.083	0.068	0.081	Not Sig
H10	Perceived Consumer Effectiveness	Trust	0.016	0.017	0.543	Not Sig
H11	Trust	Purchase Intention	0.115	0.116	0.007	Sig
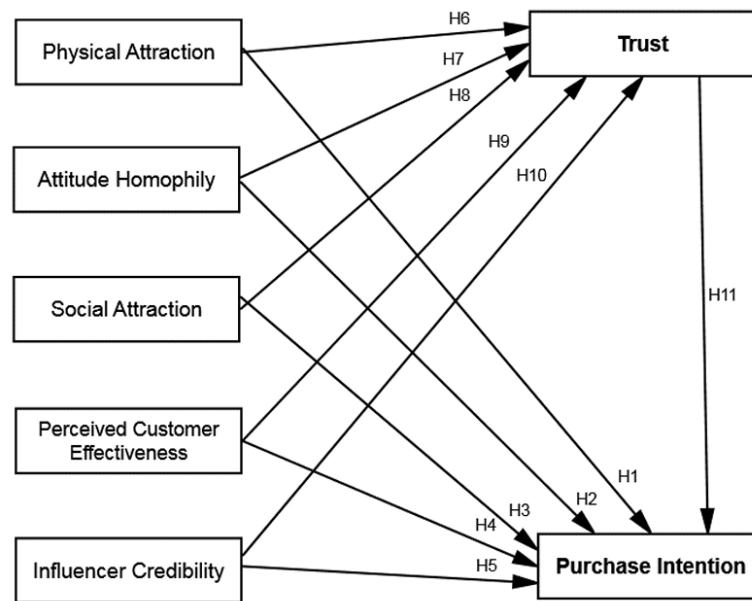
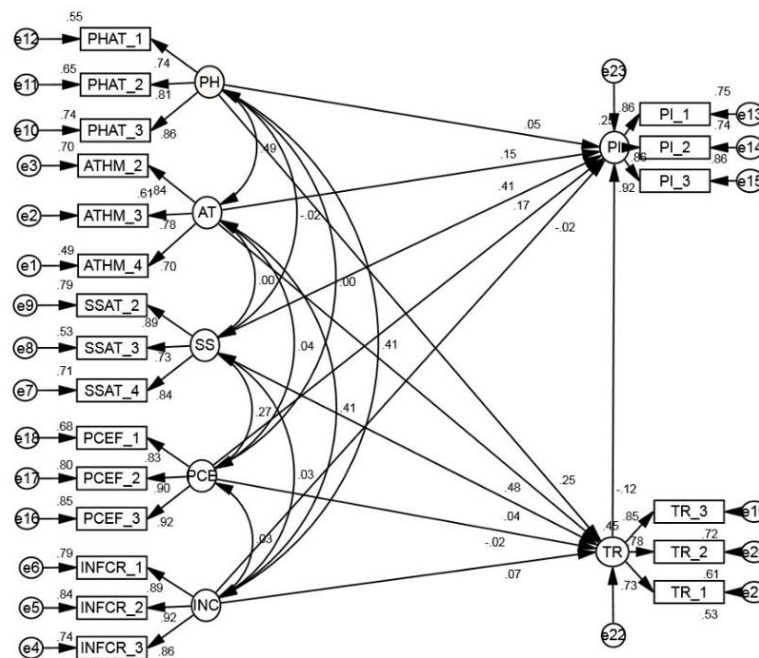**Figure 2: Conceptual Framework with Hypotheses**

Figure 3: Hypothesis and Path Testing using SEM

4. Results and Discussion

This study explored the influence of social media personalities on consumers' purchase decisions, emphasizing trust-based mechanisms [87-90]. It adapts model to emerging markets while integrating Persuasion and Social Exchange theories, offering insights into consumer behavior influenced by platforms, such as YouTube, Facebook, and Instagram. Findings show that respondents, mostly Gen Z and Millennials, use social media daily to engage with influencers. Facebook and Instagram are widely used platforms for fashion, beauty, and food content that significantly influence consumer preferences. Trust emerges as central to shaping purchase decisions, although it does not always translate into actual purchases [91]. This study underscores the importance of social- and attitude-based alignment with influencers. Consumers engage more with influencers exhibiting social appeal and similar attitudes or

values, fostering trust and indirectly motivating purchase intentions. Influencer credibility appears to be less impactful than perceived reliability and authenticity [92]. This study highlights parasocial relationships—one-sided interactions where followers see influencers as trusted advisors. This drives engagement and creates a ripple effect, where consumers become micro-influencers, amplifying brand reach. This reinforces Social Exchange Theory, with influencers as intermediaries sharing experiences for trust and loyalty. Trust has a complex relationship with purchase intentions, fostering positive perceptions and potentially creating scepticism. Theoretical contributions include integrating Persuasion and Social Exchange theories into influencer marketing. This study expands the literature on consumer behavior by emphasizing experiential learning. Influencer credibility and perceived consumer effectiveness shape how consumers evaluate online personality traits. In practice, brands should identify influencers aligning with target audience preferences. Retailers can enhance their trust through authentic reviews and transparent communication. Social media influencers can redefine consumer-brand relationships through creativity, relatability, and engagement. This study, conducted in Tamil Nadu, provides a foundation to understand influencer marketing in emerging markets. Future research could explore diverse populations and psychological constructs, such as parasocial responsibility, emotional connection, and consumer satisfaction from influencer interactions.

5. Conclusion

Technology such as machine learning, artificial intelligence, and the Meta verse are bringing about a revolution in education by providing chances for learning that are both immersive and customized. By evaluating accuracy, recall, and F1 scores in a variety of settings, we demonstrated the benefit of technology that is powered by artificial intelligence. This is shown by scenario A, which has an F1-score of 0.87, an accuracy of 0.89, and a recall of 0.85. In this instance, both the accuracy and the performance balance were satisfactory. In comparison to Scenario A, Scenario B accomplished a recall of 0.92, an F1-score of 0.83, and an accuracy of 0.76 his circumstance made it quite clear that there must be a balance between coverage and accuracy. According to these results, educational technologies powered by artificial intelligence have the potential to enhance learning; nevertheless, there are still concerns about infrastructure, accessibility, and morality that need to be addressed. It is necessary to have a well-planned strategy that strikes a balance between innovation and inclusivity in order to make the most of the benefits that new technologies may bring to education.

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