Influencer Marketing vs. Traditional Advertising: A Comparative Study

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Abstract: *The evolution of marketing strategies has led to a significant shift from traditional advertising to influencer marketing, driven by digital transformation and changing consumer behavior. This study explores the effectiveness of influencer marketing compared to traditional advertising by analyzing engagement levels, brand trust, consumer purchase intent, and return on investment (ROI). Using an extensive literature review and case studies, the paper evaluates how social media influencers impact brand perception and customer acquisition versus traditional advertising methods such as television, radio, and print media. The findings suggest that while traditional advertising offers broad reach and credibility, influencer marketing enhances engagement and personalization, making it a powerful tool for digital branding. The study also highlights challenges such as authenticity concerns, measurement complexities, and regulatory considerations. The insights contribute to marketing strategy development for businesses navigating the digital economy. .*

Keywords: Influencer marketing, traditional advertising, consumer engagement, digital branding, social media marketing, brand trust, marketing strategy, ROI, digital economy, purchase intent