
BEYOND BORDERS: AN ANALYTICAL STUDY ON INFLUENCER MARKETING AS A GLOBAL PROMOTIONAL STRATEGY

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ABSTRACT:

In the contemporary digital landscape, influencer marketing has emerged as a significant promotional strategy in international markets, driven by the widespread adoption of social media platforms such as Instagram, YouTube, and TikTok. This study aims to analyze the role and effectiveness of influencer marketing in influencing consumer behaviour across global markets. It examines how brands leverage influencers to enhance brand awareness, build credibility, and engage diverse audiences while overcoming cultural and communication barriers. The research also explores the structured process of influencer marketing, including campaign planning, influencer selection, content creation, and performance evaluation. Primary data was collected through a structured questionnaire and analyzed using statistical tools such as ANOVA, Chi-square, and regression analysis. The findings indicate that influencer marketing plays a crucial role in shaping consumer perceptions and purchase decisions; however, its effectiveness is influenced by factors such as authenticity, trust, and cultural alignment. Additionally, the study identifies key challenges, including misleading information, lack of transparency, and the presence of fake followers. The study concludes that a strategic and data-driven approach is essential for maximizing the potential of influencer marketing in international markets.

KEYWORDS: *Influencer Marketing, International Markets, Consumer Behavior, Brand Awareness, Social Media Marketing, Influencer Credibility, Global Marketing Strategy.*

INTRODUCTION

The rapid advancement of digital technologies has transformed traditional marketing practices, leading to the emergence of influencer marketing as a key promotional tool in the modern business environment. Social media platforms such as Instagram, YouTube, and TikTok have enabled individuals, known as influencers, to impact consumer opinions and purchasing decisions through their online presence. Influencer marketing is based on trust, authenticity, and relatability, making it more effective than conventional advertising methods. In the context of globalization, businesses are increasingly expanding into international markets, where influencer marketing facilitates market entry by bridging cultural and communication gaps. By collaborating with local influencers, brands can tailor their messages to suit regional preferences and consumer behavior, thereby enhancing engagement and brand visibility. The process of influencer marketing involves defining objectives, identifying target audiences, selecting appropriate influencers, designing content strategies, and evaluating campaign performance. Despite its growing importance, challenges such as lack of authenticity, misleading information, and regulatory concerns persist. Therefore, a systematic and strategic approach is essential to ensure the effectiveness of influencer marketing. This study aims to analyze its role, effectiveness, and associated challenges in international markets.

STATEMENT OF THE PROBLEM

Influencer marketing has become an important promotional tool with the growth of social media platforms. Companies use influencers to reach global consumers and influence their purchasing decisions. However, its effectiveness varies across countries due to cultural differences, trust, and credibility. Many organizations invest in influencer marketing without clearly understanding its actual impact. Therefore, there is a need to study its role, effectiveness, and limitations in international markets.

REVIEW OF LITERATURE

Studies by **Kara Bentley and Charlene Chu** (2021) show that cultural similarity between influencers and followers increases deeper engagement like comments, while lighter engagement such as likes and views is not significantly affected. Studies by **Leung and Robert W. Palmatier** (2022) show that influencer marketing improves brand credibility, enhances audience targeting, and increases engagement, while emphasizing the importance of trust, content quality, network reach, authenticity, and transparency for long-term

effectiveness. Studies by **Ximan Xu (2023)** show that influencer marketing increases brand awareness and user engagement through social media interactions. **Erny Rachmawati (2024)** found that influencer marketing, combined with factors like customer feedback and product quality, and enhances brand image and customer loyalty. **Alipour et al. (2025)** highlighted challenges such as fake followers, lack of transparency, and ethical issues, which affect trust and campaign effectiveness.

OBJECTIVES

1. To analyze the role and effectiveness of influencer marketing as a promotional tool in international market.
2. To examine the challenges encountered by consumers in adopting influencer marketing strategies.
3. To analyse the effectiveness of influencer marketing, compare to traditional marketing in international markets.

METHODOLOGY

The study includes both primary and secondary data, with primary data being the predominant source. The study relies on primary data collected by survey. A systematic questionnaire was distributed personally to respondents. Secondary data is gathered from various books, periodicals, analysis of trade reports, government policies, and market trends.

SOURCES OF DATA

This study employs both primary and secondary data collection methods. Convenience sampling technique was used with a sample size of 154 respondents. The tools used were ANOVA, Chi-Square, Percentage analysis, Friedman rank .

RESULTS AND DISCUSSIONS

TABLE-1 INFLUENCER MARKETING INCREASE INTEREST IN INTERNATIONAL BRANDS AND MONTHLY INCOME.

H₀: No significant difference between influencer marketing increasing interests in international brands across income groups.

H₁: Significant difference between influencer marketing increasing interests in international brands across income groups.

Descriptives

	Monthly income of the respondents	N	Mean	Std.deviation	Std.error	95% confidence interval for mean		Min	Max
						Lower bound	Upper bound		
Influencer marketing increase your interest in international brands	Below Rs.20000	42	3.52	1.15	.18	3.16	3.88	1.00	5.00
	Rs.20000-Rs.50000	73	3.41	1.00	.12	3.18	3.64	1.00	5.00
	Rs.500001 - Rs.100000	30	3.30	1.06	.19	2.91	3.69	1.00	5.00
	Above Rs.100000	9	4.00	.87	.29	3.33	4.67	3.00	5.00
	Total	154	3.45	1.05	.08	3.29	3.62	1.00	5.00

Source: Primary data

ANOVA

		Sum of squares	Df	Mean f	Sig
Influencer marketing promote your interest in international brands	Between groups	3.73	3	1.24	.337
	Within groups	164.45	150	1.10	
	Total	168.18	153		

Source: Primary data

The p-value (0.337) is greater than 0.05, so the null hypothesis is accepted, indicating no significant difference in perception of interest in international brands across income groups.

FRIEDMAN RANKING TEST

TABLE- 2 FACTORS MAKING INFLUENCER MARKETING SUCCESSFUL.

(5=Most important, 4=More important, 3=Moderately important, 2=Slightly important, 1=Least important)

Particulars	Mean Rank	Rank
Influencer Credibility	3.84	1
Content Quality	3.24	2
Number Of Followers	2.67	3
Cultural Relevance	2.66	4
Audience Engagement Rate	2.59	5

Source: Primary data

Influencer credibility is ranked highest, followed by content quality and number of followers, while audience engagement rate is ranked the least important factor.

CHI-SQUARE TESTS

TABLE-3 EDUCATIONAL QUALIFICATION AND MAJOR DIFFICULTY IN INFLUENCER PROMOTION.

H₀: No significant association between educational qualification and difficulties faced.

H₁: Significant association between educational qualification and difficulties faced.

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Educational qualification of respondents x major difficulty	154	100.0%	0	.0%	154	100%

Source: Primary data

Educational Qualification *What is the major difficulty you face with influencer promotions.

		Major difficulty					Total
		Difficulty identifying paid promotions	Lack of trust in influencer reviews	Misleading information	Too many advertisements	No major difficulty	
Educational qualification	Schooling	8	2	2	4	2	18
	Undergraduate	11	21	20	9	1	62

n of respondents	Postgraduate	2	20	14	4	0	40
	Professional	3	7	3	2	2	17
	others	2	5	3	7	1	17
Total		26	55	41	26	6	154

Source: Primary data

	value	df	Asymptotic Sig-(2-tailed)
Pearson Chi-Square	38.32	16	.001
Likelihood ratio	37.25	16	.002
Linear-by-linear	2.41	1	.121
Association N of valid cases	154		

Source: Primary data

The p-value (0.001) is less than 0.05, so the null hypothesis is rejected, indicating a significant association between educational qualification and the difficulties faced by respondents.

FINDINGS AND RECOMMENDATIONS

The analysis reveals that income does not significantly influence consumers' interest in international brands through influencer marketing, as the ANOVA test showed no statistical difference across income groups ($p > 0.05$). This indicates that consumers across different income levels exhibit similar levels of interest. From the Friedman ranking test, it is evident that influencer credibility is the most important factor affecting consumer interest, followed by content quality and number of followers. Factors such as cultural relevance and especially audience engagement rate are considered less important by respondents. Further, the Chi-square test indicates that there is a significant association between educational qualification and the difficulties faced in influencer promotion ($p < 0.05$). This suggests that individuals with different educational backgrounds perceive and experience challenges differently in relation to influencer marketing. Overall, the findings highlight that consumer behavior is more influenced by qualitative factors like trust and content rather than demographic factors like income, while education plays a key role in shaping perceptions and challenges.

Marketers should avoid relying solely on income-based segmentation, as it does not significantly influence consumer interest. Instead, they should focus on collaborating with credible and trustworthy influencers who can build strong audience trust. Emphasis must be

placed on creating high-quality, engaging, and meaningful content rather than depending only on follower count or engagement metrics. Brands should also ensure that influencers align with their values and appear authentic to consumers. Additionally, marketing strategies should be customized based on the educational level of the target audience by using simple communication for some groups and more detailed information for others. Overall, adopting a consumer-centric approach focused on authenticity, clarity, and relevance will improve the effectiveness of influencer marketing campaigns.

CONCLUSION

Influencer marketing is a powerful tool that significantly impacts consumer awareness, interest, and brand discovery in international markets. It is effective across different age and income groups, making it a versatile strategy. Its success mainly depends on credibility, content quality, and cultural relevance. However, challenges like lack of trust, misleading content, and ad fatigue can affect its impact. Overall, it is more effective than traditional marketing and will continue to play an important role in global marketing.

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