



# International Journal of Research Publication and Reviews

Journal homepage: [www.ijrpr.com](http://www.ijrpr.com) ISSN 2582-7421

## Research Paper on The Role of Influencers Marketing in the FMCG Industry.

*Abdul Bari<sup>1</sup>, Dr. Hitesh Kesarwani<sup>2</sup>*

<sup>1</sup>UG Student, <sup>2</sup>Asst. Professor.

Amity Business School, Amity University.

### ABSTRACT:

This paper investigates the influence of influencer marketing on consumer behaviour in the FMCG industry with the help of descriptive statistics and regression analysis. For the analysis we collected primary data in the form of Google survey questionnaires, total 100 responses has been collected and analysis is performed on the same. The results of the analysis show that 72% of respondents have made purchases of FMCG products based on recommendations from influencers, with the perceived influence level being the strongest predictor of buying behaviour. Although 81.2% of respondents recognize influencer marketing, this awareness does not significantly affect sales

Key elements that enhance the credibility of influencers include authenticity (29%), engagement (28%), and follower count (20%). Celebrities (46.5%) and macro-influencers (35.6%) are regarded as the most reliable sources, yet trust in the type of influencer does not directly translate to purchases. The model of the variance in FMCG purchases, suggests that other factors like pricing, brand loyalty, and personal preferences are also crucial in consumer decision-making.

The research underscores that brands should partner with convincing influencers who build trust and engagement rather than concentrating solely on increasing awareness. The outcomes imply that while influencer marketing is a potent strategy, it should be used in conjunction with other methods to enhance its effectiveness. Future studies should investigate additional elements affecting FMCG purchasing choices, such as emotional ties, purchasing capability, and brand perceptions, to achieve a more thorough insight into consumer behavior.

Keywords: Influences, Marketing, FMCG, Regression analysis, Product development.

### 1: Introduction:

Influencer marketing has become a potent tactic within the fast-moving consumer goods (FMCG) industry, utilizing social media platforms to effectively connect with and engage target audiences. This method not only boosts brand exposure but also nurtures genuine relationships between consumers and products, influencing buying choices in a highly competitive marketplace. By partnering with influencers who align with their target audience, brands can craft customized content that directly addresses consumers' preferences and lifestyles, ultimately resulting in greater brand loyalty and increased sales.

Influencer marketing has come out as a remarkable technique in the FMCG sector; it is also impacting consumer behaviour and brand loyalty. The increasing reliance on digital platforms has improved interactions between influencers and customers, influencing purchasing choices and brand recognition (Ali & Mehmood, 2023). In saturated markets, brands use influencer collaborations to boost visibility and build consumer trust, making influencer marketing an essential aspect of contemporary marketing strategies (Bansah et al., 2023).

Studies show a strong link between influencer marketing and consumer loyalty, revealing that consumers tend to make repeat purchases of FMCG products that are promoted by trusted influencers (Kiarie, 2018). Viral marketing strategies, commonly used by influencers, have also played a role in enhancing brand loyalty by creating deep consumer-brand connections through engaging and shareable content (Mukherjee et al., 2023). Furthermore, digital marketing approaches have notably influenced brand recognition, especially among multinational FMCG companies, where partnerships with influencers assist brands in establishing a worldwide presence (Nipa et al., 2024).

New businesses and rising FMCG brands are increasingly turning to influencer marketing to gain consumer trust and create credibility in competitive environments (Wulandari & Assidiq, 2023). By harnessing the reach and engagement of influencers, these firms can effectively access target audiences and boost sales.

This research intends to evaluate the impact of influencer marketing on consumer behavior and brand loyalty within the FMCG sector by examining prominent influencer strategies, consumer perceptions, and market results. In this study, we will use the mixed methodology, integrating survey-based

primary data collection and case studies to offer insights into the efficacy of influencer-driven campaigns in the FMCG realm. The results will enhance our understanding of how FMCG brands can refine their influencer marketing strategies to improve consumer engagement and maintain a competitive edge.

## 2: Literature review:

This portion of the paper provides a theoretical overview crucial to the study; this chapter discusses the various concepts related to the research topic. This explores the relationships between the variables being studied. Following this, the chapter presented a review of empirical research conducted by different researchers in this area. The chapter concluded with a summary of these empirical studies, emphasising the existing research gap. Several theories, including associative learning theory, source credibility theory, and the match-up hypothesis, theoretically outlined the relationship between influencer marketing and consumer loyalty in the context of FMCGs. This section examined these theories, their applicability to this research, and the critiques they have faced. Conditional learning theory, introduced by Pavlov (1902), is a psychological concept that describes how people establish associations between various stimuli, such as environmental signals and behavioural reactions. This theory illustrates how individuals learn to link one stimulus with another through classical conditioning (McLeod, 2018). It is founded on the idea that learning occurs by linking a neutral stimulus to a significant one, resulting in a conditioned response to the neutral stimulus. According to this theory, individuals learn to associate different stimuli with specific responses, which can become automatic over time. This theory significantly influences our understanding of a wide range of behaviours, from basic reflexes to more intricate cognitive activities. A famous example of associative learning from Pavlov's classical conditioning experiment demonstrates how a dog associated the sound of a bell with being fed (Pavlov, 1927). Conditional learning theory is relevant to this research as it explains how consumers develop associations between products and specific stimuli. Continuous exposure to a brand or product can result in the establishment of favourable associations, thereby enhancing loyalty toward the product, as suggested by the theory. Influencers can act as motivation that introduces customers to a product, boosting the development of positive relationships and leading to an increase in brand loyalty. This is particularly vital in the FMCG sector, where consumers frequently make repeat purchases. Consequently, utilising influencers for product promotion can be an effective strategy for cultivating long-term consumer loyalty.

The source credibility theory was first introduced by Hovland and Weiss in 1951 to demonstrate how the source of a message affects its persuasive power. This theory indicates that the credibility of a source can be evaluated based on three primary components: expertise, trustworthiness, and attractiveness. It describes how individuals use these criteria to determine the credibility of a message (Hovland & Weiss, 1951). Expertise refers to the recognised knowledge and skill of the source related to the subject matter. Trustworthiness relates to the perceived honesty, integrity, and sincerity of the source. Attractiveness involves the perceived likability, relatability, and physical appeal of the source. The theory suggests that as the perceived levels of expertise, trustworthiness, and attractiveness increase, so does the persuasive effectiveness of the message. This theory has found applications in various domains, such as advertising, political communication, and health communication (Hovland & Weiss, 1951). The source credibility theory plays a crucial role in comprehending how source characteristics affect persuasive communication. This study is relevant to the source credibility theory, as it can be expected that the perceived credibility of influencers will significantly affect consumer loyalty. As consumers in the FMCG sector evaluate the trustworthiness, expertise, and attractiveness of influencers promoting products or brands, those influencers viewed as credible information sources are likely to have a more substantial impact on fostering consumer loyalty. According to this theory, consumers generally exhibit greater loyalty when they perceive the information source, in this case, the influencer, as credible and dependable.

The empirical research collectively offers insights into the dynamics of influencer marketing and its effects on consumer behavior, purchase intentions, and loyalty within the context of fast-moving consumer goods (FMCGs) across different regions. Saima and Khan (2020) emphasize both the direct and indirect impacts of influencer credibility, pointing out the significance of trustworthiness, information quality, and entertainment value in shaping consumers' buying intentions. Their research highlights the mediating role of credibility, laying important groundwork for comprehending how influencer characteristics affect consumer behaviour. Kecek, Cikovic, and Posavec (2022) investigate students' perceptions of influencers, showing the varying influence of demographic factors on attitudes towards influencer marketing. This indicates the necessity for tailored strategies based on the characteristics of the target audience. Belanche et al. (2021) explore the alignment between influencers and products, demonstrating how this congruence affects product attitudes, purchase intentions, and recommendations. Their research stresses the importance of matching products with influencers to enhance the effectiveness of influencer marketing. The study by Moodley and Machela (2022) gives a broader perspective, focusing on the importance of social media influencers in the South African market and their influence on consumer behaviour and product life cycles. The author's review-based approach offers a comprehensive look at the role of social media influencers (SMIs) across diverse industries, encouraging further investigation into the effectiveness of influencers across different product categories. The research by Omoregie et al. (2019) broadened the analysis to incorporate customer loyalty in the banking sector, recognising key components that affect loyalty intentions, such as satisfaction, service quality, and trust. Chesula (2021) specifically investigates influencer marketing strategies and their effects on customer satisfaction, demonstrating how different elements of relationship marketing contribute to positive customer experiences. This emphasizes the perspective of using influencer marketing to improve customer satisfaction, which is an antecedent to loyalty. Author Cheserem (2016) investigated marketing mix strategies within the fast-food industry, offering crucial insights into customer engagement, branding, and loyalty. Although not directly related to influencer marketing, this study focuses on broader marketing strategies that impact customer loyalty. Influencer credibility stands out as a key component driving consumer purchase intentions and loyalty, emphasizing the importance of trustworthiness, information quality, and congruence. The demographic context has the potential to influence these effects, indicating the necessity for customised influencer strategies based on variables such as age and educational level. A key similarity that arises from the empirical studies is the critical role of trust, credibility, and alignment in the influence of influencer marketing on consumer behaviour and loyalty. The studies collectively lay the groundwork for understanding the complex effects of influencer marketing, which encompasses influencer characteristics, congruence, relationship

marketing elements, organisational contexts, and demographic factors. Nevertheless, despite these valuable insights, there remain several knowledge gaps in the current literature. The influence of influencer marketing on customer loyalty in specific sectors, like the fast-food industry (Cheserem, 2016), has not been thoroughly investigated. While the research provided insights into various cultural contexts, a deeper understanding of how influencer marketing affects customer loyalty in differing cultural settings was still needed. This study aims to fill those gaps by exploring the impact of influencer marketing in the FMCG sector. By addressing these components collectively, the study intended to offer a comprehensive understanding of influencer marketing's contributions to the FMCG industry, thereby crucially improving the existing body of knowledge and assisting marketers in crafting more effective strategies. By considering the local context, the study contributed to a more thorough understanding of the impact of influencer marketing on the FMCG industry.

### 3: Research Methodology:

3.1: This chapter outlines the methods used for gathering and analysing data to reach the objectives of the study. It covers the research design, target population, sampling methods, data collection techniques, and analysis strategies applied in this research.

3.2: Research Approach: In this study, we employed a descriptive research approach aimed at addressing the "what" dimension of influencer endorsement within the FMCG sector. This method effectively explores the relationships between influencer marketing, product quality, brand reputation, customer service, and consumer loyalty. It allows for a systematic exploration of these factors in their natural context, providing insights into real consumer behavior and the complexities of influencer marketing initiatives (Creswell, 2014).

3.3: Study Population The population for the study includes the specific group under examination, which represents the complete set of individuals, objects, or events that possess distinct characteristics pertinent to the interests of the researcher.

3.4: Sample and Sampling Methods A sample refers to a selection of individuals, items, or elements drawn from a larger population. Sampling aims to enable inferences about the entire population based on the properties observed within the sample. Since analyzing the whole population is often unfeasible, researchers use sampling to make conclusions that accurately represent the population. In this investigation, 100 participants were surveyed, and a questionnaire was administered via Google Links.

3.5: Data Gathering This research utilized primary data collection approaches to obtain data for analysis. Structured questionnaires were distributed through online surveys to selected participants. The survey contained 11 statements intended to assess the degree of reliance on influencer marketing in FMCG purchasing decisions, total 100 responses are collected and analysis is done on the same. The researcher collected participants' contact details and sent the survey link through WhatsApp. Respondents were allotted one week to respond to the questions correctly. Upon completion, participants submitted their answers, which were compiled and organized in a Google Sheet for subsequent analysis.

### 4: Analysis & Interpretation:

The collected data was analysed with the help of descriptive statistics to highlight important trends and patterns. To improve clarity & bar charts were used for data visualisation, enabling a better comprehension of response patterns.

To investigate the relationship between influencer marketing & the FMCG Industry, .

#### Analysis of Influencer Marketing in FMCG Purchasing Decisions

The results of the survey demonstrate that influencer marketing plays a significant role in influencing consumer buying behavior within the fast-moving consumer goods (FMCG) industry. A notable 72% of participants reported buying an FMCG product based on an influencer's recommendation, emphasizing the effectiveness of this marketing approach. This indicates that endorsements from influencers are vital in shaping consumer preferences and boosting sales in the sector. Additionally, there is a high level of awareness regarding influencer marketing, with 81.2% of respondents expressing familiarity with the concept. This broad recognition implies that influencer marketing has established itself as a prominent promotional tool that consumers engage with during their purchasing decisions.

Figure 1:

Are you aware of influencer marketing?

101 responses

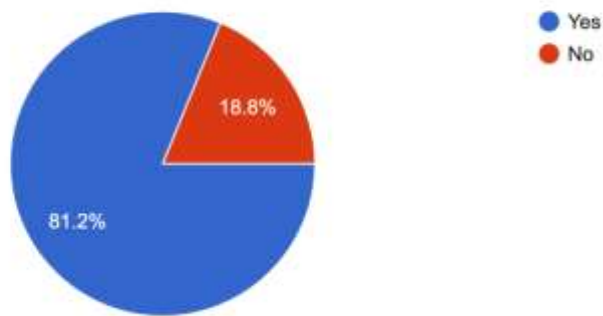


Figure 2:

Have you ever purchased an FMCG product based on an influencer's recommendation?

100 responses

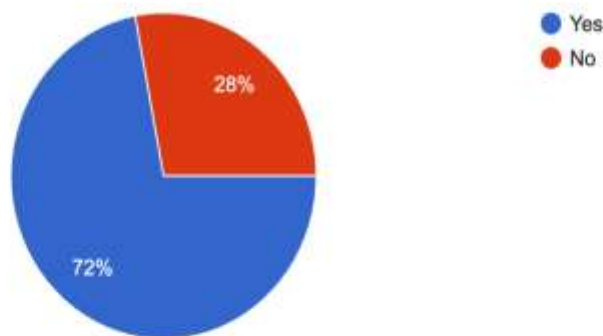


Figure 3:

How often do influencer endorsements influence your purchasing decisions?

101 responses

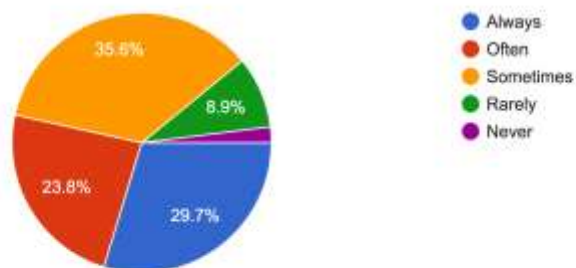


Figure 4:

### What factors make an influencer's recommendation convincing?

100 responses

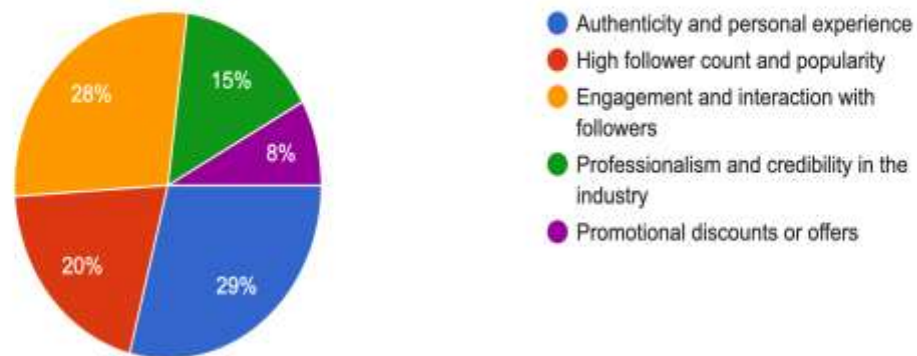
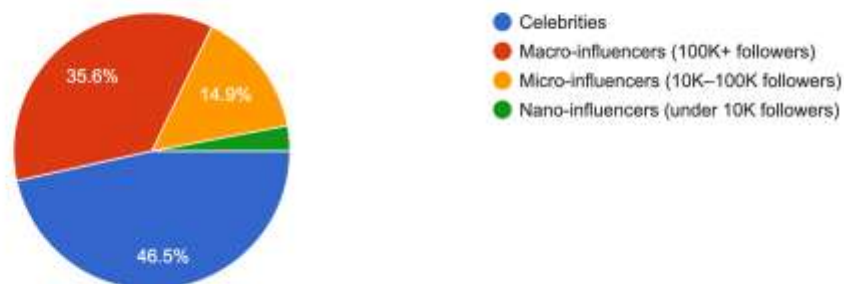


Figure 5:

### What type of influencers do you trust the most for FMCG product recommendations?

101 responses



The effect of endorsements on buying behavior varies; however, a significant number of participants recognize their influence. Approximately 30% of consumers indicated that influencer endorsements "always" impact their purchasing choices, while 23.8% said they are "often" influenced. Moreover, 35.6% of respondents mentioned they are "sometimes" swayed, indicating that influencer recommendations possess considerable persuasive strength. Only a small proportion of participants (8.9%) said they are "rarely" influenced, with an even smaller number claiming they are "never" impacted by such endorsements. These findings validate that influencer marketing is a highly effective promotional strategy, with most consumers experiencing various degrees of persuasion from influencer recommendations.

When analyzing the elements that make an influencer's endorsement convincing, authenticity and personal experience emerged as the top influential factor, acknowledged by 29% of respondents. Engagement and interaction with followers (28%) and a significant follower count (20%) were also deemed crucial in establishing trust. Meanwhile, professionalism and industry credibility (15%) and promotional offers (8%) were regarded as less impactful but still pertinent considerations. These insights indicate that consumers prioritize genuine and personal experiences shared by influencers over merely their popularity or available discounts.

Furthermore, the type of influencer is important in determining consumer trust regarding recommendations for FMCG products. Customers viewed Celebrities as the most trustworthy sources, with 46.5% of respondents preferring their endorsements. Macro-influencers, who are considerably large but less mainstream followings, are also considered highly credible, with 35.6% of respondents choosing them as preferred sources. Conversely, micro-influencers (14.9%) and nano-influencers (with under 10K followers) command lower trust levels for FMCG endorsements. These outcomes suggest that consumers generally have greater confidence in well-known figures and established influencers than in smaller-scale content creators.

In summary, the findings from the pie charts emphasize the growing significance of influencer marketing in influencing consumer purchasing behavior. The high levels of awareness, combined with consumers' strong responsiveness to influencer recommendations, indicate that brands can efficiently utilize influencer partnerships to enhance sales in the FMCG sector. Furthermore, authenticity, engagement, and credibility are essential factors in assessing the persuasive power of influencer endorsements. While celebrities and macro-influencers are the most trusted sources, smaller influencers still possess value

in niche markets. As influencer marketing continues to progress, brands should strategically collaborate with influencers who exemplify authenticity and maintain active engagement with their audiences to maximize effectiveness.

Regression Analysis Table:

Predictor Variable	Estimate ( $\beta$ )	Std. Error	t-value	p-value	Significance
(Intercept)	-0.0439	0.2221	-0.198	0.844	Not significant
Awareness_InfluencerMarketing	0.1555	0.1102	1.411	0.162	Not significant
Influence_Level	0.1781	0.0429	4.156	7.15e-05	Highly significant ( $p < 0.001$ )
Influence_Factors	0.0053	0.0364	0.144	0.885	Not significant
Trusted_Influencer_Type	-0.0128	0.0518	-0.248	0.805	Not significant

Table 1: Regression Table

#### Examination of the Influence of Marketing Through Social Media on Purchases of Fast-Moving Consumer Goods (FMCG)

This research investigated how various elements of influencer marketing—recognition of influencer marketing, level of influence, influencing factors, and the type of trusted influencer—impact consumer choices regarding the purchase of Fast-Moving Consumer Goods (FMCG). The investigation revealed that these elements collectively account for approximately 23% of the variance in FMCG purchases ( $R^2 = 0.2296$ ). Analysis of the Effect of Influencer Marketing on FMCG Purchases

This research investigated how various elements of influencer marketing—awareness of this marketing strategy, the degree of influence, influencing factors, and types of trusted influencers—impact consumers' decisions to buy Fast-Moving Consumer Goods (FMCG). The multiple linear regression analysis revealed that these elements together explain approximately 23% of the variance in FMCG purchases ( $R^2 = 0.2296$ ). While this indicates a moderate relationship between influencer marketing and consumer purchasing behavior, it also implies that additional factors not included in this study play a significant role in purchasing decisions.

#### Overall Model Performance

The F-statistic (7.003,  $p = 5.592e-05$ ) verifies that at least one factor included in the model significantly contributes to predicting FMCG purchases. However, the adjusted  $R^2$  value (0.1968) suggests that a considerable portion of influencer marketing and consumer buying behavior, it also implies that numerous other factors, aside from those analyzed in this study, significantly affect purchasing decisions.

#### Overall Model Performance

The F-statistic (7.003,  $p = 5.592e-05$ ) validates that at least one of the factors included in the model plays a significant role in predicting FMCG purchases. However, the adjusted  $R^2$  value (0.1968) indicates that a considerable portion of consumer buying behavior is influenced by factors, not consumer purchasing behaviour is affected by factors outside the scope of this analysis.

The results show that the Influence Level ( $\beta = 0.1781$ ,  $p = 7.15e-05$ ) came out as the most significant factor, indicating a strong positive association with FMCG purchases. This finding suggests that consumers who perceive influencers as particularly convincing are far more likely to make a purchase. To improve the effectiveness of influencer marketing, brands ought to prioritise the establishment discussed in this analysis.

Influence Level ( $\beta = 0.1781$ ,  $p = 7.15e-05$ ) emerged as the most influential factor, revealing a strong positive correlation with FMCG purchases. This suggests that consumers who perceive influencers as highly persuasive are notably more inclined to make a purchase. To enhance the effectiveness of influencer marketing, brands should concentrate on establishing influencer credibility and nurturing authentic engagement with their target audience.

Awareness of influencer credibility and cultivate genuine engagement with their followers.

Recognition of Influencer Marketing ( $\beta = 0.1555$ ,  $p = 0.162$ ) demonstrated a positive yet statistically insignificant connection to FMCG purchases. This implies that simply being aware of influencer marketing does not automatically lead to consumer purchases. Brands should go beyond mere awareness initiatives and focus on fostering trust, interactive content, and convincing messaging to convert awareness into actual purchasing behavior.

Influencing Factors ( $\beta = 0.0053$  Influencer Marketing ( $\beta = 0.1555$ ,  $p = 0.162$ ) exhibited a positive yet statistically insignificant relationship with FMCG purchases. This indicates that simply being aware of influencer marketing does not guarantee purchasing behavior. Brands must advance beyond awareness efforts to focus on building trust, creating interactive content, and delivering persuasive messaging to convert awareness into actual consumer actions.

Influence Factors ( $\beta = 0.0053$ ,  $p = 0.885$ ) showed a negligible effect on FMCG,  $p = 0.885$ ) exhibited a negligible effect on FMCG purchases. Although characteristics like authenticity, expertise, and engagement are often considered critical in influencer marketing, the findings indicate they do not directly drive consumer buying behavior. This emphasizes the need for further investigation into which attributes of influencers resonate most effectively with consumers and sway their purchasing decisions.

Trusted Influencer Type ( $\beta = -0.0128$ ,  $p = 0.805$ ) showed a slight negative correlation; however, this relationship purchases. Although attributes like authenticity, expertise, and engagement are often considered vital in influencer marketing, the data implies that they do not directly drive consumer purchases. This points to the necessity of further investigation into which influencer traits resonate with consumers and effectively impact their buying decisions.

Trusted Influencer Type ( $\beta = -0.0128$ ,  $p = 0.805$ ) showed a slight negative relationship, although this association was not statistically significant. This implies that while consumers may have preferences for specific types of influencers was not statistically significant. This points to the idea that, while consumers might have preferences for certain influencer types, trust by itself does not necessarily result in purchases. Other factors, including pricing, brand reputation, and individual consumer tastes, may have a greater influence on buying decisions.

#### Model Constraints and Residual Examination

A review of the model's residuals revealed a well-balanced error distribution, with no significant skew. The residual standard error (0.4057) indicates that the model's predicted purchase, trust alone does not always result in purchases. Some additional factors, such as pricing, brand reputation, and personal consumer preferences, may have a more considerable influence on purchasing decisions.

#### Model Limitations and Residual Analysis

A review of the model's residuals revealed a balanced error distribution, with no significant skewness. The residual standard error (0.4057) indicates that the model's predicted purchase values differ from actual purchase behavior by an average of 0.4057 units. However, the values deviate by an average of 0.4057 units from actual purchasing behavior. Nevertheless, the relatively low  $R^2$  value (22.96%) reinforces the notion that numerous other factors—like brand loyalty, price sensitivity, and personal preferences—significantly impact FMCG purchasing behavior.

#### Practical Considerations

The results highlight the Influence Level as the most critical variable influencing FMCG purchases. This suggests that brands should focus on engaging and persuasive influencers who can effectively initiate consumer actions. relatively low  $R^2$  value (22.96%) reinforces the notion that numerous other factors—such as brand loyalty, price sensitivity, and individual tastes—are vital in FMCG purchases.

The outcomes of the analysis emphasize the Influence Level as the most crucial factor influencing FMCG purchases. This implies that brands should prioritize influencers who are highly persuasive and engaging, as they can effectively motivate consumer actions. Conversely, the study shows that awareness of influencer marketing by itself does not lead to increased sales, underscoring the significance of trust, credibility, and interactive marketing techniques.

Furthermore, the insignificant impacts of Influence Factors and Trusted Influencer Type indicate that the effectiveness of influencer marketing relies on other external elements beyond those explored in this model. Future research should investigate additional variables, such as individual consumer preferences, purchasing power, and emotional ties to influencers, to achieve a more comprehensive understanding of the factors that truly drive FMCG purchasing behavior. Conversely, the study shows that merely being aware of influencer marketing does not suffice to drive sales, underscoring the necessity for trust, credibility, and interactive marketing approaches.

In addition, the insignificant impacts of Influence Factors and Trusted Influencer Type suggest that the effectiveness of influencer marketing is reliant on a variety of external aspects outside those explored in this model. Future studies should investigate further variables, such as individual consumer preferences, purchasing power, and the emotional connection to influencers, to attain a comprehensive understanding of what genuinely drives FMCG purchasing behavior.

---

## Conclusion:

This research investigated the effect of social media engagement and influencer marketing on the frequency of purchases in the FMCG sector, indicating that both social media activity and Influencer marketing have a notable effect on buying behaviour. Analysis through regression demonstrated that consumers who actively use social media are likely to make more frequent purchases, emphasizing the platform's impact on shaping consumer habits. Additionally, influencer marketing also helps in enhancing the increase in sales in the FMCG sector. These outcomes of the study pinpoint the necessity for focused digital marketing strategies that use social media interaction to boost consumer engagement and increase sales. The study also suggests scope for Future studies that could consider additional elements such as brand loyalty, pricing, and product quality to gain a deeper insight into purchasing behaviour within the FMCG industry.

## References:

---

□Ali, W. and Mehmood, A. (2023), "Consumer Behavior And Brand Loyalty In The Fast-Moving Consumer Goods (FMCG) Industry", Competitive Research Journal Archive, Vol. 1 No. 01, pp. 119–129.

- 
- Bansah, P., Gaffar, V., Disman, D. and Yuliawati, A. (2023), "Effect of Influencer Marketing Strategy On Consumer behaviour In Fast Moving Consumer Goods firms In Ghana", *ASEAN Marketing Journal*, Vol. 15 No. 2, doi: 10.7454/amj.v15i2.1194.
- Kiarie, A.W. (2018), *Relationship Between Influencer Marketing and Consumer Loyalty to Fast-Moving Consumer Goods in Kasarani, Nairobi*, Thesis, University of Nairobi.
- Mukherjee, S., Das, M.K., Sahi, A., Saha, D. and Sharma, R.R. (2023), "Impact of viral marketing on brand loyalty in the FMCG sector", *International Journal of Business Competition and Growth*, Inderscience Publishers, Vol. 8 No. 4, pp. 240–261, doi: 10.1504/IJBCG.2023.138732.
- Nipa, M.N., Nath, A. and Chowdhury, S.A. (2024), "<div> The Influence Of Digital <span>Marketing On Brand Awareness In The Multinational FMCG Sector</span> </div>", SSRN Scholarly Paper, Social Science Research Network, Rochester, NY, 10 May, doi: 10.2139/ssrn.5086500.
- Wulandari, T.A. and Assidiq, M.I. (2023), "Influencer marketing strategy of start-up company as the provider of fast-moving consumer goods (FMCG) products in Indonesia", *Journal of Eastern European and Central Asian Research (JEECAR)*, Vol. 10 No. 4, pp. 569–579, doi: 10.15549/jeecar.v10i4.1365.