

A Study on Influencer Marketing Impact on Fashion Garments

*Dr P. Yadaiah

Associate Professor, CSI Institute of PG Studies, Secunderabad

Abstract:

The modern marketing era spreading its wings into so many directions by crossing traditional channels to ultra-modern channels. In this journey digital marketing plays a vital role to impact product sales and change buyer behavior. The digital marketing also has its own self defined wings like Influencer marketing via short term videos and reels to explain product features in short videos to change buyer mind set. The essence of influencer marketing transforms passive viewers into engaged consumers, making it a vital, data-driven strategy for boosting branded garment sales and cultivating brand loyalty. Influencers have emerged as powerful forces in setting trends, endorsing brands, and influencing consumer behaviour. They have dismantled traditional boundaries, transforming the way brands engage with their audiences. Fashion is one of the industries that has most fully embraced influencer marketing, and for good reason. The inherently visual nature of fashion aligns perfectly with platforms where aesthetics and imagery reign supreme. Instagram has long been a hub for fashion creators, while newer platforms like TikTok and YouTube are rapidly growing, offering creators additional avenues to showcase their style and insights through video content. Fashion enthusiasts are increasingly seeking shopping inspiration on social media, where creator and celebrity endorsements significantly impact their buying decisions. Nearly 29.5% use these platforms to discover items, making them 70% more likely to rely on these platforms for shopping inspiration. The present paper focusing on influencer impact on branded garments with reference to influencer originality, size and gender of influencer and level of customer engagement was tested with a sample of 100 social media activists to measure influencer impact on buying behaviour.

Keywords: Social Media, Brand Power, Celebrity Fame, Sales Volume

Introduction:

By 2025, India is projected to have approximately 900 million active internet users, making it one of the largest digital markets globally, according to an Economic Times report. This substantial online population will predominantly consist of Gen Z and Millennial consumers, who are known for their digital-savvy behavior and high social media engagement. These two demographic groups are expected to drive the next wave of fashion consumption in India, and influencer marketing will play a crucial role in shaping their purchasing decisions. Influencer marketing is particularly effective in the fashion industry, where visual appeal and emotional connection are vital in influencing buying decisions.

Types of Influencers

Fashion brands across India will likely work with a range of influencers, each bringing unique advantages based on their reach, audience type, and content style.

- 1. Mega and Celebrity Influencers:** Celebrities such as Alia Bhatt and Virat Kohli, with millions of followers, will continue to engage in partnerships with high-end and luxury brands.
- 2. Macro Influencers:** Expected to have audiences between 100,000 and a million followers, macro influencers should remain ideal for regional and national brands.
- 3. Micro and Nano Influencers:** With a follower count ranging from a few thousand to 100,000, micro and nano influencers will likely be cost-effective options that foster meaningful connections within local communities.

Objectives:

- 1) To Know the Influencer impact on market sales worldwide in general and India in Particular.
- 2) To study influencer impact on Brand value of fashion products.
- 3) To know type of influencer impact on various sector products.

Influencer marketing is now a key strategy for fashion brands. Previously, celebrities led the strategy. Today, social media influencers, with their genuine connections, are more effective in reaching specific audiences. They help fashion brands increase awareness and sales.

The Indian influencer market is on the rise, expected to reach **INR 28 billion by 2026**. Already, over 55 million Indians shop based on influencers' recommendations. This trend offers a chance for local fashion businesses to stand out and gain trust in the crowded e-commerce market. Staying informed about **India's social media trends** can help fashion brands tap into regional user behavior and platform preferences.

Social media influencers act as trusted advisors, guiding potential customers to new products. Let's see how Indian brands can collaborate with the ideal digital creators. We will also explore different types of influencer marketing.

The Evolution of Influencer Marketing in Fashion

Influencer marketing has completely changed the fashion game over the last 10 years. Remember the 2000s? Celebs were everywhere, promoting the latest designer wear in mass-market brands, all over billboards and TV commercials. But then came the 2010s, and hello, YouTube, Instagram, and TikTok! Suddenly, it's not just about celebs anymore. Bloggers and vloggers are the new stars, winning people over with their real advice.

So, what's behind the massive growth of influencers? It's all about the data. Today, influencer marketing tools show you the amount of buzz influencers generate and who are truly interested. It is useful for figuring out who to team up with. Choosing the right influencers isn't just a gut feeling anymore. You have to dive into the data – how far their word travels, how well they connect, and their actual impact. Before we dive into what works best, let's take a quick look at why this is such a win for fashion marketers.

Key Benefits and Opportunities to Unlock in Influencer Marketing

In an age of information abundance, influencers cut through the noise as trusted voices. Collaborating with similar creators provides fashion brands with the following:

- Drive high-intent traffic

Relevant content from lifestyle bloggers, celebrities, and experts encourages niche target groups to enter brand marketing funnels.

- Strengthen brand originality

Partners seen as genuine by followers lend that image to endorsed labels. This helps in boosting appeal.

- Increase sales and revenue

Influencer-highlighted products/links see increased clicks and conversion rates.

- Activate diverse communities

Micro-influencers collectively reach wider demographics. Mass advertising may not be able to access these audiences.

- Using data intelligence

Campaign analytics reveal demographic and psychographic buyer insights to optimise future marketing.

- Foster long-term relationships

Consistent partnerships with influencers build lasting impressions across consumer journey stages.

Different types of influencer marketing provide different opportunities. Let's see how fashion companies can identify the ideal influencers from thousands of options today.

Finding the Right Influencers for Your Brand

How do fashion brands streamline options to discover aligned influencer partners in a vast ocean of content creators? Here are some key points to find the right people for effective influencer marketing.

Profile Screening

Going beyond just the numbers is key. Tools that look into where an audience is from, their age, gender, interests, and what they value give a clearer picture of an influencer's relevance. Micro-influencers, with their focus on specific niches, often build stronger, more personal connections than distant celebs.



India Fashion Influencer Marketing Market Trends:

The India fashion influencer marketing market has experienced significant growth and evolution in recent years, reflecting the country's increasing digital penetration and the rising influence of social media. Fashion influencer marketing in this nation is characterized by the collaboration between brands and individuals who have cultivated a substantial following on platforms, such as Instagram, YouTube, and TikTok. These influencers, often possessing a deep understanding of fashion trends and styles, leverage their online presence to endorse and promote various fashion-related products and brands. Fashion influencers resonate particularly well with this demographic, creating a powerful avenue for brands to connect with their target audience. Additionally, the aspirational nature of fashion content shared by influencers plays a crucial role in shaping consumer preferences and driving purchasing decisions.

Besides this, the market landscape in India is diverse, ranging from individual fashion bloggers to established influencers with millions of followers. Moreover, brands operating in the fashion space collaborate with these influencers to gain visibility, enhance brand image, and tap into new consumer segments. This symbiotic relationship benefits both parties, as influencers monetize their reach, and brands leverage the influencers' credibility and audience trust. Furthermore, service providers in the Indian fashion influencer marketing space offer a range of solutions, including influencer discovery, campaign management, performance analytics, and fraud prevention. As digital platforms continue to evolve, the market growth across the country is expected to fuel over the forecasted period.

India Fashion Influencer Marketing Market Segmentation:

IMARC Group provides an analysis of the key trends in each segment of the market, along with forecasts at the country level for 2025-2033. Our report has categorized the market based on influencer type and fashion type.

Fashion Type Insights:

- Beauty and Cosmetics
- Apparels
- Jewelry and Accessories

A detailed breakup and analysis of the market based on the fashion type have also been provided in the report. This includes beauty and cosmetics, apparels, and jewelry and accessories.

Regional Insights:

- North India
- West and Central India
- South India
- East and Northeast India

The report has also provided a comprehensive analysis of all the major regional markets, which include North India, West and Central India, South India, and East and Northeast India.

Competitive Landscape:

The market research report has also provided a comprehensive analysis of the competitive landscape. Competitive analysis such as market structure, key player positioning, top winning strategies, competitive dashboard, and company evaluation quadrant has been covered in the report. Also, detailed profiles of all major companies have been provided.

Influencer marketing has been one of the most successful business strategies in fashion industry in recent years. Furthermore, influencer promotions or marketing activity in fashion sector impact consumer buying behavior patterns. Apparently, fashion influencer has become a key marketing tool on social networking site for market players. With new fashion trends and niche fashion products dominating digital space, the market for fashion influencer marketing is anticipated to accelerate in forthcoming years.

In addition to this, fashion influencer marketing activities assist firms to gain competitive edge over their business rivals. Fashion brands making use of influencers as marketing tool understands the needs of target audience and help potential customers associate with fashion products.



Fashion Influencer Marketing Market: Growth Drivers

With a view of optimizing their consumer reach and attract huge number of customers, players in fashion industry are applying influencer marketing strategies. This, in turn, will create new growth opportunities for fashion influencer marketing market in upcoming years. Technological breakthroughs in promotional business practices as well as marketing campaigns along with need for accruing high returns will steer market growth over the years ahead. Furthermore, humungous utility of social media tools for marketing of fashion products will enlarge scope of fashion influencer marketing industry during 2023-2032.

Moreover, high internet penetration in emerging economies due to low internet charges and massive subscriptions & viewership of Facebook, Twitter, Pinterest, and Instagram will drive fashion influencer marketing market trends. Surge in number of web users across the globe will result in proliferation of industry size over the prognostic timeframe. Need for enhancing customer engagement with fashion brands and increase product sales will help fashion influencer marketing industry attain new terrains of growth.

Why is influencer marketing important for apparel brands in India?

There are several reasons why influencer marketing is important for apparel brands in India:

- **India has a large and active social media user base.** According to a report by Statista, there were over 462 million social media users in India in 2022. This means that there is a huge potential audience for apparel brands to reach through influencer marketing.
- **Indian consumers are increasingly influenced by social media.** A study by Nielsen found that 72% of Indian consumers are influenced by social media when making purchase decisions. This means that influencer marketing can be a powerful way to reach Indian consumers and drive sales.
- **Influencer marketing is cost-effective.** Compared to traditional marketing methods, such as advertising, influencer marketing can be a more cost-effective way to reach a large audience.
- **Influencer marketing can help build brand awareness and trust.** When an influencer promotes a brand's products or services to their followers, it can help the brand build awareness and trust with potential customers.

How to do influencer marketing for apparel brands in India

If you're an apparel brand in India, there are a few things you can do to make the most of influencer marketing:

- 1. Choose the right influencers.** When choosing influencers to partner with, it's important to choose those who have a large following among your target customers. You should also make sure that the influencers' values align with your brand's values.
- 2. Set clear goals.** Before you start working with influencers, it's important to set clear goals for your campaign. What do you want to achieve with the campaign? Do you want to increase brand awareness, drive sales, or generate leads?
- 3. Create a creative brief.** Once you know your goals, you need to create a creative brief for your campaign. This will outline the details of the campaign, such as the target audience, the message, and the creative assets.
- 4. Track your results.** It's important to track the results of your influencer marketing campaign so you can see what's working and what's not. You can use tools like Google Analytics to track website traffic, social media engagement, and sales.

CONCLUSION:

The influencer marketing has revolutionized the Indian retail apparel industry by providing brands with a powerful tool to connect and engage with their target audience. Through collaborations with influencers, brands can tap into the genuine relationships and large followings that influencers possess, promoting their products in a relatable and authentic manner. By leveraging influencer marketing, brands can reach niche target groups, foster trust and credibility, and create immersive experiences for consumers. As the industry continues to evolve, influencer marketing will remain a vital strategy for brands to drive brand visibility, consumer engagement, and ultimately, sales in the competitive Indian retail apparel market. Marketers and businesses should prioritize partnering with authentic influencers whose values align with their brand, as authenticity significantly boosts consumer trust and engagement. Content should be engaging yet non-intrusive to avoid ad fatigue, while digital platforms must offer user-friendly experiences through responsive design and clear messaging. Employing AI tools for real-time sentiment analysis and engagement tracking can refine campaigns dynamically, while blockchain technologies can enhance transparency and combat fake metrics. For policymakers, developing and enforcing clear guidelines around influencer disclosure and ethical practices is essential to ensure consumer protection and credibility in digital advertising ecosystems.

The India's cultural diversity and the popularity of social media among urban and semi-urban youth. Challenges remain, including verifying genuine environmental impact and ensuring that short-term enthusiasm translates into long-term behavioral change. Ultimately, this study underscores how Indian social media influencers can catalyze substantial progress in responsible consumption—provided authenticity is front and center. Future research can add depth by exploring cross-regional variations, examining real-world purchasing data, or conducting longitudinal designs to evaluate the sustainability of any behavioral shifts. In an era where online narratives heavily shape social norms, harnessing influencer credibility for meaningful change appears both promising and necessary.

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