

## THE ROLE OF INSTAGRAM MICRO-INFLUENCERS IN BUILDING BRAND TRUST AMONG GEN Z CONSUMERS IN THE FASHION INDUSTRY

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### Abstract

#### Purpose:

Larger brands essentially need social media marketing, as influencers play an important role in acquiring audience engagement. There are two classifications of social media influencers: macro- and micro-influencers. The first group encompasses people with a wide range of followings who have less audience involvement. The second group consists of influencers who maintain a more focused audience with fewer followers. This study examines how micro-influencers create brand trust perceptions among members of Generation Z.

#### Design/Methodology/Approach:

This research used an exploratory design, along with quantitative study methods. The study employed 151 Gen Z consumers from the Delhi NCR. The surveys were evaluated using the SPSS software. The study maintained all necessary ethical standards through continuous attention to participant privacy rights and voluntary consent practices, and maintained voluntary participation norms.

#### Findings:

This study examines the effects of micro-influencers among 10 K-100K followers on customer trust along with their buying decisions. Consumers relied on two main factors, genuine brand collaboration capabilities and authentic responses, to establish trust relationships. Based on the research findings, consumers value credibility above all else, and content style has no influence on their decision-making process. The reliance on consumer trust in micro-influencers stems primarily from their genuine authenticity and frank transparency rather than from their Instagram platform presence.

#### Limitations:

This research concentrates on Instagram users who promote fashion while restricting its applicability across alternative social media platforms within different business sectors. The study's findings could be affected by sampling bias from self-reported data measures and the researcher's choice of a small sample group. In addition, the analysis did not address the impact of demographics.

#### Implications:

To establish enduring consumer trust, brands should select reliable micro-influencers who demonstrate both genuine portrayal and obvious sponsorship declarations instead of primarily

concentrating on interaction methods. This method allows brands to increase their loyal customer base and make influencer marketing approaches more effective.

### **Originality:**

By investigating how authenticity links with transparency to establish loyalty in fashion micro-influencers, this study develops a fresh comprehension of influencer marketing success.

**Keywords:** *Micro-influencers, Instagram marketing, fashion influencers, consumer trust, and authenticity.*

## **1. Introduction**

The recent transformations in the social media environment have significantly surfaced the significance and effectiveness of micro-influencers in the creation of attraction and influencing consumers and brands. These advancements are particularly observable in Generation Z, the first generation that grew up in a comprehensive digital environment. The distinctive features of Generation Z are their tech savvy and preference for legitimacy within online engagements. A well-known manufacturer of shaving razors within the older generation, Gillette further demonstrated this trend by acknowledging the significance of developing connections with Generation Z. In the fulfilment of this process, the organization transformed its efforts related to marketing campaigns by sponsoring micro-influencers based on their looks. The successful outcome of the organization's #ChooseToSmooth campaign is the result of the trustability demonstrated by the influencers' trustworthiness through videos, photos, and GIFs (Ebulueme & Vijayakumar, 2024). Businesses encounter significant challenges in the process of attracting and influencing consumers because of the increasing trustability-related issues in conventional marketing. Due to these situations, marketing authorities prefer influencers' social media and other online platforms. The reason for this situation is the cost-effectiveness of the approach and the ability of influencers to cover a wide range of audiences compared to the traditional process of paid advertising (Pedro, 2023). The significantly increasing interest of brands in influencers makes the expansion of current knowledge about influencer marketing more important. Digital social networks are a significant part of everyone, specifically for people belonging to Gen Z who were born between the middle of the 90s and early 2010. This increasing popularity of social media and its penetration into people's personal lives has led to the development of another factor known as social media influence. These individuals are known to be a significant part of digital platforms, with a large number of followers. Micro-influencers have an effective influence on their circle of following. The engagement of Gen Z with these influencers developed a way for social media marketing and increased its importance for business organizations (Runnan. 2025). In the context of the Delhi NCR, there are different international brands that use macro influencers for niche following and engagement. The top five influencers in the Delhi NCR region are Komal Pandey, Sone Kanwar, Kusha Kapila, Dolly Singh, and Mahek Ghai (Prasad, 2024). various fashion brands collaborate with these influencers to connect with their niche audience. The people of this region are significantly connected to these influencers because of their authenticity and relatability. This aspect of engagement with a significant portion of people motivates brands to develop marketing campaigns based on these influencers. In particular, consumers belonging to Generation Z connect significantly with these influencers. Brands that target this section of consumers have drastically adopted this marketing approach.

The concept of influencer marketing demonstrates that business organizations develop partnerships with people who have consistent social media platforms for the promotion of

products and services. The nature of influencer marketing has drastically transformed from the conventional process of marketing by a celebrity to a more democratic approach involving micro-influencers who have low numbers of followers, but the engagement rate of the audience is high (Rachmad, 2024). These types of influencers contribute significantly to the marketing of business organizations. Influencer marketing has become an integral part of the development of marketing strategies because of its ability to communicate with consumers on a personal level. Recently, new competitors representing fashion bloggers have emerged in the market. Bloggers create both images and audience connections, which leads to reader recognition of their expertise or celebrity persona (Brooks, Drenten, & Piskorski, 2021). Affective-based networks enable fashion bloggers to establish human brands that develop relationships with their audience. The trustworthiness of these influencers is greater than that of business organizations because the audience perceives them as relatable figures, not as corporate representatives promoting products or services (Celestin & Sujatha, 2024). This study will determine how micro-influencers develop trust in brands among Gen Z consumers. In Delhi, regional influencers have significant connections to Gen Z consumers. Increased exposure to digital media, including social media and other online platforms, has also increased this aspect. As the capital of the country, the people of Delhi were significantly exposed to technological advancements before other parts of India, and the stable economy of the region increased disposable income in the hands of the general people. This excess privilege of customers belonging to Gen Z also enhances this connection with influencers.

## **2. Literature Review**

### **2.1 The Impact of Two-Way Communication and Engagement on Brand Trust**

Studies indicate that micro-influencers tend to have a higher rate of engagement than other segments of influencers on social media. This rate of engagement is noticeable through the number of reactions, likes, shares, and comments on their content or posts. Even after having a limited audience size, a high rate of engagement increases their value significantly for business organizations. Being a micro-influencer also results in benefits because they have more time to communicate and respond to their audience (Guzman, 2024). Studies also emphasize that the enlargement of social platforms such as Instagram, Facebook, and YouTube has become a significant platform for influential individuals to interact with audiences. This personalized process of interaction also enhances the effectiveness of influencer marketing and forces brands to rectify their strategies related to marketing campaigns. Studies also indicate that effective social interaction contributes significantly to the enhancement of brand loyalty (Ting et al. 2021). Generally, individuals strive for genuine communication with influencers, and meaningful interactions with consumers significantly enhance the effectiveness of marketing campaigns. These interactions also develop a strong relationship between the influencer and the audience, which can be leveraged by business organizations to increase the effectiveness of marketing (Rizgar & Zebaree, 2025). Research also shows that the presentation of relevant and authentic content by influencers significantly favours organizations in developing trust in consumers. Organizations also utilize the emotions of consumers and their interactions with influencers to reinforce brand loyalty (Lestari & Tsabita, 2024).

## **2.2 The Way Community Building and Niche Content Reinforce the Perception of Brands**

Studies show that partnerships between business organizations and social media influencers, in terms of creating content for brand promotion, are now an inseparable part of the marketing process (Agustian et al., 2023). Researchers have also found that a smaller number of followers demonstrates a higher rate of engagement. This measurement of engagement can be assessed by the percentage of the influencer's audience showing interactions with the influencer's content (Lehtilä, 2024). The niche content created by social influencers, specifically micro-influencers, develops a loyal audience that brands want to leverage for their promotional and marketing campaigns. In this new age of the digital environment, influencer culture and its loyal audience significantly contribute to developing brand loyalty (Gomes, 2023). The preference and engagement level of Gen Z with micro-influencers made the concept of influencer marketing a significant aspect of the online business environment. The organizations significantly benefited from the authenticity, loyalty, and large reach of the audience provided by online influencers. The significantly consistent connection with the audiences of the influencers develops significant trustability and engagement with the audience, which also contributes to increasing brand loyalty and the effective promotion of products and services. This increasing influence of micro-influencers on the general audience, specifically Gen Z, drastically increases business organizations' preference for social media marketing in the promotion of their products and services (Rizgar & Zebaree, 2025).

## **2.3 The influence of authenticity on Gen Z's brand trust**

Gen Z customers are known for their strong desire for reliability and authenticity, particularly in their online experiences. Instagram is currently a leading social media platform, and micro-influencers mostly have highly engaged followers, and there are many influencers that are more authentic than larger (Ebulueme & Vijayakumar, 2024). The reason for this is that they mostly share personal connections, are seen as real people, and have a closer connection with their followers. This is the most important authenticity for building trust among Gen Z customers (Obreja, 2023). When an Instagram influencer shares a fashion brand, their suggestions are mostly authentic to their followers. They are not just introducing a product for promotion, but they always try to provide honest opinions and share their personal experiences.

This is always effective for the customer's engagement because they feel that their favourite influencer's recommendation is trustworthy, which leads to a better possibility for Gen Z customers to make purchase decisions based on their recommendations. Fashion industry brands are currently collaborating with Instagram micro-influencers who are properly fitted with the value of the company and style, which may have a major impact (Jordas, 2023). Because Gen Z prefers sustainable practices, social responsibility, and ethical practices, they trust any micro-influencer who can promote this kind of value. However, authenticity also plays a major role in building trust among Gen Z customers because they mostly trust their suggestions and feel that their recommendations are genuine and linked to their values.

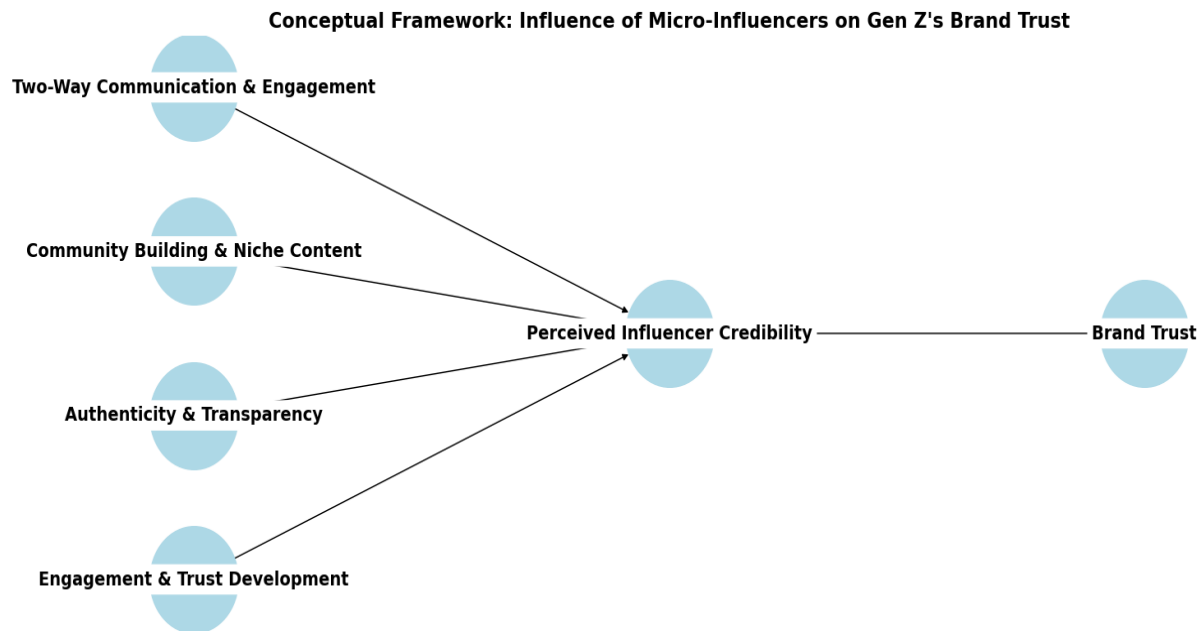
## **2.4 Reason that Gen Z Prefers Micro-influencers**

For Gen Z, the number of followers of an influencer is not the main factor that determines trust. Rather, they always value better engagement and real conversations, including

comments, likes, and interactions between followers and influencers. Micro-influencers always have a smaller and, thus, more engaged audience than the largest influencers (Gerlich, 2023). This indicates that the content shared by the micro-influencers feels more relatable and personalized and appeals directly to the preferences of Gen Z. Recently, fashion brands that work with micro-influencers may benefit from high-level engagement. Gen Z mostly trusts influencers who reply or respond to their comments or share their comments, as it makes them feel that they are part of the same community (Singer et al., 2023). These interactions mainly establish loyalty and trust among the brands and influencers, as well as the brand that they are trying to promote.

In addition, when micro-influencers create any content, including behind-the-scenes, unboxing videos, and storytelling tips, it mostly impresses Gen Z, and they think it is genuine and trusted, and they can buy it. Gen Z customers always value this type of interaction, and their trust level also increases as they feel their favourite micro-influencer recommendations are real and they can buy them without any trust issues (Ebulueme & Vijayakumar, 2024). Thus, micro-influencer engagement plays a significant role in establishing brand trust among all Gen Z customers in the fashion industry. Recently, Gen Z customers have mostly followed their favourite influencers on Instagram before buying any product and rely heavily on them before making their purchasing decisions (Huang & Copeland, 2020).

## 2.5 Conceptual Framework



**Figure 1: Conceptual Framework**

(Source: Self-developed).

## 3. Research Methodology

This study utilized a quantitative research methodology for data collection. A quantitative research methodology allowed us to study how Instagram micro-influencers affect Generation Z

consumers' trust in brands (Taherdoost, 2021). This research method enables the study of variable relationships in a structured manner and identifies unexpected patterns in the collected data. The research employed structured online surveys to obtain primary data because they allow the study to reach diverse and wide demographics efficiently while offering standardized feedback (Karunarathna et al. 2024).

Purposive sampling was used as a non-probability sampling method to select appropriate respondents. This sampling method was selected because it enables them to choose participants who are best positioned to deliver valuable data that fulfills the study requirements. The study focused on consumers from Generation Z who belonged to the years 1997 to 2012 and actively used Instagram to follow micro-influencers (Ebulueme & Vijayakumar, 2024). The research benefits from purposeful sampling because it allows users to match audience requirements (Gen Z Instagram users), which produces findings that apply to real-life use. The researcher distributed the study survey through Google Forms, which simplified access to participants, regardless of their geographic location (Greve et al., 2022). The research analyzed 151 valid respondents from the Delhi NCR to achieve dependable statistical results because the sample size was appropriate for the study.

A structured online questionnaire consisting of 15 close-ended questions was used to collect primary data. These closed-ended questions are a suitable option because they enable the efficient collection of numerical information for statistical evaluation. The designed questionnaire assessed the fundamental variables affecting micro-influencer authenticity perceptions and engagement levels, together with brand alignment and trust in brands (Chen et al. 2024). A five-point Likert rating sequence was used to evaluate and test the research questions for both extensive evaluation and statistical validation. The researcher distributed a participant survey across social media networks and directed personal messages to specific Generation Z groups. Rules of full confidentiality and anonymity were provided by the researchers, starting from the study entry point until the conclusion period. The IBM SPSS system functioned as a standard software application to process the gathered data because of its reputation as a quantitative information management program. The research analysis included various stages to ensure both the reliability and comprehensiveness of the gathered data. Descriptive statistics were computed to quantify the participant demographics and their primary variables. The assessment employed statistical elements such as mean, standard deviation, and frequency with percentages for the complete coverage of distribution patterns with notable patterns (Ugwu et al. 2021). The analysis showed how Generation Z audience members assessed the authenticity of micro-influencers and their brand engagement level, together with their capacity to match brands.

The research instrument achieved internal reliability using Cronbach's alpha. The statistical measure of Cronbach's alpha is an accepted method to determine whether survey items successfully measure the targeted constructs. According to researchers, the accepted level of reliability is 0.7 and above. The research confirmed the reliable measurement of respondent feedback through reliability analysis, which prevented inaccurate perception reporting and measurement errors.

Pearson correlation analysis evaluated the strength of the relationship between the traits of micro-influencers, including authenticity, engagement, and brand alignment, with regard to brand trust. The statistical technique evaluates the linear relationship strength between two continuous variables. The variables show a positive correlation when one increases in value, whereas a negative correlation implies that their values move in opposite directions. The Pearson

correlation statistical method determined the strength of the relationships between various micro-influencer traits in relation to Generation Z consumer brand trust. The evaluation of micro-influencer characteristics regarding brand trust employed multiple regression analysis as the primary method. The analysis used a multiple regression method to study the connection between brand trust (the dependent variable), authenticity, engagement, and brand alignment (the independent variable). Brand trust dependency identification is possible through multiple regression because this method determines the leading factors while eliminating variable co-occurrences. All ethical guidelines were respected by the researcher to protect the participants' rights and privacy during the study (Jain, 2021). Participants received information about the study aims and data usage procedures and understood how the research findings would be limited to academic use only.

#### 4. Analysis

##### Descriptive statistics

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. Deviation
What is your age?	151	1	4	2.44	1.068
What is your gender?	151	1	2	1.77	.419
What is your highest level of education?	151	0	4	3.28	1.161
Valid N (listwise)	151				

Correlations						
		Fashion micro-influencers (10K-100K followers) on Instagram impact my fashion choices.	Authenticity is the most important factor in trusting a fashion micro-influencers recommendation.	I trust fashion micro-influencers more than celebrity influencers.	Transparency about brand partnerships affects my trust in a fashion micro-influencer.	Instagram is my go-to platform for discovering fashion trends and influencer recommendations.
Fashion micro-influencers (10K-100K followers) on Instagram impact my	Pearson Correlation	1	.978**	.982**	.967**	0
	Sig. (2-tailed)		.000	.000	.000	.
	N	151	151	151	151	0

fashion choices.						
Authenticity is the most important factor in trusting a fashion micro-influencers recommendation.	Pearson Correlation	.978**	1	.971**	.957**	0
	Sig. (2-tailed)	.000		.000	.000	.
	N	151	151	151	151	0
I trust fashion micro-influencers more than celebrity influencers.	Pearson Correlation	.982**	.971**	1	.975**	.0
	Sig. (2-tailed)	.000	.000		.000	.
	N	151	151	151	151	0
Transparency about brand partnerships affects my trust in a fashion micro-influencer.	Pearson Correlation	.967**	.957**	.975**	1	. <sup>b</sup>
	Sig. (2-tailed)	.000	.000	.000		.
	N	151	151	151	151	0
Instagram is my go-to platform for discovering fashion trends and influencer recommendations.						
	Sig. (2-tailed)	.	.	.	.	
	N	0	0	0	0	0

**Regression analysis**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.991 <sup>a</sup>	.981	.981	.159

**ANOVA**

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	194.199	5	38.840	1535.251	.000 <sup>b</sup>

	Residual	3.668	145	.025		
	Total	197.868	150			

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.017	.053		-.330	.742
	Fashion micro-influencers (10K-100K followers) on Instagram impact my fashion choices.	.312	.067	.307	4.653	.000
	Sponsored posts by fashion micro-influencers make me trust a brand more.	.367	.058	.376	6.336	.000
	Engaging content (e.g., styling tips, behind-the-scenes looks) makes a fashion micro-influencer more trustworthy.	.049	.034	.060	1.445	.151
	Transparency about brand partnerships affects my trust in a fashion micro-influencer.	.320	.137	.295	2.341	.021
	Instagram is my go-to platform for discovering fashion trends and influencer recommendations.	-.038	.104	-.036	-.368	.713

## 5. Findings and Discussion

### Findings

This study included 151 respondents, and the age variables had a mean value of 2.44, suggesting that most of the respondents were young. However, the gender distribution had a mean value of 1.77, indicating a higher proportion of female respondents. In addition, the highest level of education had a mean value of 3.28, which also indicates that most of the respondents had a university or college education. Correlation analysis examined the overall relationship among the important factors that influence trust in fashion companies' micro-influencers on Instagram. The overall analysis shows that the fashion micro-influencer effect is visible in

fashion choices, with a value of  $r = 0.978$ ,  $p < 0.01$ . In this context, the respondents who believed that fashion micro-influencers impacted their overall choice of fashion were considered authentic, and it is an important trust factor. Trust factors are important for fashion brands to promote their products through Instagram influencers (Jin et al. 2021).

The overall analysis also found trust in celebrity influencers versus micro-influencers, with a value of  $r = 0.982$ ,  $p < 0.01$ . There was an effective association visible between trusting micro-influencers over celebrities, and they believed in the impact of micro-influencers. The above section also found transparency in trust and brand partnership, where the value was  $r = 0.967$ ,  $p < 0.01$ . The correlation indicates that the overall transparency related to brand collaboration significantly influenced trust in micro-influencers. In addition, data on Instagram, which is the primary resource for fashion trends, may not be computed because of improper variability in the responses. These results support the idea that transparency, personal engagement, and authenticity drive customers' trust in fashion micro-influencers.

The regression model analyzed the trust of the predictors in fashion micro-influencers as compared to celebrities. This model has provided huge explanatory power, and the R-squared value is 0.981, which indicates that nearly 98 per cent of the overall variation in trust across the micro-influencers might be explained by the independent variables. Regarding the impact of micro-influencers in the fashion industry, the value shows that  $B = 0.312$ ,  $p < 0.001$ . This result implies that individuals who follow micro-influencers for their fashion choices mostly trust them over celebrity influencers. On the other hand, in terms of brand trust and sponsored posts, the value is  $B = 0.367$ ,  $p < 0.001$ ; here, the strongest predictor of trust shows that when any micro-influencer promotes any brand through sponsored posts, it improves the trust level of the customers in both the influencer and brand. In the context of transparency regarding brand partnership, the value is  $B = 0.320$ ,  $p = 0.021$ .

This mainly indicates that transparency significantly influences the level of trust and reinforces the notion that customers support a clear disclosure related to sponsorships (Chowdhury et al. 2024). In terms of engaging content, the value was  $B = 0.049$  and  $p = 0.151$ . In this context, some engaging content, including styling tips and behind-the-scenes content, is expected to contribute to a high level of trust, and its impact was not significant in terms of statistical value. In the context of the question related to Instagram as a platform to discover fashion trends, the value was  $B = -0.038$ ,  $p = 0.713$ . This predictor is not statistically significant, which implies that while Instagram is a public platform, its main role in fostering trust in micro-influencers is less than that of other factors.

## **6. Discussion**

The overall findings are linked with a previous study that highlights the key importance of transparency and authenticity in influencer marketing. There is an effective correlation between trust and the impact of micro-influencers, suggesting that customers in Delhi NCR perceive micro-influencers as the most required and genuine compared to celebrities. On the other hand, regression analysis also shows that determining the transparency of brand sponsorship and content engagement are significant trust factors. In addition, engaging content is expected to massively impact customers' trust, but its overall influence is not statistically significant. This suggests that Delhi NCR customers mostly prefer transparency and authenticity

over content engagement. Instagram's role is to increase customer trust among customers (Firman et al. 2021). The trust predictor also recommends that platform use should not determine the level of trust. In addition, influencers' behaviour and credibility play a significant role in trust predictors on Instagram.

In this context, strategies that fashion brands should be considered based on the overall findings of this study. Brands must work with micro-influencers who are able to maintain better transparency in the brand partnership to build trust among customers in Delhi NCR (Jordas, 2023). Fashion brands should rely on the influencers' trust, and they must ensure that these collaborations are effective and beneficial for both the company and influencers in the future. Instagram has become one of the dominant platforms in the fashion industry and has a direct effect on customers' trust. In this context, brands must focus on influencers' credibility instead of platform research.

## **7. Limitations**

This study had several limitations. The research study examines Generation Z shoppers within the Delhi NCR area, so its findings lack applicability to other geographical areas or groups. The research mainly focuses on surveys obtained from consumers, which may produce social desirability bias, as well as personal variations in interpretation. The study overlooks other online platforms, such as Moj, Chingari, Share Chat, Facebook Reels and YouTube, when examining consumer trust in Instagram micro-influencers. The researcher's selection of a short-term cross-sectional design hinders the evaluation of sustainable brand trust modifications in influencer marketing campaigns (Gerlich, 2023). Purposive sampling produces limited sample diversity, which negatively affects the representativeness of this study.

## **8. Recommendations**

The results of the study provide recommendations that will improve the effectiveness of influencer marketing on Instagram and improve confidence in brands. Thus, brands must work with Instagram micro-influencers with whom they share common values with the targeted audience. Tapping these emotionally intelligent influencers will help enhance brand perception if they play a significant role in building consumer trust. At the same time, businesses should focus on long-term partnerships with influencers instead of once because the continuous message induces trust and loyalty to the follower (Firman et al. 2021). More precisely, the second aspect of further research should be investigating how influencer marketing affects different social media platforms, such as Moj, Chingari, Share Chat, YouTube, and Facebook. A comparison of influencer effectiveness across different platforms would provide some insight into how consumers behave. Another possible method is a longitudinal study that considers the long-term impacts of influencer marketing strategies on brand trust and purchase decisions. Third, companies should enforce stricter vetting processes, paying attention to not only the follower count but also the identity of the audience and interest level. Influencers must adopt clear standards with regulators that lead to greater transparency of paid nominations to prevent false endorsements (Jain, 2021). Brands should utilize user-generated content or consumer testimonies, along with influencer promotions, to demonstrate a fuller and easier picture of the brand, cultivating customer beliefs in their merchandise or services.

## **9. Future research Scope**

Future work includes studying influencer marketing on other social media sites such as Moj, Chingari, Share Chat, YouTube, and Facebook in a comparative manner. Further studies can also be conducted in other sectors, such as healthcare and finance, to explore the implications of influencer marketing outside of retail and fashion. Moreover, longitudinal

studies can explore the long-term implications of influencer collaborations on consumers' trust in and loyalty to endorsed brands. Real-time consumer engagement can be measured using advanced AI-driven analytics (Ugwu et al. 2021). However, exploring how consumers broadly perceive virtual influencers or AI-generated content is yet another avenue for further research in relation to this developing area of digital marketing.

## **10. Conclusion**

It can be concluded that this study emphasizes the importance of transparency and authenticity in developing consumer trust in fashion micro-influencers on Instagram. The findings indicate that micro-influencers with 10K–100K followers are crucial for consumers to decide what to wear since they are more likeable and reliable than celebrity influencers. Trust in brand partnerships is strongly linked to authenticity and transparency and, therefore, should be disclosed clearly. In Delhi, NCR consumers prefer credibility over content style; therefore, while engaging content (styling tips, behind-the-scenes insights) was expected to bolster trust, the statistical effect, if any, was not widespread. Moreover, the study found that Instagram's role as a platform for discovering fashion trends does not directly influence trust levels in micro-influencers. Thus, the role of influencer behaviour and credibility in shaping consumer perceptions in the Delhi NCR is more important. This implies that these brands need to partner with influencers who are transparent about such relationships and show interest in their audience. Instead of focusing on the platform, brands must have Influencer Credibility to establish long-term trust. Finally, these findings indicate a strategic direction for fashion brands by utilizing authenticity and transparency to strengthen relationships between customers and brands.

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