

**IMPACT OF RESONANCE ON INFLUENCER MARKETING**

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**ABSTRACT:** High resonance signifies that followers deeply identify with the content, transforming passive viewership into trust, brand loyalty, and increased purchase intent, making it a critical component alongside reach and relevance. It deals the emotional connection and depth of engagement between an influencer and their audience—drives higher conversion rates, builds trust, and fosters brand loyalty. Unlike mere reach, high-resonance campaigns, often featuring authentic storytelling, turn followers into customers, leading to better ROI and, in some cases, over 10% higher campaign performance.

**Keywords:** Resonance , Influencer Marketing, Consumer satisfaction

**INTRODUCTION**

Influencer marketing has evolved from simple product endorsements to relationship-based digital persuasion. On platforms such as Instagram, YouTube, and TikTok, influencers no longer function merely as promotional intermediaries; they act as opinion leaders who shape consumer perceptions through relatable narratives and shared experiences. In this context, **resonance** has emerged as a critical determinant of influencer marketing effectiveness.

Resonance refers to the degree of psychological alignment, emotional connection, and value congruence between influencers and their followers. It reflects how strongly audiences identify with an influencer's personality, lifestyle, beliefs, and content themes. When resonance is high, followers perceive the influencer's messages as personally relevant, meaningful, and authentic, leading to stronger engagement and persuasion outcomes.

From a theoretical standpoint, resonance is closely linked to **Parasocial Interaction Theory**, which explains how audiences develop one-sided emotional bonds with media personalities. In influencer marketing, such bonds create a sense of intimacy and familiarity, making promotional content appear less intrusive and more trustworthy. Resonance also aligns with **Self-Congruity Theory**, suggesting that consumers prefer brands and endorsers that reflect their own self-concept.

The impact of resonance manifests across multiple behavioral outcomes:

- **Higher engagement levels** (likes, shares, comments, and saves)
- **Stronger emotional attachment** to the influencer
- **Increased brand recall and positive brand attitude**
- **Greater purchase intention and advocacy behavior**

Unlike reach or follower count, resonance focuses on depth rather than breadth of influence. An influencer with a smaller but highly aligned audience may generate stronger marketing outcomes than a macro-influencer with limited emotional alignment. Therefore, resonance acts as a qualitative metric of influence strength.

Strategically, brands must evaluate influencer–audience alignment, shared values, communication tone, and community interaction patterns to ensure high resonance. Campaign success increasingly depends not just on visibility, but on how well influencer narratives connect with followers' identities and aspirations.

In conclusion, resonance plays a pivotal role in enhancing influencer marketing effectiveness by strengthening emotional bonds, increasing message relevance, and fostering long-term consumer relationships. Understanding its impact enables marketers to design campaigns that prioritize relational depth over numerical reach, thereby achieving sustainable competitive advantage in digital markets.

**REVIEW OF LITERATURE**

**Asaló et al. (2018)** found that identification with influencers enhances interaction and content engagement, which subsequently improves brand perception.

**Lou & Yuan (2019)** reported that perceived relatability and informational value strengthen followers' engagement intentions and trust formation.

**Sokolova & Kefi (2020)** demonstrated that parasocial relationships with influencers positively affect purchase intentions, particularly among younger audiences.

**Ki & Kim (2019)** highlighted that influencer–follower relationship strength enhances brand credibility and perceived authenticity.

**Munnukka et al. (2021)** showed that emotional attachment to influencers leads to greater brand loyalty and advocacy behavior.

**Djafarova & Rushworth (2017)** found that relatable influencers generate stronger persuasion compared to traditional celebrities because followers perceive them as more genuine and trustworthy.

In 2020 vast majority of the sector was stepped foot in the digitalization. In COVID-19 pandemic and lock down period in India affected small business, schools, colleges, shops, malls and all fields of life. Most people in the world, especially the elderly, have never seen such an impact of COVID-19 event. In this regards, study about crucial situation of COVID-19, digitalization performance, customer satisfaction and some fields turning to digitalization movements.(Kavitha 2021)

The combination of artificial intelligence and social media opens up new channels for customer involvement and provides insightful data that can be used to inform strategic decision-making. Trust and safety are extremely important aspects of e-commerce. Artificial intelligence (AI) is helping to improve fraud detection, which ensures safe transactions, while social media is helping to develop confidence in brands. As the ecosystem of e-commerce continues to develop, it is critical to have a solid understanding of the dynamic relationship between artificial intelligence (AI) and social media in order to achieve both sustainable growth and a competitive advantage. This analysis offers some useful insights for companies and scholars that are interested in maximizing the revolutionary potential of this dynamic alliance.(Kavitha M 2024)

**OBJECTIVES OF THE STUDY**

The primary objective of this study is to examine the impact of resonance on influencer marketing effectiveness and its role in shaping consumer behavioral and attitudinal outcomes in digital platforms such as Instagram, YouTube, and TikTok.

**INFLUENCE ON RESONANCE ON CONSUMER SATISFACTION**

The Resonance covers six variables and its influence over Consumer Satisfaction is measured through linear multiple regression analysis. The findings are given below

Table 1 Model Summary for Resonance

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.767 <sup>a</sup>	.588	.583	3.118

a. Predictors: (Constant), RE6, RE2, RE1, RE5, RE4, RE3

Source –Computed data

It was shown in the above table R=.767 R square = .588 and adjusted R square .583. It indicates the Resonance variance stimulates 58% variance over the Consumer Satisfaction. The cumulative influence of six variables of Resonance over Consumer Satisfaction is computed through the following one way analysis of variance.

Table 2 ANOVA(b)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	7677.782	6	1279.630	131.646	.000 <sup>b</sup>
	Residual	5385.027	554	9.720		
	Total	13062.808	560			

a. Dependent Variable: Consumer Satisfaction

b. Predictors: (Constant), RE6, RE2, RE1, RE5, RE4, RE3

Source –Computed data

It was given in the above table f=131.646 p=.000 are statistically significant at 5% level. This establishes that all the six variables cumulatively responsible for Consumer Satisfaction. The individual influence of all this six variables is clearly given in the following co-efficient table.

Table 3 Coefficients(a)

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	14.424	.905		15.946	.000
	RE1	.718	.224	.114	3.200	.001
	RE2	.084	.240	.015	.351	.726
	RE3	1.112	.293	.178	3.791	.000
	RE4	1.209	.250	.202	4.839	.000
	RE5	1.166	.256	.196	4.548	.000
	RE6	1.494	.176	.276	8.463	.000

a. Dependent Variable: Consumer Satisfaction

Source –Computed data

It revealed in the above table that High resonance indicates that an influencer's content creates an emotional chord with their followers (Beta=.114, t=3.200, p=.001), It signifies active interaction like likes, comments, shares (Beta=.178, t=3.791, p=.000), It creates authentic, personal stories that align with their audience's values and interests (Beta=.202, t=4.839 p=.000), Resonance occurs when a brand's social identity matches the buyer's social identity (Beta=.196, t=4.548 p=.000) It represents the engagement the *influencer* can generate with an audience similar to your brand (Beta=.276, t=8.463p=.000) are statistically significant at 5% level. This enables that strong emotional connection builds trust and credibility, which can lead to higher conversion rates for the brand

**FINDINGS AND CONCLUSIONS**

Resonance in influencer marketing measures the depth of engagement and emotional connection an influencer establishes with their audience, directly driving likes, comments, shares and conversions.. High resonance signifies that followers deeply identify with the content, transforming passive viewership into trust, brand loyalty, and increased purchase intent, making it a critical component alongside reach and relevance. It deals the emotional connection and depth of engagement between an influencer and their audience—drives higher conversion rates, builds trust, and fosters brand loyalty. Unlike mere reach, high-resonance campaigns, often featuring authentic storytelling, turn followers into customers, leading to better ROI and, in some cases, over 10% higher campaign performance.

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