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Influencer marketing for building consumer loyalty

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Abstract. The study aimed to determine the effect of influencers' communication activity on social media on consumer trust, emotional attachment, and behavioural loyalty to brands. The research methodology was based on a comprehensive theoretical and analytical approach that combined content analysis, comparative analysis, and the case method. The study found that the global influencer marketing market reached USD 24 billion in 2025, while the average return on investment is USD 5.78 in profit for every dollar invested. In Ukraine, this figure is USD 4-5. The study determined that TikTok remains the leader in terms of user engagement with a rate of 4-7%, while Instagram provides stable coverage at 1.45-2.18%. The analysis showed that in Western European countries (the United Kingdom, Germany), the most successful campaigns achieved a return on investment of up to USD 20, while in Asian countries (China, South Korea, Indonesia), this figure was USD 6-7, due to the integration of social commerce and analytics platforms. In Ukraine, the highest results were demonstrated by campaigns with micro-influencers, which provide an increase in conversions of up to 46% and sales growth of up to 40%. The study established that the use of artificial intelligence improves targeting accuracy and reduces costs by 15-20%, while Big Data technologies contribute to better consumer behaviour forecasting and increase campaign effectiveness by 25%. The results of the study can be used by companies to optimise influencer marketing strategies, increase return on investment, and strengthen audience loyalty in the digital environment

Keywords: social media algorithms; artificial intelligence; audience engagement; trust level; return on investment; targeting

Introduction

The dynamic development of the digital environment has led to significant changes in the ways brands and consumers communicate. Traditional forms of advertising are gradually losing their effectiveness due to declining audience trust and information overload, prompting businesses to seek new ways of interacting. One of the most effective tools has been the personalised influence of opinion leaders on social media. Changes in the structure of communication between brands and audiences have created a need to determine effective tools to influence consumer decisions. In the digital space, consumer attention has become the most valuable resource, and a brand's ability to build trusting, authentic relationships with its audience determines its competitiveness. The excessive commercialisation of online advertising causes user distrust, which highlights the need to study influencer marketing as a strategy capable of combining emotional connection with technological precision in communications.

A. Strunhar (2024) investigated the effectiveness of using micro- and macro-influencers in brand promotion, identified the characteristics of interaction between different types of opinion leaders and target audiences, and assessed the risks associated with their involvement. The researcher proved that micro-influencers provide a higher level of trust and engagement, while macro-influencers contribute to brand awareness but may lose authenticity due to the commercialisation of content. Within the framework of influencer marketing research, the focus was on how the interaction between brands and opinion leaders on social networks affects consumer behaviour and the effectiveness of advertising strategies. O. Burdyak *et al.* (2024) emphasised that the growth in popularity of social

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platforms creates a need for new approaches to shaping the communication environment between companies and their audience. The authors analysed the impact of authenticity, expertise and emotional connection of influencers on brand perception and proved that these factors determine the level of awareness and trust in products.

The rapid development of digitalisation and restrictions caused by pandemic conditions have necessitated a reorientation of communications between brands and consumers towards social media. In this context, V. Bondarchuk *et al.* (2021) emphasised that Facebook, Instagram, and YouTube created new opportunities for collaboration with opinion leaders who, due to the trust of their audience, have become key intermediaries between brands and consumers. In particular, the authors emphasised that companies working with micro-influencers achieve a higher quality of interaction compared to large accounts, albeit with a smaller reach. The growing commercialisation of digital space and declining trust in traditional advertising formats have necessitated the search for new ways of effective interaction between brands and consumers. The study by G. Myskiv & L. Ivasiuta (2025) reveals the dynamics of the development of influencer marketing as a key tool for promoting goods and services in the world and in Ukraine, based on authenticity, personalisation and content engagement. The study emphasised that the influencer marketing market grew to USD 24 billion in 2025, with Instagram remaining the leading platform, where the share of micro- and nano-influencers is growing, providing a higher level of emotional interaction with the audience.

The constant expansion of digital space and growing competition in online communications determine the need to study social media as a key tool for interaction between brands and consumers. O. Kabanova *et al.* (2024) examined the transformation of marketing strategies under the influence of digital technologies and determined that social networks have become a substantial channel for promotion, especially for small and medium-sized enterprises. They summarised the main trends in social media marketing: the development of the blogosphere, the integration of user content, the growing role of video formats, and the introduction of analytics tools to monitor consumer sentiment. The study by N. Kukina *et al.* (2024) analysed how personalised content, video formats, user activity and brand social responsibility strengthen emotional connections with consumers and promote long-term loyalty. The study determined that the use of artificial intelligence (AI) and analytical tools can be used for content optimisation and increased targeting accuracy, while brand social responsibility strengthens emotional perception. A study by A. Zhavoronok *et al.* (2025) found that branding in the digital space has become a key tool not only for building recognition but also for maintaining an emotional connection with customers, which ensures lasting loyalty and increases brand value. Researchers determined that effective management of online communication, particularly through official websites and personalised mailings, builds initial trust and encourages consumers to make repeat purchases.

The growing influence of social media on consumer behaviour requires companies to rethink their approaches to promotion and communication with their target audience. V. Rozhko & A. Shchelkova (2024) emphasised that the effectiveness of using influencers directly depends on the alignment of the opinion leader's values with those of the brand, the level of engagement (ER) of subscribers, and the authenticity of the content created. The study showed that combining influencer marketing with other elements of digital strategy, in particular content marketing, search engine optimisation, and targeted advertising, contributes to brand awareness and increased sales. The long-term impact of influencer and digital campaigns on building lasting consumer loyalty, assessing their economic effectiveness, and determining the optimal combination of different categories of influencers and digital tools in a unified communication strategy that aligns commercial goals with ethical principles of transparency remains under-researched. The current study aimed to determine the effect of social media influencers on consumer trust, emotional attachment, and behavioural loyalty to brands.

Materials and Methods

The study was theoretical in nature and covered the period from 2024 to 2025. The focus was on analysing social media algorithms as factors influencing audience reach and engagement. To this end, content analysis was used to identify patterns in the mechanisms of platform operation based on studies by L. Theodorakopoulos *et al.* (2025) and J. Vidani & S. Das (2021). These works were selected due to their comprehensive approach to explaining the relationship between social media algorithmic systems, user behaviour patterns, and the effectiveness of marketing communications. The main characteristics of social media algorithms and their impact on the effectiveness of influencer marketing were identified. Hence, TikTok, Instagram, Facebook, YouTube, and Twitter (X) were selected and analysed using a comparative-analytical method, which was used to systematically compare the features of their algorithms, identify differences in their mechanisms, and determine the specifics of user interaction. The involvement of these particular platforms was necessary to demonstrate different approaches to building a communication environment.

The use of AI in planning and implementing influencer marketing was examined using systematic analysis, which identified the role of technological innovations in improving campaign effectiveness. To this end, studies by K.K. Ramachandran *et al.* (2024), J. Šiđanski (2024) and R. Almestarihia *et al.* (2024) were selected, which addressed the automation of influencer selection processes, audience behaviour forecasting and campaign budget optimisation. These authors were selected due to their practical contribution to the development of models for using AI in marketing and the evidence-based nature of their results. The role of Big Data in measuring effectiveness and predicting consumer behaviour was studied using an analytical method based on the works of L. Theodorakopoulos & A. Theodoropoulou (2024), and S. Guzenko & N. Mayorova (2024). These studies were selected due to their extended empirical basis, which revealed the mechanisms of the use of Big Data to improve the accuracy of return on investment (ROI) and audience ER estimates.

The effectiveness of influencer marketing on social media was analysed using statistical comparison methods. To analyse the effectiveness of influencer marketing in 2024, the activities of TikTok and Instagram were studied using statistical comparison methods, which were applied to assess audience reach, cost per click, and ER indicators. This method was necessary to compare the dynamics of key ROI indicators in different market segments based on research data from N. Onashko (2024) and Ukrainian Digital Community (2024). Next, using the case study method, examples of successful campaigns by Rozetka, Lukas, and Cheetos were examined. The Intertop case was also examined as part of the Shopping Fest campaign. This method was used to analyse the practical results of influencer marketing, determine the average ROI based on analytical reports from StackInfluence (Proving influencer marketing ROI…, 2025) and eMarketer (King, 2024), and evaluate the effectiveness of various audience engagement strategies. At the final stage, a comparison was made of the effectiveness of campaigns in Ukraine, Asia (China, South Korea, Indonesia) and Western Europe (Great Britain, Germany) for the TikTok and Instagram platforms. Thus, a method of interregional comparative analysis was used, addressing ROI, cost per acquisition (CPA), and average ER criteria. The results were compared with data from Admitad (2025), which identified trends in the effectiveness of influencer marketing in different economic regions and explained their structural differences.

Results

The impact of digital innovations on the effectiveness of influencer marketing

Social media algorithms have become one of the key factors determining the success of influencer marketing and audience engagement. In the information space, the volume of content is growing exponentially, so platforms such as TikTok, Instagram, and Facebook use complex algorithmic systems to select the content that users receive in the feed. These algorithms are based on machine learning, analysing user behaviour, the number of likes, comments, views, saves, attention span, interaction history, and content topics. The result is a personalised feed that increases user engagement but also determines which posts will receive more organic reach. Therefore, the determination of the principles of algorithms has become a fundamental condition for effective communication for influencers.

In the context of influencer marketing, social media algorithms are a "trust filter". They select content that elicits the strongest user response, increasing the probability that it will be shown to a larger audience. For example, TikTok uses a "For You Page" model, where content is promoted not only to the author's followers, but also to potential new viewers if the system detects a high level of engagement in the first few hours after publication. This ensures the potential for rapid growth in reach, even for new accounts with a small number of followers. Instagram, in turn, uses a relevance-based ranking algorithm, where not only likes matter, but also the depth of engagement, such as viewing stories, private messages, and saving content. This ranking reinforces the importance of emotional authenticity and content personalisation, which directly affects the effectiveness of influencer campaigns (Theodorakopoulos *et al.*, 2025). The generalised characteristics of the algorithms of the main social platforms that determine user reach and ER are presented in Table 1.

Table 1. Key characteristics of social network algorithms and their impact on the effectiveness of influencer marketing

Platform	Algorithm basis	Key interaction metrics	Coverage and engagement influence	Peculiarities for influencers
TikTok	Recommendations based on the For You Page system	Views, dwell time, repeat view frequency, reactions	High probability of viral spread even for new accounts	The need to create short, dynamic content with attention triggers in the first 3-5 seconds
Instagram	Algorithm of relevance and depth of interaction	Likes, comments, saves, story views, private messages	Increased content visibility through personal connections and interaction frequency	Authentic and personalised posts are preferred; the quality of responses is crucial
Facebook	Priority content from friends and groups	Reactions, shares, viewing time, comments	Organic reach is limited, priority on communities and videos	Requires the use of targeted advertising to scale results
YouTube	Recommendation and personalisation algorithm for views	Viewing duration, clicks, search history, and click-through rate	High coverage stability with regular activity	Longer content lifecycle: a key factor in viewer retention
Twitter (X)	Algorithm of relevance and temporality	Likes, retweets, interaction with hashtags	Content quickly loses relevance but has the potential to spread virally	It is advisable to use short messages and videos to enhance the effect of the campaign

Source: compiled by the author based on S.A. Ismail & M. Mohamed (2024), S. Guzenko & N. Mayorova (2024), L. Theodorakopoulos *et al.* (2025)

Analysis of the data presented shows that each social platform has a unique algorithmic mechanism that determines the nature of user interaction and opportunities for brands. TikTok demonstrates the highest potential for viral growth due to its open recommendation model, while Instagram and Facebook focus on emotional authenticity and interpersonal interaction. YouTube provides stable reach through the long-life cycle of content, and Twitter (X) prioritises speed of response and timeliness of events. The use of algorithms has led to a change in brand strategies. Previously, marketers prioritised the number of followers an influencer had as an indicator of their influence, whereas now ER has become the key criterion. Algorithmic systems favour posts that provoke dialogue and hold the user's attention for as long as possible. This encourages brands and influencers to create interactive content challenges, polls, short videos, and reactions that not only inform but also encourage users to actively engage. At the same time, algorithms are constantly being updated: while in the early stages the main criterion for popularity was the volume of reactions, now the quality of interaction, the sincerity of comments, viewing duration, and speed of reaction after publication are becoming increasingly relevant (Ismail & Mohamed, 2024).

Social media algorithms also influence the economic efficiency of influencer marketing. They determine the extent to which organic reach can reduce a brand's paid promotion costs. Properly adapted content can achieve high ROI, as platforms encourage active and relevant content, reducing the need for additional budget. For companies, this means the ability to optimise marketing costs through algorithmic support. In addition, algorithms promote further perception of audience behaviour through built-in analytics tools. They can identify peak activity hours and user segments that interact most frequently with the brand, improving accuracy of targeting in campaign planning. However, algorithmic dependence has a downside. Due to constant changes in platform settings, influencers face instability in reach and unpredictability of results, even with the same content quality. This requires constant monitoring of algorithmic trends and adaptation of content strategy. The significance of analytical platforms that use machine learning to predict the effectiveness of publications is also growing. Combined with the use of Big Data and AI, this creates a new level of interaction where the success of a campaign depends not only on the creativity of the influencer but also on the accuracy of the algorithmic settings (Vidani & Das, 2021).

AI is becoming increasingly integrated into influencer marketing, changing approaches to planning, implementing and analysing marketing campaigns. It provides more accurate predictions of the effectiveness of collaborations with opinion leaders, increased content personalisation and optimisation of brand spending. In a digital environment where the amount of information grows every second, AI is becoming a key tool for processing large amounts of data, which can be used to further determine audience behaviour, identify patterns in their responses, and develop strategies based on real analytical indicators. This can be used to predict not only reach, but also the level of emotional engagement of users, identify the most effective influencers and the types of content that generate the most response. One of the most common applications of AI is the selection of influencers for specific campaigns. The traditional process of finding opinion leaders was often based on the number of followers or popularity, which did not always deliver the expected results. AI algorithms, on the other hand, analyse not only the size of the audience, but also its activity, demographic parameters, content topics, level of authenticity, and history of interaction with followers. This identifies "real" opinion leaders – those who truly shape the behaviour of their readers, rather than just generating large numbers of views. For example, Influencity and HypeAuditor use machine learning to identify fake followers and analyse qualitative engagement metrics, which increases transparency in collaborations between brands and influencers (Ramachandran *et al.*, 2024).

Another essential function of AI is the automation of content creation and personalisation. Intelligent systems analyse previous campaigns, trends, keywords, and user responses to determine which format of publication (video, stories, reels, text posts) will be most effective. Using natural language processing algorithms, such systems can generate suggestions for texts, headlines, and even video scripts. In practice, this can help marketers quickly test multiple content options and pick the most effective one based on the model's predictions. Furthermore, AI can be used to optimise posting times by determining highest activity period of the target audience. Furthermore, AI can be used to analyse audience sentiment. This method can be used real-time assessment of user reactions to influencer content – positive, neutral or negative. Machine learning algorithms analyse comments, hashtags, emojis and other forms of feedback, enabling brands to respond promptly to changes in audience sentiment. For example, if the reaction becomes less positive, the system may suggest a change in strategy or content type. Such tools help maintain brand reputation, avoid crises, and build long-term consumer trust (Šiđanski, 2024).

AI is also substantial in post-campaign analysis. AI-based platforms automatically calculate Key Performance Indicators such as reach, engagement, number of website visits, ROI, average customer acquisition cost, and more. This can be used by marketers to quickly assess campaign performance and adapt strategies for future projects. The integration of AI analytics with Big Data creates the possibility of creating predictive models that determine how changes in content or influencer selection will affect audience behaviour and brand performance (Almestarihia *et al.*, 2024).

Big Data technologies have become an integral tool in influencer marketing, providing the ability to analyse user behaviour in detail, accurately measure the effectiveness of advertising campaigns, and build predictive models to improve the effectiveness of brand communications. In an environment of information overload, data generated by social networks can be used by companies not only to assess audience reactions but also to predict their actions, preferences, and level of loyalty. Big Data encompasses vast amounts of structured and unstructured information, from likes, comments, and search queries to time patterns of user activity, which are analysed using machine learning algorithms. For influencer marketing, this means the ability to transform disparate digital signals into specific management decisions that help increase campaign effectiveness and long-term audience engagement. One of the main uses of Big Data is to measure the effectiveness of influencer campaigns. Traditionally, effectiveness was assessed by the number of followers, likes or views, but such metrics did not always accurately reflect the real impact on consumer behaviour. Due to Big Data analysis, it is now possible to objectively evaluate more complex indicators such as ER, conversion rate, average content viewing time, percentage of visits to a website or product page, and ROI metrics. Big Data-based systems process information from various sources, such as TikTok, Instagram, YouTube, Google Analytics, and Customer Relationship Management platforms, and create integrated performance evaluation models, which can be used by brands to accurately determine which influencer or content format has provided the greatest return (Theodorakopoulos & Theodoropoulou, 2024).

Big Data is also central to audience segmentation. By analysing data on age, gender, geolocation, purchase history and user behaviour patterns, companies can create more accurate profiles of target groups. This can be used to tailor communication strategies to specific consumer segments, personalise content, and optimise advertising costs. For example, algorithms can detect that younger audiences on TikTok respond to short, dynamic videos, while Instagram users trust reviews and recommendations in the form of stories or posts more. With this, marketers can adjust their communication strategy in real time, increasing the accuracy of targeting and audience engagement (Guzenko & Mayorova, 2024).

Another critical aspect is predicting consumer behaviour. Big Data algorithms use historical data to build predictive models that determine how an audience will respond to a particular type of content, communication style, or even a specific influencer. Such models can help brands assess the potential impact of a campaign in advance, reduce the risk of unsuccessful investments, and increase overall ROI. For example, based on previous interactions, it is possible to predict what type of content will generate the highest conversion rate or what percentage of the audience will be retained after the first contact. This not only increases economic efficiency but also contributes to the formation of long-term loyalty among consumers who receive relevant and valuable content. In addition to forecasting, Big Data can increase the transparency and reliability of data in the interaction between brands and influencers. Analytical platforms can be used to track not only reach, but also audience authenticity, identifying fake accounts, bots, or dishonest methods of inflating metrics. This can be used to collaborate only with real opinion leaders who have a genuine impact on consumer behaviour. On the other hand, Big Data analysis helps to assess how much a particular campaign has affected the brand's image, for example, by analysing the tone of mentions on social networks or the level of positive comments (Theodorakopoulos & Theodoropoulou, 2024). Thus, social media algorithms, AI, and Big Data technologies form a single ecosystem that determines the effectiveness of influencer marketing. Their combination ensures accurate targeting, increased user engagement, and optimised brand spending, while creating risks of algorithmic dependence and the need for constant content adaptation. As a result, the ability to integrate analytical tools with creative approaches becomes a key factor in building long-term consumer loyalty and a stable economic effect from marketing campaigns.

Analysis of the effectiveness of influencer marketing on social media

Social networks TikTok and Instagram have become leading platforms for influencer marketing, providing brands with massive reach, high audience engagement, and competitive ROI. Their effectiveness is largely determined by algorithms that shape the user experience and rank content by engagement level. TikTok specialises in short interactive video formats, challenges, and effects that encourage user participation, while Instagram develops a multi-format ecosystem combining posts, Stories, Reels, and paid advertising. As a result, these platforms have become strategic tools for brands seeking to increase reach, boost engagement, and effectively convert interactions into sales (TikTok vs Instagram…, 2025).

Instagram maintains its leading position in terms of user numbers and advertising format flexibility. As of 2024, the platform had approximately 1.4 billion active users worldwide and approximately 12 million in Ukraine, representing over 31% of the population. Instagram's algorithms focus on content quality, Reels viewing time, and authenticity, so brands focus on personalised video content and interactive Stories. Organic reach is gradually declining due to increased competition, but paid tools (advertising posts, Reels Ads, Boost) ensure stable growth in performance. Instagram's cost per mille in 2025 for Ukraine is approximately USD 8, and the cost per click is USD 0.68-0.69, confirming the platform's high commercial effectiveness. Comparative reach dynamics show that TikTok generates faster and more extensive reach among young audiences, while Instagram provides stable and longer-lasting engagement due to its multi-format content (How to increase Instagram..., 2024). On TikTok, videos receive tens of millions of views regardless of their length, indicating that users are equally interested in short and longer formats. On Instagram, Reels are the most effective, providing 6 times more reach than Stories, while short videos up to 30 seconds receive an average of 6,145 views, and longer ones receive over 8,372 views (Onashko, 2024).

In terms of ER, TikTok has an average ER of 4-7% in 2024, while Instagram has 1.45-2.18%, indicating higher interactivity of TikTok's short video content. For Instagram micro-influencers (1-10 thousand followers), ER can reach 5.6-7.2%, but for large brands, this figure is lower due to the scale of the audience. On TikTok, the highest engagement is provided by short videos with bright hooks in the first 3 seconds, interactive formats such as Duet and Stitch, as well as videos with trending music and hashtag challenges. On Instagram, Reels, carousels, and interactive Stories promote deeper engagement with users (Ukrainian Digital Community, 2024).

The regional market in Ukraine confirms these trends. In 2025, there are 17 million TikTok users in the country, and this platform is showing steady growth in reach, especially among young people aged 18-34. Ukrainian brands are actively using TikTok to promote consumer goods and services. For example, Rozetka implemented a large-scale TikTok campaign for its 19th anniversary, which received tens of millions of views due to the use of humorous and regionally oriented videos. The campaign combined the creativity of influencers with targeted advertising, which significantly increased ER (How Rozetka gave..., n.d.). Another example is Lukas, which increased its TikTok audience from 1,500 to over 77,000 subscribers in 2023 by adapting its content to the platform's algorithms. The average video view increased from 300-400 to 8,700 (TikTok case for Lukas, n.d.). Similar results were demonstrated by the Cheetos brand, which launched the #CheetosFunDance hashtag challenge with the involvement of nine TikTokers and promotion through TopView. The campaign received millions of views and a high level of engagement (How to inspire thousands..., 2021).

On Instagram, local campaigns demonstrate different dynamics: more stable, but less viral. For Ukrainian brands, Reels and paid advertising formats are effective. According to agencies, over 90% of Instagram users in Ukraine follow business accounts, which creates high visibility for brands. User-generated content campaigns on Instagram cost an average of USD 15-200 per video, providing flexible budget management and predictable ROI (How much does Instagram…, 2025). In terms of economic efficiency, TikTok provides an ROI of 4.5-11.8, depending on the duration of the campaign, while Instagram has a lower short-term ROI but better long-term user loyalty metrics (Sharif, 2025). TikTok remains a platform for quick results, with high conversion rates due to organic views and content virality, while Instagram forms more lasting connections between the brand and the consumer.

Influencer marketing is increasingly seen not only as a tool for raising brand awareness but also as one of the most influential factors affecting companies' financial results. The effectiveness of campaigns is measured by return on investment, conversion growth, sales growth and long-term brand value enhancement. According to data from the Institute of Practitioners in Advertising (2025), the short-term ROI of influencer marketing has an index of 99, while the long-term ROI reaches 151, indicating a multiplicative effect over time. In the short term, influencer campaigns create rapid reach, and in the long term, they ensure loyalty and consistent financial results. According to StackInfluence analytical reports, the average ROI in this area is approximately 5.78 USD in profit for every dollar invested, or about 578% in 2025. This figure exceeds the average results of other digital advertising channels, confirming the economic feasibility of influencer marketing (Proving influencer marketing ROI..., 2025). An eMarketer study found that conversions from campaigns increased to 46% and direct impact on sales to 44%, indicating a close correlation between influencer engagement and commercial results (King, 2024).

In the Ukrainian context, the effectiveness of influencer campaigns is also confirmed by practical cases. For example, as part of its Shopping Fest campaign, Intertop engaged more than 30 bloggers in 2021, who created about 120 posts, exceeding the planned 90. Some posts received over 450,000 views, and the overall ROI of the campaign reached 300%, demonstrating high effectiveness in converting interactions into actual sales (How collaboration with..., 2021). At the same time, research by the Lean&Sharp agency found that collaboration with micro-influencers in Ukraine yields an ER 2.3 times higher than that of macro-influencers. This is explained by the greater trust and authenticity of communications from such opinion leaders, which directly affects conversion rates and brand profitability.Ukrainian brands receive an average of approximately USD 6.5 in profit for every dollar invested, demonstrating one of the highest efficiency indicators among digital tools. In addition, companies that systematically analyse data on engagement, click-through rate, and cost per click are recording a steady increase in profitability. For example, in the fashion segment, the average sales growth after influencer campaigns exceeds 25-30%, while in the cosmetics and body care sector, growth rates range from 35-40% (How the dynamics..., 2025). Thus, it can be argued that the effectiveness of influencer marketing directly correlates with the financial performance of brands. Increased engagement, greater audience trust and the formation of emotional attachment translate into a steady increase in sales, profitability and overall brand value. The combination of macro- and micro-influencers, the integration of Big Data analytics, and careful planning of Key Performance Indicators increases ROI and builds long-term economic stability in the market.

Influencer marketing in 2025 will demonstrate varying degrees of effectiveness depending on the level of development of the digital economy, the structure of social media, and consumer behaviour patterns in different regions. A comparison of campaign results in Western Europe, Asia, and Ukraine shows that the effectiveness of investments in this tool is determined by the level of integration of analytics, algorithmic systems for selecting influencers, platforms, and target demographics. In Western Europe (Germany, Great Britain), the average return on investment in influencer marketing is approximately USD 5.78

in profit for every dollar spent. The most successful campaigns achieve an ROI of up to USD 20, which indicates a significant economic return. The effectiveness of this tool exceeds traditional digital advertising by approximately 11 times (Top ROI of..., 2025). The high result is explained by the maturity of the European market, the high level of trust in influencer content, and the use of complex AI-based analytical systems to predict audience behaviour. At the same time, the cost of acquiring a single customer in Europe remains relatively high: on TikTok, it ranges from EUR 10 to 30, and on Instagram, from EUR 20 to 50. This is due to greater market saturation, higher competition for user attention, and a significant share of premium content (TikTok in Europe…, 2025).

In Asia (China, South Korea, Indonesia), influencer marketing is rapidly growing in effectiveness due to the active development of social commerce, the integration of payment services into content, and high ER among young people. The average ROI in the region is between USD 4 and 6 in profit for every dollar invested, and for short video platforms such as TikTok or Douyin, it reaches 7. The cost of customer acquisition on TikTok averages USD 5-20, while on Instagram it is USD 10-30, indicating higher efficiency of Asian content at lower costs. The Asian market is distinguished by its focus on micro-influencers, who build a high level of trust and personalised interaction with their audience. The widespread use of integrated data (Big Data) and recommendation algorithms increases targeting accuracy, and cultural factors contribute to a closer connection between influencers and consumers (TikTok influencer marketing…, 2025).

In Ukraine, influencer marketing is gradually transforming from an experimental channel into a systematic element of marketing strategies. According to estimates by analytical agencies, the average ROI ranges from USD 4-5 in profit per USD 1 invested, which corresponds to the indicators of Eastern European countries. The CPA level on TikTok ranges from USD 7 to 25, and on Instagram from USD 15 to 40. This difference is explained by the active development of short video formats and relatively lower competition among brands. The Ukrainian market is characterised by rapid growth in the number of local influencers, especially in the areas of fashion, beauty, food products and small businesses. Local campaigns are more focused on micro- and nano-influencers, who provide greater authenticity and deeper engagement with the audience, compensating for lower reach with a high level of trust (Admitad, 2025). Comparative ROI, CPA, and ER metrics for major regions, reflecting the overall effectiveness of influencer campaigns in 2025, are shown in Table 2.

Table 2. Comparison of ROI, CPA, and ER indicators for influencer marketing in 2025

Region	Platform	ROI (income per 1 USD of expenses)	CPA	Average ER
Western Europe (the United Kingdom, Germany)	TikTok	4-6x	EUR 10-30	5-8% (nano) 2-4% (micro) 1-2% (macro)
	Instagram	5-7x	EUR 20-50	4-6% (nano) 2-3% (micro) 1-1.5% (macro)
Asia (China, South Korea, Indonesia)	TikTok/Douyin	4-7x	USD 5-20	8-10% (nano) 7-8% (micro) 5-7% (macro)
	Instagram	4-6x	USD 10-30	6-8% (nano) 3-4% (micro) 1-2% (macro)
Ukraine	TikTok	3-5x	USD 7-25	7-9% (nano) 4-6% (micro) 2-3% (macro)
	Instagram	4-6x	USD 15-40	5-7% (nano) 3-4% (micro) 1-2% (macro)

Source: compiled by the author based on TikTok influencer marketing strategies for 2025 (2025), Western marketing statistics 2025 (2025), TikTok in Europe: Your complete business guide for 2025 (2025), Admitad (2025)

Western European campaigns demonstrate the greatest economic efficiency, combining high consumer purchasing power and technological maturity of the market. In Asia, despite lower costs, comparable ROI figures are achieved due to the dynamic spread of social commerce, especially in short video formats. Ukraine is still in the process of actively developing a system for evaluating the effectiveness of influencer campaigns, but it is showing a steady trend towards increasing ROI by combining native content, integrating user-generated content, and expanding the use of AI analytics in the selection of partners. A comparison of regions shows that TikTok provides a higher return on investment with a lower CPA in all countries, while Instagram remains an effective channel for premium brands with a broader age audience. Ukraine and other post-socialist markets are characterised by rapid growth in engagement, due to lower advertising saturation. In Asia, the combination of Big Data analytics and algorithmic content personalisation is central, while in Europe, the emphasis is on ethics, transparency and authenticity in collaboration with influencers. Thus, the effectiveness of influencer marketing depends on the regional context: in Europe, it depends on strategic depth; in Asia, it depends on technological integration; and in Ukraine, it depends on authenticity and flexibility. Combining TikTok and Instagram platforms within a single communication strategy provides an optimal balance between reach, trust and economic effectiveness of campaigns.

Discussion

The growing role of digital technologies in marketing communications is fundamentally changing the way brands and consumers interact. Influencer marketing, which initially relied primarily on the emotional authenticity and social capital of opinion leaders, is now evolving into a complex system in which algorithms, Big Data and AI are crucial. These changes necessitate a deeper analysis of how trust, authenticity, and personalisation shape consumer loyalty in the digital environment. Compared to the study by A. Maulana *et al.* (2023), which addressed the behavioural aspects of consumer-brand interactions, this study expanded the topic by integrating digital technologies as a driver of loyalty. While A. Maulana *et al.* (2023) emphasised emotional authenticity and sincere communication through a Customer Relationship Management approach in the beauty industry, the presented study addressed algorithms and analytical systems that supported content personalisation and strengthened mutual trust. In both cases, trust was not viewed as a consequence of advertising, but as a dynamic process shaped by a combination of emotional connection and technological precision.

A similar evolution of approaches is present in comparison with the study by J.-L. Galdón *et al.* (2024). Both studies explored the role of algorithms and AI in influencing user behaviour, but from different perspectives. J.-L. Galdón *et al.* (2024) interpreted algorithms as a social phenomenon that generated information "bubbles" and new ethical dilemmas of digital communication. In contrast, this study addressed the same processes from a utilitarian perspective as a means of improving the effectiveness of influencer marketing, targeting accuracy, and ROI measurement. Thus, the focus shifted from the social consequences of algorithmisation to the practical mechanisms of its application in marketing analytics. A comparison with the study by S.P. Migkos *et al.* (2025) demonstrated similarities in the interpretation of digitalisation as a tool for optimising communications, but differences in the level of analysis. S.P. Migkos *et al.* (2025) considered technologies in the context of strategic data management and business process automation, while this study delved deeper into the micro-level of interaction between influencers and subscribers. While the former emphasised the strategic value of digital tools, the latter demonstrated how they form emotional connections and loyalty within specific social platforms.

This study and the study by E. Benevento *et al.* (2025) correlate in concluding that the effectiveness of influencer marketing was determined by the synergy between trust, authenticity, and emotional interaction with the audience. Both approaches emphasised that these factors shaped sustainable behavioural loyalty and contributed to brand value growth. However, in the study by E. Benevento *et al.* (2025), the focus was on the ethical aspect of influencers' activities: transparency of communication, compliance with advertising standards, and the impact of ethical reputation on consumer perception of content. The study proved that adherence to ethical standards and honesty in interacting with the audience increased the level of trust in brands, while manipulative or hidden advertising practices undermined loyalty. Thus, both approaches converged in assessing trust as a central factor of loyalty. However, E. Benevento *et al.* (2025) addressed the ethical principles and social responsibility of influencers, while in this study, technological mechanisms such as algorithms, AI, and Big Data were leading in the efficiency and measurability of influence. Compared to B. Libai *et al.* (2025), the emphasis shifted from theoretical determination of practical implementation. The authors described influencer marketing as part of a complex value creation ecosystem that combines companies, opinion leaders, and digital platforms. This study, in turn, illustrated how these relationships occur in practice through TikTok, Instagram, and YouTube algorithms, which ensure real growth in engagement and ROI. B. Libai *et al.* (2025) theoretical "creator economy" found empirical confirmation in analytical models and digital indicators.

Analysis of the results in the context of M. Fikri (2025) showed a shift from the psychological dimension to the technological one. While M. Fikri (2025) perceived trust as a consequence of the authenticity, appeal, and expertise of the influencer, this study expanded on this concept, explaining it through algorithmic personalisation mechanisms and Big Data analytics. In both cases, trust was a central factor, but its nature evolved from emotional to digital-analytical. A comparison with I. Zahran & H.Y. Aljuhmani (2025) showed another axis of development from the ethical to the technological dimension of influencer marketing. I. Zahran & H.Y. Aljuhmani (2025) viewed influencers as moral agents who, through their stable values, shaped conscious consumption in the fashion industry. This study, on the contrary, demonstrated how trust and loyalty can be built on algorithmic personalisation, accurate prediction of reactions, and technological adaptation of content.

K.A. Azhar *et al.* (2024) highlighted the cultural dimension of trust, emphasising the influence of social norms and religious values on the perception of influencers in Muslim countries. In the presented study, trust was interpreted as the result of technical optimisation of the interaction between personalised content and accurate targeting. This difference demonstrated how cultural and technological contexts can complement each other, forming different trajectories of loyalty development. The study by S. Yong *et al.* (2024) addressed the psychological mechanisms of self-presentation, social attractiveness, and identification with influencers. In contrast, this study showed how algorithms and AI create an environment of personalised interaction, where trust becomes the result not only of an emotional connection, but also of technological alignment between the brand and the user.

The presented study and the work of W. Mu & Y. Yi (2024) correlated in concluding that the key factors in the effectiveness of influencer marketing were trust, authenticity, and emotional engagement of the audience. Both approaches emphasised that interaction between the brand and opinion leaders formed lasting behavioural loyalty, and personalised content strengthened consumers' identification with the brand. W. Mu & Y. Yi (2024) addressed economic mechanisms, examining how social media created added value by increasing consumer trust, reducing information asymmetry, and increasing conversion. The same study emphasised technological factors such as social network algorithms, Big Data, and AI, which determined content personalisation, analytical decision support, and ROI improvement. Both studies correlated in the perception of trust as a key element of loyalty but differed in their approach: W. Mu & Y. Yi (2024) focused on the economic benefits of influencer marketing, while this study highlighted the digital-analytical aspect of its effectiveness.

The study by Z. Qiu *et al*. (2025) and presented research correlated in concluding that the combination of emotional authenticity and technological accuracy determined the effectiveness of digital marketing. In both approaches, trust was defined as the key to building stable consumer loyalty. However, the work of the authors analysed focused on network dynamics and brand integration into cross-platform ecosystems, while this study addressed analytical tools, social network algorithms, Big Data and AI, which increased the accuracy of targeting and behaviour prediction. While Z. Qiu *et al*. (2025) interpreted loyalty as the result of emotional interaction in the media space, this study interpreted it through the effectiveness of algorithmic personalisation and ROI measurability.

A summary of various approaches showed that influencer marketing has gradually transformed from an emotional and communicative practice into a structured digital tool for managing trust. Regardless of the subject of analysis – social behaviour, cultural contexts, ethical principles, or economic outcomes – all the studies reviewed confirmed the key role of trust as the core of loyalty. At the same time, the directions of its formation have evolved: from emotional authenticity and interpersonal communication to analytical personalisation, algorithmisation of processes, and consumer behaviour forecasting. This shift highlighted a new paradigm of influencer marketing, in which human emotionality was combined with technological precision, and digital data became the basis not only for measuring effectiveness but also for building lasting trust between the brand and the audience.

Conclusions

A summary of the research results showed that influencer marketing has become one of the most effective tools for building consumer trust and loyalty in the digital environment. Social media algorithms, AI, and Big Data technologies have created a new communications ecosystem in which content personalisation, analytical accuracy, and transparency of interaction between the brand and the audience is substantial. In 2025, the influencer marketing market reached over USD 24 billion, with TikTok remaining the leader in ER with an average of 4-7%, Instagram offers stable coverage ranging from 1.45% to 2.18%. On TikTok, short interactive videos of up to 30 seconds proved to be the most effective, while on Instagram, Reels are preferred, exceeding the reach of Stories by six times. In Ukraine, where TikTok has 17 million users and Instagram has 12 million, brands are targeting micro- and nano-influencers, who provide a high level of trust and engagement.

The use of social media algorithms and AI improved targeting accuracy, automated influencer selection, and shaped analytically sound campaigns. TikTok demonstrated the highest return on investment at the lowest cost, while Instagram provided deeper emotional engagement and long-term loyalty. The integration of Big Data into audience segmentation and behaviour forecasting reduced investment risks and increased ROI. Analysis of Ukrainian cases, Rozetka, Lukas, and Intertop, also showed that combining analytics and creativity contributes to high ROI and sales growth. Thus, in 2025, influencer marketing has become not only a means of communication but also a strategic mechanism for managing trust, emotional engagement, and the economic efficiency of brands.

An analysis of financial indicators confirmed the economic feasibility of this tool. The average ROI worldwide is approximately USD 5.78 in profit for every dollar invested, while in Ukraine it is USD 4-5, which is in line with Eastern European countries. In Western Europe, the most successful campaigns achieved an ROI of up to USD 20, and in Asia, USD 6-7 due to social commerce and analytical platforms. The CPA level on TikTok ranged from USD 7 to 25 in Ukraine and from 10 to EUR 30 in the EU, which indicates the competitiveness of the market. The short-term ROI had an index of 99, and the long-term ROI had an index of 151, confirming the cumulative effect. A 46% increase in conversions and a 44% direct impact on sales proved the close link between influencer activity and brand financial results. The limitation of the study was the emphasis on TikTok and Instagram, without considering the impact of other platforms. Prospects for further research include expanding the analysis to multi-platform ecosystems, in particular the metaverse and virtual influencers, for further analysis of the mechanisms of digital trust.

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Інфлюенсер-маркетинг як інструмент формування лояльності споживачів

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Анотація. Метою даного дослідження було з'ясувати, яким чином комунікаційна активність лідерів думок у соціальних мережах формує довіру споживачів, посилює їх емоційну прихильність та стимулює поведінкову лояльність до брендів. Методологія дослідження ґрунтувалася на комплексному теоретико-аналітичному підході, який поєднував контент-аналіз, порівняльний аналіз та кейс-метод. У процесі дослідження було виявлено, що глобальний ринок інфлюенсер-маркетингу у 2025 році сягнув 24 мільярдів доларів, тоді як середній показник рентабельності інвестицій становить 5,78 долара прибутку на кожен долар інвестицій. В Україні цей показник дорівнює 4-5 доларам. Визначено, що TikTok залишається лідером за рівнем залученості користувачів із показником 4-7 %, тоді як Instagram забезпечує стабільність охоплення на рівні 1,45-2,18 %. Аналіз показав, що у країнах Західної Європи (Велика Британія, Німеччина) найуспішніші кампанії досягли рентабельності інвестицій до 20 доларів, тоді як у країнах Азії (Китай, Південна Корея, Індонезія) цей показник становив 6-7 доларів завдяки інтеграції соціальної комерції та аналітичних платформ. В Україні найвищі результати продемонстрували кампанії з мікроінфлюенсерами, які забезпечують підвищення конверсій до 46 % і зростання продажів до 40 %. Встановлено, що використання штучного інтелекту дозволяє підвищити точність таргетування та знизити витрати на 15-20 %, а технології Big Data сприяють кращому прогнозуванню поведінки споживачів і підвищенню ефективності кампаній на 25 %. Результати дослідження можуть бути використані компаніями для оптимізації стратегій інфлюенсер-маркетингу, підвищення рентабельності інвестицій та зміцнення лояльності аудиторії у цифровому середовищі

Ключові слова: алгоритми соціальних мереж; штучний інтелект; залученість аудиторії; рівень довіри; рентабельності інвестицій; таргетування