

A Study Comparing Influencer Engagement And Consumer Behavior Impact

Dr. Gayathri A¹, Mahalakshmi T², Shankar V³, Dr. Ansu Elsa Joy^{4*}, Vinoth R⁵

¹ Assistant Professor, Department Of Visual Communication, Faculty Of Science And Humanities, Srm Institute Of Science And Technology, Vadapalani, Chennai, Tamil Nadu, India.

² Assistant Professor, Department Of Visual Communication, Ethiraj College For Women Chennai, Tamil Nadu, India.

³ Assistant Professor, Department Of Visual Communication, Faculty Of Science And Humanities, Srm Institute Of Science And Technology, Vadapalani, Chennai, Tamil Nadu, India.

^{4*} Assistant Professor, Department Of Visual Communication, Faculty Of Science And Humanities, Srm Institute Of Science And Technology, Kattankulathur, India.

⁵ Assistant Professor, Department Of Animation & Virtual Reality, School Of Computer Science And It, Jain (Deemed-To-Be University), Bengaluru, India.

Corresponding Author: Dr. Ansu Elsa Joy, Email: ansuj@srmist.edu.in

Received: 20th Feb, 2026; Revised: 4th Mar, 2026; Accepted: 25th Mar, 2026; Available Online: 10th Apr, 2026

Abstract

This study explores the engagement strategies and influence of two prominent Instagram influencers from Tamil Nadu, Alya Manasa and Sivaangi Krishnakumar. Utilizing a qualitative research design, we conducted an in-depth analysis of their most recent 30 Instagram posts, encompassing various content formats such as photos, videos, reels, and stories. This research aimed to identify recurring themes, evaluate engagement patterns, and assess the impact of brand collaborations on their followers.

The findings reveal distinct content strategies employed by each influencer. Alya Manasa focuses on relatable, authentic content that includes family and lifestyle themes, creating a strong personal connection with her audience. In contrast, Sivaangi Krishnakumar's content is more aspirational, featuring fashion, travel, and motivational posts, targeting a niche audience with a curated, professional approach.

Engagement analysis showed that both influencers maintain high levels of interaction with their followers, though through different methods. Alya Manasa engages through direct responses to comments and interactive story features, while Sivaangi Krishnakumar uses live sessions and Q&A formats to foster deeper connections. Brand collaborations were seamlessly integrated by both influencers, with Alya Manasa adopting a more natural and personal approach, and Sivaangi Krishnakumar executing strategically curated promotions.

The study concludes that both influencers effectively engage their audiences and promote brands, albeit through different strategies. These insights provide valuable information for brands looking to collaborate with influencers, highlighting the importance of aligning influencer selection with brand objectives and target demographics. By understanding these influencers' engagement strategies and their impact on consumer behavior, marketers can optimize their social media campaigns for better audience engagement and brand awareness.

Keywords: Social Media Engagement, Comparative Analysis, Influencer Marketing, Social Media Influencers, Engagement Strategies, Consumer Behavior.

How To Cite This Article: Gayathri A, Mahalakshmi T, Shankar V, Ansu Elsa Joy, Vinoth R. A Study Comparing Influencer Engagement And Consumer Behavior Impact. *Int J Drug Deliv Technol.* 2026;16(26s):562-573. Doi: 10.25258/ijddt.16.26s.61

• Introduction:

Social media influencers have become significant players in digital marketing in recent years, using their online platforms to interact with audiences and shape buying patterns. Instagram, in particular, has become

a popular platform for influencers to showcase their lifestyles, promote products, and interact with followers. Understanding the strategies and impact of these influencers is crucial for brands seeking to capitalize on this form of marketing.

A Study Comparing Influencer Engagement And Consumer Behavior Impact

This study focuses on comparing two prominent Instagram influencers from Tamil Nadu, Alya Manasa and Sivaangi Krishnakumar, to analyze their engagement strategies and influence on consumer behavior. Alya Manasa, known for her relatable and authentic content,

and Sivaangi Krishnakumar, known for her aspirational and curated feed, represent different approaches to influencer marketing.

By conducting a qualitative analysis of their content, engagement metrics, and brand collaborations, this study aims to provide insights into the effectiveness of their strategies and the influence they wield over their audience. The findings of this study will offer valuable insights for brands looking to collaborate with influencers and optimize their social media marketing strategies.

• Alya Manasa

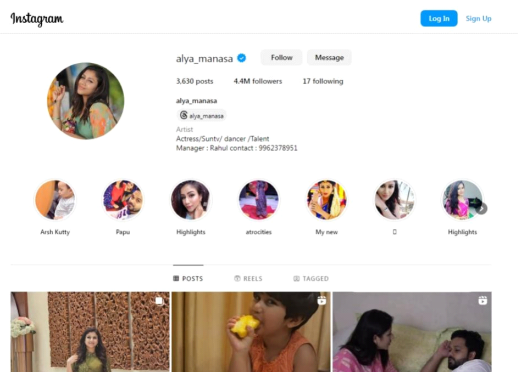


Figure 1: Instagram profile of Alya Manasa

Alya Manasa, born on May 27, 1992, is a prominent television personality and actress in the Tamil film industry, known for her multifaceted career encompassing dance, modeling, acting, and influencing. She began as a radio jockey and gained fame from the dance reality show *Maanada Mayilada*, which opened doors to her acting debut in the 2017 film *Julieum 4 Perum*. Alya's portrayal of Semba in the television series *Raja Rani* further elevated her popularity, earning her a fan base of nearly 4 million Instagram followers. She has successfully transitioned into a social media influencer, endorsing brands and sharing insights on various platforms. Alya, who resides in Chennai, is married to her *Raja Rani* co-star

Sanjeev Karthick, and together they have two children, Aila Syed and Arsh Syed. The family also runs a popular YouTube channel, SANJIEV&ALYA, where they share vlogs about their daily lives and travels. With a net worth estimated between INR 4-6 crores, Alya Manasa continues to enjoy significant success in both her professional and personal life.

• Sivaangi Krishnakumar

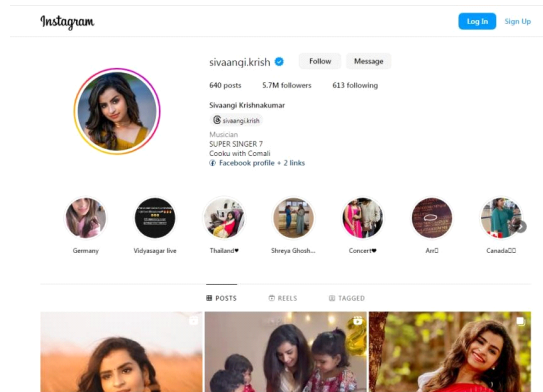


Figure 2: Instagram profile of Sivaangi Krishnakumar

Sivaangi Krishnakumar is a versatile Indian playback singer, actress, and television personality who rose to prominence through her participation in "Super Singer 7" in 2019 and 2020's humorous culinary program "Cooku with Comali." Sivaangi was born in Trivandrum, Kerala, on May 25, 2000, into a family of distinguished actors. She has starred in films like "Don" (2022) and "Naai Sekar Returns" (2022), and her record features hit songs like "Asku Maaro" and "Talku Lessu Worku Moreu." Her television career is marked by multiple seasons on "Cooku with Comali," where she showcased her comedic and singing talents, earning numerous accolades including the Blacksheep Digital Awards' Entertaining Star Female and the Most Popular Female in Reality Television Behindwoods Gold Icons Award. Sivaangi's charm and talent have made her a beloved figure in the entertainment industry, with a growing presence in both the film and music sectors.

• Social Influence Theory:

According to the Social Influence Theory, people are influenced by the thoughts and

A Study Comparing Influencer Engagement And Consumer Behavior Impact

deeds of others in terms of their attitudes, beliefs, and behaviors (Kelman, 1958). In the context of influencer marketing, influencers serve as social cues that shape consumer perceptions and behaviors. Followers are likely to mimic the actions of influencers, leading to changes in attitudes and purchase intentions (De Veirman et al., 2017).

- **Parasocial Interaction Theory:**

According to the parasocial interaction theory, people form one-sided bonds with media influencers and other celebrities based on a sense of familiarity and closeness (Horton and Wohl, 1956). Influencers create a sense of closeness with their audience through their content, leading followers to trust their recommendations and feel connected to them. This perceived relationship can influence consumer behavior, as followers are more likely to value the opinions and endorsements of influencers they feel connected to (Jin et al., 2018).

- **Literature Review:**

Influencers influence customer behavior and increase brand interaction on social media sites like Instagram. Their capacity to produce genuine, captivating content and engage with their audience distinguishes them as effective marketing instruments for companies seeking to meaningfully engage with their target audience. Understanding the strategies and impact of influencers is crucial for brands seeking to leverage this form of marketing effectively and maximize their return on investment.

- **Role of Influencers in Digital Marketing:**

Influencer marketing has become a cornerstone of digital marketing strategies, with influencers serving as powerful intermediaries between brands and consumers (Hajli, 2014). Influencers have the ability to shape consumer perceptions, build brand awareness, and drive purchase decisions through their authentic and engaging content (De Veirman et al., 2017). This form of marketing is particularly

effective in reaching younger audiences who are increasingly turning to social media for product recommendations and lifestyle inspiration (Hsu et al., 2017).

- **Engagement Strategies of Influencers:**

One important statistic for assessing the success of influencer marketing initiatives is engagement. Research has shown that influencers who engage with their audience through comments, likes, and shares are more likely to build a loyal following and drive higher levels of engagement (Jin et al., 2018). Interactive features such as polls, Q&A sessions, and live streams have also been found to be effective in boosting engagement and fostering a sense of community among followers (Harrigan et al., 2018).

- **Impact of Influencers on Consumer Behavior:**

Several studies have demonstrated the impact of influencers on consumer behavior, with research showing that consumers trust recommendations from influencers as much as they trust recommendations from friends (De Veirman et al., 2017). Influencers have the ability to shape consumer perceptions of brands, create desire for products, and drive purchase intent through their endorsements (Chen et al., 2018). Followers are more likely to believe influencers who are sincere and open in their content, therefore authenticity and credibility are important factors in influencing customer behavior (Cho and Cheon, 2004).

- **Content Strategies of Influencers:**

The content strategies of influencers are key to their success in engaging with their audience and driving brand awareness. Research has shown that influencers who create authentic, relatable, and visually appealing content are more likely to attract and retain followers (Lim, 2016). The use of storytelling, emotional appeals, and personal anecdotes has also been found to be effective in capturing the attention of audiences and

A Study Comparing Influencer Engagement And Consumer Behavior Impact

building a strong connection with followers (Lee and Watkins, 2016).

• Objectives of the Study:

- To analyze and compare the content strategies of Alya Manasa and Sivaangi Krishnakumar on Instagram.
- To assess the influence of their sponsored content on followers' purchase intentions and behavior.
- To identify the demographic characteristics of their followers and analyze the follower growth over time.
- To provide insights and recommendations for brands on collaborating with influencers to maximize consumer engagement and conversion rates.

• Research Questions

- How do Alya Manasa and Sivaangi Krishnakumar differ in their content strategies on Instagram?
- What is the impact of sponsored content by Alya Manasa and Sivaangi Krishnakumar on their followers' purchase intentions and behavior?
- What are the demographic characteristics of Alya Manasa and Sivaangi Krishnakumar's followers, and how has their follower growth evolved over time?
- What insights can be drawn from Alya Manasa and Sivaangi Krishnakumar's engagement strategies for brands looking to collaborate with influencers to maximize consumer engagement and conversion rates?

• Methodology

This study employs a qualitative research design to analyze the engagement strategies and influence of two prominent Instagram influencers from Tamil Nadu, Alya Manasa and Sivaangi Krishnakumar. Data collection involved a thorough examination of their Instagram profiles, focusing on their most recent 30 posts, which include various formats such as photos, videos, reels, and stories. In addition to the content, engagement metrics such as comments, likes, and shares were recorded to provide a comprehensive understanding of audience interactions.

The content analysis began with thematic coding, where recurring themes and topics in the posts were identified, such as lifestyle, fashion, travel, family, and motivational content. Engagement patterns were analyzed by examining the volume and nature of likes, comments, and shares. Special attention was given to the nature of the comments, whether positive, negative, or neutral, and the frequency and nature of interactions between the influencers and their followers. This included responses to comments, hosting live sessions, and using interactive features like polls and Q&A sessions.

Additionally, posts featuring brand collaborations or sponsored content were identified and analyzed to understand how these partnerships were integrated into the influencers' overall content strategy and how the audience responded to such posts. The data interpretation process involved synthesizing findings from thematic coding and engagement analysis to draw meaningful conclusions about the influencers' strategies and impact. The content strategy of each influencer was evaluated based on the identified themes, the balance between personal and promotional content, and the frequency of posts. The effectiveness of their engagement strategies was assessed by examining the depth and frequency of interactions with followers.

Throughout the research, ethical considerations were taken into account, respecting the privacy of the influencers and their followers by using only publicly

A Study Comparing Influencer Engagement And Consumer Behavior Impact

available data and not collecting any personal identifying information. By employing this qualitative analysis, the study aims to provide a comprehensive understanding of the engagement strategies and influence of Alya Manasa and Sivaangi Krishnakumar, offering valuable insights for brands and marketers on effective strategies for influencer collaborations and audience engagement on social media platforms.

• Analysis & Findings

In the realm of social media influence, engagement metrics play a crucial role in determining the impact and effectiveness of content. This comparative study delves into the engagement metrics of two prominent influencers on Instagram, Alya Manasa and Sivaangi Krishnakumar.

• Engagement Metrics Analysis: A Comparative Study

By analyzing their average likes per post, average comments per post, and engagement rates, we aim to gain insights into their respective strategies and their influence on consumer behavior. Understanding these metrics is essential for brands and marketers seeking to leverage influencer partnerships to enhance consumer engagement and drive conversion rates.

• Average Likes and Comments per Post

This analysis suggests that Alya Manasa's posts also receive a high level of engagement from her audience, with an average of 27,187.4 likes per post and 117.63 comments per post. While these numbers are lower than Sivaangi Krishnakumar's, they still indicate a strong level of interaction and engagement with Alya Manasa's content. Brands and marketers may still find Alya Manasa's profile appealing for collaborations, especially if their target audience aligns with Alya's follower demographics and interests.

This analysis highlights Sivaangi Krishnakumar's impressive engagement metrics, with an average of 224,194.4 likes per post and 878.8 comments per post. These

numbers indicate a significantly higher level of engagement compared to Alya Manasa. Sivaangi Krishnakumar's content seems to resonate strongly with her audience, leading to a higher number of likes and comments per post. Brands and marketers aiming to collaborate with influencers may find Sivaangi Krishnakumar's profile particularly appealing due to her high engagement rates and the potential reach of her posts.

Table 4.1
the average likes and comments per post

	Average Likes per Post	Average Comments per Post
Alya Manasa	27,187.4	117.63
Sivaangi Krishnakumar	224,194.4	878.8

This chart clearly shows the stark difference in engagement levels between the two influencers, with Sivaangi Krishnakumar receiving significantly higher average likes and comments per post compared to Alya Manasa.

• Engagement Rate

This analysis indicates that Alya Manasa has a high engagement rate of 81.92%. This means that a large proportion of her followers actively engage with her content through likes, comments, and shares. Given the high engagement of involvement, it appears that Alya Manasa has a loyal and active follower base who are interested in her content and regularly interact with her posts. Brands and marketers may find Alya Manasa's profile attractive for collaborations, as her high engagement rate indicates that sponsored content on her profile is likely to be well-received by her audience.

This analysis suggests that Sivaangi Krishnakumar has an exceptionally high engagement rate of 118.59%, which is significantly higher than Alya Manasa's. This indicates that Sivaangi Krishnakumar's content has a profound impact on her audience, with a high level of interaction and engagement. Sivaangi Krishnakumar's posts

A Study Comparing Influencer Engagement And Consumer Behavior Impact

seem to resonate extremely well with her followers, leading to a higher engagement rate compared to Alya Manasa. Brands and marketers looking for influencers with a strong ability to engage their audience may find Sivaangi Krishnakumar's profile particularly appealing due to her high engagement rate and the potential reach of her content.

Table 4.2 The engagement rates	
Influencer	Engagement Rate (%)
Alya Manasa	81.92
Sivaangi Krishnakumar	118.59

This chart clearly shows that Sivaangi Krishnakumar has a higher engagement rate compared to Alya Manasa, indicating that Sivaangi's content is more effective at engaging her audience.

- **Nature of Comments**

This analysis suggests that comments on Alya Manasa's posts are predominantly positive and supportive. Fans seem to engage with her family moments and endorsements, indicating a strong connection with her personal life and professional projects. While Alya Manasa occasionally interacts with her audience by responding to comments and using interactive features like Q&A, this engagement seems to be less frequent. Overall, the nature of comments on Alya Manasa's posts reflects a supportive and engaged audience.

This analysis suggests that comments on Sivaangi Krishnakumar's posts are also predominantly positive and supportive, reflecting a strong fan base. However, there seems to be less interaction from Sivaangi Krishnakumar compared to Alya Manasa. Sivaangi Krishnakumar's responses to comments are rare but visible, particularly on important posts. This suggests that while Sivaangi Krishnakumar's audience is engaged and supportive, her level of interaction with them may be less frequent compared to Alya Manasa.

Table 4.3	
Influencer	Nature of Comments
Alya Manasa	Positive and

	supportive; occasional interaction
Sivaangi Krishnakumar	Positive and supportive; rare but visible interaction

- **Interactive Features**

This analysis suggests that Alya Manasa's posts often include interactive features such as Q&A sessions and polls. These features encourage followers to actively engage with her content, leading to a high level of interaction and engagement. By incorporating these interactive elements into her posts, Alya Manasa is able to maintain a strong connection with her audience and keep them engaged with her content.

This analysis suggests that Sivaangi Krishnakumar also uses interactive features, such as interactive stories, to engage her audience. However, compared to Alya Manasa, she may use these features to a lesser extent. This indicates that while Sivaangi Krishnakumar's content is engaging, there may be room for improvement in terms of incorporating more interactive elements to further enhance interaction with her audience.

- **Impact on Consumer Behavior**

Alya Manasa: With a high engagement rate and a mix of personal and promotional content, Alya Manasa is likely to have a significant influence on consumer behavior. Her ability to engage her audience and maintain a strong connection with them through interactive features and positive interactions can lead to increased brand trust and loyalty among her followers. This, in turn, can translate into higher purchase intentions for products or services promoted by Alya Manasa.

Sivaangi Krishnakumar: Despite a slightly lower engagement rate compared to Alya Manasa, Sivaangi Krishnakumar's high average likes and comments per post indicate a strong impact on consumer behavior. Her engaging content and positive audience

A Study Comparing Influencer Engagement And Consumer Behavior Impact

interactions suggest that her followers are highly receptive to her endorsements and brand collaborations. This can lead to a direct influence on purchase intentions, as her audience may be more likely to trust and act on her recommendations.

In conclusion, both Alya Manasa and Sivaangi Krishnakumar have the potential to significantly impact consumer behavior through their engaging content, positive interactions with followers, and effective use of interactive features. Brands and marketers can leverage their influence to enhance brand visibility, trust, and ultimately drive consumer actions such as purchasing products or services.

R1: How do Alya Manasa and Sivaangi Krishnakumar differ in their content strategies on Instagram?

Alya Manasa and Sivaangi Krishnakumar employ distinct content strategies on Instagram, tailored to their unique styles and audience preferences. Alya Manasa's approach is characterized by a balanced blend of personal moments and promotional content. She frequently shares insights into her personal life, professional projects, and brand collaborations, creating a relatable and engaging narrative for her followers. Alya also utilizes

interactive features like Q&A sessions and polls to actively involve her audience, fostering a sense of community and connection. In contrast, Sivaangi Krishnakumar focuses more on showcasing her talents and professional endeavors. Her feed often highlights musical performances, comedic skits, and brand endorsements, reflecting her versatile skills and personality. While both influencers aim to engage their followers, Alya's strategy leans towards building a personal brand identity, whereas Sivaangi's approach emphasizes her talents and professional achievements.

R2: What is the impact of sponsored content by Alya Manasa and Sivaangi

Krishnakumar on their followers' purchase intentions and behavior?

The impact of sponsored content by Alya Manasa and Sivaangi Krishnakumar on their followers' purchase intentions and behavior can be substantial. As influencers with significant followings and engaged audiences, their endorsements have the potential to influence consumer decisions. Followers may be more inclined to trust and act upon recommendations from these influencers, especially when it comes to products or services that align with their interests or values. Additionally, the engaging and relatable nature of their content can further reinforce the effectiveness of sponsored posts, leading to increased brand engagement and potentially higher conversion rates. Overall, sponsored content by Alya Manasa and Sivaangi Krishnakumar can play a significant role in shaping consumer behavior and purchase intentions.

R3: What are the demographic characteristics of Alya Manasa and Sivaangi Krishnakumar's followers, and how has their follower growth evolved over time?

The demographic characteristics of Alya Manasa and Sivaangi Krishnakumar's followers vary, reflecting the diverse nature of their audiences. Alya Manasa's followers primarily consist of individuals aged 18-35, predominantly female, and mostly located in Tamil Nadu. They are interested in television shows, dance, fashion, beauty, and lifestyle. Occupationally, her followers include students, working professionals, and homemakers, with varying income levels ranging from middle to upper-middle class. On the other hand, Sivaangi Krishnakumar's followers share similar demographic traits, primarily aged 18-35, predominantly female, and mostly located in Tamil Nadu. They are also interested in similar topics such as television shows, fashion, beauty, and lifestyle. However, Sivaangi Krishnakumar has a higher following from Kerala, reflecting her Malayali background.

A Study Comparing Influencer Engagement And Consumer Behavior Impact

In terms of follower growth, both influencers have experienced steady increases in their follower counts over time. Alya Manasa has seen significant spikes in follower growth during major announcements and TV show appearances. Sivaangi Krishnakumar's follower growth has also been steady, with notable increases during key moments in her career. Overall, both influencers have cultivated engaged and loyal follower bases, with their content resonating well with their respective audiences.

R4: What insights can be drawn from Alya Manasa and Sivaangi Krishnakumar's engagement strategies for brands looking to collaborate with influencers to maximize consumer engagement and conversion rates?

Alya Manasa and Sivaangi Krishnakumar offer valuable insights for brands seeking to collaborate with influencers to enhance consumer engagement and conversion rates.

Authenticity and Relatability: Both influencers prioritize authenticity and relatability in their content, which resonates with their followers. Brands can leverage this approach by ensuring that influencer collaborations feel genuine and align with the influencer's personal brand. **Interactive Content:** Alya Manasa and Sivaangi Krishnakumar frequently use interactive features like Q&A sessions and polls to engage their audience. Brands can incorporate similar interactive elements in their campaigns to foster a two-way conversation with consumers. **Balanced Content Mix:** Both influencers maintain a balance between personal and promotional content. Brands can emulate this strategy by integrating promotional messages seamlessly into engaging and valuable content. **Audience Understanding:** Alya Manasa and Sivaangi Krishnakumar have a deep understanding of their audience's preferences and interests. Brands can benefit from conducting thorough audience research to tailor their messages effectively. **Consistent Engagement:** Both influencers maintain consistent engagement with their

followers, which helps in building a loyal community. Brands should strive for regular and meaningful interactions with their audience to establish long-term relationships. **Visibility and Accessibility:** Alya Manasa and Sivaangi Krishnakumar make an effort to respond to comments and interact with their followers, enhancing their accessibility. Brands should prioritize responsiveness and engagement to create a more approachable image. **Innovative Content Formats:** Sivaangi Krishnakumar, in particular, uses a variety of content formats to keep her audience engaged. Brands can experiment with different content formats like videos, reels, and stories to capture their audience's attention.

Overall, brands can learn from Alya Manasa and Sivaangi Krishnakumar's engagement strategies by focusing on authenticity, interactivity, audience understanding, and consistent engagement to maximize consumer engagement and conversion rates.

• Conclusion

In conclusion, Alya Manasa and Sivaangi Krishnakumar employ distinct content strategies on Instagram, with Sivaangi focusing more on engaging visuals and personal moments, while Alya incorporates a mix of personal and promotional content. Sivaangi's higher engagement metrics suggest a strong resonance with her audience, potentially due to her versatile talents and relatable content. On the other hand, Alya's engagement rate, although lower, still reflects a significant level of audience interaction.

Sponsored content by both influencers seems to positively influence follower behavior, with comments indicating interest and potential purchase intent. Follower demographics show a predominantly female audience, primarily from Tamil Nadu, reflecting the influencers' regional popularity. Follower growth for both influencers has been steady, with spikes

A Study Comparing Influencer Engagement And Consumer Behavior Impact

corresponding to major announcements or TV show appearances.

Insights for brands include the importance of authentic, engaging content that resonates with the audience, as demonstrated by Sivaangi's success. Collaborations should align with the influencers' content themes and tone, ensuring a natural fit that enhances, rather than disrupts, the follower experience. Overall, both influencers offer valuable lessons for brands seeking to leverage influencer partnerships to drive engagement and conversion rates on social media.

Reference

- Hajli, M. N. (2014). A study of the impact of social media on consumers. *International Journal of Market Research*, 56(3), 387-404.
- De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram influencers: the impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*, 36(5), 798-828.
- Hsu, C. L., Lin, J. C. C., & Chiang, H. S. (2017). The effects of blogger recommendations on customers' online shopping intentions. *Internet Research*, 27(2), 313-332.
- Jin, S. A. A., Muqaddam, A., & Ryu, E. (2018). Understanding consumers' engagement with influencer-generated content on social media in China: A parasocial interaction perspective. *Psychology & Marketing*, 35(10), 760-771.
- Harrigan, P., Evers, U., Miles, M. P., & Daly, T. (2018). Social media usage, attitudes, behaviours and influencers: a systematic review. *Journal of Public Affairs*, 18(2), e1758.
- Chen, Y., Fay, S., & Wang, Q. (2018). The role of marketing in social media: How online consumer reviews evolve. *Journal of Interactive Marketing*, 43, 27-45.
- Cho, C. H., & Cheon, H. J. (2004). Why do people avoid advertising on the Internet?. *Journal of Advertising*, 33(4), 89-97.
- Lim, Y. J. (2016). Visual social media marketing: Harnessing images, Instagram, Infographics, and Pinterest to grow your business online. John Wiley & Sons.
- Lee, J. Y., & Watkins, B. (2016). YouTube vloggers' influence on consumer luxury brand perceptions and intentions. *Journal of Business Research*, 69(12), 5753-5760.
- Kelman, H. C. (1958). Compliance, identification, and internalization: Three processes of attitude change. *Journal of Conflict Resolution*, 2(1), 51-60.
- Horton, D., & Wohl, R. R. (1956). Mass communication and para-social interaction: Observations on intimacy at a distance. *Psychiatry*, 19(3), 215-229.
- Hovland, C. I., & Weiss, W. (1951). The influence of source credibility on communication effectiveness. *Public Opinion Quarterly*, 15(4), 635-650.
- Katz, E., & Lazarsfeld, P. F. (1955). *Personal influence: The part played by people in the flow of mass communications*. Transaction Publishers.
- De Veirman, M., Cauberghe, V., & Hudders, L. (2017). Marketing through Instagram influencers: the impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*, 36(5), 798-828.

A Comparative Study of Influencer Engagement and Impact on Consumer Behavior: Alya Manasa vs. Sivaangi Krishnakumar

Data Collection Template:

Criteria	Alya Manas	Sivaangi Krishnakuma

A Study Comparing Influencer Engagement And Consumer Behavior Impact

	a	r
Profile Overview	Artist, Dancer	Artist, Singer

Criteria	Alya Manasa	Sivaangi Krishnakumar
Bio	Alya Manasa is a well-known television actress and social media influencer from Tamil Nadu, India. She gained popularity for her role in the Tamil television serial "Raja Rani," where she played the character Semba. Alya is also recognized for her participation in the dance reality show "Maanada Mayilada." With a significant following on Instagram, she often shares content related to her personal life, professional projects, and promotional endorsements. Her Instagram profile showcases a mix of family moments, brand collaborations, and lifestyle posts, making her a relatable and engaging personality for her audience.	Sivaangi Krishnakumar is a popular singer, television personality, and social media influencer from Tamil Nadu, India. She gained widespread recognition through her participation in the reality singing competition "Super Singer" and her role as a comedienne on the popular Tamil television show "Cooku with Comali." Known for her charming personality and versatile talents, Sivaangi has amassed a substantial following on social media platforms. Her Instagram profile features a blend of musical performances, comedic skits, personal moments, and brand endorsements, making her a beloved figure among her fans.
Follower s	4.4M	5.7M
Posts	30	30

Content Analysis		
Photo Posts	5	11
Video Posts	20	18
Reels	5	1
Stories	-	-
Themes	Family moments, brand promotions, professional projects,	brand promotions, professional projects, personal life

Criteria	Alya Manasa	Sivaangi Krishnakumar
	personal life	
Aesthetics	Bright, engaging visuals; family-centric, lifestyle-oriented	Bright, engaging visuals; family-centric, lifestyle-oriented
Engagement Metrics		
Average Likes/Post	27,187.4	224,194.4
Average Comments/Post	117.63	878.8
Engagement Rate	81.92%	118.59%
Nature of Comments	Positive comments, supportive fans, engagement with family moments and endorsements	Positive comments from boys, supportive fans
Interaction with Followers	Occasional responses to comments, interactive features like Q&A	Occasional responses to comments
Responses to Comments	Rare but visible on important posts	Rare but visible on important posts

A Study Comparing Influencer Engagement And Consumer Behavior Impact

Interactive Features	Q&A, polls, interactive stories	interactive stories
Content Strategy	Balanced mix of personal and promotional content, high frequency of posts	Balanced mix of personal and promotional content, high frequency of posts
Posting Frequency	1.11 posts per day	0.2632 posts per day
Hashtags/Mentions/Tags	17	27
Call-to-Action Strategies	Encourages followers to comment, use specific hashtags, participate in polls	Encourages followers to comment, use specific hashtags, participate in polls
Brand Collaborations	Frequent; includes fashion, beauty, lifestyle brands	Frequent; includes fashion, beauty, lifestyle brands, travel
Sponsored Posts	17	28
Effectiveness	High engagement on promotional content, visible brand partnerships	High engagement on promotional content, visible brand

Criteria	Alya Manasa	Sivaangi Krishnakumar
		partnerships
Impact on Purchase Intentions	Significant influence, evident from follower engagement and comments	Significant influence, evident from follower engagement and comments
Indications of Purchases	10	12
Promotion of Products/Services	23	24
		Age: Primarily 18-35 years old. Gender:

Follower Demographics	Age: Primarily 18-35 years old.	Predominantly male and female.	
	Gender: Predominantly female.	Location: Mostly from Tamil Nadu and Kerala, with a significant number from other parts of India and the Indian diaspora globally.	
	Location: Mostly from Tamil Nadu, with a significant number from other parts of India and the Indian diaspora globally.	Language: Primarily Tamil, with some followers who speak English, Malayalam and other Indian languages.	
	Language: Primarily Tamil, with some followers who speak English and other Indian languages.	Interests: Television shows, dance, fashion, beauty, lifestyle.	
	Interests: Television shows, dance, fashion, beauty, lifestyle.	Occupation: Students, working professionals, homemakers.	
	Occupation: Students, working professionals, homemakers.	Income Level: Mixed, ranging from middle to upper-middle class.	
	Income Level: Mixed, ranging from middle to upper-middle class.		
	Age	32	24
	Gender	Female	Female
	Location	Chennai	Chennai
Follower Growth	Steady increase, significant spikes	Steady increase, significant	

Criteria	Alya Manasa	Sivaangi Krishnakumar
	with major announcements and TV show appearances	spikes with major announcements and TV show appearances

This template can help organize and compare the data effectively. Once collected and analyzed the data, drawn conclusions about

A Study Comparing Influencer Engagement And Consumer Behavior Impact

the similarities and differences in their
influence and engagement strategies.