

## Impact Of Social Media Influencers On Enhancing Customer Experience In E-Commerce Brands

<sup>1</sup>Mrs. U. Karthigai Selvi, <sup>2\*</sup>Dr. E. Maria Jency, <sup>3</sup>Mrs. F. Josephine Lenta,

<sup>1</sup>Assistant Professor, Department of Commerce, Faculty of Science and Humanities, SRM Institute of Science & Technology, Ramapuram, Chennai.

<sup>2\*</sup>Corresponding Author, Assistant Professor, Department of Commerce, Faculty of Science and Humanities, SRM Institute of Science & Technology, Ramapuram, Chennai.

<sup>3</sup>Assistant Professor, Department of Commerce, Faculty of Science and Humanities, SRM Institute of Science & Technology, Ramapuram, Chennai.

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### ABSTRACT

People with a substantial following, established expertise, or reputation on social media sites like Facebook, Instagram, YouTube, TikTok, Twitter, and Facebook are known as social media influencers. By sharing content, promoting goods, and interacting with their audience, they use their platforms to shape the beliefs, actions, and purchasing choices of their followers. This study examines the effects of social media influencers as an independent variable on customer experience, with a particular emphasis on the dependent variables of customer involvement, quality product marketing, and overall satisfaction. The study examines the relationship between social media influencers and customer satisfaction levels using data gathered from online shoppers and statistical analysis. According to the study's findings, social media influencers greatly improve the consumer experience by fostering better customer involvement, high-quality product promotion, and general contentment.

**Keywords:** Social Media Influencers, Customer Experience, E-commerce Brands, Customer Satisfaction.

### INTRODUCTION

E-commerce brands are companies that use digital platforms to sell products and services online. Customers can explore products, make purchases, and have items delivered right to their homes on these firms' websites, mobile applications, or marketplaces. E-commerce has completely changed the retail sector by giving companies access to a worldwide consumer base and the flexibility to let clients purchase whenever and wherever they choose. Through increasing audience trust, engagement, and emotional ties, social media influencers play a major role in improving the consumer experience for e-commerce firms. Sales and customer loyalty can be boosted in the short and long terms by their capacity to humanize businesses, educate consumers, and offer genuine endorsements. E-commerce firms may improve customer experience, raise brand awareness, and sway purchase behaviour by skilfully utilizing influencer partnerships.

### ROLE OF SOCIAL MEDIA INFLUENCERS ON CUSTOMER EXPERIENCE

Influencers on social media are essential to improving the customer experience for brands, particularly in the digital age when customers are looking for real relationships, tailored suggestions, and interesting content. Their capacity to close the gap between consumers and brands has revolutionized how companies handle customer engagement and marketing. Social media influencers play the following roles in improving the consumer experience:

#### 1. Building Trust and Credibility

- Authenticity
- Expertise in Niche Areas

#### 2. Personalized Recommendations

- Tailored Content
- Targeted Marketing

#### 3. Enhanced Customer Involvement

- Interactive Content

- Immediate Feedback
- 4. Humanizing the Brand**
  - Relatable Brand Messaging
  - Storytelling
- 5. Visual and Educational Content**
  - Product Demonstrations
  - Creative Content Creation
- 6. Driving Social Proof and Community Building**
  - Social Proof
  - Building Communities
- 7. Facilitating Direct Connections with Brands**
  - Customer Queries and Concerns
  - Collaborations and Giveaways
- 8. Influencing Purchase Decisions**
  - Inspiring Confidence in Purchases
  - Customer Journeys
- 9. Feedback Loop for Brands**
  - Influencer-Customer Interaction
  - Customer Sentiment Analysis
- 10. Providing Authentic Brand Exposure**
  - Word-of-mouth marketing
  - Natural Product Integration

## REVIEW OF LITERATURE

**Lee and Watkins (2016)** Conducted an empirical study on how consumers perceive luxury brands of video blog influencers. The study's findings indicate that consumers' opinions of luxury products and their propensity to buy them are influenced by social attractiveness and the kind of friendships among those who have a similar regard. The study's findings also suggest that customer perceptions are significantly influenced by identification with the video loggers, in contrast to respondents who did not watch the influencers.

**Mlodkowska, 2019:** The findings demonstrate that influencers have an impact on consumers' purchase decisions, with YouTubers and Instagram bloggers being recognized as trustworthy sources of information. Consumers trust the reviews they provide and rely on their material to advertise branded goods. The study suggests that using social media influencers as a marketing tool can help advertisers reach younger, highly engaged social media users efficiently and cost-effectively. The study does, however, point out several limitations, such as those concerning sample size and demographic representation, and that further research be done in the future to look at how other social media platforms and influencers affect consumer behaviour.

**Rebeka-Anna Pop, 2021:** Using a model based on the customer journey theory, the study examines the direct and indirect effects of SMI trust on each stage of the trip decision-making process. According to the findings, consumer trust in SMIs positively affects several crucial stages of the customer journey, including desire, information seeking, weighing options, making a purchase, being satisfied, and sharing experiences. However, the study also highlights the need for additional research into the effects of SMIs on consumer decision-making across a range of demographic contexts and the consequences of other variables such as perceived behavioural control and service quality. Despite several limitations, such as sample size and sampling methodology, the study provides practitioners and destination marketing companies with valuable insights to help them employ SMIs effectively in their marketing plans.

## OBJECTIVES OF THE STUDY

- To analyze the role of Social Media Influencers in improving customer experience in E-commerce Brands in Chennai.
- To identify the significant impact of Social Media Influencers on enhancing quality product marketing, customer involvement, and overall satisfaction in E-commerce Brands in Chennai.

## HYPOTHESIS OF THE STUDY

H0<sup>1</sup>: There is no significant impact of Social Media Influencers in enhancing customer experience quality product marketing, customer involvement, and overall satisfaction in E-commerce Brands in Chennai.

H1<sup>1</sup>: There is a significant impact of Social Media Influencers in enhancing customer experience quality product marketing, customer involvement, and overall satisfaction in E-commerce Brands in Chennai.

## METHODOLOGY OF THE STUDY

### RESEARCH DESIGN

In order to better understand how social media influencers impact customer satisfaction, high-quality product marketing, and engagement with e-commerce firms, this study uses a quantitative research methodology. Primary data from customers of e-commerce brands who have connected with social media influencers and have firsthand experience with the products was gathered using a structured survey form.

### POPULATION AND SAMPLE

Customers of Chennai-based e-commerce brands who have connected with social media influencers and completed at least one online transaction make up the target demographic. Through the use of online questionnaires and surveys, a random sample of one hundred respondents was chosen.

### DATA COLLECTION

Using Google Forms, a survey questionnaire was sent to 100 responders online. In order to gauge customer satisfaction with Social Media influencer-enabled experiences in terms of customer satisfaction, quality product marketing, and involvement in E-commerce brands, Likert-scale items, ranging from 1 (strongly disagree) to 5 (strongly agree), made up the questionnaire.

### DATA ANALYSIS TOOLS

SPSS was used to examine the data. To ascertain the effect of social media influencers on improving consumer satisfaction, quality product marketing, and involvement in e-commerce brands, descriptive statistics and linear regression analysis were performed.

## DATA ANALYSIS AND INTERPRETATION

### RELIABILITY TEST

Utilizing Cronbach's Alpha Reliability, the internal consistency of the construct's variables is assessed. According to this, reliability values below 0.60 are deemed bad, values between 0.70 and 0.80 are deemed acceptable, and values above 0.80 are deemed good (George & Mallery, 2003; Kline, 2000).

**1. Table 1: Reliability Test**

| Sl. No. | Scale                                                                                                                   | No. of Items | Cronbach's Alpha ( $\alpha$ ) |
|---------|-------------------------------------------------------------------------------------------------------------------------|--------------|-------------------------------|
| 1.      | The role of Social Media Influencers in improving customer experience in E-commerce Brands                              | 10           | 0.934                         |
| 2.      | Impact of Social Media Influencers on Enhancing Quality Product Marketing and Customer Involvement in E-commerce Brands | 10           | 0.967                         |
| 3.      | Impact of Social Media Influencers on Enhancing Overall Satisfaction in E-commerce Brands                               | 10           | 0.935                         |

[Source: Primary data]

The aforementioned table reveals that all of the components' Cronbach's Alpha reliability values were above 80%, indicating that repeated measurements of the variables yield consistent findings.

### DESCRIPTIVE STATISTICS

Descriptive statistics are used to assess how social media influencers contribute to bettering customer experience, enhancing quality product marketing and customer involvement, and raising overall brand satisfaction in e-commerce brands.

**2. Table 2: Descriptive Statistics**

| Sl. No. | Scale                                                                                      | Mean | Standard Deviation |
|---------|--------------------------------------------------------------------------------------------|------|--------------------|
| 1.      | The role of Social Media Influencers in improving customer experience in E-commerce Brands | 4.62 | 0.743              |

|    |                                                                                                                         |      |       |
|----|-------------------------------------------------------------------------------------------------------------------------|------|-------|
| 2. | Impact of Social Media Influencers on Enhancing Quality Product Marketing and Customer Involvement in E-commerce Brands | 4.32 | 0.866 |
| 3. | Impact of Social Media Influencers on Enhancing Overall Satisfaction in E-commerce Brands                               | 3.71 | 0.948 |

[Source: Primary data]

The above table suggests that all the variables have mean values above 3.50, indicating that the role of social media influencers improves customer experience in e-commerce brands (4.62); additionally, the impact of social media influencers on enhancing quality product marketing and customer involvement in e-commerce brands (4.32) and overall satisfaction (3.71) is found to be at a high level. Therefore, it has been demonstrated that consumers have a greater influence on social media influencers when it comes to enhancing the customer experience, increasing customer involvement in quality product marketing, and raising overall brand satisfaction in e-commerce brands.

#### LINEAR REGRESSION ANALYSIS

Regression analysis is used to determine how social media influencers contribute to better customer experiences in Chennai's e-commerce brands.

H0<sup>1</sup>: There is no significant impact of Social Media Influencers in enhancing customer experience quality product marketing, customer involvement, and overall satisfaction, in E-commerce Brands in Chennai.

**Table: 3 Model Summary of Regression Analysis**

| Model | R                  | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|--------------------|----------|-------------------|----------------------------|
| 1     | 0.845 <sup>a</sup> | 0.710    | 0.707             | 4.621                      |

**Note: <sup>a</sup> - Predictors: (Constant), Impact of Social Media Influencers in E-commerce Brands.**

The R-value in the table above is 0.845, indicating a high level of correlation. The R<sup>2</sup> value of 0.710 illustrates the extent to which the contribution of social media influencers can account for the whole variation in improving customer experience and overall involvement and happiness. In this instance, social media influencers' role can account for a considerable portion of the observed variability in the improved customer experience and overall involvement and satisfaction—71 percent. The remaining 29% is not explained, indicating that factors other than those shown in this model are responsible for the remaining 29% of the variation in the improved customer experience and overall involvement and satisfaction.

**Table 4: ANOVA<sup>a</sup>**

|            | Sum of Squares | df  | Mean Square | F        | Sig.    |
|------------|----------------|-----|-------------|----------|---------|
| Regression | 33242.547      | 1   | 33242.547   | 1463.141 | 0.001** |
| Residual   | 13365.646      | 646 | 21.421      |          |         |
| Total      | 46608.193      | 647 |             |          |         |

[Source: Primary Data]

**Predictors: (Constant), Impact of Social Media Influencers in E-commerce Brands.**

Dependent Variable: Enhanced Customer Experience, Customer Involvement, and Overall satisfaction of Quality products.

Note: \*\* Significant at 1% level.

According to the following table, there is a considerable correlation between the enhanced customer experience, customer involvement, and overall satisfaction with quality products and the linear combination of the impact of social media influencers on e-commerce brands. (F = 1463.141 and P = <0.001\*\*), and at the 1% level, it is significant.

**Table 5: Coefficients between Social Media Influencers, Customer Experience, Customer Involvement, and Overall satisfaction of Quality products.**

| Factors                                                                                                                                           | USC    | SE    | SC    | t value | P value  |
|---------------------------------------------------------------------------------------------------------------------------------------------------|--------|-------|-------|---------|----------|
| (Constant)                                                                                                                                        | 11.912 | 0.524 |       | 22.954  | <0.001** |
| <b>Customer Experience, Customer Involvement, and Overall satisfaction of Quality products with Social Media Influencers in E-commerce Brands</b> | 0.847  | 0.026 | 0.844 | 39.715  | <0.001** |

[Source: Primary Data]

Note: \*\* Significant at 1% level.

USC = Unstandardized Co-efficient, SE = Standard Error, SC = Standardized Co-efficient

Dependent variable (Y) = Enhanced Customer Experience, Customer Involvement, and Overall satisfaction of Quality products

Independent/predictor variable = Impact of Social Media Influencers on E-commerce Brands

The Ordinary Least Squares (OLS) equation for Enhanced Customer Service and After-Sale Support Experience is:

$$\text{Impact of Social Media Influencers on E-commerce Brands (Y)} = 0.847X_1 + e$$

The impact of social media influencers on enhanced customer experience, customer involvement, and overall satisfaction with quality products is directly correlated with the co-efficient of X<sub>1</sub>, which **stands at 0.847**.

The estimated positive sign shows that there is a 0.847 unit increase in the Enhanced Customer Experience, Customer Involvement, and Overall satisfaction of Quality items for every additional unit of Impact of Social Media Influencers on E-commerce Brands. This gain is substantial at the 1% level.

## FINDINGS AND DISCUSSION

Customers have a greater positive impact from social media influencers on improving the customer experience, and they have improved quality product marketing, customer involvement, and overall satisfaction in e-commerce brands, according to the examination of descriptive data. As a result, social media influencers will keep driving hyper-personalized experiences, where clients get even more specialized content, promotions, and product recommendations based on real-time behavioral data. The results of the regression study show that the Impact of Social Media Influencers and Improved Customer Experience, Customer Involvement, and Overall Satisfaction with Quality Products are directly correlated. The projected positive sign shows that there is a highly significant rise of 0.847 units in the Enhanced Customer Experience, Customer Involvement, and Overall satisfaction of Quality items for every additional unit of Impact of Social Media Influencers on E-commerce Brands.

## CONCLUSION

In conclusion, social media influencers have a resoundingly good effect on improving the consumer experience for e-commerce firms. Influencers play a vital role in serving as a link between brands and their intended audience by leveraging their relatability, authenticity, and trustworthiness to establish a more intimate and personal connection with customers. Influencers foster a culture of trust and openness by offering product suggestions, tutorials, and real-world usage situations. This helps customers feel more confident about the purchases they make. With its real-time data and direct answers to customer issues, this personalized strategy, in which influencers interact with followers through interactive content, Q&A sessions, and product reviews, significantly enhances the customer journey.

Influencers also give the digital buying experience a personal touch, which makes it more dynamic and engaging. This is important for fostering brand loyalty in a congested market. Their capacity to produce extremely interesting and shareable content increases company awareness, reaching new prospective clients while fostering stronger ties with current ones. Influencers play a crucial role in enhancing the customer experience by establishing a strong emotional bond and assembling a community around the brand. This leads to increased customer happiness, retention, and enduring loyalty.

However, while social media influencers can increase brand awareness and encourage e-commerce customer interaction, it's important to consider how they might worsen the user experience. These possible negative effects include encouraging irrational expectations, providing deceptive product endorsements, and

cultivating an impulsive purchasing culture, all of which can cause consumer discontent and undermine consumer trust. Furthermore, an excessive dependence on influencers may take away from a brand's true voice and cause a rift with its target audience. E-commerce firms should carefully choose influencers whose values coincide with their own, maintain transparency in collaborations, and concentrate on providing a consistent, superior customer experience that extends beyond influencer marketing to reduce these risks.

Taking into account everything mentioned above, e-commerce companies are in a better position to provide consumers in the present digital era with a more personalized and richer experience when they strategically collaborate with the right influencers. Long-term business growth, higher conversion rates, and greater customer involvement result from this.

## LIMITATIONS OF THE STUDY

- The study's focus is on how social media influencers affect e-commerce brands' overall satisfaction with high-quality items, customer involvement, and customer experience.
- The survey is restricted to one hundred Chennai-based e-commerce clients.

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