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# **The Role of Influencer Marketing in Building Brand Trust for Indian Fashion brands using Instagram.**

A dissertation report submitted in the partial fulfillment of the requirements of the degree of Master of Business Administration

Submitted by  
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Registration No:  
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Under the Guidance of Dr.Ajeet Sharma

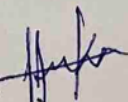


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**Declaration**

I confirm that this report titled " The Role of Influencer Marketing in Building Brand Trust for Indian Fashion brands using Instagram " truly represents my work undertaken as a part of my dissertation. I certify that this report represents my ideas in my own words and where others' ideas or words have been included, I have adequately cited and referenced the original sources. I also certify that I have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea/data/fact/source in my submission. The work has not been submitted to any other Institute for any degree or diploma. I understand that any violation of the above will be cause for disciplinary action by the Institute and can also evoke penal action from the sources which have thus not been properly cited or from whom proper permission has not been taken when needed.

Signature of the Student: 

Name of the Student (in Capital Letters) : PAPISETTY PRIYANKA

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### Certificate

This is to certify that Mr. / Ms. Papisetty Priyanka Regn. No 2022MMBA07ASB123 has completed the dissertation titled "The Role of Influencer Marketing in Building Brand Trust for Indian Fashion brands using Instagram" under my guidance as part of the dissertation, serving as partial fulfilment of the requirements for the degree of Master of Business Administration.

Signature of Faculty Guide:

A handwritten signature in blue ink, appearing to be 'Ajeet Sharma', written over a horizontal line.

Name of the Faculty Guide: Dr. Ajeet Sharma

## ACKNOWLEDGMENT

I would like to express my sincere gratitude to Dr. Ajeet Sharma for his invaluable help and guidance throughout the preparation of this final report. His expertise and insights were instrumental in shaping the direction of this research and ensuring its quality. I am particularly grateful for his patience in explaining complex concepts and his willingness to answer my questions. Dr. Ajeet Sharma's support has been a significant factor in the successful completion of this project.

Thanks again to every individual who have aided and guided me in the process of this research.

Sincerely,

Papisetty Priyanka

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# **Chapter 1**

## **1.1 Introduction:**

The Fashion industry is a growing and vibrant industry across India. The use and popularity of influencer marketing hauls a significant influence in the fashion industry. Fashion Influencers have become an important source of fashion information, providing viewers with both informational and emotional support. Instagram has become a crucial platform for brands to connect with a vast and fashion-forward audience. To establish brand trust in the Indian fashion industry, this topic investigates how effective influencer marketing is. Instagram Influencers have also influenced the perception of appearance among Generation Z, with fashion influencers and content creators shaping their ideals of beauty and influencing their appearance management. Many brands sponsor influencers and use YouTube, Instagram, Facebook, and many other platforms to grow their brand. With the rise of digital media consumption, consumers are turning to influencers for authentic and relatable content. This has resulted in the emergence of a new wave of trust-building for Indian fashion brands. As influencers share their personal experiences with the products or services, they create a sense of credibility and reliability among their followers. This research is motivated by the need to understand and unravel the factors which contribute to companies and customers using Instagram Influencers.

### **How to use influencers to promote clothing brands in India**

Select the appropriate influencers. Selecting influencers with a sizable following among your target audience is crucial when deciding which ones to collaborate with. Additionally, confirm if the influencers' principles coincide with those of your brand.

Establish definite objectives. Prior to collaborating with influencers, it's critical to establish precise campaign objectives. What goals do you have for the campaign? Which goals are you aiming to achieve—more leads, more revenue, or more brand awareness?

Make a brief for creativity. After you are aware of your objectives, you must draft a creative brief for your campaign. This will include a description of the campaign's specifics, including its message, target audience, and creative materials.

Monitor your outcomes. Monitoring the outcomes of your influencer marketing strategy is crucial for determining what is and is not effective. You can monitor website traffic, social media activity, and sales with tools like Google Analytics.

## **Fashion industry**



Fashion is a vast cash making global industry that specializes in the production and sale of clothes. However, by the 1970s these distinctions were becoming blurred. Fashion can be defined simply as what a certain group of people likes to wear at any given time. Brand marketers need to rewrite their influencer playbooks for this new wave of imaginative personalities gaining popularity. In 2024, working with opinion leaders will require a new breed of partnership that favors videos and opens up space for relinquishing creative control.

## **Instagram**

Instagram is a social media platform that focuses on photo and video sharing. Launched in 2010, it allows users to post photographs and videos, apply filters, and share them with their followers.

Brand awareness: To promote products, services and the brand's aesthetic, high quality photographs and videos need to be used. To increase the number of customers, target certain demographics and interests. Influencer marketing: work with influencers to support items and use their current fan base. Community building: Develop customer relationships, seek feedback and enhance brand loyalty. Customer engagement: respond to comments and messages, answer questions, and hold contests



## **Influencer Marketing**

Influencer marketing is a sort of marketing in which businesses work with people who have a large following to increase brand recognition. Companies may ask someone with a large following to share social media content marketing their products or services. individuals usually follow individuals they trust on social media, so if they see someone, they know advertising your company, you may use the natural trust factor to boost your conversion rate. This study will look at the two types of influencers (macro-influencers and micro-influencers) and their effectiveness in influencing buying decisions across industries. It will also investigate the ethical aspects of influencer marketing tactics, such as disclosing sponsored material and ensuring authenticity in influencer endorsements.

## **How Instagram has changed the game for fashion brands.**











Instagram transformed fashion by making it visual. Brands can now showcase products, tell their story, and connect with audiences through captivating photos and videos. This bypasses traditional advertising, allowing direct connections with a global audience.

Influencers have become key players, promoting products to their large followings in a more relatable way than traditional ads. Shoppable features further bridge the gap between inspiration and purchase. Instagram paves a way for brands to their customers through Instagram influencers.

Instagram fosters a two-way street. Brands can engage with followers, build communities, and gain valuable feedback. This cycle fuels trend discovery and keeps brands relevant. With its massive user base and targeted reach, Instagram offers unparalleled brand exposure for the fashion industry.

## **Instagram fashion influencers who are on top of their game**

These are the top Instagram influencers who have upped their game for promoting and influencing people by their fashion status and expertise. These influencers started off by just styling clothes in different ways and leveraged their Instagram as a platform to boost their content.

Influencer Name	Category/Industry	Instagram Followers
 Santoshi Shetty	Fashion	751.6K Followers
 Karron Dhingra	Fashion	678K Followers
 Ayush Mehra	Fashion	1.2M Followers
 Siddharth Batra	Fashion	256K Followers
 Sakshi Sindwani	Fashion	518K Followers
 Kritika Khurana	Fashion	1.7M Followers
 Aashna Shroff	Fashion	967K Followers
 Komal Pandey	Fashion	1.8M Followers
 Sejal Kumar	Fashion	837K Followers
 Masoom Minawala	Fashion	1.3M Followers

## **1.2 Problem Definition :(Research Objective and Hypotheses)**

Building trust in customers is very crucial and a difficult thing to do in the fashion industry of India. Even though traditional marketing exists in magazines, posters, and TV ads the rise of social media has opened doors for influencer marketing. Many Indian fashion brands are turning towards Instagram Influencers to promote their brands. Brands like House of massaba , Sabyasachi and raw mango utilize their resources to hire influencers for their brands. Not only big brands like them but new start up brands are also opting for influencer marketing as they seem to work efficiently. The impact of influencer marketing is still yet to be explored. Why do customers build that trust towards the fashion brand? This research project aims to investigate the role of Instagram influencers in building brand trust in customers, and how they utilize and grow their brands in the face of customers.

## **1.3 Aim and Scope:**

The primary aim of this study is to investigate how fashion brands build brands trust on Instagram using Instagram influencers as their platform. The scope of the study encompasses a comprehensive analysis of consumer perception, how brands choose influencers and how customers view brands through Instagram.

## **1.4 Research Objective:**

- 2.1 To analyze and assess the effectiveness of influencer marketing on Instagram.
- 2.2 To identify why brands, use Instagram influencers more than others.
- 2.3 To identify the influencer marketing techniques used by influencers that help build brand trust.
- 2.4 To analyze the impact of micro-influencers and macro-influencers do to brand trust.

## **1.5 Research Hypotheses:**

H1: Instagram influencers will help brands increase their brands trust by creating brand awareness and an emotional connect.

H2: Due to the greater presence of their target customers on Instagram, brands will express a preference for Instagram influencer marketing over other social media platforms.

H3: Influencers are most likely to help brands build trust on customers if they show transparency and disclose sponsorships.

H4: Micro influencers will have a smaller target group compared to macro influencers.

## **Chapter 2**

### **2.1 Review of Literature:**

#### **1- Influencer Marketing on Instagram**

**Iman Veissi**

This thesis is a desktop study conducted to investigate influencer marketing on Instagram. I came up with the idea for this thesis while brainstorming a new and novel marketing strategy. With friends attempting to become influencers, this issue appeared to create itself. Instagram was picked since it is one of the most widely recognized channels for influencer marketing. The introduction provides a more in-depth look at the background of this thesis and influencer marketing. The introduction introduces keywords, the research question, and investigation questions.

The theoretical framework discusses the honeycomb structure, the 5Ps of marketing mix, and influencer marketing. This chapter illustrates the significance of these marketing strategies. The research techniques describe the methodologies employed in this thesis, how the data was gathered, and the limitations and dependability of the data. Secondary data collection was performed in this study, which drew on research on the same issue conducted within the previous year or two. The empirical findings clarify the facts discovered from recent study conducted by different companies, providing insights from marketing specialists and consumers. It is explored how consumers perceive Instagram marketing and how many marketers have implemented influencer marketing strategies.

In the analysis section, the acquired data is presented using theoretical frameworks, and it is described how the data is applied to the theory frames. The analysis illustrates how influencer marketing could be employed, with an emphasis on the Instagram platform. From the standpoint of a marketer, influencer marketing was included into the 5Ps marketing mix.

In the final section, debate and conclusions are offered, demonstrating how influencer marketing has varied perceptions, although consumers find it more trustworthy than traditional commercials. Further recommendations for future research include investigating the legality and effectiveness of his marketing strategy on a larger scale. The final section includes a reflection on the writing process. (Veissi, 2017)

## **2 - Increasing customers brand awareness with influencer marketing: a focus on Instagram.**

As social media marketing grows increasingly beneficial to businesses, they are increasing their investments in influencer marketing, which is recruiting digital influencers to promote their products. Internet personalities are ordinary individuals who gain a following by creating and sharing content about their expertise in a certain field. They commercialize their following by advertising brands for a fee. This study looks into how Instagram influencers are followed by social media users, and their marketed material is believed to be trustworthy, in order to determine how they affect customer brand awareness. The non-probabilistic arbitrary sample method was used to disseminate a survey via the internet to users of Instagram in the Republic of North Macedonia as part of the research.

To test assumptions, the multiple linear regression method was used for a collection of 77 effective responses using the statistical software SPSS. The data indicate that following Instagram influencers has a positive impact on customer brand awareness. According to the study's authors, this was the first study to examine the impact of involvement as well as perceived trust on customer brand awareness via Instagram. This is also, as far as the authors know, the first study to look at the direct effect of involvement and perceived trust on recognition of brands, instead of their mediating role, which has already been investigated in the literature. The study ends with theoretical contributions and applications in practice. Especially important is the advice given to corporations and their advertising agencies regarding influencer marketing.

(Snezana Ristevska Jovanovska, 2021)

## **3 - Consumer attitudes towards fashion influencers on Instagram: Impact of perceptions and online trust on purchase intention**

Companies and the academy have already recognized the growing role of digital influencers. However, Because of its current status, the literature on this topic still has certain limitations. Thus, the current study aims to investigate the causes of trust in influencers and the subsequent purchase intention. To establish their digital strategies, businesses must first understand their customers' opinions regarding digital influencers.

As a result, they must determine the causes of trust in influencers as well as the repercussions for purchase intention The primary objectives of this research were twofold: first, to construct a framework elucidating the interplay between consumer perceptions, influencer trust, and

purchase intent; second, to validate this framework using a sample of Portuguese consumers. Employing a quantitative approach with non-probabilistic convenience sampling, the study conducted an online survey among 242 individuals who follow fashion influencers on Instagram. The results indicated that influencer trust significantly influences purchase intention, with brand credibility playing a pivotal role in fostering both trust and purchase intent. This study offers a deeper insight into the role of fashion influencers on social media as perceived by users, thereby enriching understanding within the Portuguese context. Furthermore, it underscores the effectiveness of utilizing digital influencers as a successful marketing strategy within the fashion sector. (Joanna K. Santiago, 2020)

#### **4 - The Impact of Influencer Marketing on Brand Trust in the Fashion Industry (Valeriya, S. [Year]).**

Social media has transformed the way people engage and communicate with one another, and it has become an integral part of everyday life. As social media grows and becomes a key part of company marketing operations, firms and individuals must grasp how it affects a brand's image and reliability. The use of social media has an impact on people as well as businesses, as it facilitates user interactions and helps firms engage with customers. Furthermore, social media influencer marketing has shown to be an effective technique for promoting fashion firms. Social media influencers are widely recognized and renowned persons who run their own social networking networks and have a huge following. This thesis seeks to solve the topic of how influencer marketing affects brand image and trustworthiness within the fashion sector. A poll was conducted to find out how social media users perceive the influence of marketing and how it impacts the perception of a brand and trustworthiness. Regression analysis was performed to assess the four constructs of interest: image of the brand, influencer genuineness, brand reliability, and content quality, with the findings indicating a positive relationship between the variables. In the fashion business, social media influencers' authenticity and the material they promote have a positive impact on brand image and dependability. (Savyak, 2023)

## **2.2 Research Gap:**

### **Literature - 1**

This study does not talk about why brands favour Instagram influencers nor the strategies and techniques for building brand trust. It also does not explore the impact of influencer size on trust. The study only explores and analyses about the short-term effects.

### **Literature – 2**

The study focuses on the Portuguese context and not in the Indian context. This study mainly focuses on the purchase decision and not on what made the people become customers.

### **Literature – 3**

The study focuses solely on brand awareness and doesn't delve into aspects like brand trust, micro and macro influencers trust building techniques etc.

### **Literature – 4**

The study doesn't address how Indian consumers perceive influencer marketing on Instagram, especially in the context of fashion brands.

There's a lack of data on how effective influencer marketing is in building brand trust for Indian fashion brands compared to other markets.

Brand-Influencer Alignment: The information touches on influencer values but doesn't explore specific techniques for fostering trust through brand alignment.

## **Chapter 3**

### **3.1 Research Methodology:**

#### **Introduction**

Research is described as a detailed examination of a research involving a specific concern or problem utilizing scientific techniques. Research is the investigation and collection of data, which includes documenting, analysing, and interpreting the data. Research methodology simply refers to the practical "how" of any given piece of research. More specifically, it is about how a researcher designs a study in a systematic manner to ensure that the results are valid and reliable and satisfy the research goals and objectives.

I will be using both Primary and secondary data for data collection.

**Primary data:** Survey and interviews of customers who found brands trustworthy after getting recommended by influencers.

**Secondary data:** Journals, Industry reports, News articles, publications, company website information and scholarly articles will be used in this form of data collection.

#### **Techniques of data collection and analysis:**

**Qualitative methods:** Surveys and in-depth interviews focusing on how brands build trust with customers. Analyze and collect data to identify the types and patterns in the fashion industry.

#### **Data Collection Method**

An online survey is conducted using a structured questionnaire. The questionnaire includes sections on, brand awareness and perceptions, factors influencing brand preferences, and brand trust etc.

### **3.2 Expected Outcomes:**

The purpose of this study is to offer insightful information to Indian fashion brands and influencers. The results can be used to create influencer marketing plans that increase sales by fostering a sense of trust, enhancing brand perception, and building brand equity. The expected outcomes are:

- How customers help People in becoming customers of a brand and how they found the fashion brand trustworthy.
- How Fashion brands choose Instagram influencer. Is it on the bases that their values match, level of reach etc.
- Why brands opt for macro-influencer rather than micro influencers.
- How people who follow these influencers have become customers of the fashion brands they support.

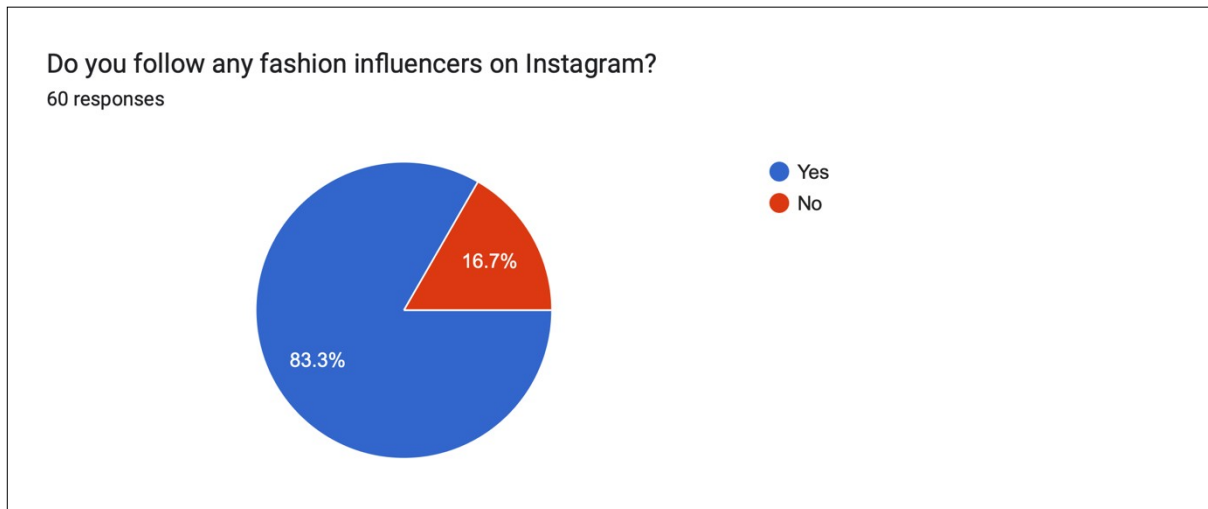
### **3.3 Questionnaire:**

A totally of 12 questions were prepared by the researcher. The questions were prepared to understand how people understood about how Instagram influencer influenced them into building brand trust and help in purchasing products.

This questionnaire was created using Google form sheet and shared with students, working professionals and people who love fashion. This questionnaire was circulated to people located in Bangalore and Chennai through family, acquaintances ,friends from university etc. There is no age barrier as people from all generations are on Instagram.

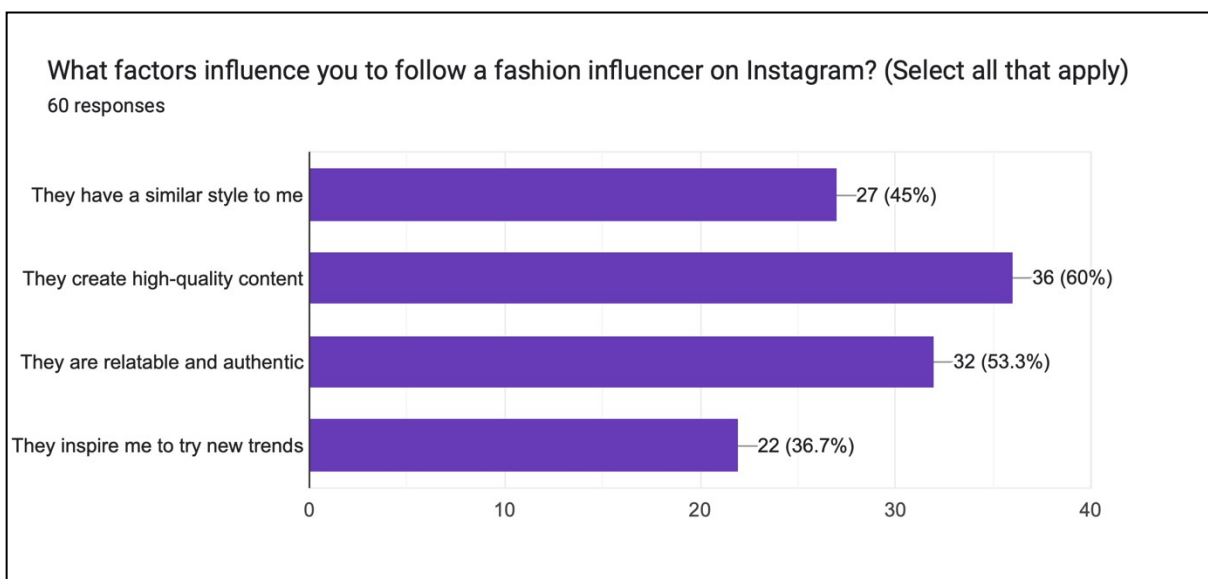
### 3.4 Graphs:

**Graph 1 showing response for who follows fashion influencers on Instagram.**



A total of 60 respondents are considered for this analysis. It can be seen that around 83.3% (50 respondents) do follow fashion influencer on Instagram and 16.7% (10 respondents) do not follow fashion influencers on Instagram.

**Graph 2 showing responses for factors influencing respondents to follow Fashion influencer on Instagram.**



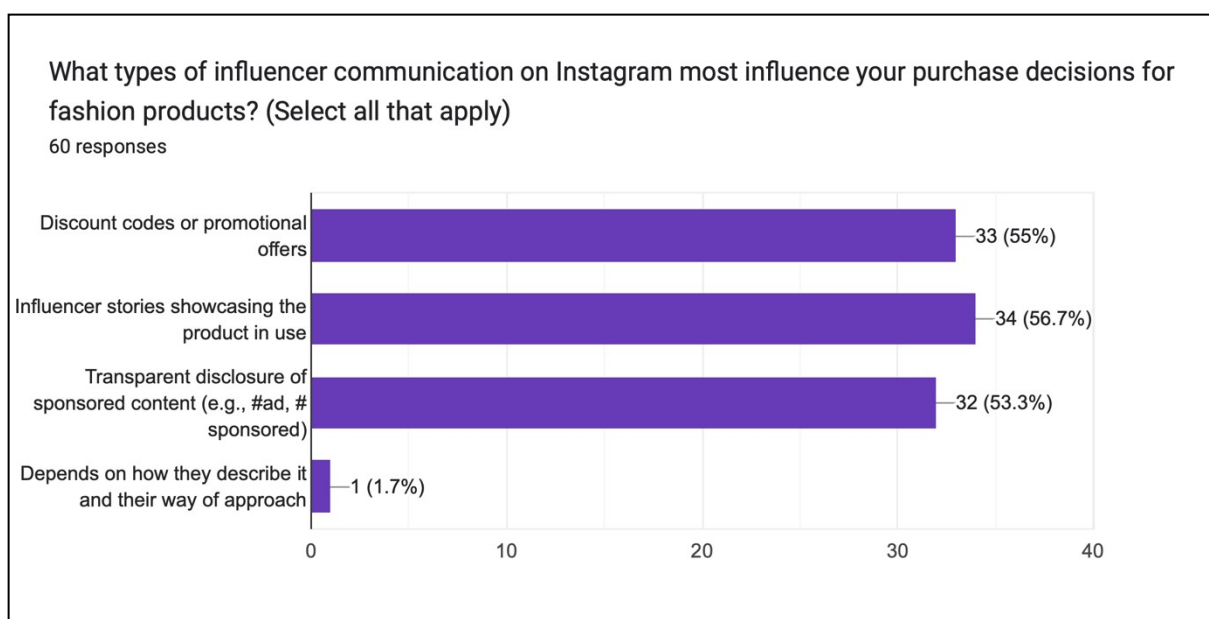
They create high-quality content (60%) is the most important factor, according to the survey. This suggests that visually appealing content is a major draw for people who follow fashion influencers. High-quality content could encompass professional photography, engaging videography, or informative and interesting captions.

They are relatable and authentic (53.3%) is the second most important factor. Over half of the people surveyed find relatability and authenticity important. This suggests that people connect better with influencers who seem genuine and down-to-earth, rather than those who come across as distant or unapproachable.

They have a similar style to me (45%) is the third most important factor. People are likely drawn to influencers whose style resonates with their own taste. Following influencers with similar styles allows people to get outfit ideas and see how trends can be incorporated into their own wardrobes.

They inspire me to try new trends (36.7%) is the least important factor, but still significant for 22 of the respondents. This indicates that people follow some influencers to see how they style current trends and get ideas for incorporating those trends into their own outfits.

**Graph 3 showing responses for which type of communication on Instagram influences respondents to purchase products.**



From the above data given the interpretation is:

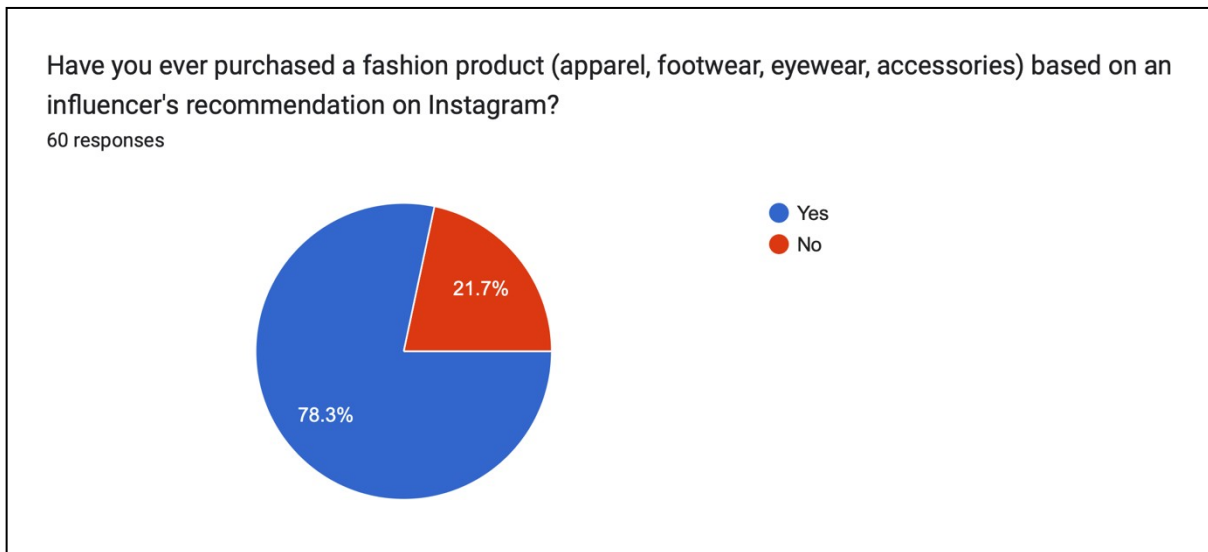
Discount codes or promotional offers (55%) is the most popular selection, with over half of the respondents indicating this factor influences their purchase decisions. This suggests that a significant portion of people are persuaded to buy fashion items through price incentives offered by influencers they follow.

Influencer stories showcasing the product in use (56.7%) is another influential factor, with a similar percentage of respondents to discount codes. Seeing influencers using fashion products in real-life scenarios might give consumers a better sense of how the product would look and function in everyday wear. This could influence their decision to make a purchase.

Transparent disclosure of sponsored content (53.3%) is also a relatively important factor. Over half of the respondents consider transparency about sponsorship when making purchasing decisions. This suggests that credibility and authenticity are important to consumers, and they might be more trusting of recommendations from influencers who are upfront about paid partnerships.

Depends on how they describe it and their way of approach (1.7%) is the least selected option. This suggests that a very small percentage of respondents base their purchase decisions solely on an influencer's subjective description and approach to presenting a product.

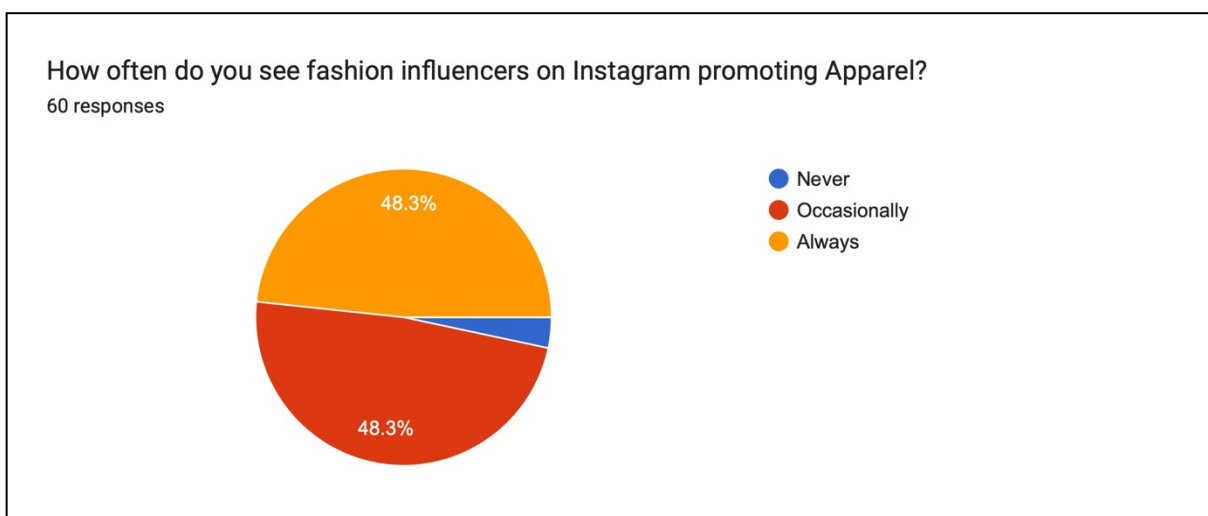
**Graph 4 showing whether respondents have purchased product based on Instagram influencer recommendation.**



Yes (78.3%) - A relatively high percentage of respondents, have purchased a fashion product based on an influencer's recommendation on Instagram. This suggests that influencer marketing in the fashion industry on Instagram directly translate into a large number of sales for every recommendation.

No (21.7%) - The minority of respondents, have never purchased a fashion product based on an influencer's recommendation on Instagram.

**Graph 5 showing Frequency of influencer promoting apparel on Instagram.**

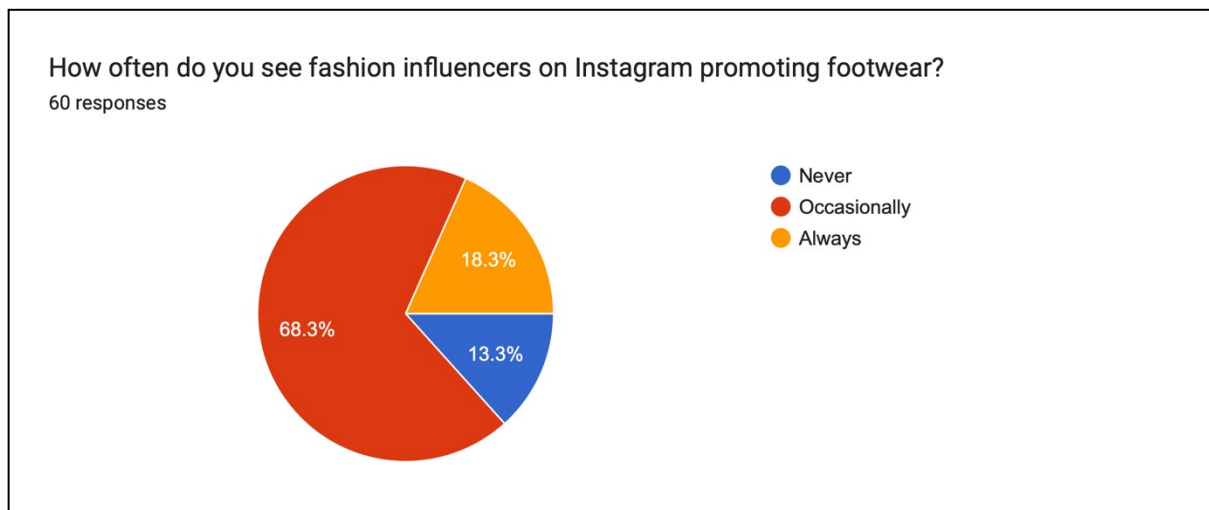


Never (48.3%): Nearly half of the people surveyed (around 29 people) said they never see fashion influencers promoting apparel on Instagram.

Occasionally (48.3%): Another significant portion (around 29 people) said they see influencer promotions for apparel occasionally. This suggests that influencer marketing for apparel is present on Instagram, but not necessarily constant.

Always (3.4%): A very small minority (around 2 people) said they always see influencer posts promoting apparel.

**Graph 6 Frequency of influencer promoting footwear on Instagram.**



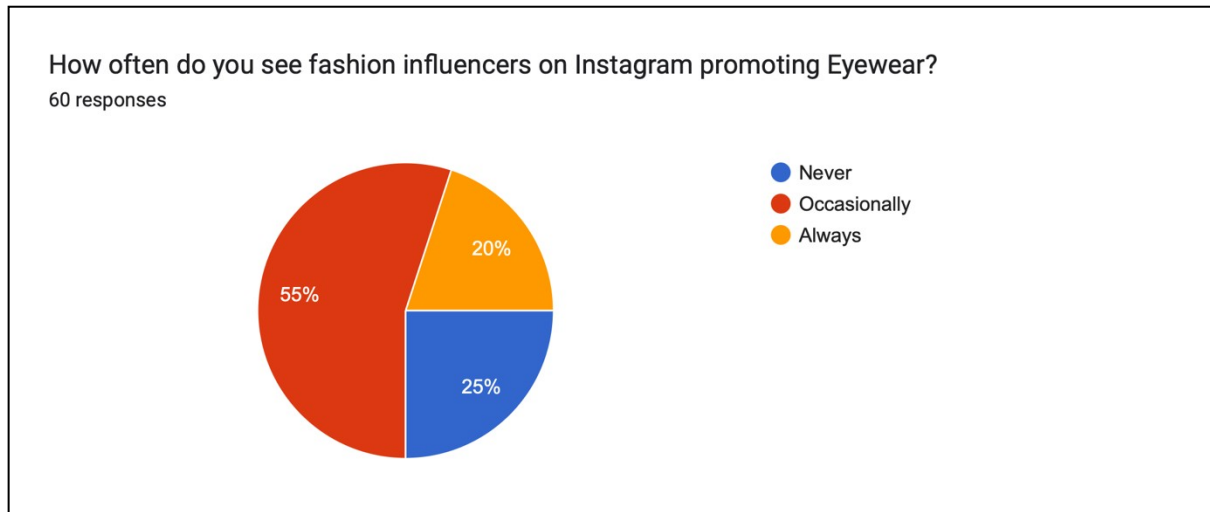
Never (13.3%) - A small percentage of the pie chart suggests that respondents never see fashion influencers promoting footwear on Instagram.

Occasionally (68.3%) – More than 60% of the respondents have come across fashion influencers promotion footwear occasionally on Instagram.

Always (18.3%) – around 11 respondents have always seen fashion influencers promoting footwear on Instagram.

This means that a not a large number of respondents don't see fashion influencers promoting footwear on Instagram.

### Graph 7 Frequency of influencer promoting Eyewear on Instagram

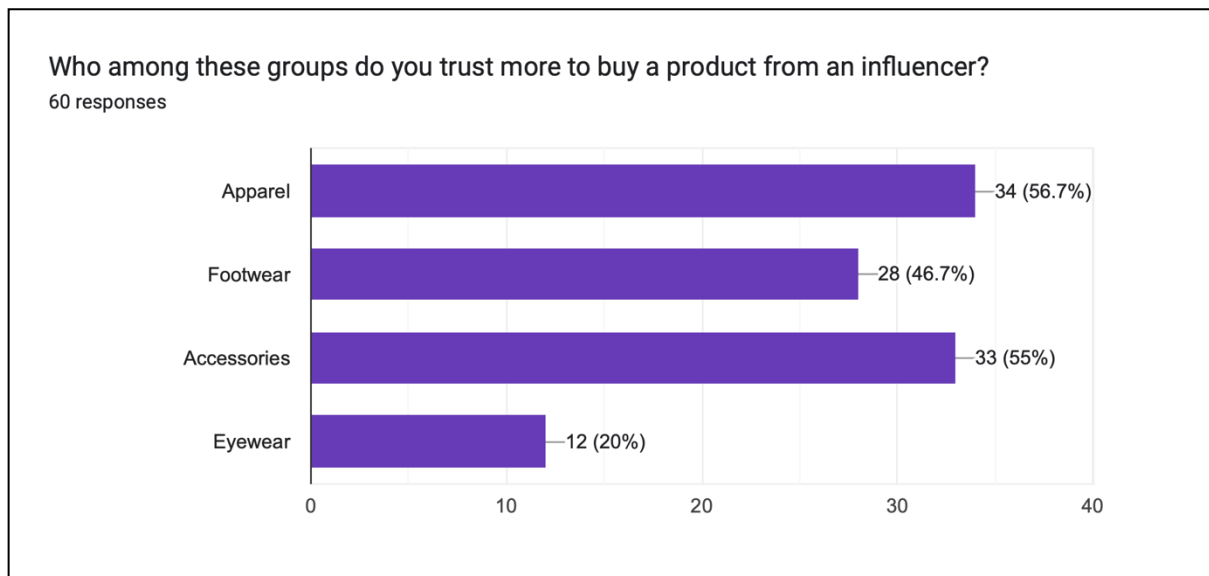


Never (25%) - A small percentage of the pie chart suggests that respondents never see fashion influencers promoting Eyewear on Instagram.

Occasionally (55%) – More than 50% of the respondents have come across fashion influencers promotion Eyewear occasionally on Instagram.

Always (20%) – around 12 respondents have always seen fashion influencers promoting Eyewear on Instagram

**Graph 8 shows the factors in which fashion brands consider on which Instagram influencer to partner with.**



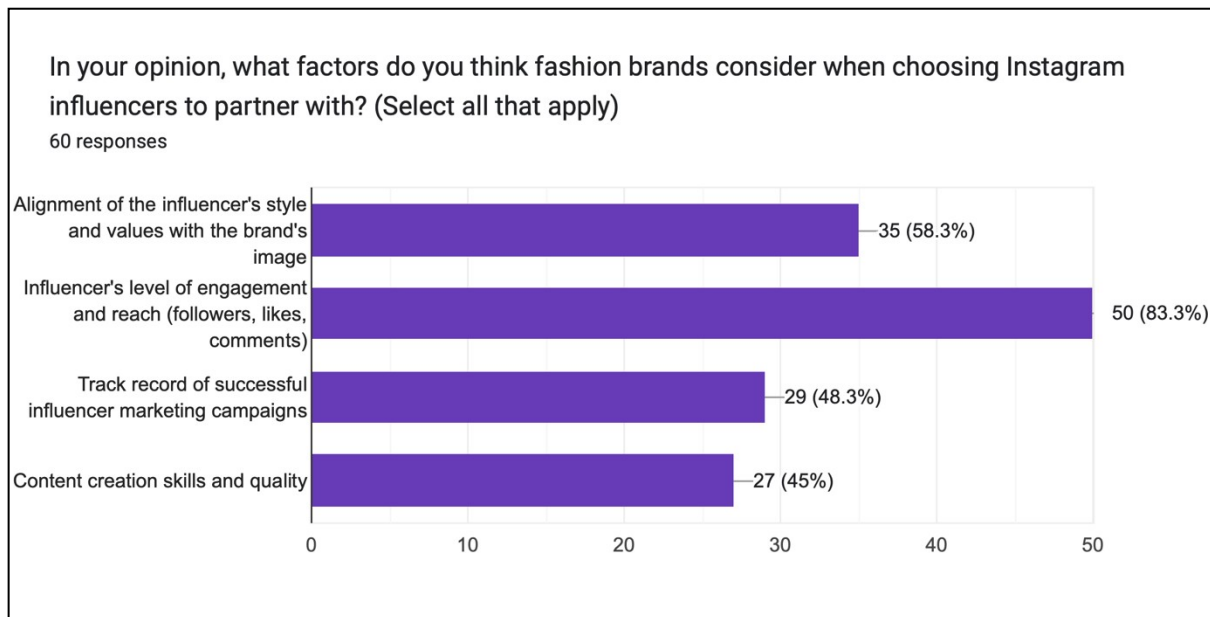
Apparel (56.7%) is the group the respondents trust the most to buy a product from an influencer, according to the survey. This suggests that people perceive fashion influencers as more relatable or authentic when recommending clothing items.

Accessories (55%) is the second most trusted group. People might trust influencers who focus on fashion accessories to have a good understanding of style and product quality in this category.

Footwear (46.7%) is the third trusted group. People might be more receptive to recommendations for shoes from influencers who showcase their personal style through their outfits.

Eyewear (20%) is the least trusted group according to the survey results.

**Graph 9 Brand criteria for choosing fashion influencers on Instagram.**



Alignment of the influencer's style and values with the brand's image (58.3%) is the most important factor according to the survey. This suggests that companies prioritize finding influencers whose overall aesthetic and values resonate with their brand identity. Partnering with an influencer who aligns with the brand image can help ensure a more authentic and credible endorsement.

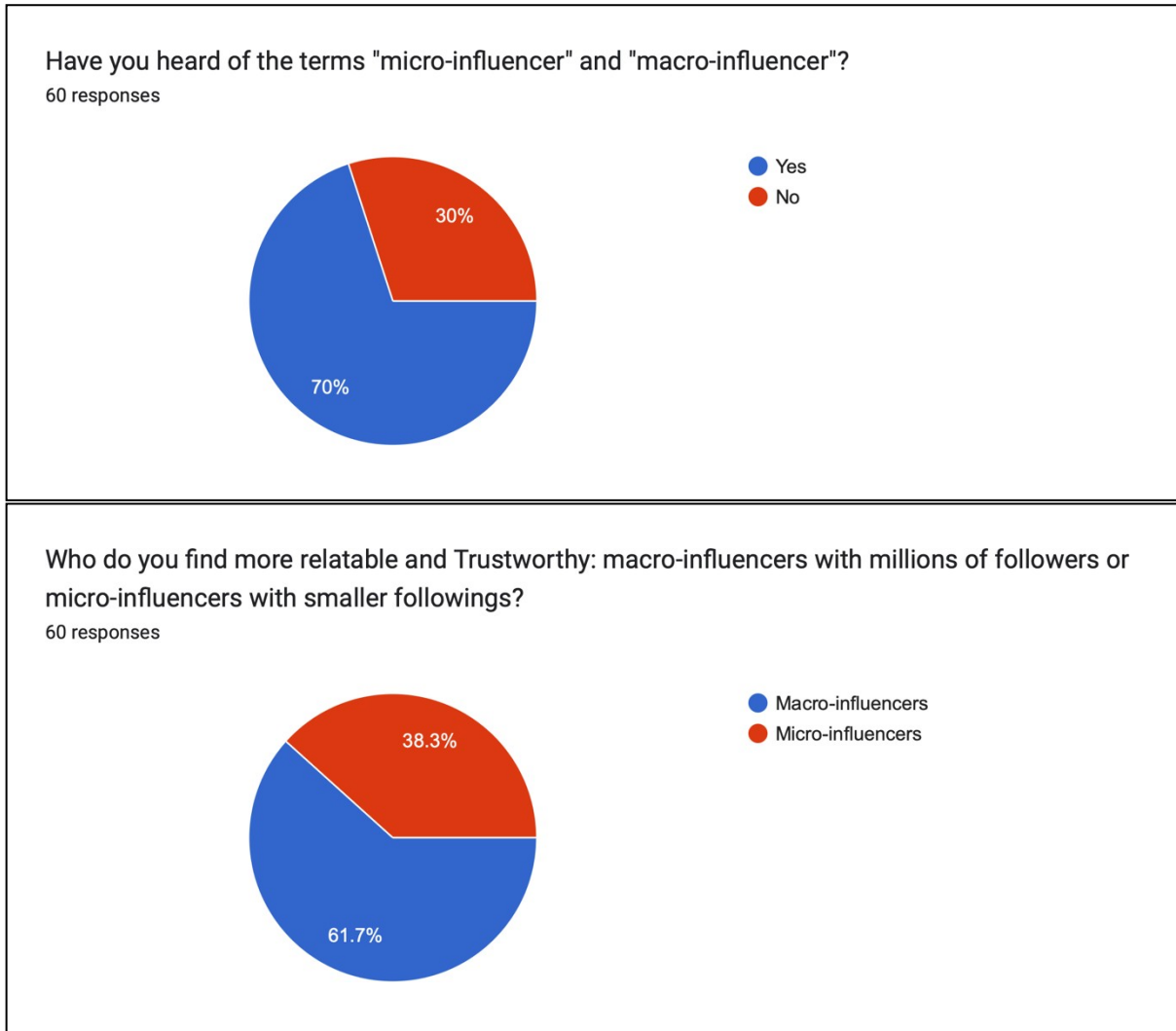
Influencer's level of engagement and reach (followers, likes, comments) (50%) is the second most important factor. Companies likely consider how well the influencer can engage their audience and the potential reach of their message. A high number of followers, likes, and comments might indicate a strong and engaged audience that the brand can tap into.

Track record of successful influencer marketing campaigns (48.3%) is the third most important factor. Businesses are likely interested in partnering with influencers who have a history of achieving positive results through influencer marketing campaigns. This suggests that brands might look for influencers who can demonstrate their effectiveness in promoting products or services.

Content creation skills and quality (45%) is the least important factor according to the survey results. However, it still holds some significance. This suggests that companies value.

influencers who can create high-quality, visually appealing content that effectively showcases the brand.

**Graph 10 & 11 shows about micro and macro-influencers**



The above pie charts shows whether respondents know about micro and macro-influencers and who they find trustworthy and relatable. From the charts above we can see that 70% of the respondents are aware of the concept micro and macro influencers. In the second chart we can see that 61.7% of them find macro-influencer to be relatable and trustworthy and 38.3% of them find micro-influencers to be relatable and trustworthy.

## **Chapter 4**

### **4.1 Results and Discussion:**

The data reveals a high-following for-fashion influencers on Instagram. A large majority of respondents (over 80%) actively follow fashion influencers, which means Instagram helps in promoting and increasing Fashion brand exposure to customers. The higher the engagement with the customers and users of Instagram the more the user. This also results in why brands choose Instagram over other platforms.

High-quality content is the main factor influencing respondents to follow fashion influencers. This implies that influential people who are successful create visually appealing and informative material that attracts to their audience. This also helps in transforming Instagram user to brand customers through the help of Instagram influencers.

The data reveals that promotional strategies like influencer stories showcasing the product in use, discount codes, promotional offers and product demonstration work better than how well they describe and express the product. Transparency regarding sponsored content also play a crucial role in helping customers purchase products from Instagram and through the recommendations of Instagram influencer.

From the data and survey collected we can see that Fashion brands select influencers based on a number of characteristics, including engagement and reach, alignment with brand values and style, a history of successful campaigns, and content creation talents. When choosing influencers, brands give particular attention to campaign history, engagement, and brand alignment.

A significant portion of the respondents are aware of macro influencers and find them more relatable and trustworthy than micro influencers. This means brands which have collaborated or partnered with macro influencers help perceive about fashion brands to the customers as they have a high following. Fashion brands also opt in using macro influencers due to their following, customers relatedness and trust in them.

## **Chapter 5**

### **5.1 Conclusion:**

From the data collected I conclude that Influencer marketing on Instagram presents immense opportunities for Indian fashion brands to enhance brand trust and engage customers. Understanding audience preferences enables brands to craft authentic content through influencer partnerships, connecting with followers. Transparency and authenticity are pivotal for building trust and credibility, emphasizing ethical practices in marketing campaigns. While Instagram offers a platform for brand-consumer connections, Success depends on being careful in choosing an influencer, effective communication strategies, and alignment with brand values. In essence, influencer marketing on Instagram empowers Indian fashion brands to forge meaningful connections, foster trust, and drive sales, but requires strategic planning and ethical execution for optimal outcomes. Macro-influencers currently hold an advantage in perceived trustworthiness due to it higher following and connection with a larger audience.

## Literature Citation:

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