



INTERNATIONAL RESEARCH JOURNAL OF HUMANITIES AND INTERDISCIPLINARY STUDIES

(Peer-reviewed, Refereed, Indexed & Open Access Journal)

DOI : 03.2021-11278686

ISSN : 2582-8568

IMPACT FACTOR : 8.428 (SJIF 2026)

The Emergence Of Influencer Marketing And Its Impact On Service Sector

Anjali

Student,

PG Department of Commerce & Business Innovations,

SCD Government College,

Ludhiana (Punjab, India)

E-mail: 1111anjaliibhati@gmail.com

DOI No. [03.2021-11278686](https://doi.org/10.2021-11278686) DOI Link :: <https://doi-ds.org/doi/10.2026-83221256/IRJHIS2604024>

ABSTRACT:

The Accelerated growth of digital technologies has led to influencer marketing becoming a popular promotional tool, particularly in the service sector. Influencer marketing relies on social media personalities to shape consumer's views and opinions, boost brand visibility and affect purchasing decisions. Its increasing relevance in India reflects the expansion of social media usage and changing consumer preferences toward digital content and peer recommendations.

The comparative assessment of influencer marketing platforms in India emphasizes momentous distinction in terms of scope, engagement, and functional utility. According to recent digital reports (DataReportal, 2025; Reuters, 2026), YouTube has the largest estimated user reach in India, followed by Instagram and Facebook, while Twitter maintains a comparatively smaller audience base.

In spite of YouTube's extensive reach, Instagram emerges as the most supreme platform for influencer marketing due to its visually oriented interface and higher engagement metrics. Features such as Reels enable rapid dissemination of promotional content and encourage active audience interaction. On the other hand, YouTube contributes substantially to building consumer trust by offering detailed content such as product evaluation, tutorials, and authentic-user experiences. Facebook continues to play a supporting role, while its influence is gradually declining, while Twitter (X) has limited applicability for influencer-driven promotions.

In terms of sectoral impact, influencer marketing has shown strong effectiveness across various service industries. In the tour and travel sector, influencers enhance tourist perception, choices and guide Their choices and promoting experiential tourism through visual storytelling. In financial services, influencers contribute to improving financial literacy, building trust, and clarify easily complex financial products for consumers. Similarly, in the hotel and restaurant sector, influencer marketing promotes customer interaction, enhances brand reputation and significantly influences dining and accommodation choices through feedback and immersive content. The research finds that while platform reach remains important, engagement levels, content layout and sector-oriented applicability play a more critical role in determining the effectiveness of influencer marketing in the service sector.

Keywords: *Influencer Marketing, Social media platforms, Service industry marketing, Tourism and Hospitality, financial services.*

I. INTRODUCTION:

In the recent digital Era marketing practices have experienced a significant transformation due to quick technological advancements and the broad adoption of the internet. According the researchers traditional marketing is not workable (Edelman, 2010). The emergence of influencer marketing is nearly connected with changes in consumer behaviour. Latest consumers often search for online reviews and rating before making any purchase decision. The growing popularity of influencer marketing has also been determined by the increasing level of trust among consumer in peer recommendation. Researchers finding indicates that reliability, authenticity and engagement are play important role of influencers (InSasotya Pratama, L., et al.,2025). Today era influencer marketing has become important for the promotion of services. Tourism, hospitality, healthcare, banking and education are the important service sector which are influenced by this kind of marketing. Services are intangible in nature and consumer cannot examined it physically before making purchase decision which create doubt among consumer about the quality of services so consumers relay on influencers recommendation before make purchase decision. Social media platforms have substantially increased the exposure and effectiveness of influencer marketing in modern era (Kaplan & Haenlein, 2010). Influencer Marketing will gain more importance for business operation in the future. (Diana Karakas, Harvie Zovko, 2024). Additionally, the rapid growth of social media platforms has provided a powerful space for influencers to connect directly with a large audience. Influencers act as opinion leaders who shape consumer perceptions by means of their personal experiences and content. In the service sector, where risk and uncertainty are higher, influencer recommendations play a pivotal role in reducing perceived risk. Even though, the efficiency of influencer marketing depends on reliability and visibility. (Audrezet et al., 2020). Our study Highlights how influencer marketing modify consumer perceptions and purchase intentions in service industries. Its also emphasize how businesses effectively use influencers to improve their brand credibility, involvement and reach. This study aims to investigate the growing role of influencer marketing in today's digital landscape. It focuses on understanding how influencer marketing has growing as a powerful tool for brands to connect with their audience. The study also measures different influencer marketing platforms available in India, highlighting how they function and their effectiveness in reaching consumers.

II. OBJECTIVES OF THE STUDY:

The present secondary study aims to achieve the following objectives:

- 1.To examine the emergence and growing important of influence marketing in the digital era.
- 2.To analyse the role of influencer marketing in shaping consumer perception, trust and purchase decision in the service sector.
- 3.To provide a comparative analysis of major influencer marketing platforms in India, such as Instagram, YouTube, Facebook, and Twitter (X).

4.To study the impact of influencer marketing on selected service sectors, namely tourism and travel, hotel and restaurant, and financial services.

III. LITERATURE REVIEW:

The literature review in this paper focuses on combining existing research and published reports related to influencer marketing. As this study is based on secondary data, the review aims to present a clear understanding of how influencer marketing has emerging and the role it plays in shaping consumer behavior across various industries. By reviewing prior studies, industry reports, and academic articles, this section analyze the strategies, platforms, and effectiveness of influencer campaigns, particularly in tourism, hospitality, and financial services.

1.Tanwar et al. (2021) conducted a structured literature review integrate academic research on influencer marketing from 2008-2019. It emphasizes key themes like para- social connections, influencer credibility and virtual customer interaction. Even though not specific to service sectors, the review frames how influencer marketing has been studied – across industries – including services- highlights involvement as the core apparatus through which influencers affect consumers.

2. Joshi et al. (2025) provide an in-depth study of social media influencer marketing. This extensive paper study on social media influencer marketing .key findings include Reliability, sponsorship effect when evaluating influencer outcome in service sector.

3.Rahman, K. T. (2022) proposes highlight a model linking different types to consumer mimicry effect indicating that the type and scale of influencer can differently shape behaviour for service marketing. This represent that micro and nice influencer may deliver better interaction and loyalty for region specific service offering then macro influencer alone.

4.Anjos et al. (2022) conducted an observation-based study focused on the restaurant sector detecting that influencer marketing on Instagram positively coordinate with increased interest in dining at proselytize restaurants. Most dimensions of influencer content manifest statistically momentous effect on consumer intention to visit restaurants.

5.Migkos et al. (2025) used experimental research to show that influencer marketing strengthens customer trust, brand interaction, and loyalty in digital service environments. The study findings suggest that validity content quality and trust play and significant rolling influencing customer decision are authenticate and create valuable content people are more likely to trust them.

6.Hudders & De Jans (2023) present a systematic review of prior research on influencer marketing and its impact on consumer behavior. The authors inaugurate that influential marketing play significant role in shaping how people make decision how they feel about brands and whether they decide to buy product or service. Yet this study does not only focus on service sector but still it’s finding are relevant. It shows that factor like trust and creditability of influences strongly influence consumer choice.

7.Dewangan et al. (2022) explain how influencer marketing operates when influencers collaborate

with brands. The researchers emphasize that credibility and transparency are important for obtain customer trust and involvement. This trust become significant inservice sector where decisions like booking hotels and planning travel depend on authenticate information.

8.Bhardwaj et al. (2024) conducted organized literature review and found that influencer marketing significantly play a essential role in shaping consumer decision-making, brand attitudes, and purchase intention. The study emphasize trust and credibility as key factors effecting consumer behaviour. While it is not limited to the service sector, the findings are highly relevant, as consumers rely on influencer opinions in service decisions like hotel bookings and dining.

IV. RESEARCH GAP:

Although existing studies offer valuable findings into influencer marketing, most of them analyse it in a broad context or focus on only one industry at a time. Limited research explores how influencer marketing jointly influences multiple service sectors—such as tourism, hospitality, and financial services—especially within the Indian market. Further more, there is a noticeable lack of comparative examination of different social media platforms, including Instagram, YouTube, Facebook, and Twitter, with respect to their effectiveness in service-based industries. Because services cannot be physically evaluated and involve higher perceived risk, understanding platform-wise influence on consumer trust and decision-making becomes crucial. This gap highlights the need for a comprehensive and comparative study, which the present research aims to fulfil.

V. RESEARCH METHODOLOGY:

The Service sector has a major Contribution to the GDP of the country. This paper examines the impact of influencer marketing on the travel & tourism, hotel and financial sectors. This paper is descriptive in nature. The data used in this study is collected from secondary sources such as research paper, articles, journals government website and other online resources.

5.1: Timeline of Influencer Marketing.

The timeline of influencer marketing show the transformation from traditional celebrity endorsement to modern digital influencer which is enabled by social media platforms.

Table 1. Timeline of the Evolution of Influencer Marketing.

Year	Impact on marketing
1890	Celebrities and well known personalities started appearing in print advertisement to promote products.
1920	Film actors were increasingly used in product recommendations.
1930	Radio advertisements enabled celebrities to influence consumers through voice promotions.
1950	Television advertisement increased the use of celebrity promotion globally.

1955	Paul lazarsfeld and Elihu Katz introduce the two step flow of communication theory,which explains how people are influence by opinion leaders.
1990	Due to advancement of internet online communities began influencing consumer behaviour.
1999	Blogging platforms allowed individuals to share product review.
2004	Launch of Facebook and other social networking platforms began enabling peer to peer influence.
2005	Launch of YouTube video creators began influencing audiences.
2006	Launch of twitter enable users to communicate directly with each other.
2010	Launch of Instagram created new opportunities for influence marketing.
2015	Marketing research study indicates that micro influencers became popular due to higher credibility.
2016	Global influencer marketing industry value at \$1.7 billion.
2020	Influencer marketing industry grow upto\$9.7 billion globally.
2023	Global influencer marketing industry reached around \$21.1 .

Influencer Marketing Hub. (2023).

5.2 Comparative View of Influencer Marketing Platforms in India.

The comparative assesment of influencer marketing platforms in India empasize significant differences in terms of reach, engagement, and functional utility.

Table 2. key Functional Metrics and Reach of Leading Social Media Platforms in India.

Aspect	Instagram	YouTube	Facebook	Twitter
1.Approximate reach in india	Approximate 400~480 million users.	Approximate 490~500 million users.	Approximate 400 million users.	Approximate 20~25million users.
2.Typeofcontent	Instagram includes short video, reels and visual post.	It contains the combination of both long term and short videos.	Mix of content including text updates, images video for both information and. Promotional communication.	It includes short messages like tweets.

3.Influencer marketing	It is the mostly used platform.	Highly used for detailed content.	Moderate level.	Less usage for marketing purposes.
-------------------------------	--	--	------------------------	---

Source: N, H. (2025, December). Top 10 social media platforms in India 2026. Coralbees.

According to recent digital reports, YouTube holds the largest estimated user reach in India, followed nearly by Instagram and Facebook on the other hand Twitter (X) maintains a comparatively limited audience base according to the study of Data Reportal, 2025; Reuters, 2026.

Despite YouTube’s extensive reach, Instagram arises as the most dominant platform for influencer marketing due to its visually interface and higher engagement rates. The platform’s emphasis on short-form content, particularly through features such as Reels allow promotional messages to spread quickly and attract audience interaction. On the other hand, YouTube plays a crucial role in building consumer trust by giving detailed and informative content, including product reviews, tutorials, and reallife experiences. Facebook still perform as a significant platform but its impact on influencer marketing is gradually decreasing in comparison to new platforms. twitter has relatively limited use in influencer marketing.

5.3 Impact of Influencer Marketing in Travel and Tourism Sectors.

Influencer marketing has significantly modified the travel and tourism industry, shifting it away from traditional travel agency models in the direction of recommendation- based economy energized by peers. Influencers act as modern digital guiders using their integrity to connect ambitious travel experiences with real-life possibilities. By presenting visually striking and shareable content of destinations, they can quickly metamorphose lesser-known or hidden locations into trending hotspots. This advancement has altered how travellers plan trips; instead of relying primarily on search engines. Now firstly they turn to social media, where the endorsement of a trusted influencer helps lower the uncertainty of exploring unfamiliar destinations. Travellers recognize influencer content as more reliable than traditional advertisements. 60% of travellers describe that they depend on influencer reviews before making any bookings. This creates a direct link between influencer credibility and consumer behaviour. (Hospitality Net, 2023).

Table 3. Consumer Engagement and Decision-Making Statistics in the Travel Industry.

Impact of influencer marketing in travelling sector	Percentage
1.Travellers influenced by social media content when planning trips.	90 %
2.Travellers using social media to seek travel ideas during leisure time.	75%
3.Travellers relying on social media for travel inspiration and trip planning.	72–85%

4.Travellers influenced by user-generated content when making booking decisions.	56%
5.Travellers who have booked trips based on content discovered on social media.	52%
6.Travellers who trust influencer reviews more than traditional advertisements.	61%
7.Destination marketing campaigns that involved influencers in 2023.	78%
8.Travel brands acknowledging influencer marketing as effective in campaign planning.	74%
9.Tourism brands using influencer marketing to reach young audiences such as Gen Z.	73%
10.Tourism brands that increased their influencer marketing budgets in 2023.	52%

Source: Fan, R. (2023, January 20). Social media's rising influence on the travel industry.

5.4 Impact of Influencer Marketing in Hotel and Restaurant Sector.

Influencer marketing has become an essential strategy for hotels to connect with prospective customers in today's digital era. Traditional marketing methods are not much sufficient to attract modern travellers mainly Gen Z, who depend heavily on social media for travel inspiration. Influencers who are individuals with a strong online existence and loyal followers act as trusted voices that can construct customer perceptions. When a hotel collaborates with an influencer then hotel gains trustworthy exposure to a targeted audience and attract higher involvement and interest compared to traditional advertisements. Influencer marketing intensify a hotel's reputation and reliability. In the hospitality industry, trust and positive perception are critical because customers want assurance of quality and service before visiting hotels. Influencers provide honest reviews and share their personal experiences which act as reliability. When people observe someone they look up to—like a popular influencer or having a great experience at a hotel it sends a strong, message. This creates trust and makes the hotel services more reliable and special. This can be valuable for new as well as smaller hotels who want to establish a strong market visibility. With the help of influencer marketing the hotels get more booking and earn more money. Influencers often share booking links, discount codes, or special offers in their accounts which makes it convenient for their followers to book right away. It converts the interest into actual bookings. Hotels can also collaborate with influencers to reach the targeted audience. statistically data showing the impact of influencer marketing in hotel and restaurant sector are as follow.

Table 4. Impact of Influencer Marketing on Hotel Selection and Booking Intent.

Impact of influencer marketing in hotel and restaurant sector	Percentage
1. Consumers whose hotel choice is directly affected by social media influencer endorsements.	56%
2. Travellers who say social media posts impacted their hotel booking decisions.	78%
3. Travellers who use social media platforms to get recommendations about hotels.	52%
4. Travellers discover new hotels through social media influencers.	33%
5. Travellers book hotels based on review or recommendations from influencers.	28%
6. Restaurant visitors say that social media posts influence their choice regarding the restaurant.	33%
7. Younger customers (18–24) are more like to visit a restaurant after checking an influencer post.	37%
8 Hospitality marketers use influencer marketing to reach target audiences.	45%
9. Hotels now collaborate with travel influencers as part of their marketing strategy.	49%

Source: Reynolds, E. (2025, January 22). The state of influencer marketing in the hospitality sector. Forbes.

5.5 Impact of Influence Marketing in Financial Sector.

Influencer marketing is a modern approach where financial brands collaborate with social media personalities, bloggers, or online experts to promote their financial services. In the financial services sector includes banks, insurance companies, investment platforms, fintech apps, and other financial institutions. Influencers act as intermediaries between financial brands and consumers it shows the services appear more trustworthy and attainable. Influencer marketing is becoming significant because financial products are complex in nature and many consumers find traditional advertisements confusing or untrustworthy. Influencers simplify this information and share Their personal experiences and provide guidance to their followers that they can easily understand.

One of the major impacts of influencer marketing in financial services is increased knowledge of financial products and services. For example, a finance influencer may create a short video describing how a retirement plan works or shows a step-by-step guideline for using an investment app. Research shows that 30–50% of young investors follow financial influencers to gain information about financial products before making decisions.

Influencer marketing helps to build trust and reliability for financial brands. Trust is essential in finance because consumers are cautious about where they invest their valuable money. Most of young consumers rely on financial influencers that they perceive as authentic and knowledgeable. A previous study found that 74% of young consumers aged 18–29 trust the financial advice of influencers more than traditional advertisements. After seeing an influencer review about a mobile banking app or investment platform, followers may download this app and open a new account for starting investing activities, statistically showing the impact of influencer marketing in financial services.

1. 33% of financial institutions use influencer marketing to access younger audiences.
2. 68% of consumers trust financial influencers' recommendation for financial services.
3. 75% of financial service marketers believe influencer collaborations enhance their brand accessibility.
4. 48% of financial institutions adopt influencer marketing to target younger audiences.
5. 42% of financial marketers allocate part of their marketing budgets to influencer marketing.
6. 48% of consumers trust influencers' advice regarding the financial services.

Source: Cardoso et al. (2024).

VI. CONCLUSION:

The evolution of influencer marketing has changed the marketing era. This study highlights that influencer marketing has developed as a powerful tool in the tourism, hotel and financial sector which transform traditional marketing methods. Now consumers trust on authentic online recommendations, and experiences shared by influencers before making travel or hotel-related decisions. Influencer collaborations do not only create awareness but also directly encourage bookings and revenue through promotional codes, direct links. Broadly the findings of our paper suggest that hotels, restaurants, and tourism businesses that use influencer marketing into their marketing strategies can gain higher consumer trust which improve their brand image and increase revenue. Although, the success of such campaigns depends on influencers whose reliability aligns with the brand values.

VII. REFERENCES:

1. Arora, A., et al. (2019). Measuring social media influencer index—Insights from Facebook, Twitter and Instagram. *Journal of Retailing and Consumer Services*, 49, 86–101.
2. Audrezet, A., et al. (2020). Authenticity under threat: When social media influencers need to go beyond self-presentation. *Journal of Business Research*, 117, 557–569. <https://doi.org/10.1016/j.jbusres.2018.07.008>.
3. Babu, M. A., et al. (2025). The impact of influencer marketing in the tourism industry: A digital marketing perspective. *PLOS ONE*, 20(12), e0338423. <https://doi.org/10.1371/journal.pone.0338423>.

4. Bishnoi, S., & Anand, S. (2025). Impact of influencer marketing in context of India. *International Journal of Research in Commerce and Management Studies*, 7(3), 593–613. <https://ijrcms.com/abstract/613/>.
5. Cardoso, António, et al. “The Influence of Digital Influencers on Generation Y’s Adoption of Fintech Banking Services in Brazil.” *Sustainability*, vol. 16, no. 21, 2024, Article 9604, <https://doi.org/10.3390/su16219604>.
6. Dewangan, J. K., et al. (2022). A study on social media influencer and consumer purchase intention. *EPRA International Journal of Multidisciplinary Research*. <https://doi.org/10.1504/ijbex.2022.10045019>.
7. Edelman, D. C., et al. (2010). Edelman Trust Barometer 2010. <https://www.edelman.com/sites/g/files/aatuss191/files/2018-10/2010->.
8. Ernst & Young India. (2024). The state of influencer marketing in India: How influencer marketing is impacting brands. EY Global. https://www.ey.com/en_in/media-entertainment/influencer-marketing-report-2024.
9. Fan, R. (n.d.). Social Media’s Rising Influence on the Travel Industry Fanner.(2023). <https://www.hospitalitynet.org/opinion/4114532/social-medias-rising-influence-on-the-travel-industry..>
10. Hasanudin, H. (2023). The role of social media in influencing investment decisions in the millennial generation. *Jurnal Multidisiplin Sahombu*, 3(1), 124–130. <https://doi.org/10.58471/jms.v3i01.1967>.
11. Hasrath, N. (2025, December). Top 10 social media platforms in India 2026. . <https://coralbees.com/top-social-media-platforms-in-india>
12. Hudders, L., & De Jans, S. (2023). How influencer marketing shapes consumer behavior: A methodical review. *International Journal of Advertising*.
13. Hussain, K., et al. (2024). From likes to luggage: The role of social media content in attracting tourists. *Heliyon*, 10(e38914), 1–14. <https://doi.org/10.1016/j.heliyon.2024.e38914>.
14. Influencer Marketing Hub. (2024). The State of Influencer Marketing 2024: Benchmark Report. <https://influencermarketinghub.com/influencer-marketing-benchmark-report>.
15. Jimenez, M. A. S., et al. (2024). Evolution of the impact of social media in hospitality: A bibliometric analysis. *Journal of Destination Marketing & Management*, 31, 1–13. <https://doi.org/10.1016/j.jdmm.2024.100868>.
16. Joshi, Y., et al. (2025). Evaluating influencer outcomes in the service sector: The sponsorship effect and reliability. *Journal of Retailing and Consumer Services*. <https://springer.com/article/10.1007/s10660-023-09719-z>.
17. Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and

- opportunities of social media. *Business Horizons*, 53(1), 59–68. <https://doi.org/10.1016/j.bushor.2009.09.003>.
18. Karakaš, D., et al. (2024). Influencers and influencer marketing – indispensable part of the business of modern companies. *Mednarodno Inovativno Poslovanje = Journal of Innovative Business and Management*, 16(1), 1–8. <https://doi.org/10.32015/JIBM.2024.16.1.6>.
19. Khamis, S., Ang, L., & Welling, R. (2017). Self-branding, ‘micro-celebrity’ and the rise of Social Media Influencers. *Celebrity Studies*, 8(2), 191–208.
20. Kılıçarslan, D., & Caber, M. (2026). Key social media travel influencer traits impacting followers’ tourist behavior. *Journal of Hospitality and Tourism Technology*. <https://doi.org/10.1108/JHTT-07-2025-0588>.
21. Liu, H., & Wu, L. (2024). The effect of influencer-generated content on hotel booking intentions among Gen Z travellers. *Tourism Management Perspectives*, 51, 101235. <https://doi.org/10.1016/j.tmp.2024.101235>.
22. Migkos, S. P., et al. (2025). Impact of influencer marketing on consumer behavior and online shopping preferences. *Strategic Innovative Marketing and Communications*.
23. Pan, Y., et al. (2025). The impact of influencer marketing in the tourism industry: A digital marketing perspective. *PLOS ONE*, 20(12), e0338423. <https://doi.org/10.1371/journal.pone.0338423>.
24. Pratama, S., Agustina Maureen Nelloh, L., & [any additional authors if listed]. (2025). Leveraging influencer marketing in higher education: Key roles, sectors, platforms, and influencer types for institutional branding. <https://doi.org/10.33050/sabda.v4i2.847>.
25. Rahman, K. T. (2022). Consumer mimicry of sports influencers on social media: How influencers’ traits influence buying behaviour. *Journal of Creative Communications*.
26. Reynolds, E. (2025, January 22). The State Of Influencer Marketing In The Hospitality Sector. *Forbes Business Council*. Retrieved from <https://www.forbes.com/councils/forbesbusinesscouncil/2025/01/22/the-state-of-influencer-marketing-in-the-hospitality-sector>.
27. Statista. (2025). Social media platforms influence consumer behavior and marketing trends in India. <https://www.statista.com>.
28. Tanwar, A. S., Chaudhry, H., & Srivastava, M. K. (2021). Influencer marketing as a tool of digital consumer engagement: A systematic literature review. *Indian Journal of Marketing*. <https://www.researchgate.net/publication/356883260>.
29. TravelBoom Marketing. (2025). 2025 global hospitality & digital trends report: The impact of social media and influencers on traveller and diner behavior. <https://www.travelboommarketing.com/2025-hospitality-trends-report/>.
30. Vasquez, H., & Cross, D. (2024). The effects of social media on investment decisions within an online community. Elsevier BV. <https://doi.org/10.2139/ssrn.4765619>.