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Research Paper

An Empirical Analysis of the Impact of Sponsorship Disclosure on Instagram Posts.

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ABSTRACT

Despite increased interest in influencers as a marketing communication tool, it remains unclear how the credibility of influencers and the brand affect consumer attitudes towards the promotional messages of influencers. In addition, issues of sponsorship disclosure of influencer promotional posts assist consumers in critically processing the advertising message. This research examines the effect of Sponsorship Disclosure on Instagram posts, influencer credibility, and brand credibility on the purchase intention of consumers. A descriptive research design is used for this study. This study is based on primary data. The survey method is used for collecting data. A total of 203 responses were collected through Google Form. The structural equation modelling technique is utilized for the analysis. SmartPLS (Version 4.1.1.2) software is used for the analysis. It was found that Sponsorship Disclosure and Brand Credibility have a positive influence on intention to purchase & theoretical implications are also explored. This research offers important implications for marketing managers seeking to increase the efficiency of IM campaigns on Instagram and recognizing its influence on influencer credibility, brand credibility, and sponsorship disclosure. Managers can make informed choices to engage consumers and generate purchase intention more effectively.

Keywords: Influencer marketing; Sponsorship disclosure; Influencer credibility; Brand credibility; Purchase intention

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1. INTRODUCTION

Instagram is now a potent medium for online marketing, where companies partner with social media influencers to sell products and services in an image-rich format (Hur et al., 2020; Iqbal, 2021). Instagram has more than two billion monthly active users worldwide, ranking it among the most powerful platforms for marketing efforts (Statista, 2023). There are a number of theoretical concepts available in marketing that now need marketing strategies for execution in the real world. Continuous upgradation in technology compels marketers to generate marketing strategies that can create a high impact on consumers' purchase decisions (Remondes, 2025). Influencer marketing redefined the medium through which brands can connect with customers. Influencers are playing a main role in influencing the followers by sharing their personal experience with the brand (Zhau et al., 2021). One of the most important considerations of whether an Instagram promotional post is effective is sponsorship disclosure (SD) open recognition that a post is paid or sponsored. Regulatory bodies such as the Federal Trade Commission (FTC) mandate influencers to disclose paid partnerships smartly in order to avoid deception and uphold consumer rights (Federal Trade Commission, 2019). Whereas disclosures like #ad or #sponsored are meant to alert consumers and build trust, they could also lower the perceived truth of the content (Boerman et al., 2017). This is a dilemma, as disclosure is morally required but might also lower the message's effectiveness. Influencers are playing a crucial role in influencing social media users. Influencers are the individual those who have a high number of followers on their social media profile such as instagram profile. These influencers can influence their followers (Council, 2018) and seem more trusted for influencing the consumers (Jin et al., 2019). Influencers are digitally available for their influencers, and digital orientation can impact performance (Silva, Santos, Fragata, & Remondes, 2025). Similarly important is influencer credibility (IC), defined by three dimensions: expertise, trustworthiness, and attractiveness (Ohanian, 1990; Nafees et al., 2021). Influencers seen as knowledgeable and trustworthy are better able to invoke positive brand attitudes and increase purchase intentions among followers (Sokolova & Kefi, 2020; Belanche & Casaló, 2021). Some

research indicates even highly credible influencers can lose influence when followers pick up on obvious commercial intent in sponsored content (Evans et al., 2017). The success of Instagram promotional posts, usually evaluated through engagement measures, message credibility, brand attitudes, and purchase intentions, is contingent on the interaction between these two factors (Lou & Yuan, 2019). It has been found that both disclosure and credibility have strong effects on consumer behaviour, but the direction and magnitude of these effects depend on contextual and individual-level variables like consumer doubt, product type, and influencer–audience relationship (Jin et al., 2019). Influencer Marketing (IM) provides a platform for brands to influence consumer behavior (Veirman et al., 2017). Companies are moving towards influencers for promotional purposes. Recommendations given by influencers are considered important by their followers (Janssen et al., 2022). Regulatory agencies make it mandatory for companies and influencers to show sponsored content by utilizing tags, e.g., #ad or #sponsored. These disclosures also reveal the credibility of the influencers. Brands are considering influencers who have a high following on social media sites and have an influential behavior (Veissi, 2017). Paid partnership generates transparency, but also creates skepticism regarding the influencer's intentions, which could diminish the effectiveness of promotional posts. Companies hire SMIs to promote their brands and products through their social media accounts (Gross & Wangenheim, 2022). The credibility that an influencer is perceived to have, determined by their expertise, trustworthiness, and authenticity, can significantly influence audience engagement and improve brand perception.

The objective of this research is to examine the interaction between sponsorship disclosure and influencer credibility, and how brand credibility affects the success of promotional posts on Instagram. The main focus of this study is to understand the effect of sponsored posts on consumer perceptions, assess the importance of influencer credibility and brand credibility in the effectiveness of posts, and comprehend how these elements interact to influence consumer purchase intention. By grasping these dynamics, brands can more effectively customize their influencer marketing strategies to enhance engagement and favourable brand results on Instagram.

2. LITERATURE REVIEW

2.1 Influencer Marketing (IM)

IM is defined as a communication strategy by which influencers assist brands in convincing customers (Belanche et al., 2021). The crucial aspect of IM is to make the public aware of the latest changes in the market related to products and services (Boerman, 2020). Social media enables users to make & share user-friendly content. Customers are visiting social media platforms to acknowledge each other regarding brands, services, and products (Lee & Kim, 2020; Veissi, 2017). In influencer marketing, SMIs create sponsored posts from businesses and share the posts on their Instagram profiles, and consumers can engage with the business by hitting the Like button on the post or commenting on the post (Gross & Wangenheim, 2022). One of the influencer marketing tactics today includes sending a product for free to a web influencer, hoping they would use and enjoy it and would want to promote it to their followers (Braatz, 2017).

2.2 Sponsorship disclosure

Sponsorship disclosure (SD) is a way to let the consumer know that the message is advertising, and it can be done by adding some terms or tags, such as #ad or #sponsored, or statements like promoted by company or sponsored by company (Reitzer, 2023). The positive impact of the honest opinion sponsorship disclosure on the audience responses in terms of conceptual persuasion, knowledge, behavior intentions, and attitudes is more pronounced when the honest opinion sponsorship disclosure is positioned above the promotional post (Nordmann, 2019). The prime reason behind these disclosures is to make the intent of advertising clear to the public, since it is the right of the consumer to know when they are exposed to influencing messages (Naderer et al., 2021). A sponsored Instagram Post has a clear Sponsorship disclosure to engage concept-based persuasion knowledge more intensely as compared to an implicit sponsorship disclosure or no disclosure, and accordingly, to bring more negative consumer responses (Ershov, 2024).

H1: Sponsorship Disclosure (SD) has a significant positive effect on purchase intention.

2.3 Brand credibility

Brand credibility (BC) refers to the credibility of information within a brand that consumers feel the brand possesses the capability of knowledge and motivation of trust to deliver what has been committed (Vidyanata, 2022). For an influencer to carry an effective campaign, brand credibility is yet another significant attribute to the influencer. Previous studies indicated that competencies, trustworthiness, or likability, highly credible influencers tend to influence consumers and translate

purchase intention (Lou & Yuan, 2019). A brand's credibility is prompted by the consumer's confidence about whether the brand can deliver sustained value from the product and the service offered (Lee & Kim, 2020). There are studies which mentioned two dimensions for brand trust that include brand reliability and brand intention (Kemeç & Yüksel, 2021). BC is the fulfillment of expectations and need satisfaction by the brand, while brand intention is the brand's goodwill in addressing problems faced by the consumer.

H2: Brand Credibility (BC) has a significant positive effect on purchase intention.

2.4 Influencer credibility

The notion of credibility's origin within the convincing process has garnered significant attention from advertising and marketing practitioners, as well as researchers. Source credibility was theorized as one of the major antecedents of attitude towards an advertisement and eventually the advertising effect. Source credibility was found to influence the attitude of consumers towards the advertising and buying intentions in previous research. Source credibility consists of dimensions of expertise, trustworthiness, and attractiveness. Expertise is understood as the perceived capacity of the source to know about the topic, trustworthiness is understood as honesty & credibility of the source, and is understood as the highest perceived familiarity and likability of the source. Influencers can enhance trust by sharing usage experience and demonstrating the process of use in the reel or video (Sokolova & Kefi, 2020). Well-established Hollywood actors such as Dwayne Johnson is highly paid celebrity Influencers on online/social media sites (Curtin et al., 2019). Less credible Celebrities such as Kardashian and Kendall Jenner have more than one hundred million followers on their social media accounts (Ranker, 2019). Many brands are offering a good amount to sponsor ads to target hard-to-reach consumers. However, prior research has found that in the majority of instances, a very credible celebrity endorser has a positive effect on consumers' attitude toward advertising and purchase intention over a low-credibility celebrity influencer (Wang & Weng, 2024).

H3: Influencer Credibility(IC) has a significant positive effect on purchase intention.

2.5 Purchase intention

Purchase intention (P) is defined as a consumer's intention or probability to purchase a given product or service based on different determinants like trust, perceived value, and marketing messages (Till & Busler, 2000; Uribe et al., 2016). For influencer marketing on Instagram, purchase intention is becoming increasingly important and is seen as a key outcome measure that

captures the efficiency of social media promotional campaigns. Social media influencers (SMIs) are capable of impacting consumers' buying decisions by creating credibility and content that is interesting. When the content is found to be trustworthy and authentic by consumers, the purchase intention of consumers is enhanced positively (Lou & Yuan, 2019).

The influence of SMIs on purchase intention is uncertain on a number of interrelated constructs, such as brand credibility, influencer credibility, and sponsorship disclosure transparency. Both sponsorship disclosure and influencer credibility directly influence purchase intention, with brand credibility acting as a significant mediator of the relationship (Lee & Kim, 2020). Consumers are more likely to make a purchase when they perceive the influencer as authentic, and the promotional message is openly labelled. Purchase intention is defined as a consumer's intention to purchase a particular product or service, depending on different determining factors such as trust, perceived value, and marketing communications (Uribe et al., 2016). In the context of Instagram influencer marketing, purchase intention is also becoming more recognized as a vital outcome variable to measure the performance of social media promotional efforts.

The research framework was developed on the basis of previous work.

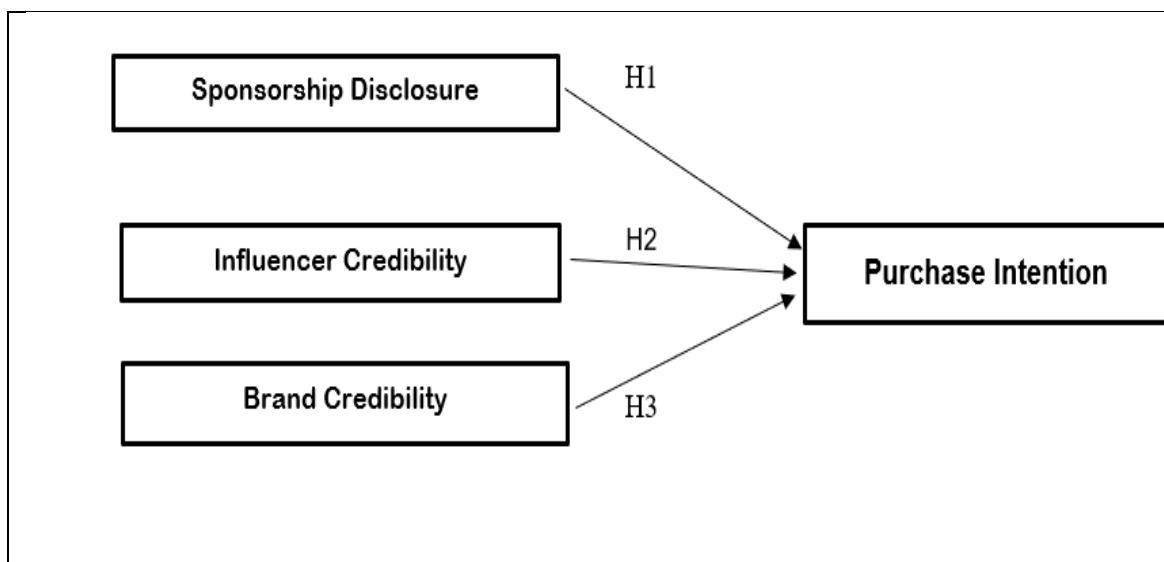


Figure 1. Research Framework

3. METHODOLOGY

This section describes the methodology used to explore the influence of SD, IC, and BC on the effectiveness of Instagram Ads. The study employed a quantitative research design, and analysis was conducted through (PLS-SEM) with Smart PLS Version 4.1.1.2.

3.1 Research design

A descriptive research design was adopted to examine the relationships among the constructs. A structured online questionnaire was developed and distributed via Google Forms to individuals of varying ages, genders, and occupations. This approach enabled the collection of data from Instagram users regarding their perceptions of influencer posts.

3.2 Sample method and size

The research employed non-probability convenience sampling, targeting active Instagram users with experience in influencer marketing. Data were collected via Google Forms, which were distributed through social media platforms such as Instagram and WhatsApp. Respondents were selected based on ease of access. The majority of respondents were located in India, primarily from Delhi and Uttar Pradesh. This approach was chosen because the target population comprised active Instagram users. A total of 203 valid responses were collected through the online survey. Participants included Instagram users familiar with sponsorship disclosures (e.g., *#ad* or *#sponsored*). Accordingly, convenience sampling was deemed appropriate for this research. While this method has certain limitations, such as limiting the generalizability of the results, it remains suitable for empirical studies on social media that examine the user perceptions and behavioural patterns.

Sample size was determined using G*Power software version 3.1.9.7 (Faul et al., 2007; 2009). The software calculated that a minimum of 89 participants was required for the study (see Figure 2). Ultimately, 203 valid responses were collected, exceeding the minimum sample size requirement. The survey instruments consisted of 13 items to analyse four constructs. Descriptions of source of the items were available in Table 1. Constructs were measured on a seven-point Likert scale ranging from 1 “Strongly Disagree” to 7 “Strongly Agree”.

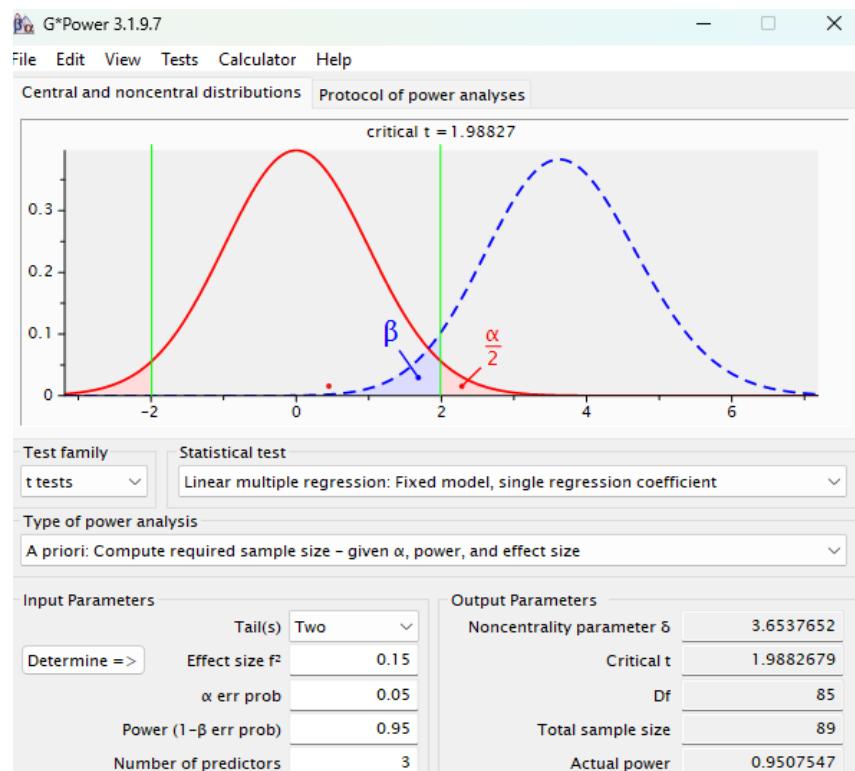


Figure 2. G* Power Analysis for Sample Size Determination

Table 1. Constructs and Measurement Scale

S. No	Factors	Source
1.	Influencer Credibility IC1 - Measuring Attractiveness IC2 - Measuring Trustworthiness IC3 - Measuring Expertise	(Ohanian, 1990)
2.	Brand Credibility BC1 -Trustworthy BC2 -Reliable BC3 -Safe BC4 -Honest	(Chaudhuri and Holbrook 2001)
3.	Purchase Intention P1 -Likely P2 -Defenitely P3 - Probably	(Till & Busler, 2000; Uribe et al., 2016)
4.	Sponsorship Disclosure SD1 -Influencer was compensated by the brand for creating the post. SD2 -Influencer indicated the post was sponsored. SD3 -Influencer used hashtag in sponsored post.	(Nora et al., 2017)

The study involved mostly participants aged 25–32 years (41.4%) and 18–24 Years (39.4%), showing that the sample data is mostly from the young adult groups. Smaller proportions were aged 33–39 years (10.8%) and 40 and over (8.4%). Young generations are more associated with Instagram (Olejniczak, 2022). Responses also come more from the young generation. Gender was nearly equally distributed, with 50.2% female and 49.8% male. Majorly, respondents were from Uttar Pradesh and Delhi. Location of the respondents did not play an important role as this study is based on social media marketing. The majority of respondents used Instagram every day (72.9%), while some used it weekly (21.2%) or rarely (5.9%), indicating that they are active users.

Table 2. Demographic Analysis

Variable	Category	Frequency	Percentage
Age	18-24 years	80	39.4%
	25-32 years	85	41.4%
	33-39 years	21	10.8%
	40 and above	17	8.4%
Gender	Male	101	49.8%
	Female	102	50.2%
How frequently do you use Instagram?	Daily	148	72.9%
	Weekly	43	21.2%
	Occasionally	12	5.9%
Have you Purchased a product/service based on influencer's recommendation?	Yes	171	84.2%
	No	32	15.8%

In general, 84.2% indicated that they had bought a product or service due to an influencer's endorsement, implying that this form of marketing has a significant influence on their purchasing choices.

4. RESULTS

Validation of the measurement model using PLS-SEM confirms that all constructs, purchase intention, brand credibility, influencer credibility, and sponsorship disclosure are found to have satisfactory reliability and validity levels. Each loading is above the threshold value of 0.70 and thus confirms strong indicator reliability. Composite reliability values for all constructs vary

between 0.733 and 0.860, and this is higher than the least valid range, which is 0.70, and thus confirms internal consistency.

Table 3. Assessment Results of the measurement model

Construct	Indicator Loading	Composite Reliability	AVE	VIF
Influencer credibility				
IC1	0.888	0.860	0.754	2.516
IC2	0.846			2.111
IC3	0.871			1.745
Brand Credibility				
BC1	0.815	0.857	0.699	2.018
BC2	0.887			2.540
BC3	0.855			2.247
BC4	0.783			1.680
Purchase Intention				
P1	0.703	0.733	0.640	1.559
P2	0.897			2.155
P3	0.789			1.492
Sponsorship Disclosure				
SD1	0.773	0.758	0.666	1.849
SD2	0.881			2.258
SD3	0.790			1.359

In addition, the AVE values of all the constructs are higher than 0.50, indicating adequate convergent validity. These results suggest that the constructs are being measured validly and reliably and provide a good foundation for examining their interrelations further in the structural model.

Table 4. Discriminant validity - (HTMT)

Construct's	Brand Credibility	Influencer Credibility	Purchase Intention	Sponsorship Disclosure
Brand Credibility				
Influencer Credibility	0.870			
Purchase Intention	0.778	0.669		
Sponsorship Disclosure	0.519	0.423	0.727	

This table of Correlation analysis examined the interrelationship among Brand Credibility (BC), Influencer Credibility (IC), Purchase Intention (P), and Sponsorship Disclosure (SD). Brand Credibility showed significant correlation with Influencer Credibility ($r = 0.870$) and Purchase Intention ($r = 0.778$), such that increasing influencer credibility results in more brand credibility that would give higher purchase intention. Brand Credibility positively correlated with moderate strength for Sponsorship Disclosure ($r = 0.519$). Influencer Credibility was similarly moderately strongly associated with Purchase Intention ($r = 0.669$) and was moderately associated with Sponsorship Disclosure ($r = 0.423$). Sponsorship Disclosure was strongly associated with Purchase Intention as well ($r = 0.727$), which suggests disclosure has a strong influence on consumers' buying intentions. As a whole, the findings provide evidence of valued IC and SD in making Instagram promotion posts more effective.

Table5. Hypothesis Testing

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	2.5%	97.5%	P values	Decision
BC -> P	0.381	0.381	0.075	5.093 0.214		0.510	0.000	Supported
IC -> P	0.136	0.139	0.078	1.736 -0.014		0.297	0.083	Not Supported
SD -> P	0.324	0.324	0.054	5.956 0.213		0.426	0.000	Supported

The model was estimated using PLS-SEM to find out the relationships among brand credibility, influencer credibility, sponsorship disclosure, and purchase intention. The analysis results verified that brand credibility positively and significantly impacts purchase intention ($\beta = 0.381$, $T = 5.093$, $p < 0.001$), i.e., consumers are likely to intend to purchase a product if they believe the associated brand is credible and trustworthy. Sponsor disclosure also exerted a significant and strong positive influence in purchase intention ($\beta = 0.324$, $T = 5.956$, $p < 0.001$), suggesting that labeling Instagram sponsored posts as such increases consumer trust and has a favorable influence on their

buying behavior. On the other hand, influencer credibility had a positive but not statistically significant impact on purchase intention ($\beta = 0.136$, $T = 1.736$, $p = 0.083$), indicating that trust value and expertise of SMI which likely to have an impact to some degree, they are not a determining factor in shaping consumers' purchasing intentions in this case. The findings show that in influencer marketing via Instagram, credibility of the brand and sponsorship announcement are stronger determinants of purchasing intentions among consumers than credibility of the influencer.

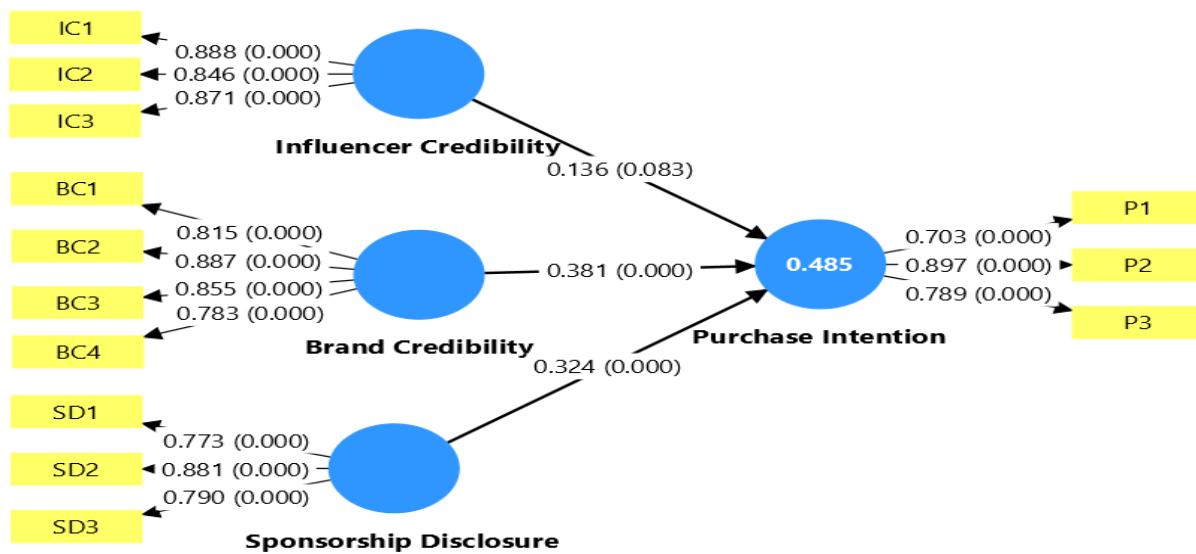


Figure 3. Model of Impact of Sponsorship Disclosure on Instagram Post

The bootstrapping results, as indicated in the image, offer insights into the strength and significance of the relations between the constructs in your research on influencer marketing on Instagram. Both path coefficients and p-values show that both BC ($\beta = 0.381$, $p = 0.000$) and SD ($\beta = 0.324$, $p = 0.000$) significantly affect P, indicating these are drivers of consumer behavior in the context of Instagram promotional posts. Conversely, IC has a lesser path coefficient ($\beta = 0.136$) and a non-significant p-value (0.083), suggesting that although perceived credibility of influencers can be important to some degree, it is not a statistically significant factor in affecting consumers' purchase intentions for this research. R^2 value of 0.485 for Purchase Intention signifies that almost 48.5% of purchase intention variance is predicted by the cumulative effects of the three construct variables. This highlights that influencer characteristics might be a part of consumer judgments,

but brand trust and transparency in disclosure are more significant influencers of purchase behavior in Instagram promotion content.

5. DISCUSSION

This research offers insightful information regarding the influencer marketing dynamics in Instagram, particularly with regard to the effects of SD, IC, and BC on consumer purchase intention. BC plays the most significant role in purchase intention. Consumers are likely to buy a brand that can be trusted, relied upon, and consistent. This highlights the importance of having a powerful brand image in online marketing campaigns. The second major finding is that SD puts favourable effect on purchase intention. Understanding sponsored content, this research established that labeling posts as sponsored (through hashtags such as #ad or #sponsored) increases transparency and trust among consumers. This transparency allows audiences to make a better judgment about the content and feel more assured in their purchasing decisions, upholding the worth of ethical marketing practices on social media. Interestingly, where influencer credibility was anticipated to contribute significantly to purchase behavior, statistical analysis showed its contribution to be weaker and not statistically significant. This result is consistent with the study of Lee & Kim (2020). There are studies available that depict the impact of IC on Purchase intention, which also depends on the product appeal (Schorn et al., 2022). The best explanation of the insignificant nature of IC on purchase intention will come from the Persuasion Knowledge Model (Friestad and Wright, 1999). As per this theory, if consumers are aware of the sponsored disclosure, then they become skeptical about the post, which in turn minimizes the acceptance (Lee and Johnson, 2022; Evans et al., 2017). Sponsored disclosure makes Instagram users more skeptical, and users showed a minimal positive attitude towards the brand (Kim et al., 2021). When users are aware of the sponsored disclosure, they become suspicious about the intention of the influencer for sharing this post, and the influencer's credibility is affected negatively (Veirman and Hudders, 2020). In the case of Instagram, the influencer's personal reputation itself may not necessarily influence buying behavior unless backed by a reputable brand and vivid disclosures. It suggests that endorsements from influencer marketing, even of very popular influencers, are unlikely to cause conversions if there is no credibility with the message or brand. Secondly, the inter-relationship analysis revealed that the credibility of brands positively correlates with the credibility of influencers and disclosure of sponsorship, which means that credible brands and

influencers, disclosing sponsors, can reinforce positive perception towards one another by consumers. In general, these results indicate that although influencers may be useful in amplifying a message, brand trust and open communication are the most influential drivers of consumer action on Instagram. The research also indicates that employing trusted influencers can still elevate brand perception, particularly if the influencer aligns the value with that of the brand. When the brand and the influencer both appear to be trustworthy, the effect is greater. This serves to emphasize the need to select influencers who will resonate with the message of the brand and deliver it genuinely. Transparent advertising creates more intimate relationships with customers, particularly with younger individuals such as Gen Z and millennials. They anticipate brands to be transparent and honest. By being transparent about sponsored content, brands and influencers are able to better connect with their audience and elicit engagement. This research also indicates that cultural variations may influence the perception of people towards influencer marketing. In India, for instance, individuals may continue to identify with influencers if they perceive that the influencer is like them, even when it is overtly sponsored. This indicates the need to know the target audience and how they behave. There are other things, such as whether the post is good-looking or the story is interesting, that can influence how people react. In the social media era, where individuals read hundreds of posts daily, only the most authentic, innovative, and meaningful material will be noticed and shared. This study indicates that successful IM involves companies emphasizing the development of a credible brand, collaborating with honest influencers, and transparency in revealing paid endorsements. These strategies improve consumer trust as well as the likelihood of converting web engagement into actual purchasing decisions.

Online marketing transforms the marketing concept (Bhatt, 2021), and firms can increase their consumer base with the help of different digital platforms. This research offers important implications for marketing managers seeking to increase the efficiency of IM campaigns on Instagram and recognizing its influence on influencer credibility, brand credibility, and sponsorship disclosure. Managers can make informed choices to more effectively engage consumers and generate purchase intentions. Instagram is a platform through which brands can grab their targeted customers (Zhou & Xue, 2021). Marketers can take advantage of influencer marketing by utilizing the benefit from the bond between influencers and followers (Ki et al., 2020). Brands can work with influencers to enhance sales (Lou et al., 2019), and influencers can work with brand for drawing more followers (Wies et al., 2022). Firms need to emphasize

developing and sustaining a credible brand image. This is possible by maintaining consistent quality, open communication, and upholding brand commitments. Partnering with influencers whose values are similar to those of the brand will further enhance the credibility. Promoting Clear disclosure of sponsorships has a positive effect on consumers' purchasing intentions. Managers need to urge influencers to clearly mark when content is sponsored. Transparency promotes trust and authenticity, which are essential for consumer engagement. Using standardized disclosure practices can also assist in sticking to advertising laws and ethical requirements. Although influencer credibility influences purchase intention, its effect is somewhat less than that of brand credibility and sponsorship disclosure. Managers need to review available influencers and take their authenticity, expertise, and accordance with the brand image into consideration. Selecting influencers who truly connect with target customers can make promotional campaigns more effective. The strong brand credibility with trusted influencers can multiply the effect of marketing campaigns and assist in creating holistic campaigns wherein both the brand and the influencer communicate mutually supportive messages, strengthening each other's trustworthiness and building a cohesive brand story. A different future perspective of analyzing and understanding consumer reactions to influencer marketing is necessary since it assist actively tracking feedback, engagement rates, and sentiment analysis to determine the success of campaigns. Data-driven insights enable timely adjustments and optimizations, making marketing strategies responsive to consumer tastes and behaviors. Understanding the diversification of the consumer audience, it helps customize influencer marketing strategies to appeal to certain groups. Knowledge of the attitudes, values, and behaviors of various audience segments allows for the development of specialized and effective campaigns that can efficiently influence purchase intent. Organizations can make better use of IM in Instagram by adopting these strategies, building closer relationships with consumers, and meeting desired marketing effects. The results of this study also provide significant managerial implications for brands and marketers using IM on Instagram. Firstly, clear SD is necessary, as this can generate trust among followers and increase the perceived authenticity of the influencer and the brand. Instead of perceiving disclosure as an obstacle, managers need to see it as a mechanism for establishing credibility and compliance, which would benefit the relationships between consumers and brands. Second, credibility must be the first consideration when choosing influencers; collaborating with influencers who are viewed as authentic, knowledgeable, and trustworthy by their audience greatly enhances the power of promotional

content. Having a balance between promotional intention and natural communication is also essential. Influencers must be advised to incorporate brand messages in a manner that reflects their personal tone and content to not seem too commercial. In addition, marketing efforts should be adapted to the unique profile of the target audience since younger consumers, for example, are likely to react differently to sponsorship signals. Campaign success should not be based solely on conventional metrics of engagement, such as likes or shares, but include qualitative measures such as follower trust, sentiment, and perceived IC. Lastly, brands can get a competitive edge by making sure that influencers comply with the regulatory requirements of sponsorship SD. Educating and providing guidance to influencers will ensure that ethical norms are preserved and campaign transparency is improved, along with building long-term brand equity.

6. CONCLUSION

This research investigated the dynamics of Instagram, encompassing how SD, IC, and BD influence consumers' purchase intentions. Based on PLS-SEM, the research explored the interdependence between these constructs and ascertained their individual and joint impacts on the Effectiveness of promotion posts. The findings conclude that BC is the most significant driver in influencing purchase intention. This upholds the call for brands to portray an image of reliability and consistency since customers are likely to think about purchasing products from a brand that has been perceived to be credible. This aligns with previous studies emphasizing the core role of brand trust in decision-making among customers. SD also appeared as a positive factor in purchase intention. Open and transparent disclosure of sponsored content boosts consumer trust and does not lower the influence of promotional messages. This finding supports the fact that ethical marketing practices, such as transparency in sponsorship disclosures, can synchronize with successful promotional campaigns. It is also consistent with research indicating that successful disclosure does not negatively impact user engagement on sites like Instagram. In contrast, influencer credibility exerted a weaker but positive effect on purchase intention. Although credible influencers are able to gain visibility and establish engagement, their personal credibility may not be sufficient to alter consumers' purchasing habits. This suggests that the perceived trust and authenticity of the brand itself are more important in shaping consumer behavior. This study emphasizes that while influencers can be helpful to engage and communicate with the audience, their believability as a brand and ethical marketing standards are the greatest concerns in turning

engagement into buying intentions. From the marketers' perspective, it means that it is essential to invest in creating a believable brand image and applying honest promotion practices to become successful in the digital space. These findings add to the knowledge of consumers' behavior in social media marketing and offer real-world recommendations to brands and marketers to make their influencer marketing initiatives on Instagram more effective.

This study provides crucial insights of impact of SD, BC, and IC in influencer marketing backed by strong empirical analysis, but has several limitations. It only includes Indian respondents, which create question about "Do these respondents provide the representation of all Instagram users?" Future Researchers can get responses from multiple countries for better comprehensiveness of the concept. Other factors can impact the intention of the users for purchasing the brand from instagram post, such as the type of influencers, the personal values of the influencer, etc., which can be taken into consideration. Future researchers can explore the impact of different types of influencers with ample message appeal.

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