

# Chapter 5

## Role of Influencer Marketing in the Indian Retail Business Sector: A Qualitative Study

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### **ABSTRACT**

*The enhancement of technology has increased social media usage among internet consumers. As the people from young to old generations people are addicted to social media and it turns out to be an opportunity for marketers to attract potential customers. A qualitative study with an in-depth interview and a structured ques-*

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*tionnaire was conducted with the establishment managers and owners of the retail outlets who are endorsing their retail outlets with social media influencers. The study has established a framework "CARE" for social media Influencers (Content & Campaign, Awareness, Reach & review, engagement) identified as the key indicators in Influencer promotions. The paper provides an understanding on influencer marketing, endorsements & promotions at low cost while reviewing the product performance to users benefiting the social society.*

## **1. INTRODUCTION**

Social media influencers have become more popular on social media platforms, even before and after the pandemic. These social media influencers are social celebrities who influence their followers through unique content to interact with their audience and reach a considerable population, too become more popular (Sharma et al., 2021). To date, millions of people are using social media platforms to access content and entertain themselves, while interacting with people and communicating, sharing knowledge, information and staying in touch with others, these social media Influencers satisfy the needs of the social media users through their digital content and products, and these influencers are varied as there are tech, food, fun, and prank Influences who are creating content to interacting with audiences and engaging with them to maintain public relation. The customers often use the source of the information provided by the Influencers in social media to visit product stores or brand websites to get to know or purchase (Kaur & Kumar, 2021). The content generated by the influencers is also attracting the advertisers to promote their brand to reach a niche audience. Researchers have identified the strategies involving the social media influencers partnership with the brands & vice-versa, to create an effective advertisement strategy than traditional advertising. Even in India, more than 90% of millennials are using social media platforms, Indian Influencer marketing is expected to reach 21 billion dollars by 2025.

While entertaining the aspects of the social media users by Influencer with the content they create to target and influence a large number of audiences involve sponsored content of brand to promote word of mouth promotions and create user-generated content from the large audience, (Slack & Singh, 2020) as the content has been generated from the credible source the message will spread in the social media platform. The popularity of the social media Influencer has risen as a result there is a sudden increase in consumer social media presence and influencer marketing agencies were created and it has been reported that Influencer marketing has been exponentially reached \$10 billion in 2020 (Influencer Marketing Hub, 2020). Although prior studies have investigated the influence of Social media Influencer on

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