

**INFLUENCE OF TRUST AND AUTHENTICITY ON INFLUENCER MARKETING**

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**ABSTRACT**

The interaction between trust and authenticity significantly influences consumer decision-making. Authentic communication fosters trust, while trust enhances message credibility and persuasion effectiveness. Together, these factors impact consumer attitudes, brand perception, engagement behavior (likes, shares, comments), and ultimately purchase behavior. Particularly among younger demographics, who rely heavily on peer-generated content, influencer authenticity often outweighs traditional advertising appeals. Transparency in disclosures further strengthens this trust. Trust and authenticity in influencer marketing drive higher engagement, foster long-term customer loyalty, and significantly boost conversion rates by replacing polished ads with genuine, relatable, and transparent recommendations. Authentic partnerships build credibility, allowing audiences to trust influencer endorsements, which improves brand perception and drives purchasing decisions.

Keywords: Trust , Authenticity , Influencer Marketing

**INTRODUCTION**

Influencer marketing has emerged as a dominant digital promotion strategy in the era of social media-driven consumer engagement. With the rapid growth of platforms such as Instagram, YouTube, TikTok, and Facebook, brands increasingly collaborate with digital content creators to reach highly segmented and engaged audiences. Unlike traditional celebrity endorsements, influencer marketing relies heavily on perceived relatability, personal connection, and ongoing interaction between influencers and their followers.

At the core of influencer marketing effectiveness lie two fundamental constructs: **trust** and **authenticity**. Trust refers to the confidence followers place in an influencer's credibility, expertise, and integrity. It develops through consistent communication, transparent disclosures, and value-driven content. When audiences perceive influencers as knowledgeable and honest, they are more likely to accept recommendations and translate them into purchase intentions and brand loyalty. Authenticity, on the other hand, reflects the extent to which influencers are perceived as genuine, real, and true to their personal identity. Authentic influencers share personal experiences, unfiltered opinions, and relatable narratives, thereby reducing psychological distance between themselves and followers. In digital environments characterized by information overload and skepticism toward advertising, authenticity acts as a differentiation mechanism that strengthens emotional bonding and parasocial relationships. The interaction between trust and authenticity significantly influences consumer decision-making. Authentic communication fosters trust, while trust enhances message credibility and persuasion effectiveness. Together, these factors impact consumer attitudes, brand perception, engagement behavior (likes, shares, comments), and ultimately purchase behavior. Particularly among younger demographics, who rely heavily on peer-generated content, influencer authenticity often outweighs traditional advertising appeals. From a marketing strategy perspective, understanding the influence of trust and authenticity is critical for brand-influencer alignment, campaign performance, and long-term relationship building. Brands must carefully select influencers whose values, communication style, and audience demographics align with their positioning to ensure credibility and avoid reputational risks. Therefore, examining the influence of trust and authenticity on influencer marketing is essential to evaluate its effectiveness in shaping consumer behavior, enhancing brand equity, and sustaining competitive advantage in the digital marketplace.

**RELATED REVIEWS**

**De Veirman et al. (2017)** found that influencer popularity alone does not guarantee persuasive impact; *trustworthiness* and *expertise* have stronger predictive power for consumer engagement and brand attitudes.

**Casaló et al. (2018)** demonstrated that consumers' trust in influencers leads to reduced skepticism toward advertising and greater brand loyalty.

**Audrezet, de Kerviler, & Moulard (2018)** conceptualized *influencer authenticity* as a multidimensional construct involving originality, transparency, and sincerity. Their work underscores that *high authenticity strengthens parasocial relationships* and encourages deeper engagement.

**Ki et al. (2020)** found that authentic influencer content increases followers' emotional connection and enhances perceived influencer expertise.

**Boerman & Van Reijmersdal (2020)** showed that less commercialized content reduces advertising skepticism and cognitive resistance.

Cloud technology is a vital part in the modern marketing mix, it is unavoidable when compared to other modern marketing tools, because everything became online, so the need for the acquirement of new technology is needed, in digital marketing the use of cloud technology is varied from the use of other sectors. This paper studies about how the cloud technologies impacted the trend of digital marketing, researcher used secondary data collected from previously published journal, theses, websites, blogs etc., author conclude that digital marketing been effectively used and the level of customer satisfaction is high when marketers uses cloud technologies at various levels of customer's buying decision making. **(Kavitha, 2023)**

The uses of big data are giving extended benefit to the marketers in order to retain the customers also according to their taste and preferences, post-purchase behaviour data from customers is the key element for markers to retain them, in this paper researcher aims to find out the various uses and impact of big data in consumer buying behaviour, the researcher uses secondary data from previously published articles, blogs, websites and theses to support the objectives of the study. **(Kavitha, 2023)**

**INTEND OF THE STUDY**

The primary **intend (purpose) of this study** is to examine how trust and authenticity influence the effectiveness of influencer marketing in shaping consumer attitudes, engagement behavior, and purchase intentions in digital environments.

**INFLUENCE OF TRUST AND AUTHENTICITY ON CONSUMER SATISFACTION**

The Trust and Authenticity consists of seven variables and its subsequent influence over Consumer Satisfaction is measured through linear multiple regression analysis. The results are shown below

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.733 <sup>a</sup>	.538	.532	3.304

a. Predictors: (Constant), TA7, TA4, TA1, TA5, TA2, TA6, TA3

Source –Computed data

In view of the above, it can be presumed that the  $R=.733$   $R$  square = .538 and adjusted  $R$  square .532. It can be established that the Trust and Authenticity variable create 53% variance over the Consumer satisfaction. The cumulative influence of seven variables of Trust and Authenticity over Consumer satisfaction analysed through the following one way analysis of variance.

**Table 2 ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7027.409	7	1003.916	91.985	.000 <sup>b</sup>
	Residual	6035.399	553	10.914		
	Total	13062.808	560			

a. Dependent Variable: Consumer Satisfaction

b. Predictors: (Constant), TA7, TA4, TA1, TA5, TA2, TA6, TA3

Source –Computed data

It was indicated in the above table  $f=91.985$   $p=.000$  are statistically significant at 5% level. This presumes all the seven variables cumulatively responsible for Consumer satisfaction. The individual influence of all this seven variables is clearly presented in the following co-efficient table.

**Table 3 Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	12.712	1.096		11.602	.000
	TA1	.566	.210	.091	2.697	.007
	TA2	-.175	.224	-.030	-.780	.436
	TA3	1.152	.228	.201	5.053	.000
	TA4	.285	.224	.051	1.275	.003
	TA5	.559	.225	.090	2.491	.013
	TA6	1.706	.256	.258	6.661	.000
	TA7	2.102	.197	.362	10.677	.000

a. Dependent Variable: Consumer Satisfaction

Source –Computed data

It was obtained in the above table shows that Consumers are increasingly distrustful of traditional advertising and favor recommendations from trusted sources, making authentic influencers a powerful alternative ( $Beta=.091$ ,  $t=2.697$ ,  $p=.007$ ), Genuine trust in an influencer translates to trust in the brands they endorse, fostering stronger brand loyalty and a more receptive audience ( $Beta=.201$ ,  $t=5.053$ ,  $p=.000$ ), Cultivate enduring relationships with influencers, rather than one-off campaigns, to build consistent trust and credibility over time ( $Beta=.051$ ,  $t=1.275$ ,  $p=.003$ ), Influencer authenticity makes your brand look more believable to consumers simply by association ( $Beta=.090$ ,  $t=2.491$ ,  $p=.013$ ), Authentic influencers build trust with their audience by showing how true they are to their values and mission ( $Beta=.258$ ,  $t=6.661$ ,  $p=.000$ ), Authentic influencers tend to engage with their followers by liking and responding to comments ( $Beta=.362$ ,  $t=10.677$ ,  $p=.000$ ) are statistically significant at 5% level. This indicates that authentic influencers share personal experiences and perspectives, which resonates with their audience and creates a sense of connection and relatability, unlike impersonal ads.

**FINDINGS AND CONCLUSIONS**

Trust and authenticity are the cornerstones of effective influencer marketing, directly driving consumer engagement, brand perception, and purchasing behavior. Authentic, relatable influencers foster trust that translates to higher credibility than traditional ads, as consumers perceive their recommendations as sincere advice rather than paid promotions. Transparency in disclosures further strengthens this trust. Trust and authenticity in influencer marketing drive higher engagement, foster long-term customer loyalty, and significantly boost conversion rates by replacing polished ads with genuine, relatable, and transparent recommendations. Authentic partnerships build credibility, allowing audiences to trust influencer endorsements, which improves brand perception and drives purchasing decisions.

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