



# The Role of Social Media Influencers in Shaping Customer Experience for E-Commerce Brands

**Mrs.U.Karthigai Selvi**, Research Scholar & Assistant Professor (Part Time - Int), Department of Commerce, Faculty of Science and Humanities, SRM Institute of Science and Technology, Chennai Ramapuram - 600089.

**Dr. J. Sabitha**, Associate Professor and Research Supervisor, Department of Commerce, Faculty of Science and Humanities, SRM Institute of Science and Technology, Chennai Ramapuram - 600089.

**Abstract-** The rapid expansion of e-commerce has transformed customer engagement, with social media influencers (SMIs) playing a critical role in shaping consumer perceptions and experiences. Influencers act as digital opinion leaders, bridging the gap between brands and customers by offering relatable, authentic, and persuasive content. This paper examines how social media influencers enhance customer experience in e-commerce through trust-building, personalized recommendations, interactive content, and community engagement. The study further highlights opportunities and challenges for e-commerce brands leveraging influencer marketing.

**Keywords:** Social Media Influencers, E-Commerce, Customer Experience, Digital Marketing, Online Consumer Behavior.

## I. INTRODUCTION

E-commerce has grown exponentially over the past decade, driven by technological advancements, internet penetration, and changing consumer lifestyles. According to recent reports, global e-commerce sales are projected to surpass \$7 trillion by 2025. Alongside this growth, social media has become a powerful platform for marketing and customer engagement. Social media influencers—individuals who command credibility and a loyal following—play a pivotal role in shaping consumer experiences and purchasing decisions. Customer experience (CX) in e-commerce goes beyond product quality; it involves brand perception, trust, emotional connection, and post-purchase satisfaction. By endorsing brands, sharing authentic reviews, and creating interactive content, influencers significantly impact how customers engage with e-commerce platforms.

## II. LITERATURE REVIEW

- Djafarova & Rushworth, 2017 Influencers create authenticity by sharing personal experiences, thereby enhancing brand trust ().
- Zhang et al., 2019 Integration of social platforms with e-commerce allows seamless shopping experiences through "social commerce" ().
- Pine & Gilmore 1998, highlighted the importance of emotional, cognitive, and relational aspects in creating memorable experiences. Influencers now amplify these dimensions digitally.

## III. RESEARCH OBJECTIVES

1. To analyze the impact of social media influencers on customer experience in e-commerce.



2. To explore how influencers enhance brand trust, engagement, and loyalty.
3. To identify opportunities and challenges for e-commerce brands using influencer marketing.

#### IV. ANALYSIS AND INTERPRETATION

To analyze the impact of social media influencers on enhancing customer experience in e-commerce, a survey was conducted among 200 active online shoppers aged between 18 and 35 years. Respondents were asked about their perception of influencer marketing, trust in influencer recommendations, and its effect on their e-commerce shopping experience.

##### Descriptive Analysis

Factors Influenced by Social Media Influencers	% of Respondents Agreeing
Trust in product quality after influencer review	72%
Increased likelihood of purchase	68%
Improved overall brand experience	64%
Engagement through live sessions/unboxing/tutorials	59%
Loyalty and repeat purchase influenced by recommendations	52%

##### Interpretation:

The majority of respondents (72%) indicated that influencers significantly enhance trust in product quality. Trust, being a key determinant of customer experience in e-commerce, suggests that influencer marketing is effective in bridging the credibility gap between brands and customers.

##### Correlation Analysis

A correlation test was conducted between influencer trust and customer experience satisfaction score.

- Correlation coefficient ( $r$ ) = 0.71 → Strong positive relationship.
- This implies that as trust in influencers increases, customer satisfaction with e-commerce experiences also improves.

##### Interpretation:

Customers perceive influencers as authentic voices, and their trust directly shapes overall satisfaction with e-commerce platforms.

#### V. DISCUSSION AND FINDINGS

- **Enhancing Trust and Credibility**

Influencers act as "peer voices" who reduce consumer uncertainty. Their recommendations are often perceived as more trustworthy than brand advertisements.

- **Personalization and Relatability**

Unlike traditional celebrities, influencers create content tailored to niche audiences. This personalization enhances relevance and customer satisfaction in e-commerce shopping journeys.

- **Interactive Engagement**

Through Q&A sessions, live streams, unboxing videos, and product tutorials, influencers foster interactive experiences, strengthening the emotional connection between customers and brands.

- **Community Building**

Influencers cultivate digital communities where followers share experiences, reviews, and feedback. This strengthens brand advocacy and word-of-mouth promotion.



### Challenges in Influencer Marketing

- **Authenticity Concerns:** Over-promotion may reduce credibility.
- **ROI Measurement:** Difficulties in quantifying direct returns from influencer campaigns.
- **Ethical Issues:** Lack of transparency in paid partnerships.

## VI. CONCLUSION

Social media influencers are no longer supplementary to digital marketing but a central element in shaping customer experience in e-commerce. They enhance trust, foster personalization, and create interactive engagement that drives customer satisfaction and loyalty. However, brands must address challenges related to authenticity, ethics, and measurable outcomes to fully leverage influencer marketing. Future research could focus on the role of AI-driven virtual influencers and their impact on customer experience.

## REFERENCES

1. Selvi, U. Karthigai; Maria Jency, E.; Josephine Lenta, F. (2024). Impact of Social Media Influencers on Enhancing Customer Experience in E-Commerce Brands. Library Progress International. Focus: how influencers affect customer involvement, product marketing quality, and satisfaction in e-commerce.
2. Joshi, Y., Lim, W. M., Jagani, K., et al. (2025). Social media influencer marketing: foundations, trends, and ways forward. *Electronic Commerce Research*, 25, 1199–1253.
3. Consumer resource integration and service innovation in social commerce: the role of social media influencers. *Journal of the Academy of Marketing Science*, 2022.
4. Social media influencers: An effective marketing approach? *Journal of Business Research*, May 2023.
5. Banerji, R., Singh, A. (2024). Do social media marketing activities promote customer loyalty? A study on the e-commerce industry. *LBS Journal of Management & Research*.