Canadian Journal of Marketing Research
ISSN: 0829-4836
https://canadian-jmr.com/index.php/cjmr

Research Article

Understanding the Influence of Digital Influencers on Purchase Behaviour for Personal Care FMCG Products in Western Uttar Pradesh: An Implementation Research Study

Mansi Singhal[1*] and Ashu Saini[2]
[1,2]School of Commerce & Management, IIMT University, Meerut, UP, India

***Corresponding Author**
Mansi Singhal

Article History
Received: 14.09.2026
Accepted: 09.10.2026
Published: 30.10.2026

DOI: 10.61336/cjmr.1604.28

Abstract: This study designs and evaluates a real-world influencer-marketing program for personal care FMCG brands in Western Uttar Pradesh (W-UP). Using a mixed-methods implementation research approach, we (i) establish a 2024–25 market baseline from secondary data, (ii) deploy a 12-week, multi-platform influencer intervention across urban and peri-rural districts, and (iii) evaluate effects on purchase intention, brand consideration, and verified sales uplift. The protocol complies with Indian disclosure rules (ASCI/CCPA) and emphasizes measurable, ethical, and scalable execution. We detail sampling, creator selection, content calendars, compliance safeguards, and statistical analysis (logit/SEM and difference-in-differences). Findings will inform how creator attributes and disclosure clarity translate into consumer action for personal care categories in W-UP.

Keywords: Digital Influencers, Purchase Behavior, Personal Care FMCG, Western Uttar Pradesh, influencer Marketing, Implementation Research, SEM, Difference-In-Differences

Copyright @ 2026: This is an open-access article distributed under the terms of the Creative Commons Attribution license which permits unrestricted use, distribution, and reproduction in any medium for non-commercial use (NonCommercial, or CC-BY-NC) provided the original author and source are credited.

INTRODUCTION

In moments where consumers need to buy products, such as beauty and personal care (BPC), the creator economy has gone from experimentation to essential in India's brand mix, particularly in these highly tactile, routine-driven, and trust-based decision journeys. The Indian influencer marketing spend is estimated to be at ₹3,000–₹3,500 crore in 2024-25 and is projected to increase further with Instagram and YouTube emerging as the top performers. This growth is built on a broad digital foundation - India has ~491 million social media identities and ~806 million internet users, which provides easy access at a cost-effective rate to Tier-2/3 cities and peri-rural areas. Meta's dominance streak is continuing across India for discovery and short-form social media, as Facebook accounts for ~51%, Instagram ~39%, and YouTube ~5–6% of the total social traffic, according to Meltwater Platform data for July 2025. Stat Counter Global Stats.

BPC is also a positive on the demand side. According to industry experts, the total value of the India BPC market is estimated at ~$28B in 2024 and is expected to grow through 2030–33, driven by skincare and haircare product penetration. This trend is reflected in IMARC Group Retail signals as well: listed beauty major Nykaa has announced robust top-line and profit growth based on its premium beauty demand and product mix growth, which highlights the consistent growth of the beauty category. Meanwhile, demand for FMCGs has consistently been higher in rural/peri-rural areas, compared to its urban growth, in the initial half of 2025, with home & personal care categories doing relatively well an important consideration for activation strategies in Western Uttar Pradesh (W-UP). The Economic Times the Times of Indiamint [1,2].

The Strategic Significance of Influencers in BPC

Beauty and Personal Care (BPC) brands worldwide have embraced influencer marketing as a core strategy, transforming it from an experimental approach into a key component of their marketing efforts. Influencers are people who are

trusted and credible on their platforms, and can influence purchase decisions with their authentic storytelling, peer-like endorsements Wikipedia. Meta-analytical research has recently validated that elements like authenticity, credibility and the brand–influencer fit all systematically increase consumer purchase intentions Wikipedia. This is in line with theories such as Parasocial Interaction that explain the relationship between influencer to audience and the resulting trust and eventually purchase action [3,4].

The Indian Digital & BPC landscape is Rapidly Growing and Expanding at a Tremendous Pace

The influencer economy in India continues to grow robustly, with predictions that it will surpass the ₹3,000–₱3,500 crore mark by 2024–25, particularly in the beauty and FMCG sectors, driven by growth in the region of the country. The influencer economy in India is rapidly gaining momentum and is expected to reach the ₹3,000–₱3,500 crore mark by 2024–25, particularly in the beauty and FMCG spaces, with growth across the region of the country. This is complemented by the projected value of the BPC market on Innovative Research Thoughts being valued at more than US$26.3 Billion in 2022 and US$38 Billion by 2028 at a CAGR of ~6.5%. These numbers illustrate growing consumer interest as well as monetisation opportunities in the market [5].

Academic Research Backs This Up

Krishnamoorthy & Varma noted that creative content is influential for the Indian youth, but disclosure of sponsorship did not significantly impact Indian youth's trust in influencer reviews, while brand recognition did. Raghuwanshi & Kumrawat further state that the credibility of the influencers, authenticity of the content and the relevance of the platform are crucial factors affecting brand awareness and purchase intent in the Indian cosmetic industry [6].

The Role of Platform-Based Consumer Trust Variation

The effectiveness of influencers is also dependent on the platform. According to a study conducted on both mobile platforms and across India, consumers through mobile apps are more responsive to influencer messaging than web users, who are more skeptical – mainly because of the exposure to commercial messaging in their mobile feeds. Mobile-first approaches such as short-form video content (Instagram), etc., might be more effective in Indian environments.

Theoretical Underpinnings & Engagement Frameworks

Studies such as the one by Tanwar et al. from IIT Delhi (IIM Journal) have found that beauty and lifestyle is one of the most popular and effective segments for influencer marketing, along with the other mediating factors, including self-presentation, parasocial interaction, and credibility. The COBRA framework (Consumers' Online Brand-Related Activities) also adds to the understanding by segmenting consumer engagement into consumption, contribution and creation of brand content that is relevant to the social commerce ecosystem, driven by influencers, Wikipedia [7].

Rationale for Focus on Western Uttar Pradesh

The literature generally deals with the impact of influencers at the national or urban metro level, but Western Uttar Pradesh (W-UP) has a combination of urban denseness (Noida, Ghaziabad, Agra, Meerut) and peri-rural pockets of digitising (Bulandshahr, Bijnor, Saharanpur). This heterogeneity provides an excellent basis for granular implementation research – encompassing both modern trade and traditional retail, language nuances (Hindi/Hinglish), and media habits that cross urban-rural lines. With a strong demand from the BPC sector with growth rates higher than the overall FMCG growth, W-UP's context is very much urgent and illustrative on designing a scalable influencer strategy for the same, says Innovate Research Thoughts Research Gate+1kuey.nettmg.chitkara.edu.in [8,9].

Background & Rationale

The influencer economy in India is still growing – its value in 2024 was ₹3,600 crore and it is expected to grow by 25% in 2025 – and brands say they've moved on from the 'followers' metric to content relevance and quality. In terms of reach and headroom, ~491 million social media identities (≈33.7% population) have been estimated by com Media Brief Business Standard India, which is an increase of 6.3% YoY. Facebook (~51%) and Instagram (~39%) are the decision makers in Meltwater Platform share in India; YouTube (~5–6%) is useful for media-mix planning. Stat Counter Global Stats [10].

Beauty & Personal Care (BPC)

India's BPC market is ~USD 24-30bn in 2024 and expected to expand ~10-11% CAGR through 2030-34, driven by skincare and haircare. Beauty e-tailer Nykaa made strong growth in BPC-led growth from 2024-25 in retail, as per the Demand signals visibility by Claight Markntel Advisors Allied Market Research. At the channel level, rural FMCG demand

was higher than urban demand in Q1 2025, while shows a higher momentum in personal care and household channel, relevant for peri-rural W-UP. The Times of India [11].

Compliance is important: 69% of top digital stars failed to meet disclosure norms before intervention, and personal care was among the more non-compliant sectors, with transparent disclosures being a key element of compliance. ASCI+1Campaign Asialexorbis.com [12].

Why Western Uttar Pradesh? W-UP is a diverse mix of heterogeneous audiences and retail formats with dense urban (Noida, Ghaziabad, Agra, Meerut) and rapidly digitizing peri-rural markets and high broadband penetration. India-level telecom / broadband indicators validate a solid digital foundation for social commerce activations [13].

Background

In fact, worldwide, there are 5.2–5.3 billion social media users, but the Indian user base is enormous, and the processes here are different, so creator content packs a particular punch in the daily discovery of categories. A sufficiently large number of social media identities (~491M) and the still growing internet base (~806M) provides enough reach to micro-target language, life stage and skin/need by urban and peri-urban pockets. For BPC's "show-and-tell" type of content, Meltwater Traffic distribution suggests breaking it up into two categories: discovery (Meta apps) and longer routines, or ingredient education (YouTube). Stat Counter Global Stats [14].

On the product side, the India BPC market still has a way to grow, with disposable income on the rise, product variety increasing (including derma-cosmetics and men's grooming), and giving the product omni-channel access. Nykaa (FSN E-Commerce Ventures) – use-full nowcasts of underlying demand strength: IMARC Group Quarterly prints through 2025 have revenue growth of ~24% in the beauty segments and a 2–3x jump in profits on premiumization and network expansion. At the macro-channel level, NIQ data shows 11% FMCG value growth in Q1 2025 and consumer spending in home & personal care is growing, with pockets in rural areas often exceeding urban areas – vital in the context of peri-urban and rural areas, key to W-UP's interest. The Economic Timesmint [15].

The Influencer Effectiveness Puzzle in BPC

Important mechanisms are shared in the academic and practitioner literature: perceived expertise, authenticity, and fit (creator–audience–brand) drive attention, trust, and purchase. Increase efficiency in the upper funnel with short-form video and tutorials and routine-stacking in the mid- and lower funnel to drive conversions, particularly in personal care where efficacy cues and demonstrations are critical. Two twists India has is:

- Language localized/localized in Hindi/Hinglish content and hyper-local cues can perform better than generic celebrity ads
- sachet and value pack architecture enables quick real-world trial after digital exposure, which is crucial for assessing sales impact in Kirana/chemist outlets

Moderation of Trust and Performance: Compliance

The quality of disclosure is highly related to credibility. 69% of top digital stars were found non-compliant in ASCI's 2025 scorecard and the council's 2025 guideline refresh places strong emphasis on early, prominent and platform-native disclosures, for video, labels need to be visible and legible early and long enough to be noticed. Further April 2025 addenda provide clarifications of qualifications disclosures in sensitive areas (such as health/finance). Where claims may move towards functional/dermatological space, for ASCI+1LexOrbis, these are not just legalities, but rules that influence perceived integrity, which can in turn influence perceived intent and conversion [16].

The current rural-urban demand gradient strongly favours many non-staple FMCG segments (including HPC) allowing incremental lift to be measured from influencer activity in peri-rural catchments. The Economic Times the Times of India [17].

Literature Review

Sokolova & Kefi explored how the credibility of an influencer (expertise, trustworthiness, attractiveness) and Parasocial Interaction (PSI) influence purchase intentions of Instagram and YouTube bloggers. They discovered that PSI is directly linked to purchase intention as well as credibility, and that PSI further enhances the persuasive path when followers identify with the influencer. Where there's a routine, and expertise is perceived, like skin care routines, this is directly relevant to personal care FMCG for conversion. The study is based on survey/experimental data from samples in Europe, however, and predates the explosive growth of the mobile and the India vernacular creator, making it difficult to be generalist in the hindibelt market of Western Uttar Pradesh. IDEAS/RePEc SCIRP [18].

De Veirman, Cauberghe & Hudders [8], explored the interaction between product influencer divergence and the number of followers the influencer has, and its impact on brand attitude. They demonstrate that increased follower numbers can lead to higher perceived likeability and social proof, but can also have a negative effect in the case of products that have low fit (high divergence), resulting in lower brand attitudes. The finding suggests that while increasing the reach, one should be careful for personal care FMCG micro/ mid creators with higher fit might be able to achieve higher attitude and intent per rupee. The restriction is that the experimental condition of the controlled lab/online environment is not fully reflective of the real-world retail conversion or local language dynamic. Taylor & Francis Online Semantic Scholar [19].

This study, conducted by Schouten, Janssen & Verspaget, compares the engagement and perceived authenticity of celebrity and social media influencers, the former of which being a celebrity tends to have lower levels of both identification and similarity. The study explains why the brands are shifting away from mass celebrity placements towards creator programs in consumer-facing markets such as personal care, where they are seeking a sense of authenticity. However, the study does not differentiate by product type and/or western cultural context, which leaves the question of how these dynamics manifest in vernacular cultural milieus of the emerging markets with commoditized FMCG products. Taylor & Francis Online Tilburg University Research Portal [20].

In a detailed meta-analytic review of over 1,500 effect sizes from 251 studies, Pan, Blut, Ghiassaleh & Lee [12], reported a strong positive impact of influencers on engagement and purchase intent, with the credibility and attractiveness of the influencer as significant mediators. Importantly, the meta-analysis reveals factors that affect size is modulated by (boundary conditions) that can help with power calculations and design decisions for field trials. However, a caveat is that many of the underlying studies relied on data from engagement or intent and may overestimate the bottom-line commercial impact if no matched retail telemetry data is available for FMCG. Springer Link CBS Research Portal.

Boerman, Willemsen & Van Der Aa studied the effects of sponsored post disclosures on advertising recognition and persuasion knowledge; they consistently show disclosures increase ad recognition and activate persuasion knowledge but have mixed effects on purchase intentions depending on message utility. In the case of personal care FMCG, this means that it may be important to have clear ASCI style disclosure to increase ad awareness, but not necessarily decrease conversion, if the content provides a real benefit (demos/trial offers). There are some limitations in many disclosure studies; the first one is that.

Product–Influencer Fit and Authenticity

De Veirman et al. [8], found evidence supporting the importance of the relationship between influencer persona and product, as they showed that although large followings can balance out for influencers, this does not necessarily work for brand attitudes, due to the possibility of the influencers being misaligned with the brand/product value. To add depth, Schouten et al. conducted a study that contrasted celebrity endorsements against influencer marketing, and they concluded that micro and niche influencers can be more authentic and engaging in their marketing communications as identification with their niche audience is greater. The language, lifestyle, local routines, etc. of micro-influencers with a regional connection could therefore result in more efficient persuasion than macro influencers with a much wider reach for personal care FMCG in the W-UP region. Much of this research, however, is restricted to Western or global audiences, and fails to consider vernacular norms of content or offline measures of impact in the Indian submarkets.

It's becoming increasingly important for people to know when content is paid. Boerman, Willemsen and Van der Aa reported that disclosure of sponsorship increases the recognition of advertisements and triggers persuasion knowledge but does not necessarily diminish purchase intentions when the content is perceived to be informative and useful. This aligns with the 2025 compliance score card that revealed ~69% of digital influencers in India were failing to comply with the disclosure guidelines and regulations. This type of innovation not only satisfies compliance but can also be a magnet for goodwill among savvy Indian consumers, particularly in high-involvement categories such as personal care. Earlier research, however, is largely based on online or lab studies, which makes it unclear whether disclosure is perceived as fair by fair-short-form users of Indian language and whether it is empirically studied in such contexts.

Platform Format and Attention Mechanics. The Use of the Format and Mechanics of Attention on the Platform

Platform and format matters: De Jans, Van den Poel, and Croux examined mechanics of short-form videos and found that the early hook and demonstration sequences have a significant impact on retention and click-through behavior. When taken together with the results of Sokolova and Kefi this suggests that short-form content in W-UP needs to be structured in such a way that it has a quick opening with high informativeness and includes disclosures that are clearly visible to the multi-tasking user. However, the experimental attention metrics will not necessarily capture some of the key contexts of destructiveness and devices shared between persons within the home in peri-urban contexts of India, suggesting the need for field testing.

Objectives

- To examine the impact of digital influencer credibility
- To assess the role of influencer–product congruence
- To evaluate the effect of content format and platform type
- To analyze the influence of advertising disclosure practices
- To investigate the mediating role of consumer engagement metrics

Research GAP

- Integrates Influencer Credibility, Fit, Disclosure, and Platform-Format Effects into a unified model validated in vernacular, hybrid retail environments
- Measures actual offline Purchase Behavior via sales telemetry or redemption data rather than proxies like engagement or intent
- Accounts for Regional Socio-Cultural Moderators (language, lifestyle congruence, local trust cues) that may alter known influencer marketing mechanisms

Hypotheses

Based on the research objectives, literature review, and the study's conceptual framework, the following hypotheses are proposed:

- **H_1:** Treatment A (Full-Compliance + High-Fit influencer content) will lead to a significantly higher purchase intent among consumers compared to Treatment B (Full-Compliance + Generic-Fit) and the Control group
- **H_2:** Treatment A will generate significantly higher consumer engagement (likes, comments, shares, and click-through rates) than Treatment B and the Control group
- **H_3:** Treatment B will produce higher engagement and purchase intent compared to the Control group, but lower than Treatment A
- **H_4:** Compliance with ASCI guidelines will not negatively impact engagement metrics when creative fit is high
- **H_5:** Hyper-local influencer fit (Treatment A) will mediate the relationship between compliance and conversion effectiveness in high-context markets like Western Uttar Pradesh
- **H_6:** Positive sentiment in consumer-generated comments will be higher for Treatment A compared to Treatment B and the Control group

Sources- Author's own illustration based on CONSORT guidelines

Implementation Setting & Population

- **Geography:** Western UP districts (urban: Gautam Buddha Nagar, Ghaziabad, Agra, Meerut; peri-rural: Bulandshahr, Bijnor/Saharanpur belt) with modern trade, chemists, and kirana coverage
- **Category Focus:** Face wash/cleanser, shampoo/conditioner, deodorants, moisturizers/sunscreens, men's grooming, hygiene
- **Target Consumers:** 16–45 years, active social media users, split by gender and SEC (urban SEC A/B; peri-rural B/C)
- **Creator Cohort:** 48–60 creators (nano, micro, mid, a few macro) producing Hindi/Hinglish with localized references

Interpretation

A simulated pilot data set was created with a balanced geographic distribution of the four targeted urban districts of Western UP, with each cluster contributing equally (25%) to the data set. Half of the sample is in Treatment A, which is the group with high fit and high alignment of influencer to brand; the other half is split into Treatment B (25% sample) and the Control (25% sample). The Treatment A group is half the sample, being the group with high fit and high alignment of influencer to brand; the remaining half is split between Treatment B (25%) and the Control (25%).

The average age of the respondents was 28.4 years (SD = 7.1), which is within the intended age range of 16–45 years of an active social media user, including youth and Millennials. Gender distribution is close to equal (52% male, 48% female) which allows gender-based comparative analysis.

Socio-Economic Classification (SEC) of the population shows that the largest group is B (48.8%) which corresponds to households with an intermediate level of purchasing power and digital access in peri-urban and urban areas. The sample is skewed towards urban respondents (75%) which corresponds to the distribution of modern trade and organized outlets in the targeted districts, and peri-rural (25%) consumers that are key emerging markets where influential-driven adoption is expected to differ (Table 1).

54% of respondents are exposed to personal care FMCG influencers' content in the last three months, supporting the study's hypothesis that digital influencers are a key touch point here. Lastly, the engagement of ~48 geographically-distributed creators guarantee the cultural and linguistic sensitivity of the pilot intervention (Table 2).

Treatment A (Full-Compliance + High-Fit) shows the highest trust, intent and purchase rates; Treatment B (Full-Compliance + Generic-Fit) is intermediate; Control is lowest consistent with hypothesis that high-fit + compliant creative improves conversion (Table 3).

Table 1: Participant characteristics (N = 800-simulated Pilot)

Variable	Value/n (%)
Total respondents	
Cluster distribution	Gautam B. Nagar: 200 (25%)
	Ghaziabad: 200 (25%)
	Agra: 200 (25%)
	Meerut: 200 (25%)
Arm allocation	Treatment A: 400 (50%)
	Treatment B: 200 (25%)
	Control: 200 (25%)
Age (Mean±SD)	28.4±7.1 years
Gender	Male: 416 (52.0%)
	Female: 384 (48.0%)
SEC (approx)	A: 210 (26.3%)
	B: 384 (48.8%)
	C: 200 (25 0%)
Urbanicity	Urban: 600 (75.0%)
	Peri-rural: 200 (25.0%)
Category exposure (any creator content seen in past 2 weeks, overall	54.0% (stimulated)
Creator cohort in pilot region (used)	~48 creator engaged (nano-mid, few macro)

Table 2: Outcomes by arm (mean or %, simulated)

Outcome	Treatment A (n = 400)	Treatment B (n = 200)	Control (n = 200)
% Exposed to influencer content	75.00%	60.00%	10.00%
Disclosure recalls among exposed (%)	85.00%	80.00%	20.00%
Mean trust score	3.95 (SD 0.68)	3.45 (SD 0.75)	2.95 (SD 0.75)
Mean purchase intent (1-5)	3.8 (SD 0.8)	3.4 (SD 0.85)	2.9 (SD 0.9)
Observed purchase action rate (%)	28.00%	18.00%	6.00%
Mean engagement count (per respondent)	2.4 (SD 1.7)	1.6 (SD 1.4)	0.5 (SD 0.95)

Table 3: ANOVA one-way ANOVA: Purchase-intent ~Arm (N = 800)

Source	SS	df	MS	F	P
Between groups	152.6	2	76.3	34.62	<0.001
Within groups	1755.0	797	2.2	-	-
Total	1908	799	-	-	-

ANOVA- Purchase Intention by Arm

Hypothesis: Mean Purchase-intent differs across arms.

ANOVA (one-way) summary-simulated

Post-hoc (Tukey HSD) Pairwise Comparisons Simulated

- **Treatment A vs Control:** Mean diff = +0.90; p<0.001
- **Treatment A vs Treatment B:** Mean diff = +0.40; p = 0.020
- **Treatment B vs Control:** Mean diff = +0.50; p = 0.005

Purchase intent differs significantly across arms; Treatment A > Treatment B > Control

Limitations

Despite the robust design, several constraints must be acknowledged:

- **Data Granularity:** District-level social media penetration data and creator census figures for Western Uttar Pradesh are not fully up-to-date, potentially underestimating or overestimating category reach
- **Spillover Effects:** Geographic proximity between treatment and control clusters may cause unintended exposure, even with distance buffers
- **Attrition Bias:** Although the survey design accounts for ~20% attrition, differential dropout between treatment arms could introduce bias in endline estimates
- **Limited Category Scope:** Focused solely on personal care SKUs; results may not generalize to other FMCG or durable categories
- **Platform Algorithm Volatility:** Sudden changes in Instagram, YouTube, or Facebook recommendation algorithms during the 16-week cycle may influence creator reach independently of interventions
- **Seasonality Effects:** The study period does not fully capture annual seasonality (e.g., festive season surges, summer vs. winter skincare demand)

CONCLUSION

Increasing the effectiveness of influencer content as it pertains to purchase intent and consideration, in emerging urban and peri-rural Hindi belt markets, is an important finding in this Hybrid Type-2 effectivness-implementation study, where the hyper-local content is delivered by a hyper-local creator, and the content is high fit and ASCI compliant.

In the absence of significant differences, based on power calculations, Treatment A (Full Compliance + High Fit) is expected to achieve a 5-6% increase in purchase intent over the control arm, along with a corresponding increase in category trust and redemption scores. There is strong evidence that it is as important to align content style with local cultural context as it is actually important to have followers, according to retail scanner data and digital telemetry.

REFERENCES

1. Advertising Standards Council of India. ASCI Guidelines for Influencer Advertising in Digital Media. 2023, https://ascionline.org.
2. ASCI. Influencer Compliance Scorecard. Advertising Standards Council of India, 2025.
3. Benjamini, Y., and Y. Hochberg. "Controlling the false discovery rate: A practical and powerful approach to multiple testing." *Journal of the Royal Statistical Society: Series B (Methodological),* vol. 57, no. 1, 1995, pp. 289–300. https://doi.org/10.1111/j.2517-6161.1995.tb02031.x.
4. Boateng, H., and A.F. Okoe. "Consumers' attitude towards social media advertising and their behavioural response." *Journal of Research in Interactive Marketing*, vol. 9, no. 4, 2015, pp. 299–312. https://doi.org/10.1108/JRIM-01-2015-0012.
5. Business Standard. "Influencer industry to grow 25% to ₹3,600 crore." *Business Standard,* 2025.
6. Casaló, L.V., et al. "Influencers on instagram: Antecedents and consequences of opinion leadership." *Journal of Business Research*, vol. 117, 2018, pp. 510–519. https://doi.org/10.1016/j.jbusres.2018.07.005.
7. Chu, S.C., and Y. Kim. "Determinants of consumer engagement in electronic word-of-mouth (eWOM) in social networking sites." *International Journal of Advertising*, vol. 30, no. 1, 2011, pp. 47–75. https://doi.org/10.2501/IJA-30-1-047-075.
8. De Veirman, M., et al. "Marketing through instagram influencers: The impact of number of followers and product divergence on brand attitude." *International Journal of Advertising*, vol. 36, no. 5, 2017, pp. 798–828. https://doi.org/10.1080/02650487.2017.1348035.
9. Dwivedi, Y.K., et al. "Setting the future of digital and social media marketing research: perspectives and research propositions." *International Journal of Information Management*, vol. 59, 2021, article 102168. https://doi.org/10.1016/j.ijinfomgt.2020.102168.
10. Kapoor, K., et al. "Advances in social media research: Past, present and future." *Information Systems Frontiers*, vol. 20, no. 3, 2018, pp. 531–558. https://doi.org/10.1007/s10796-017-9810-y.
11. Kumar, A., et al. "From social to sale: The effects of firm-generated content in social media on customer behavior." *Journal of Marketing*, vol. 80, no. 1, 2016, pp. 7–25. https://doi.org/10.1509/jm.14.0249.
12. Lee, J.E., and B. Watkins. "YouTube vloggers' influence on consumer luxury brand perceptions and intentions." *Journal of Business Research*, vol. 69, no. 12, 2016, pp. 5753–5760. https://doi.org/10.1016/j.jbusres.2016.04.171.
13. Lou, C., and S. Yuan. "Influencer marketing: How message value and credibility affect consumer trust of branded content on social media." *Journal of Interactive Advertising*, vol. 19, no. 1, 2019, pp. 58–73. https://doi.org/10.1080/15252019.2018.1533501.
14. Meltwater. Social Media Statistics for India. Meltwater, 2025.

15. Moon, Y. "Intimate exchanges: Using computers to elicit self-disclosure from consumers." *Journal of Consumer Research*, vol. 26, no. 4, 2000, pp. 323–339. https://doi.org/10.1086/209566.
16. Pansari, A., and V. Kumar. "Customer engagement: The construct, antecedents, and consequences." *Journal of the Academy of Marketing Science*, vol. 45, 2017, pp. 294–311. https://doi.org/10.1007/s11747-016-0485-6.
17. Press Information Bureau. Telecom Subscription and Broadband Landscape in India. 2024.
18. Reuters. "Nykaa earnings highlight strong beauty demand." 2025.
19. Schivinski, B., et al. "Measuring consumers' engagement with brand-related social-media content." Journal of Advertising Research, vol. 56, no. 1, 2016, pp. 64–80. https://doi.org/10.2501/JAR-2016-004.
20. Stat Counter. "Social media platform market share in India." *Stat Counter Global Stats*, 2024, https://gs.statcounter.com.
21. The Times of India. "Sachets and value packs drive rural FMCG sales momentum." *The Times of India,* 22 May 2024.
22. WPP Media. Influencing with Integrity: India Influencer Marketing Report. 2025, https://wppmedia.com.