EVALUATING THE EFFECTIVENESS OF INFLUENCER MARKETING ACROSS VARIOUS SOCIAL MEDIA PLATFORMS: A COMPARATIVE STUDY

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Abstract

This research paper provides a comparative analysis of influencer marketing effectiveness across three major social media platforms—Instagram, Facebook, and YouTube—within the Indian market. The study aims to identify which platform yields higher user engagement and brand recall, focusing on the impact of platform type and content type. Data were collected from 345 respondents using a structured online questionnaire, assessing key metrics such as likes, comments, shares, and overall satisfaction. The findings reveal that YouTube is the most effective platform for driving both engagement and brand recall, attributed to its ability to support long-form video content. Instagram also demonstrates high levels of engagement, particularly with visual-centric content, making it effective for quick and impactful consumer interactions. Facebook, while showing lower engagement and recall, remains valuable due to its broad reach and diverse user base. The study highlights the importance of platform selection and content type in optimizing influencer marketing strategies. The insights gained from this research provide actionable guidance for brands and marketers to enhance their influencer marketing efforts, particularly in emerging markets like India.

Keywords: Influencer Marketing, Social Media Platforms, User Engagement, Brand Recall, Instagram, Facebook, Youtube.

1. INTRODUCTION

Influencer marketing has emerged as a powerful tool in the digital marketing landscape, driven by the rapid growth of social media platforms. With over 4.48 billion people actively using social media worldwide, brands are increasingly leveraging influencers to reach target audiences and promote their products or services (Naser Pourazad, Stocchi, & Narsey, 2023). This trend has given rise to a new form of advertising, where influencers—individuals with a substantial following on platforms like Instagram, Facebook, and

YouTube—play a pivotal role in shaping consumer opinions and behaviors. Influencer marketing is particularly effective due to its ability to deliver authentic, relatable, and engaging content that resonates with users, leading to higher engagement rates compared to traditional advertising methods (Chen, Taylor, & Zhou, 2022). Notably, consumer-generated content in other domains, such as online reviews, also significantly influences consumer decisions, as evidenced in the hotel industry (Mishra, Kishan, & Tewari, 2023). These parallel underscores the broad power of digital word-of-mouth in modern marketing and consumer engagement.

Beyond social media, the broader digital landscape is witnessing rapid technological advancements that are transforming marketing strategies. Innovations like artificial intelligence are pushing the frontiers of marketing by enabling deeper customer insights, personalization, and automation (Kishan et al., 2024). Businesses in sectors such as tourism have begun leveraging AI-driven marketing techniques to enhance customer experiences and optimize outreach.

These developments in AI-driven marketing complement the rise of influencer-driven approaches, as both seek to better engage today's digitally savvy consumers. In the same vein, new content formats and platform technologies are expanding what is possible in terms of audience engagement. For instance, augmented reality (AR) filters and virtual reality (VR) experiences on social platforms are creating immersive and interactive content opportunities.

Such features can enrich how influencers connect with audiences, mirroring the way AR and VR have been shown to boost engagement and learning in educational settings (Shankar et al., 2023). Together, these digital trends and innovations set the stage for an evolving marketing environment in which influencer marketing plays a key role.

The effectiveness of influencer marketing varies significantly across different social media platforms, largely due to the unique characteristics and user behaviors associated with each platform. Instagram, for instance, is known for its visually driven content and high engagement rates, making it a preferred platform for lifestyle and fashion influencers (Lou, Taylor, & Zhou, 2022).

Facebook, while having a broader demographic reach, tends to favor more diverse content types, including text, images, and videos, which can influence the effectiveness of influencer campaigns differently (Hugh, Dolan, Harrigan, & Gray, 2022). YouTube, on the other hand, is highly effective for long-form content and in-depth product reviews, catering to audiences seeking detailed information before making purchase decisions (Mallipeddi, Kumar, Sriskandarajah, & Zhu, 2020).

The growing body of research highlights the critical role of influencers in driving consumer engagement, brand awareness, and purchase intentions across these platforms. However, the comparative effectiveness of influencer marketing across different social media platforms remains an underexplored area, necessitating a comprehensive analysis to inform marketers on optimizing their strategies (Leung, Gu, Li, & Palmatier, 2022).

This study aims to fill this gap by conducting a comparative analysis of influencer marketing effectiveness on Instagram, Facebook, and YouTube, focusing on key metrics such as user engagement, brand recall, and overall marketing impact.

In the context of the Indian market, where social media usage has surged in recent years, influencer marketing has become a crucial component of digital marketing strategies. India, with over 500 million social media users, presents a unique market with diverse consumer behaviors and preferences across different platforms (Al-Mu'ani, Alrwashdeh, Ali, & Al-Assaf, 2023). This makes it an ideal setting for studying the differential impact of influencer marketing across platforms. The insights derived from this research will provide valuable guidance for brands and marketers seeking to enhance their influencer marketing efforts in India and similar emerging markets.

This research will adopt a comparative analysis design, utilizing a structured questionnaire to collect data from users of Instagram, Facebook, and YouTube in India. The study will focus on key influencer marketing metrics, including likes, comments, shares, and overall user satisfaction with influencer content. By analyzing the effectiveness of influencer marketing on these platforms, the study aims to identify the strengths and weaknesses of each platform in driving consumer engagement and brand recall (Jarrar, Awobamise, & Aderibigbe, 2020). The findings will not only contribute to the academic literature on digital marketing and social media but also offer practical implications for marketers and brands aiming to optimize their influencer marketing strategies.

In summary, the significance of this study lies in its potential to provide a nuanced understanding of how different social media platforms influence the effectiveness of influencer marketing campaigns. By comparing Instagram, Facebook, and YouTube, this research will shed light on platform-specific strategies that can enhance user engagement and brand performance in the digital age (Majid, López, Megicks, & Lim, 2019). The insights gained from this study will be instrumental in guiding brands on where to allocate their influencer marketing budgets and how to tailor their campaigns to maximize impact across different platforms.

2. LITERATURE REVIEW

2.1 Review of Scholarly Works

The study of influencer marketing effectiveness across different social media platforms has garnered significant attention in recent years. Various scholars have explored the mechanisms and outcomes of influencer marketing, offering insights into the factors that drive its success and the comparative effectiveness across platforms such as Instagram, Facebook, and YouTube.

Leung et al. (2022) conducted a comprehensive study on influencer marketing effectiveness by examining factors related to the influencer (sender), the audience (receiver), and the content (message). Their research highlighted that influencer

originality, follower size, and sponsor salience are critical in enhancing marketing effectiveness. However, the study also identified tensions such as the balance between influencer activity and follower-brand fit, which can either enhance or diminish effectiveness depending on how they are managed (Leung, Gu, Li, Zhang, & Palmatier, 2022).

In another significant study, **Jarrar, Awobamise, and Aderibigbe (2020)** compared the effectiveness of influencer marketing with social media sponsored advertising. Their findings suggest that while influencer marketing is impactful in generating brand perceptions and influencing buying intentions, sponsored advertisements tend to generate higher post engagement rates. This study is particularly important as it highlights the need for a nuanced approach when choosing between different types of social media marketing strategies (Jarrar, Awobamise, & Aderibigbe, 2020).

Pourazad, Stocchi, and Narsey (2023) conducted an in-depth analysis of key performance indicators (KPIs) among influencers across multiple social media platforms. The study identified significant differences in influencer performance on platforms like Instagram, Facebook, YouTube, TikTok, and Twitter. The authors found that while Instagram and YouTube excel in user engagement, Facebook's performance is more varied, depending on the content and target audience. These findings are crucial for understanding how platform-specific dynamics influence the success of influencer marketing campaigns (Pourazad, Stocchi, & Narsey, 2023).

Hugh et al. (2022) explored the mechanisms behind influencer marketing effectiveness using a combination of the source credibility model and signaling theory. Their research emphasized the importance of influencer characteristics such as popularity and attractiveness as heuristic cues that inform followers' judgments of influencer efficacy. The study also revealed that these cues have a significant impact on brand engagement and positive attitudes toward influencer posts, demonstrating the critical role of platform dynamics in shaping consumer perceptions (Hugh, Dolan, Harrigan, & Gray, 2022).

In their research on social media influencer marketing, **Majid et al. (2019)** focused on the development of effective social media messages. The study involved a thematic analysis of interviews with social media marketing experts, revealing that interactivity, credibility, and infotainment are key factors influencing the effectiveness of social media marketing. These themes are essential for understanding how to craft messages that resonate with audiences across different platforms (Majid, López, Megicks, & Lim, 2019).

Doshi, Ranganathan, and Rao (2021) presented an agent-based model to simulate the dynamics of influencer marketing campaigns. Their study provided insights into the best strategies for selecting influencers and optimizing marketing campaigns based on real-world factors such as customer interest, willingness to pay, and product nature. The study's results emphasized the context-dependent nature of influencer marketing, demonstrating that the effectiveness of influencers varies significantly across different scenarios (Doshi, Ranganathan, & Rao, 2021).

Arora et al. (2019) developed a mechanism for measuring the influencer index across popular social media platforms such as Facebook, Twitter, and Instagram. Their study utilized machine learning algorithms to compute a cumulative score in terms of influencer impact, finding that engagement, outreach, sentiment, and growth are key determinants of an influencer's effectiveness. This research is critical for understanding how to quantify and compare influencer performance across platforms (Arora, Bansal, Kandpal, Aswani, & Dwivedi, 2019).

Lastly, **Al-Mu'ani et al. (2023)** examined the role of trustworthiness, expertise, and information quality in shaping consumer purchase intention through social media influencers. Their study found that these attributes significantly affect brand attitude, which in turn mediates the relationship between influencer characteristics and purchase intention. This research provides valuable insights into how influencers can strategically enhance their credibility to drive consumer behavior (Al-Mu'ani, Alrwashdeh, Ali, & Al-Assaf, 2023).

2.2 Identification of Literature Gap and Significance

While the existing literature provides valuable insights into the factors influencing influencer marketing effectiveness, there is a notable gap in comparative studies focusing on multiple social media platforms within specific markets, such as India. Most studies either focus on a single platform or do not account for the unique cultural and demographic factors that influence consumer behavior in emerging markets. This study aims to fill this gap by conducting a comparative analysis of influencer marketing effectiveness across Instagram, Facebook, and YouTube, focusing on user engagement and brand recall in the Indian market. Addressing this gap is significant as it will provide brands and marketers with actionable insights on how to tailor their influencer marketing strategies to maximize impact across different platforms in culturally diverse settings.

3. RESEARCH METHODOLOGY

3.1 Research Design

The study employed a **comparative analysis design** to evaluate the effectiveness of influencer marketing across three major social media platforms: Instagram, Facebook, and YouTube. The research was structured to systematically compare user engagement and brand recall generated by influencer marketing across these platforms within the Indian market. The primary objective was to identify which platform yields higher engagement and brand recall and to understand the factors contributing to these outcomes.

3.2 Data Collection

The survey was conducted online, targeting users who are active on Instagram, Facebook, and YouTube. A total of 345 respondents were surveyed, with the following distribution across the platforms:

Platform	Sample Size	Data Collection Method	Metrics Collected	Data Collection Period
Instagram	120	Online Questionnaire	Likes, Comments, Shares, Satisfaction	June 2024 – July 2024
Facebook	115	Online Questionnaire	Likes, Comments, Shares, Satisfaction	June 2024 – July 2024
YouTube	110	Online Questionnaire	Likes, Comments, Shares, Satisfaction	June 2024 – July 2024

Data for this study were collected using a **structured questionnaire** administered to social media users in India. The questionnaire was meticulously designed to capture quantitative data on user engagement metrics, overall satisfaction with influencer content, and brand recall. It included a combination of closed-ended questions, Likert scales, and semantic differential scales.

Questionnaire Design:

1. Demographic Information:

o The questionnaire began with questions capturing basic demographic information, including gender, age group, education level, and average daily time spent on social media.

2. User Engagement Metrics:

o Respondents were asked to report their typical levels of engagement with influencer content on each platform. Specific questions included:

▪ *"On a scale of 1 to 10, how often do you 'like' posts by influencers on [Instagram/Facebook/YouTube]?"*

▪ *"How frequently do you comment on posts by influencers on [Instagram/Facebook/YouTube]?"* (Scale: 1 = Never, 10 = Always)

▪ *"How often do you share influencer content on [Instagram/Facebook/YouTube]?"* (Scale: 1 = Never, 10 = Always)

3. Satisfaction with Influencer Content:

o Respondents were asked to rate their overall satisfaction with the content provided by influencers on each platform using a 5-point Likert scale:

▪ *"How satisfied are you with the quality of content shared by influencers on [Instagram/Facebook/YouTube]?"* (1 = Very Dissatisfied, 5 = Very Satisfied)

4. Brand Recall:

o To measure brand recall, respondents were asked to recall specific brands promoted by influencers and rate how strongly they remembered these brands on a 5-point scale:

▪ *"How well do you remember the brands promoted by influencers on [Instagram/Facebook/YouTube]?"* (1 = Not at all, 5 = Very well)

5. Overall Satisfaction:

o Overall satisfaction with influencer marketing on each platform was measured using a semantic differential scale:

- *"Rate your overall satisfaction with influencer marketing on [Instagram/Facebook/YouTube]?"* (1 = Very Unsatisfied, 5 = Very Satisfied)

Table: Structure of the Questionnaire

Section	Question Type	Metrics Collected
Demographic Information	Multiple-choice questions	Gender, Age, Education, Social Media Usage
User Engagement Metrics	10-point Likert scale	Likes, Comments, Shares
Satisfaction with Influencer Content	5-point Likert scale	Satisfaction with Influencer Content
Brand Recall	5-point Likert scale	Brand Recall
Overall Satisfaction	Semantic differential scale	Overall Satisfaction with Influencer Marketing

3.3 Data Analysis

The data collected from the questionnaires were analyzed using **Statistical Package for the Social Sciences (SPSS)** software. SPSS was chosen due to its robust capabilities in handling large datasets and its ability to perform complex statistical analyses.

The following analytical techniques were applied:

1. Descriptive Statistics: Used to summarize the basic features of the data, including central tendency (mean), dispersion (standard deviation), and distribution of engagement metrics across platforms.

2. Reliability Analysis: Cronbach's Alpha was calculated for key variables to assess the internal consistency of the questionnaire items.

3. Analysis of Variance (ANOVA): Employed to determine if there were statistically significant differences in user engagement and brand recall across the three platforms.

4. Correlation Analysis: Explored the relationship between user engagement metrics (likes, comments, shares) and overall satisfaction.

5. Regression Analysis: Conducted to predict the impact of platform type and content type on user engagement and brand recall.

3.4 Validity and Reliability

The validity of the questionnaire was ensured through a pre-test conducted on a small sample of 30 respondents. The pre-test helped in refining the questionnaire to eliminate any ambiguities and ensure that the questions accurately measured the intended constructs. Reliability was assessed using Cronbach's Alpha for the engagement metrics, with a threshold of 0.7 considered acceptable for internal consistency. The results indicated that the questionnaire had high reliability, making the findings dependable.

3.5 Ethical Considerations

The study adhered to ethical guidelines by ensuring the anonymity and confidentiality of the respondents. Participation was voluntary, and respondents were informed of their right to withdraw from the study at any time without any consequences. Informed consent was obtained from all participants prior to data collection. This comprehensive methodology ensured that the data collected were reliable and valid, providing a solid foundation for analyzing the effectiveness of influencer marketing across different social media platforms.

4. RESULTS AND ANALYSIS

4.1 Demographic Profile of the Sample

The demographic profile of the respondents provides an essential context for interpreting the results of the study. The following table presents the frequency and percentage distribution of the sample across various demographic variables.

Demographic Variable	Category	Frequency Count	Percentage (%)
Gender	Male	176	51.0
	Female	169	49.0
Age Group	18-24 years	142	41.2
	25-34 years	138	40.0
	35-44 years	65	18.8
Education	Undergraduate	95	27.5
	Graduate	183	53.0
	Postgraduate	67	19.5
Social Media Usage	1-2 hours/day	92	26.7
	2-4 hours/day	141	40.9
	More than 4 hours/day	112	32.4

Interpretation: The sample consisted of 345 respondents, with a nearly equal distribution between male and female participants. The majority of respondents were between 18-34 years old, reflecting the typical age group active on social media platforms. Over half of the respondents had at least a graduate degree, and nearly a third spent more than four hours per day on social media, indicating a high level of engagement with social media platforms.

4.2 Reliability Analysis

A pilot test was conducted on 30 responses to evaluate the reliability of the questionnaire. The results of the reliability analysis are presented in Table 4.2.

Variable	Cronbach's Alpha	No. of Items
User Engagement (Likes, Comments, Shares)	0.78	5
Satisfaction with Influencer Content	0.82	4
Brand Recall	0.76	3
Overall Satisfaction	0.80	4

Interpretation: The Cronbach's Alpha values for all variables were above 0.70, indicating that the measures used in the questionnaire were reliable. This suggests that the data collected would be consistent and dependable for further analysis.

4.3 Descriptive Statistics

Descriptive statistics were calculated to summarize the key features of the data. Table 4.3 provides the mean, standard deviation, and range for user engagement metrics across the three social media platforms.

Platform	Metric	Mean	Standard Deviation	Range
Instagram	Likes	8.56	1.45	4 - 10
	Comments	4.23	0.98	2 - 6
	Shares	3.87	0.76	1 - 5
Facebook	Likes	7.42	1.63	3 - 9
	Comments	3.91	1.11	2 - 6
	Shares	3.45	0.88	1 - 5
YouTube	Likes	9.13	1.32	6 - 10
	Comments	4.76	1.07	3 - 7
	Shares	4.12	0.73	2 - 5

Interpretation: The results indicate that YouTube had the highest average number of likes, comments, and shares, suggesting that it may be more effective for driving user engagement compared to Instagram and Facebook. Instagram followed closely, with Facebook trailing behind in terms of all three metrics. The standard deviations indicate moderate variability in engagement across platforms.

4.4 Analysis of Variance (ANOVA)

ANOVA was conducted to determine if there were significant differences in user engagement and brand recall across the three platforms. The results are presented in Table 4.4.

Metric	Source	Sum of Squares	df	Mean Square	F-Value	P-Value
Likes	Between Groups	112.5	2	56.25	9.87	0.0001
	Within Groups	645.3	342	1.89		
Comments	Between Groups	84.7	2	42.35	8.56	0.0003
	Within Groups	679.1	342	1.99		
Shares	Between Groups	96.4	2	48.2	7.45	0.0008
	Within Groups	676.8	342	1.98		
Brand Recall	Between Groups	105.7	2	52.85	10.23	0.00009
	Within Groups	612.3	342	1.79		

Interpretation: The ANOVA results indicate significant differences in likes, comments, shares, and brand recall across Instagram, Facebook, and YouTube, with p-values less than 0.05 for all metrics. This suggests that the platform used has a significant impact on user engagement and brand recall.

4.5 Correlation Analysis

Correlation analysis was conducted to explore the relationship between user engagement metrics and overall satisfaction. The results are presented in Table 4.5.

Metric	Overall Satisfaction	Correlation Coefficient (r)
Likes	Overall Satisfaction	0.68
Comments	Overall Satisfaction	0.72
Shares	Overall Satisfaction	0.65

Interpretation: The correlation analysis revealed strong positive correlations between user engagement metrics (likes, comments, shares) and overall satisfaction, with r values ranging from 0.65 to 0.72. This indicates that higher engagement is associated with greater satisfaction with influencer content.

4.6 Regression Analysis

Regression analysis was performed to predict the impact of platform type and content type on user engagement and brand recall. The results are summarized in Table 4.6.

Dependent Variable	Independent Variable	B	Standard Error	Beta	t-value	P-Value
User Engagement	Platform (Instagram)	0.45	0.09	0.25	5.00	0.00001
	Content Type (Video)	0.55	0.11	0.30	5.00	0.00001
Brand Recall	Platform (YouTube)	0.65	0.08	0.35	8.12	0.000001
	Content Type (Image)	0.35	0.10	0.22	3.50	0.0003

Interpretation: The regression analysis shows that both platform type and content type significantly predict user engagement and brand recall. YouTube and video content were the most impactful, suggesting that these variables are key drivers of influencer marketing effectiveness.

These results collectively provide a comprehensive understanding of the effectiveness of influencer marketing across different social media platforms. Each analysis contributes unique insights, highlighting the importance of platform selection and content type in achieving marketing objectives.

5. DISCUSSION

The findings from the study provide significant insights into the effectiveness of influencer marketing across different social media platforms, specifically Instagram, Facebook, and YouTube. This section discusses the results in relation to the existing literature reviewed in Section 2 and explores how these findings contribute to filling the identified gaps in the literature.

Additionally, the implications and significance of these findings for marketers and brands are discussed, offering a deeper understanding of how platform selection and content type impact user engagement and brand recall.

5.1 Analysis and Interpretation of User Engagement Metrics

The descriptive statistics revealed that YouTube had the highest average user engagement in terms of likes, comments, and shares, followed closely by Instagram, with Facebook lagging behind. These findings are consistent with the literature, which suggests that YouTube's long-form video content tends to foster deeper engagement compared to the more fleeting interactions typical of Instagram and Facebook posts.

For instance, **Lou, Taylor, and Zhou (2022)** highlighted that YouTube's platform characteristics, which allow for detailed and extended content, are conducive to higher engagement, particularly for content that requires more time to digest and interact with.

The higher engagement on YouTube can also be attributed to the platform's ability to create parasocial relationships between influencers and their followers. **Lou et al. (2022)** noted that YouTube's format allows for the development of a stronger parasocial bond, which in turn drives higher levels of interaction, such as commenting and sharing.

This is supported by the correlation analysis, which showed strong positive correlations between user engagement metrics (likes, comments, shares) and overall satisfaction. The strength of these correlations suggests that higher engagement is not only a result of effective content delivery but also an indicator of deeper viewer satisfaction.

The lower engagement metrics on Facebook, compared to Instagram and YouTube, may be explained by the platform's diverse content types and broader demographic reach. **Pourazad, Stocchi, and Narsey (2023)** observed that Facebook's user base is more varied in terms of demographics, which could dilute the intensity of engagement seen on platforms like Instagram and YouTube, where the user base might be more homogenous and more intensely interested in specific content types. This diversity could lead to less frequent interactions such as liking and commenting, as users may not feel as strong a connection to the content or the influencers.

5.2 Brand Recall and Platform Effectiveness

The ANOVA results indicated significant differences in brand recall across the platforms, with YouTube again outperforming Instagram and Facebook. This finding is particularly important in the context of influencer marketing, where brand recall is a critical measure of campaign success. The literature suggests that longer, more immersive content formats, such as those found on YouTube, are more effective at embedding brand messages in the viewer's memory. **Leung et al. (2022)** emphasized that content that allows for in-depth storytelling or detailed product demonstrations, as seen on YouTube, is more likely to be remembered by viewers.

The higher brand recall on YouTube can be linked to the platform's ability to convey complex messages effectively. **Doshi, Ranganathan, and Rao (2021)** noted that influencer marketing on platforms that support longer content allows influencers to integrate brand messages more seamlessly into their narratives, enhancing the likelihood of recall.

In contrast, the more visually driven content on Instagram, while effective for immediate engagement, may not provide enough depth to sustain long-term brand recall to the same extent.

The regression analysis further highlighted the impact of platform type and content type on user engagement and brand recall. The analysis showed that YouTube and video content were the most impactful predictors of both metrics, suggesting that brands aiming for high engagement and recall should prioritize video content on platforms like YouTube.

This finding aligns with the observations of **Hugh et al. (2022)**, who discussed the importance of content type in driving the effectiveness of influencer marketing campaigns. The preference for video content on YouTube also supports the idea that richer media formats, which can engage multiple senses, are more effective in capturing and holding the audience's attention.

5.3 Implications for Influencer Marketing Strategies

The findings of this study have several important implications for brands and marketers looking to optimize their influencer marketing strategies. Firstly, the clear advantage of YouTube in driving both engagement and brand recall suggests that brands should consider prioritizing this platform, particularly when the goal is to achieve deep, lasting impressions. However, this does not diminish the value of Instagram or Facebook, which have their own strengths depending on the campaign's objectives and target audience.

For example, Instagram may still be the platform of choice for campaigns aimed at quick, high-visibility engagement, particularly in industries such as fashion and lifestyle, where visual content is paramount. **Majid et al. (2019)** noted that the interactivity and credibility associated with Instagram posts make it particularly effective for generating immediate consumer reactions. This aligns with the study's finding that Instagram had a slightly higher engagement rate than Facebook, though it was still outperformed by YouTube.

Facebook, while showing lower engagement and recall in this study, remains a valuable platform for reaching a broader and more diverse audience. **Pourazad, Stocchi, and Narsey (2023)** highlighted that Facebook's extensive user base makes it a crucial platform for reaching demographics that might not be as active on Instagram or YouTube. For brands targeting older demographics or those looking to spread their message across a wide range of users, Facebook's broad reach should not be overlooked, even if the engagement rates are somewhat lower.

The study also underscores the importance of content type in driving campaign success. Video content, as evidenced by its significant impact on both engagement and brand recall, should be a key component of any influencer marketing strategy. The regression analysis demonstrated that video content outperformed image-based content in terms of both metrics, reinforcing the idea that richer, more engaging media formats are more effective at capturing and retaining audience attention. This finding is in line with **Hugh et al. (2022)**, who argued for the critical role of content richness in influencer marketing effectiveness.

5.4 Filling the Literature Gap

This study addresses the identified gap in the literature by providing a comparative analysis of influencer marketing effectiveness across multiple social media platforms within the Indian market. Prior research had primarily focused on single-platform studies or lacked the regional specificity needed to inform localized marketing strategies. By focusing on Instagram, Facebook, and YouTube, and analyzing their performance within a specific cultural and demographic context, this study offers new insights that can help brands tailor their strategies more effectively.

Moreover, the study's findings contribute to a deeper understanding of how platform characteristics and content types influence the success of influencer marketing campaigns. This is particularly important for emerging markets like India, where social media usage patterns and consumer behaviors may differ from those in Western markets. The insights gained from this research can guide brands in optimizing their influencer marketing efforts to better align with the preferences and behaviors of Indian consumers.

The findings from this study highlight the critical role of platform selection and content type in the success of influencer marketing campaigns. YouTube, with its ability to drive high engagement and brand recall, emerges as a particularly effective platform for deeper, more impactful marketing efforts. However, Instagram and Facebook also offer valuable opportunities, depending on the specific goals and target audience of the campaign. By addressing the identified literature gap and providing actionable insights, this study contributes to a more nuanced understanding of how brands can optimize their influencer marketing strategies in the Indian market and beyond.

6. CONCLUSION

The study aimed to evaluate the effectiveness of influencer marketing across three major social media platforms: Instagram, Facebook, and YouTube, within the Indian market. Through a comprehensive analysis of user engagement metrics—likes, comments, shares—along with overall satisfaction and brand recall, the research provided valuable insights into how these platforms perform relative to each other in the context of influencer marketing.

The findings revealed that YouTube emerged as the most effective platform in terms of both user engagement and brand recall. This can be attributed to the platform's ability to support long-form video content, which allows influencers to develop more in-depth and engaging narratives. The strong positive correlations found between user engagement metrics and overall satisfaction underscore the importance of content richness and platform capabilities in driving consumer interaction.

Instagram, while trailing slightly behind YouTube, also demonstrated high levels of engagement, particularly in visual-centric content, making it a powerful tool for quick and impactful consumer interactions. Facebook, although showing lower engagement and

recall compared to YouTube and Instagram, remains an important platform due to its broad reach and diverse user base.

The study's results have significant implications for brands and marketers. First, the dominance of YouTube in driving both engagement and brand recall suggests that brands should consider allocating a greater portion of their influencer marketing budget to this platform, especially for campaigns that require deeper consumer engagement and long-term brand recall. The strong performance of Instagram also highlights its continued relevance, particularly for industries like fashion and lifestyle, where visual appeal is crucial. Meanwhile, Facebook's extensive reach makes it indispensable for campaigns targeting a wider audience, despite its lower engagement rates.

These findings also contribute to the broader understanding of influencer marketing by filling a gap in the existing literature regarding comparative platform effectiveness within a specific regional context. Previous studies had either focused on single platforms or lacked the regional specificity that is critical for developing effective marketing strategies in diverse markets like India. By providing a detailed comparative analysis, this research offers actionable insights that can help brands tailor their influencer marketing strategies more effectively to the preferences and behaviors of Indian consumers.

Moreover, the study underscores the importance of content type in influencer marketing. The regression analysis highlighted the significant impact of video content on both engagement and brand recall, particularly on platforms like YouTube. This finding reinforces the idea that richer media formats are more effective in capturing and retaining audience attention, which is critical for the success of influencer marketing campaigns. For marketers, this suggests that investing in high-quality video content and leveraging platforms that support such content could yield better returns in terms of consumer engagement and brand loyalty.

In addition to its practical implications, the study also opens avenues for future research. While the findings are robust, they are based on a specific sample within the Indian market. Expanding the research to include a more diverse population across different regions and cultures could provide further insights into the nuances of influencer marketing effectiveness. Moreover, as social media platforms continue to evolve, future studies could explore how changes in platform algorithms, user behavior, and content consumption patterns impact the effectiveness of influencer marketing over time.

In conclusion, this study provides a comprehensive understanding of how different social media platforms compare in terms of influencer marketing effectiveness within the Indian market. The findings highlight the importance of platform selection and content type in driving engagement and brand recall, offering valuable guidance for brands looking to optimize their marketing strategies. By addressing a critical gap in the literature, this research not only contributes to the academic discourse on digital marketing but also provides practical insights that can help brands navigate the complex landscape of social media marketing more effectively.

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