



„Constantin Brâncuși” University of Târgu Jiu  
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# INFLUENCER MARKETING AND TRUST: DO CONSUMERS REALLY TRUST?

## Author:

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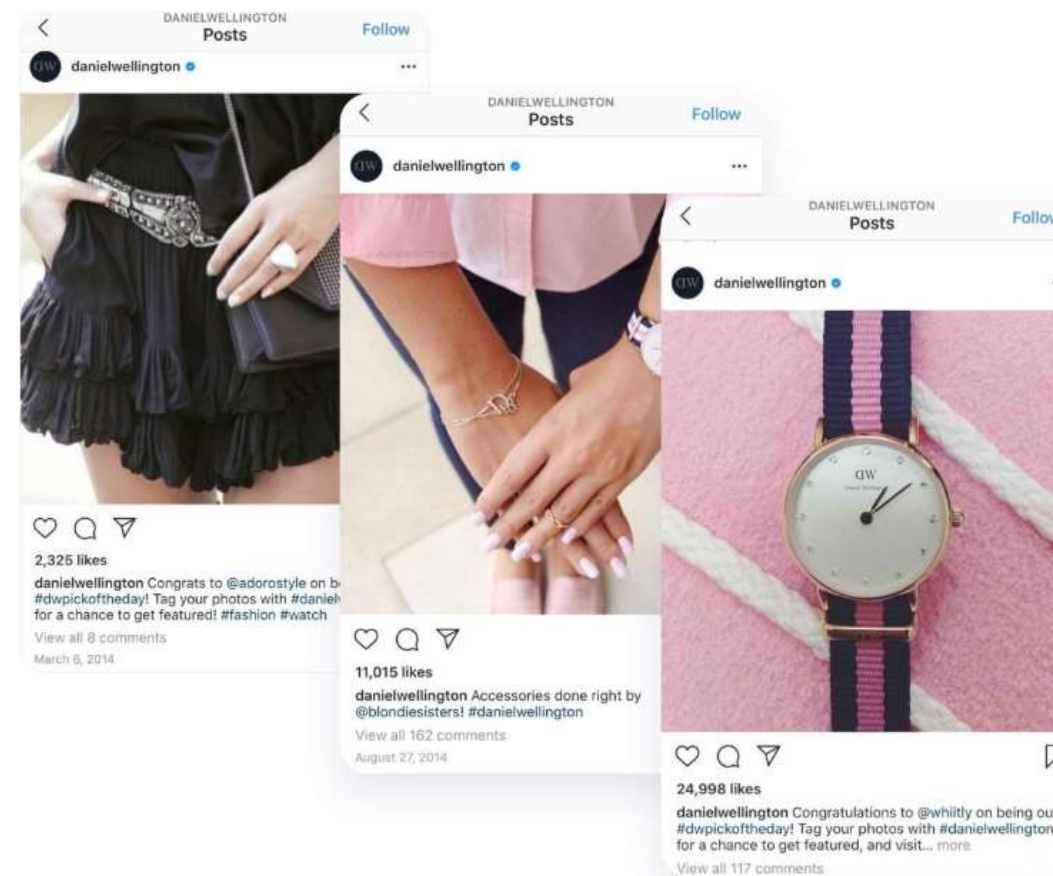


**In the era of digital transformation, influencer marketing has emerged as a powerful tool for brands seeking to connect with consumers through more authentic and relatable communication channels. Platforms such as Instagram and TikTok have enabled influencers to shape consumer perceptions, attitudes, and purchasing decisions.**



# DW Daniel Wellington

DW became globally recognizable largely through influencer marketing rather than traditional advertising. The company partnered with thousands of influencers — from celebrities to micro-influencers — who posted aesthetically pleasing photos wearing the watches in everyday situations such as traveling, studying, fitness, or fashion content.





## AIMS of the paper:



**Examine the complex relationship between influencer marketing and consumer trust**



**Investigate whether influencers are perceived as credible sources of information, how trust is built or eroded, and what implications this has for marketing effectiveness**



## FRAMEWORK

Source credibility theory	Parasocial interaction	Social proof
Trust is influenced by perceived expertise, attractiveness, and trustworthiness of the communicator	How consumers develop one-sided emotional relationships with influencers, which can enhance perceived trust and relatability	Role in reinforcing trust, as large follower counts, likes, and positive engagement can signal credibility to potential consumers

## Methodology:



Primary data collected through structured surveys distributed to a sample of social media users



**DESCRIPTIVE  
ANALYSIS**

QuestionPro

**COMPARATIVE  
ANALYSIS**

QuestionPro



Descriptive and comparative analyses will be conducted to identify patterns and differences across demographic groups.



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**THANK YOU!**

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