

THE ROLE OF INFLUENCER MARKETING IN DRIVING SALES GROWTH IN E-COMMERCE

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ABSTRACT

This study examines the important role of influencer marketing in driving sales growth in the e-commerce industry. Influencer marketing has been proven to not only increase brand visibility but also significantly influence consumer buying behavior, especially in the context of fierce competition in digital markets. The research findings show that understanding the relationship between influencers and audiences is critical to the effectiveness of this marketing strategy, as influencers who can create authentic connections with their followers can build trust that is crucial in influencing purchasing decisions. The content shared by influencers, which is relevant to the interests and values of followers, also plays a big role in shaping consumer perception. Additionally, the study highlights the growing importance of investment in influencer marketing, with the projection that brands will increasingly recognize the potential of this strategy to reach their target market. The psychological and interactive aspects of influencer marketing, demonstrated through the dynamics of social media platforms, as well as the increased adoption of influencer marketing during the COVID-19 pandemic, further amplify its impact. The study also shows how influencers can increase audience engagement by creating entertaining and relevant content. Overall, influencer marketing is proving to be an effective strategy for driving sales growth in the e-commerce industry, and the integration of this strategy into broader marketing is essential for brands looking to stay competitive in the market.

Keywords: Influencer Marketing, E-Commerce, Sales Growth, Consumer Trust, Digital Content, Marketing Strategy.

1. INTRODUCTION

The rapid growth of *e-commerce* has significantly changed the marketing and advertising landscape, especially through the rise of *influencer* marketing as a powerful strategy to reach consumers. *E-commerce* has revolutionized the way businesses interact with consumers, providing unprecedented access to markets and enabling businesses to reach global audiences. This transformation is particularly visible in the context of Micro, Small, and Medium Enterprises (MSMEs), which are increasingly adopting *e-commerce* to improve their sales and marketing strategies. The integration of digital marketing techniques, including *influencer* marketing, has proven to be a crucial factor in this evolution. *E-commerce* offers many advantages over traditional retail, such as convenience, wider reach, and lower operating costs. As stated by Putra, the shift towards *e-commerce* has made many consumers prefer to shop *online* due to its accessibility and efficiency, which in turn has a significant impact on MSMEs (Rahardja et al., 2025; Rolando, Chandra, et al., 2025; Rolando, Widjaja, et al., 2025; Widjaja, 2025). The ability to leverage digital Sadrah Zefanya Putra et al., 2023) *platforms* allows these businesses to reach a wider audience, thereby increasing their market presence and sales potential. In addition, the development of e-

commerce applications has been identified as a major driver of increased (Lenti Susana Saragih et al., 2024) *online sales*. Asyifah emphasized the importance of innovative *e-commerce* solutions in a competitive market. In the context of gold, digital strategies are very important for MSMEs to survive. Jajang and Amalia outline how digital marketing, particularly through (Asyifah et al., 2023) *online platforms* (Herman et al., 2023), has become a fundamental aspect of business management, enabling businesses to effectively meet consumer needs. The integration of (Jajang & Amalia, 2022) *influencer marketing* into this digital strategy further strengthens the reach and effectiveness of marketing campaigns. *Influencers*, who have built credibility and loyal followers on social media, become the link between brands and consumers, facilitating more personalized and engaging marketing interactions. The (Wirapraja et al., 2023) *role of influencers* in shaping consumer behavior is significant. Research shows that *influencer* marketing substantially influences purchasing decisions, as *influencers* are considered a trustworthy source of information (Maha et al., 2025; Mulyono et al., 2025; Rolando, 2024). This is especially relevant in the context of social media, where (Lou et al., 2023) *influencers* can create authentic connections with their audience, thereby increasing brand visibility and consumer engagement. The effectiveness of (Hudders & Lou, 2022) *influencer* marketing is also supported by studies showing that consumers are more likely to trust recommendations from *influencers* than traditional advertising. This shift in consumer trust dynamics underscores the importance of integrating (Leung et al., 2022) *influencer* marketing into broader digital marketing strategies.

In addition, the emergence of social media platforms has provided fertile ground for the development of *influencer* marketing. As highlighted by the explosive growth of social media users has changed marketing strategies, encouraging companies to leverage (Mallipeddi et al., 2022) *influencers* to promote their products effectively (Ingriana et al., 2024; Mulyono, 2024; Rolando & Ingriana, 2024). (Mallipeddi et al., 2022) *Influencers* not only help brands reach their target audience but also drive community engagement, which is essential for building brand loyalty. The interactive nature of social media allows (Ooi et al., 2023) *influencers* to interact directly with their followers, creating a sense of community and community that traditional marketing methods often lack. The effectiveness of *influencer* marketing is also influenced by a variety of factors, including *the characteristics* of influencers and their alignment with brand values. Research by Masuda et al. shows that influencer attributes, such as their credibility and connectedness to the audience, play an important role in shaping consumer purchase intent. (Masuda et al., 2022)

Brands that carefully select *influencers* that resonate with their target audience can increase marketing effectiveness and drive higher engagement rates (Rolando et al., 2022; Rolando & Mulyono, 2025a, 2025b). This strategic alignment is important to ensure that (Farivar & Wang, 2022) *the influencer's* message aligns with the brand's identity and values, thereby fostering authenticity and trust. In addition to increasing brand visibility, *influencer* marketing also contributes to the overall digital marketing ecosystem by integrating various marketing channels. As noted by Tanwar et al., synergy between *influencer* marketing and other digital marketing strategies, such as content marketing and social media advertising, can result in more comprehensive and effective marketing campaigns. This integrated approach allows brands to leverage multiple touchpoints to engage consumers, ultimately increasing brand awareness and sales. The impact of (Tanwar et al., 2022) *influencer* marketing on MSMEs is very noteworthy, as these businesses often face challenges in competing with large companies (Arma, 2022; Putri, 2022; Setiawan, 2022; Wijaya, 2022). By utilizing (Setiadi & Asri, 2023) *influencer* marketing, MSMEs can equalize, gain access to previously difficult to reach audiences. The democratization of these marketing opportunities allows small businesses to thrive in an increasingly competitive landscape, as they can leverage the reach and influence of social media figures to effectively promote their products and services. Additionally, the (Lismula, 2022) (Pantouw & Kurnia, 2022) *COVID-19 pandemic* has accelerated the adoption of *e-commerce* and *influencer* marketing, as consumers increasingly turn to *online shopping* during the

lockdown period. Jaya and Raya's research highlights the significant impact of *e-commerce* and social media on MSME sales during the pandemic, emphasizing the need for businesses to adapt to changing consumer behaviors. Influencer marketing (Jaya & Raya, 2022) has played an important role in this adaptation, as *influencers* have become a key tool in promoting products and services at a time when traditional marketing channels are less effective. (Setyawan, 2024)

As the marketing landscape continues to evolve, the importance of *influencer* marketing is expected to increase. Brands must remain responsive to new trends in consumer behavior and emerging technologies. The integration of *influencer* marketing into a broader digital marketing strategy will be key for businesses looking to maintain competitiveness in the market. By harnessing the power of *influencers*, brands can create more engaging and effective marketing campaigns that resonate with consumers personally (Mardhiyah, 2022; Tan, 2022; Winata, 2022). In conclusion, the rapid growth of (Sweeney et al., 2022) *e-commerce* has fundamentally changed marketing and advertising strategies, with *influencer marketing* emerging as a critical component of this evolution. Influencers' ability to connect with consumers authentically and effectively makes them an invaluable asset for brands looking to increase visibility and engagement in a crowded market. As businesses continue to face the complexities of the digital landscape, the strategic integration of (Dahri et al., 2023) *influencer* marketing will be essential to drive growth and success in the *e-commerce era*. (Gross & von Wangenheim, 2022)

2. RESEARCH METHODOLOGY

The rapid growth of *e-commerce* has fundamentally changed the marketing and advertising landscape, with influencer marketing emerging as an essential strategy for effectively engaging consumers. This transformation is particularly significant for Small and Medium Enterprises (SMEs), who are increasingly turning to digital platforms to increase their visibility and reach. The integration of *influencer* marketing into an *e-commerce strategy* is proving to be an essential component for businesses looking to navigate the complexities of the digital market. (Hamdun et al., 2022)

E-commerce has revolutionized consumer behavior, providing a platform that prioritizes convenience and accessibility. According to Vrontis et al., the emergence of *social media influencers* has created new opportunities for brands to connect with their audiences, leveraging the trust and connection that *influencers* build with their followers. This shift in marketing dynamics is particularly beneficial for SMEs, which often lack the resources to compete with large corporations in the traditional advertising space. By collaborating with (Vrontis et al., 2021) *influencers*, small businesses can reach an already established audience, increasing marketing reach without high costs. The effectiveness of influencer marketing is demonstrated through its ability to build authentic connections between brands and consumers. Leung et al. highlight that *influencer* marketing not only increases brand awareness but also significantly influences consumer purchasing decisions. This is especially relevant in the context of social media, where influencers can create engaging content that resonates with their followers, ultimately increasing engagement rates and conversion potential. The personal nature of (Leung et al., 2022) *influencer* marketing allows for a more relevant and trustworthy form of advertising, which is increasingly important in a market full of traditional promotional tactics. In addition, the attributes that *influencers* have play an important role in shaping consumer perception and behavior. Masuda et al. emphasize that influencer credibility and relevance can significantly influence consumer purchase intent. Brands that strategically choose (Masuda et al., 2022) *influencers* whose values align with their brand can increase marketing effectiveness, as this alignment encourages authenticity and trust. This is especially important for SMEs, who can leverage the unique characteristics of *influencers* to differentiate themselves in a competitive market.

The rise of platforms like *TikTok* is further changing the influencer marketing landscape, bringing new formats and styles of content that appeal to younger audiences. Barta et al. discuss how humor and originality in *influencer* content can increase engagement and drive consumer interest,

especially on *platforms* that prioritize creative expression. This evolution in content creation confirms the need for brands to remain agile and responsive to emerging trends in (Barta et al., 2023) *influencer marketing*, ensuring their strategies are relevant to the target audience.

In addition to increasing brand visibility, *influencer marketing* also contributes to the overall digital marketing ecosystem by integrating various marketing channels. Tanwar et al. note that synergies between *influencer marketing* and other digital marketing strategies, such as content marketing and social media advertising, can result in more comprehensive and effective marketing campaigns. This integrated approach allows brands to leverage multiple touchpoints to engage consumers, ultimately increasing brand awareness and sales. (Tanwar et al., 2022)

The impact of *influencer marketing* on SMEs is crucial, as these businesses often face challenges in competing with large corporations. By leveraging *influencer marketing*, SMEs can equalize opportunities, reaching audiences that were previously difficult to reach. The democratization of these marketing opportunities allows small businesses to thrive in an increasingly competitive landscape, as they can leverage the personal reach and influence of (Sadrakh Zefanya Putra et al., 2023) *social media influencers* to effectively promote their products and services. Additionally, the *COVID-19 pandemic* has accelerated the adoption of *e-commerce* and *influencer marketing*, as consumers increasingly turn to online shopping during quarantine periods. Research by Jaya and Raya highlights the significant impact of *e-commerce* and social media on SME sales during the pandemic, emphasizing the importance of businesses adapting to changing consumer behavior. Influencer marketing (Jaya & Raya, 2022) plays an important role in this adaptation, as *influencers* have proven instrumental in promoting products and services at a time when traditional marketing channels are less effective. As the marketing landscape continues to evolve, the importance of *influencer marketing* is expected to increase. Brands must remain agile and responsive to new trends in consumer behavior and technology. The integration of *influencer marketing* into a broader digital marketing strategy will be essential for businesses that want to maintain competitiveness in the market. By harnessing the power of influencers, brands can create more engaging and effective marketing campaigns, which resonate with consumers personally. In conclusion, the rapid growth of *e-commerce* has fundamentally changed marketing and advertising strategies, with marketing through *influencers* being an essential component of this evolution. Influencers' ability (Alda, 2022) to connect with consumers authentically and effectively has made them a valuable asset for brands looking to increase their visibility and engagement in a crowded market. As businesses continue to navigate the complexities of the digital landscape, the strategic integration of (Hudders & De Jans, 2022) *influencer marketing* will be key in driving growth and success in the *e-commerce era*.

2.1 Influencer Marketing

Marketing through *influencers* has become an increasingly prevalent phenomenon in the digital age, as brands realize the potential to leverage the influence and reach of social media personalities to connect with their target audiences. This marketing strategy is growing in popularity due to the unique ability of influencers to create authentic relationships with their followers, something that traditional advertising methods often find difficult to achieve. The effectiveness of *influencer marketing* lies in its ability to blend entertainment with promotion, allowing brands to engage consumers in a more relational and impactful way.

The emergence of social media platforms has fundamentally changed the marketing landscape, with *influencers* acting as key players in this transformation. Vrontis et al. argue that understanding the relationship dynamics between *influencers* and their audiences is critical for brands that want to effectively harness the power of *influencer marketing* (Vrontis et al., 2021). *Influencers* often build a sense of community and trust among their followers, which can significantly increase the credibility of the brand they are promoting. This trust is especially important in an era where consumers are increasingly skeptical of traditional advertising methods, making *influencer*

marketing an attractive alternative. Additionally, the attributes that *influencers* possess—such as their authenticity, relatability, and expertise—play a significant role in shaping consumer attitudes and behaviors. Masuda et al. highlight that influencer marketing effectiveness is strongly related to these attributes, which can mediate the impact on purchase intent. Brands that strategically select influencers (Masuda et al., 2022) who align with their values and fit their target audience can increase marketing effectiveness. This strategic alignment encourages a sense of authenticity that is essential to build consumer trust and drive engagement. The effectiveness of *influencer marketing* is further strengthened by the nature of social media platforms, which facilitate direct interaction between *influencers* and their followers. Barta et al. emphasize that influencers (Kusumadinata et al., 2023) often develop closer relationships with their followers than traditional celebrities, which results in more trusting and credible relationships. This dynamic allows (Barta et al., 2023) *influencers* to engage their audience in a way that feels personal and sincere, which can significantly influence consumers' purchasing decisions. The interactive nature of social media allows *influencers* to respond to their followers' comments and questions directly, thus strengthening this relationship. (Ramadan & Gartanti, 2022)

In addition to building trust and engagement, *influencer* marketing also allows brands to reach specific demographics that may be difficult to reach through traditional advertising channels. Boerman and Müller note that *influencer marketing* is highly effective in reaching younger audiences, who are more likely to engage with content that feels personal and relevant. This demographic shift underscores the importance of adapting marketing strategies to align with the preferences and behaviors of the target audience, especially in an increasingly digital world. The financial implications of (Boerman & Müller, 2022) *influencer* marketing are also worth considering. According to industry reports, annual business investment in *influencer* marketing is projected to reach significant figures, indicating a growing recognition of its value. Brands are increasingly allocating budgets to collaborating with (Masuda et al., 2022) *influencers*, realizing that these partnerships can generate a substantial return on investment. However, as Leung et al. point out, it's important for companies to consider the costs associated with influencer marketing campaigns and evaluate their effectiveness from an engagement elasticity perspective. This evaluation is important to ensure that marketing efforts are not only impactful but also financially sustainable. Furthermore, the explosive growth of social media users has changed the way companies design their marketing activities. Mallipeddi et al. argue that the sheer magnitude of social networks provides a unique opportunity for brands to effectively leverage (Leung et al., 2022) (Haikal Ibn Hakim et al., 2022) *influencer* (Mallipeddi et al., 2022) marketing. However, the challenge lies in identifying *the right influencers* to promote the brand's message optimally. This process, known as *network seeding*, requires careful consideration and strategic planning to ensure that *influencer* partnerships produce the desired results. As influencer marketing continues to evolve, it's crucial for brands to stay agile and responsive to new trends and consumer preferences. The integration of *influencer* marketing into a broader digital marketing strategy will be key for businesses looking to maintain competitiveness in the market. By harnessing the power of *influencers*, brands can create more engaging and effective marketing campaigns, which resonate with consumers on a personal level. In conclusion, *influencer* marketing has emerged as a powerful strategy for brands in the digital age, allowing them to connect with their target audience in a meaningful way. The ability of *influencers* to build authentic relationships with their followers, combined with the interactive nature of social media, makes *influencer* marketing an attractive alternative to traditional advertising methods. As businesses continue to navigate the complexities of the digital landscape, the strategic integration of *influencer* marketing will be essential to drive growth and success in an increasingly competitive market.

2.2 E-commerce Sales

The *e-commerce* industry has experienced tremendous growth in recent years, with the *COVID-19* pandemic further accelerating the shift towards online shopping. This transformation is driven by a variety of factors, including consumers' increasing reliance on digital platforms to purchase goods and services, as well as the need for businesses to adapt to changing market conditions. The pandemic acted as a catalyst, forcing both consumers and businesses to more fully embrace *e-commerce* than ever before. The advantages of *e-commerce* over traditional retail are increasingly visible. According to Putra, *e-commerce* offers a variety of benefits that conventional markets cannot match, such as convenience, accessibility, and a wider selection of products. Along with changes in consumer shopping habits during the pandemic, many have chosen online shopping for security and convenience reasons, resulting in a significant increase in (Sadrakh Zefanya Putra et al., 2023) *e-commerce* transactions. This shift provides particular benefits for Micro, Small, and Medium Enterprises (MSMEs), which are leveraging *e-commerce* platforms to reach new customers and increase their sales. (Mardiani et al., 2023)

Research by Ika highlights the huge impact of *e-commerce* and social media on MSME sales during the pandemic, showing that businesses that adopt digital marketing strategies experience improved performance. The study confirms that (Ika Putri et al., 2024) *e-commerce* not only facilitates sales, but also allows MSMEs to maintain operations amid restrictions and social distancing policies. This adaptability is essential for many businesses trying to survive and thrive in difficult times. Furthermore, the development of (Lenti Susana Saragih et al., 2024) *e-commerce* applications was identified as a key factor in increasing online sales. Asyifah noted that technological advancements and increasing internet penetration have significantly changed the business landscape, with *e-commerce* emerging as a major driver in the digital economy. The design and implementation of effective (Asyifah et al., 2023) *e-commerce* solutions allows businesses to simplify their operations, improve the customer experience, and ultimately drive increased sales. The pandemic has also prompted a re-evaluation of marketing strategies, with many businesses realizing the importance of digital targeting to reach consumers effectively. Mardiani emphasized the need for community creativity and the use of internet platforms to facilitate transactions and increase customer satisfaction (Mardiani, 2023). This shift towards digital marketing allows businesses to interact with consumers meaningfully, build loyalty, and encourage repeat purchases. In addition, the pandemic accelerated the adoption of social media as a marketing tool, which is increasingly integrated with (Ramadhani et al., 2022) (Source: Mujanah, 2023) *e-commerce* strategies. Research shows that social media platforms have become an essential element for increasing traffic to *e-commerce sites* and engaging consumers. The interaction between (Hendiana et al., 2022) *e-commerce* and social media creates new opportunities for businesses to connect with their audiences, making it essential for companies to develop a strong online presence.

In conclusion, the tremendous growth of the *e-commerce* industry, especially during the *COVID-19* pandemic, has reshaped the retail landscape. The prominence of *e-commerce*, combined with the need for businesses to adapt to new consumer behaviors, has driven a significant shift towards online shopping. As businesses continue to navigate this ever-evolving landscape, the integration of *e-commerce* with digital marketing strategies will be key to sustaining growth and meeting future consumer demands.

2.3 Role of influencers

Marketing through *influencers* has been shown to significantly influence consumer purchasing behavior, especially in the *e-commerce* space. This phenomenon is rooted in an *influencer's* ability to create an authentic connection with his or her followers, which traditional advertising methods often fail to achieve. Research shows that the effectiveness of *influencer marketing* relies heavily on a variety of factors, including the attributes of the *influencers* themselves, the nature of the content they create, and the dynamics of their relationship with the audience. A

systematic review by Vrontis et al. emphasizes the importance of understanding the topics posted by *influencers*, the demographics of their audiences, as well as the relationship between *influencers* and their audiences. This understanding is crucial for brands that want to leverage influencer marketing effectively. The credibility and relevance of influencers (Vrontis et al., 2021) to the audience can significantly increase consumer trust, which ultimately drives purchase intent. Masuda et al. further highlight that the role of *influencers* in shaping consumer buying behavior is more prominent compared to traditional marketing channels, suggesting that *influencer* marketing can lead to higher engagement and conversion rates. (Masuda et al., 2022)

The effectiveness of *influencer* marketing is also supported by empirical research. Leung et al. conducted a study that used dictionary-based text analysis to assess the impact of *influencer marketing* posts on consumer behavior, showing there was a clear correlation between *influencer content* and consumer purchasing decisions. This analysis confirms the importance of content relevance as well as strategic alignment between (Leung et al., 2022) *the influencer's* message and the brand's goals. Additionally, Barta et al. found that originality and humor in content significantly increase *influencer* marketing effectiveness, especially on platforms like *TikTok*, where engagement is driven by creative expression. The psychological aspect of (Barta et al., 2023) *influencer* marketing also plays an important role in consumer behavior. Jacobson and Harrison discuss how *influencers* can effectively convey sustainability messages, capturing the attention of consumers who care about the environment. This is in line with a growing trend, where consumers are looking for brands that reflect their values, thus underscoring the importance of *influencer* authenticity (Jacobson & Harrison, 2022) in driving purchasing behavior.

The integration of *influencer* marketing into a broader digital marketing strategy is essential to maximize its impact. Jajang and Amalia highlight that effective digital marketing practices, including collaboration with *influencers*, can significantly improve sales performance for businesses operating in the *e-commerce* (Jajang & Amalia, 2022) space. This integrated approach allows brands to leverage multiple channels and touchpoints to engage consumers, ultimately increasing brand awareness and sales. Additionally, the COVID-19 pandemic has accelerated the adoption of *e-commerce* and *influencer* marketing, as consumers increasingly turn to online shopping during the lockdown period. Research by Jaya and Raya shows that businesses that adopt digital marketing strategies, including partnerships with *influencers*, experience increased sales performance during the pandemic. This adaptability is critical for many brands trying to stay relevant and connected with consumers in a rapidly changing market landscape. (Jaya & Raya, 2022)

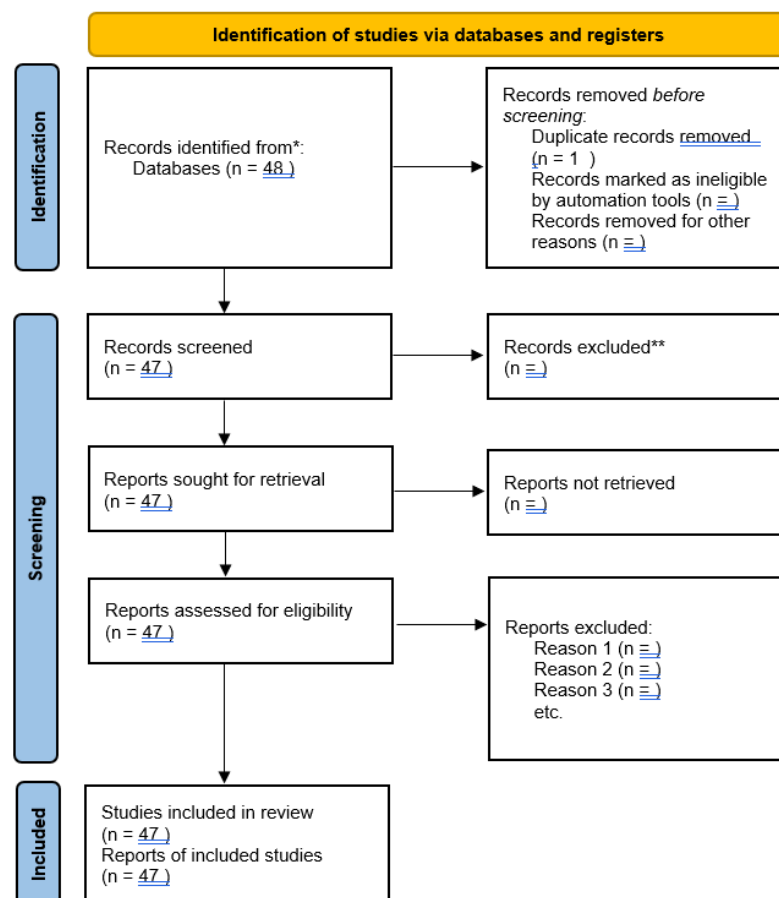
2.4 Sales growth in E-commerce

Influencer marketing has been shown to drive significant sales growth for *e-commerce* businesses, as it allows brands to effectively reach and engage their target audience. This marketing strategy leverages the trust and relationships already built between *influencers* and their followers, making them a powerful tool for brands looking to increase visibility and sales in the competitive *e-commerce* landscape. Research shows that the effectiveness of *influencer* marketing is highly dependent on the *attributes* of the *influencer* themselves. Vrontis et al. emphasize the importance of understanding the relationship between *influencers* and their audiences, noting that the topics covered by *influencers* as well as their credibility can significantly influence consumer behavior. This understanding is crucial for brands that want to maximize the effectiveness of their partnerships with (Vrontis et al., 2021) *influencers*. By collaborating with *influencers* who fit their target demographic, brands can create more impactful marketing campaigns to drive engagement and sales. (Octafina et al., 2024)

Masuda et al. support this view by highlighting that investments in *influencer* marketing are projected to reach large numbers, as more and more brands recognize the potential of this strategy to connect with their target market. An (Masuda et al., 2022) *influencer's* ability to convey an authentic message about products and services builds trust among consumers, which is critical to driving

purchase intent. This trust is especially valuable in the *e-commerce* sector, where consumers often rely on recommendations from trusted sources before making a purchase decision. Additionally, the content shared by *influencers* plays a crucial role in shaping consumer perceptions and behaviors. Barta et al. discuss how *influencer marketing* effectiveness on platforms like *TikTok* is enhanced by the use of humor and engaging content, which is very relevant to young audiences. This highlights the need for brands to work with (Barta et al., 2023) *influencers* who can create engaging content that not only promotes the product but also entertains and engages their audience. The psychological aspect of *influencer* marketing also contributes to its effectiveness. Research by Lou et al. shows that different social media platforms provide different levels of interaction between *influencers* and their followers, which can affect the effectiveness of advertising. This suggests that brands should consider the dynamics of the platform when choosing (Hudders & Lou, 2022) *influencers* for their campaigns. The interactive nature of social media allows *influencers* to interact directly with their followers, creating a more personalized and relevant marketing experience. Furthermore, the COVID-19 pandemic has accelerated the adoption of (Dec, 2022) *influencer* marketing as businesses look for innovative ways to connect with consumers amid changing shopping behaviors. The Jaya and Raya study illustrates that *e-commerce* and social media significantly impacted the sales of Micro, Small, and Medium Enterprises (MSMEs) during the pandemic, with *influencer* marketing playing a key role in this transition. Brands that adapt their marketing strategies to include partnerships with (Jaya & Raya, 2022) *influencers* are in a better position to meet the challenges posed by the pandemic and sustain sales growth.

Figure 1. Prisma Lsr



3. RESULTS AND DISCUSSION

This study found that *influencer* marketing has a significant positive impact on sales growth in *e-commerce* businesses. These findings are supported by various studies that show the effectiveness of *influencer marketing* in driving consumer engagement and purchasing behavior in digital marketplaces. *Influencers*, who have built trust and relationships with their followers, become a strong liaison for brands looking to increase their visibility and sales.

Vrontis et al. emphasize the importance of understanding the relationship between *influencers* and their audiences, noting that the topics covered by *influencers* as well as their credibility can significantly influence consumer behavior. This understanding is crucial for brands that want to leverage (Vrontis et al., 2021) *influencer* marketing effectively. By working with *influencers* who align with their target demographic, brands can create more impactful marketing campaigns to drive engagement and sales. Masuda et al. also support this view by highlighting that investment in *influencer* marketing is projected to reach significant figures, as more and more brands recognize the potential of this strategy to reach their target market. The ability (Masuda et al., 2022) of *influencers* to convey authentic messages about products and services builds trust among consumers, which is critical to driving purchase intent. This trust is especially valuable in the *e-commerce* sector, where consumers often rely on recommendations from trusted sources before making a purchase decision.

The effectiveness of *influencer marketing* is also supported by empirical research. Leung et al. used dictionary-based text analysis to assess the impact of *influencer* marketing posts on consumer behavior, suggesting there is a clear correlation between *influencer content* and consumer purchase decisions. This analysis highlights the importance of content relevance and the strategic alignment of the *influencer's* message with the brand's goals. Additionally, Barta et al. found that engaging and humorous content significantly increases the effectiveness of (Leung et al., 2022) *influencer marketing*, especially on platforms like *TikTok*, where creative expression is key to audience engagement. The psychological aspect of (Barta et al., 2023) *influencer* marketing also contributes to its effectiveness. Research by Lou et al. shows that different social media platforms provide different levels of interaction between *influencers* and their followers, which can affect the effectiveness of advertising. This suggests that brands should consider the dynamics of the platform when choosing (Hudders & Lou, 2022) *influencers* for their campaigns. The interactive nature of social media allows *influencers* to interact directly with their followers, creating a more personalized and relevant marketing experience. The *COVID-19* pandemic has also accelerated the adoption of *influencer* marketing as businesses look for innovative ways to connect with consumers amid changing shopping behaviors. The Jaya and Raya study illustrates that *e-commerce* and social media have significantly impacted the sales of Micro, Small, and Medium Enterprises (MSMEs) during the pandemic, with *influencer* marketing playing a key role in this transition. Brands that adapt their marketing strategies to include partnerships with (Jaya & Raya, 2022) *influencers* are in a better position to meet the challenges posed by the pandemic and sustain sales growth.

4. CONCLUSION

This research shows the important role of *influencer* marketing in driving sales growth in the *e-commerce* industry. The findings indicate that *influencer* marketing not only increases brand visibility, but also significantly influences consumer purchasing behavior. This is especially important in the context of *e-commerce*, where competition is fierce and brands must find innovative ways to interact with their target audience. The effectiveness of *influencer marketing* can be explained through several key factors. First, as highlighted by Vrontis et al., understanding the relationship between *influencers* and audiences is critical for brands to be able to leverage these marketing strategies effectively. (Vrontis et al., 2021) *Influencers* who are able to resonate with their audience can create authentic relationships that build trust, which is crucial in influencing purchasing

decisions. This trust is further strengthened when *influencers* share content that matches their followers' interests and values.

In addition, research by Leung et al. supports the idea that content shared by *influencers* plays an important role in shaping consumer perception. Their research used dictionary-based text analysis to show how influencer uploads (Leung et al., 2022) can be directly related to product launches and consumer engagement. This shows that brands must carefully choose *influencers* who can convey their message effectively and authentically. Masuda et al. further emphasize the increased investment in *influencer marketing*, predicting that brands are increasingly aware of the potential of this strategy to reach their target market. The ability (Masuda et al., 2022) of *influencers* to convey an authentic message about a product creates a sense of trust among consumers, which is critical to driving purchase intent. This is especially valuable in the *e-commerce sector*, where consumers often rely on recommendations from trusted sources before making a purchase decision. The findings from Barta et al. also show how humor and engaging content can increase influencer marketing effectiveness, especially on platforms like *TikTok* (Barta et al., 2023). This highlights the importance of brands working with *influencers* who can create engaging content that not only promotes the product but also entertains and engages their audience. The psychological aspect of *influencer marketing* also contributes to its effectiveness. Research by Lou et al. shows that different social media platforms provide different levels of interaction between *influencers* and their followers, which can affect the effectiveness of ads. This suggests that brands should consider the dynamics of the platform when choosing (Hudders & Lou, 2022) *influencers* for their campaigns. The interactive nature of social media allows *influencers* to interact directly with their followers, creating a more personalized and relevant marketing experience. The COVID-19 pandemic has also accelerated the adoption of *influencer marketing* as businesses look for innovative ways to connect with consumers amid changing shopping behavior. The Jaya and Raya study illustrates that *e-commerce* and social media have significantly impacted the sales of Micro, Small, and Medium Enterprises (MSMEs) during the pandemic, with influencer marketing playing a key role in this transition. Brands that adapt their marketing strategies to include partnerships with (Jaya & Raya, 2022) *influencers* are in a better position to address the challenges posed by the pandemic and sustain sales growth.

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