

The Effectiveness of Influencer Endorsements on Online Fashion Sales Levels

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ABSTRACT

Given importance of marketing strategies in the digital era, this study investigates the effect of influencer endorsements on online fashion product sales. A quantitative experimental design was employed involving 100 respondents, who were divided into experimental and control groups. The results show that influencer endorsement increased product sales by 108.33% and raised consumers' purchase intention from an average score of 3.2 to 4.5 after exposure to endorsement content. Statistical analysis using the Mann-Whitney U test revealed a significant difference between the two groups ($U = 450$, $p = 0.002$). These findings indicate that influencer endorsement is an effective marketing strategy for promoting fashion products online. The study highlights the importance of selecting credible and relevant influencers aligned with the target market. Nevertheless, this research is limited by respondent demographics and the range of social media platforms examined; therefore, further studies are recommended to include broader samples and additional influencing factors.

Keywords: online fashion; influencer endorsement; sales performance; digital marketing; purchase intention.

1. Introduction

The evolution of information and communication technology over the past decade has significantly transformed the marketing landscape. One of the most prominent changes is the rise of social media, which enables businesses to interact directly with



consumers in real time. Along with this development, influencer endorsement has emerged as an important digital marketing strategy, particularly in the fashion industry, where visual presentation and brand image strongly influence consumer decisions. Influencer marketing has been widely recognized as an effective approach for increasing brand awareness and encouraging online sales growth.

The global fashion e-commerce market continues to grow rapidly and is projected to exceed USD 700 billion by 2025 [1]. This expansion has intensified competition among fashion brands, requiring them to adapt to changing consumer behavior and purchasing patterns. Influencers are increasingly used as intermediaries who bridge brands and consumers, as their perceived credibility and relatability can enhance consumer trust. Previous studies have confirmed that influencer endorsements can positively influence consumer confidence and purchase intention [2].

Compared to traditional sales methods, online sales offer wider market reach, convenience, and operational efficiency. Online business, commonly referred to as e-commerce, involves the buying and selling of goods or services through electronic media while maintaining the fundamental principles of conventional sales, such as communication, exchange, and payment processes [3]. Sales activities aim to present products attractively in order to capture consumer attention and stimulate purchase decisions.

Influencers possess a unique ability to shape consumer perceptions and purchasing behavior through the content they create and share. Beyond acting as brand ambassadors, influencers serve as sources of inspiration and aspiration for their followers, especially in the fashion sector. Research shows that influencer credibility, visual attractiveness, and reputation significantly increase consumers' purchase intentions [4]. However, existing literature also indicates mixed results regarding the effectiveness of influencer endorsements. Not all influencers generate the same impact on sales outcomes, as the success of endorsements depends largely on the compatibility between the influencer's characteristics and the promoted product [5].

Several recent studies highlight that influencers with high audience engagement and relevance tend to produce better marketing outcomes than those with a large but passive follower base. Influencer-based marketing campaigns can increase online sales conversion rates by up to 30% and are often more cost-effective than traditional



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advertising [6]. Nevertheless, selecting the right influencer remains a major challenge for businesses. Understanding influencer audience characteristics is crucial, as mismatches between the audience and the product may reduce campaign effectiveness [7].

Despite the growing body of research on influencer marketing, several limitations remain. Most previous studies focus on single brands, specific social media platforms, or limited demographic groups. In addition, many studies primarily examine purchase intention rather than measuring actual sales performance. To address these gaps, this study investigates the impact of influencer endorsement across multiple fashion brands and social media platforms. Furthermore, this study employs an experimental quantitative approach to directly measure changes in online sales volume, rather than relying solely on self-reported purchase intention.

The objectives of this study are: (1) to examine the effect of influencer endorsement on online fashion sales volume; (2) to identify key factors influencing the effectiveness of influencer endorsements; and (3) to provide strategic recommendations for marketers in selecting influencers that align with their brand values and target audiences.

2. Materials and Method

This study employed a quantitative research approach using an experimental design to examine the effectiveness of influencer endorsements on online fashion sales. The materials and procedures used in this research are described as follows.

Research Materials

The study utilized several key materials:

- Product Samples: Fashion products, including apparel, accessories, and footwear, from selected online fashion brands. These products were chosen based on their popularity and availability across multiple online platforms.
- Influencers: Social media influencers active on Instagram, Facebook, and TikTok were selected to promote the products. Influencer selection was based on three main criteria: (1) number of followers (minimum 50,000 followers), (2) relevance between influencer content and fashion products, and (3) audience engagement level, measured by average likes, comments, and shares.



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- Sales Data: Sales data were obtained from the online stores' sales management systems and recorded for two periods: before and after the influencer endorsement campaign.
- Questionnaire: A structured questionnaire was developed to measure participants' purchase interest, perceptions of influencer credibility, and attitudes toward the endorsed products. Responses were measured using a five-point Likert scale.

Experimental Design and Participants

This study applied a true experimental design involving two groups: an experimental group and a control group. The experimental group was exposed to influencer-endorsed content, while the control group viewed similar product content without influencer endorsement. A total of 100 respondents aged between 18 and 30 years were randomly selected to participate in the study. This age range was chosen because it represents the most active group of social media users and online fashion consumers.

Data Collection Procedure

Participants in the experimental group were shown influencer-generated promotional content through selected social media platforms. After exposure, respondents completed the questionnaire to assess their purchase interest and perceptions of the influencer and product. The control group followed the same procedure but without influencer endorsement content. In addition to survey data, sales records were collected from the participating online stores for comparison between the pre-endorsement and post-endorsement periods.

Data Analysis

Data analysis was conducted using IBM SPSS Statistics version 26. The Mann-Whitney U test was applied to examine differences in purchase interest between the experimental and control groups, as the data did not assume normal distribution.

The Mann-Whitney U formula used is as follows:

$$U = R_1 - \frac{n_1(n_1+1)}{2}$$



Where:

U = Mann-Whitney U value

R_1 = number of rankings for group 1

N_1 = number of observations in group 1

The p-value is computed using statistical software to determine the level of statistical significance, with a significance threshold set at $p < 0.05$.

3. Result

This study aimed to evaluate the effectiveness of influencer endorsements on online fashion sales. The main findings are presented based on the analysis of sales data and questionnaire responses.

Sales Performance Before and After Endorsement

Table 1 presents a comparison of total sales before and after the influencer endorsement campaign.

Table 1: Sales Amount Comparison Prior to and Following Endorsement

| Period | Total Sales |
|--------------------|-------------|
| Before Endorsement | 1.200 |
| After Endorsement | 2.500 |
| Total | 3.700 |

As shown in Table 1, total sales increased from 1,200 units before endorsement to 2,500 units after endorsement, representing an increase of 108.33%. This result indicates a substantial improvement in sales performance following influencer promotion.

Purchase Interest and Statistical Analysis

Questionnaire results indicated that 75% of respondents reported a higher intention to purchase products after viewing influencer-endorsed content. The mean purchase interest score increased from 3.2 to 4.5 on a five-point Likert scale after exposure to the endorsement. To test the statistical significance of this difference, a



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Mann-Whitney U test was conducted. The results showed a U value of 450 with a p-value of 0.002, indicating a statistically significant difference in purchase interest between the experimental and control groups ($p < 0.05$). Therefore, the null hypothesis was rejected.

Overall, the findings demonstrate that influencer endorsements significantly increase both sales volume and consumer purchase interest in online fashion products. Consumers are more likely to purchase products promoted by influencers they trust and follow. In addition, the questionnaire results suggest that influencer endorsements not only stimulate purchase intention but also enhance consumer confidence in the promoted products, supporting the role of social influence in consumer decision-making.

4. Discussion

This study demonstrates that influencer endorsement has a significant positive effect on online fashion sales. The findings contribute to the digital marketing literature by providing empirical evidence that influencer-based promotion not only increases purchase intention but also results in a measurable improvement in actual sales performance. This section discusses the results in relation to previous studies, theoretical implications, practical applications, and directions for future research.

Effect of Influencer Endorsement on Sales Growth

The results indicate that sales increased by 108.33% following the influencer endorsement campaign, supporting the main hypothesis of this study. This finding suggests that influencer endorsement can directly enhance sales conversion in online fashion markets. While previous studies, primarily focused on purchase intention [8]. The present study extends existing literature by demonstrating a direct relationship between influencer endorsement and actual sales outcomes. These results reinforce the argument that influencer marketing represents an effective and impactful strategy within e-commerce contexts.

Consumer Perception of Influencer Credibility and Attractiveness

Survey results show that 75% of respondents reported a higher intention to purchase after exposure to influencer-endorsed content, with the mean purchase



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interest score increasing from 3.2 to 4.5. This finding highlights the role of influencers as credible and trusted information sources who are capable of shaping consumer perceptions and purchasing decisions. Influencer credibility and relevance are critical factors in building consumer trust [9], particularly in the fashion industry. Where visual appeal and personal image strongly influence consumer preferences.

Statistical Evidence and Theoretical Implications

The Mann-Whitney U test confirmed a statistically significant difference between the experimental and control groups ($U = 450, p = 0.002$). This result aligns with the theory of social influence, which posits that individuals are more likely to be influenced by figures perceived as credible or authoritative [10]. In this context, influencers function as opinion leaders who effectively shape consumer behavior and decision-making processes through social media platforms.

Practical Implications for Marketers

The findings provide several practical implications for online fashion marketers. First, influencer selection should prioritize credibility, relevance, and audience engagement rather than follower count alone. Second, endorsement content should be visually appealing and aligned with the brand's identity to maximize audience engagement. Finally, the substantial increase in sales performance indicates a strong return on investment (ROI), highlighting influencer marketing as a cost-effective promotional strategy when implemented strategically.

Implications for Theory and Future Research

From a theoretical perspective, this study supports digital marketing and social influence theories by confirming the role of influencers in shaping consumer behavior through online platforms. However, future research may further explore additional variables such as content format (e.g., video versus image), endorsement frequency, and engagement metrics (likes, comments, and shares). Moreover, studies involving more diverse demographic groups and longer observation periods would provide deeper insights into the long-term impact of influencer endorsements on brand loyalty and consumer behavior.



5. Conclusions

This study examined the impact of influencer endorsement on online fashion sales. The findings indicate that influencer endorsements increased sales by 108.33% and significantly enhanced consumers' purchase intention after exposure to endorsement content. These results confirm that social influence exerted by influencers plays an important role in shaping consumer purchase decisions. The findings are consistent with previous studies demonstrating that influencer credibility and relevance enhance consumer trust and positively affect purchasing behavior.

Using appropriate quantitative methods and statistical analysis, this study provides empirical evidence of the effectiveness of influencer endorsement as a digital marketing strategy, particularly within the online fashion industry. Despite these contributions, several limitations should be acknowledged. First, the sample was restricted to respondents aged 18–30 years, which may limit the generalizability of the findings to other age groups. Second, the analysis focused on a limited number of social media platforms and fashion brands, which may not fully represent the broader online fashion market. Third, other important factors influencing purchase decisions, such as product price and perceived product quality, were not examined in detail.

Based on these limitations, future research is encouraged to include more diverse samples in terms of age, gender, and socioeconomic background to improve the generalizability of the results. In addition, further studies could explore the effectiveness of influencer endorsements across different social media platforms, such as YouTube and TikTok, to better understand how platform-specific characteristics influence consumer responses. Overall, this study contributes to the growing literature on influencer marketing and offers practical insights for marketers seeking to develop more effective and data-driven digital marketing strategies.

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