

EFFECTIVENESS OF INFLUENCERS ON BRAND PROMOTION

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DECLARATION

I hereby, declare that the project report entitled “*The Effectiveness of Influencers on Brand Promotion*” is my original work and has been prepared by me as a partial fulfillment of the requirements of my academic program.

I further declare that this project has not been submitted, either in whole or in part, to any other institution or university for the award of any degree or other academic qualification. All sources of information used in this project have been properly acknowledge and cited. I take full responsibility for the authenticity and originality of the work presented on this report.

Sujata Khattri

ACKNOWLEDGEMENT

I would like to express my sincere gratitude to everyone who contributed to the successful completion of this project entitled “**Effectiveness of Influencers on Brand Promotion.**”

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I would like to thank all the respondents who willingly participated in the survey and shared their valuable opinions. Your cooperation and honest responses greatly contributed to the quality and reliability of this research. I am also deeply grateful to my family and friends for their unwavering encouragement and support, which inspired me to achieve this success.

Thank You,

Sujata Khattri

EXECUTIVE SUMMARY

Rapid growth of social media has transformed the way businesses communicate with consumers. Influencers marketing has become one of the most effective digital marketing strategies, enabling brands to reach target audiences through trusted and influential individuals on platforms such as Instagram, Facebook, YouTube, Tiktok, etc. This project, titled **“The Effectiveness of Influencers on Brand Promotion,”** was undertaken to examine the role of influencers in shaping consumer perceptions, increasing brand awareness, and influencing purchasing decisions. This study aims to evaluate how influencers marketing contributes to brand promotion and to identify the factors that determine its effectiveness.

The scope of the project focuses on understanding the impact of influencer marketing on consumer behaviour and brand performance. It examines different types of influencers, the advantages and challenges of influencer marketing, and the relationship between influencer credibility, audience engagement, and consumer trust. The study is relevant to businesses, marketers, and researchers seeking to understand the growing importance to influencers in modern marketing strategies.

The project adopts a descriptive research design and is based on both primary and secondary data. Primary data were collected through a structured questionnaire administered to social media users, while secondary data were gathered from books, research articles, journals, websites, and other reliable online sources. The collected data were analysed using appropriate statistical tools such as percentages, tables, and charts to interpret consumer opinions and identify key trends.

The findings indicate that influencer marketing significantly enhances brand visibility, consumer engagements, and purchase intention. Consumers are more likely to trust recommendations from influencers they perceive as authentic, knowledgeable, and relatable. The study also reveals that micro-influencers often achieve higher engagement rates than celebrity influencers because of their close relationships with followers. However, the effectiveness of influencer marketing depends on selecting the right influencer, maintaining authenticity, and ensuring that promotional content aligns with the brand’s values and the interests of the target audience.

Based on the findings, the project recommends that businesses carefully select influencers whose audience matches their target market and whose values align with the brand. Brands should prioritize authenticity over follower count, establish long-term partnerships with credible influencers, monitor campaign performance using measurable indicators, and ensure transparency in sponsored content to maintain consumer trust. Companies should also combine influencer marketing with other digital marketing strategies to maximize promotional effectiveness.

In conclusion, influencer marketing has become a powerful and effective tool for brand promotion in the digital era. When implemented strategically, it helps businesses build brand awareness, strengthen customer relationships, and positively influence consumer purchasing decisions. Although challenges such as fake followers, credibility issues, and market saturation exist, these can be minimized through careful planning and ethical marketing practices. Overall, influencer marketing offers significant opportunities for organizations seeking to enhance their brand presence and remain competitive in today's dynamic digital marketplace.

Table of Contents

1. Title page	i
2. Declaration	ii
3. Certificate	iii
4. Acknowledgement	iv
5. Executive Summary	v
6. Table of Contents	vii
7. List of Tables	ix
8. List of Figures	x

Chapter 1: Introduction

1.1 Background of the study	1
1.2 Statement of the problem	2
1.3 Objectives of the study	2
1.4 Research Questions	2
1.5 Significance of the study	3
1.6 Scope and limitations of the study	3
1.7 Limitation of the Study	3

Chapter 2: Literature Review

2.1 Literature Review	5
2.2 Conceptual Framework	

Chapter 3: Research Methodology

3.1 Research Approach	9
3.2 Research Design	9

3.3 Population and sample	9
3.4 Data collection method	10
3.5 Data Analysis Techniques	10
3.6 Ethical Considerations	11

Chapter 4: Data Presentation and Analysis

4.1 Respondent profile	12
4.2 Factors Affecting the Effectiveness of Influencers	19
4.3 Content Quality	23
4.4 Trustworthiness	27
4.5 Audience Engagement	31
4.6 Dependent variables	35
4.7 Open ended responses	39
4.8 Major Findings	41

Chapter 5: Summary and Conclusion

5.1 Summary	43
5.2 Conclusion	43

Suggestions	45
--------------------	----

References	46
-------------------	----

Appendices	47
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Appendix A: Questionnaire	48
---------------------------	----

Appendix B: Survey Responses	50
------------------------------	----

Appendix C: Dependent Variable	58
--------------------------------	----

Appendix D: Open-Ended Question	60
---------------------------------	----

List of Tables		
Table No.	Title	Page
4.1	Gender of the respondents	13
4.2	Age of the respondents	14
4.3	Educations level of the respondent's	15
4.4	Respondents type of occupation	16
4.5	Respondents social media usage frequency	17
4.6	Respondents most used social media platform	18

List of Figures

Figure No.	Title	Page
4.1	Gender of the respondents	13
4.2	Age of the respondents	14
4.3	Educations level of the respondent's	15
4.4	Respondents type of occupation	16
4.5	Respondents social media usage frequency	17
4.6	Respondents most used social media platform	18
4.7	Respondents opinion on influences to be trust	19
4.8	Respondents perception on influencers are knowledgeable about the product	20
4.9	Respondents perception on honest and transparent influencers positively influence their purchasing decisions	21
4.10	Respondents opinion towards the product recommendation by influencers whom they admire	22
4.11	Respondent opinion on influencers create informative product related content	23
4.12	Respondents perception about creative makes influencers advertisement more attractive	24
4.13	Respondents perception on high quality contains increase their interest in a brand	25
4.14	Respondents perception on product demonstration by influencers help them understand the product better	26
4.15	Respondents Trust level on the products recommendations made by social media influencers	27
4.16	Respondents level of believe that Influencers provide honest and trustful information about the brands they promote	28

4.17	Respondents trust level on influencers who clearly disclose sponsor content	29
4.18	Respondents trustworthiness to get influenced to purchase a promoted product	30
4.19	Respondents agreement level on interacting influencers by liking, commenting, or sharing	31
4.20	Respondents agreement level on influencers who respond to followers seem more trustworthy	32
4.21	Respondents responses towards highly engaging influencers influence my buying decisions	33
4.22	Respondents level of attention to brands promoted by influencers with active followers	34
4.23	Respondents rating on influencers marketing increases my awareness of brands	35
4.24	Respondents rating how much influencers improve their perception of a brand	36
4.25	Respondents rating in purchased products recommended by influencers	37
4.26	Respondents rating on encouragement of trying new brands promoted by influences	38

CHAPTER I- INTRODUCTION

1.1 Background of the study

The rapid advancement of digital technology and the widespread adoption of social media have significantly transformed the way businesses communicate with consumers. Traditional marketing methods are increasingly being complemented by digital marketing strategies, among which influencer marketing has emerged as an effective approach to brand promotion. Social media influencers have established credibility and developed strong relationships with their followers, enabling them to influence consumer attitudes, preferences, and purchasing decisions.

Influencer marketing allows brands to reach targeted audiences in a more authentic and engaging manner. By collaborating with influencers, organizations can enhance brand awareness, improve customer engagement, and strengthen brand image. As consumers continue to rely on social media platforms for product information and recommendations, influencer marketing has become an essential component of modern promotional strategies.

For example, global brands such as **Nike**, **Adidas**, and **Lo real** collaborate with athletes, celebrities, and digital content creators to promote their products on platforms like Instagram, YouTube, and TikTok. Similarly, in Nepal, brands such as **Daraz Nepal**, **Pathao Nepal**, and **eSewa** have partnered with local influencers to increase brand awareness, promote campaigns, and encourage customer engagement. These collaborations have helped brands connect with younger, digitally active consumers in a more authentic and relatable way.

Therefore, this study aims to examine the effectiveness of influencers on brand promotion by analyzing how influencer marketing affects brand awareness, consumer trust, customer engagement, and purchase intention. The findings of this study are expected to provide useful insights for business, marketers, and researchers seeking to develop effective digital marketing strategies.

1.2 Statement of problem

The rapid growth of social media has led many businesses to rely on influencers as a key tool for brand promotion. While influencer marketing has become increasingly popular, its effectiveness in creating brand awareness, influencing consumer purchasing decisions, and building brand loyalty is not always consistent. Some influencer campaigns achieve significant success, whereas others fail to produce the desired outcomes despite substantial investment.

The effectiveness of influencer marketing depends on various factors, including the influencers credibility, audience engagement, content quality, and the relevance of the influencer to the brand. However, there is limited empirical evidence regarding how these factors influence the success of brand promotion, particularly, in the Nepalese context. This creates uncertainty for businesses in selecting appropriate influencers and allocating marketing resources effectively

Therefore, the main problem addressed by this study is to determine the effectiveness of influencers on brand promotion and to identify the factors that influence the success of influencer marketing in shaping consumer perception and purchase intention.

1.3 Research Questions

- How effective are social media influencers in promoting brands?
- How does influencer credibility affect consumer trust and purchasing decisions?
- What impact does influencer marketing have on brand awareness and customer engagement?
- What factors influence the effectiveness of influencers in brand promotion?
- How does influencer marketing affect consumers intention to purchase branded products?

1.4 Research Objectives

To evaluate the effectiveness of social media influencers in promoting brands.

1. To examine the impact of influencer credibility an consumer trust and purchasing decisions.
2. To assess the influence of influencer marketing on brand awareness and customer engagement

3. To identify the factors that determine the effectiveness of influencers in brand promotion.
4. To analyse the effect of influencer marketing on consumers purchase intentions.

1.5 Significance of the study

This study is significant because it provides a better understanding of the role of social media influencers in brand promotion. The findings will help businesses and marketers evaluate the effectiveness of influencer marketing and make informed decisions when selecting influencers for promotional campaigns. The study will also assist marketing professionals in developing more effective digital marketing strategies to enhance brand awareness, customer engagement, and purchase intention.

1.6 Organization of the study

The study is organized into five chapters:

1. **Chapter one:** It presents the introduction, including the background of the study, statement of the problem, research questions, research objectives, significance of the study.
2. **Chapter two:** It review the relevant literature, including theoretical and empirical studies related to influencer marketing and brand promotion.
3. **Chapter three:** It describes the research methodology, including the research design, population and sample, data collection methods, and data analysis techniques.
4. **Chapter Four:** It presents, analyses, and interprets the collected data and discusses the research findings.
5. **Chapter Five:** It summarizes the major findings, presents the conclusions, provides recommendations, discusses the implications of the study, and suggests areas for the future research.

1.7 Limitation of the Study

- Limited sample size: The study is based on a limited number of respondents, which may not fully represent the opinions and behaviors of the entire target population.
- Geographical Limitation: Data were collected from a specific geographical area, limiting the generalizability of the findings to other regions or countries.
- Time Constraint: The research was conducted within a limited time frame, restricting the opportunity for a more comprehensive investigation.
- Reliance of Self-Reported Data: The study depends on responses provided by participants, which may be influenced by personal bias, memory errors, or social desirability.
- Changing nature of social media: Social media platforms, influencer trends, and consumer preferences evolve rapidly. Therefore, the findings may become less applicable over time.
- Limited Variables: The study focused primarily on the effectiveness of influencers in brand promotion and doesn't consider all possible factors affecting consumer purchasing decisions, such as product quality, price, brand reputation, promotional offer.

CHAPTR II- LITERATURE REVIEW

2.1. Literature Review

Influencer marketing is a digital marketing strategy in which brands collaborate with individuals who have a significant online following to promote products or services. These individuals, known as influencers, create authentic and engaging content that influences the attitudes and purchasing decisions of their audiences. Unlike traditional advertising, influencer marketing relies on trust, credibility, and personal relationship between influencer and their follower.

According to Brown and Hayes (2008), influencer marketing allows brands to reach targeted audiences more effectively through trusted individuals. Similarly, Freberg et al. (2011) describe influencers as independent third-party endorsers who shape consumer opinion through blogs, videos, and social media platforms.

According to Lou and Yuan (2019), influencer credibility significantly influences consumers trust and purchase decisions. Consumers are more likely to engage with brands recommended by influencers they perceived as knowledgeable and authentic.

Japarov and Rushworth (2017) found that Instagram influencers strongly influence young consumers purchasing decisions because followers consider influencers relatable and trustworthy.

Additionally, De Veirman, Cauberghe, and Hudders (2017) reported that influencers with an appropriate number of followers and high engagement create more favourable brand attitudes than those with excessively large but less engaged audiences.

SUPPORTING THEORIES

2.1.1 Source Credibility Theory

Source Credibility Theory was developed by Hovland and Weiss (1951) and later expanded by Ohanian (1990). The theory suggests that the effectiveness of a communication message depends on the credibility of its sources. A source is considered credible when it possesses expertise, trustworthiness, and reliability. In influencer marketing, consumers are more likely to trust and act upon

recommendations made by influencers whom they perceive as knowledgeable, honest, and authentic. As a result, credible influencer consumers attitudes toward a brand, increase purchase intentions, and enhance the overall effectiveness of brand promotion.

2.1.2 Parasocial Interaction Theory

It was developed by Harton and Wohl (1956), explains the one-sided emotional relationships that audiences develop with media personalities. On social media platforms, followers often feel personally connected to influencers despite having no direct interaction with them. These perceived relationships foster trust, loyalty, and emotional attachment, making influencer recommendation more convincing than traditional advertising. Consequently, consumers are more likely to engage with and purchase brand endorsed by influencers they feel connected to.

2.1.3 Social Learning Theory

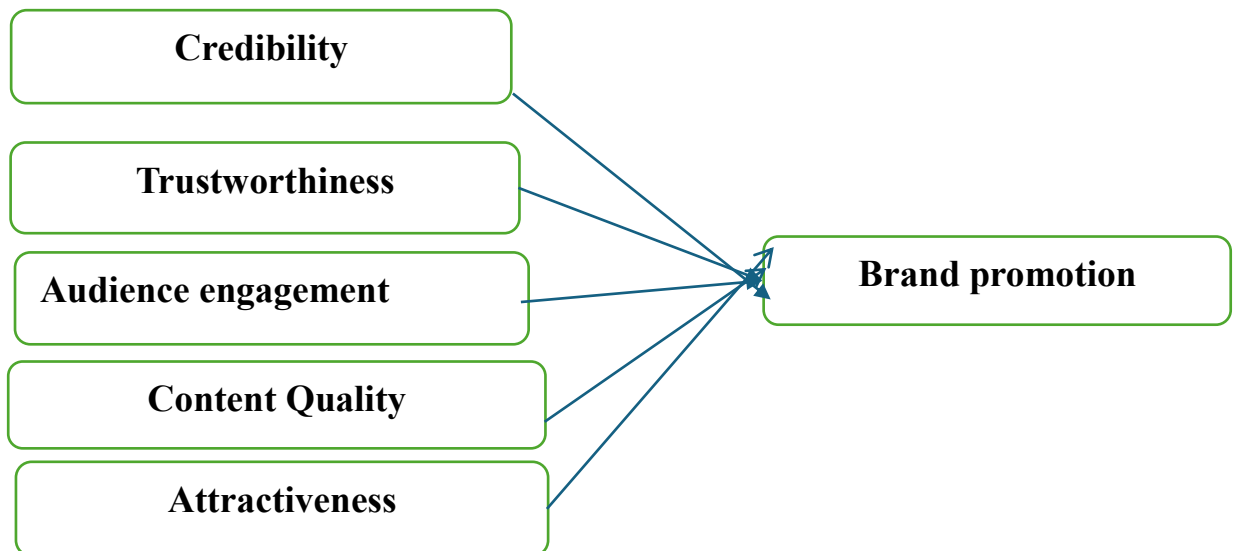
Introduce by Albert Bandura (1977) . According to this theory, individuals learn new behaviors by observing and imitating others, particularly those they admire or consider role models. In the context of influencer marketing, followers often observe influencers using or recommending products and are motivated to imitate their purchasing behaviour. This observational learning process increases products and contributes to more effective brand promotion.

2.2 Conceptual Framework

This framework illustrates how various independent variable contribute to shaping the dependent variable.

INDEPENDENT VARIABLE

DEPENDENT VARIABLE



Dependent variable is **Brand Promotion**, which reflects the outcomes of influencer marketing, such as increased brand awareness, a stronger brand image, higher consumer engagement, greater purchase intention, and improved customer loyalty.

Indicators of independent variable

1. Credibility

Credibility refers to the extent to which an influencer is perceived as believable and reliable by their audience. A credible influencer provides honest opinions and authentic product recommendations, making followers more likely to trust the promoted brand.

2. Trustworthiness

Trustworthiness is the degree to which followers perceive an influencer as honest, ethical, and dependable. When influencers consistently provide truthful information and transparent endorsements, consumers are more willing to accept their recommendations and develop positive attitudes toward the brand.

3. Audience Engagement

Audience engagement measures the level of interaction between influencers and their followers. This includes likes, comments, shares, views, and direct communication. High engagement indicates that followers are actively involved with the influencers content, increasing the likelihood that promotional messages will influence consumer attitudes and behaviours.

4. Content Quality

Content quality refers to the relevance, creativity, informativeness, and visual appeal of the content shared by influencers. High-quality content is engaging, informative, and entertaining, helping brands communicate their messages more effectively and leaving a positive impression on consumers.

5. Attractiveness

Attractiveness includes an influencers physical appearance, personality, lifestyle, and overall appeal. Attractive and relatable influences often capture consumers attention and create position.

CHAPTER III- RESEARCH METHODOLOGY

3.1 Research Approach

The study adopts a quantitative research approach because it collects numerical data from respondents through a structured questionnaire and analyzes the responses statistically. The study examines how factors such as trustworthiness, attractiveness, expertise, and content quality influence the effectiveness of influence in promoting brands.

3.2 Research Design

The research follows a descriptive and analytical design.

- Descriptive : To describe respondents' opinions and perceptions about influencers.
- Analytical : To examine the relationship between influencer characteristics (independent variable) and brand promotion effectiveness (dependent variable).

3.3 Population and sample

- Population : The population of the study consists of social media users who are exposed to influencers' marketing and brand promotional activities. This population is relevant because the study examines how influencers affect consumers' perceptions and brand promotion.
- Sample : The sample consists of 104 respondents who participated in my Google Form questionnaire. The respondents include students, employed people, self-employed individuals, and others, with different age groups and educational backgrounds.
- Sampling technique : convenience sampling technique is used to select respondents who were easily accessible and willing to participate in the study and were invited to complete the questionnaire through Google Form. This technique was selected because of the limited time and resources available for the study and the ease of reaching social media users.

3.4 Data collection method

Primary data is collected directly from respondents through structured questionnaire prepared using google form. The questionnaire include ;

- Demographic question
- Multiple choice question
- Linear scale (likert scale) questions
- Open- ended questions

The questionnaire was distributed through email, social media, and personal contacts to the selected respondent and total 104 responses was received.

3.5 Data Analysis Techniques

- Descriptive statistical techniques : To summarize the responses of various variable. The responses were organized, summarized, and presented using frequency, percentage, tables, and charts.
- Mean and standard deviation : To examine the effectiveness of influencers and the influence of factors such as trustworthiness, attractiveness, expertise, and content quality on brand promotion.

Overall technique used:

- Frequency
- Percentage
- Mean
- Standard deviation
- Tables
- Charts/graphs
- Interpretation of open- ended responses

3.6 Ethical considerations

Ethical guidelines were followed throughout the study to ensure confidentiality and privacy of the participants:

- Informed Consent: Participants were fully informed the purpose of the study before participating in the surveys or interview.
- Confidentiality : All personal information collected was anonymize to protect participants identities.
- Voluntary participation : Participation in both the surveys and interviews was entirely voluntary, and participants had the right to withdraw at any point without consequences.
- Respect and sensitivity : Survey and interview questions were carefully crafted to ensure they were respectful and non- intrusive.

CHAPTER IV- DATA PRESENTATION AND ANALYSIS

This section presents that the collected data were systematically organized, presented, and analyzed to achieve the objectives of the study. The responses obtained from the questionnaire were presented using tables, frequency, distributions, percentages, and charts for easy understanding and interpretation. The demographic information of respondents was presented first, followed by their responses regarding social media usage, trustworthiness, attractiveness, expertise, content quality, and the effectiveness of influencers in brand promotion. The findings were analyzed and interpreted based on the responses received from the respondents. Open-ended responses were reviewed and summarized according to the major opinions and suggestions expressed by the respondents.

4.1 Respondent profile

The respondent profile on this study refers to the demographic and general characteristics of the individuals who participated in the research on the “effectiveness of influencers on brand promotion”. It provides information about the respondents such as their age, gender, education level, occupation, income level, and social media usage. These characteristics help to understand the background of the respondents and determine whether different groups have different perceptions of influencer marketing. The respondent profile also provides a clear description of the sample selected for the study and helps in interpreting the research findings more effectively.

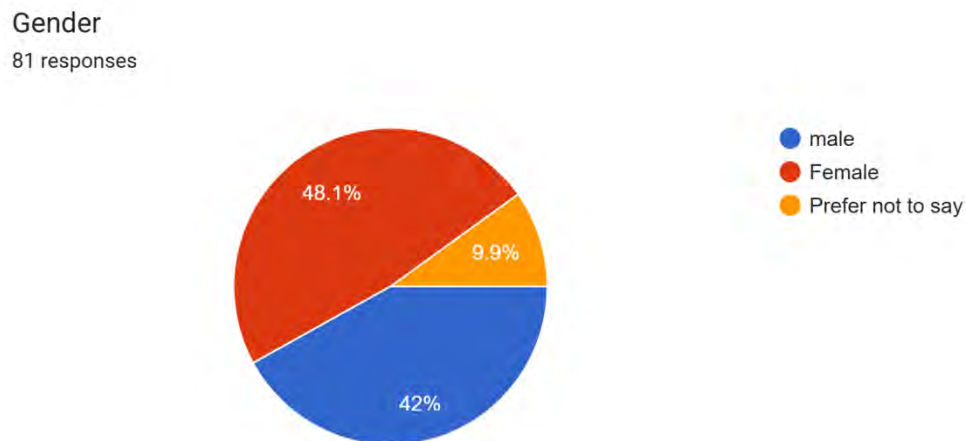
4.1.1 Respondents Gender

The respondents are classified into different gender as follows:

Table 4.1 Gender of the respondents

Gender	No of Respondent	percentage
Male	44	42%
Female	50	48.1%
Prefer not to say	10	9.9%
Total	104	100%

Figure 4.1 Gender of the respondent



The pie chart presents the gender distribution of the respondents who participated in this study. The result shows that 42% of the respondents are male, while 48.1% are female. Additionally, 9.9% of the respondents preferred not to disclose their gender. The findings indicate that female respondents constitute the largest group, followed by male respondents while a smaller proportion chose not to state their gender. This shows that the study included respondents from different gender categories, providing a relatively diverse respondent profile.

4.1.2 Respondents age

The respondents in this study are classified into different age group as follows:

Table 4.2 Age of the respondents

Age Group	No of Respondents	percentage
Below 20	15	14.1%
20-29 years	61	60.6%
30-39 years	24	22.5%
40 years above	4	2.8%

Figure 4.2 Age of the respondents

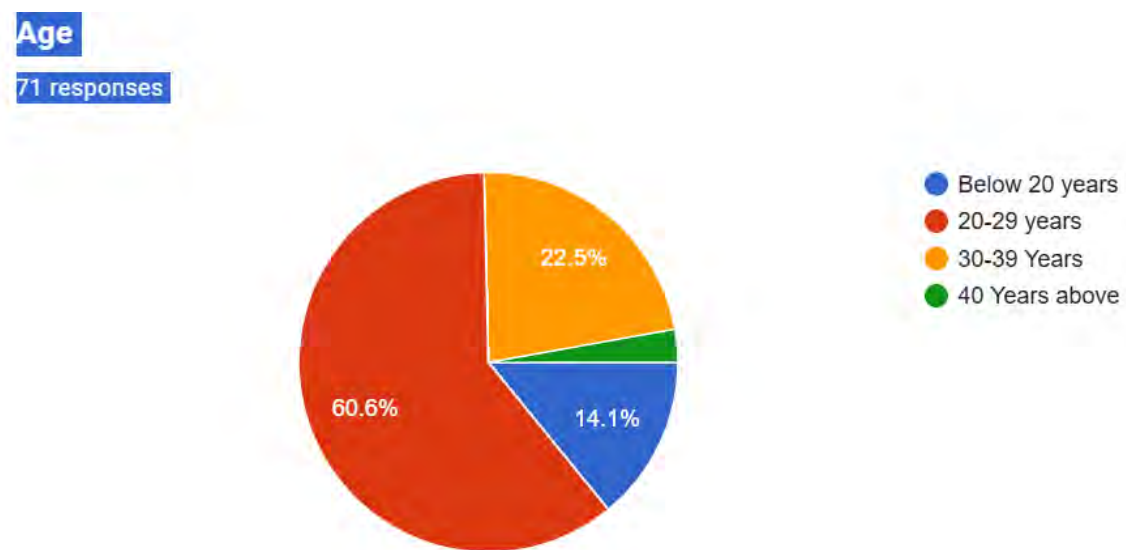


Figure 4.2 The age distribution of respondents provides information about the age composition of the participants included in the study. The findings show that 60.6% of respondents are aged 20-29 years, representing the largest proportion of the sample. Similarly, 25.5% are aged 30-39 years, while 14.1% are below 20 years. There were no respondents aged 40 years and above.

4.1.3 Respondent's level of education

The respondents are classified into different educational levels as follows:

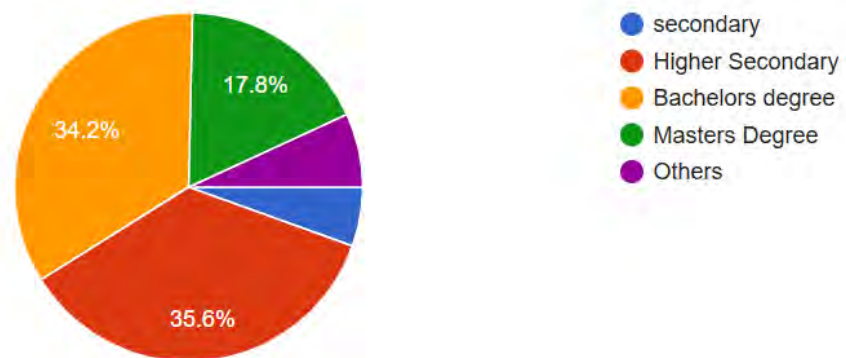
Table 4.3 Educations level of the respondent's

Educational level	Number of Respondent's	Percentage
secondary	8	6.4%
Higher secondary	36	35.6%
Bachelors degree	35	34.2%
Masters degree	18	17.8%
Others	7	6%

Figure 4.3 Educational status of the respondent's.

Educational Qualification

73 responses



The pie chart shows the educational status of the respondents who participated in this study. The findings show that 35.6% of respondents have completed higher secondary education, representing the largest proportion. Similarly, 34.2% hold a Bachelors degree, while 17.8% have a masters degree. Further more, 6.4% have completed secondary education, and 6% fall under the others category. overall the findings indicate the most respondents have attained at least a higher secondary of Bachelors level of education.

4.1.4 Respondents occupation type

The respondents are classified into different types of occupation as follows:

Table 4.4 Respondents type of occupation

Occupation type	No of Respondents	Percentage
Student	40	52.6%
employed	21	27.6%
Self- employed	10	13.2%
others	5	7.9%
Total	76	100%

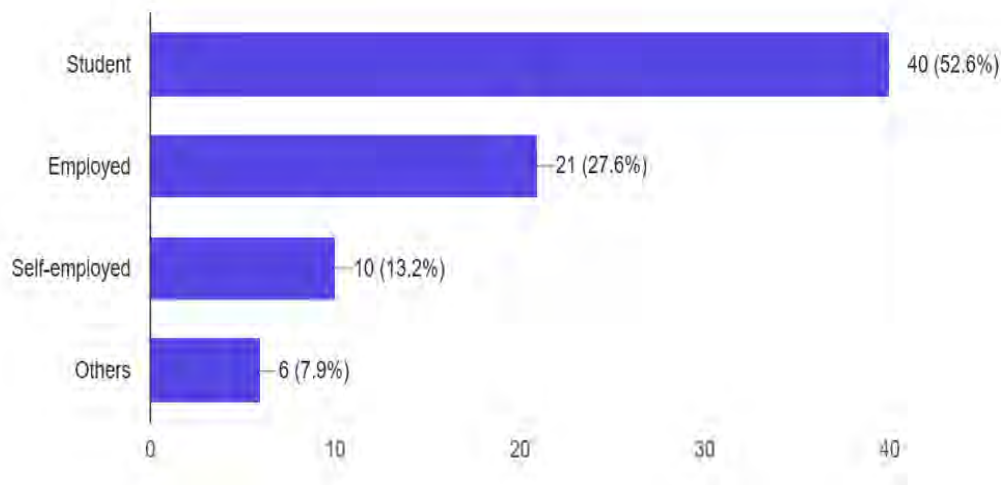


Figure 4.4 Respondents type of occupation

The bar diagram presents the occupational status of the respondents who participated in the study. Out of the total 76 respondents, 40 (52.6%) are students representing the largest proportion of the respondents. Similarly, 21 respondents (27.6%) are employed, while 10 respondents (13.2%) are self-employed. The remaining 5 respondents (7.9%) fall under

the others category. Overall, the findings indicate that students constitute the majority of the respondents, followed by employed and self-employed individuals.

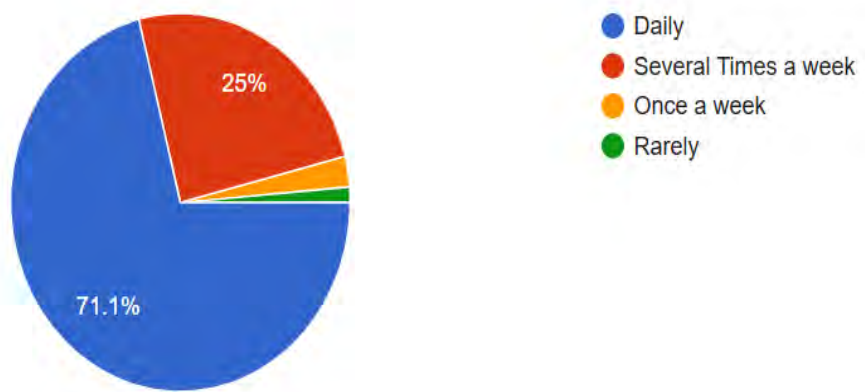
4.1.5 How often respondents use social media

The respondents social media usages are classified as follows:

Table No. 4.5 Respondents social media usage frequency

Social media usage frequency	No of Respondent	percentage
Daily	50	71.1%
Several times a week	20	25%
Once a week	3	2.9%
Rarely	3	1%
Total	76	100%

Figure 4.5 Respondents social media usage frequency



The pie chart presents the frequency with which respondents use social media. The findings show that 71.1% of the respondents use social media daily, representing the largest proportion. Similarly, 25% use social media several times a week, Only 1% of the respondents use social media rarely. Overall, the results indicate that social media is used very frequently by the respondents, with the majority accessing social media on daily

basis. This suggests that the respondents have regular exposure to social media platforms, which is relevant to the study of the effectiveness of influencers on brand promotion.

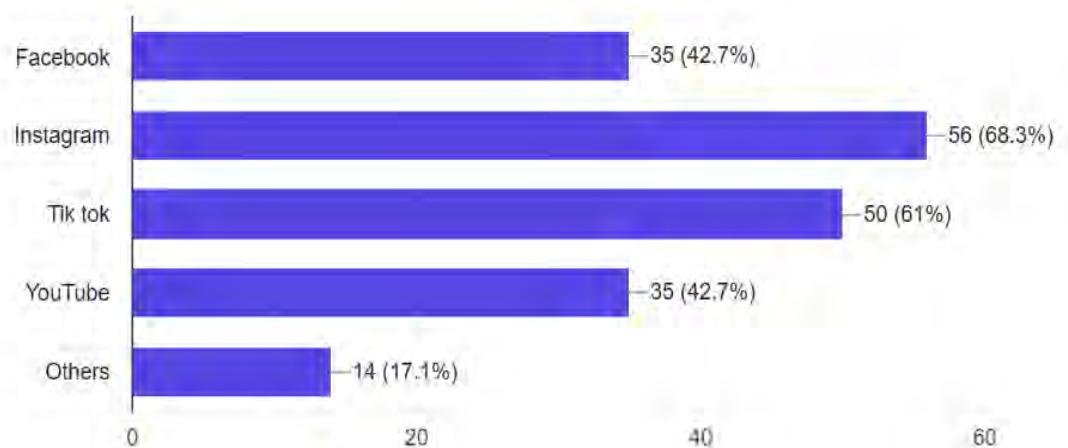
4.1.6 Most used social media platform by respondents

The respondents are classified according to the social media platform uses as follows:

Table 4.6 Respondents most used social media platform

Social media platforms	No of Respondents	Percentage
Facebook	35	42.7%
Instagram	56	68.3%
TikTok	50	61%
YouTube	35	42.7%
others	14	17.1%

Figure 4.6 Respondents most used social media platforms



In figure 4.5, The bar diagram presents the social media platforms most frequently used by the respondents. The findings shows that Instagram is the most widely used platform, with 68.3% of the respondents, followed by TikTok at 61% . Facebook and YouTube are each used by 42.7% of respondents, while 17.1% use other social media platforms. Overall the findings indicate that Instagram and TikTok are the most popular platforms among the respondents

4.2 FACTORS AFFECTING THE EFFECTIVENESS OF INFLUENCERS

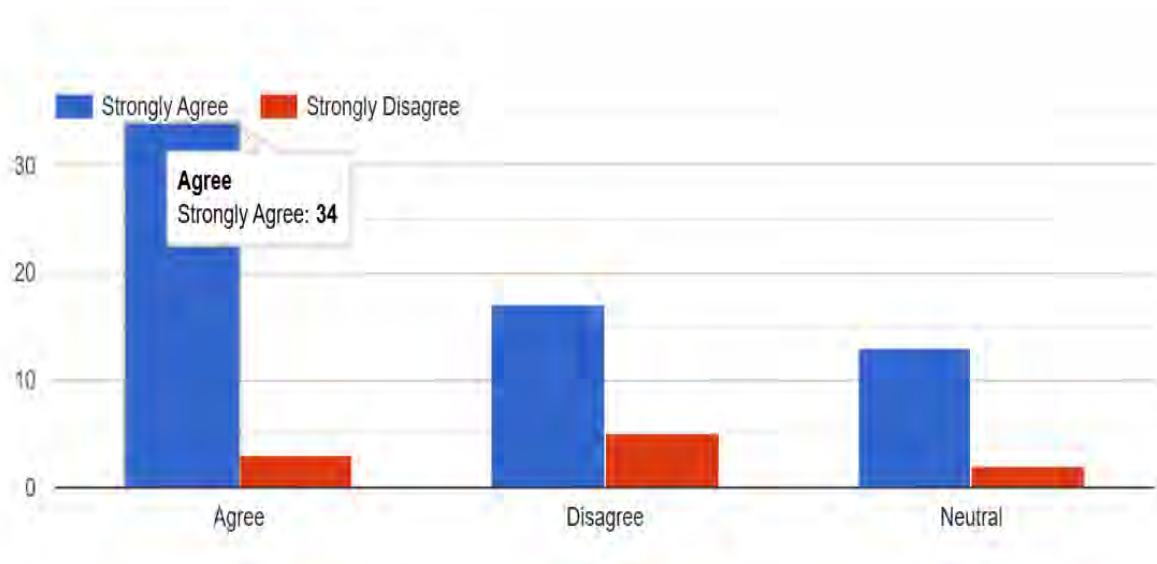
This section of the study shows the factors that affect the effectiveness of influencers

A. Influncers credibility

4.2.1 Respondents opinion on influencers to be trust source of product information

Figure 4.7 Respondents opinion on influencers to be trust source of product information

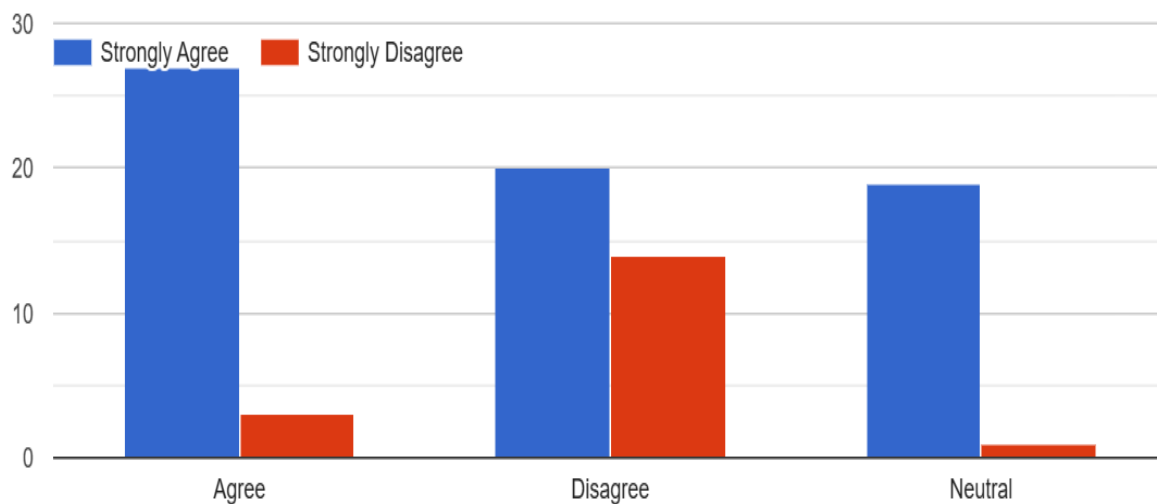
The figure will help to understand the respondents opinion towards influencers to be trustworthy sources of product information.



The above bar diagram shows that 34% people strongly agreed and 3.5% people are strongly disagree with influencers to be trustworthy sources of product information. Similarly, 18.5% respondents are agreed and 5% people are disagreed. Also 13.5% respondents response is neutral positively and remaining 2% are neutral seems negatively neutral.

4.2.2 Respondents perception on influencers are knowledgeable about the product they promote.

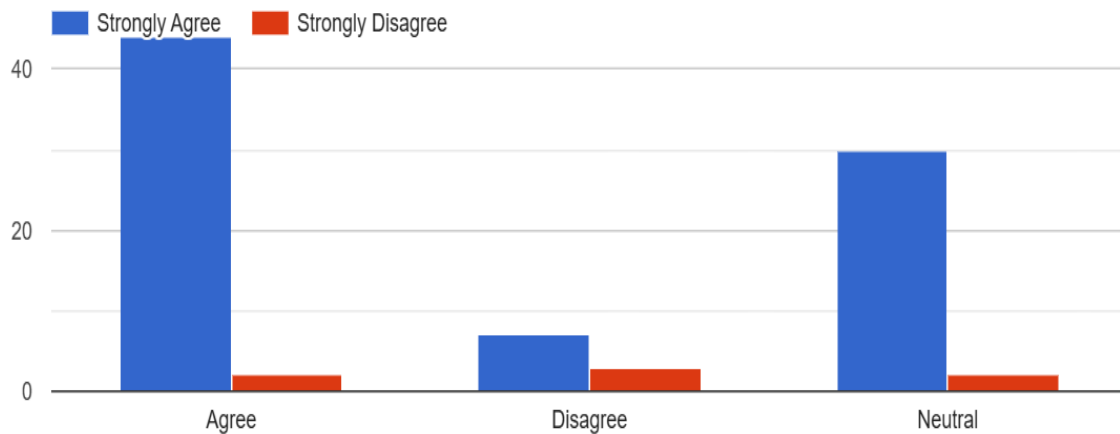
Figure 4.8, Respondents perception on influencers are knowledgeable about the product they promote.



The above bar diagram shows that 27% respondents are strongly agree, and 3% are strongly disagree. Similarly, 20% agree with that influencers are knowledgeable about the product they promote where as 14% disagree to the statement. And 18% individuals seems strongly agree but neutral and 2% are neutral in a term disagreement.

4.2.3 Respondents perception on honest and transparent influencers positively influence their purchasing decisions.

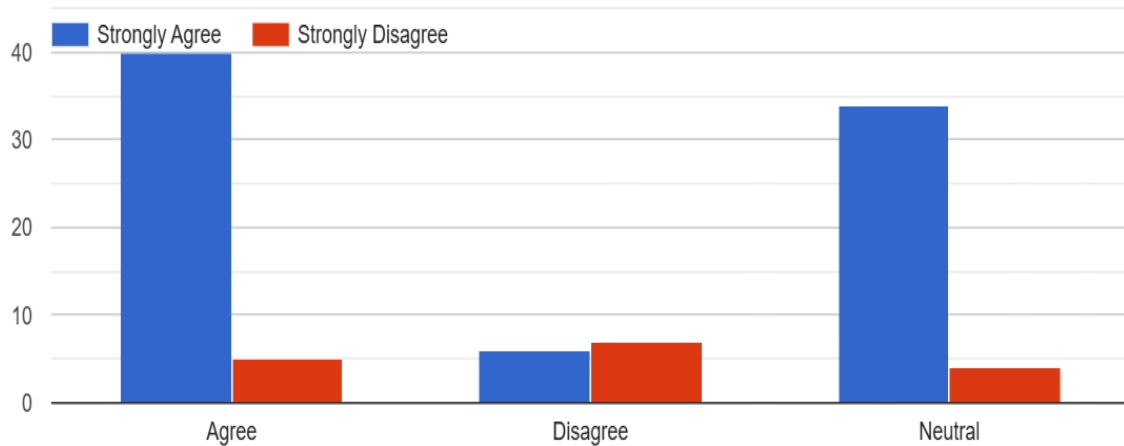
Figure 4.9 Respondents perception on honest and transparent influencers positively influence their purchasing decisions.



The above bar diagram shows that the 44% respondents strongly agree that influencers honesty and transparency positively influence their purchasing decisions whereas 2% respondent disagree on the statement. And 8% respondents only agrees on he statement however, 2.5% disagree. Also 25% of respondents seem strongly neutral in this study. Overall most of the respondents are influence by the influencers honesty and transparency to purchase any products.

4.2.4 Respondents opinion towards the product recommendation by influencers whom they admire.

Figure 4.10 Respondents opinion towards the product recommendation by influencers whom they admire.

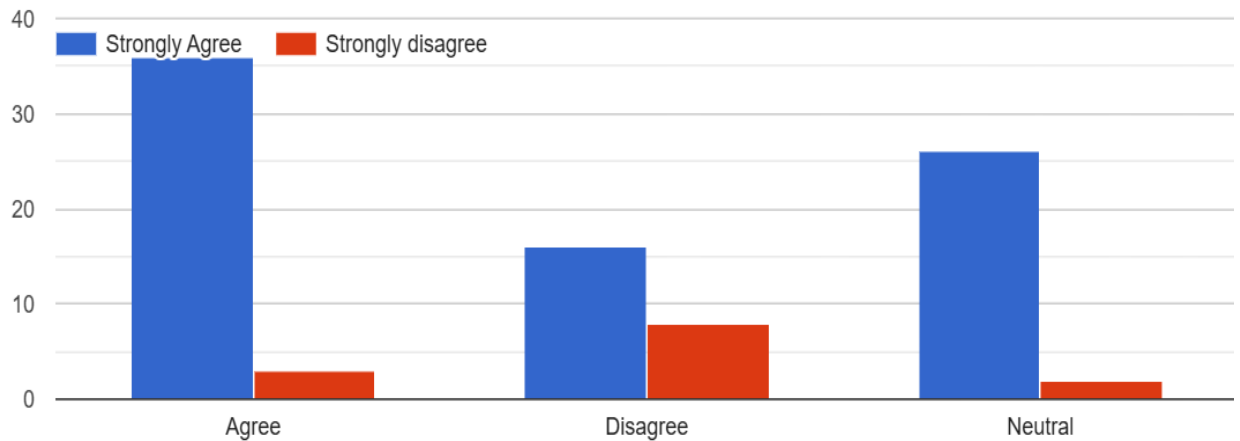


The bar diagram shows that 40% of the respondents strongly agree while 5% of the respondents strongly disagree the statement that they trust product recommendation from influencers they admire. Likewise, 6% if the respondents agree and 7% disagree the same statement. And 34% of the respondent seems to be neutral in agree and 4% are neutrally disagree. But most of the respondents trust the product recommendation from the influencers they admire.

4.3 B. Content Quality

4.3.1 Respondent opinion on influencers create informative product related content

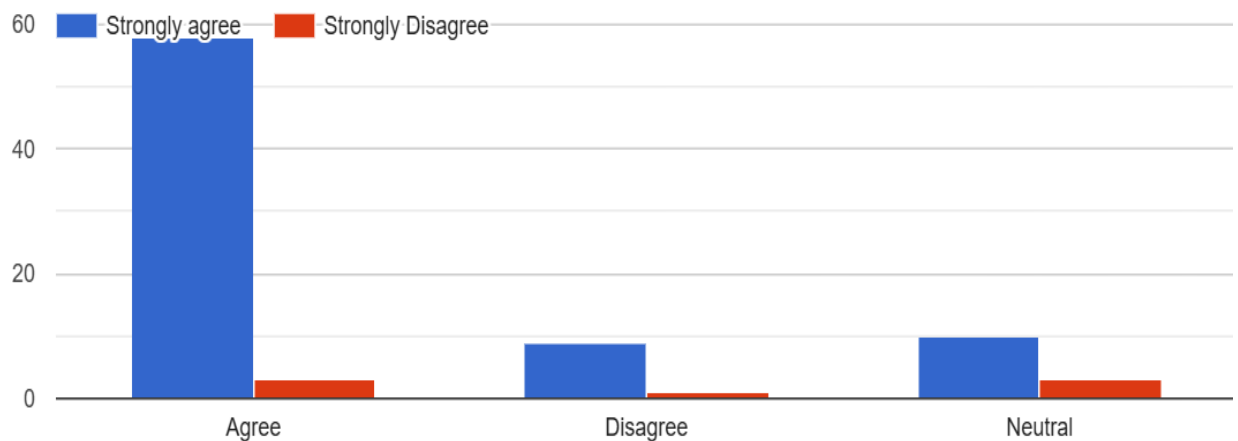
Figure 4.11 Respondent opinion on influencers create informative product related content



The bar diagram describes that the 35% of the respondents strongly agrees and 3.5% of respondents strongly disagrees that the influencers create informative product related content. Likely, 16% of the respondents agrees and 8% of the respondents disagrees on the statement. And 26% of respondents are neutral whereas 2% of the respondents are neutrally disagree. However it seems that majority of respondents agree that influencers create informative product related contents.

4.3.2 Respodents perception about creative makes influencers advertisement more attractive.

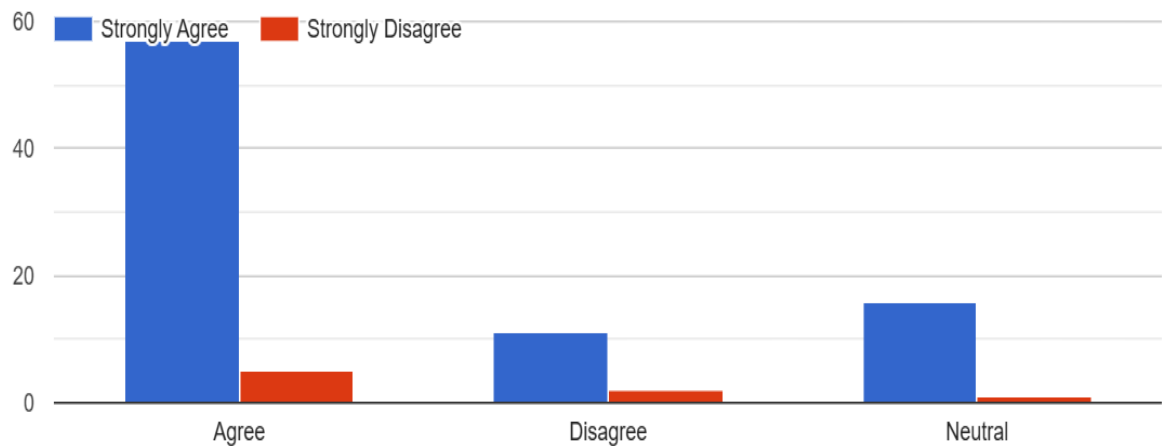
Figure 4.12 Respodents perception about creative makes influencers advertisement more attractive



The above bar diagram demonstrate that 60% of the respondents strongly agree and 3% of them strongly disagree that creative content makes influencers advertisement more attractive. Similarly, 9% of the respondents only agrees but tinyd1% of them disagree with the statement. Also the neutral rate is only10%. anyways most of the respondents agree that creative content makes influencers advertisement more attractive.

4.3.3 Respondents perception on high quality contains increase their interest in a brand.

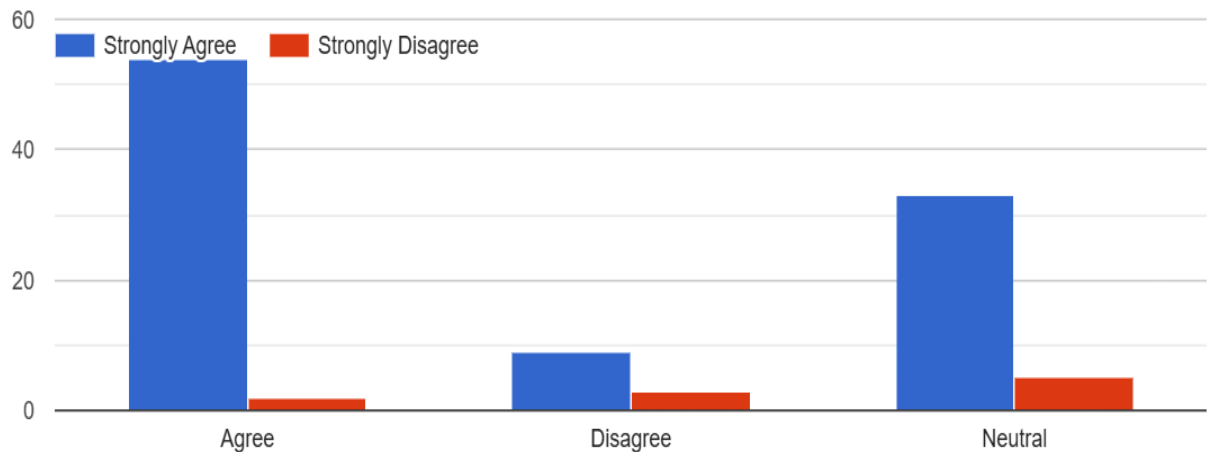
Figure 4.13 Respondents perception on high quality contains increase their interest in a brand.



From the above bar diagram we can understand that 60% of the respondents strongly agree and 3.5% of the respondents strongly disagrees that the high quality contents increases their interest in brand. Likely, 10% agrees and 2% disagrees on the statement. Also 14% of the respondents are positively neutral.

4.3.4 Respondents perception on product demonstration by influencers help them understand the product better.

Figure 4.14 Respondents perception on product demonstration by influencers help them understand the product better

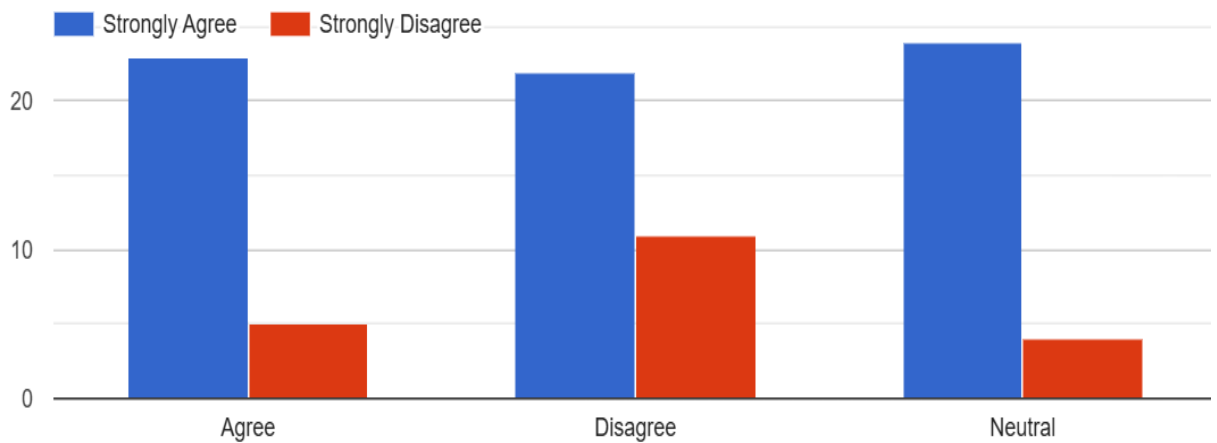


The diagram depicts that 54% of the respondents are strongly agree while only 2% of them strongly disagree that the product demonstration by influencers help me understand the product better. 9% of the respondents agrees and 3% disagrees the statement. And 23% of the respondents are positively neutral while 4% disagreeably neutral.

4.4 C. Trustworthiness

4.4.1 Respondents Trust level on the products recommendations made by social media influencers.

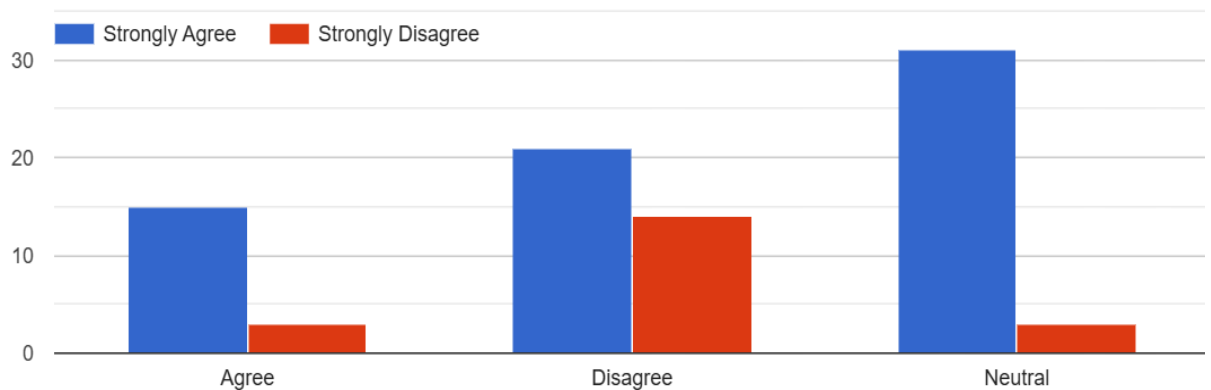
Figure 4.15 Respondents Trust level on the products recommendations made by social media influencers.



The bar diagram describes that 25% of the respondents strongly agree and 10% of the respondents strongly disagree the products recommendations made by social media influencers. Also 23% of the respondents agrees and 11% of the them disagrees the statement. And the neutral are 27% which is high that means neutrally agrees whereas neutrally disagreed are 9%.

4.4.2 Respondents level of believe that Influencers provide honest and trustful information about the brands they promote.

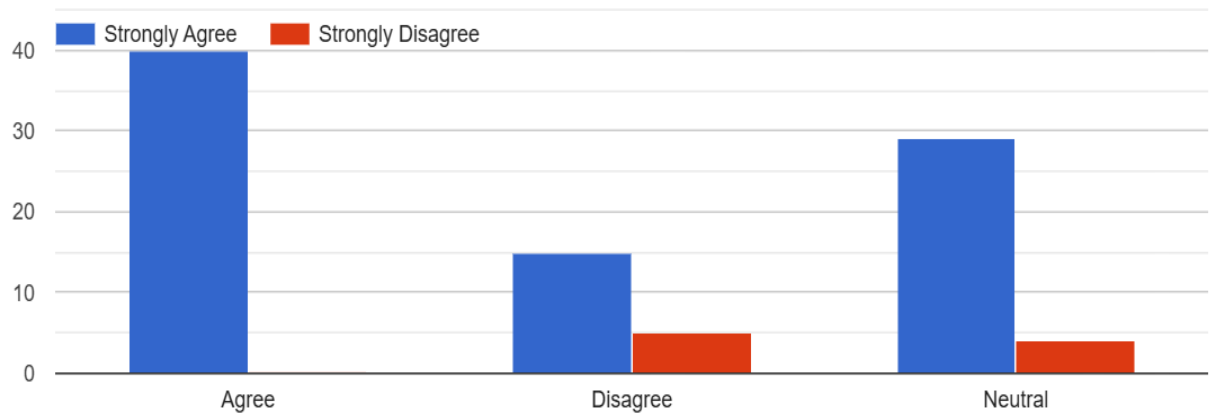
Figure 4.16 Respondents level of believe that Influencers provide honest and trustful information about the brands they promote



The bar diagram shows that 15% of the respondents strongly agree and 3.5% of the others strongly disagree that they believe honest and trustful information about the brands. Similarly, 21% of respondents just agrees and 14% of respondent disagrees the statement. But 32% of respondent are neutral and positive whereas 3% seems neutral which denote as disagree.

4.4.3 Respondents trust level on influencers who clearly disclose sponsor content.

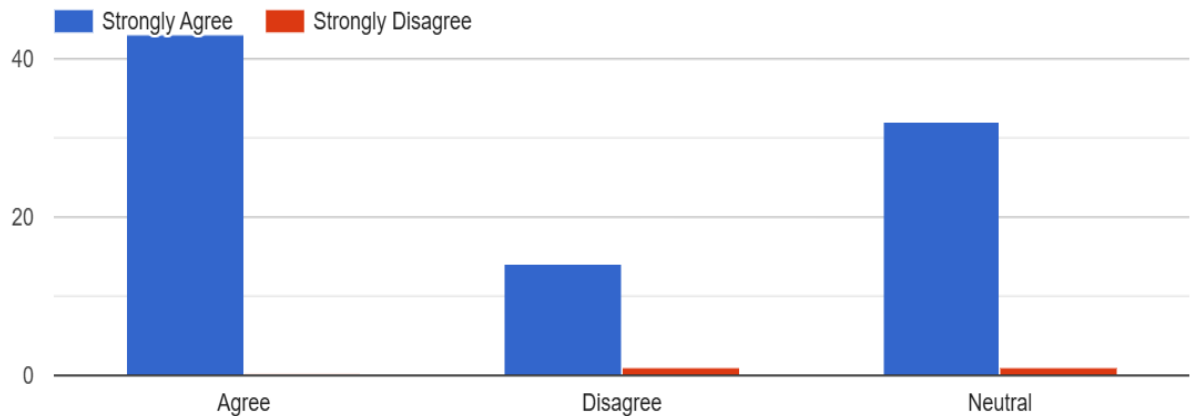
Figure 4.17 Respondents trust level on influencers who clearly disclose sponsor content



The bar diagram demonstrate that 40% of the respondents strongly agree and no one strongly disagree that they are more likely to trust influencers who clearly disclose content. Similarly, 15% of the respondents agree and 5% disagree the statement. And 29% of the respondents seems neutrally agree and 3% neutrally disagree.

4.4.4 Respondents trustworthiness to get influenced to purchase a promoted product.

Figure 4.18 Respondents trustworthiness to get influenced to purchase a promoted product

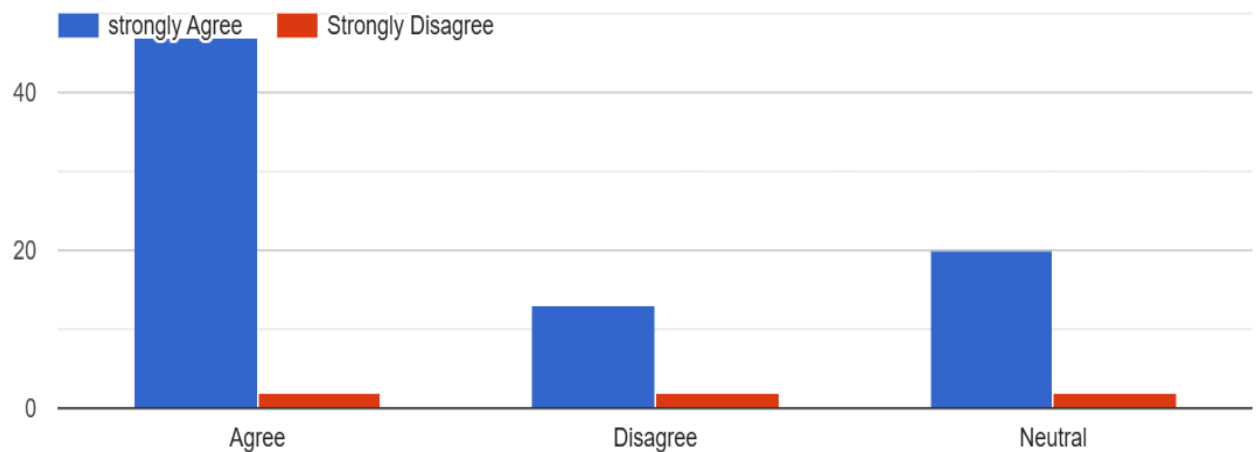


We analyze that 43% of the respondents strongly agree that they get influenced by the influencers trustworthiness to purchase a promoted product. Similarly, 13% agreed and only 1% of the respondents disagreed on the statement. Also the neutral rate is 26% .but it seem like most of the respondents get influence or increase purchase intentions by influencers trustworthiness.

4.5 D. Audience Engagement

4.5.1 Respondents agreement level on interacting influencers by liking, commenting, or sharing.

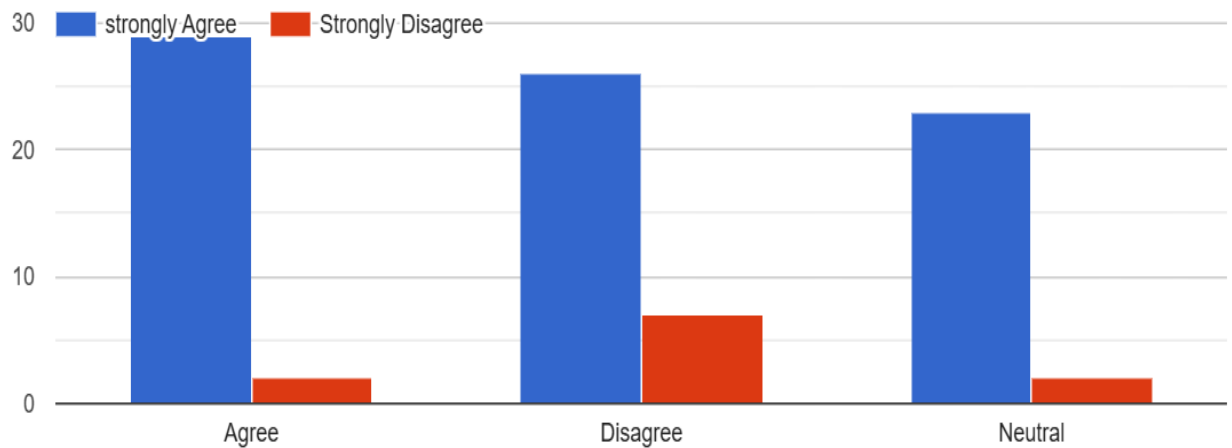
Figure 4.19 Respondents agreement level on interacting influencers by liking, commenting, or sharing



The bar diagram shows that 48% of the respondents strongly agree and 2% of respondents strongly disagree that they interact with influencers posts by liking, commenting, or sharing. Likewise, 12% agrees and 2% disagrees the statement. Also 20% of the respondents seems neutral.

4.5.2 Respondents agreement level on influencers who respond to followers seem more trustworthy.

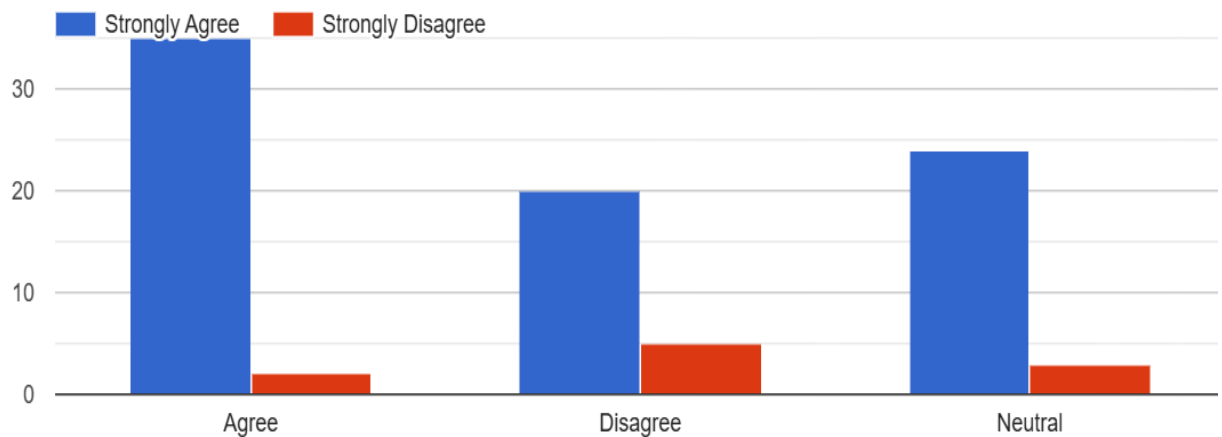
Figure 4.20 Respondents agreement level on influencers who respond to followers seem more trustworthy



The above diagram shows that 28% of the respondents strongly agree and 3% of the respondents strongly disagree that the influencers who respond to followers seem more trustworthy. And 26% agrees and 7% disagrees the statement. Also 23% of the respondent seem neutral.

4.5.3 Respondents responses towards highly engaging influencers influence my buying decisions.

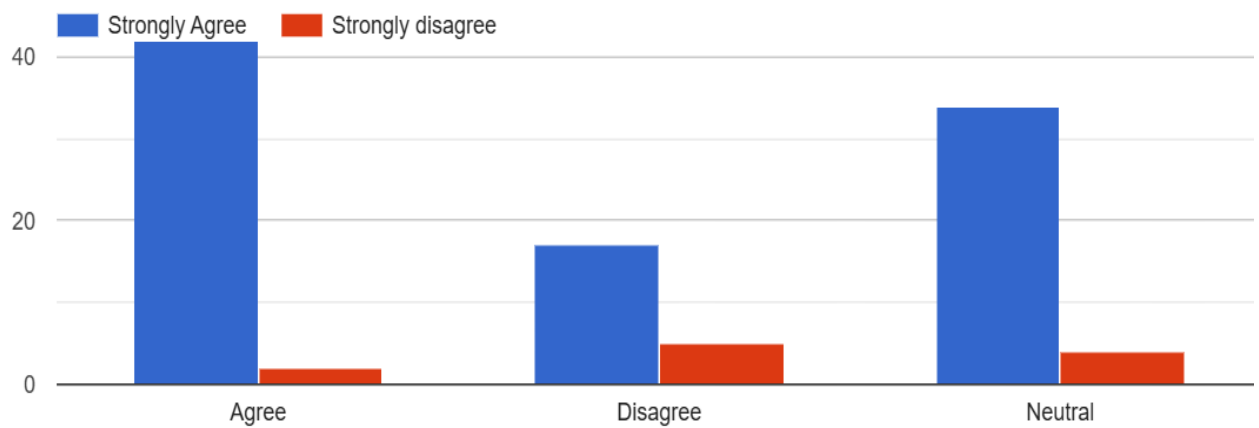
Figure 4.21 Respondents responses towards highly engaging influencers influence my buying decisions



This bar diagram shows that 35% of the respondents strongly agree and 25 % strongly disagree that the highly engaging influencers influence their buying decisions. 20% agrees and 5% disagree the statement. And 24% of the respondents are neutral .

4.5.4 Respondents level of attention to brands promoted by influencers with active followers.

Figure 4.22 Respondents level of attention to brands promoted by influencers with active followers



The above bar diagram shows that 42% of the respondents strongly agree and 1.5% strongly disagree that they pay more attention to brands promoted by influencers with active followers. And 18% of respondents agrees and 4% disagrees the statement. Also neutral percentage is higher that is 34%.

4.6 Section C. Dependent variables

4.6.1 Respondents rating on influencers marketing increases my awareness of brands.

Figure 4.23 Respondents rating on influencers marketing increases my awareness of brands



This bar diagram shows that total responses are 73 and average rating is 3 out of 5. And 10 respondents give (13.7%), 11 respondents give (15.1%), 17 respondents give (23.3%), 27 responses gave (37%) and lastly 8 respondents gave (11%). So most of the respondents believe that influencers marketing increase their awareness of brand.

4.6.2 Respondents rating how much influencers improve their perception of a brand.

Figure 4.24 Respondents rating how much influencers improve their perception of a brand.



The above figure demonstrate that total responses are 68 and the average rating is 3 out of 5. and 6 respondents gave (8.8%), 14 respondents gave (20.6%), 22 respondents gave (32.4%), 16 respondents gave (23.5%) and 10 respondents gave (14.7%). The highest rating was 32.4% it means somehow influencers improves their perception in brand.

4.6.3 Respondents rating in purchased products recommended by influencers.

Figure 4.25 Respondents rating in purchased products recommended by influencers



The above figure shows that the total responses was 71 and the average rating is not fully 3 star (2.77%) out of 5. Among total, 14 respondents rated(19.7%), 19 respondents rated(26.8%), 18 respondents rated(25.4%),9 respondents rated (12.7%) and 11 respondents rated (15.5%). It means we understand that most people are not likely to purchase products recommended by influencers.

4.6.4 Respondents rating on encouragement of trying new brands promoted by influences.

Figure 4.26 Respondents rating on encouragement of trying new brands promoted by influences



The total responses are 99 and the average rating is 3 star (3.16%) out of 5 star. The 17 respondents rated (17.2%), 15 respondents rated(15.2%), 26 respondents rated (26.3%), 17 respondents rated (17.2%) and 24 respondent rated (24.2%). It seems 3rd half and more respondents are more likely encouraged to try new brands.

4.7 Section D. Open ended responses

This section shows how respondents provide a response to the questions. The analysis is given below:

4.7.1 Respondents opinion, on what makes influencers effective in promoting brand.

- Trustworthiness
- Responder thinks an influencer is effective when they can make laugh, relate, and trust them- not just shout, “ buy the products”. A good influencer knows how to promote a brand naturally, like they are recommending something to a friend . If their content is entertaining, authentic and matches their audience, people are more likely to remember the brand and actually give it a try.
- Rawness
- Having knowledge about the products in details and depth
- Clarity, Creativity and consistency
- Real review
- Followers
- Building deep trust
- Their audience and relevancy of content
- Increased volume of a sale
- Reveled sponsors and creative content
- Skills and engaging content

4.7.2 Respondents suggestion for brands using influencers in their marketing campaign.

- May be they should choose the right person looking at the long time of there true services to the community.
- Choose potential influencers
- Choose loyal and honest influencers
- Encourage yours influence
- to provide genuine reviews
- The goods must be in good condition
- Choose competent influencers
- Grant them creative freedom, and track direct conversation using custom promo code
- Focus on audience relevance authentic content fit and clear goals
- Brands should choose influences who match their products and let them share honest opinions
- Use in proper wat
- Pay them good
- Instead of selling the brands ,explain why they need it
- Measure campaign performance using metrics such as reach, engagement, and sales.
- Ensure sponsored content is clearly disclosed to maintain audience trust.

4.5 Major findings

In this study, the most of respondents are students.

1. There is total 104 respondents included in this study.
2. Female respondents are more than male that is (48.1%) and (42%).
3. Most of my respondents are in a age group of 20-29 years and the percentage is (60.6%).
4. Most of the respondents holds both bachelor's degree and are in higher secondary level.
5. Most of my respondents are students and employed that is (52.2%) and (27.6%).
6. There is huge percentage of respondents who daily use social media and that is(71.1%).
7. Most of my respondents use Instagram and TikTok.
8. 36% of the respondents strongly agrees influencers to be trustworthy source of product information
9. 27% of the respondents strongly agree and 3% strongly disagree that influencers are knowledgeable about the products they promote.
10. 43% of respondents strongly agree and 2% strongly disagree that honest and transparent positively influence their purchasing decisions.
11. 39% of the respondents strongly trust and 5% strongly do not trust the product recommendation from the influencer they admire.
12. 35% of respondents strongly agrees and 7% disagree that influencers create informative content.
13. Almost 55% of the respondents strongly agree and 2% strongly disagree that creative content makes influencers advertisement more attractive.
14. 58% of the respondents strongly agrees and 2% strongly disagree that high quality contents increase their interest in a brand.
15. 57% of the respondent strongly agrees and 1% strongly disagree , product demonstration by influencers help them to understand the product better.
16. 22% of the respondents agrees and 11% disagree the product recommendation made by social media influencers.

17. 31% of the respondents are strongly neutral and 21% agree that influencers provide honest and trustful information about the brands.
18. 40% of the respondents strongly agree and 5% disagree, that they are more likely to trust influencers who clearly disclose sponsored content.
19. 43% of the respondents strongly agree and 32% of respondents are neutral that the influencers influence their purchase intention.
20. 43% of the respondents strongly agree and 20% are neutral that they interact with influencers' posts by liking, commenting, and sharing.
21. 29% of respondents strongly agree and 23% are neutral that influencers who respond to followers seem more trustworthy.
22. 35% strongly agree and 20% are neutral about highly engaging influencers influence their buying decision.
23. 42% strongly agree and 32% are neutral about attention to brands promoted by influencers.
24. The average rating is 3 star with 3.16% for the awareness of brands by influencers' marketing.
25. The average rating is 3 star with 3.15% on the improved perception of a brand by influencers.
26. The average rating is 3 star with 2.77% on purchase intention recommended by influencers.
27. The average rating is 3 star with 3.16% on influencers' promotions encourage them to try new brands.
28. Most of the respondents suggest influencers to create raw, creative, audience engaging, honest review and disclose sponsors to be effective in the community.
29. Lastly, Brands should choose competent, honest, authentic and creative influencers to stay in a society and should pay good amount to their work.

CHAPTER 5: SUMMARY AND CONCLUSIONS

This section of the research includes all the results and conclusions of the above analysis in a summarized form.

5.1 Summary

This research on “ Effectiveness of Influencers on Brand Promotion” was conducted to examine how influencers affect consumers awareness, trust, attitudes, and purchase decisions towards brands. The study focused on major influencer characteristics such as trustworthiness, attractiveness, expertise, and quality of content and their role in promoting products and serving through social media.

The study used mixed research approach, combining quantitative and qualitative information collected through a structured questionnaire. The respondent provided their views on social usage, influencer marketing, trust in influencers, and the influence of influencer recommendation on their buying decisions. The collected data were presented and analyzed using percentage, tables, charts and descriptive analysis.

The findings indicate that social media influencers can play an important role in brand promotion by increasing brand awareness, consumer engagement, and interest in products. Respondents generally considered trustworthy, attractive, knowledgeable, and relatable influencers more effective in influencing their opinions and purchasing intentions. However, the effectiveness of influencer marketing can vary depending on the credibility of the influencers, relevance of the promoted product, and quality an authenticity of the content.

Overall, the research concludes that influencer marketing Is an effective promotional tool when brands select suitable and credible influencers and use authentic, relevant, and engaging content. Brands should therefore focus on building genuine influencer- audience relationships rather than relying only on follower numbers.

5.2 concliusion

The study concludes that influencers play an important role in brand and promotions. Influencers can increase brand awareness, attract consumers attention, and influence their purchase intention through social media. Factors such as trustworthiness, attractiveness, expertise, and content quality contribute to the effectiveness of influencer marketing.

Overall, the findings suggest that businesses can use suitable and credible influencer to reach their target audience and promote their brands effectively.

The findings also suggest that consumers are more likely to respond positively to influencers who provide authentic, informative, and engaging content. Therefore, brand should carefully select influencers whose image, values, and audience are relevant to the brand. Overall, effective use of influencer marketing can strengthen brand communication and improve consumer engagement and promotional outcomes.

Suggestions

Based on the findings of this research, several practical suggestions can be made to make influencers marketing effective:

1. Select credible influencers: Brands should choose influencers who are trustworthy, knowledgeable, and have a good reputation among their followers.
2. Focus on authenticity: Influencers should provide genuine opinions and avoid promoting products that they do not actually use or believe in.
3. Choose the right influencer: Brands should select influencers whose audience, content, and personality match the target market and the brand.
4. Improve content quality: Influencers should create attractive, informative, and engaging content such as videos, reviews, demonstrations, and stories.
5. Build long-term relationships: Brands should develop long-term partnerships with suitable influencers instead of relying only on one-time promotions.
6. Avoid excessive promotion: Too many advertisements can reduce followers' trust. Promotional content should be balanced with useful and entertaining content.
7. Monitor campaign performance: Brands should regularly evaluate influencer campaigns using engagement, reach, brand awareness, and consumer responses.
8. Consider audience engagement rather than followers alone: Brands should give importance to likes, comments, shares, and genuine interaction when selecting influencers.
9. Maintain transparency: Influencers should clearly disclose sponsored or paid partnerships to maintain consumer trust.
10. Use multiple social media platforms: Brands should use platforms such as Instagram, TikTok, Facebook, and YouTube according to where their target consumers are most active.

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APPENDIX

QUESTIONNAIRE

EFFECTIVENESS OF INFLUENCERS ON BRAND PROMOTION

Dear Respondent,

I am a BBA student conducting a research study entitled "**Effectiveness of Influencers on Brand Promotion**"

as part of my academic project. The purpose of this study is to examine how influencers marketing affects consumers perception, purchasing decisions, and overall brand promotion.

Your participation in this survey is highly appreciated. The questionnaire will take approximately 5-10 minutes to complete. Please answer each question honestly based on your personal experience and opinions.

And be assured that all information you provide will be treated with the **strictest confidentiality** and will be used **solely for academic and research purposes** and your participation is entirely voluntary.

Thank you very much for your valuable time, cooperation, and support.

Researcher: Sujata khattri

Institution: Nepal Tourism and Hotel Management collage

Demographic Information

Gender

- male
- Female
- Prefer not to say

Age

- Below 20 years
- 20-29 years
- 30-39 Years
- 40 Years above

Educational Qualification

- secondary
- Higher Secondary
- Bachelors degree
- Masters Degree
- Others

Occupation

- Student
- Employed
- Self-employed
- Others

How often do you use social media?

- Daily
- Several Times a week
- Once a week
- Rarely

Which social Media Platform do you use most?

- Facebook
- Instagram
- Tik Tok
- YouTube
- Others

Section B.

Factors Affecting the Effectiveness of Influencers

A. Influencers Credibility

1. I consider influencers to be trustworthy sources of product information.

- Agree
- Disagree
- Neutral
- Strongly Agree
- Strongly Disagree

2. I believe influencers are knowledgeable about the products they promote.

- Agree
- Disagree
- Neutral
- Strongly Agree
- Strongly Disagree

3. Honest and Transparent influencers positively influence my purchasing decisions

- Agree
- Disagree
- Neutral
- Strongly Agree
- Strongly Disagree

4. I trust product recommendations from influencers whom I admire.

- Agree
- Disagree
- Neutral
- Strongly Agree
- Strongly Disagree

B. Content Quality

1. Influencers create informative product related content.

- Agree
- Disagree
- Neutral
- Strongly Agree
- Strongly Disagree

2. Creative content makes influencers advertisements more attractive.

- Agree
- Disagree
- Neutral
- Agree
- Disagree

3. High-quality contents increase my interest in a brand.

- Agree
- Disagree
- Neutral
- Strongly Agree
- Strongly Disagree

4. Product demonstrations by influencers help me understand the product better.

- Agree
- Disagree
- Neutral
- Strongly Agree
- Strongly Disagree

C. Trustworthiness

1. I trust the product recommendations made by social media influencers.

- Agree
- Disagree
- Neutral
- Strongly Agree
- Strongly Disagree

2. I believe influencers provide honest and trustful information about the brands they promote.

- Agree
- Disagree
- Neutral
- Strongly Agree
- Strongly Disagree

3. I am more likely to trust influencers who clearly disclose sponsored content.

- Agree
- Disagree
- Neutral
- Strongly Agree
- Strongly Disagree

4. The trustworthiness of an influencer influences my intention to purchase a promoted product.

- Agree
- Disagree
- Neutral
- Strongly Agree
- Strongly Disagree

D. Audience Engagement

1. I interact with influencers posts by liking, commenting, or sharing.

- Agree
- Disagree
- Neutral
- Strongly Agree
- Strongly Disagree

2. Influencers who respond to followers seem more trustworthy.

- Agree
- Disagree
- Neutral
- Strongly Agree
- Strongly Disagree

3. Highly engaging influencers influence my buying decisions.

- Agree
- Disagree
- Neutral
- Strongly Agree
- Strongly Disagree

4. I pay more attention to brands promoted by influencers with active followers.

- Agree
- Disagree
- Neutral
- Strongly Agree
- Strongly Disagree

Section C: Effectiveness of Influencers on Brand Promotion (Dependent Variable)

Influencers marketing increases my awareness of brands

✧ 1

✧

✧ 2

✧

✧ 3

✧

✧ 4

✧

✧ 5

Influencers improve my perception of a brand.

✧ 1

✧

✧ 2

✧

✧ 3

✧

✧ 4

✧

✧ 5

I am more likely to purchase products recommended by influencers.

✧ 1

✧

✧ 2

✧

✧ 3

✧

✧ 4

✧

✧ 5

Influencer promotions encourage me to try new brands.

✧ 1

✧

✧ 2

✧

✧ 3

✧

✧ 4

✧

✧ 5

Section D.

Open-Ended Question

1. In your opinion, what makes an influencer effective in promoting a brand?

→ _____

2. Do you have any suggestions for brands using influencers in their marketing campaign?

→ _____

