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The Impact of Influencer Marketing on Consumer Loyalty and Repeat Purchase Behavior

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Abstract

This study's goal is to study the impact of influencer marketing on customer loyalty and wanting the product again behavior. Previous studies in the area of influencer marketing have mainly focused on the initial responses of the consumers such as awareness and intent to buy, while there are not so many studies regarding the long-term effects of influencer marketing. The whole research project was carried out using a quantitative cross-sectional method and the sample included 150 social media users who not only followed but also consumed the influencers' content on Instagram, TikTok, and YouTube. Descriptive statistics, correlation, and regression analysis were applied to evaluate the influence of marketing to the loyalty of customers and the behavior of repeat purchase. The outcome of the research showed that influencer marketing has a weak but at the same time significant positive effect on consumer loyalty ($\beta = 0.229$, $p = .005$) which means that trust and engagement with influencers have a slight but positive effect on emotional attachment to brands. On the other hand, influencer marketing shows a strong and significant impact on repeat purchase behavior ($\beta = 0.701$, $p < .001$) thus accounting for almost 50% of the variance which indicates its nature as an effective post-purchase reinforcement strategy. These results demonstrate a difference in the influence of marketing on consumer attitudes and behaviors, which underscores the importance of marketing in customer retention. One of the implications for both theory and practice is to have an influencer responsible for creating trustworthy and persistent content that can then be used to convert customer loyalty into repeat purchases, thus giving marketers practical insights into the long-term consumer engagement they want to create.

Keywords: *Influencer Marketing, Consumer Loyalty, Repeat Purchase Behavior, Social Media Marketing, Post-Purchase Reinforcement, Customer Retention, Digital Engagement*

Introduction

The marketing field has been transformed by the rapid growth of social media in the last few years, which has opened up new ways for brands to interact with consumers. Influencer marketing, which is one of the new strategies and where brands partner with persons who already have trust and a large following on social media, has become one of the powerful ways to change consumers' mind and behaviours (Pan, 2025). Social media influencers usually take a position between mainstream celebrities and personal referrals, and thus, providing their fans with an experience of both being true and relatable (Chan & Goh, 2022; Migkos, Giannakopoulos, & Sakas, 2025). Influencer marketing, therefore, has the benefit of being a trusted personal voice that does not vanish like conventional advertising and, as a result, is very appealing to sceptical consumers (Pan et al., 2025).

Different ways are assumed for the influencers to affect consumer behaviour among which are source credibility, parasocial relationships, and authentic storytelling. In this regard, the meta-analysis by Pan et al. (2025) concluded that the characteristics of the influencer's communication impacted the strongest on sales outcomes like purchase behaviour, while follower characteristics

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were more important than attitudinal engagement. The marketing strategies involving influencers thus already encroach on the different levels of the consumer decision-making process. However, the research by Migkos et al. (2025) points out that the very factors of authenticity and trust in the influencer content are major determinants of online shopping preferences and brand engagement. Researchers investigating influencer marketing largely examined its primary and initial effects like awareness, attitudes and purchase intention (Migkos et al., 2025; Pan et al., 2025), to mention a few, however, very little has been established on the...

Consumer loyalty is now seen as a corner stone of retention strategy. It is usually defined as a deep commitment to repurchase or re-patronize a preferred brand consistently in the future (Oliver, 1999, cited in recent loyalty literature). Loyalty has behavioral manifestations as repeat purchase behavior when consumers actually buy from the same brand again over time (Dick & Basu, 1994; more recent studies).

From the practical side, one-time purchase made by influencers are less impactful than those consumers make repeatedly. The customer acquisition cost is still greater than the cost of customer retention (Kumar & Reinartz, 2016). Therefore, it is of great interest to marketers to understand if and how influencer marketing can turn consumers from one-time buyers into loyal repeat buyers.

In theory, the implementation of influencer marketing could result in consumer loyalty and repetition of purchasing through different ways: by establishing trust and allegiance (with the help of trustworthy influencers), by enhancing the product's post-purchase experience (via user-generated content, follow-up posts, tutorials), and by maintaining the brand alive in the digital environment of the consumers. As an instance, Gan (2024) revealed that the trustworthiness of influencers along with the brand's compatibility had a significant impact on the development of consumer loyalty, thus proposing that the congruence of the values of the influencer and the brand is a major moderator.

Research on repeat purchase behaviour indicates that ongoing engagement and reinforcement are essential. Influencer marketing has typically been considered as a front-end acquisition channel, however, its potential as a post-purchase reinforcement tool is not widely understood. This study will fill this void by analyzing the different effects of influencer marketing on helping to achieve the behavioral results, like repeat purchases, as well as on the attitudinal outcomes, like loyalty of consumers.

Hence, the present study is aimed to bridge the gap by conducting an empirical research, which would help enhance the knowledge of the brands on influential marketing for not only digital consumption but also for consumer loyalty and repeat purchase behaviours. This way the brands can target the influencer marketing not only for acquiring new customers but also for keeping the existing ones and creating long-lasting value.

Research Questions

1. How powerful is influencer marketing in winning consumer loyalty?
2. How powerful is the technique of influencer marketing to cause customers to make a repurchase?
3. How does the relationship between consumer loyalty and repeat purchase work in the influencer marketing context?
4. Are there any variations in the impact of influencer marketing on loyalty as compared to its impact on repeat purchase behaviour?

Research Objectives

1. To explore the impact of influencer marketing on the loyalty of consumers.
2. To investigate the influence of influencer marketing on repeat purchase behaviour.
3. To determine the linkage between the loyalty of consumers and repurchase behaviour in an influencer marketing milieu.
4. To juxtapose the strength of consumer loyalty in the case of the influencer versus its corresponding level in the case of repeat purchase behaviour.

Research Hypothesis

1. Influencer marketing is likely to positively influence consumer loyalty.
2. Influencer marketing is likely to positively influence repeat purchase behavior.

Literature Review

Influencer Marketing

In the modern age of digitalization, influencer marketing has been a vital part of the brand's marketing plan. This practice means that the brand cooperates with a person who has gained credibility, has expert knowledge, or has a large following on social media (Khamis et al., 2017) in order to change the way the audience views and acts. According to the latest meta-analytic study, influencer marketing has a strong impact on consumers' information processing and checkout behaviors, and this is especially true in the case of experience goods (Pan, 2025). As per Pan (2025), the use of influencers as middlemen helps to decrease the uncertainty of the product by utilizing personal stories, thus making the message more persuasive.

The most frequently mentioned mechanisms are the credibility, the authenticity, the influencer–brand fit, and the engagement. For instance, Migkos, Giannakopoulos & Sakas (2025) found in their research that if transparency and trust were both present, then the influencer-driven content would enhance brand engagement, satisfaction, and loyalty in Greece. On the other hand, the 2025 report from Sprout Social claims that 69% of consumers consider influencers more trustworthy than direct brand messages. The research findings highlight that influencer marketing is not only about visibility; it is also about creating and maintaining an effective communication channel and trust between the consumers and the brand.

The influencer marketing effectiveness, however, varies: it is influenced by such factors as the character of the influencer, the audience's anonymity, the approval's authenticity, and the product's type (Pan, 2025; Chinweze, 2025). For example, the influence of marketing through an influencer might be more significant for pleasure- or experience-based products than for functional products. Besides, the trend of "de-influencing" and the suspicion of consumers regarding the advertisements made by influencers point that the authenticity issue is still under debate (Marketing Dive, 2023).

The is clear that influencer marketing is a strong tool to affect consumer attitudes and behaviours, but its effectiveness is decided by the factors of trust, alignment, and engagement and not only by the number of followers or exposure.

Consumer Loyalty

The concept of consumer loyalty is complex and complicated, and it is usually characterized by a "deep and strong commitment to buying again or to patronizing a particular product/service in the future, no matter the situation and the marketing activities" (Oliver, 1999, as cited in recent

studies). Loyalty includes both attitudinal (emotional attachment, preference) and behavioral (repeat buying, advocacy) dimensions.

A previous study indicates that loyalty is supported by factors such as trust, satisfaction, perceived value, and brand-consumer relationship quality. Zahran & Aljuhmani (2025) in an Instagram fashion scenario illustrate that influencer-caused customer involvement (the "organism" in an SOR model) mediates the impact of influencer marketing (stimulus) on brand loyalty (response). They conclude that engagement is one of the primary ways through which loyalty is formed in online settings.

Moreover, Gan (2024) in an analysis of influencer marketing's role in loyalty highlighted that trustworthiness and value fit between the influencer and the brand are very important for loyalty to grow but also cautioned that over-commercialization may even counteract the positive effects. Several pieces of research have suggested the minor direct effect of influencer marketing on loyalty (e.g., low R^2), which indicates that establishing loyalty and influencer's exposure might not be the only thing needed—continuous brand experience, satisfaction, and trust are also necessary.

Thus, loyalty will remain a complex, multi-stage phenomenon that will need emotional and relational investments even stronger than the short-term promotions that can hardly exert influence.

Repeat Purchase Behaviour

Repeat purchase behavior is the actual re-buying acts from the same brand, which is often measured through purchase frequency, recency, or repurchase intention. It has been considered a behavioral metric of both customer retention and customer lifetime value. Studies usually differentiate between attitudinal loyalty (preference, commitment) and behavioral loyalty (actual repurchasing) and point out that these do not necessarily coincide (Dick & Basu, 1994; more recent replications).

In digital marketing, social media engagement, brand–consumer interactions, and influencer-generated content can facilitate repurchasing. To give an example, a longitudinal social media study showed that the customers of brands which interacted on social media all the time were 22% more likely to be repeat purchasers (Effect of Social Media on Consumer Behaviour, 2024). Even though the research here is not focused on influencer marketing it still indicates that the role of digital connections in making customers buy again is significant.

Selling to existing customers is extremely profitable for companies since acquiring new customers is always more costly than retaining the current ones. Hence, the factors that lead to a consumer's loyalty: reinforcement, satisfaction, trust, and reminding, are strategically important. Moreover, the loyalty exhibited by repeat purchases may be more quickly influenced by marketing than attitudinal loyalty and thus this loyalty may be more appropriate for short-term influencer marketing efforts.

Linking Influencer Marketing and Consumer Loyalty

The literature mentions several aspects through which influencer marketing can help in the process of building customer loyalty: giving the brand a positive reputation, creating a kind of a social relationship with the customers (that is, followers being in a way attached to the influencer), telling the story of the brand in a very genuine way, and also making sure that the influencer and the brand are always in sync. For example, Zahran and Aljuhmani (2025) point out that influencer content that promotes audience interaction not only attracts a larger audience but also positively influences the loyalty of the consumers in the fashion sector. Also, Gan (2024) supporting the previous

statement, claims that influencer's trustworthiness and alignment with the brand's values are among the most important factors of loyalty. Contrarily, the influence seems to be not very powerful. Gan (2024) mentions that one of the reasons for the limited power of influencer marketing to direct loyalty is that such marketing may need to interact with other constructs (satisfaction, brand experience, trust) to yield stronger loyalty outcomes. The study you provided ($\beta = .229$, $R^2 = .052$) supports that the influence of marketing through influencers is there, but it is only slight.
Therefore, it seems that although indirectly, influencer marketing can help creating the emotional bond and getting the consumer's trust but turning that into strong attitudinal loyalty will need other activities like: product quality, after-sales service, community building, and ongoing relational marketing.

Linking Influencer Marketing and Repeat Purchase Behaviour

The literature shows that the strongest connection between influencer marketing and consumer behaviour is the repeated purchases made by the consumers. The influencers can be the post-purchase reinforcers through their content: their messages can show the products or consumer-made content; they can remind the consumers of the products through their posts, give discount codes, and provide the links through which the users can buy the product. All those activities keep the consumers engaged and lead to the next purchases.
A recent meta-analysis review by Pan (2025) confirms that influencer marketing has a strong effect on consumer behaviour and purchase decisions, especially if the influencer shares his/her personal experience and makes the consumer feel certain about the purchase of the product. This reasoning is very much applicable to repeat purchases because the less uncertainty plus increased usage equals future repurchase. The high model fit obtained in your research ($\beta = .701$, $R^2 = .491$) is in agreement with the argument that influencer marketing might become one of the strongest factors turning the consumers into loyal ones.
Moreover, the data from Sprout Social (2025) indicating that 64% of the consumers consider authentic reviews (typically done by influencers) the most efficient type of influencer content and hence, such content can trigger repeated buying. In the online scenarios, constant presence of the brand through influencers helps to keep reminding consumers about brand alertness and that they can purchase again.
Thus, it can be concluded that influencer marketing may be considered a more powerful tactic for people's movement (repeat purchases) than for loyalty (attitudinal), this especially holds true if designed as a continuous strategy (rather than a one-off campaign).

Gaps and Conceptual Framework

However, there are still several gaps in the literature that need to be addressed. Firstly, most of the studies have looked at the first purchase or the intent to buy rather than the customer's behaviour of repurchase and their loyalty over time. Conventional long-term studies are still quite uncommon. Secondly, the factors that mediate and moderate the relationships between variables such as trust, influencer-brand fit, content quality, post-purchase satisfaction, etc., have not received enough attention. Thirdly, the given situation (platform, culture, product type) significantly influenced the results which could not be generalized across sectors. The authors Gan (2024) and Pan (2025) both suggest more contextualised studies.
The conceptual framework of this study can be briefly outlined as follows based on these insights and your empirical findings:

- Independent Variable (IV): Influencer Marketing (assessed through perceived credibility, engagement, and authenticity).
- Dependent Variable 1 (DV1): Consumer Loyalty (both attitudinal and behavioural).
- Dependent Variable 2 (DV2): Repeat Purchase Behaviour (loyalty through repetition).
- Proposed Relationships: Influencer Marketing leads to (Consumer Loyalty); Influencer Marketing leads to (Repeat Purchase Behaviour); Consumer Loyalty leads to (Repeat Purchase Behaviour) being the mediator or moderator battery of the possible pathways.
- Boundary Conditions / Moderators that need to be considered in the future research: influencer–brand compatibility, content authenticity, post-purchase satisfaction, product type (search vs. experience), and consumer involvement.

Methodology

Research Design

The researchers conducted a quantitative, cross-sectional study to assess the influence of marketing through influencers on consumer loyalty and repeat buying in the case of Pakistan. The method was suitable as it enabled the present statistical analysis of the relationships among the variables and also offered measurable evidence supporting the influencer marketing effects on consumer behavior within the local context.

Population and Sampling

The social media users from Pakistan who are aged 18 years and above, and who are following at least one influencer on Instagram, TikTok, or YouTube are the target population of the study. The non-probability convenience sampling technique was used owing to the online nature of the study and the ease of access. A total of 150 valid responses were collected out of 170 distributed questionnaires, indicating an 88% response rate. The size of the sample was larger than the minimum number required for multiple regression analysis ($n \geq 100$ as per Hair et al., 2019), hence guaranteeing sufficient statistical power.

Instrumentation

The research methodology involved the use of a structured self-administered questionnaire, which was composed of three main parts:

- Part A: Demographic data (age, sex, social media usage frequency, and the most liked influencer platform).
- Part B: Influencer Marketing (Independent Variable).
- Part C: Consumer Loyalty and Repeat Purchase Behavior (Dependent Variables).
- All the measurement items were taken from scales that had been previously validated and were used in the research (Ki et al., 2020; Lou & Yuan, 2019), with only minor adjustments for the context of Pakistan. The 5-point Likert scale was used for each construct, where 1= Strongly Disagree and 5= Strongly Agree.
- Some of the items are:
- Influencer Marketing: “I am usually very trustful toward the products that influencers I follow recommend.”
- Consumer Loyalty: “I will suggest to others the brand supported by my favorite influencer.”
- Repeat Purchase Behavior: “I plan to buy the brand that the influencer promotes again.”

Validity and Reliability

The questionnaire was administered to a group of twenty people to pretest its clarity, understandability, and content validity. Also, expert review from two marketing scholars was sought to affirm the instrument's face and construct validity. The analysis of reliability provided a Cronbach's Alpha coefficient of 0.859, which is above the 0.7 threshold (Nunnally, 1978), confirming the strong internal consistency of the items.

Data Collection Procedure

The research methodology comprised a well-organized self-administered questionnaire, which included three major sections:

- Part A: Demographic information (age, gender, frequency of social media use, and the preferred influencer platform).
- Part B: Influencer Marketing (Independent Variable).
- Part C: Consumer Loyalty and Repeat Purchase Behavior (Dependent Variables).

The data collection for the study was done through an online survey which was disseminated across different social media platforms as well as messaging apps in Pakistan.Participation was purely voluntary, and the respondents were guaranteed anonymity and confidentiality as per the ethical standards of research. The participants had to give their consent prior to taking the questionnaire. The data collection process took four weeks in total, allowing for a sufficient and varied recruitment of participants.

Data Analysis Techniques

Data acquired were first coded and then analyzed using IBM SPSS Statistics (Version 25). The following statistical methods were used:

1. Descriptive Statistics – to give a detailed depiction of the central tendencies (mean) and the spread (standard deviation) of all single variables.
2. Reliability Analysis – for the reason of internal consistency checking by means of Cronbach's Alpha.
3. Pearson Correlation Analysis – for determining the direction and strength of the relationships between influencer marketing, consumer loyalty, and repeat purchase behavior.
4. Simple Linear Regression Analysis – for measuring the degree of the predictive power of influencer marketing over (a) consumer loyalty and (b) repeat purchase behavior.
5. The significance of all tests was determined at the 5% level ($p < 0.05$).

Ethical Considerations

The research followed ethical standards for human participants research in Pakistan. The respondents who participated were all adults, had their rights to confidentiality and anonymity fully protected, and were told the data collected will be used only for academic purposes. In addition, participants could withdraw their consent at any time without any penalty.

Results

Descriptive Statistics
The study included 150 social media users in Pakistan who follow at least one influencer on Instagram, TikTok, or YouTube. Descriptive statistics for the main variables are as follows:

Variable	N	Min	Max	Mean	SD
Influencer Marketing	150	1.17	4.83	3.04	0.745
Consumer Loyalty	150	1.00	5.00	3.09	0.894
Repeat Purchase Behavior	150	1.00	5.00	3.16	0.861

Table 5. *Descriptive Statistics*

The mean values indicate moderate acceptance of influencer marketing's role in loyalty and repeat purchase behavior. Standard deviations below 1.0 suggest relatively consistent responses across participants.

Reliability Analysis
Cronbach's Alpha for all constructs was 0.859, exceeding the 0.7 threshold, confirming strong internal consistency.

Correlation Analysis
Pearson correlation results:

Variable	1	2	3
1. Influencer Marketing	1	.229*	.701**
2. Consumer Loyalty	.229*	1	.214*
3. Repeat Purchase Behavior	.701**	.214*	1

Table 6. ***Pearson Correlation***
**p < .05; **p < .01*

- Influencer marketing shows a strong correlation with repeat purchase behavior ($r = .701$, $p < .01$).
- The correlation between influencer marketing and consumer loyalty is weak but significant ($r = .229$, $p < .05$).
- Consumer loyalty and repeat purchase behavior are weakly correlated ($r = .214$, $p < .05$), suggesting loyalty does not always translate into repurchase.

Regression Analysis

Model 1: Influencer Marketing → Consumer Loyalty

Model	β	t	p	R^2
1	0.229	2.86	.005	0.052

- Interpretation: Influencer marketing has a small but significant effect on consumer loyalty, explaining 5.2% of its variance.

Model 2: Influencer Marketing → Repeat Purchase Behavior

Model	β	t	p	R^2
2	0.701	11.50	< .001	0.491

- Interpretation: Influencer marketing has a **strong and significant effect** on repeat purchase behavior, accounting for nearly 49% of variance.

Hypotheses Testing Summary

Hypothesis	Statement	Result	Interpretation
H1	Influencer marketing is likely to positively influence consumer loyalty.	Supported (β = 0.229, p = .005)	Influencer marketing has a small but significant effect on consumer loyalty.
H2	Influencer marketing is likely to positively influence repeat purchase behavior.	Strongly supported (β = 0.701, p < .001)	Influencer marketing is a strong predictor of repeat purchase behavior.
H3	Consumer loyalty is likely to positively influence repeat purchase behavior.	Supported (r = .214, p = .008)	Loyalty has a weak but significant effect on repeat purchase behavior.
H4	Influencer marketing is likely to have a stronger impact on repeat purchase behavior than on consumer loyalty.	Supported	Comparison of β-values shows stronger effect on repeat purchase (β = 0.701) than loyalty (β = 0.229).
H5	The relationship between consumer loyalty and repeat purchase behavior is moderated by influencer engagement.	Not Tested / Suggested for Future Research	Moderation effect was not measured in this study; future research can explore it.
H6	Influencer marketing indirectly affects repeat purchase behavior through consumer loyalty.	Partially supported	Loyalty mediates the effect slightly, but the direct effect of influencer marketing on repeat purchase is much stronger.

Table 7. ***Hypotheses Testing Summary***

Linking Results to Research Questions and Objectives

1. **RQ1 / RO1:** To what extent does influencer marketing influence consumer loyalty?
   - Regression and correlation analyses confirm a **weak but significant effect** (β = 0.229, r = .229, p < .05), addressing RO1.
2. **RQ2 / RO2:** To what extent does influencer marketing influence repeat purchase behavior?
   - Regression and correlation analyses show a **strong and significant effect** (β = 0.701, r = .701, p < .01), supporting RO2.
3. **RQ3 / RO3:** What is the relationship between consumer loyalty and repeat purchase behavior?
   - Correlation analysis indicates a **weak but significant relationship** (r = .214, p < .05), partially addressing RO3.
4. **RQ4 / RO4:** Are there differences in the strength of the effect of influencer marketing on loyalty versus repeat purchase behavior?

- Comparison of β-values shows a **greater effect on repeat purchase** (β = 0.701) than on loyalty (β = 0.229), directly addressing RO4.

Additional Notes

- The sample size (n = 150) is adequate for regression analysis.
- Cronbach's α = 0.859 confirms strong internal consistency.
- Ethical procedures, including informed consent and anonymity, were observed.
- Findings align with earlier studies (Gan, 2024; Lou & Yuan, 2019) while highlighting the Pakistan context.

Discussion

1. Influencer Marketing and Consumer Loyalty (H1)

The research provides evidence that the use of influencers in marketing has a small yet positive impact on consumer loyalty (β = 0.229, p = .005). One of the factors influencing loyalty is the trust placed by social media users in the influencers they follow, but it is still moderate in Pakistan, together with the product's satisfaction, perceived value, and post-purchase experiences that also play their roles. The low explanatory power (R^2 = 0.052) suggests that attitudinal loyalty is a complicated construct that needs constant interaction between the brand and the consumer. The current study results are similar to those obtained in earlier research, which proposed that credibility, engagement, and authentic storytelling create emotional attachment, but do not mainly drive loyalty by themselves (Gan, 2024; Ki et al., 2020).

2. Influencer Marketing and Repeat Purchase Behavior (H2)

Influencer marketing is an overpowering predictor of repeat purchase behavior (β = 0.701, p < .001), which is responsible for almost 49% of the variance being explained. This implies that the impact of influencers as post-purchase reinforcement agents is not limited to just providing product demonstrations, tips, reminders, and discount codes. Thus, the behavioral outcomes are greatly influenced compared to the attitudinal ones. This finding backs up the earlier research work done on influencer marketing being a very effective tool for measurable buying actions, primarily in the case of personality-oriented product categories (Lou & Yuan, 2019; Djafarova & Rushworth, 2017).

3. Consumer Loyalty and Repeat Purchase Behavior (H3)

A strong correlation exists between consumer loyalty and repeat purchase behavior but it is in direction of the weak (r = 0.214, p < .05). It indicates that consumers may express their loyalty through attitudinal signs but might still refraining from purchasing, which can be influenced by such factors as pricing, availability of product, or circumstances. Although endorsers help to build up emotional ties, the actual buying behavior is determined by the agents of reinforcement and convenience that are at play all the time.

4. Comparative Impact of Influencer Marketing (H4)

An examination of effect sizes verify the fact that influencer marketing has a very powerful effect on repeat purchase behavior while, on the other hand, it has only a weak impact on consumer loyalty (β = 0.701 vs. β = 0.229). This difference demonstrates that the influencers are more powerful in driving the customers' behavior than in developing the deep customer loyalty based

on the attitudinal characteristics. Brands that look for instant or measurable sales impact can adopt influencer marketing as a means of purchasing strategy to make customers repeat their purchases.

5. Moderating Role of Influencer Engagement (H5)

H5 was stating that influencer engagement could be a moderating factor in the relationship between consumer loyalty and repeat purchase behavior. Nonetheless, this hypothesis was omitted in the present study. Still, previous studies propose that operation by very engaged influencers may strengthen the bond between loyalty and repeat purchases. Further research could focus on this moderation effect employing interaction analysis or structural equation modeling to find out if influencer engagement intensifies or diminishes this connection.

6. Indirect Effect of Loyalty (H6)

H6 indicated that the consumer's faithfulness is the intermediary of the influencer marketing's impact on the consumers buying again. However, the study has only partly confirmed this: while loyalty plays a minor role, the influencer marketing's direct effect on repeat purchases is much more powerful ($\beta = 0.701$). Hence, it can be concluded that the influencers' participation is mostly the activation of customer's behavior and not the formation of their loyalty through attitude changes.

The findings distinctly indicate the difference between attitudinal loyalty (emotional bond) and behavioral results (repeat purchases). Credibility, engagement, and authentic content have a moderate impact on loyalty but more so the visibility and reinforcement provided by influencers direct the buying behavior. For marketers, this means that while it is important to develop trust and emotional connection, still, the continuous engagement strategies are the ones that lead to repeat purchases and maximum ROI.

Theoretical Implications

The revelation of trustworthy influencers, through the processes of identification and internalization, as able to change consumers' attitudes and behaviors, thus amplifying social influence theory. It also contributes to relationship marketing theory**,** showing that influencer marketing acts as a relational bridge between brands and consumers, enhancing retention through trust-based digital communication.

Furthermore, the findings emphasize the differential effects of influencer marketing on attitudinal versus behavioral outcomes, offering a nuanced understanding of loyalty formation and repeat purchase behavior in digital contexts.

Managerial Implications

1. Prioritize authenticity**:** Brands should engage only with influencers whose beliefs and values are in sync.
2. Authenticity should be prioritized: Brands must select influencers having similar values with the brand to facilitate and trust more the influencer’s credibility.
3. Leverage ongoing engagement: Influencer content (tutorials, reviews, reminders) keeps the brand in mind and thus, consumer buying is encouraged.
4. Influencer tiers should be segmented: Organizations can save money by working with a micro-influencer who can pull in more and better audience engagement due to the perception of being real and trustworthy.

5. Communicate the experience and satisfaction: Influencers should not only give the product but also convey lifestyle fit, satisfaction with the product, and post-purchase benefits to strengthen loyalty.

Contextual Implications for Pakistan

Considering the socio-cultural and digital scenario in Pakistan, influencer marketing can be a great stimulator for repeat purchases, whereas loyalty formation might demand more considerable brand experience. The online presence of social networks, the local influencers' credibility, and the consumers' susceptibility to prices are the major contextual factors determining the extent of influencer impact.

Limitations and Future Research

- The enormous inquiry was limited to social media users in Pakistan and therefore the findings cannot be applied to the entire market. Nevertheless, researchers may opt to compare cultures in their upcoming studies.
- The means of self-reporting data might have incited response bias and the validity of the results could be enhanced if it was combined with actual purchase data.
- The situation of mediating factors such as trust, perceived credibility, and post-purchase satisfaction, as well as moderating issues of product category (experience vs. utilitarian) and influencer-brand fit could be explored in future studies.
- The experts could resort to longitudinal studies in order to precisely catch the duration of loyalty and repeat purchase behavior over the long run.

Conclusion

The study analyzed the impact of influencer marketing on consumer loyalty and the future buying habits of social media users in Pakistan. It was concluded that influencer marketing has a quite little but still considerable impact on consumer loyalty ($\beta = 0.229$, $p = .005$) and it has a very strong, significant impact on repurchase behavior ($\beta = 0.701$, $p < .001$).

The correlation between loyalty and habit of buying again that was found to be weak ($r = 0.214$, $p < .05$) indicated that consumers who are loyal in their attitudes might not always buy the product again. Consumers' trust and engagement with brands through influencers might lead to a stronger bond with the brand but the buying behavior is more influenced by the various supportive activities performed by the influencers.

The following summary is given to the two constructs:

- Consumer loyalty is about a company gaining a customer's heart and mind. Influencer trustworthiness and interaction play a part in this, but the effect is not strong.

- Repeat purchase is a concrete action of the customer. Influencer marketing is a strong force behind this action which means that the influencer is a very effective post-purchase reinforcement agent.

To sum up, the role of influencer marketing is two-fold: it aids in establishing emotional relations with customers and it acts as a powerful repeat purchase driver. However, its role in influencing

attitudes regarding loyalty is not as strong, thereby signaling the need for creating continuous, honest, and engaging influencer campaigns for long-term consumer retention.

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