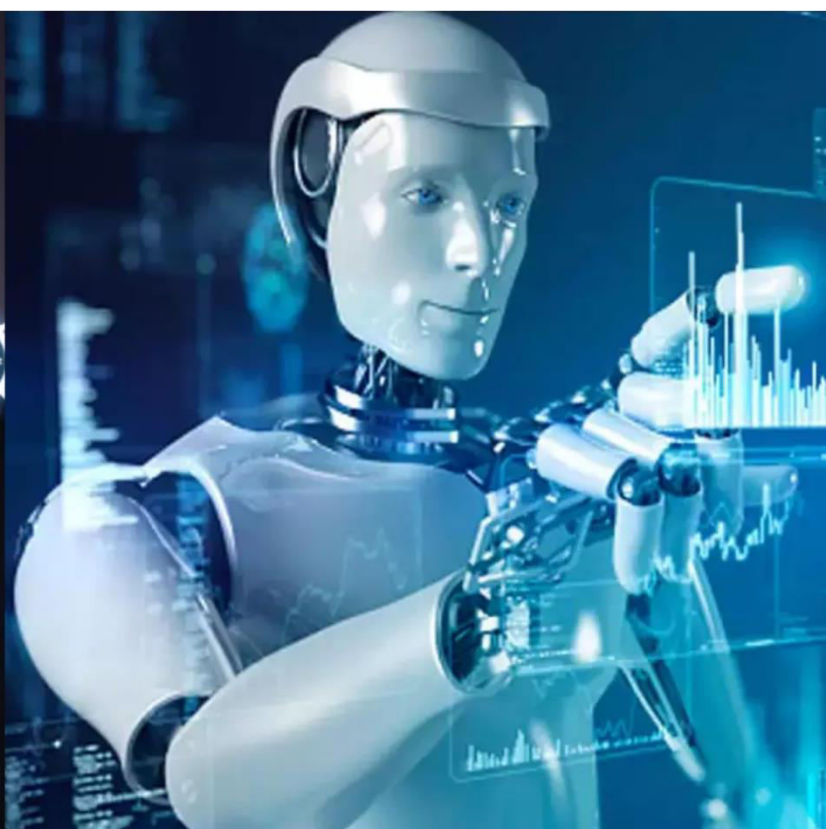




International Journal of Innovative Research in Science Engineering and Technology (IJIRSET)

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)



Impact Factor: 9.935

Volume 15, Issue 7, July 2026

Impact of Influencer Marketing on Brand Credibility and Sales Performance Pothys Retail Pvt Ltd – Chennai

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ABSTRACT: Influencer marketing has emerged as one of the most effective digital marketing strategies in the modern business environment. The rapid growth of social media platforms such as Instagram, YouTube, Facebook, and Twitter has transformed the way organizations communicate with customers. Consumers today are highly influenced by online content, reviews, recommendations, and promotional activities shared by influencers. As a result, companies increasingly collaborate with influencers to strengthen brand image, attract customers, and improve sales performance. Influencer marketing creates a bridge between brands and consumers by providing relatable, engaging, and authentic content that directly impacts customer perception and buying behavior. The objective of the study is to analyse impact of influencer marketing on brand credibility and sales performance Pothys Retail Pvt Ltd – Chennai. For the present study, a descriptive research design has been adopted. The present study follows a quantitative research approach. The study mainly depends on both primary and secondary data. Primary data were collected directly from respondents through structured questionnaires, while secondary data were gathered from journals, websites, books, company records, and online articles related to digital marketing and influencer marketing concepts. The collected data were analyzed using suitable statistical tools such as percentage analysis and graphical representation for proper interpretation. For the present study, a structured questionnaire was used as the primary research instrument. The methodology adopted for the study helps in understanding customer opinions, buying behavior, and the effectiveness of influencer marketing strategies in the retail sector. It is also concluded that influencer marketing is particularly effective in attracting younger audiences, who are more active on digital platforms and heavily influenced by online content. The integration of influencer marketing with traditional retail strategies helps organizations like Pothys strengthen their market position and maintain competitive advantage in the industry.

KEYWORDS: influencer marketing, brand credibility, sales performance, marketing campaigns

I. INTRODUCTION TO THE STUDY

Influencer marketing has emerged as one of the most effective digital marketing strategies in the modern business environment. The rapid growth of social media platforms such as Instagram, YouTube, Facebook, and Twitter has transformed the way organizations communicate with customers. Consumers today are highly influenced by online content, reviews, recommendations, and promotional activities shared by influencers. As a result, companies increasingly collaborate with influencers to strengthen brand image, attract customers, and improve sales performance. Influencer marketing creates a bridge between brands and consumers by providing relatable, engaging, and authentic content that directly impacts customer perception and buying behavior.

In the retail sector, influencer marketing plays a significant role in enhancing brand visibility and customer engagement. Fashion and textile industries especially depend on social media promotions to attract younger audiences who spend considerable time online. Customers often trust influencers because they view them as independent individuals who provide honest opinions about products and services. This trust helps organizations improve brand credibility and establish long-term relationships with consumers. Influencers can effectively communicate product features, quality, and brand values in a more personalized and interactive manner compared to traditional advertising methods.

The influence of social media marketing has increased significantly because consumers rely heavily on digital platforms before making purchasing decisions. Influencer marketing helps organizations create awareness, generate interest, and influence customer preferences. It also supports organizations in reaching specific target audiences more efficiently. Positive influencer recommendations can increase customer confidence, improve purchase intention, and contribute to sales growth. On the other hand, ineffective influencer campaigns may negatively affect brand image and customer trust. Therefore, it is important for organizations to understand the impact of influencer marketing on business performance.

This study focuses on analyzing the impact of influencer marketing on brand credibility and sales performance with reference to Pothys Retail Pvt Ltd, Chennai. The research examines customer perceptions regarding influencer promotions and identifies how social media campaigns affect purchasing behavior. The study also evaluates whether influencer marketing strategies contribute to improved customer trust, enhanced brand image, and increased sales performance. By understanding these factors, the organization can develop more effective marketing strategies and strengthen its position in the competitive retail industry.

Objectives

- To examine customer awareness regarding influencer marketing activities.
- To analyze the influence of social media influencers on customer buying behavior.
- To identify the relationship between influencer recommendations and customer trust.
- To evaluate the effectiveness of influencer marketing in improving brand image.
- To study the impact of influencer promotions on customer purchase intention.
- To determine whether influencer marketing contributes to increased sales performance.
- To understand customer preferences toward influencer-based advertisements and promotional campaigns.
- To analyze the role of digital platforms in enhancing brand visibility and customer engagement.
- To identify factors that affect the success of influencer marketing campaigns in the retail sector.

II. REVIEW OF LITERATURE

Kapoor (2023) in *Digital Marketing in India: Trends and Practices* highlights the rapid growth of digital marketing in India. He states that social media influencers have become powerful marketing tools for brands, especially in fashion and lifestyle sectors. According to him, Indian consumers are highly responsive to influencer content due to increasing smartphone usage and internet penetration. This supports the relevance of influencer marketing in the Indian retail market, particularly for organizations like Pothys Retail Pvt Ltd.

Singh and Verma (2023) in their research article *Impact of Social Media Influencers on Consumer Buying Behaviour* found that influencer marketing significantly affects purchase decisions. They concluded that consumers are more likely to trust influencers compared to traditional advertisements. Their study shows that influencer credibility and content quality play a major role in shaping consumer behavior. This directly supports the objectives of the present study, which focuses on customer trust and purchase intention.

Jain and Sharma (2024) in *Influencer Marketing and Brand Trust in Retail Sector* emphasize that influencer marketing enhances brand trust and customer loyalty. They explain that consistent and authentic influencer collaborations improve brand image and strengthen emotional connections with customers. Their findings indicate that influencer marketing is particularly effective in retail sectors where visual appeal and customer experience are important.

Patel and Desai (2025) in *Role of Digital Influencers in Enhancing Sales Performance* highlight that influencer marketing has a measurable impact on sales growth. They explain that influencer campaigns generate higher engagement rates and convert viewers into actual buyers. Their research concludes that businesses using influencer marketing strategies experience improved sales performance and customer retention.

III. RESEARCH METHODOLOGY

For the present study, a descriptive research design has been adopted. The present study follows a quantitative research approach. The study mainly depends on both primary and secondary data. Primary data were collected directly from respondents through structured questionnaires, while secondary data were gathered from journals, websites, books, company records, and online articles related to digital marketing and influencer marketing concepts. The collected data were analyzed using suitable statistical tools such as percentage analysis and graphical representation for proper interpretation. For the present study, a structured questionnaire was used as the primary research instrument. The methodology adopted for the study helps in understanding customer opinions, buying behavior, and the effectiveness of influencer marketing strategies in the retail sector.

IV. ANALYSIS AND INTERPRETATION

PROFILE OF THE RESPONDENTS

Variables	Categories	No. of Respondents	Percentage (%)
Gender	Male	52	52.0
	Female	46	46.0
	Others	2	2.0
Age Group	Below 20 years	15	15.0
	21–30 years	45	45.0
	31–40 years	25	25.0
	Above 40 years	15	15.0
Educational Qualification	Undergraduate	40	40.0
	Postgraduate	35	35.0
	Professional Course	15	15.0
	Others	10	10.0
Occupation	Student	38	38.0
	Employee	32	32.0
	Business	20	20.0
	Homemaker	10	10.0
Monthly Income	Below ₹20,000	35	35.0
	₹20,001–₹40,000	30	30.0
	₹40,001–₹60,000	20	20.0
	Above ₹60,000	15	15.0

Source: Primary Data

INTERPRETATION

The consolidated table shows that 52.0% of the respondents are male, 46.0% are female, and 2.0% belong to other gender categories. In terms of age group, 45.0% of the respondents belong to the 21–30 years category, followed by 25.0% in the 31–40 years category, while 15.0% each belong to the below 20 years and above 40 years categories. Regarding educational qualification, 40.0% of the respondents are undergraduates, 35.0% are postgraduates, 15.0% have completed professional courses, and 10.0% belong to other qualification categories. With respect to occupation, 38.0% of the respondents are students, followed by 32.0% employees, 20.0% engaged in business, and 10.0% homemakers. In terms of monthly income, 35.0% of the respondents earn below ₹20,000, 30.0% earn between ₹20,001 and ₹40,000, 20.0% earn between ₹40,001 and ₹60,000, and 15.0% earn above ₹60,000.

ANALYSIS OF INFLUENCER MARKETING CAMPAIGNS BY POTHYS

Variables	Categories	No. of Respondents	Percentage (%)
Awareness of Influencer Marketing Campaigns by Pothys	Yes	82	82.0
	No	18	18.0
Most Frequently Used Social Media Platform	Instagram	45	45.0
	Facebook	20	20.0
	YouTube	30	30.0
	Twitter/X	5	5.0
Trust on Influencer Promoted Products	Highly Trust	30	30.0
	Trust	45	45.0
	Neutral	15	15.0
	Do Not Trust	10	10.0
Purchase After Influencer Advertisement	Frequently	30	30.0
	Sometimes	40	40.0
	Rarely	20	20.0
	Never	10	10.0
Major Influencing Factor	Product Quality	40	40.0
	Influencer Popularity	25	25.0
	Discounts & Offers	20	20.0
	Brand Reputation	15	15.0

Source: Primary Data

INTERPRETATION

The consolidated table shows that 82.0% of the respondents are aware of influencer marketing campaigns by Pothys, while 18.0% are not aware of such campaigns. In terms of the most frequently used social media platform, 45.0% of the respondents use Instagram, followed by 30.0% who use YouTube, 20.0% who use Facebook, and 5.0% who use Twitter/X. Regarding trust in influencer-promoted products, 45.0% of the respondents trust such products, 30.0% highly trust them, 15.0% remain neutral, and 10.0% do not trust them. With respect to purchase behavior after influencer advertisements, 40.0% of the respondents stated that they sometimes make purchases, followed by 30.0% who frequently purchase, 20.0% who rarely purchase, and 10.0% who never purchase after seeing influencer advertisements. In terms of the major influencing factor, 40.0% of the respondents identified product quality as the main factor, followed by 25.0% who considered influencer popularity, 20.0% who were influenced by discounts and offers, and 15.0% who viewed brand reputation as the primary influencing factor.

V. SUGGESTIONS

- The company should collaborate with authentic and relevant influencers who match the brand identity of Pothys Retail Pvt Ltd.
- More focus should be given to Instagram and YouTube platforms, as they are highly effective for fashion marketing.
- Influencer content should be more creative, engaging, and informative to attract customer attention.
- The company should ensure transparency in influencer promotions to maintain customer trust and brand credibility.

- Product review-based influencer content should be increased to improve customer confidence in purchasing decisions.
- Regular monitoring and evaluation of influencer campaigns should be conducted to measure effectiveness.
- Customer feedback should be collected after influencer campaigns to improve marketing strategies.
- Influencer partnerships should be long-term instead of one-time collaborations for better brand consistency.
- The company should combine influencer marketing with discounts and offers to increase sales performance.
- Micro-influencers can also be used to reach niche audiences at lower marketing cost.
- Marketing strategies should focus more on storytelling and real customer experiences.
- Influencer marketing should be aligned with seasonal and festive campaigns for better impact.
- The company should avoid over-promotion to prevent customer fatigue and loss of interest.

VI. CONCLUSION

The study on “Impact of Influencer Marketing on Brand Credibility and Sales Performance” with reference to Pothys Retail Pvt Ltd, Chennai, concludes that influencer marketing has become a highly influential digital marketing strategy in the modern retail environment. It plays a significant role in shaping customer perceptions, improving brand awareness, and influencing purchasing decisions.

From the analysis of collected data, it is evident that customers are highly exposed to social media platforms such as Instagram and YouTube, where influencer content is widely consumed. Influencer recommendations are found to have a strong impact on customer buying behavior, especially in the fashion and textile segment. Customers tend to trust influencers who provide authentic reviews, styling ideas, and product demonstrations, which ultimately enhances brand credibility.

The findings also reveal that influencer marketing contributes positively to sales performance. A considerable number of respondents have purchased products after viewing influencer promotions, indicating that such marketing strategies effectively convert awareness into actual sales. The study further shows that brand credibility improves when influencers consistently promote products in a genuine and transparent manner.

It is also concluded that influencer marketing is particularly effective in attracting younger audiences, who are more active on digital platforms and heavily influenced by online content. The integration of influencer marketing with traditional retail strategies helps organizations like Pothys strengthen their market position and maintain competitive advantage in the industry.

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