

**EFFECT OF SOCIAL-MEDIA INFLUENCERS' ON
PURCHASE INTENTION OF CONSUMERS**

Thesis Submitted For the Award of the Degree of

DOCTOR OF PHILOSOPHY

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MANAGEMENT

By

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DECLARATION

I at this moment affirm that the thesis entitled, **“Effect of Social-Media Influencers’ on Purchase Intention of Consumers”** has been prepared under the guidance of Dr. Mithilesh Kumar Pandey. I declare that the work present in this thesis is original and carried out under my guide, Dr. Mithilesh Kumar Pandey.

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CERTIFICATE

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Dr. Mithilesh Kumar Pandey

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ABSTRACT

Influencer marketing has gained huge popularity in a short period from the support of a huge audience providing support to its growing exponentially, as we can see that since 2017 influencer marketing has been giving insights on the state of its development. This has further helped build marketing agencies, PR agencies, and brands to implement influencer marketing. Even Forbes has considered by issuing an article stating influencer marketing as a new normal in digital marketing implementation. Big content data has been generated and disseminated in social media platforms in the past decade. Over the decades the consumers are becoming more confident on social media platforms. As the social presences become more regular than being a sociable person. Now influencers are considered professionals, and the content they are generating are interacting, engaging, and communicating millions of people by forming over 5000 international marketing agencies to host brands and other marketing-related activities. Influencers are more popular as the influencer's content is more likely to purchase the product. Even the range of the influencers has divided according to the consumer preference as fashion and beauty occupies and reaches 25% of the population and 13% health and fitness content, travel and living 10%, gaming occupies 10%, parenting 6%. Sports 8% the remaining 29% is over entertainment and other vivid aspects. People now spend more time on these social media platforms, coping with increasing demand for content in social media platforms. The digital marketplaces are crowded with a steep rise of economy consumers are paying more attention to the seek their needs and become more vulnerable to market practices. The influencers provide information to give a review to consumers. In influencer marketing, the influencer seeks exchange from the brands to generate content more appealing to consumers and the consumer perception and participate in this marketing promotion. Consumers are more likely to interact with multiple touches as the traditional marketing practices are not as creative as influencer marketing and amplifies consumers' desires. The native advertisements can resonate with consumers, while influencer marketing improves overall brand conversion, which tends both combined to be a powerful marketing strategy.

From the past literature review, it was to summarized as influencer marketing has potential and substantial growth in social media platforms, as the significant number of studies on influencer marketing to consumer purchase intention has carried out but relatively few studies has done in India and no literature carried and implemented in India. Though it shows that influencers have significant influence over their audience, previous studies haven't established physical

boundaries and didn't study the mediating effect of influencer marketing on purchase intention. The studies are tailor-made to target the audience with qualitative studies without relying on the statistical data, which could give more and a better understanding of influencer marketing. The survey of social media usage behaviour in consumer purchasing behaviour was not found in previous works of literature and the studies related to influencer marketing to consumer purchase intention.

In the current was implemented social media usage behaviour as a moderator by taking the time of usage, the timing of usage, frequency of usage, and level of usage as a construct. To analyse the social media usage behaviour to the body of literature, brand awareness, consumer attitude, consumer brand engagement, brand trust, and loyalty intention as a mediating variable between influencer marketing and purchase intention. Based on the previous literature, we have planned three objectives and based on the objectives, we have planned a hypothesis to create a better understanding and add to the body of literature review in the management of education. The study's first aim is to understand the influence of influencer marketing on consumer purchase intention. The second is to analyse the moderating effect of social media usage behaviour on influencer marketing to purchase intention. The third one is to analyse the mediating role of brand awareness, consumer attitude, consumer brand engagement, brand trust, and loyalty intention between influencer marketing and consumer purchase intention.

The present study is descriptive in nature. The primary data has been collected from the followers of social media influencers. The data was collected from social media platforms through a structured questionnaire by applying judgement sampling. A total of 1120 social media user's data has been considered for the study. The data using SmartPLS 3.0 as the data is non-normal data, and in SmartPLS by applying PLS-SEM, it can easily handle the large non-normal data. Through the analyses, we have identified that influencer has a significant impact on consumer purchase intention and all the constructs are showing significant positive relationships, while the mediating effect also shows a significant impact and the moderating effect show a significant effect on influencer marketing to purchase intention.

Findings of the study revealed that Influencer has a significant influence over consumer purchase intention, suggesting influencer endorsements have a significant influence over the consumer decision-making process. While the moderating effect of social media usage

behaviour has a significant influence on influencer marketing to purchase intention, the higher the social media usage behaviour, the more the influence of influencer on consumer purchase intention. While the construct of social media usage behaviour is showing significant influence except for the time of usage, while the timing of usage, frequency of usage, and level of usage has shown the significant moderating effect on influencer marketing to consumer purchase intention showing that higher the influence the more the influence of influencer on consumer purchase intention. The mediating effect of brand variables in between influencer to purchase intention has shown a significant effect, supporting the hypothesis by exhibiting the full mediating effect. While the other construct path also shows a significant mediation effect and the immediate mediation effect path influenced to brand awareness to purchase intention, influenced to consumer attitude to purchase intention, influencer to consumer brand engagement to purchase intention, influencer to brand trust to purchase intention, and influencer to loyalty intention to purchase intention has also shown significant mediation effect supporting the hypothesis and validating the aim. After analyzing all three objectives, they conclude that Influencer marketing significantly influences consumer purchase intention. The mediating variable like brand awareness, consumer attitude, consumer brand engagement, brand trust and loyalty intention is showing a significant influence between influencer marketing to purchase intention, as it clearly states that influencer creates a significant impact on both consumers and brands in social media platforms while also signifying the moderating role of social media usage behaviour in between influencer marketing to purchase intention.

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CHAPTER - 1

Introduction

“People do not buy goods & services. They buy relations, stories, and magic”.

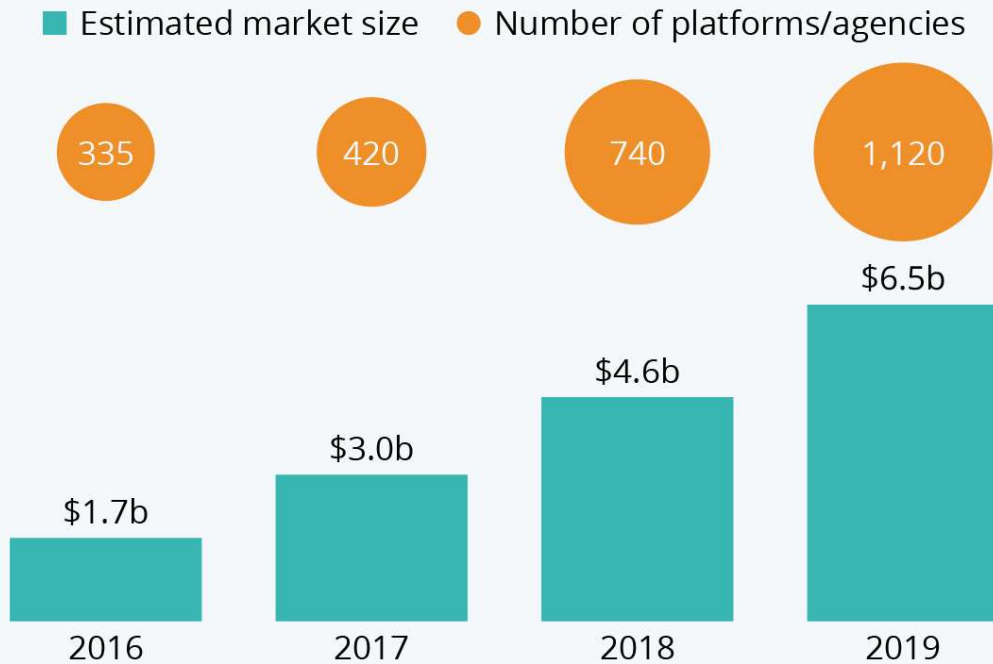
- “Seth Godin”

Today’s global market is more focused on social media platforms. The social-media Influencers, these brands everywhere trying to capture attention through the distracting tactics of the other competitive brands fuel them. Almost everyone can name over three brands for a product as the market is more comprehensive, complex, and competitive with substitute products or goods. Influencer marketing mainly relies upon the internet as these influencers easily communicate (Kim, Yoo & Doh, 2021). The followers on social media platforms have instant access and speak with a large audience. Influencer marketing has transformed the media landscape by adding the old concepts and the advertising model, shifting the audience’s attention. The product they are endorsing with unique content started to engage with social media users. These social media Influencers empower the audiences via a reliable scope.

Influencer marketing aims to communicate, interact, create awareness, and influence the consumers to consider the products; influencer marketing seeks to make a good relationship with the decision-maker. It has evolved marketing over the last 50 years, and it is no longer considered selling. Meanwhile, marketers believe that marketing-oriented sales fail as it is broken and segmented into various departments. Modern marketing is consumer-centric, and influencer marketing is opinion-seeking, creating trust in social media platforms. Because the internet has become an essential product in households, consumers spend most of their time on social media platforms while relying on influential people’s decisions instead of brand relevance, customer services, and traditional advertising. Therefore, influencers in social media platforms are increasing at a very high pace. The Influencer marketing database from Influencer marketing Benchmark report 2020 states that global market value had surpassed the billion dollars by 2016, and the influencer agencies devoted to developing influencer marketing worldwide. Influencer marketing strategy is based on opinion leaders with large followers to showcase brands with paid or sponsorship or brand placements. Based on the data, bloggers, journalists, and celebrities also fill in the influencers.

Under the Influence

Estimated market size and number of platforms/agencies in the worldwide market for influencer marketing



Source: Influencer Marketing Hub



Figure 1.1: Influencer marketing growth

Source: Influencer marketing hub, Statista

Influencer marketing is based on commercial exchange. In contrast, one party attempts to influence. At the same time, another perceives the message relying on the content, product, and course based on the relationship between the Influencer and users. Therefore, the influencer marketing strategy was considered the comprehensive marketing strategy in social media presence. Social media have become platforms that are considered the decision-making platforms, as most people spend at least 2 hours on average worldwide. Meanwhile, the growth of social media was deemed to be dynamic and immersive and regarded as the most tech revolution based on the internet. Before talking about Influencer Marketing, first, we need to

know about social media evolution and social media marketing to understand Influencer Marketing better.

1.1 Influencer marketing

“Influencer marketing is a type of social media marketing involving endorsements and product placements from the Influencers, people, and organisations who have an expert level knowledge or social influence in that field” by Bryan (2021).

Influencers can affect the buying behaviour habits or qualified actions of the individual. The content which is uploaded by Influencers is original and sometimes co-sponsored content with the brand to engage with authentic content on social media platforms like “Instagram”, “YouTube”, “Snapchat”, or in other venues where they are active. In Influencer marketing, brands en-roll these Influencers who have established reliability and credibility among the authentic followers in the social media platforms through their discussions or mentioning the brands in the social media posts (Pallavi, 2021) and sometimes used as a testimonial advertisement. Influencer marketing in networking sites and blog pages goes hand in hand with the other two marketing practices, “social media marketing” and “content marketing”. All the influencer campaigns are social media components where the Influencer is expected to spread the word through their social media posts. They create their content by using mixed marketing strategies. Influencer marketing campaigns are mixed with both and are not like influencer marketing. By using influencer marketing, the brands could attract many potential customers, and most of the studies already have the brand’s social media presence, which makes them stay engaged. Therefore, influencers gain more mainstream exposure. As the brands are not a part of the market, they lose control of the consumers as most of their journeys are digital footprints. Consumers now control the buyer’s journey, and now they are hard to target through digital advertisements.

On the fundamental level, influencer marketing is perceived as social media marketing with constant rest, endorsements, engagement, and product referrals through the influencers (individuals who have a dedicated social-media follower and are noted as an expert within the niche. It mainly depends on the credibility of the social media influencer and engagement with their followers, who were proof of brands to reach potential customers. Something indeed considered it an essential piece of social media marketing to keep the consumers engaged in social media (Martínez-López et al., 2021). It is necessary to discern that Influencers are the ones who build a keen and enthusiastic audience to actively take part in the events and product

launches on social media. It is not an accident that people follow these Influencers on social media, not brands.

We need to analyse the current market scenario that consumers care less about the brands and only care about the opinion of these influencers who are experts in that field. Even if brands try to implement their business practices on the Influencers, the audiences on the social media platform can walk away. Something mainly considered influencer marketing a brand collaboration with the social media influencers to endorse these products on their social media page to create brand awareness with the influencers on the social media platform. These influencers are less tangible, so brands try to make social media platforms to engage traffic to their brand pages instead of attaining the new markets. In the past events, a significant brand has associated with the social media Influencers to endorse their product on the social media platform; instead of 30 secs ad, they went for social media posts with pictures. A video as the Influencer has more than a million subscribers. That post has received double the views, and the product sales went up; for example, PewDiePie teamed up with a horror film set to make a 10 mins video, and it was a big hit. Influencer marketing has considered the social comparison theory, and these influencers serve as a comparison tool. As the social media user's brands define them as the consumers, they may compare these influencers' lifestyles to their imperfect lifestyles as the Influencers in the social media platform look with a perfect lifestyle, dressing style, and interests common or mutual. Based on these principles, the Influencer marketing strategy is to identify the people who strongly influence the people or particular segment related to that specific brand or within its reach. The brand forms an agreement or partnership with the Influencer to expose their audience with the brand message with content to reach the niche target to create a positive, natural, and meaningful way.

1.2 Evolution of Social-Media

Social media is an interactive technology created to share information and communicate broader. As a digital technology defined as social media, a more comprehensive variety of built-in and stand-alone services is available to the public with standard features known as interactive web 2.0, user-generated content (digital photos or videos) and an organised featured website and app to accommodate all these features. As we can say that roots for the social media laid down in the 1840s by introducing telegram and after by the development of computing by PLATO system launched in 1960, with this the features of social media have taken into a second phase in the era 1973 by developing PLATO's message forum application later after that many instant messaging featured chat rooms were created and acted as a

crowdsourced online platform to interact with friends, family and co-workers, ARPANET is the one which had come first online in 1967 and developed in 1970 in order to cultivate rich cultural for the exchange of business ideas and to create a communication medium as an etiquette developed in the MIT's artificial intelligence Laboratory (Stacy, 1982) and DATA COMPRESSION a vital feature for social-media to develop and expand impractically high memory and spare capacity comparative requirements for the uncompressed data an algorithm is the "discrete cosine transform" (DCT) used to compressed extensive size data to smaller size for this "MPEG" video coding standards in 1988 and "JPEG" image compression standard in 1992 played a significant role for the proliferation of digital images and digital photos lies in the heart of social media development since from "1972 to 2011" many social media platforms are developed among them "Friendster" in "2003", "LinkedIn" "2003", "Myspace" "2003", "Orkut" "2004", "Facebook" "2004", "YouTube" and "Yahoo! 360" in "2005", "Instagram" "2010" are the suggested as the most popular platforms by the public. Moreover, influencer marketing features allow users easy to shop through the content they endorse on social-media platforms.

They define social media as the ability to bring people together, which has been seen as different techs available like telegram and telephone, are also social-media (Schejter & Tirosh, 2015). The terminology of social media is in-clear later. They defined it as "social networks" or "social networking services" in the 2000s (Boyd & Ellison, 2007), a virtual online platform used to communicate with the help of web 2.0. In 2019, the "Merriam-webster" defined social media as "electronic communication where users create online communities to spend time with a common interest, share information, ideas, personal messages, and videos. The other content with various social media services or apps makes it challenging to define social media. Even with more specific and beyond knowledge by tracking the day-to-day interaction and the users' best interests to make the best possible purchase recommendations of the users. The primary goal of social media is to create a commonplace for the users to interact and communicate by erasing the physical and psychological boundaries.

It has boomed social media usage in India for the past ten years. The number of social media users is increasing due to ease of access to the internet and tech supporting further expansion. As we can see from the figure below, social media users in India has reached 518 million by 2020. It has increased to 639.47 million as on Statista, July 2021. By the following year, it is expected to increase another 110 million about 755.47 million and expected to increase even

furthermore by the end of 2040 it expected to reach 1.5 billion. Still, Facebook remains a popular social media platform.

The primary resource for the growth of influencer marketing is the availability of internet connection through the digital initiatives of the Indian Government; because of this, India could make a place as the second-largest country to access the internet in the south Asian countries.

Figure no 1.2: Increase of social media users

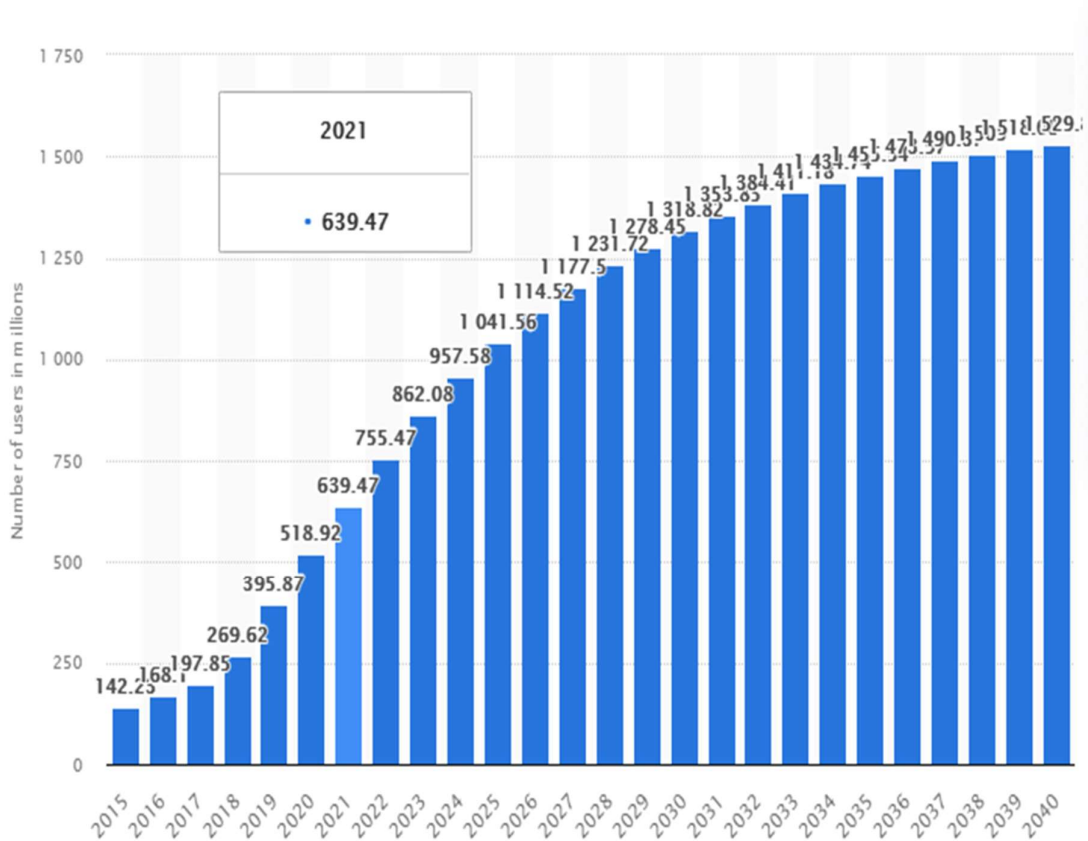


Figure 1.2: Increase of social media users

Source: The author developed

1.3 Social media Marketing

Social media marketing entirely depends on social media platforms to promote a product or service, technically termed e-marketing. Digital marketing still comes under the same domain. The company’s social media and social networks market products and services as an easy way to reach new customers, engage with existing customers and promote their brands to the more desired cultural and fan-based people. As people spend most of their time on social media

platforms, many organisations, including private, public business, and governmental agencies, use social media often for marketing and communicating or a similar office to direct contact with the customer and stakeholders. This marketing model creates a meaningful sense, as getting involved with social media is a slew of negative comments and creates overall brand awareness in the marketplace. In customers, the minds to develop an engagement, especially by interacting with the mind and heart of the social media users, needed to be associated with a medium to engage with constantly. Web 2.0 and social media development is a game-changer for most business fronts by giving rise to implement and focus on the market precisely, with a project name ‘social media project’.

Soon after introducing social media, the worldwide millennials adopted social technology.

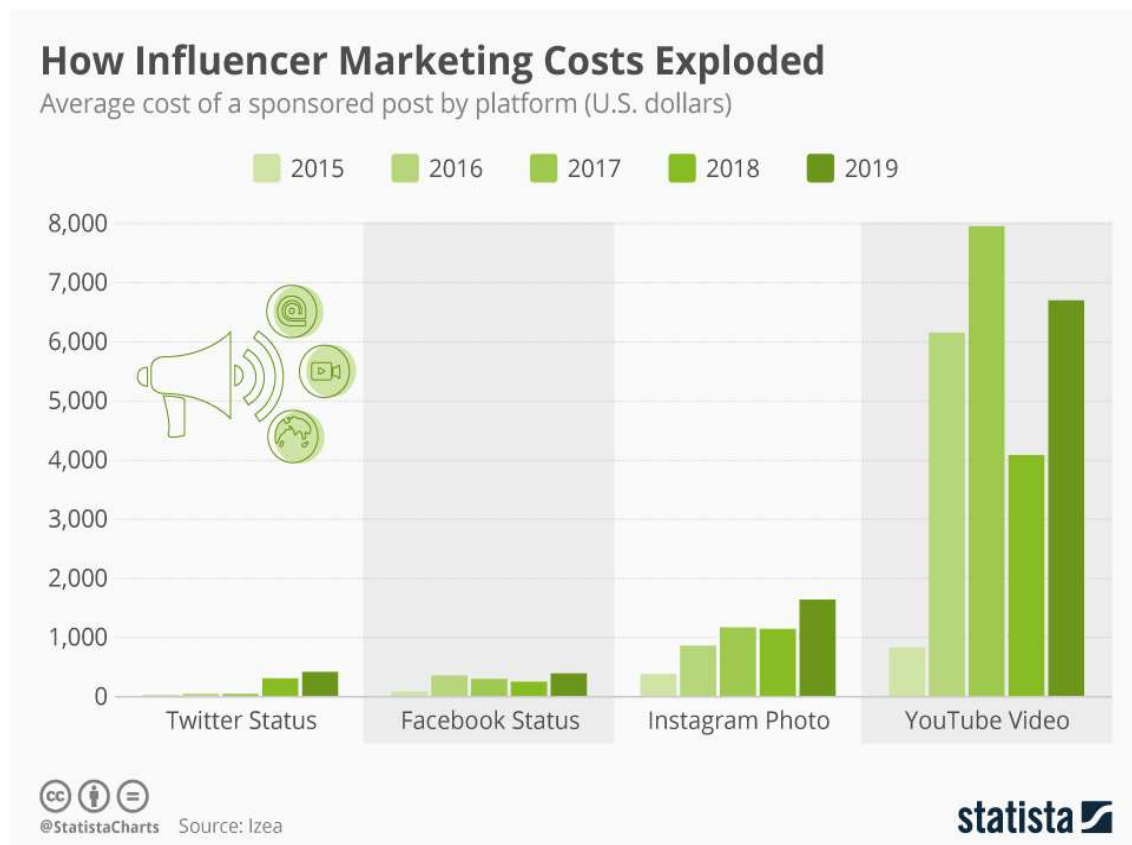


Figure 1.3: Increase of social media Influencers

Source: Izea, Statista

They supported it by understanding the aspects of critical engagement, and they needed responses to the evolution of social media platforms (Susanto et al., 2021). We can also observe that most social media Influencers are in metropolitan places like Delhi, Mumbai, Kolkata,

Pune, and Chennai, and not only that, up to 89% of these Influencers are in these places. In contrast, the rest of them are in different areas. It has re-defined engagement as consumers act open and participative in the social environment, which is in a unique point of view that applies to attention in traditional media. The context differs from the “read-only” setting in the conventional media, defining the engagement while understanding the concept and four stages of employment. In social media, consumers are active participants rather than viewers. For example, a consumer went to an event or saw a movie. Then, they start the conversation on the social media platform. Finally, they talked about a particular restaurant or brand used in the film. Through this process, it will affect brand communication in community groups. Consumers are trying to expect, take part, and define engagement in social media. Therefore, the engagement process is a successful social media marketing element to establish as a “social-business” online in customers who have a personal interest in the brand’s performance in the market. Social media marketing connects with an idea to engage with people, create awareness, increase sales, and drive traffic for the brand website. It involves publishing excellent content, creating advertisements via social media ads, listening and engaging followers, analysing and running web analytics to understand the trend of social media users. Social media is a platform created from the user’s perspective to create a two-way relationship with brands.

1.3.1 The Role of social media in India: Online Interaction.

“Social media” (Molinillo et al., 2021) is more than a webpage, it is a place where people post their personal information and review their current status. They are less likely to discuss “what” and more about the “why, how, and among whom” rumours and gossip. Social media refers to connecting with people and creating two-way communication more casually by acknowledging each other. The idea of relationships in social media is perhaps to create a place where people could learn and share their experiences in social media and are more likely to collaborate on the project. The relationship and interaction among the group or community members define the social interaction by exchanging ideas or sharing between two or more individuals. Social interaction is more like face-to-face interaction, as per Erving Goffman. In the “social media platform”, relationships and interaction are primary anticipations of the participants (Chung et al., 2021). People want to make friends on social media by linking their profiles to different communities.

It will be justified as collaborative social interaction. These relationships are in a different context compared to that natural, expected interaction from the workplace or church groups as an example. They built communities worldwide to flow the content in social media.

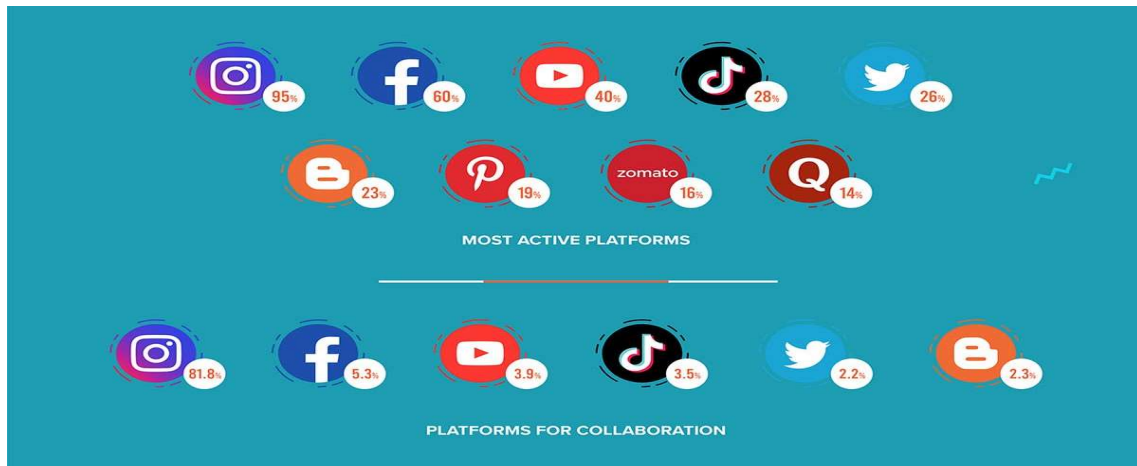


Figure 1.4: Popular social media platforms

Source: Influencer marketing benchmark report

They associate these with the activities like rating recommending content within the community to raise the value of membership. These activities curated and increased the value of the community to share through public refinement and informal collaboration results in a better outcome. They sensed it as the shared outcome using social media. Sometimes, the brand uses these communities to curate their content to reach a larger audience with a loud and coherent message to everyone active in social media. In the end, they approached social media platforms to a friend, follow, and form a social connection for support and encouraging the relationships in the bond communities to develop into a social entity.

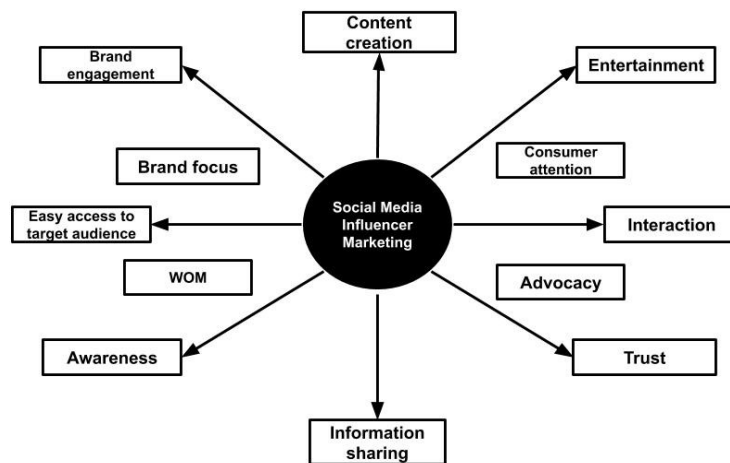


Figure 1.5: Influencer influence on social media platforms

Source: The author developed

Social media creates hype in a two-way relationship by creating a bridge between consumers to brands, products, and services, which was an unbelievable stunt two decades ago. Today, marketing strategies capture consumer voice, as social media platforms create an authentic voice. These voices resonate with the advertisement lingo by liking and sharing a lot, creating awareness campaigns, and including the collaborative tools to reach the niche audience. The interaction is the fundamental and focal point for engagement. It acts as a connection between the consumer and the business by equating the term consumers, not implied as the target weather termed as the equal partner. The author, Altimeter's Jeremiah Owyang, has stated that "companies know the problem will get worse before it gets better. Organisations realise they are no longer in charge. They often lack a credible strategy that empowers their employees to catch up with their customers". They define engagement as interaction with the content or active participation in a campaign created by the brand.

In contrast, traditional marketing is time-tested. Proven theories are like creating engagement through the purchase cycle still applies. Social media marketing and critics note this as fish by a fisher with an engagement as measurement resting on the time spent to lure the consumer.

1.4 Influencer Marketing in India

The social media platform landscape has changed over the past decade. In the current market scenario, the product needs a solid online presence to grow the business by creating awareness, to grow influence for the brand in the pan India. The current marketing technologies are equipped with AI engines to assist with digital marketing by chatbots and automated sharing tech. Influencer Marketing is rapidly growing in India by getting benefits from word-of-mouth marketing. Influencer marketing creates curiosity in consumers' minds through creative content and engaging with consumers on social media. The primary aim of the social media platform is to create awareness, create engagement, and build community. Influencers marketing budget has reached up to 13.8 billion dollars by July 2021, and it is expected to reach 17 billion dollars by the end of 2021.

Influencer marketing gets hype due to pandemics as the business upgraded its current marketing strategy to interact with consumers on social media platforms. Become a massive hit from the COVID-19 worldwide. Because of restrictions to move out, people depend upon social media, which has increased the demand for rising influencer marketing.

Estimated Influencer Marketing Growth (YOY)

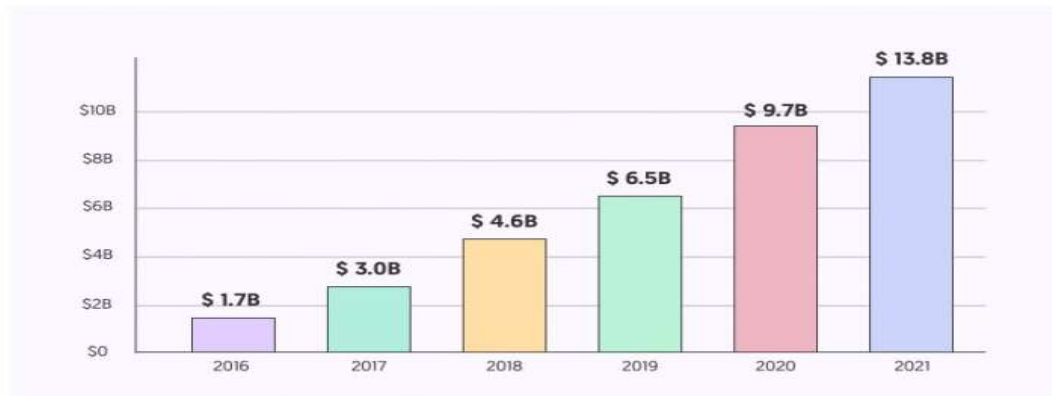


Figure 1.6: Influencer marketing growth worldwide

Source: Influencer marketing Hub benchmarking (2021)

These brands are now trying to sustain engagement rate, content creation, and measuring effectiveness in social media platforms. Indian brands are now trying to leverage social media Influencers to endorse their product in social media accounts from their viewpoints to create a positive awareness and improve their brand community by using the Influencer as the social touchpoint. Brands are creating engaging campaigns as storytelling contests to drive consumers to participate in the campaigns. Influencer marketing has revealed through the analysis that influencers hold millions of followers or audiences are interacting with their posts and going through the Influencer's content to get to know more about the influence.

These influencers generate powerful word of mouth for a large or small group of people or communities. As we can see, digital marketing is a broad topic and solely based on keywords, whereas influencer marketing depends upon the content generated by Influencers.

Through the google trends, we can observe that influencer marketing in India has a significant growth compared to print and television advertisements. There is a substantial growth in Indian social media platforms as Indian consumers engage more with influencers than print advertisements and television advertisements. From the past five years, we can see that television advertisements have been declining as the brands are also opting for influencer marketing.

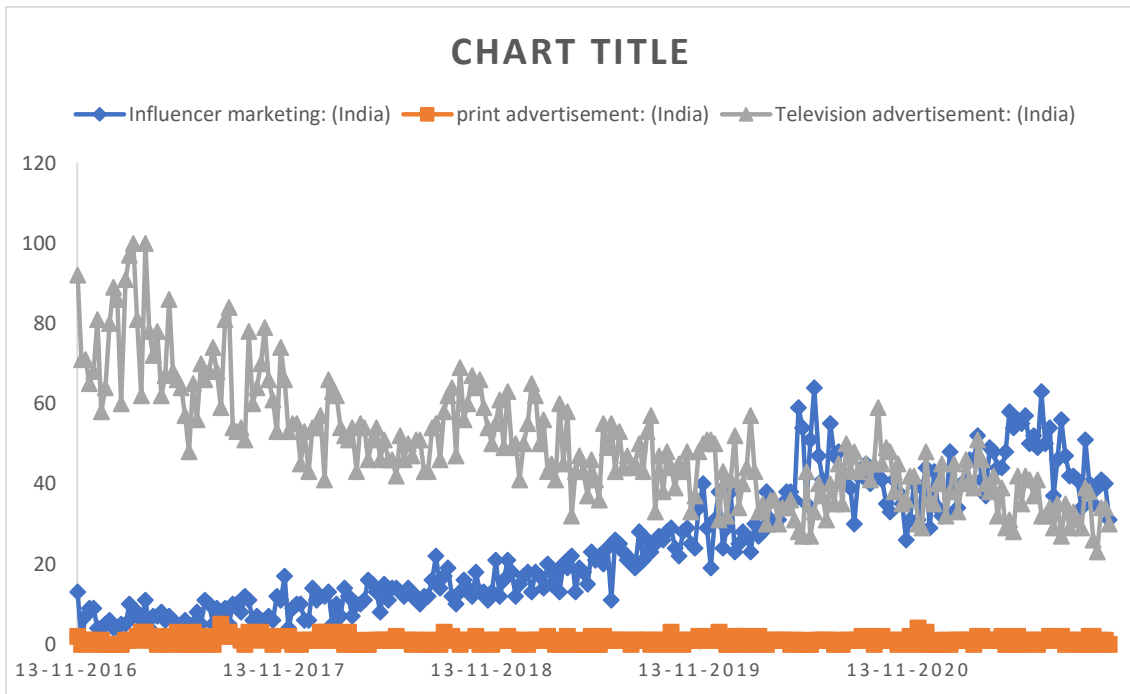


Figure 1.7: Comparison of Influencer marketing in India

Source: The author developed

As we can see from figure no: 1.7, we have gathered data from google docs. We created a chart in an excel sheet stating that influencer marketing search has been increasing day by day.

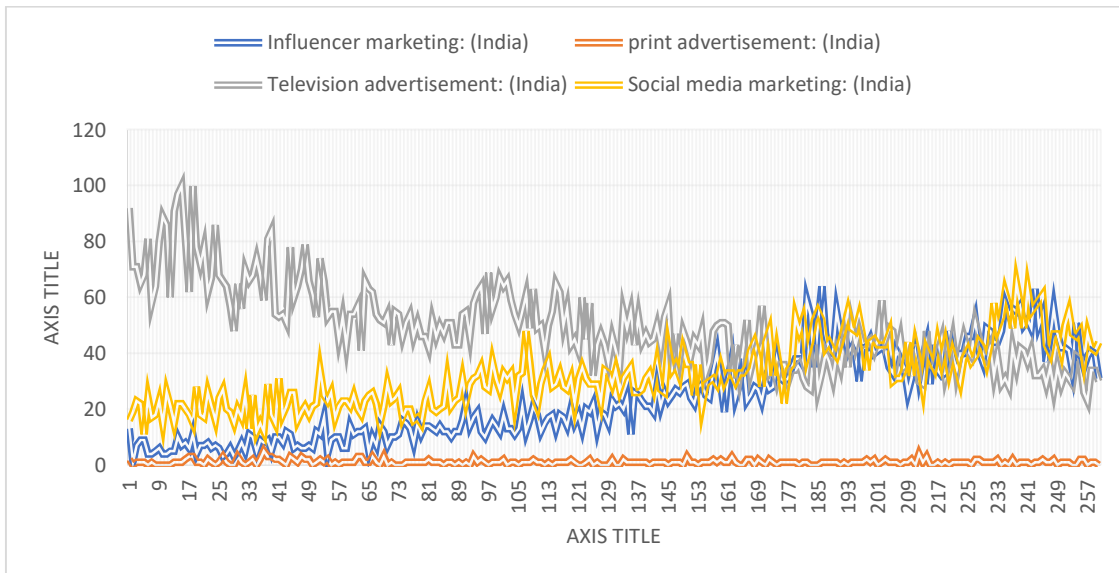


Figure 1.8: Comparison of Influencer marketing with Print advertising

Source: The author developed

As per the 2011 census, the total Indian population is 1.21 billion, and Strangage (2019) states that in January 2017, active social media users increased at 14% of the total population, the growth is at the slowest rate worldwide, but India is the second-largest online market next to China, globally. As per the report of IAMAI (Internet and Mobile Association of India), access to the internet is primarily the use of social media to engage. 66% of them are the urban population with regular access to social media. Currently, 70% of the YouTube subscribers trust the Influencer opinion over traditional Influencers in India. 86% of them are women. Of the 32% work with Facebook, and 24% with Instagram. 71% of the consumers are more willing to fill the void through entertainment and purchase the products promoted by the Influencer. The most viewed videos are from the Beauty category, with up 86% of them being made by the Influencers, the remaining 14% by the beauty brands themselves. From this data, we can clearly say that influencer marketing generates a lot of revenue (Rocha et al., 2021).

Influencer marketing is a hybrid of content, narrative, and digital marketing. It follows, identifies, and establishes trends to target potential buyers using celebrities and internet personalities. Currently, influencer marketing also uses ‘micro-influencers to target a large audience. Influencer marketing follows the following principles to target the niche audience.

1. Content marketing: it is a strategic approach to target a large audience by “creating and distributing valuable, reliable, relevant, and consistent content to attract and to drive consumer actions derived as Content marketing” (Narangajavana Kaosiri et al., 2019). Social media plays an integral part in liking, sharing, and relating content to themselves and the Influencer they follow (Lou & Yuan, 2019). Throughout the last decade, social networking sites such as “YouTube”, “SoundCloud”, “Facebook”, and “Instagram” (Weismueller et al., 2020) have captured a substantial population in their social media sphere (Lanz et al., 2019). Providing freedom and free flow of content has created a special status. It started a new career path, and it played a significant role in Influencer marketing.
2. Credibility: Creating social capital with an authentic audience by engaging with credible content (Sharma et al., 2021). With the lack of credibility, sometimes brand promotions could not connect with the guidance and build a lousy reputation on the social media platform. The lack of credibility leads to a decrease in influence. They are considering the unique characteristics of the social media platforms. The more credible the Influencer, the more the reach of the content in the social media platforms.

Indian consumers are engaging with these Influencers, as the problem is the brand association and implementation of the Influencer marketing strategy. To fill these holes, Indian Young entrepreneur start-ups currently provide a unique and interactive platform for both the Influencers and brand associates; top brands directly associate with these Influencers to endorse their brands on social media channels. These start-ups or agencies allow brands to manage, launch, customise, prioritise, and measure the Influencer's digital campaign using the four fundamental principles: Targeting, Identifying, Amplifying, and Tracking. The work by the Influencer is to target customers and identify with the right profile in mind to target the audience, to amplify the consumer influence will create engaging content. Tracking the engagement rate while increasing brand page traffic by the reach, no. of clicks and engagement rate, and conversation on the brand page. Instagram is a visual stimulus page that attracts many consumers. As per the study, these visual aesthetics are an ecosystem for endorsing and promoting beauty and luxury products through body images (Jin et al., 2019). Influencers are ordinary individuals. Some of them might be huge celebrities continuously engaged in the "social media" platform by posting creative and visually attractive posts and showcasing their lifestyles and selective merchandise to their followers. Influencer marketing is popular among teenagers. They will continue it into adulthood for future purchasing with the influencer interaction with the user and recommendations on products and services, with a view of the consumer expectations with reliable information. The credible influencers will boost the consumer's willingness to search for more and more information about these products and services related to the product.

1.4.1 Influencer Marketing Impact on Consumers

"Social-media marketing" and "digital media marketing" are already playing a prominent role in reaching consumers, which is more effective than traditional marketing (Rocha et al., 2021). A constant reminder of these marketing tack-ticks consumers are annoyed due to lack of information and un-interactive (Langner et al., 2013). In India, social media is already showing prominence as the 2nd largest in Asia-Pacific, right after Japan with active 26 million users. Indian market is enormous, but only these following areas, fashion, electronic, and beauty industries, depend on social media platforms as their primary targets are millennials who are active social media users and are a significant consumer segment (Trivedi & Sama, 2020). Brands need to interact with the influencers' social media to build interactive and attractive content, as consumers cannot keep via traditional marketing. Consumer and Influencer relations are interactive and (Schonitz & Siems, 2021) build with the "heart and soul" of social

media (Reinikainen et al., 2020). Influencer marketing gains the attention and trust of consumers in the online platforms with mixed responses by creating a healthy relationship between the Influencer and consumers. As we can see, the Influencer influence on the consumer on the country wise majority of influence has been depicted with dark blue colour and remaining which has less influence are coloured with less blue colour. In India, they have shown the influencer influence as 77%.

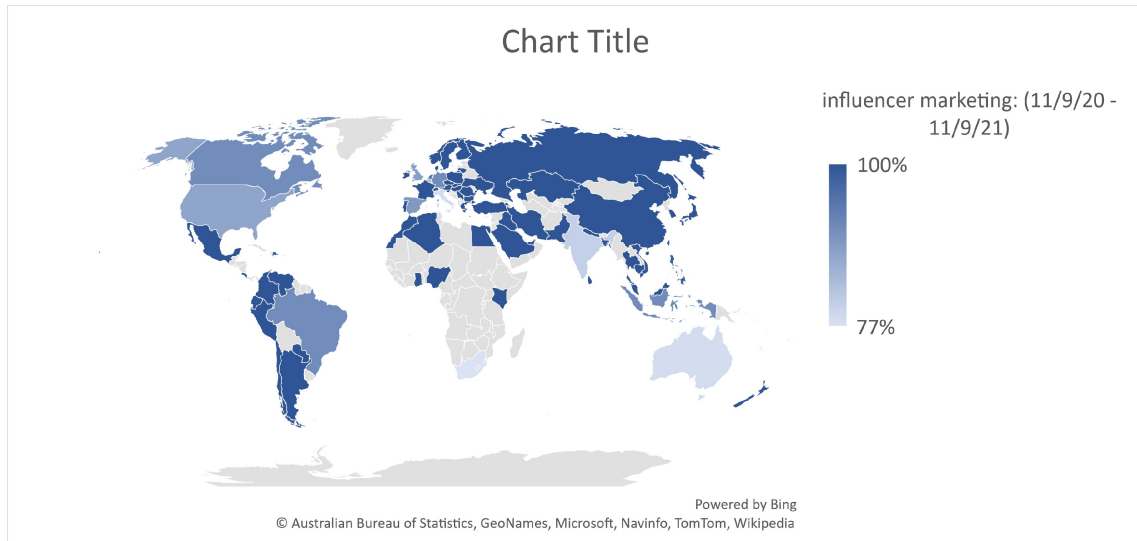


Figure 1.9: Impact of Influencer marketing World-wide

Source: The author developed

Meanwhile, social media has dark side negativity where consumers negatively respond or comment towards influencer posts, which will impact influencer interaction and engagement with social media users. (S. Lee & Kim, 2020) Influencer marketing is like creating viral and non-disruptive content in social media to concentrate on reaching millions. Consumer heavy usage of social media for the source of information has created an opportunity for both influencers and brands by creating a domain to offer its services & information to consumers via Influencers from brands by fully exploiting social media marketing “promote and review.” “Instagram” and “Snapchat” are the most popular “social media platforms” worldwide by targeting teenagers to young adults 16-28. Hiring celebrities to promote brands on social media platforms helps cultivate millions of followers (Feng et al., 2020).

Han et al. (2020) state that influencer marketing is an emerging technique that connects brands to the world by creating a relationship-based environment via content. These influencers will drive electronic word-of-mouth marketing as the Influencer posts his content information from

one user to another. I considered this technique a strategic marketing tool specialising in creating a social relationship. Coco & Eckert (2020) study identifies that influencer marketing has a significant impact on traditional marketing. Influencer marketing helps create awareness, build brand trust, and drive sales by creating long-term relationships. The content developed by the influencers is in two types self-endorsed and sponsored content while posting on the social media platform. Consumers show their interest in both the contents as they are more interested in their personal space than the content. Influencer marketing helps in drawing consumer attention to a particular product for a certain period of time in social media platforms as the study (Ki et al., 2020) state that influencers can drive consumers to offline stores, too, as this Influencer can connect, communicate and influence others using social media by creating, curating and developing a content to attract and keep consumer attention.

1.4.2 Social Media Influencer

Social media Influencer generates a large amount of data through their daily engagement in the “social media platform” (Chetioui et al., 2020). These “social media influencers” have shaped Influencer marketing, which attracted the brand marketers to promote and endorse their brands via Influencers to create an essential medium between the Influencer and brand. Lee & Kim (2020) study states that information promoted through the social media Influencer will make trending social media platforms by creating viral content and acting as non-disruptive content in social media. Therefore, using Influencer to promote the brand will generate more attention than a traditional marketing strategy and also, we can observe the influence of influencers.

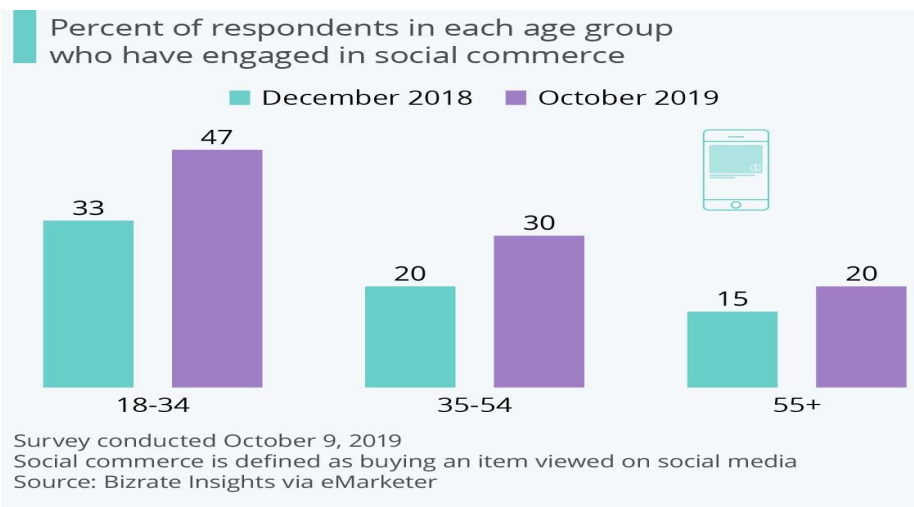


Figure 1.10: Comparison of influencer marketing

Source: Bizrate Insights via eMarketer

These influencers are categorised according to their technical expertise and are most likely to do so through social media platforms. Consumer goods and services have stood out as the most basic and prominent area where most influencers focus as consumers seek information in these primary areas. The endorsement of a product by a highly Influenced Influencer will significantly affect the development. Reinikainen et al., (2020) Influencer marketing mainly depend on interaction and relationship building with people through continuous interaction and engagement. The primary aim of brand marketers is to create trust and gain attention from the customers, which has been an intriguing topic for both academics and professionals. The study of influencer marketing will develop a better understanding. Haenlein et al. (2020), as the new generation spends most of their time on social media platforms, it becomes challenging to get attention from the younger generation.

They have replaced the fundamental aspects of obtaining information via social media platforms. To convey a brand message to these generations, they need a reliable source that is highly engaged in these platforms and preferred most by the brand marketers. Social media user seeks information, encouragement, attention, and conversations through social media platforms. Influencer marketing is the strategy brand marketers adopt by endorsing their products with opinion leaders, celebrities, or maybe non-celebrities who are highly engaged and have more followers on social media platforms. To influence these followers on the social media platform with the brand content co-created by both the influence and brand marketers, they need content to gain their attention (Martínez-López et al., 2020). (Campbell & Farrell, 2020) state that the advertisements generated by these influencers are interactive and attractive with the product content they launch on social media to communicate with the potential consumers (Taillon et al., 2020). The visual nature of the content will enhance the consumer's appeal towards the product. The traditional advertisement is a handicap for getting this much attention and reaching many followers on "social media platforms".

Influencer marketing can spread brand messages rooted deep into the consumer's mind, and communication with influencer marketing is superior in targeting the consumers (Wiedmann & von Mettenheim, 2020). "Through the daily engagement and interaction with the consumers, the Influencers can understand the needs and intent of the consumers or users. Therefore, it might be effective for the business to target its potential customers" (P. Wang et al., 2020). Influencer marketing will create brand awareness and conversation with specific target audiences. Chopra et al., (2021). Coates et al. (2019) state that social media can influence children to young adults in social media platforms influencer has a significant effect on their

audience. The study states that children report trusting YouTubers vloggers recommendations more than the traditional advertisements through the consistent exposure of the visual content. Digital media marketing has overtaken traditional media marketing as today's consumers spending more time on social media consumers started paying attention to these ads. Still, marketers face challenges soon as the consumer is unwilling to pay attention to brand promotions (Johansen & Guldvik, 2017; Trivedi & Sama, 2020).

(Childers et al., 2019), by using the content generated by the social media Influencer to attract consumers to the social media platforms by using the Influencer with huge mass followers (Boerman & van Reijmersdal, 2020). The "para-social relationship between the Influencer and consumers can signify the brand campaigns in social media" by elaborating and analysing the complex relationship between the user. Social-media Influencer could show a huge impact on these brand content can create a selling and persuasive intent (Johansen & Guldvik 2017).

However, the investigation related to Influencer marketing's impact on the consumer attitude hasn't been studied yet. Still, the consumer acceptance of the Influencer sponsored content (Putri, 2021) has shown significant results (Stubb et al., 2019).

Various researchers and authors who have done significant work from the Influencer marketing and social media marketing we have identified variables did study. For example, Lou & Yuan (2019) and Chopra et al. (2021) identified the Influencer marketing construct as perceived trust, brand awareness, Influencer credibility, and perceived risk. Bakker (2018) has stated that at different times & they actively involved stages other variables in Influencer marketing. Pick (2020) Identified consumer attitude and loyalty intention as the construct for Influencer marketing (Boerman & van Reijmersdal, 2020; Childers et al., 2019).

1.5 Consumer loyalty and purchase Intentions in social media.

Many studies have provided antecedent factors for the purchase intention from the existing literature, and Influencer marketing plays a prominent role in "creating interaction between the consumer and business". (Reinikainen et al., 2020) trust (Childers et al., 2019; Feng et al., 2020), engagement (Chopra et al., 2021; Reinikainen et al., 2020; Shabbir et al., 2017), brand trust (Lou & Yuan, 2019), brand awareness, and (Dwivedi, 2015a; Jun & Yi, 2020) loyalty intentions have a positive impact on the consumer purchase intention".

Many studies suggest that social media marketing can create purchase intention and loyalty intentions in the customer's mind. In this study, we are trying to identify the significant impact of "Influencer marketing impact on consumer purchase intention". The study implements

consumer attitude as a new antecedent to the purchase intention by placing it as a mediating variable. But studies concerning Influencer marketing to purchase intent and consumer loyalty have rarely been conducted and with so rarely concerning the Indian context by relating to the brand-related variables.

In the present study, we are trying to be identifying and understand the factors leading to attract the consumers by the “Influencer posts from the social media platforms and how this Influencer marketing affects the business relationship with the consumers and its influence on consumer purchase intention and loyalty intentions. From the theoretical perspective, we are trying to understand the consumer motives from the social media platform from this research, creating (Molinillo et al., 2021) brand awareness, developing brand trust, consumer brand engagement, and loyalty intentions. From the realistic view, influencer marketing can develop a better relationship between the consumer and brand, by identifying content to interact and engage with consumers on social media”. Develop content to create a long-term relationship with brands and create purchase intention and loyalty intention in the consumer mind.

1.6 Definitions:

1.6.1 Influencer marketing

“It is social media marketing where it involves endorsements and product placement from an influencer who have expert level of knowledge or social influence in that field” (Woods et al., 2016).

1.6.2 Brand awareness

“Brand Awareness is the extent to which customers can recall or recognise a brand under different conditions” (Rossiter, 1987).

1.6.3 Consumer attitude

“Consumer attitude is defined as a feeling of favourableness or unfavourableness that an individual has towards an object or another individual. Consumer attitude simply as a composite of a consumer’s beliefs, feelings, and behavioural intentions towards some object within the context of marketing” (Lars Perner, 2010).

1.6.4 Consumer Brand Engagement

“Consumer positive and negative behaviour interactions with a brand and all its constituent elements like brand content and interaction with brand communities beyond simple

transactions, that results from their interest in and commitment to the brand” (Obilo et al., 2020).

1.6.5 Brand Trust

“Brand trust has been defined as “the willingness of the average consumer to rely on the ability of the brand to perform its stated function” (Chaudhuri and Holbrook, 2001).

1.6.6 Loyalty Intention

“Loyalty intention is defined as perceived value and customer satisfaction, with an intent of positive feelings towards a brand and intent to purchase the product or service repeatedly regardless of the change in environment” (Johnson et al., 2006).

1.6.7 Purchase intention

“Purchase intention is defined as a situation where the consumer is willing and intends to make purchase, and it is a measure of the strength of one’s intention to perform a specific behaviour or make the decision to buy a product or service” (Meskaran et al., 2013).

Scheme of Chapterisation

The chapter-wise breakup of the present study is given below

Chapter – 1 “**Introduction**”

It comprises a summary of the research background, the evolution of Influencer marketing, social media development in India, Problem, Definitions, and scheme of Chapterisation.

Chapter – 2 “**Literature Review**”

It is organised into ten parts based on the variable’s literature review has been written on Influencer marketing & social media influencers, brand awareness, consumer attitude, consumer brand engagement, brand trust, loyalty intention, and purchase intentions. A summary of recent literature has been given in table form. The proposed model, research gap and scope of the study have been addressed in the study.

Chapter – 3 “**Research Methodology**”

This chapter contains an explanation of the research design, formulation of hypothesis, preliminary testing, sample & survey instruments, data validation, and data analysis plan.

Chapter - 4 “**Data Analysis**”

This chapter contains an analysis and explanation of the demographic analysis, construct validity, discriminant validity, and Structural equation modelling using SmartPLS.

Chapter – 5 “**Findings, Suggestions And Conclusion**”

This chapter consists of major findings of the study on Influencer marketing's impact on consumer purchase intention and moderating the role of social media usage behaviour in influencer marketing to purchase intention.

Chapter-6 “**Conclusion, Managerial Implications, Limitations & Recommendations**”

The conclusion and implications of the research is explained in this chapter. The suggestion for future studies has also been enumerated in this chapter.

CHAPTER - 2

REVIEW OF LITERATURE

To get a complete understanding of the Influencer marketing to purchase intention, a review of the literature was written with the following mediating variables (brand awareness, consumer attitude, consumer brand engagement, brand trust, and loyalty intention) to uphold the need for the study and gap in the previous works of literature were identified in this following chapter.

2.1 Influencer Marketing

The concept of “influencer marketing” has been for quite some time. Many of us know it as recalled. Before the time of social media, people relied on offline advertisements like “printed ads, radio, and television for product recommendations” (Foroudi, 2019).

But the brands could not keep new consumers. They could not communicate or maintain engagement with the consumer even after brands adopted social-media platforms as their primary means to create employment. By conducting brief research, they could finally understand that influencers in social media can sway consumers in the social media platforms (Lindgreen et al., 2009). The “influencer marketing” strategy started in the early 18th century as the famous potter Josiah Wedgwood got approval for this work by Queen Charlotte in 1765 by earning the title as “her majesty potter” has influenced a lot on his business. For example, in the period of the “great depression, Coca-Cola has used jolly Santa Claus to convey cheers in the miserable time by focusing on the audience and helping them to remember the joyful qualities of the brand and their own”. And the celebrity endorsement has gained immense popularity and at the same heavy advertisement expenditure. The pros are mass following, influencing consumers to buy the products they endorse (Baker, 2002).

Later it developed by including reality tv stars endorsing products as they perceive them as more relatable and authentic than traditional celebrities to a certain extent. These TV personalities have led their ways to “social media platforms”. The social media platforms like “Facebook, Instagram, Twitter, and YouTube” have taken a tremendous leap in technological development and have become essential to life by updating and posting everything on ‘social media platforms’.

Meanwhile, posts updated by celebrities, reality stars and even famous bloggers gathered enormous popularity. By this phenomenon, people followed prominent people “because of their highly engaging content and close interactions with their followers”.

Recent studies suggested that smartphones and social media have significantly influenced consumer needs, from daily necessities to entertainment and information, which are available on social media platforms. By taking this as an opportunity, these social media platforms have created a social media marketplace. The consumers are also referring to online presences instead of offline (Chopra et al., 2021), and poor consumer recollection of advertisement will affect the brand recollection. In contrast, in influencer marketing, the chances of happening are significantly less by the Influencer posts drive consumer cognitive behaviour on the advertisement.

Pick (2020) has conducted a study on influencer impact on the consumer behaviour, which will influence consumer decision making by taking Influencer credibility perceived by influencer via his posts (source credibility) its impact on purchase intention towards the psychological ownership of consumers, as the brand communication through social media till now is one-way communication while the influencer has two communication which had become a significant component on consumer decision making and influencer are more likeable and credible in his community, and there is an apparent reach which has a positive impact on the brand performance.

This study (Coco & Eckert, 2020) to understand the consumer perception towards influencers in social media platforms and their view on influencer marketing, while mentioning as traditional public relations outreach for the social media promotions and the influencer marketing is an emerging vehicle to build online relationships in social-media.

Supotthamjaree & Srinaruewan (2021), according to the study findings, states followers follow these influencers based on self-interest, whereas women view content that has a use in their lives. The participants have also mentioned that self-disclosure helped them relate to and trust these influencers to create a bond between them. The influencer credibility will strengthen their relationship.

Belanche et al. (2020) studied how the positive behaviour of influencers will affect product promotions. Influencer marketing is treated as a natural resource to share content. Nearly nine out of ten brands prefer influencer marketing and become market leaders to promote social media platforms. The study also studies the moderating role of user involvement in the product

category. The study's findings state that users' participation substantially impacts product promotions and indicated that influencer marketing is crucial in fostering brand in social media platforms.

Van Reijmersdal et al. (2020) study results suggest that content disclosure of the influencer in the video has created a better understanding of the brand, and attitude has a less positive impact on the brand. Zhong, Shapoval, & Busser, (2021) whereas the non-content disclosure has a substantial influence on the children”.

Reinikainen et al. (2020) the role of influencers is product endorsement to create interaction and build relationships in social media platforms; meanwhile, the study here examines the “moderating role of audience comments in Influencer marketing”.

Chetioui et al. (2020) study examines consumer attitude towards fashion influenced by following through a conceptual model by using the “theory of planned behaviour” (TPB), and the academic outcomes of prior studies implementing them to Influencer marketing and data of 610 Moroccan respondents take part in the survey. The PLS model was used for the estimation, and the results show that all the mediating variables have a significant impact on the influencer.

Feng et al. (2020) stated that influenced content is the main narrative for engagement in social media platforms. To analyse further, the author has applied machine learning and deep learning techniques used to study the influence of posts by examining the content captions and posts in Instagram through the analysis of 7745 posts of 10 social media influencers. Results show that influencer narrative impairs the effectiveness of sponsorship disclosure.

The Campbell & Farrell (2020) study discusses the significant rise of influencer marketing through academic research and market surveys. By leverage, each element with different sources through a potential offer describes influencer marketing as powerful and undervalued as a marketing tool.

Woodroof et al. (2020) study examines the disclosure of “social media influencer influence on consumer evaluation of the influencer transparency, endorsed product performance and its influence on consumer purchase intention” and the impact of the additional disclosure on these following variables by following through a survey of respondents by applying mechanical Mturk to apply the moderated serial-mediation to the model.

The study's findings revealed that the content disclosure impressed consumers by underlying the financial relationship disclosure and less transparency to ambiguous disclosure. However, the transparency disclosure substantially impacts "consumer purchase intention and product efficiency".

Trivedi & Sama (2020) state that influencers have less impact on purchase intention. In contrast, brand attitude (Mainolfi et al., 2021) was a mediating variable between influencers and purchase intention. Message involvement is used as a moderator in between influencers to purchase intent.

Han et al. (2020) study examined the influencer endorsements impact on e-Wom and consumer purchase intention by taking Influencer marketing as a context by applying One-way ANOVA between the advertising disclosure on purchase intention and for moderating role PROCESS macro used.

The results state that influencer advertising disclosure substantially impacts consumer purchase intention. In addition, the moderating recommendation role (e-Wom) has also significantly affected "consumer purchase intention". Ki et al. (2020) the study stated that influencer marketing follows through an attachment mechanism as the "social-media platforms originally designed to provide personal bonding and interactions". By analysing the data of 325 U.S. consumers responses, the study states that influenced posts have significance over their purchase intention. These consumers follow these influencers for content and fulfil their needs, relatedness, and competencies, which results in consumer attachment towards influencers.

And the study suggested going through the social media user's usage behaviour to analyse their significant influence over products endorsed by the result. Wiedmann & von Mettenheim (2020) study found that influencers can influence consumer purchasing decisions. The above literature review tries to relate influencer marketing with purchase intentions, previous that worked upon, and the challenges associated with influencer marketing. It will help get a better grasp of influencer marketing and social media users influence on influencers and purchase intention.

2.2 Brand Awareness

The study on "brand awareness" has been speeding up since 1990. In their research, Hoyer & Brown (1990) defined "brand awareness as a rudimentary level of brand knowledge involving at the least, recognition of the brand name. By stating that awareness represents the lowest end

of the continuum of the brand knowledge which largely differs from the simple recognition and by taking recognition a process encounters for the brand awareness”.

Later the study picked up by Percy & Rossiter (1992) created a model for the brand awareness and brand attitude for the advertising strategy through a reflective and interactive approach by underlying the consumer’s purchase decision.

Further in the study, Laurent et al., (1995) analyse the structure of brand awareness and try to understand the underlying difference between different brands and the same brand with varying product categories while creating a logistic transformation of each element associated with the brand awareness. Analysing the Rasch model and the study results establishes the difficulty of attention regarding the test difficulty and understanding measured differently for each set of elements.

In the later studies brand awareness has addressed as the tool to remind the consumers and as an equivalent variable for the marketers in order to construct a framework to interact with the consumer Oh, (2000) study used brand awareness as a mediating variable to understand the brand value to customer intentions where brand awareness has showed a significant role in the consumer value process, in the study Macdonald & Sharp, (2000) “examined the role of brand awareness in the consumer thought processing in purchase decision and in repeat purchasing”, while understanding that brand awareness is dominant tactic in the field to create marketing campaign in order to create awareness to show the differential details of the brand in order to create brand preference in consumer minds which in subject to make consumer as a repeat buyer of the product by taking the help of the previous study Hoyer and Brown’s that “brand awareness” is chosen on the basis of the quality of “brand awareness in differential conditions and the study results states that brand awareness plays a significant role on consumer brand choice and in repeat purchasing”.

In to the further Jalleh et al. (2002) “stated that sponsorship impacts brand awareness and brand attitude. The study results said that the support could influence both brand awareness and brand attitude through celebrity endorsers.

In 1987 brand awareness was described as an essential element for communication. It precedes all other steps in the process by Rossiter and Percy as the consumer needed to be aware of the brand to perceive and stimulate a behavioural attitude towards the brand. The study tries to understand and develop a theoretical framework for brand awareness and consumer attitude.

The study provided empirical evidence showing that brand awareness creates a brand attitude, and further, without brand awareness, recognition isn't possible (E. Macdonald & Sharp, 2003).

Brand awareness is further described as the essential element to increase sales and income and attract potential consumers. Therefore, brand awareness plays a significant role in creating a plan for identifying consumers, creating a positive environment and better follow-up with an interactive advertisement. Thus, the study aims to attract consumers and generate awareness with a positive vibe (*Brand Awareness*, 2007).

Naik et al., (2008) in their study are trying to analyse to “build and maintain awareness in the competitive markets by using the fair awareness models in the marketing literature which are existing and ignoring the role of competition, creating a model by analysing the five car brands over time and derive optimal closed-loop Nash Equilibrium for every brand and analysing the data supported strongly to the proposed model in terms of goodness-of-fit and cross-validation in the sample data, the study offers a valuable insight to the brands as well as brand competitors to estimate the effectiveness and forecast of brand performance in the markets” (Naik et al., 2008). Chi, (2009) study analysed “the effects of brand awareness over the perceived quality, brand loyalty and customer purchase intention” by applying mediation analysis with a sample data collected from the people in China, and the study results suggested that mediation analysis is showing the vital significance and brand awareness played a significant role in the mediation analysis by establishing an excellent mediating significance showing high relevance to the “brand loyalty and brand preference and through the brand awareness consumer evaluate the perceived quality of a product from their purchase experience”.

To create brand awareness, Homburg et al. (2010) need to create a comprehensive brand identity to attract consumers. Creating a brand identity and awareness program is essential in many B2B branding strategies. A substantial engagement is required to increase awareness which pays off in business markets as a long-term investment. The study investigates the conditions of brand awareness associated with its in B2B context and with “cross-industry reference of over 300 B2B firms showed that brand awareness significantly drive the brand performance in markets and study notes it is typically applied the organisational buyers”.

Wang & Yang (2010), brand awareness used as a moderator between brand credibility and The result of the study reveals that brand awareness has shown positive mediation effectively. It has demonstrated a positive moderating effect between brand credibility and consumers purchase intention. Furthermore, some studies suggest that brand awareness precedes brand

equity by acting as a memory node which refers to the brand in the consumer mind whenever they cross particular objects. At the same time, brand awareness can also view as a learning advantage for the consumers to decide. “Brand awareness plays a significant role in consumer decision making, which is likely to increase brand performance.

At the same time, brand awareness correlates with all the brand attributes; however, due to consumer responses, it could show possible errors” (Scheinoltz et al., 2012). Many studies state that brand awareness is before the purchase intention while noting that it is before brand trust showing a possible correlation with the brand trust. The consumer mindset measures could measure the consumer’s general attitude towards a brand by including the two prior “components brand awareness and brand association.

While brand association refers to prior brand knowledge representing consumer mindset and the results suggest that brand awareness is before the consumer attitude” (Scheinoltz et al., 2012). Dew & Kwon (2010) stated that branding becomes an essential element in marketing. Consumers refer to understanding brand awareness, association, and brand category to apparel brand knowledge. However, it does not necessarily link with the favourable brand association while showing a positive mediation effect with low significance.

Ardiansyah & Sarwoko (2020) study analysed the social media marketing influence on “consumer purchase decision through the mediation analysis with brand awareness. On the other hand, Almaqousi et al. (2021) to be rational with high involved products and for new products requires more time and effort to develop the “brand image” in the consumer mind”.

Widayati (2020) study analyse the brand awareness and brand image on customer satisfaction of Saudi Arabian airlines by applying SEM with smartPLS both brand awareness, and brand image has a significant impact on customer satisfaction.

Pancaningrum & Ulani (2020) “study aim to understand the advertisement impact on consumer-buying behaviour while using brand awareness” as a mediation variable while taking 100 respondents as sample and data results via SEM-PLS indicate a significant analysis of consumer purchase intention.

Influencer marketing has to show a prominent role in promoting brands while interacting with consumers maintaining a positive relationship with consumers. And they refer it to as an adaptive marketing strategy with fewer changes to the current plan. As more people access the internet, consumers interact with influencers social media celebrities and follow them with the

best positive intentions towards influencers. Makrides et al. (2020) study tries to understand the brand-consumer relationships as the digital marketing tactics are interactive with consumers while exploring 200 respondents. The study results showed that digital marketing strategies significantly impacted brand awareness in different market segments.

2.2.1 Influencer to brand awareness

Influencers create a powerful impact on the consumer through visual content, as consumers every day share a substantial amount of time on social media platforms and endorsements of the influencers are more likely to attain consumers' attention and with the growth of digital content. Therefore, the influencer's content will have a positive brand image on consumers and understand brand awareness, brand association, and brand category concerning the apparel brand knowledge by exploring the female college consumers. Ajemunigbohun & Aduloju (2017), through survey data results, suggest that “brand awareness plays a significant role for recalling the brand”. However, it does not link with the favourable brand association while showing a positive mediation effect with low significance.

2.3 Consumer Brand Engagement

Hollebeek (2011) was the first one who proposed consumer brand engagement by laying roots with both psychological and organisational through engagement concept in the marketing literature. Although the preliminary literature review study has identified that consumers have shown loyalty factors to the focal brand where the consumer is engaging with the brands, the study has undertaken the active disciplines of engagement: compromising, activation, identification, and absorption.

The illustrated model has shown significant results where it has enhanced the (Dwivedi, 2015) “consumer brand engagement”, and the study laid the foundation for the hypothesis that after consumer brand engagement (Dwivedi, 2015), the consumers have shown loyalty towards the engaging brand. “Based on the findings, we have defined the consumer brand engagement as the level of an individual customer’s motivational, brand-related and context-dependent state of mind characterised by specific levels of cognitive and behavioural activity in direct brand interactions”.

Before consumer brand engagement, this concept was stated as customer engagement by Brodie et al. (2011). However, the studies related to this concept are limited. The idea was derived from relationship marketing through service-dominant logic, where the relationship

has derived from the constructs of participation and involvement. The study has shown good significance through in-depth analysis and laid a foundation for future studies.

As the concept of consumer brand engagement has no established theory, many authors proposed their concept as the authors Gambetti et al. (2012) based on the grounded theory approach the study designed as it focused on the conceiving and pursue of consumer brand engagement through brand strategies and tactics and the study findings revealed that consumer brand engagement has dynamic and developing capabilities in social media platforms and it is still in a dormant stage and soon it will proposed as an interactive and intrinsic concept for both the virtual and physical world between the brand and consumers and the previous studies are too much relied on the qualitative studies while focusing on the management issues where the concept has optimal use in the communication sector to stimulate customers.

Kabadayi & price (2014) study tries the understand the engagement between the consumer and brand in social media platforms through the consumer likings and comments from the social media platforms by applying SEM. The study results showed significant results as the consumers engage with brands in social media platforms through consumer affection play a substantial role in the user interaction with the brand. Therefore, social media has played a prominent role in supporting brands in the virtual world”.

Further, Breidbach et al. (2014) has provided insights into consumer brand engagement through the implication of information and communication technology role in communication acts as fundamental research to both the physical and virtual world.

Even with the existing literature review, the concept remains inadequate and undefined. The following studies have tried to identify the significance of consumer brand engagement in social media platforms (Bochenek, 2015; Framework, 2015; Langner et al., 2013; Lindgreen et al., 2009; Liu, 2013), and the study revealed that this concept has abundant opportunities for future research in this emerging field.

The study tries to predict the customer experience and behaviour through a new dynamic concept to understand the substantial nodes in the social networks. The previous studies mainly concentrated on transitional service to the physical world, where this study has taken a shift from the physical to the virtual world. The object is to examine the change in the environment. Furthermore, Hollebeek et al. (2014), in this study authors have taken a further step by conceptualisation, developing scale and validating it through the cognitive processing,

affection and activation on the 10-item scale to measure these constructs. The study results are relevant to the mental and activation factors related to focal consumers and brand interaction.

I mentioned online brand engagement as an individual dimension and exhibited extensive results in the marketing literature while showing antecedents, including customer involvement and customer satisfaction. However, Dwivedi (2015) construct and conceptual layout with little consensus. This study offers a higher-order model of consumer brand engagement derived from the organisation through employee engagement and examines its factorial validity (Dwivedi, 2015).

Breidbach et al. (2014) consumer brand engagement while fulfilling brand related-use content to define customer engagement by examining the three dimensions with the relevant outcome of the organisation from India. The study results have shown a significant impact on consumer loyalty intention. With value quality and satisfaction, it has theoretically demonstrated a multi-dimensional model for consumer brand engagement.

Naeem & Ozuem (2021) study aims to analyse consumer fashion brand engagement through social media platforms analysis as more consumers engage in social media platforms through messaging.

The study tries to address consumer engagement practices through characterising the nature and dynamic consumer engagement theories in online platforms and their interrelationship to develop a typology and a process model to brand community while using ethnographic method while analysing 20 luxury brand community members entries on the brand page analysed and the study contributed to the community vision and identity and to strengthen shared community existence while compromising the model with a greeting, regulating and ranking like related elements to analyse the engagement in social media platforms or virtual community (L. D. Hollebeek et al., 2017).

As the study, Hepola et al., (2017) examine the effect of sensory brands experience and involvement on the brand equity and the emotional and behaviour of consumer brand engagement through an administered survey through a brand channel have distributed to gather data. Data analysed using partial least square structural equational modelling. The data results reveal that consumers (Koay et. at., 2021) are showing emotional attachment to influential factors in the social media platforms”.

Fernandes & Moreira (2019) has stated that consumer-brand relationships have direct or indirect relationships, comparing consumer brand engagement while applying a cross-sectional survey applied to two independent samples where one sample asked to recall the brand. The others invited to consider the brands to had an emotional attachment and applied “structural equation modelling” to the data, the study results have shown significant positive satisfaction to and more robust direct prediction between “consumer brand engagement to brand loyalty” (Cheung et al., 2021).

The study Kaur et al. (2020) aims to investigate the consumer brand interaction that could trigger “consumer brand engagement and brand loyalty” in consumer way to create interaction in social media platforms while analysing the data of 602 through administrated survey from the social media community. The results reveal that community rewards have shown a “positive effect on consumer brand engagement, and it shows a positive relationship between consumer brand engagement and brand loyalty. Besides that, consumer brand engagement has shown positive mediating effect in between brand community identification and rewards with brand loyalty”.

Obilo et al. (2020) study traced out that consumer brand engagement significantly impacts the economic and social benefits while re-tracing the study (L. D. Hollebeek et al., 2014). The study has developed a concept by reinvestigating the concept and validating the scale they stated captures the consumer’s true intentions.

Marques et al. (2021) has stated through previous literature gaps that they analysed the social phenomenon concept clicks, likes, and comments while targeting influencer marketing, saying that they could create “brand awareness”, engage with users, and create intentions to purchase or decide. Cheung et al. (2021) study investigating the causal relationship between consumer brand engagement variables reveals that consumer brand engagement mediates the relation between search behaviour and brand attitude (Loureiro et al., 2020).

2.3.1 Influencer to “Consumer brand Engagement.”

An influencer in a social-media platform creates engagement through interaction with consumers. Instagram influencers compromise consumers through the strong attention which is appealing to the consumer. These influencers interact with consumers, which gives a sense of close relationship and makes consumers more familiar with the authentic content of the influencers. Brands are trying to leverage consumers through influencers by collaborating to gain influence and generate content that will interact with the consumers.

Brands in social media platforms are trying to interact with consumers. While continuously trying to improve their consumer engagement through social media. The use of influencer marketing tools through social media platforms has addressed the new academic literature distinguishing the influencers by Marques et al. (2021) who are continuously engaging with consumers in social media platforms. Kaur et al. (2020) study state that influencer has substantial influence on consumer brand engagement incentivising active consumer participation in purchasing the product in online communities.

2.4 Consumer Attitude

The study on consumer attitude was a challenging concept for the business, and the study Barksdale & Darden (1972) stated that available literature on consumer attitude was very few. They criticised the business practices as they could not understand the market demand fluctuations. While the study Wall & Heslop (1986) focuses on consumer attitude towards the product to understand the stimulus factors that help create an attitude towards the consumer and make a reliable demand track for the marketers to understand the markets.

Batra & Ahtola (1990) study identified the hedonic and utilitarian components to product categories to determine the consumer's overall attitude may be derived from hedonic and functional elements. While applying the two attitude dimensions do seem to exist on different product attributes in a theoretical and consistent way on the semantic Differential scales used in previous studies.

Leeper (1992) study has further focused consumer attitude on economic markets while analysing the role of consumer sentiment in forecasting the readily available variable trends. Further dominate the information on consumer sentiment, when the changes in consumer attitudes are significant with a surprise merely reflect on the past actions vies-verse when consumer attitudes low will reflect on the past actions.

The study Dudley (1999) identifies consumer attitude towards advertisements by undertaking 386 junior and senior marketers to analyse the Nudity impact on consumer attitude. The survey stated that consumers have received the ad well and are more favourable with the nude model than the topless model.

Liao & Cheung (2002) has analysed consumer attitude towards internet-based e-shopping by laying grounded evidence with literature reference to research explored to intercept the effects of adjusting these variables on consumer preferences and tastes over the consumer usage of the internet by taking a small group of data from Singapore and employed statistical analysis.

As most of the studies suggested, understanding consumer attitudes will show the significant influence of products in desired marketplaces (Ajzen, 2008; Chou et al., 2020; Romeo-arroyo et al., 2020; L. Wang & Bae, 2020; Wilcock et al., 2004) and (Vrontis et al., 2021). This study has laid the basic foundation for the consumer attitude”. Wilcock et al. (2004) suggest that safety, demographics, social status, and consumer knowledge play a vital role in preserving consumer attitude.

Alden et al. (2006) study further examine the relationship and measurement for the consumer attitude towards alternative consumption and consumer behavioural antecedents by these three. The study has conducted a local survey. The results suggest that consumer attitude has shown significant results towards market globalisation and consumer behavioural antecedents conveying the consumer can influence global markets through desire and preferences.

Ajzen (2008) stated that consumer engagement activities related to purchase intention and to trust and loyalty, where consumer engagement plays a vital role by laying a foundation, to create engagement brands, need to deal with the psychological desires of the consumer, need to satisfy, attitude, memory, cognition. The study concluded that consumer attitude plays a vital role in understanding consumer psychology through the arguments and previous literature review.

Brewer & Rojas (2008) study evaluating by analysing the “food intake of the group and analysing their habits, they hypothesised that consumer attitude and demographics and the group adheres plays a vital role in consumer perception”.

Ho, et al. (2004) consumer attitude plays a vital role in understanding the consumer preference on advertising affected on a new marketing channel. To advertise using the short service communication through one-on-one and one-to-one marketing medium. The group study analysed the influence of mobile advertisement on consumer attitude and behaviour and its stats that mobile advertising has potential in future markets (S. Sharma et al., 2021).

Gullstrand et al. (2015) consumers are more intended to consume sustainable products, which will mean a great deal on business as the idea circles more. It will affect the production and consumption phases of the consumer. Consumer attitudes play an essential role in adopting new alternatives (Kwon et al., 2020). It helps the researchers to identify the motivations and barriers related to the market for adoption to drive good business.

Further, this study (Hwang & Lyu, 2019) analysed the green consumer attitude over the consumption intention as many industries are coping with the green concept by advertising the environment friendly to attract consumers. The attitudes sure will affect the purchase, service and AD perception of the product, and after consumption, they distinguish the consumers' feeling as a customer or consumer satisfaction. The study results state that consumer attitude and customer satisfaction have played a vital in modifying consumer behaviour.

Miranda et al. (2019) study examines the consumer perception and attitude towards the credibility of Influencers that have influenced consumer attitude as it affects the consumer attitude and perceived usefulness of the consumer and affects the consumer behaviour influencing the purchase decision.

(Hallem et al., 2019) the study tries to understand the consumer attitude in social media platforms through qualitative research to understand the collaborative consumption of data in social media platforms through the survey. Park & Lin (2019) study understands that each individual has shown vivid, sceptical and pragmatic preference in social media.

Yee et al. (2021), by exploring various methods, influencers found a way to keep the hype and match up with the consumer. At the same time. The study has identified that social media influencers influence trustworthiness and hedonic values through their engagement in social media.

GIAO & Vuong (2020) study examines consumer attitude towards smartphone advertising by analysing the age, gender, income, and academic level of the user's impact on smartphone advertisement perception. The study results showed positive signs between consumer attitude and smartphone advertising. Furthermore, the author stated that entertainment, informativeness, credibility, and control would affect influencer content (L. Wang & Bae, 2020).

Perito et al. (2020) study analysed that consumer attitude towards consumption trends through the local market results suggested consumers develop food habits through the influence of the local environment.

Lee & Chow (2020) study analyses the trends of online fashion renting while investigating consumer attitude to cause intention to online renting to determine the relative advantage, compatibility, and ownership. Bršćić (2020), while implying online strategies to engage with

the peer viewers determining the consumer attitude impact on the online fashion rental market (Chetioui & Lebdaoui, 2020; Romeo-arroyo et al., 2020).

Consumer behaviours are unpredictable, but in certain situations in unforeseen situations where these actions are observed through data mapping (Romeo-arroyo et al., 2020), where consumer consumption is being motivated by joint forces with the rise in purchasing power and desired financial flexibility where this action determines the actions of trust, consumption, economic viability, common benefits and enjoyment (Soha et al., 2020).

Whereas the most recent study of Canavari et al. (2021) has tried to analyse the consumer attitude towards the product with less carbon footprint while taking the use of contingent valuation approach and analysing the state of consumer consideration and intentions and willingness to accept were used to draw a hypothetical conclusion of most argued comment. In contrast, the study results have stated that consumers will receive the product, and their attitudes are positively associated with their willingness to purchase it (Chetioui & Lebdaoui, 2020).

2.4.1 Influencer to Consumer attitude

The reason for better understanding the influence of influencer marketing on consumer attitude is that celebrity endorsements make a better advertising impact on consumers. These endorsements better affect the consumer attitude by targeting the consumer persuasiveness, whereas the influencer better engages with consumers than the TV personality acts as a role model. Still, the influencer could influence consumer desire.

Liao & Cheung (2002) has analysed consumer attitude towards internet-based e-shopping theoretically and empirically by laying grounded evidence with literature reference to research explored to intercept the effects of changes in variables representing the consumer preferences. As most of the studies suggested, understanding consumer attitudes will show the significant influence on products in desired marketplaces (Ajzen, 2008; Chou et al., 2020; Romeo-arroyo et al., 2020; L. Wang & Bae, 2020; Wilcock et al., 2004) and these are basics to create purchase intention to consumers. Wilcock et al. (2004) suggest that safety, demographics, social status, and consumer knowledge play a vital role in influencing consumer attitude.

Alden et al. (2006) study further examines the relationship between consumer attitude towards alternative consumption and consumer behavioural antecedents. By these three, the study has conducted a local survey. The results suggest that consumer attitude has shown significant

results towards market globalisation and consumer behavioural antecedents conveying the consumer can influence global markets through desire and preferences.

2.5 Brand Trust

In both traditional marketing, social media marketing, and Influencer marketing, Brand trust plays a prominent role, which provides a broader perspective for the brands in other areas of communicating the brand to the consumers and maintaining a constant phase in markets. Whereas both consumer trust and brand trust are interrelated while providing stable preferences of the consumers, other brand trust plays as a mediating variable in relationship marketing. Further, it explains the role of commitment, satisfaction and consumer acquisition and also exhibits a positive relationship between these mediating variables (Gurviez & Korchia, 2003).

The theoretical aspects of trust pose the past consumers' info, and faith is ambiguous. It relies on the past while focusing on the future, guaranteeing if the consumer is motivated enough to follow the brand and the trust materialises the consumers' commitment. Delgado-Ballester & Luis Munuera-Alemán (2001) the study also further explain that brand trust relies on the past information of the product to decide in future as a docile statement. It doesn't give a proper justification for brand trust. The study stated brand trust is a materialised feeling of security that brand will meet consumer expectations. Brand trust has a significant relationship between consumer price tolerance and customer expectations, and the consumer overall satisfaction will result in building trust relationships.

Further explained by Chaudhuri & Holbrook (2001) has presented the uniqueness of brand trust and its reliability and its favourable effects when consumers use the brand while analysing the consumer notion of trust and preference of consumer at the market level through the consumer responses and review. While the previous studies suggest that "brand trust" affect both the "brand effect" and "brand loyalty" and have the potential and capability to elicit the consumers to interact with the brand. Gurviez & Korchia (2003) study stated that consumer trust would broaden the customer relationship, consumers and some state as Brand trust. Further, the study has used commitment, satisfaction, and trust as an antecedent to brand trust, and this study penetrates the product categories.

Ha, (2004) has worked on the role of brand trust on web companies while stating that consumers are tech-savvy. They rely on the internet for all the content, and doing business online has become easier with the trust servers available today. The study has also stated that e-trust will guarantee success in brand trust. It requires a systematic relationship between

consumers to establish inter-relationships by formulating marketing strategies to encourage brand loyalty and gain a formidable competitive edge. Customer experience with the brand web page is critical to build e-trust and make it easy access to consumers to drive e-performance. It will automatically influence consumer shopping behaviour and affect brand loyalty later to stay engaged with the brand on social media platforms.

H.-Y. Ha & Perks (2005) as study investigates the consumer behaviour in online platforms and internet-based marketing experiences on consumer brand trust and satisfaction. The study has shown a significant positive relationship between both variables results build brand trust in online platforms. While the study has offered future insights into consumer perception and generating brand trust in online platforms as the mediating variables change as time passes. The nature of consumers in online platforms also differs. Many studies have studied the potential of internet marketing.

Delgado-Ballester & Munuera-Alemán, (2005) study has stated that “brand trust” gives companies a competitive edge as the investigation is analysing the brand trust in developing brand equity by using the data of quantitative survey from 271 results that experience of the consumer with a brand plays a crucial role on “brand trust and brand loyalty” (Matzler, et. at., 2011) which will show significant impact on brand equity, furthermore it also explains that brand trust doesn’t play full mediation while it acts as a better contribute to brand equity.

Reast (2005) study has tried to analyse company credibility with the support of “brand expertise and trustworthiness” by hypothesising the brand trust with other two variables to correlate significantly to brand acceptance by focusing on the contrast consumer response. The study states that consumers who are lowly involved between the two variables brand trust and brand acceptance also states that brand trust and brand extension responses were found to be more moderate, significant and stronger than the perceived quality of the item (Matzler et al., 2008).

Shirin & Puth (2011) stated that loyalty plays a crucial part in marketing construction. It will apply significant implications in current businesses, and the modern world loyalty does not attract new customers adding retention and repurchase from those consumers to the current market. This study suggests that brand trust and customer satisfaction play a significant role in developing brand loyalty, and trust has shown an indirect effect on purchase intention and direct relation with other mitigating variables. The study suggests that brand trust has a significant strong impact on brand loyalty (Menidjel, Benhabib, & Bilgihan, 2017). The previous studies indicate that brand trust is a predictor of behavioural loyalty where it acts as

an essential determinant for the consumers to switch brands. Further to reveal the consumer behaviour towards brand trust and marketing management, particularly in the field of retail management where the study reveals that consumer behaviour plays a substantial influence on “brand loyalty”. In contrast, brand trust is a predictor and mediator (KOÇAK ALAN & KABADAYI, 2012).

While the brand affect and brand trust show a significant relationship to brand loyalty, the previous literature review has focused on the effect of brand trust and brand affect on purchasing decisions and brand loyalty. At the same time, the current study (M.-Q. Lin & Lee, 2012) examines the impact of brand loyalty, and purchase intention on the “brand trust and brand affect” in environmental design and website gather data. The study results state that all these variables are interrelated.

Becerra & Badrinarayanan (2013) study examines the consumer impact on the brand influence, brand evangelism to the intensity of brand supporting behaviour. In contrast, including brand trust and identification impacts brand evangelism. The study reveals that the constructed model shows significant relevance, and the consumer's feedback indicates that engaged consumers have shown positive referrals and positive influence towards the brand referrals. In addition, brand evangelism has shown factors to the gender and brand experience.

Abdullah (2015) study states that brand image, trust, and loyalty are essential concepts to understand marketing literature. On the other hand, Xu et al. (2021), in both marketing and academic works of literature for the last several decades, tried to broaden the knowledge on social media marketing. In contrast, this study tries to understand the relationship between these variables between brand image, brand trust and loyalty.

Anaya-Sánchez et al., 2020; Jian et al., (2020) and the business confidence and morale of the business will also rise by providing fun and creative ways to reach out to the consumers daily. Brand image is an important element of a brand. At the same time, it is a direct antecedent to brand trust, and they both have a mediating relationship to brand loyalty. It helps with the brand to help a consumer make decisions associated with marketing activities.

Further based on the “brand personality” concept (Sung & Kim, 2010) and emotion to access the impact on the “brand relationship, trust, attachment, and commitment” with a brand on a large panel of consumers highlights those six brands tested and has shown positive relevance with showing significant difference between brands depending on the evaluation of brand and its hedonic nature. Further, the study (Ling et al., 2021) consumer attitude significantly impacts

brand trust and purchase intention. Alshurideh et al. (2021), by analysing the data of 349, has stated that consumer attitude is attached to subjective norms and perceived behavioural control on the most critical factors in analysing the consumers intended to buy branded goods on the bases of the trust that drives consumers to purchase the product. In social media marketing, brand trust plays an important role in accessing the brand info on social media platforms.

Furthermore, the previous studies state that brand trust and brand loyalty are direct mediators (Ibrahim et al., 2021) to the social media marketing activities while showing mediating effect of brand trust on purchase intention with brand loyalty” (Valette-Florence & Valette-Florence, 2020). Thus by keeping this in mind, marketers need to make decisions and strategies to attract these customers as the loyal customers are hard to earn and lose, as they mentioned as the foot soldiers of the modern society (Heffernan, 2018) and future markets depend on these actions (Ibrahim et al., 2021; Ngo et al., 2020).

2.5.1 Influencer to Brand trust

Influencers seem closer to consumers, where they appear as more trustworthy and reliable than traditional celebrities. Influencers in social media platforms act as opinion leaders or experts to seek information they lack. The consumers are encouraged to expand and continue using the influencer marketing campaigns, which requires a minimum level of expertise on the content they are developing to interact with the consumers to develop trust.

They generally develop trust based on Influencer reliability and credibility and these developments are continuous as an encouragement for influencers in social media platforms to attain trust. Meanwhile, they form the brand trust based on the encouragement. “With the potential of inspiring and engaging with consumers brands, these practises increase the need to specify and clarify influencer effects on consumer behaviour and the consumer behaviour (Belanche et al., 2021) underlies the influencer significance on the brand practises and generates trust”.

The influencer image in social media platforms and the follower’s interest are likely to develop brand trust among consumers through endorsements. Some studies signify that influencer posts are way more intuitive and a brand message included than TV commercials. while stating that consumers are tech-savvy, and they are relying on the internet for all the content and doing business online has become easier with the trust servers that are available today and the study has also stated that e-trust will guarantee success in brand trust while stating that it requires a

systematic relationship between the consumer to establish inter-relationship by formulating marketing strategies to encourage brand loyalty and gain a formidable competitive edge.

Customer experience with the brand page is critical to build e-trust, which makes it easy access to consumers to drive e-performance, which will automatically influence consumer shopping behaviour and affect brand loyalty in later stages to stay engaged with the brand in social media platforms. H.-Y. Ha & Perks (2005) study investigates consumer behaviour in online platforms and internet-based marketing experiences on consumer brand trust and satisfaction. The study has shown a significant positive relationship between both variables results build brand trust in online platforms.

While the study has offered future insights into consumer perception and generating brand trust in online platforms as the mediating variables undergo changes as time passes, and the nature of consumers in online platforms also differs. Many studies have studied the potential of internet marketing. Influencer promotion generates brand awareness and encourages consumers to engage, interact, and create valuable and reliable attitudes towards brands, which creates brand trust.

2.6 Loyalty Intention

Loyalty Intention combined factors of perceived value and customer satisfaction and it is widely recognised as the definition of loyalty intention (Johnson et al., 2006) and some other studies have stated loyalty intention as actual retention and have potential complex and dynamic drives which influence the consumer's intentions and further develop. The evolution of Loyalty intention related to performing work in the cross-sectional fields and some studies suggested that consumer intention varies from consumer to consumer and subsequently its impacts for a shorter duration in FMCG goods. L. Wang & Bae, 2020), and with the growth of markets, perceived value and relationships play a critical role in creating brand value in markets (Stieler, 2017).

Do Valle et al. (2006) study suggest surveying 486 tourists by visiting a destination to analyse the destination loyalty intention to improve the develop the sustainable development of Tourism by applying the component analysis to get a detailed report. The cause-effect relationship with the level of satisfaction to the destination loyalty intention to increase the re-visits of the tourist and the study results elevated that compounding factors and surrounding elements have influenced the destination loyalty intention. Therefore, the actual loyalty

intention will measure in terms of re-visits of the tourist who will influence the destination's economy.

Further studies like Chiou & Shen (2006) have tried to analyse consumers' loyalty intention towards the internet portals as the internet has become a major source of information. They are doorways for consumers to access news and information and exchange information in the digital media, and these platforms are thriving with numerous audiences. The results suggest consumers affected by the internet portals and showing loyalty intention towards these and has also shown the positive impact on the asset invest on internet portals and perceived opportunism has shown negative towards the internet portals and loyalty intention”.

Jr et al., (2007) study has tried to analyse the Loyalty intention with brand image perspective by using brand satisfaction as the mediating variable in the cosmetic field by taking five the brand mages and applying the social experiment by taking the aspects as social, symbolic, experimental, and appearance are used to enhance the understanding on loyalty intention by survey carried out with 97 females has expressed their views on the functional and appearance of the brand and the statistical analysis has shown that brand image benefits appearance enhances and functional aspects of the brand has shown significant impact on loyalty intention while this relationship benefits the brands as consumers positively repurchase products on the basis of their previous experience.

While some studies try to reveal the factor that decides these consumers are loyal and had loyalty intention towards the products in the electronics market. Doong et al. (2008) has planned hypothesis based on sale behaviour, trust, satisfaction and price fairness while doing an empirical survey with self-administered questionnaires by approaching consumer directly. The results show that customer intention in electronic markets based on trust and satisfaction. However, there is a unique approach usually found in e-markets where consumers buy from digital platforms based on trust and issues like security, privacy and data policies are practical trust aspects in social media platforms. Some studies have taken a further step to assess the loyalty intention “cross-channel integration and its effectiveness on the loyalty intention and shopping orientation”.

(Hyun-Hwa & Kim, 2010) the study states that loyalty intention is a multichannel practice, and its effectiveness has been identified. The study results signify that cross channel integration practise and effectiveness positively influenced consumer utilities and hedonic shopping orientation while these factors act as predictors of the consumer loyalty intention. Raïes &

Gavard-Perret, (2011) study has tried to understand the consumer's active participation effects on the brand relationship between the former active use of branded pesticides and brand concerned by examining 1605 members in the virtual platform by applying convenience sampling and the study results stated that brand commitment has led to active consumer participation. Further, it encouraged them to purchase brand products, and some consumers even showed that they were loyal towards that brand.

Further studies like (2012) and Song et al. (2013) state that technology improvement and information availability have played a crucial role in consumer engagement with travel and tourism agencies. Through portals to book their reservation which has enabled consumers to visit these sites continuously, and the current study trying to find interesting facts on the antecedents of e-loyalty intention towards online usage of customers in digital platforms as the hedonic factors like service quality, utilitarian values, satisfaction, and subjective norms are impacting "the loyalty intention and also acts as a motivator to the loyalty intention in internet reservation".

And digital multimedia platforms like social media and web blogs have played a significant role in the development of destination location loyalty intention. Perceived value satisfaction from the customer who visited the social media tourist spot, and the personal factors of the consumer will influence the motivating factors of the consumers has provided empirical evidence in the previous studies (Bršćić, 2020; Dudley, 1999; Gould, 1988; Kapoor & Banerjee, 2021; Wilcock et al., 2004; J. Wu et al., 2020). While the study Htay et al. (2013) has studied the substitute loyalty intention where consumers switch products due to cost factors where the consumer will look for the cheaper products.

Loureiro & Roschk (2014) study carries both the graphical and information designs with positive and loyal intention cues while taking online and offline stores consumers. Consumer age as moderator has revealed that consumers have shown positive responses towards using informational and graphical cues to interact with online and offline stores. In contrast, these cues act as a predictor or indicator to the young consumers than the old consumers where a significant interaction issue has been identified (Alizadeh & Saghafi, 2014).

Upamannyu & Bhakar (2014) this study tried to analyse the issues of customer satisfaction, brand image, and loyalty intention to explore brand fairness in the consumer markets and the study investigated in India by surveying the local consumers.

Banerjee & Chaudhuri (2014), which has shown that all these variables are actual predictors and antecedents to each other while showing the significant influence on the brand fairness and indirect relationship in between the consumer satisfaction and loyalty intention also identified showing low relation (Villagra et al., 2021).

While study Abdullah (2015) has tried to evaluate the relationship in between brand image, brand trust and brand loyalty as these are the most important concepts while the study results stated that these variables have shown significant relationship among each other as the model has utilised holistic approach by using the mobile company as stimulus showed some significant results.

Further, the study (Mabkhot et al., 2017) has analysed the relationship between brand image, brand personality, and brand loyalty. By utilising automobile brands as the stimulus in Malaysia by using brand trust as a mediating variable, the study has shown significant results. Also, brand trust has shown a significant mediation effect between brand personality and “brand loyalty” (Sohail et al., 2019). By taking the further step by utilising social media platforms to get responses by using the convenience sampling method (Jian et al., 2020) to get data to understand the sustaining relationships and develop trust and loyalty to the product. Which are endorsed in the social media platforms to analyse the promotion impact on the social media users and brand communities (Ngo et al., 2020) to understand its impact on loyalty intention (Khadim et al., 2018).

2.6.1 Influencer to Loyalty intention

The previous studies suggest that loyalty intention is considered additional satisfaction and a potential mediating role in marketing scenarios. Influencers endorsements help interact and attract consumer attention to evoke a positive feeling that drives consumer loyalty intention. Influencer endorsements will guide comprehensive, interactive, and authentic content to help build trustworthy and credible brands that drive consumers' loyalty.

2.7 Purchase intention

Purchase intention has been stated as the value perception formed independently through the transactions and also because of the assumptions of pending transactions, and the consequence are often important indicators of purchase intention. Chang & Wildt (1994) and the study have constructed the perceived value and purchase intention as separate constructs. If the product value has a high value in online platforms will be expected to have a high purchase intention. The study results have varied the relationships between the perceived price and potent influence

on the product with the dependence of the product by the consumer consumption, perception, and product type.

While the study (J.-I. Kim et al., 2004) trying to exaggerate the relationship between the consumer previous purchase experience and online purchase intention. These constructs highly influence consumer absorption while these attributes related with the excitement and interaction. The study results stated that identification, alternative evaluation, and post-purchase experience would affect consumer purchase intention online.

Chu & Lu (2007) study has tried to investigate factors are influencing the online purchase intention of Taiwanese to improve online music participation and improve market strategies. As the study has applied an empirical survey to test the hypothesis collected from 302 online music adopters from Taiwan, the study results showed a perceived value of online music had predicted the purchase intention of buying online, and the study defines the perceived value of the consumer perception will get benefited to gain exchange and experience while listening to the online music.

They suggested that music purchasers and potential purchasers considered price necessary to sacrifice price comparison while choosing alternatives. Consumer participation in blogs has been increasing, and most bloggers are taking advantage to earn supplements from their blogs through promotion. Huang et al. (2010) stated that many marketers have stated and showed the potential of online marketing and the influence of advertisement from these blogs. The results have predicted that these bloggers highly influence consumers as the blogger content influences the consumers what is generic and appealing to consumers, while the marketers are trying to take advantage to influence consumer brand attitude to influence t

Jiang et al. (2010) the study has tried to analyse the interactive web influence on the consumer purchase intention and to analyse the interaction patterns and the consumer involvement and by moderating the website features by analysing the data of 186 through the structured survey has revealed that high level of active-controlled to affective involvement must lead to effective purchase intention. Further, Hung et al., (2011) study has researched the consumer consumption of luxury brands phenomenon worldwide. Few studies have empirical found the indicators influencing the purchase intention online as the social context, individual perception, and vanity as the relationship variables on the brand performance.

Further A. J. Kim & Ko, (2012) as the social media marketing has taken place the luxury brand take troll by setting out attributes to reach out the social media users as this examines the

relationship between these variables with activity, equity values, and purchase intention through SEM structural equational modelling and construct reflects that customer equity drives the consumer purchase intention and other equity values like trust, trendiness, word-of-mouth acts as mediating variables in the customer journey. Argyris et al., (2020); Martínez-López, & D'Alessandro (2020), Bian & Forsythe (2012) study took further stated that characteristic effects of individual will affect the associated brand variables of luxury brands while examining the Chinese consumers of total 394 stated that functional social attitudes of the luxury brand affect the consumer purchase intention as the attitude plays a major role as mediating variable in between the active social attitudes and purchase intention.

Further, the researcher Meskaran et al. (2013) has applied “3 basic theories to analyse the consumer online purchase intention are the theory of planned behaviour, theory of reasoned action and theory acceptance model to investigate the online purchase intention stated that consumer trust and security has influenced the consumer online purchase intention as a direct effect” (Erdmann, Mas, & Arilla, 2021).

As Hajli (2014) study revealed, social media has provided limited opportunities in a new perspective to engage with consumers and interact with them in social media platforms for brands in social media platforms.

Another study Abzari et al. (2014) has tried to analyse the social media user attitude towards the brand purchase intention by social media has a significant impact on the brand attitude. Brand attitude has shown positive significance on purchase intention. It enables consumers to engage with brands it has created the intent to purchase a product online.

The study of Dehghani & Tumer (2015) has tried to analyse the cause of purchase intentions in social media platforms through qualitative study from focus groups that has revealed that social media influencers influence consumers. Moreover, (Dash et al., 2021) are that brand image and brand equity have significantly influenced consumer purchase intention (Rausch & Kopplin, 2021).

The study by Mirabi et al. (2015) states that influencers in social media platforms can create long-term relationships with these social media users to create quick brand interaction and awareness. Therefore, influencer marketing plays an effective strategy to interact with consumers by addressing that consumers will spend time and consume information from these Influencers in social media while instead of spending millions of dollars in traditional

advertisements, study suggests understanding the concept of influencer marketing (A. Kumar et al., 2021; S. Sharma et al., 2021).

The study by Schivinski & Dabrowski (2016) has identified that social media communication has limited scope for the brand and limited interactions. Further, the study states that brands in social media platforms need to identify a medium to source the audience. Further, Bilal et al. (2021); Wijaya et al. (2021) stated that influencers in social media platforms engage with consumers and create brand interaction which creates a positive attitude towards the brand on social media platforms. In response, it generates the user-generated content in social media platform (Ferreira, Robertson, & Reyneke, 2019) which will strengthen the sense of belonging, trust, loyalty and equity issues in consumer” (Erlangga et al. 2021).

Dabbous & Barakat (2020); Angella Jiyoun Kim et al. (2012); Mammadli (2021) study signifies that digital marketing is an effective way to create awareness in social media platforms while creating engagement with social media users. The previous studies also suggest that brands need a reliable and credible source to generate engagement in social media platforms. Meanwhile, the recent studies suggest that influencer marketing has significantly influenced the consumer in showing media platforms, as the researchers explained the findings in the literature review table below.

2.7.1 Influencer to Purchase intention

Social media influencers are a new paradigm in social media platforms to create engagement, interaction, and communication. It alters consumer attitude consumer engagement with brands. Additionally, it helps develop loyalty intention, which drives consumers to purchase a product, while the phenomena like share, tweet and re-follow will create an engagement. “Social media influencers help gain users' trust and maintain loyalty towards social media platforms helps develop purchase intention towards products and services displayed on social media platforms.

This social media relationship has removed the construct barriers to engage with the consumer without restrictions of time, place, and medium through the interaction takes a 2-way communication. These are some studies that are in line with the social media influence on consumer purchase intention (Abzari et al., 2014; Al Karim, 2013; Asiedu & Dube, 2020; BİLGİN, 2018; Cheng et al., 2020; Cheung et al., 2020; Hong et al., 2016; Jager et al., 2017; Jaya & Prianthara, 2020; Kivunja, 2015; Liao & Cheung, 2002, 2002, 2002; L. Y. Lin & Ching Yuh, 2010; Nayal et al., 2021; Sanny et al., 2020; Tantawi & Sadek, 2001; Thakur, 2016). In contrast, the engagement and interaction in social media marketing lack empathy with the

young users with Fastrack culture; meanwhile, the social media influencers create an environment where consumers or users interact with brands through the content that users often seek in social media platforms.

Table no 2.1: Literature review

sr. no.	Details of the book/journal/book chapter/website link	Authors	Year	Main findings or conclusion
1	“Reengineering Brand Communication with The Consumer By Integrating Pop-Cultural Influencer Marketing Tools Into Traditional Marketing Components”	Maryna & Oleksandr, (2021)	2021	Has idolised influencer marketing as a communication marketing tool to interact with the users, and it interacts with social media users as pop culture and termed influencer marketing as pro-pop cultural influencer marketing.
2	“Editorial: A note on influencer marketing in social media”	Guan & Li, (2021)	2021	The authors have stated influencer marketing as the unprecedented connectivity in the editorial note. It redefines the meaning of contextually marketing in social media platforms where it targets the distinct niche audience while using the antecedent variables.
3	“Modelling Influencer Marketing Campaigns in Social Networks”	Doshi et al., (2021)	2021	The study discusses the return on investment with influencer marketing states that the agent-based model for identification, content, and awareness program of influencers will improve the business's

				productivity as per the above study.
4	“Key Performance Indicators for Influencer Marketing on Instagram”	Primasiwi et al., (2021)	2021	The study tried to analyse the appeal of influencer marketing on consumers by conducting a qualitative study by identifying the KPIs of influencer marketing. has stated that influencer marketing has a significant influence on consumers
5	“Exploration of Parental Advertising Literacy and Parental Mediation: Influencer Marketing of Media Character Toy and Merchandise”	Ahn, (2021)	2021	The study here tries to uncover the protection of parents on kids from the influence of influencer marketing as it described as powerful and alluring also inappropriate for adolescents, the study results stated that parents without restriction have a high influence on children while parents with restrictions and active mediation have shown significantly less mediation.
6	“Understanding influencer marketing: The role of congruence between influencers, products and consumers”	Belanche et al., (2021)	2021	The study has identified influencer as the source of a behavioural modifier as the influencer campaign and intent to purchase products influences the consumers has also shown the significant positive influence

7	“Influencer marketing in China: The roles of parasocial identification, consumer engagement, and inferences of manipulative intent”	Chen et al., (2021)	2021	By considering influencer marketing as a trend the study has tried to analyse the parasocial relationship with the brand endorsements and consumer attitude towards the brand content has shown positive response.
8	“The Effects of Message Type and Sponsorship Disclosure in Influencer Marketing of Prescription Drugs”	Darmawan & Huh, (2021)	2021	The study here tries to analyse the influence of influencer marketing in two phases message and sponsorship impact on influencer has shown a significant and positive attitude towards the influencer.
9	“Evaluating Audience Loyalty and Authenticity in Influencer Marketing via Multi-task Multi-relational Learning”	(S. Kim et al., 2021)	2021	They tried to analyse the engagement of influencers in two different aspects one with authentic and engagement bot users as the study predicts the influencer using these engagement indices the retention rate of the audience with influencer and influencer association with the audience, as the study results signified that authentic as long-term engagement and bot users as short-term engagement.
10	“The influence of ‘influencer marketing’ on YouTube influencers”	Acikgoz & Burnaz, (2021)	2021	The study has framed a conceptual framework based on previous literature reviews and analysing the user’s reaction to

				influencer sponsorship content with university students has revealed that influencer content didn't influence the user's attitude towards content and brand message.
11	“Impact of the COVID-19 Pandemic on Instagram and Influencer Marketing”	Francisco et al., (2021)	2021	The study examines the shift in influencer marketing from social media to concentrate on one app during a pandemic and its implication on future marketing has shown significant influence on the consumer and it will change the marketing mix strategy in the digital platforms
12	“Influencer Marketing: An Exploratory Study to Identify Antecedents of Consumer Behavior of Millennial”	Chopra et al., (2021)	2021	Through the “theory of planned behaviour with an extension of word-of-mouth campaigns with consumers on social media platforms to identify the key engaging factors of consumer behaviour with social learning theory stated at four levels as brand awareness consumer perception, subject expertise brand preference and preference as the success of the influencer marketing”
13	“Influencer Marketing and Authenticity in Content Creation”	Kapitan et al., (2021)	2021	Through a survey of 1100 participants, the study has tried to analyse the influencer influence on the product

				endorsements and consumer perception with authentication has shown the positive influence and it has shown a positive attitude towards the influencer campaign
14	“Trust me, trust me not: A nuanced view of influencer marketing on social media”	Kim & Kim, (2021)	2021	“Through the successful implication of influencer marketing worldwide the study tried to analyse the integrity of influencer marketing with the source of expertise, authenticity, physically attractiveness, homophile) which has shown positive influence with the trust and loyalty and also acts as a moderating role to trust to build relational trust”.
15	“The complex triad of congruence issues in influencer marketing”	von Mettenheim & Wiedmann, (2021)	2021	The author tried to identify the influencer personality based on brand personality, actual consumers, ideal selves, and “moderating role of involvement considered which are positively influenced the brand trust, and purchase intention and stated the influencer marketing has the ideal campaign to influence the consumers”.
16	“Selected Conceptual and Methodological	(Pick, 2021)	2021	The influencer considered as the effective marketing

	Contributions on Influencer Marketing and Partial Least Squares Structural Equation Modelling”			communication tool through the partial least square model to understand the psychological ownership of influencer marketing campaign. has stated that effective usage of the campaign will only draw by the consumers as the ultimate
17	“Proposal of Close Contact Confirmation Method in Cyberspace for Influencer Marketing”	Isozaki et al., (2021)	2021	The study has identified that influencer marketing is an effective communication model during the time of pandemic to reach the audience at a safe distance without interacting with them physically
18	“Brand-SMI collaborations in influencer marketing campaigns: A transaction cost economics perspective”	Syed et al., (2021)	2021	By analysing the 15 brands that are endorsing through the influencer has signified that influencer marketing has offered close contact with the users in social media platforms while taking a step further is creating awareness by understanding the influencer marketing.
19	“The role of engagement in travel influencer marketing: the perspectives of dual-process theory and the source credibility model”	Jang et al., (2021)	2021	The study examined the effective influence of relative use of social media influencer advertising on travelling and its influence on consumer intent to travel. It has identified that consumers are influenced by the social media influencer and

				are intended to travel to the destination by the effective advertisement by the influencer.
20	“A Framework for Analyzing Influencer Marketing in Social Networks: Selection and Scheduling of Influencers”	Mallipeddi et al., (2018)	2021	Through deep learning and data-driven model, the study has tried to analyse how to choose influencer in social media platforms the model is drawn based on interaction and engagement of influencer in social media platforms and suggest identifying the influencer with the authentic follower to have long-term interaction.
21	“Viral marketing: influencer marketing pivots in tourism—a case study of meme influencer instigated travel interest surge”	Zhang & Huang, (2021)	2021	The study has analysed the effectiveness of influencer marketing while stating the influencer influence with government tourism policy has stated the influencers are playing a moderating role in the tourism industry
22	“How social media influencers’ narrative strategies benefit cultivating influencer marketing: Tackling issues of cultural barriers, commercialised content, and sponsorship disclosure”	Zhou et al., (2021)	2021	While analysing the influencer impact on the endorsed products and its value on e-wom with the viral content with the stimulus organism response with the help of three attributes on evaluation, brand love inspiration and self-identity will

				cultivate brand performance in social media platforms
23	“Influencer Marketing on Instagram: Effects of Promotional Posts on Purchasing Behavior of Consumers”	Khan et al., (2021)	2021	The study results suggest that influencer marketing has shown significant relevance with purchase intention by showing a positive correlation with two group variances on the effect of influencer marketing with Instagram professionals
24	“The Value of Influencer Marketing for Business: A Bibliometric Analysis and Managerial Implications”	Ye et al., (2021)	2021	The influencer appearance and appeal from a consumer perspective on advertising to reach out to the engaged audience by implying the marketing mix strategy has shown significant influence on customer effectiveness and also identified in the previous literature reviews, publications and main research domain.
25	“Social media influencer marketing: A systematic review, integrative framework and future research agenda”	Vrontis et al., (2021)	2021	By considering consumer decision making as the main research domain with the influence of influencer marketing to identify the antecedents, mediators, and moderating variables to find out the potential of influencer marketing to understand the consumer behaviour analysed in the study

The above literature review is a comprehensive summary of previous research on Influencer marketing, social media influencers, brand awareness, consumer attitude, consumer brand engagement, brand trust, loyalty intention, and purchase intention.

None of the studies above has identified the research model this study has presented. The previous studies identified that consumer attitude and consumer brand engagement have a strong relationship to purchase intention in the presence of social media marketing. As none of the studies has considered taking these two variables together, this study has taken both of them together to identify consumer attitude and consumer brand engagement performance in the presence of influencer marketing.

While the role of brand trust has been studied with loyalty intention so far in the presence of influencer marketing, it hasn't been studied for its impact on purchase intention in the presence of influencer marketing. So, the study aims to understand the relationship between influencers with loyalty and purchase intention in the presence of four mediating variables (brand awareness, consumer attitude, consumer brand engagement, & brand trust).

This study also aims to identify the role of social media usage behaviour as a moderator in the relationship between influencer marketing to purchase intention as none of the studies has explored this before.

2.7 Research Gap

The literature review and previous studies of scholars showed that consumer is heavily addicted to social media platforms to an extent where consumers are buying or intend to buy from social media platforms by the influence of social media influencers (Ebrahim, 2022).

However, most of the research studies focused on consumer loyalty intention and brand trust, where Influencer marketing has shown its relevance and is economically more valuable to adopt. Further, the research studies show social-media users respond to the Influencers posts with credibility and reliability while motivating and creating expectations through content generated by the Influencers on social media platforms. Also, the influencer's endorsements on brand awareness, consumer attitude, consumer brand engagement, brand trust, loyalty intentions and purchase intentions have not been explored; these bridge the research gap.

The way consumers search for information has changed from the last decade through the availability of easy use tech and the internet. It has shown a significant impact on the way consumers search for information, as Lisa (2017) stated that consumers search for information

to avoid the wrong choice. The vast data regarding everything is available on the internet, and it's available with a click instance. The marketers are paying attention to the consumer search by researching predicting consumer actions by tracing back their data to bring out better referrals to consumers via SEO. But within the last four years, the way consumer spends their leisure time has changed by expanding the time on social media platforms and shifts in people's search behaviour through mobile and consumers empowered by using smartphones to search for content. Social media marketing and Digital Marketing have created a trend in marketing practices. At first, I was innovative and interactive as the no. of Internet users increased and no. of competitors has expanded & adopted this strategy. Using this strategy has increased SEO, but brands could not create engagement and increase traffic to their brand pages and, it created brand awareness in the social media platforms. As per the recent studies, consumers are looking for referrals via trustworthy influencers from social media platforms where they could interact and engage with the influencer. Through these continuous interactions, social media users (consumers) will try to imitate the influencer, and the information provided by this influencer is reliable and consider him a credible source. Brands are trying to engage with consumers through traditional marketing, social media, and digital marketing.

This shows that people are trying to look for a trustworthy source in social media platforms where they could communicate and share their experience in the social media platform with the influencer. The brands are adapting to "Influencer marketing because it has led to an increase in the level of awareness of brands on social media platforms". The level of engagement between the Influencers and social media users have boomed. The Indian consumers are showing their interest in Influencer marketing. Most brand campaigns are trying to communicate with Influencer marketing instead of traditional marketing strategies by overlapping the conventional dynamics between the brands and consumers. Influencer marketing was chosen for the present study because of the wide popularity and amount of income generated from the Influencer marketing campaign. Influencer marketing is vast, and the product range differs from one-to-one influencers so we will choose influencers and social media platforms based on the product selected from the pilot study.

2.8 Scope of the study

This study develops an effective strategy for social media platforms on three different industries vis-a-vis Electronics, Fashion, and Cosmetic. The researcher has selected various social media platforms (Facebook, YouTube, Instagram, and LinkedIn) for this research. I administer the questionnaires with the visual content of the influencer from their social media

accounts. In addition, we collected the primary data from the respondents on social-media platforms to analyse the effectiveness of the influencer.

Based on the previous studies, a conceptual model has been proposed. We have taken Influencer traits as the independent variable with five mediating variables chosen Brand Awareness, Consumer brand engagement, Consumer attitude, Brand Trust and Loyalty Intentions. In addition, I took Purchase intention as the dependent variable.

2.10 Conceptual framework

The conceptual framework is designed based on a theoretical concept by characterising the properties of the variables by interrelating to other variables to show their relationship (Harwani & Sakinah 2020). For example, brand awareness may be defined as brand acquaintance as a potential rest for brand info and to generate an intent purchase product (BILGILI & OZKUL, 2015). The study also states that brand awareness influences brand personality, positively affecting brand loyalty through influencers' content (Xiao et al., 2018). The influencer will influence consumer attitude, and the influencer provides precise information that will influence consumer attitude. The study suggests that it will influence the loyalty intention of consumers while referring to engaging with an influencer. The consumer has a positive influence on purchase intention (Abzari et al., 2014).

Consumer brand engagement serves as an influential fuel that entails consumers to engage with the consumers. The influencer's content may help the brand create virtual branding to build social communication and help to create relationships among consumers and brands (L. D. Hollebeek et al., 2017). It also drives consumers to form a community commitment, to get satisfaction from the brand content, and helps create loyalty intention.

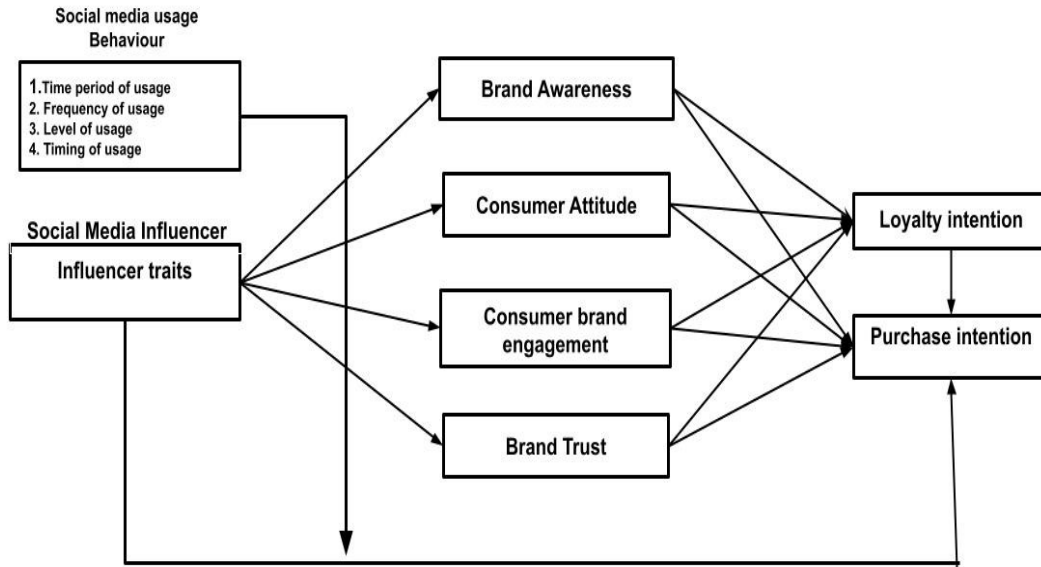


Figure 2.1: Conceptual framework

The consumers have also had a positive influence on their desire to seek social enhancement to positively influence online content, influencing consumers' purchase intention (Ahmed et al. 2014; Alan & Kabaday 2014). Consumer brand engagement acts as a brand preference to regulate and affect the dimensions of consumer cognitive processing, activation, and brand loyalty, suggesting that it has a positive influence on the loyalty intention of the consumer (L. D. Hollebeek et al., 2016). Through the influence of influencers, the consumer explores through interaction, trendiness, and customisation by positively influencing consumer buying behaviour (Bilal, Jianqu, et al., 2021).

Alan & Kabaday (2014) survey that brand trust lays a strong influential bond between brand and consumers. Influencer Content and interaction helps form brand trust, affecting the merchandise quality and perception of consumer behaviour. The influencer study here tries to understand the impact on consumer purchase intention through the content they generate, which we were trying to find out in our research.

CHAPTER - 3

RESEARCH METHODOLOGY

This chapter introduces the study's objectives and the research method adopted for analysing the study's hypothesis. In addition, this present chapter includes a type of data, sampling method, data collection, instrument development and administration, etc. have been explained.

3.1 Objectives of the study

1. "To assess the effectiveness of Social Media Influencer on consumer purchase intention".
2. "To study the moderating role of social media usage behaviour on Social Media Influencers to purchase intention".
3. "To study the mediating role of brand awareness, consumer attitude, consumer brand engagement, brand trust & loyalty intention in between Social Media Influencer to consumer purchase intention".

3.2 Research design, Preliminary Test, Sampling and Data collection

3.2.1 Research design and preliminary testing

The research design is the guiding tool to lay out the methods and measures for completing an experiment or project. The blueprint for the research work shows the primary draft of the method of data collection and describes the instruments used in analysing the sample data. The present study is a quantitative study and descriptive, representing the population's characteristics with no manipulation of the variables (Kothari, 1990). Descriptive research design is defined as a research methodology that describes the aspects of the people, focusing on what is the subject and what is the issue. It primarily focused on representing the demographics segment by focusing on why that phenomenon occurs and defining the research subject by covering why it happened (Y. K. Singh, 2006). A descriptive study was used in multiple ways for various reasons. Before getting into any survey, survey goals and survey design are crucial. Even after following all these steps, there is no way one can find they will meet the research outcome".

The descriptive design aims to drive patterns, traits, and behaviour of the respondents and understand the respondents' attitudes, opinions, and the data gathered for the illustrative research designs to better understand through statistical capabilities (Kothari, 1990; Y. K.

Singh, 2006). The data collected through the survey must be processed and analysed through the steps like interviewing, and it is necessary to supervise closely to collect and record information. “The descriptive research studies those who studies concerned with describing the characteristics of a particular individual, or a group, where the study design determines the frequency with which something occurs or associated with something else which are associated with examples of diagnostics research studies” by R. Kumar, (2008). The study always follows through with precise information to ensure that data is relevant and at the same time that the sample takes and then wishes to make statements about the population based on the sample analysis and the selection needed to be designed beforehand of the survey. “Descriptive research is called an observational research method as none of the variables in the study influenced during or in the research's process and the sample survey the research is part of quantitative market research or social research study by involving and conducting a survey through using the quantitative variables” (Walker & Thomson, 2010).

For the final development of the survey questionnaire, a preliminary test (pilot test) was conducted among the social media group from social-media platforms to draw a sample for this study. Participants were asked to list one brand from three categories divided into electronics, fashion, and cosmetics, each containing over five brands in each section. After that, a frequency test was conducted to draw out the most mentioned brand in the survey using SPSS 26. The study has selected One plus from electronics, puma from fashion and Lakme from cosmetics. The study has taken an Influencer from these brands who have more likes and comments. The scholar has used these influencer's posts to get a response from the social media users.

3.2.2 The study population

The study aimed to analyse the three objectives in social media platforms from “social media communities where we ask users to take part in the survey, explained the social media platforms are vast, and there are no demographic and physical barriers to these platforms. Therefore, the study is narrow to analyse the Influence of Influencer marketing on consumer purchase intention. A few calculation methods can calculate the sample size by using the formula given below to determine the sample size (Kakkos et al., 2015).

$$N = (Z^2 * p * q) / S.E^2$$

Here, Z represents the confidence interval, P represents the probability of event occurrence, Q represents the probability of non-occurrence of the event ($q=1-p$), and S.E is the desired margin

of error. With 95% confidence of interval and with corresponding z value is 1.96. The probability of occurrence is assumed to be 0.5 with the margin of error limited to $\pm 5\%$ of the original value. The sample size was calculated as 384.16 by assuming the chance of occurrence of an event with 50%. Hence, the desired sample size should be at least 385 for this research”.

3.2.3 Sampling and data collection

Data was collected using a judgemental sampling approach by collecting data from the followers of Influencer social media pages with self-administered questionnaires. To all the social media influencer followers, out of which 1278 received people in them, only 1120 valid responses were those who have completed the survey, and we employed that data for statistical analysis.

The study has adopted Judgement sampling for the data collection (R. K. Singh et al., 2021). As they based the data gathered by the study on the judgment made through the data available to the study, the study carefully needs to choose the sample based on the existing data to be a part of the research.

The study focuses on the specific target population who are interested in social media influencers, who are engaged in social media platforms and who are liking and commenting on the influencer post. The data that has been gathered from them and considered as relevant for study. There is no specific data available on the target population parameters hence a non-probability sampling was considered suitable for the study.

The main reason for the adoption of judgemental sampling as there is no specific data available on the target population, the study focuses on the population (a specific target population) who are interested in social media influencers (Kivunja, 2015), who are engaged in social media platforms and who are liking and commenting on the influencer post from the data has been gathered and considered as the relevant sample as these individuals are the perfect fit for the study (Abzari et al., 2014; L. Y. Lin & Ching Yuh, 2010).

Judgment sampling, also known as purposive sampling, comes as an option when the study needs to include selection based on existing data (Ardiansyah & Sarwoko, 2020). For example, the study has adopted purposive sampling to select the products, influencers, and social media platforms. Judgement sampling meets certain aspects essential for the research. First, it needs to decide based on the biased decision of the study criteria, which is vital and appropriate for the study (Handika & Darma, 2018; Lim et al., 2017). To maximise the chances of observing

phenomena of interest of data selection through seeking not generalised or randomness, with a well-informed piece of precise data to understand the particular circumstances of data.

While selecting influencers, we have applied judgement samples based on the factors of influencer audience bases or subscribers or followers, brand recognition (that influencer, who was notified through the brand) and social media platforms to avoid duplication of data. We have applied judgement sampling (Baker, 2002; Fricker, 2012). Furthermore, for the sampling collection in the social media platforms, we have used judgement sampling with a specific combination of the social and visual stimulus of influencers to generate samples of social media users for quick identification of the survey aiming to get answering for the particular research question and to illustrate the benefits of bootstrapping the interval with the data estimates from the population (Nakra & Pandey, 2019).

Most studies conduct online surveys by adopt purposive sampling. In contrast, most of the studies state that for the online surveys, the judgement sampling findings are generalised and relevant to the study due to the lack of alternatives, considered as ‘better’ evidence while representing the characteristics of judgement sampling carefully matching the probability sampling.

Wherein online surveys, younger, better educated and more likely to report the concurrent use of a high range of stimulants will often encourage voluntary bias or higher participation in the survey. Where targeting these users is considered hard and difficult to access on online platforms.

In the present study, data collection has been done by applying judgement sampling. As the data has been gathered from only those who are followers of the social media influencer, those social media users who liked the pictures and commented on the pics of influencers considered the sample and approached them for data collection.

Based on the previous studies, the study has selected three product categories electronics (Kudeshia & Kumar, 2017; Trivedi & Sama, 2020), fashion (Angella Jiyoung Kim & Ko, 2010; Maulin Purwaningwulan et al., 2018; Wiedmann et al., 2010), and cosmetics (Hermanda et al., 2019; Riedl & von Luckwald, 2019). This is because these products have been studied more frequently and are prominent in influencer marketing.

To select the brand study, it has conducted a preliminary survey among the social media users to find out the most favourable brands they have liked the most and frequently engage with

those brands on social media platforms. In addition, to the collected data, a frequency test using SPSS 23 to find out the most favoured brand among them. As a result, respondents from electronics have selected one plus as the most favourite brand, respondents from fashion have selected puma as the most favoured one, and from the cosmetics, respondents have selected Loreal as the most favourable brand.

Table no 3.1: Fashion

		Puma		Nike		Allen Solley	
Valid		Frequency	Percent	Frequency	Percent	Frequency	Percent
	yes	74	74	43	43	60	60
	no	26	26	57	57	40	40
	Total	100	100	100	100	100	100
		Adidas		American Tourister		Zara	
Valid		Frequency	Percent	Frequency	Percent	Frequency	Percent
	yes	40	40	49	49	47	47
	no	60	60	51	51	53	53
	Total	100	100	100	100	100	100
		Reebok		H&M			
Valid		Frequency	Percent	Frequency	Percent		
	yes	47	47	56	56		
	no	53	53	44	44		
	Total	100	100	100	100		
		Roadster		Louis Vuitton			
Valid		Frequency	Percent	Frequency	Percent		
	yes	43	43	55	55		
	no	57	57	45	45		
	Total	100	100	100	100		

The frequency distribution of electronics product has been given below from the following the one plus has shown highest frequency as shown in table no: 3.2

Table no 3.2: Electronics

		One plus		MI		Poco	
Valid		Frequency	Percent	Frequency	Percent	Frequency	Percent
	yes	79	79	44	44	50	50
	no	21	21	56	56	50	50
	Total	100	100	100	100	100	100
		Nokia		Moto		Google Pixel	
Valid		Frequency	Percent	Frequency	Percent	Frequency	Percent
	yes	20	20	46	46	36	36
	no	80	80	54	54	64	64
	Total	100	100	100	100	100	100
		Apple		Samsung			
Valid		Frequency	Percent	Frequency	Percent		
	yes	30	30	59	59		
	no	70	70	41	41		
	Total	100	100	100	100		
		Vivo		LG			
Valid		Frequency	Percent	Frequency	Percent		
	yes	40	40	33	33		
	no	60	60	67	67		
	Total	100	100	100	100		

The frequency distribution of cosmetics products has been given below from the following the Loreal has shown highest frequency as shown in table no: 3.3

Table no 3.3: Cosmetics

		Loreal		LA girl		Lakme	
		Frequency	Percent	Frequency	Percent	Frequency	Percent
Valid	yes	86	86	43	43	46	46
	no	14	14	57	57	54	54
	Total	100	100	100	100	100	100

		Himalaya		Biotique		Olay	
		Frequency	Percent	Frequency	Percent	Frequency	Percent
Valid	yes	48	48	50	50	50	50
	no	52	52	50	50	50	50
	Total	100	100	100	100	100	100
		The Body shop		Maybelline			
		Frequency	Percent	Frequency	Percent		
Valid	yes	51	51	50	50		
	no	49	49	50	50		
	Total	100	100	100	100		
		Elle 18		NYX			
		Frequency	Percent	Frequency	Percent		
Valid	yes	46	46	66	66		
	no	54	54	34	34		
	Total	100	100	100	100		

Influencer Selection Procedure

Puma: The social media Influencer was collected based on a more significant number of followers from each platform. The study has gathered different influencers and the collected data from all these platforms by selecting other influencers for each forum to avoid duplication. For this study, the researcher has adopted Nidhi Mohan Kamal, a fitness trainer who works as a brand promoter for puma with 108K followers on Instagram, Facebook 1808 followers, and 50.3k followers on YouTube and Twitter 653 followers. Tejeshwar Sandhoo works as a lifestyle blogger with 97.2k followers, 7728 followers on Facebook, YouTube with 539 and Twitter with 542 followers. Shivani Botuah works and runs a fashion page on the social media page and a website with 16600 followers on Instagram, 4428 followers on Facebook, YouTube with 4600 followers and Twitter with 400 followers. Ravi Bishnoi is an aspiring cricketer and played league matches with 12.7 million followers, 22 million followers, and on YouTube with 100 followers and 1285 followers on Twitter.

Table no 3.1.1: Puma

Puma			
	Influencers	Platform	Followers
1	Nidhi Mohan Kamal (works as a fitness trainer)	Instagram	108000
		Facebook	1808
		YouTube	50300
		Twitter	653
2	Tejeshwar Sandhoo (@blueberryblackoout) (works as a lifestyle blogger)	Instagram	97200
		Facebook	7728
		YouTube	539
		Twitter	542
3	Shivani Botuah (@COSMOINDIA, The Velvet Radio)	Instagram	16600
		Facebook	617
		YouTube	4600
		Twitter	400
4	Ravi Bishnoi (@bishnoi6476, aspiring cricket and played one league match in IPL for Rajasthan royals)	Instagram	127000
		Facebook	220450
		YouTube	100
		Twitter	1285

One plus: The social media Influencer was collected based on a more significant number of followers from each platform. The study has gathered different influencers for one plus, and we collected data from all these platforms by selecting other influencers for each forum to avoid duplication. For this study, the researcher has adopted Gaurav Chaudhary works as a technical brand promoter with 2.4 million followers on Instagram, in Facebook with 17 million followers, 21.9 million followers on YouTube and 3.6 million followers on Twitter. Shlok Srivastava is also a technical brand promoter with 1 million followers on Instagram, in Facebook with 12k followers, 21.9 million followers on YouTube and 2k million followers on Twitter. Rakesh is also a technical brand promoter with 32k followers on Instagram, on Facebook with 2k followers, 1.25 million followers on YouTube and 62500 followers on Twitter. Arun Prabhudesai is also a technical brand promoter with 38.8k followers on Instagram, in Facebook with 12k followers, 1.25 million followers on YouTube and 10.4 million followers on Twitter. Ashwin Ganesh is also a technical brand promoter with 14 million

followers on Instagram, on Facebook with 109457 followers, 1.81 million followers on YouTube and 376500 followers on Twitter.

Table no 3.2.1: One plus

One plus			
	Influencers	Platform	Followers
1	Gaurav Chaudhary (@technical Guruji)	Instagram	2.4 million
		Facebook	1738186
		YouTube	21.9 million
		Twitter	3.6 million
2	Shlok Srivastava (@Tech Burner)	Instagram	1 million
		Facebook	441355
		YouTube	6.93 million
		Twitter	124700
3	Rakesh (@gyan Therapy)	Instagram	32200
		Facebook	2725
		YouTube	1.25 million
		Twitter	62500
4	Arun Prabhudesai (@Trakin Tech)	Instagram	388000
		Facebook	12000
		YouTube	10.4 million
		Twitter	470100
5	Ashwin Ganesh (@C4Etech)	Instagram	148000
		Facebook	109457
		YouTube	1.81 million
		Twitter	376500

Loreal: The social media Influencer was collected based on a more significant number of followers from each platform. The study has gathered different influencers for loreal, and we collected data from all these platforms by selecting other influencers for each forum to avoid duplication. For this study, the researcher has adopted Nidhi Sunil works as a fashion model social worker and inspirational speaker with 12 million followers on Instagram, in Facebook with 1887 followers, and 3115 followers on Twitter. Shubhum Gupthais also a traveller and

fitness model with 14 million followers on Instagram, Facebook with 2513 followers, 2.6 million followers on YouTube and 15k followers on Twitter. Lisa Lalvani is an actor fashion model with 1.4 million followers on Instagram, on Facebook with 1248 followers, and 25k followers on YouTube. Nidhi Chaudhary, YouTuber and fashion blogger with 5 million followers on Instagram, Facebook with 34k followers, 1.4 million followers on YouTube and 678 followers on Twitter. Stafford Braganza Makeup artist with 3128 followers on Instagram, on Facebook with 78 followers, and 279 followers on Twitter.

Table no 3.3.1: Loreal

Loreal			
	Influencers	Platform	Followers
1	Nidhi Sunil (@nidhisunil, model, inspirational speaker)	Instagram	120000
		Facebook	1887
		YouTube	-
		Twitter	3115
2	Shubham Guptha (@Shubhamguptha vlog)	Instagram	147000
		Facebook	2513
		YouTube	266000
		Twitter	15897
3	lisa Lalvani (@Lisaladon)	Instagram	1.4 million
		Facebook	1248
		YouTube	25000
		Twitter	-
4	Nidhi Chaudhary (@thenidhichaudhary)	Instagram	555000
		Facebook	34000
		YouTube	142000
		Twitter	678
5	Stafford Braganza (@houseofbraganza), makeup artist	Instagram	3128
		Facebook	78
		YouTube	-
		Twitter	279

Judgement Sampling:

The study has applied Judgement sampling. Judgement sampling is a non-probability sample that results selected based on existing knowledge. Therefore, the data is not identical by choosing the frame that defines the overall population in a single sample. At the same time, judgmental sampling is also referred to as purposive or authoritative sampling.

(Hanaysha, 2016) has used Judgement sampling for data collection in the social media platform as the population exceeds over the million, and using judgement sampling includes more straightforward access to respondents. (Kivunja, 2015) has adopted judgment sampling used in selecting the participants to gather data because of the ease of the research access to the data and the user's willingness to take part in the study". (Abzari et al., 2014) has adopted the judgment sampling for the data collection to collect data and apply structural equation modelling to analyse data using the Amos software. (Hong et al., 2016) has stated that convenience sampling is the most common sampling technique for social media surveys (Sanny et al., 2020). Judgement sampling is a reasonably close and affordable method when the size of the sample is im-measurable and its flexibility easy to research the social media platforms (Hanaysha, 2016; M. (Lavender) Shu & Scott, 2014; X. Zhang et al., 2017).

The majority of literature available in the databases like Croes & Bartels (2021) and AWANG et al. (2021) has applied judgement sampling to the population in their study.

Judgement sampling selects participants from large data sets through available resources based on researcher knowledge to ease research access to cohorts of studies and their willingness to take part (Kivunja, 2015).

The study (Tantawi & Sadek, 2001) states that purposive sampling is used when difficulties getting data in social surveys. (Hong et al., 2016) said that the judgment sampling draws the roots of semi-demographic, which include sexual orientation, gender, ethnicity, urbanicity, SES, culture, and nationality (Jager et al., 2017).

"Whereas Hughes et al. (2019) have collected the responses from the millennials from the social media platforms and van Reijmersdal et al. (2020) and Ki et al. (2020) have invited the participants from social media to take part in the survey by considering the who responded to the survey considered as the valid responses" (Theocharidis, 2020).

The fake accounts on social media platforms are indicators of common blunders in the social media platforms. But, at the same time, it leads to a huge misconception in the Influencer marketing field while the brands are associating with the Influencers to reach authentic

followers (K. Shu et al., 2019).

Purba et al. (2020) as the study identified the fake accounts on Instagram by using the machine learning algorithm and, in contrast, by analysing the user's interaction rate, engagement, media info, metadata, media tags, and data similarities. Those results were classified into 2- classes, fake users or substitute users and bots, as the counterfeit users, are operators of accounts as they have shown 96.7% accuracy. They interact and respond to the metadata on social media platforms (Mohammadrezaei et al., 2018), and bots are classified as fake accounts (Da Silva et al. 2019).

Influencer selection will number of liking, sharing, and comments on the influencer posts. The consumers act as the broadcaster for the Influencers as they share the Influencer posts on the pages and refer to them (Bana & Arora, 2018). On the other hand, brands promote their products with the influencer by making them social media brand ambassadors (Coyne et al., 2019).

By manual identification, we will select five Influencers for each product category (Arora et al., 2019). The Influencer platform will not affect the study of the digital marketing techniques will vary from platform to platform. Some Influencers are active on one platform while others are active on different. (Lou & Kim, 2019) Although the study provides lack of empirical evidence related to the "Influencer effectiveness" vary from platform to platform consumers engagement, consumer sentiment and topics related to the influencer vary and their impact on the influencer also varies as consumers have unique preferences and tastes as they express high negative sentiment and a low positive engagement in the comments of brand promoted ads than on the content promoted by influencer promoted ads, these Influencers also proved to be more relevant than that of the brand promoted adds, and these social media Influencers are entitled as the content creators and "celebrity status has been given to them in the social media platform. The persuasion knowledge model describes "the mechanism through which consumers develop knowledge about persuasive intents and tactics created by the advertisers so that a consumer can invest their interest in ads (Lou et al., 2019), by these ads the consumer's knowledge to deal with attempts to persuade them to change their minds or behavioural intent towards a particular brand and this knowledge comprises with the cognitive dimensions and attitudinal dimensions". Consumers can readily recognise the brand if the promotion has been done with the more recognised person on the social media platform. The content generated by the social media influencer looks more organic than user-generated content as the posts posted by the

influencer are more likely to be recognised on the social media platform (Lou & Kim, 2019; Scheer & Stern, 1992; Shimoga et al., 2019).

The Influencer endorsements for brands in social media have been determined as the visibility labour (Angella Jiyoun Kim et al., 2012; Martensen et al., 2018; Romão et al., 2019; Salem & Salem, 2019; Schwemmer & Ziewiecki, 2018; Sokolova & Kefi, 2020; Wiedmann et al., 2010)”.

3.3 Formulation of Hypothesis

Based on the objective hypothesis are planned and further, divided into sub-hypotheses to enable statistical testing. “A hypothesis is defined as a statement for the tentative relationship of two or more variables, and the relationship of these variables may either be normative or causal. It should be based on some rationale”, the presumption is the term that postulates and frequent hypothesis occurrences in the research in the scholarly studies. Assumptions mean they need to take things for granted in a situation. It is simplified for the logical procedure constructed under restrictive conditions to conduct statistics and measurement considered to form an argument to validate the observed data or evidence (O’Meara, 2019). They often induce hypotheses with observation, which occasionally refers to different things. By comment, we can differ what is and what that is to what is seen. They should consider the hypothesis with reasonable time to be tested in good time for cannot spend a lifetime collecting data to test and validate it.

In contrast, the facts of the hypothesis give a considerable explanation with valid data through analysis to deduce the original problem condition. In the current study, an alternative hypothesis was proposed by comparing methods termed A and method B based on their superiority. By proceeding through the assumption of both methods are equal, this is considering the assumption as the null hypothesis.

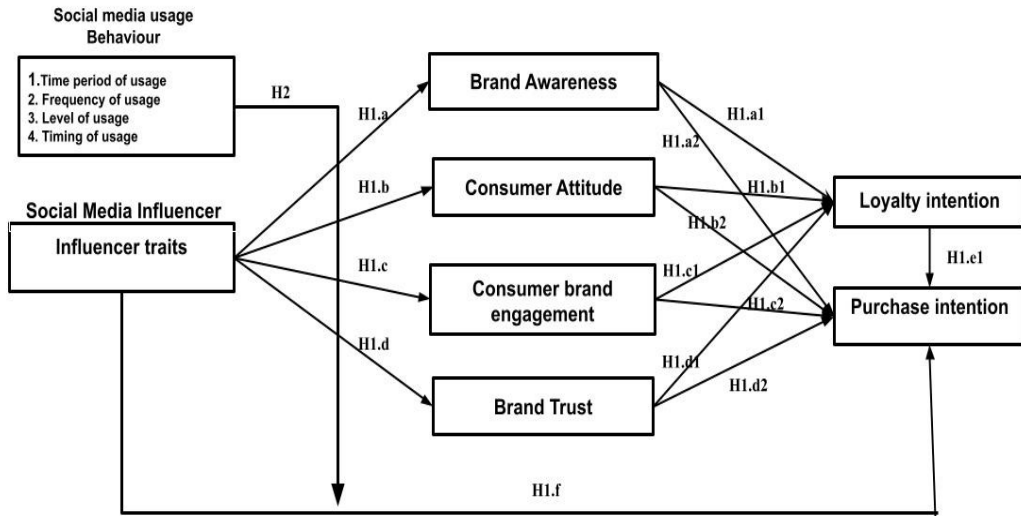


Figure 3.1: Conceptual Model

Objective-1, “To assess the effectiveness of Social Media Influencer on consumer purchase intention”.

H1.a. “There is a significant relationship between Influencer traits to brand awareness”.

H1.a1. “There is a significant relationship between brand awareness to loyalty intention”.

H1.a2. “There is a significant relationship between brand awareness to purchase intention”.

H1.b. “There is a significant relationship between Influencer traits to consumer attitude”.

H1.b1. “There is a significant relationship between consumer attitude to loyalty intention”.

H1.b2. “There is a significant relationship between consumer attitude to purchase intention”.

H1.c. “There is a significant relationship between Influencer traits to consumer brand engagement”.

H1.c1. “There is a significant relationship between consumer brand engagement to loyalty intention”.

H1.c2. “There is a significant relationship between consumer brand engagement to purchase intention”.

H1.d. “There is a significant relationship between Influencer traits to brand trust”.

H1.d1. “There is a significant relationship between brand trust to loyalty intention”.

H1.d2. “There is a significant relationship between brand trust to purchase intention”.

H1.e. “There is a significant relationship between Influencer traits to loyalty intention”.

H1.e1. “There is a significant relationship between loyalty intention to purchase intention”.

H1.f. “There is a significant relationship between Influencer traits to purchase intention”.

Objective-2, “To study the moderating role of social media usage behaviour on Social Media Influencers to purchase intention”.

H2. “There is a moderation effect of social media usage behaviour on Influencer marketing to purchase intention”.

H2(a). “There is a moderation effect of time-period of usage on Influencer marketing to purchase intention”.

H2(b). “There is a moderation effect of timing of usage on Influencer marketing to purchase intention”.

H2(c). “There is a moderation effect of frequency of usage on Influencer marketing to purchase intention”.

H2(d). “There is a moderation effect of level of usage on Influencer marketing to purchase intention”.

4. Objective-3, “To study the mediating role of brand awareness, consumer attitude, consumer brand engagement, brand trust & loyalty intention in between Social Media Influencer to consumer purchase intention”.

H3(a). “There is a mediation effect of brand awareness in between Influencer traits to purchase intention”.

H3(b). “There is a mediation effect of consumer attitude in between Influencer traits to purchase intention”.

H3(c). “There is a mediation effect of consumer brand engagement in between Influencer traits to purchase intention”.

H3(d). “There is a mediation effect of brand trust in between Influencer traits to purchase intention”.

H3(e). “There is a mediation effect of loyalty intention in between Influencer traits to purchase intention”.

H3(f). “There is a mediation effect of brand awareness in between Influencer traits to loyalty intention”.

H3(g). “There is a mediation effect of consumer attitude in between Influencer traits to loyalty intention”.

H3(h). “There is a mediation effect of consumer brand engagement in between Influencer traits to loyalty intention”.

H3(i). “There is a mediation effect of brand trust in between Influencer traits to loyalty intention”.

H3(j). “There is a mediation effect of brand awareness and loyalty intention in between Influencer traits to purchase intention”.

H3(k). “There is a mediation effect of consumer attitude and loyalty intention in between Influencer traits to purchase intention”.

H3(l). “There is a mediation effect of consumer brand engagement and loyalty intention in between Influencer traits to purchase intention”.

H3(m). “There is a mediation effect of brand trust and loyalty intention in between Influencer traits to purchase intention”.

Additional hypothesis has been proposed on the bases of product category to give further explanation.

Hypothesis has been categorised on the basis of one plus.

H4.a. “There is a significant relationship between Influencer traits to brand awareness” with respect to one plus.

H4.a1. “There is a significant relationship between brand awareness to loyalty intention” with respect to one plus.

H4.a2. “There is a significant relationship between brand awareness to purchase intention” with respect to one plus.

H4.b. “There is a significant relationship between Influencer traits to consumer attitude” with respect to one plus.

H4.b1. “There is a significant relationship between consumer attitude to loyalty intention” with respect to one plus.

H4.b2. “There is a significant relationship between consumer attitude to purchase intention” with respect to one plus.

H4.c. “There is a significant relationship between Influencer traits to consumer brand engagement” with respect to one plus.

H4.c1. “There is a significant relationship between consumer brand engagement to loyalty intention” with respect to one plus.

H4.c2. “There is a significant relationship between consumer brand engagement to purchase intention” with respect to one plus.

H4.d. “There is a significant relationship between Influencer traits to brand trust” with respect to one plus.

H4.d1. “There is a significant relationship between brand trust to loyalty intention” with respect to one plus.

H4.d2. “There is a significant relationship between brand trust to purchase intention” with respect to one plus.

H4.e. “There is a significant relationship between Influencer traits to loyalty intention” with respect to one plus.

H4.e1. “There is a significant relationship between loyalty intention to purchase intention” with respect to one plus.

H4.f. “There is a significant relationship between Influencer traits to purchase intention” with respect to one plus.

H5(a). “There is a mediation effect of brand awareness in between Influencer traits to purchase intention” with respect to one plus.

H5(b). “There is a mediation effect of consumer attitude in between Influencer traits to purchase intention” with respect to one plus.

H5(c). “There is a mediation effect of consumer brand engagement in between Influencer traits to purchase intention” with respect to one plus.

H5(d). “There is a mediation effect of brand trust in between Influencer traits to purchase intention” with respect to one plus.

H5(e). “There is a mediation effect of loyalty intention in between Influencer traits to purchase intention” with respect to one plus.

H5(f). “There is a mediation effect of brand awareness in between Influencer traits to loyalty intention” with respect to one plus.

H5(g). “There is a mediation effect of consumer attitude in between Influencer traits to loyalty intention” with respect to one plus.

H5(h). “There is a mediation effect of consumer brand engagement in between Influencer traits to loyalty intention” with respect to one plus.

H5(i). “There is a mediation effect of brand trust in between Influencer traits to loyalty intention” with respect to one plus.

H5(j). “There is a mediation effect of brand awareness and loyalty intention in between Influencer traits to purchase intention” with respect to one plus.

H5(k). “There is a mediation effect of consumer attitude and loyalty intention in between Influencer traits to purchase intention” with respect to one plus.

H5(l). “There is a mediation effect of consumer brand engagement and loyalty intention in between Influencer traits to purchase intention” with respect to one plus.

H5(m). “There is a mediation effect of brand trust and loyalty intention in between Influencer traits to purchase intention” with respect to one plus.

Hypothesis has been categorised on the basis of puma.

H6.a. “There is a significant relationship between Influencer traits to brand awareness” with respect to puma.

H6.a1. “There is a significant relationship between brand awareness to loyalty intention” with respect to puma.

H6.a2. “There is a significant relationship between brand awareness to purchase intention” with respect to puma.

H6.b. “There is a significant relationship between Influencer traits to consumer attitude” with respect to puma.

H6.b1. “There is a significant relationship between consumer attitude to loyalty intention” with respect to puma.

H6.b2. “There is a significant relationship between consumer attitude to purchase intention” with respect to puma.

H6.c. “There is a significant relationship between Influencer traits to consumer brand engagement” with respect to puma.

H6.c1. “There is a significant relationship between consumer brand engagement to loyalty intention” with respect to puma.

H6.c2. “There is a significant relationship between consumer brand engagement to purchase intention” with respect to puma.

H6.d. “There is a significant relationship between Influencer traits to brand trust” with respect to puma.

H6.d1. “There is a significant relationship between brand trust to loyalty intention” with respect to puma.

H6.d2. “There is a significant relationship between brand trust to purchase intention” with respect to puma.

H6.e. “There is a significant relationship between Influencer traits to loyalty intention” with respect to puma.

H6.e1. “There is a significant relationship between loyalty intention to purchase intention” with respect to puma.

H6.f. “There is a significant relationship between Influencer traits to purchase intention” with respect to puma.

H7(a). “There is a mediation effect of brand awareness in between Influencer traits to purchase intention” with respect to puma.

H7(b). “There is a mediation effect of consumer attitude in between Influencer traits to purchase intention” with respect to puma.

H7(c). “There is a mediation effect of consumer brand engagement in between Influencer traits to purchase intention” with respect to puma.

H7(d). “There is a mediation effect of brand trust in between Influencer traits to purchase intention” with respect to puma.

H7(e). “There is a mediation effect of loyalty intention in between Influencer traits to purchase intention” with respect to puma.

H7(f). “There is a mediation effect of brand awareness in between Influencer traits to loyalty intention” with respect to puma.

H7(g). “There is a mediation effect of consumer attitude in between Influencer traits to loyalty intention” with respect to puma.

H7(h). “There is a mediation effect of consumer brand engagement in between Influencer traits to loyalty intention” with respect to puma.

H7(i). “There is a mediation effect of brand trust in between Influencer traits to loyalty intention” with respect to puma.

H7(j). “There is a mediation effect of brand awareness and loyalty intention in between Influencer traits to purchase intention” with respect to puma.

H7(k). “There is a mediation effect of consumer attitude and loyalty intention in between Influencer traits to purchase intention” with respect to puma.

H7(l). “There is a mediation effect of consumer brand engagement and loyalty intention in between Influencer traits to purchase intention” with respect to puma.

H7(m). “There is a mediation effect of brand trust and loyalty intention in between Influencer traits to purchase intention” with respect to puma.

Hypothesis has been categorised on the basis of Loreal.

H8.a. “There is a significant relationship between Influencer traits to brand awareness” with respect to loreal.

H8.a1. “There is a significant relationship between brand awareness to loyalty intention” with respect to loreal.

H8.a2. “There is a significant relationship between brand awareness to purchase intention” with respect to loreal.

H8.b. “There is a significant relationship between Influencer traits to consumer attitude” with respect to loreal.

H8.b1. “There is a significant relationship between consumer attitude to loyalty intention” with respect to loreal.

H8.b2. “There is a significant relationship between consumer attitude to purchase intention” with respect to loreal.

H8.c. “There is a significant relationship between Influencer traits to consumer brand engagement” with respect to loreal.

H8.c1. “There is a significant relationship between consumer brand engagement to loyalty intention” with respect to loreal.

H8.c2. “There is a significant relationship between consumer brand engagement to purchase intention” with respect to loreal.

H8.d. “There is a significant relationship between Influencer traits to brand trust” with respect to loreal.

H8.d1. “There is a significant relationship between brand trust to loyalty intention” with respect to loreal.

H8.d2. “There is a significant relationship between brand trust to purchase intention” with respect to loreal.

H8.e. “There is a significant relationship between Influencer traits to loyalty intention” with respect to loreal.

H8.e1. “There is a significant relationship between loyalty intention to purchase intention” with respect to loreal.

H8.f. “There is a significant relationship between Influencer traits to purchase intention” with respect to loreal.

H9(a). “There is a mediation effect of brand awareness in between Influencer traits to purchase intention” with respect to loreal.

H9(b). “There is a mediation effect of consumer attitude in between Influencer traits to purchase intention” with respect to loreal.

H9(c). “There is a mediation effect of consumer brand engagement in between Influencer traits to purchase intention” with respect to loreal.

H9(d). “There is a mediation effect of brand trust in between Influencer traits to purchase intention” with respect to loreal.

H9(e). “There is a mediation effect of loyalty intention in between Influencer traits to purchase intention” with respect to loreal.

H9(f). “There is a mediation effect of brand awareness in between Influencer traits to loyalty intention” with respect to loreal.

H9(g). “There is a mediation effect of consumer attitude in between Influencer traits to loyalty intention” with respect to loreal.

H9(h). “There is a mediation effect of consumer brand engagement in between Influencer traits to loyalty intention” with respect to loreal.

H9(i). “There is a mediation effect of brand trust in between Influencer traits to loyalty intention” with respect to loreal.

H9(j). “There is a mediation effect of brand awareness and loyalty intention in between Influencer traits to purchase intention” with respect to loreal.

H9(k). “There is a mediation effect of consumer attitude and loyalty intention in between Influencer traits to purchase intention” with respect to loreal.

H9(l). “There is a mediation effect of consumer brand engagement and loyalty intention in between Influencer traits to purchase intention” with respect to loreal.

H9(m). “There is a mediation effect of brand trust and loyalty intention in between Influencer traits to purchase intention” with respect to loreal.

3.3.1 The research instrument:

Primary data in the form of quantitative data has been gathered from the social media users from all the platforms like Facebook, Instagram, and Twitter, which plays a major role in the study obtained from the respondents to use for sample survey and utilising a structured questionnaire. The instruments used for the study are prepared through structured questionnaires through literature the study has gathered. Based on the results of the focus groups & the literature review, the research instrument was developed and divided into eight categories. The order and face validity of these constructs of these items are already presented by academicians and managers in the field so we can be sure of what we are measuring. On the suggestion of academicians, some items were scored lower in value of consistency were deleted.

Table no 3.4: Questionnaire table

A study by Nakra & Pandey, (2019) has studied the effects of media intervention as a moderator to analyse the consumer on the bases of past behaviour and intention behaviour could be measured through the past usage of consumer social media to measure accurate forecast of consumer behaviour through the “time period of usage, timing of usage, frequency of usage and level of usage” acts as a moderator in the creation of behavioural intent.

s.no	questionnaires	Citations
	social media usage behaviour	
1	At what time period do you mostly use social media in a day.	(Nakra & Pandey, 2019)
2	How much time do you use the social media in a day?	
3	Indicate the frequency of your social media usage.	
4	Indicate your level of expertise in using social media usage.	

The interactive and engaging social media influencer has a positive influence to understand the extensive social functions of consumers to interlink the brand trust, to understand the frequent influencer interaction of the viewers perceived information echoes with the credibility to create brand wagon effect (Xiao et al., 2018). While the study of Reinikainen et al., (2020) influencer influence could be measured through the para social relationship to connect with consumers through the effect endorsements through the likability, engagement and technical expertise.

	Influencer traits	
5	“I consider this Influencer to be trustworthy”.	(Reinikainen et al., 2020; Xiao et al., 2018)
6	“I feel this Influencer is truthful”.	
7	“The information provided by the Influencer is believable”.	

8	“The information provided by the Influencer is reliable”.	
9	“The product endorsed by the Influencers is more concrete”.	

\Brand awareness through influencer engagement increases the consumers morale and marketing advertisement to recognise the perceived quality to analyse the results, which will create an awareness to engage with the brand (Xi & Hamari, 2020). Dew & Kwon, (2010) study addresses that consumers who associate with more favourable brand associations can develop significant brand relationships to develop and directly enhance brand awareness.

Brand awareness		
10	“I am very familiar with this brand”	(Dew & Kwon, 2010; Xi & Hamari, 2020)
11	“I can recognise the brand among other competing brands”.	
12	“I am attracted to this brand”.	
13	“I am aware that a social media Influencer endorsed this brand”.	
14	“I can find this brand easily”.	

The scale of consumer attitude has been adopted from Canavari et al., (2021) to better understand the consumer attitude with the scale “I prefer to watch this Influencer post often”, “The posts of this Influencer are sensible”, while from the study of Miranda et al., (2019) to understand the effectiveness of brand image from a consumer perspective “I have a pleasant idea of this brand”, “I prefer this brand”, and “I would recommend this brand to others”.

Consumer attitude		
15	“I prefer to watch this Influencer post often”.	(Canavari et al., 2021; Miranda et al., 2019; Wall & Heslop, 1986)
16	“The posts of this Influencer are sensible”.	
17	“I have a pleasant idea of this brand”.	
18	“I prefer this brand”.	
19	“I would recommend this brand to others”.	

The concept of consumer brand engagement has a direct impact on the consumer interaction to study the more brand-related dynamic to broadly understanding the impact of consumer culture theory and create an effect on relationship marketing Hollebeek et al., (2014) scale has been adopted following “I feel excited about this brand”, “ I love this brand”. Riskos et al., (2021) while we have adopted scale “I am enthusiastic about this brand”, “This brand means a lot to me” and “I have a sense of belonging to this brand”.

	Consumer brand engagement	
20	“I feel excited about this brand”.	(L. D. Hollebeek et al., 2014; Riskos et al., 2021)
21	“I love this brand”.	
22	“I am enthusiastic about this brand”.	
23	“This brand means a lot to me”.	
24	“I have a sense of belonging to this brand”.	

The brand trust has been adopted from Ahmed et al., (2014), “I Trust this brand”, “I rely on this brand” to understand the consumer's brand trust in purchase intention and loyalty intention, and Habibi et al., (2014) “This brand will never disappoint me”, and from Khadim et al., (2018) we have adopted “This brand guarantees my satisfaction” and “This brand gives me everything I expect from it” to understand its intention of the consumer.

	Brand trust	
25	“I trust this brand”.	(Ahmed et al., 2014; Habibi et al., 2014; Khadim et al., 2018)
26	“I rely on this brand”.	
27	“This brand will never disappoint me”.	
28	“This brand guarantees my satisfaction”.	
29	“This brand gives me everything I expect from it”.	

We have adopted the scale of loyalty intention from Ahmed et al. (2014) “I consider myself to be loyal to this brand” to get a better understanding of consumer loyalty intention, while from the study of Laroche et al., (2013) “I prefer this brand over other brands”, “I am committed to this brand”, and from the study Verma & Rajendran, (2017) we have adopted to “I will praise this brand to friends and family” and “overall, I am satisfied with this brand”.

	Loyalty intention	
--	-------------------	--

30	“I consider myself to be loyal to this brand”.	(Ahmed et al., 2014; Laroche et al., 2013; Verma & Rajendran, 2017)
31	“I prefer this brand over other brands”.	
32	“I am committed to this brand”.	
33	“I will praise this brand to friends and family”.	
34	“Overall, I am satisfied with this brand”.	

To understand the influence of social media influencers on purchase intention we have adopted a scale from the study of Jamil & Hassan, (2014) we have adopted “I would like to buy this product”, “I would recommend this brand to friends”, “I will buy the product from this post soon”, “I intend to purchase through this post shortly” and “I will likely purchase through this post”.

	Purchase intention	
35	“I would like to buy this product”.	(Jamil & Hassan, 2014)
36	“I would recommend this brand to friends”.	
37	“I will buy the product from this post soon”.	
38	“I intend to purchase through this post shortly”.	
39	“I will likely purchase through this post”.	

3.3.2 Instrument validity and reliability

The validity of an instrument is done to confirm the empirical findings of the construct to validate both internal and statistical conclusion validity in multiple situations (Straub, 1989). These instruments provide freedom and give greater attention to strengthening the instrument's utilisation. The questionnaires have been validated by academicians and marketing professionals who have expert knowledge in this field. At the same time, suggestions are given on the bases of the development of a scale to get more reliable results by increasing the scale and given directions in choosing the brand parameters and given suggestions to keep the language simple, which is easy to understand for the respondents and get to get it fulfilled. Given directions to change the repeated questionnaires and to reduce questionnaires.

Table no 3.5: Content validity

S.No	Name of the Respondent	Affiliation	Remarks
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1	Prof. Appalayya Meesala, Ph. D	Former Director Dr. B. R. Ambedkar Institute of Management & Technology	given suggestions to include more demographic variables to the study and to opt 7-point Likert scale to obtain better results
2	Dr. Mohd Farhan	Associate Professor, Mittal School of Business, Lovely Professional University	1-Don't limit yourself to 5 questions for each parameter. Otherwise, the questionnaire is ok.
3	Dr. Harvinder Singh	Associate Professor, Mittal School of Business, Lovely Professional University	Given suggestions for the Social media usage behaviour to keep language simple and use easy words
4	Dr. Vikas Arya	Assistant Professor - Marketing - RBS, Morocco	Given suggestion in the Loyalty Intention and Purchase intention and suggested to opt for a reduced scale for measurement to build better construct.
5	Dr. E.HARI PRASAD SHARMA	Associate Professor, Dept. of Business Management Vaageswari	given suggestion in the purchase intention to reduce the repeated and same as questions

		College of Engineering	
6	Dr. Manpreet Kaur	Assistant Professor GNA university	given suggestions in consumer brand engagement and purchase intention
7	Dr. Rajanikanth M	Associate Professor, Symbiosis Institute of Business Management	given suggestion to reduce the repeated questions in the purchase intention
8	Lara Young	Chief Marketing Executive LYFE MARKETING. UK	given suggestions as the questionnaire seems to be lengthy and in purchase intention some are repeated question with same meaning
9	Swopna Talluri	Senior Digital Marketing executive IRCA Pvt Ltd.	everything seems to be ok, you need to work upon the questionnaires that are based on the social media usage behaviour.
10	Dr. Pooja Sharma	Associate Professor, Mittal School of Business, Lovely Professional University	Every thing seems to be fine, working up on the language

Through the face validity and content, reality measures the logical validity in all the facets of the construct. “The reliability of the study is measured on the data and consistent results as it is a reoccurring procedure every time. The questionnaire was measured using a statistical package for social science from the responses collected from 10 per cent of the sample as all items under study we have calculated objective wise reliability score was found to be more than 0.86 for all the items”.

Scale reliability:

The study has to conduct a preliminary test to determine whether or not these questionnaires fit the study. Therefore, by surveying social media platforms through the brand pages, we asked the social media users to fill out the form. The study got responses initially from 384 respondents. The data study has ran a model in SmartPLS, which has given us satisfying results.

A reliability check has been done using SmartPLS. The factor loading of some statements (BA5, PI4, & PI5) were less than 0.7, and these statements were removed. The final constructs were found reliable and hence used in the study.

Table no 3.6: Reliability

<i>Construct</i>	<i>Item</i>	<i>Outer loading</i>	<i>AVE</i>	<i>CR</i>	<i>Cronbach's alpha</i>	<i>rho_A</i>
Influencer traits	IT1	0.848	0.789	0.949	0.933	0.933
	IT2	0.895				
	IT3	0.911				
	IT4	0.9				
	IT5	0.885				
Brand Awareness	BA1	0.765	0.573	0.843	0.751	0.754
	BA2	0.738				
	BA3	0.792				
	BA4	0.730				
Consumer attitude	CA1	0.810	0.625	0.893	0.849	0.852
	CA2	0.826				
	CA3	0.800				
	CA4	0.713				
	CA5	0.799				

Consumer Brand Engagement	CBE1	0.841	0.742	0.935	0.912	0.916
	CBE2	0.788				
	CBE3	0.902				
	CBE4	0.860				
	CBE5	0.911				
Brand Trust	BT1	0.736	0.584	0.875	0.823	0.834
	BT2	0.728				
	BT3	0.776				
	BT4	0.745				
	BT5	0.832				
Loyalty Intention	LT1	0.882	0.754	0.939	0.918	0.919
	LT2	0.863				
	LT3	0.864				
	LT4	0.863				
	LT5	0.869				
Purchase Intention	PI1	0.879	0.789	0.918	0.867	0.867
	PI2	0.904				
	PI3	0.882				

Respondent demographics:

The frequency of the demographics of the respondents has been given below in table no: 3.7, explaining the contents of each demographic variable.

Table no 3.7: Frequency table

Demographic variables	labels	Frequency
Product	one plus	487
	Puma	326
	Loreal	307
	Total	1120

Gender	male	622
	female	498
	Total	1120
Age	less than 20	20
	20-30	744
	30-40	184
	40-50	164
	above 50	8
	Total	1120
Education	High school or less	55
	Diploma or Intermediate	28
	Graduate	273
	Post-graduation	648
	Doctorate	116
	Total	1120
time period of usage	early hours	226
	at noon	222
	late nights	310
	during break periods	188
	irrespective of time	174
	Total	1120
Frequency of usage	very low	146
	low	208
	medium	342
	high	224
	very high	200

	Total	1120
timing of usage	rarely	119
	occasionally	251
	often	358
	very often	214
	always	178
	Total	1120
level of usage	novice	154
	beginner	228
	competent	362
	advanced	204
	expert	172
	Total	1120

Further demographic analysis has been given a deep explanation has been shown in the next upcoming chapter.

CHAPTER – 4

DATA ANALYSIS

4.1 Data analysis

To analyse the structural model most, we have adapted items from commonly cited scales in previous studies (A. Sharma et al., 2021), particularly in influencer marketing and related social media marketing literature review. The study proposed that influencer marketing purchase intention with the reflective format as discussed above. The constructed model consists of one independent and dependent variable with five mediating variables. In this study, we have used social media usage behaviour as a moderator, which consists of the time period of usage, the timing of usage, frequency of usage, and level of usage analysing them independently as this approach offers a complete picture of social media usage behaviour as a moderator in between the Influencer marketing to purchase intention (Hair Jr. et al., 2017). Using the orthogonalizing approach suggested in the previous studies to approach the data and even in the case of product indicators with unstandardized data, which results from high divergent results (Becker et al., 2018). To analyse the role of the research construct in the present study, PLS-SEM has been used (Sarstedt et al., 2019). This method justifies the usage of this technique with sequential mediation analysis (A. Sharma et al., 2021) in a single model simultaneously. This method is used to deal with a comprehensive model to analyse in PLS-SEM. The SmartPLS v3.3 software was used to access the construct and structural model evaluation.

4.1.1 Demographic assessment

To understand the structure of data was analysed based on demographic data based on gender, age, education, time period of usage, the timing of usage, frequency of usage, and level of usage.

1. Gender

Table no: 4.1 from a total of 1120 respondents 622 male and 498 females respectively

Table no 4.1: Gender

gender					
		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
1	male	622	55.5	55.5	55.5

2	female	498	44.5	44.5	100.0
	Total	1120	100.0	100.0	

which shows that 55.5% of the respondents belong to the male and 44.5% of the respondent belong to the female category respectively.

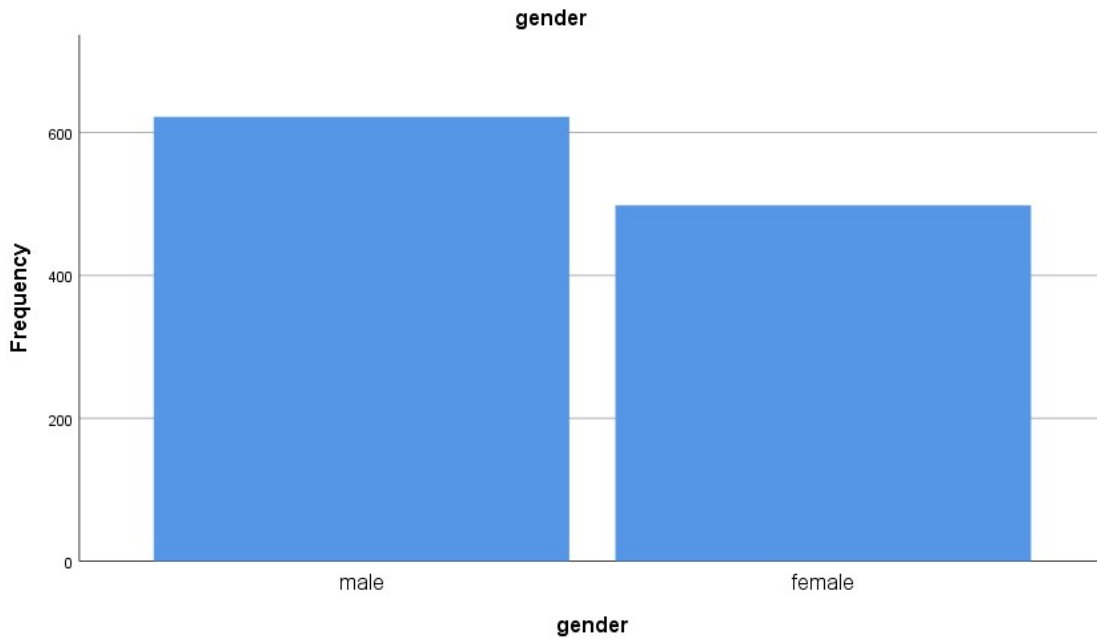


Figure 4.1: Gender

2. Age

From table no: 4.2, a total of 1120 respondents, people with age less than 20 are 20 respondents, people with age 20-30 are 744, people with age 30-40 are 184, people with age 40-50 are 164, and people with age above 50 are 8.

Table no 4.2: Age

age					
		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
1	Less than 20	20	1.8	1.8	1.8
2	20-30	744	66.4	66.4	68.2
3	30-40	184	16.4	16.4	84.6
4	40-50	164	14.6	14.6	99.3

5	Above 50	8	0.7	0.7	100.0
	Total	1120	100.0	100.0	

which suggests that people with age less than 20 are 1.8%, 66.4% are respectively 20-30, 16.4% are respectively 30-40, 14.6% are respectively in 40-50, and 0.7% are respectively in above 50 categories.

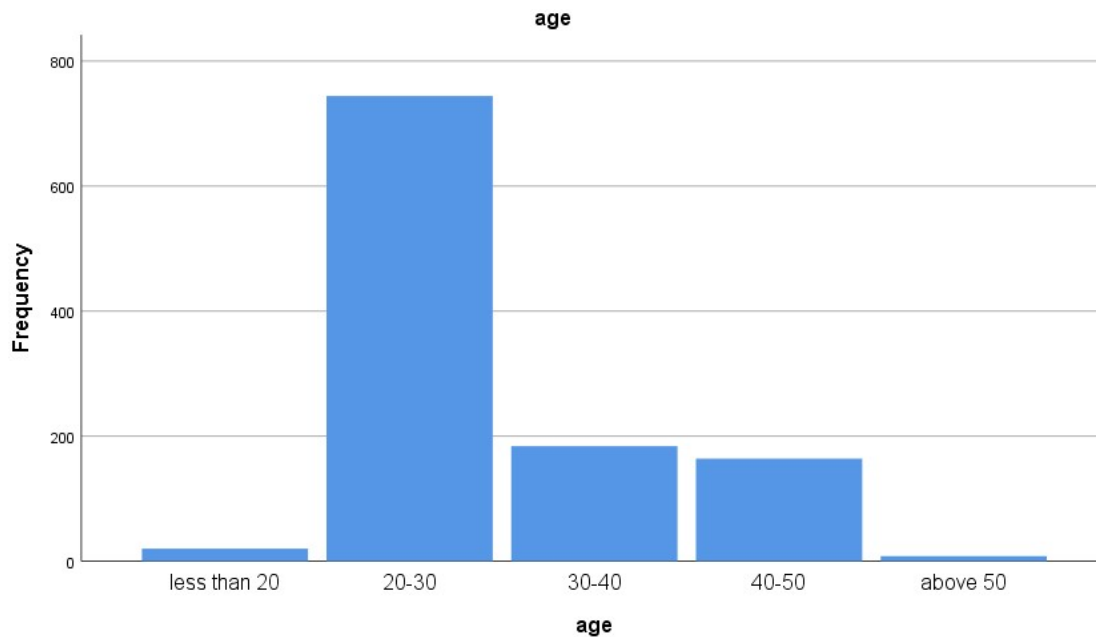


Figure 4.2: Age

3. Education

From table no: 4.3 a total number of respondents of 1120, people with high school or less are 55 respondents, people with a diploma or intermediate are 28 respondents, people with graduate are 273 respondents, people with post-graduation are 648 respondents, and people with a doctorate are 116 respondents.

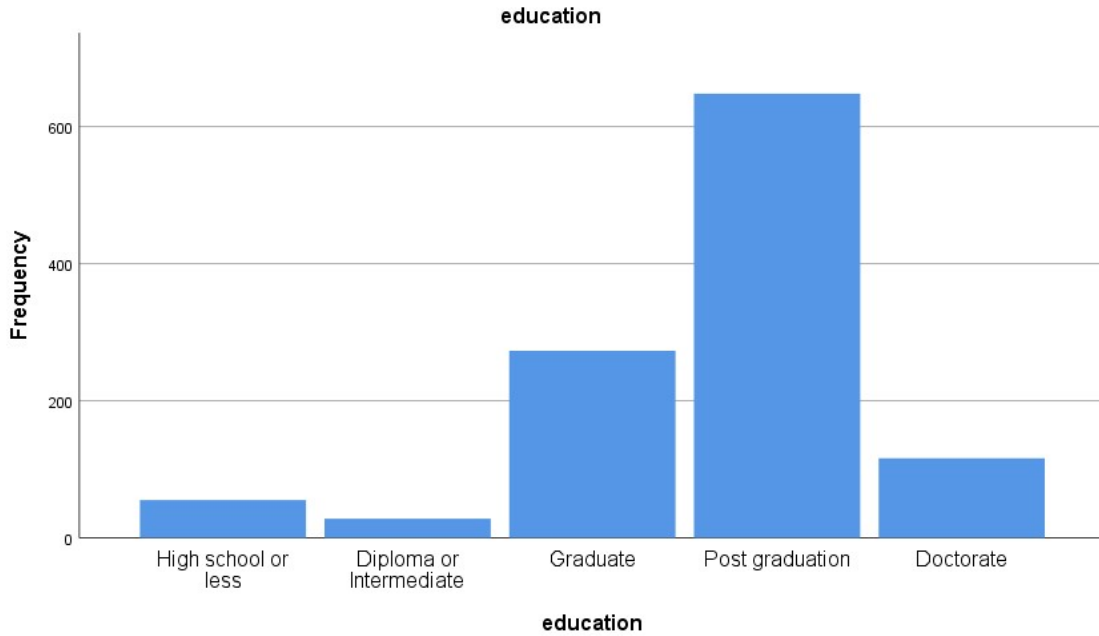


Figure 4.3: Education

Which suggest 4.9% are respectively in high school or less, 2.5% are respectively in Diploma or Intermediate, 24.4% are respectively in Graduate, 57.9% are respectively in post-graduation, and 10.4% are respectively in Doctorate category.

Table no 4.3: Education

education					
		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
1	High school or less	55	4.9	4.9	4.9
2	Diploma or Intermediate	28	2.5	2.5	7.4
3	Graduate	273	24.4	24.4	31.8
4	Post-graduation	648	57.9	57.9	89.6
5	Doctorate	116	10.4	10.4	100.0
	Total	1120	100.0	100.0	

4. Time period of usage

From table no: 4.4 a total respondent of 1120, people who use social media at early hours are 226 respondents, people who use social media at noon are 222 respondents, people who use social media at late nights are 310 respondents, people who use social media during break

periods are 188 respondents, and people who use social media at irrespective of time are 174 respondents.

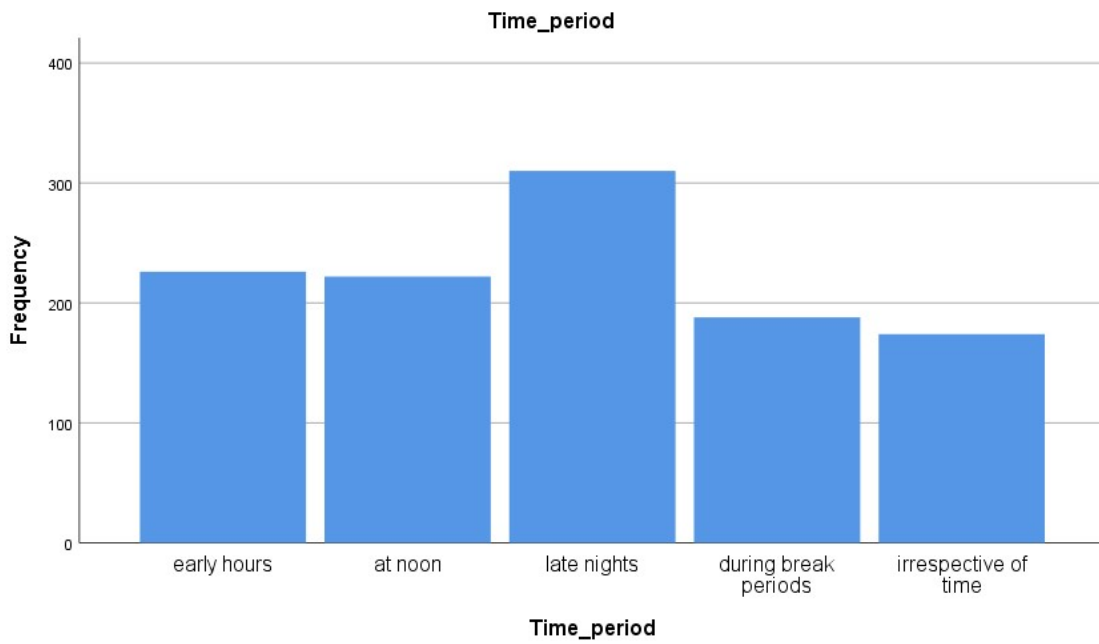


Figure 4.4: Time period of usage

Which suggest 20.2% respectively use social media at early hours, 19.8% respectively use social media at noon, 27.7% use social media at late nights, 16.8% respectively use social media during break periods, and 15.5% respectively use social media irrespective of time.

Table no 4.4: Time period of usage

Time period of usage					
		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
1	early hours	226	20.2	20.2	20.2
2	at noon	222	19.8	19.8	40.0
3	late nights	310	27.7	27.7	67.7
4	during break periods	188	16.8	16.8	84.5
5	irrespective of time	174	15.5	15.5	100.0
	Total	1120	100.0	100.0	

5. Timing of usage

From table no: 4.5 a total respondent of 1120, people with the timing of usage with >less than hour usage are 146 respondents, people with the timing of usage with 1 hour at least usage are 208 respondents, people with the timing of usage with 2 hour at least usage are 342 respondents, people with the timing of usage with 3-4 hours at least usage are 224 respondents, and people with the timing of usage with more than 5 hours usage are 200 respondents.

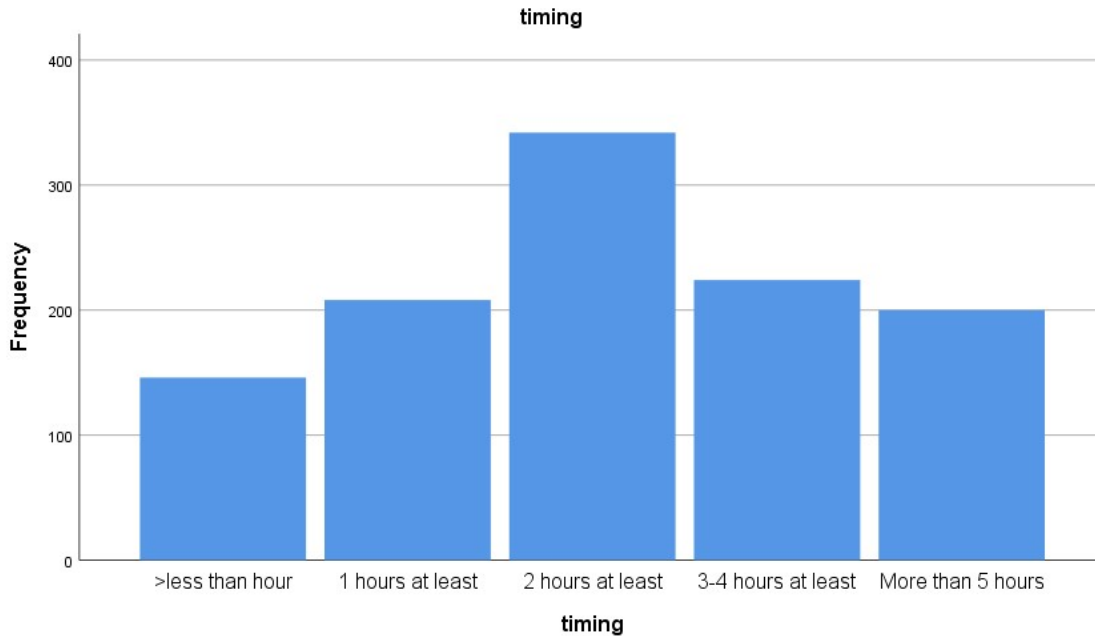


Figure 4.5: Timing of usage

Which suggest that 13% respectively use social media timing at >less than hour, 18.6% respectively use social media timing at 1 hour at least, 30.5% respectively use social media timing at 2 hour at least, 20% respectively use social media timing at 3-4 hours at least usage, and 17.9% respectively use social media timing at more than 5 hours.

Table no 4.5: Timing of usage

Timing of usage					
		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
1	>less than hour	146	13.0	13.0	13.0
2	1 hour at least	208	18.6	18.6	31.6

3	2 hours at least	342	30.5	30.5	62.1
4	3-4 hours at least usage	224	20.0	20.0	82.1
5	more than 5 hours	200	17.9	17.9	100.0
	Total	1120	100.0	100.0	

6. Frequency of usage

From the table no: 4.6 a total respondent of 1120, people with frequency of usage with very low usage are 119 respondents, people with frequency of usage with low are 251 respondents, people with frequency of usage with medium usage are 358 respondents, people with frequency of usage with high usage are 214 respondents, and people with frequency of usage with very high usage are 178 respondents.

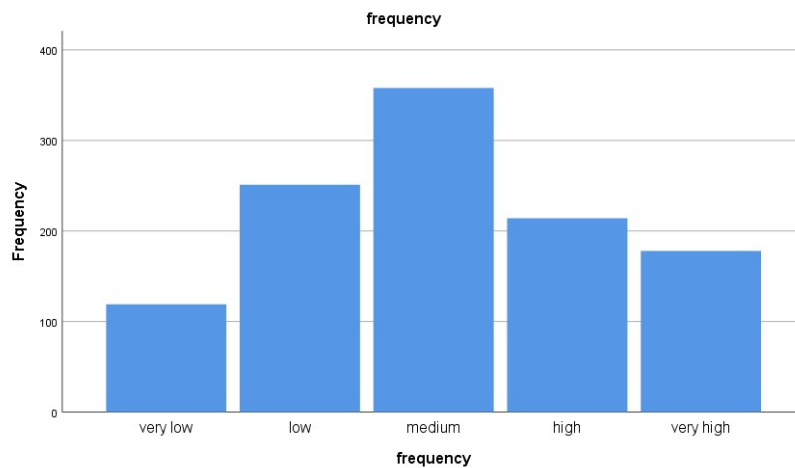


Figure 4.6: Frequency of usage

Which suggest that 10.6% respective frequency of usage use very low, 22.4% respective frequency of usage use low, 32% respective frequency of usage use medium, 19.1% respective frequency of usage use high, and 15.9% respective frequency of usage use very high respectively.

Table no 4.6: Frequency of usage

Frequency of usage					
		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
1	very low	119	10.6	10.6	10.6
2	low	251	22.4	22.4	33.0
3	medium	358	32.0	32.0	65.0
4	high	214	19.1	19.1	84.1
5	very high	178	15.9	15.9	100.0
	Total	1120	100.0	100.0	

7. Level of usage

From the table no: 4.7 a total respondent of 1120, people with level of usage with novice usage level are 154 respondents, people with level of usage with beginner usage level are 228 respondents, people with level of usage with competent usage level are 362 respondents, people with level of usage with advanced usage level are 204 respondents, and people with level of usage with expert usage level are 172 respondents.

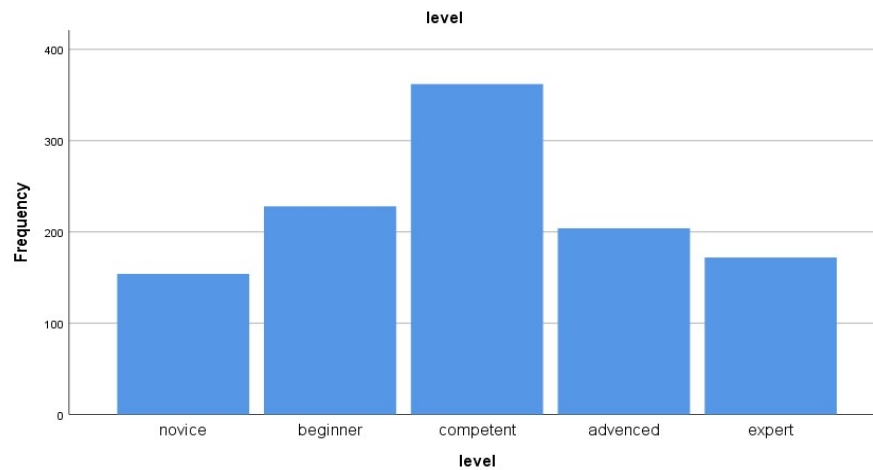


Figure 4.7: Level of usage

This suggests that 13.8% of respondents are at novice level, 20.4% of respondents are at beginner level, 32.3% of respondents are at competent level, 18.2% of respondents are at advanced level, and 15.4% of respondents are at expert level respectively.

Table no 4.7: Level of usage

Level of usage					
		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
1	novice	154	13.8	13.8	13.8
2	beginner	228	20.4	20.4	34.1
3	competent	362	32.3	32.3	66.4
4	advanced	204	18.2	18.2	84.6
5	expert	172	15.4	15.4	100.0
	Total	1120	100.0	100.0	

8. Product

From table no: 4.8 with a total respondent of 1120, a total of 487 respondents preferred One plus product with 43.5% of whole data respectively.

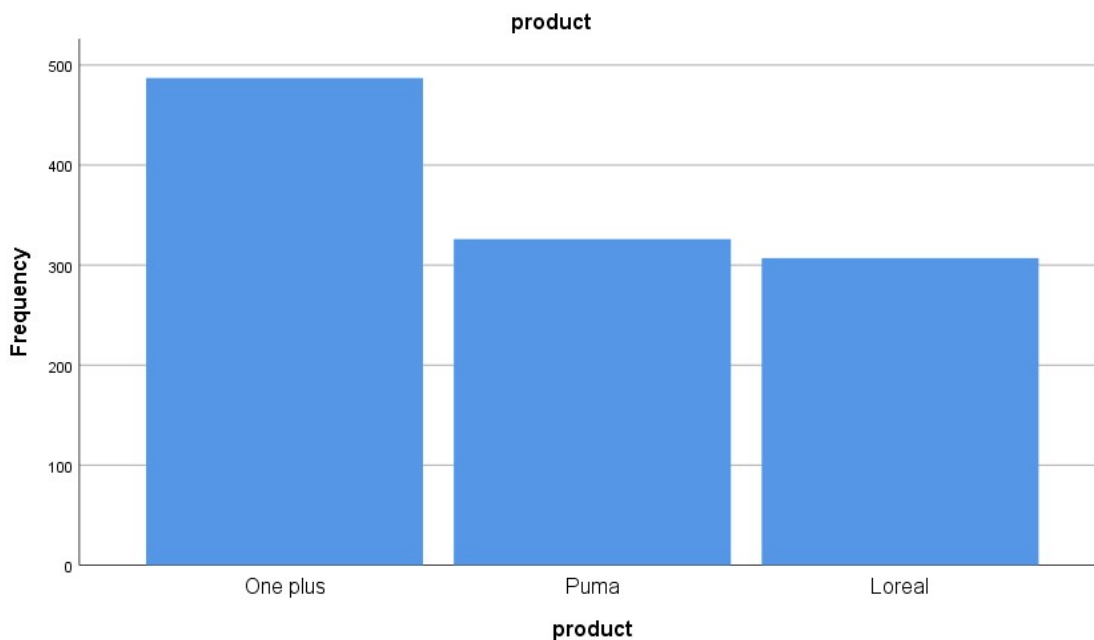


Figure 4.8: Product

Total of 326 respondents preferred Puma with 29.1% of whole data respectively and a total of 307 respondents preferred loreal with 27.4% of whole data respectively.

Table no 4.8: Product

product					
		<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
1	One plus	487	43.5	43.5	43.5
2	Puma	326	29.1	29.1	72.6
3	Loreal	307	27.4	27.4	100.0
	Total	1120	100.0	100.0	

4.1.3 Comparative assessment of social media usage behaviour on demographics

4.1.3.1 Gender

Data has been segregated based on gender on moderating variables in the following sections a detail explanation has been given below.

1. Time period of usage

Table no: 4.9 shows that 19.3% of male respondents use social media at early hours with 120 respondents and 21.3% of female respondents use social media at early hours with 106 respondents. 19.6% of male respondents use social media at noon with 122 respondents and 20.1% of female respondents use social media at noon with 100 respondents. 28.6% of male respondents use social media late nights with 178 respondents and 26.5% of female respondents use social media late nights with 132 respondents. 16.9% of male respondents use social media during break periods with 105 respondents and 16.7% of female respondents use social media during break periods with 83 respondents. 15.6% of male respondents use social media irrespective of time with 97 respondents and 15.5% of female respondents use social media irrespective of time with 77 respondents

Table no 4.9: Time period of usage*gender

Time period of usage*gender						
gender			<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
male	1	early hours	120	19.3	19.3	19.3

	2	at noon	122	19.6	19.6	38.9
	3	late nights	178	28.6	28.6	67.5
	4	during break periods	105	16.9	16.9	84.4
	5	irrespective of time	97	15.6	15.6	100.0
		Total	622	100.0	100.0	
female	1	early hours	106	21.3	21.3	21.3
	2	at noon	100	20.1	20.1	41.4
	3	late nights	132	26.5	26.5	67.9
	4	during break periods	83	16.7	16.7	84.5
	5	irrespective of time	77	15.5	15.5	100.0
		Total	498	100.0	100.0	

2. Timing of usage

Table no: 4.10 shows that 11.6% of male respondents timing of usage is >less than hour with 72 respondents and 14.9% of female respondents timing of usage is >less than hour with 74 respondents. 17.8% of male respondents' timing of usage is 1 hour with 111 respondents and 19.5% of female respondents' usage social media at 1 hour at least with 97 respondents. 31.8% of male respondents use social media at 2 hour at least usage with 198 respondents and 28.9% of female respondents use social media at 2 hour at least usage with 144 respondents. With 18.8% of male respondents use social media at more than 5 hours with 117 respondents and 16.7% of female respondents use social media at more than 5 hours with 38 respondents. 19.9% of male respondents use social media at 3-4 hours at least with 124 respondents and 20.1% of female respondents use social media at 3-4 hours at least with 100 respondents.

Table no 4.10: Timing of usage*gender

Timing of usage*gender						
gender			<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>

male	1	>less than hour	72	11.6	11.6	11.6
	2	1 hour at least	111	17.8	17.8	29.4
	3	2 hours at least	198	31.8	31.8	61.3
	4	3-4 hours at least usage	124	19.9	19.9	81.2
	5	more than 5 hours	117	18.8	18.8	100.0
		Total	622	100.0	100.0	
female	1	>less than hour	74	14.9	14.9	14.9
	2	1 hour at least	97	19.5	19.5	34.3
	3	2 hours at least	144	28.9	28.9	63.3
	4	3-4 hours at least usage	100	20.1	20.1	83.3
	5	more than 5 hours	83	16.7	16.7	100.0
		Total	498	100.0	100.0	

3. Frequency of usage

Table no: 4.11 shows that 9.6% of male respondents of frequency of usage at very low with 60 respondents and 11.8% of female respondents of frequency of usage at very low with 59 respondents. 21.7% of male respondents of frequency of usage at low usage with 135 respondents and 23.3% of female respondents of frequency of usage at low usage with 116 respondents. 34.6% of male respondents of frequency of usage at medium usage with 215 respondents and 28.7% of female respondents of frequency of usage at medium usage with 143

respondents. 18.2% of male respondents of frequency of usage at high usage with 113 respondents and 20.3% of female respondents of frequency of usage at high usage with 101 respondents. 15.9% of male respondents of frequency of usage at very high usage with 99 respondents and 15.9% of female respondents of frequency of usage at very high with 79 respondents.

Table no 4.11: Frequency of usage*gender

Frequency of usage*gender						
gender			<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
male	1	very low	60	9.6	9.6	9.6
	2	low	135	21.7	21.7	31.4
	3	medium	215	34.6	34.6	65.9
	4	high	113	18.2	18.2	84.1
	5	very high	99	15.9	15.9	100.0
		Total	622	100.0	100.0	
female	1	very low	59	11.8	11.8	11.8
	2	low	116	23.3	23.3	35.1
	3	medium	143	28.7	28.7	63.9
	4	high	101	20.3	20.3	84.1
	5	very high	79	15.9	15.9	100.0
		Total	498	100.0	100.0	

4. Level of usage

Table no: 4.12 shows that 13.7% of male respondents with level of usage at novice level with 85 respondents and 13.9% of female respondents with level of usage at novice level with 69 respondents. 18.8% of male respondents with level of usage at beginner level with 117 respondents and 22.3% of female respondents with level of usage at beginner level with 111 respondents. 29.1% of male respondents with level of usage at competent level with 181 respondents and 36.3% of female respondents with level of usage at competent level with 181 respondents. 22.7% of male respondents with level of usage at advanced level with 141 respondents and 12.7% of female respondents with level of usage at advanced level with 63

respondents. 15.8% of male respondents with level of usage at expert level with 98 respondents and 14.9% of female respondents with level of usage at expert level with 74 respondents.

Table no 4.12: Level of usage*gender

Level of usage*gender						
gender			<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
male	1	novice	85	13.7	13.7	13.7
	2	beginner	117	18.8	18.8	32.5
	3	competent	181	29.1	29.1	61.6
	4	advanced	141	22.7	22.7	84.2
	5	expert	98	15.8	15.8	100.0
		Total	622	100.0	100.0	
female	1	novice	69	13.9	13.9	13.9
	2	beginner	111	22.3	22.3	36.1
	3	competent	181	36.3	36.3	72.5
	4	advanced	63	12.7	12.7	85.1
	5	expert	74	14.9	14.9	100.0
		Total	498	100.0	100.0	

4.1.3.2 Product

Data has been segregated on the bases of product on moderating variables in the following sections a detail explanation has been given below.

1. Time period of usage

Table no: 4.13 shows that one plus products with 86 respondents use social media at early hours with 17.7%, 89 respondents use social media at noon with 18.3%, 137 respondents use social media during late nights with 28.1%, 87 respondents use social media during break periods with 17.9%, and 88 respondents use social media during irrespective of time with 18.1%. Puma products states that 64 respondents use social media at early hours with 19.6%, 67 respondents use social media at noon with 20.6%, 88 respondents use social media at late nights with 27%, 57 respondents use social media at during break period with 17.5%, and 50 respondents use social media at irrespective of time with 15.3%. Loreal product assessment states that 76

respondents use social media at early hours with 24.8%, 66 respondents use social media at noon with 21.5%, 85 respondents use social media at late nights with 27.7%, 44 respondents use social media during break periods with 14.3%, and 36 respondents use social media irrespective of time with 11.7%.

Table no 4.13: Time period of usage*product

Time period of usage*product						
product			<i>Frequency</i>	<i>Percen t</i>	<i>Valid Percen t</i>	<i>Cumulative Percent</i>
One plus	1	early hours	86	17.7	17.7	17.7
	2	at noon	89	18.3	18.3	35.9
	3	late nights	137	28.1	28.1	64.1
	4	during break periods	87	17.9	17.9	81.9
	5	irrespective of time	88	18.1	18.1	100.0
		Total	487	100.0	100.0	
Puma	1	early hours	64	19.6	19.6	19.6
	2	at noon	67	20.6	20.6	40.2
	3	late nights	88	27.0	27.0	67.2
	4	during break periods	57	17.5	17.5	84.7
	5	irrespective of time	50	15.3	15.3	100.0
		Total	326	100.0	100.0	
Loreal	1	early hours	76	24.8	24.8	24.8
	2	at noon	66	21.5	21.5	46.3
	3	late nights	85	27.7	27.7	73.9
	4	during break periods	44	14.3	14.3	88.3
	5	irrespective of time	36	11.7	11.7	100.0

		Total	307	100.0	100.0	
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2. Timing of usage

Table no: 4.14 states that from one plus product with 52 respondents use social media at >less than hour with 10.7%, 97 respondents use social media at 1 hour at least with 19.9%, 141 respondents use social media with 29%, 96 respondents use social media at 3-4 hours at least with 19.7%, and 101 respondents use social media at more than 5 hours with 20.7%. Puma with 46 respondents use social media at >less than hour with 14.1%, 56 respondents use social media at 1 hour at least with 17.2%, 103 respondents use social media at 2 hour at least with 31.6%, 68 respondents use social media at 3-4 hours at least with 20.9%, and 53 respondents use social media at more than 5 hours with 16.3%. Loreal product 48 respondents use social media at >less than hour 15.6%, 55 respondents use social media at 1 hour at least with 17.9%, 98 respondents use social media at 2 hour at least with 31.9%, 60 respondents use social media at 3-4 hours at least with 19.5%, 46 respondents use social media at more than 5 hours at 15%.

Table no 4.14: Timing of usage*product

Timing of usage*product						
product			<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
One plus	1	>less than hour	52	10.7	10.7	10.7
	2	1 hour at least	97	19.9	19.9	30.6
	3	2 hours at least	141	29.0	29.0	59.5
	4	3-4 hours at least usage	96	19.7	19.7	79.3
	5	more than 5 hours	101	20.7	20.7	100.0
		Total	487	100.0	100.0	
Puma	1	>less than hour	46	14.1	14.1	14.1

	2	1 hour at least	56	17.2	17.2	31.3
	3	2 hours at least	103	31.6	31.6	62.9
	4	3-4 hours at least usage	68	20.9	20.9	83.7
	5	more than 5 hours	53	16.3	16.3	100.0
		Total	326	100.0	100.0	
Loreal	1	>less than hour	48	15.6	15.6	15.6
	2	1 hour at least	55	17.9	17.9	33.6
	3	2 hours at least	98	31.9	31.9	65.5
	4	3-4 hours at least usage	60	19.5	19.5	85.0
	5	more than 5 hours	46	15.0	15.0	100.0
		Total	307	100.0	100.0	

3. Frequency of usage

Table no: 4.15 states that on one plus product 39 respondents' frequency of usage at very low with 8%, 101 respondents' frequency of usage at low with 20.7%, 160 respondents of frequency of usage at medium with 32.9%, 96 respondents of frequency of usage at high with 19.7%, and 91 respondents of frequency of usage at very high with 18.7%. Puma states that 39 respondents of frequency of usage at very low with 12%, 76 respondents of frequency of usage at low with 23.3%, 98 respondents' frequency of usage at medium with 30.1%, 66 respondents of frequency of usage at high with 20.2%, and 47 respondents of frequency of usage at very high with 14.4%. Loreal product states that 41 respondents of frequency of usage at very low with 13.4%, 74 respondents of frequency of usage at low with 24.1%, 100 respondents of frequency of usage at medium with 32.6%, 52 respondents of frequency of usage at high with 16.9%, and 40 respondents of frequency of usage at very high with 13%.

Table no 4.15: Frequency of usage*product

Frequency of usage*product						
product			<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
One plus	1	very low	39	8.0	8.0	8.0
	2	low	101	20.7	20.7	28.7
	3	medium	160	32.9	32.9	61.6
	4	high	96	19.7	19.7	81.3
	5	very high	91	18.7	18.7	100.0
		Total	487	100.0	100.0	
Puma	1	very low	39	12.0	12.0	12.0
	2	low	76	23.3	23.3	35.3
	3	medium	98	30.1	30.1	65.3
	4	high	66	20.2	20.2	85.6
	5	very high	47	14.4	14.4	100.0
		Total	326	100.0	100.0	
Loreal	1	very low	41	13.4	13.4	13.4
	2	low	74	24.1	24.1	37.5
	3	medium	100	32.6	32.6	70.0
	4	high	52	16.9	16.9	87.0
	5	very high	40	13.0	13.0	100.0
		Total	307	100.0	100.0	

4. Level of usage

Table no: 4.16 shows that one plus product 62 respondents of level of usage at novice with 12.7%, 95 respondents of level of usage at beginner with 19.5%, 149 respondents of level of usage at competent level with 30.6%, 86 respondents of level of usage at advanced with 17.7%, and 95 respondents of level of usage at expert with 19.5%. Puma product states that 45 respondents of level of usage at novice level with 13.8%, 69 respondents of level of usage at

beginner level with 21.2%, 106 respondents of level of usage at competent level with 32.5%, 59 respondents of level of usage at advanced level with 18.1%, and 47 respondents of level of usage with expert level with 14.4%. Loreal product states that 47 respondents of level of usage at novice level with 15.3%, 64 respondents of level of usage at beginner level with 20.8%, 107 respondents of level of usage at competent level with 34.9%, 59 respondents of level of usage at advanced level with 19.2%, and 30 respondents of level of usage at expert level with 9.8%.

Table no 4.16: Level of usage*product

Level of usage*product						
product			<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
One plus	1	novice	62	12.7	12.7	12.7
	2	beginner	95	19.5	19.5	32.2
	3	competent	149	30.6	30.6	62.8
	4	advanced	86	17.7	17.7	80.5
	5	expert	95	19.5	19.5	100.0
		Total	487	100.0	100.0	
Puma	1	novice	45	13.8	13.8	13.8
	2	beginner	69	21.2	21.2	35.0
	3	competent	106	32.5	32.5	67.5
	4	advanced	59	18.1	18.1	85.6
	5	expert	47	14.4	14.4	100.0
		Total	326	100.0	100.0	
Loreal	1	novice	47	15.3	15.3	15.3
	2	beginner	64	20.8	20.8	36.2
	3	competent	107	34.9	34.9	71.0
	4	advanced	59	19.2	19.2	90.2
	5	expert	30	9.8	9.8	100.0
		Total	307	100.0	100.0	

4.1.3.3 Age

Data has been segregated on the bases of age on moderating variables in the following sections a detail explanation has been given below. As age has been classified on the following bases as people with less than 20, 20 respondents, people with age 20-30 744 respondents are available, people with age 30-40, 184 respondents, people with age 40-50, 164 respondents, and people with age above 50, 8 respondents are available.

1. Time period of usage

Table no: 4.17 shows that people with age less than 20 in time period of usage who use social media at noon are 9 respondents with 45% respectively, people with age less than 20 in time period of usage who use social media at late nights are 5 respondents with 25% respectively, people with age less than 20 in time period of usage who use social media at during break periods are 3 respondents with 15% respectively, people with age less than 20 at the time period of usage who use social media at irrespective of time are 3 respondents with 15% respectively. People with age 20-30 at the time period of usage who social media at early hours are 172 respondents with 23.1% respectively, people with age 20-30 at the time period of usage who use social media at noon are 128 respondents with 17.2% respectively, people with age 20-30 at the time period of usage who use social media at late nights are 200 respondents with 26.9% respectively, people with age 20-30 at the time period of usage who use social media at during break periods are 119 respondents with 16% respectively, and People with age 20-30 at the time period of usage who use social media at irrespective of time are 125 respondents with 16.8% respectively. People with age 30-40 at the time period of usage who use social media at early hours are 33 respondents with 17.9% respectively, people with age 30-40 at the time period of usage who use social media at noon are 48 respondents with 26.1% respectively, people with age 30-40 at the time period of usage who use social media at late nights are 50 respondents with 27.2% respectively. People with age 30-40 at the time period of usage who use social media during break period are 36 respondents with 19.6% respectively, and people with age 30-40 at the time period of usage who use social media at irrespective of time are 17 respondents with 9.2% respectively. People with age 40-50 at the time period of usage who use social media at early hours are 21 respondents with 12.8% respectively, people with age 40-50 at the time period of usage who use social media at noon are 37 respondents with 22.6% respectively, people with age 40-50 at the time period of usage who use social media at late nights are 52 respondents with 31.7% respectively, people with age 40-50 at the time period of

usage who use social media at during break periods are 25 respondents with 15.2% respectively, and people with age 40-50 at the time period of usage who use social media at irrespective of time are 29 respondents with 17.7% respectively. People with age above 50 at the time period of usage who use social media at late nights are 3 respondents with 37.5% respectively. People with age above 50 at the time period of usage who use social media during break periods are 5 respondents with 62.5% respectively.

Table no 4.17: Time period of usage*age

Time period of usage*age						
age			<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
less than 20	1	at noon	9	45.0	45.0	45.0
	2	late nights	5	25.0	25.0	70.0
	3	during break periods	3	15.0	15.0	85.0
	4	irrespective of time	3	15.0	15.0	100.0
	5	Total	20	100.0	100.0	
20-30	1	early hours	172	23.1	23.1	23.1
	2	at noon	128	17.2	17.2	40.3
	3	late nights	200	26.9	26.9	67.2
	4	during break periods	119	16.0	16.0	83.2
	5	irrespective of time	125	16.8	16.8	100.0
		Total	744	100.0	100.0	
30-40	1	early hours	33	17.9	17.9	17.9
	2	at noon	48	26.1	26.1	44.0
	3	late nights	50	27.2	27.2	71.2
	4	during break periods	36	19.6	19.6	90.8
	5	irrespective of time	17	9.2	9.2	100.0
		Total	184	100.0	100.0	
40-50	1	early hours	21	12.8	12.8	12.8
	2	at noon	37	22.6	22.6	35.4

	3	late nights	52	31.7	31.7	67.1
	4	during break periods	25	15.2	15.2	82.3
	5	irrespective of time	29	17.7	17.7	100.0
		Total	164	100.0	100.0	
above 50	1	late nights	3	37.5	37.5	37.5
	2	during break periods	5	62.5	62.5	100.0
		Total	8	100.0	100.0	

2. Timing of usage

Table no: 4.18 shows that people with age less than 20 at the timing of usage who use social media at >less than hour are 5 respondents with 25% respectively, people with age less than 20 in the timing of usage who use social media at 2 hour at least are 9 respondents with 45% respectively, people with age less than 20 in the timing of usage who use social media at 3-4 hours at least are 3 respondents with 15% respectively, people with age less than 20 at the timing of usage who use social media at more than 5 hours are 3 respondents with 15% respectively. People with age 20-30 at the timing of usage who social media at >less than hour are 108 respondents with 14.5% respectively, people with age 20-30 at the timing of usage who use social media at 1 hour at least are 153 respondents with 20.6% respectively, people with age 20-30 at the timing of usage who use social media at 2 hour at least are 192 respondents with 25.8% respectively, people with age 20-30 at the timing of usage who use social media at 3-4 hours at least are 133 respondents with 17.9% respectively, and People with age 20-30 at the timing of usage who use social media at more than 5 hours are 158 respondents with 21.2% respectively. People with age 30-40 at the timing of usage who use social media at >less than hour are 28 respondents with 15.2% respectively, people with age 30-40 at the timing of usage who use social media at 1 hour at least are 30 respondents with 16.3% respectively, people with age 30-40 at the timing of usage who use social media at 2 hour at least are 68 respondents with 37% respectively. People with age 30-40 at the timing of usage who use social media 3-4 hours at least are 37 respondents with 20.11% respectively, and people with age 30-40 at the timing of usage who use social media at more than 5 hours are 21 respondents with 11.4% respectively. People with age 40-50 at the timing of usage who use social media at >less than

hour are 5 respondents with 3% respectively, people with age 40-50 at the timing of usage who use social media at 1 hour at least are 22 respondents with 13.4% respectively, people with age 40-50 at the timing of usage who use social media at 2 hour at least are 73 respondents with 44.5% respectively, people with age 40-50 at the timing of usage who use social media at 3-4 hours at least are 46 respondents with 28% respectively, and people with age 40-50 at the timing of usage who use social media at more than 5 hours are 18 respondents with 11% respectively. People with age above 50 at the timing of usage who use social media at 1 hour at least are 3 respondents with 37.5% respectively and people with age above 50 at the timing of usage who use social media at 3-4 hours at least are 5 respondents with 62.5% respectively.

Table no 4.18: Timing of usage*age

Timing of usage*age						
age			<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
less than 20	1	>less than hour	5	25.0	25.0	25.0
	2	2 hours at least	9	45.0	45.0	70.0
	3	3-4 hours at least usage	3	15.0	15.0	85.0
	4	more than 5 hours	3	15.0	15.0	100.0
		Total	20	100.0	100.0	
20-30	1	>less than hour	108	14.5	14.5	14.5
	2	1 hour at least	153	20.6	20.6	35.1
	3	2 hours at least	192	25.8	25.8	60.9
	4	3-4 hours at least	133	17.9	17.9	78.8

	5	more than 5 hours	158	21.2	21.2	100.0
		Total	744	100.0	100.0	
30-40	1	>less than hour	28	15.2	15.2	15.2
	2	1 hour at least	30	16.3	16.3	31.5
	3	2 hours at least	68	37.0	37.0	68.5
	4	3-4 hours at least	37	20.1	20.1	88.6
	5	more than 5 hours	21	11.4	11.4	100.0
		Total	184	100.0	100.0	
40-50	1	>less than hour	5	3.0	3.0	3.0
	2	1 hour at least	22	13.4	13.4	16.5
	3	2 hours at least	73	44.5	44.5	61.0
	4	3-4 hours at least	46	28.0	28.0	89.0
	5	more than 5 hours	18	11.0	11.0	100.0
		Total	164	100.0	100.0	
above 50	1	1 hour at least	3	37.5	37.5	37.5
	2	3-4 hours at least	5	62.5	62.5	100.0
		Total	8	100.0	100.0	

3 Frequency of usage

Table no: 4.19 shows that people with age less than 20 in frequency of usage who use social media at low are 14 respondents with 70% respectively, people with age less than 20 in frequency of usage who use social media at medium are 3 respondents with 15% respectively, people with age less than 20 at frequency of usage who use social media at very high are 3 respondents with 15% respectively. People with age 20-30 at frequency of usage who social media at very low are 86 respondents with 11.6% respectively, people with age 20-30 at frequency of usage who use social media at low are 171 respondents with 23% respectively, people with age 20-30 at frequency of usage who use social media at medium are 227 respondents with 30.5% respectively, people with age 20-30 at frequency of usage who use social media at high are 120 respondents with 16.1% respectively, and People with age 20-30 at frequency of usage who use social media at very high are 140 respondents with 18.8% respectively. People with age 30-40 at frequency of usage who use social media at very low are 28 respondents with 15.2% respectively, people with age 30-40 at frequency of usage who use social media at low are 29 respondents with 15.8% respectively, people with age 30-40 at frequency of usage who use social media at medium are 65 respondents with 35.3% respectively. People with age 30-40 at frequency of usage who use social media high are 45 respondents with 24.5% respectively, and people with age 30-40 at frequency of usage who use social media at very high are 17 respondents with 9.2% respectively. People with age 40-50 at frequency of usage who use social media at very low are 5 respondents with 3% respectively, people with age 40-50 at frequency of usage who use social media at low are 37 respondents with 22.6% respectively, people with age 40-50 at frequency of usage who use social media at medium are 60 respondents with 36.6% respectively, people with age 40-50 at frequency of usage who use social media at high are 44 respondents with 26.8% respectively, and people with age 40-50 at frequency of usage who use social media at very high are 18 respondents with 11% respectively. People with age above 50 at frequency of usage who use social media medium are 3 respondents with 37.5% respectively and people with age above 50 at frequency of usage who use social media high are 5 respondents with 62.5% respectively.

Table no 4.19: Frequency of usage*age

Frequency of usage*age						
age			<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
	1	low	14	70.0	70.0	70.0

less than 20	2	medium	3	15.0	15.0	85.0
	3	very high	3	15.0	15.0	100.0
		Total	20	100.0	100.0	
20-30	1	very low	86	11.6	11.6	11.6
	2	low	171	23.0	23.0	34.5
	3	medium	227	30.5	30.5	65.1
	4	high	120	16.1	16.1	81.2
	5	very high	140	18.8	18.8	100.0
		Total	744	100.0	100.0	
30-40	1	very low	28	15.2	15.2	15.2
	2	low	29	15.8	15.8	31.0
	3	medium	65	35.3	35.3	66.3
	4	high	45	24.5	24.5	90.8
	5	very high	17	9.2	9.2	100.0
		Total	184	100.0	100.0	
40-50	1	very low	5	3.0	3.0	3.0
	2	low	37	22.6	22.6	25.6
	3	medium	60	36.6	36.6	62.2
	4	high	44	26.8	26.8	89.0
	5	very high	18	11.0	11.0	100.0
		Total	164	100.0	100.0	
above 50	1	medium	3	37.5	37.5	37.5
	2	high	5	62.5	62.5	100.0
		Total	8	100.0	100.0	

4 Level of usage

Table no: 4.20 shows that people with age less than 20 in level of usage who use social media at beginner are 5 respondents with 25% respectively, people with age less than 20 in level of usage who use social media at competent are 4 respondents with 20% respectively, people with age less than 20 in level of usage who use social media at advanced are 3 respondents with

15% respectively, people with age less than 20 at level of usage who use social media at expert are 8 respondents with 40% respectively. People with age 20-30 at level of usage who social media at novice are 97 respondents with 13% respectively, people with age 20-30 at level of usage who use social media at beginner are 155 respondents with 20.8% respectively, people with age 20-30 at level of usage who use social media at competent are 240 respondents with 32.3% respectively, people with age 20-30 at level of usage who use social media at advanced are 118 respondents with 15.9% respectively, and People with age 20-30 at level of usage who use social media at expert are 134 respondents with 18% respectively. People with age 30-40 at level of usage who use social media at novice are 39 respondents with 21.2% respectively, people with age 30-40 at level of usage who use social media at beginner are 40 respondents with 21.7% respectively, people with age 30-40 at level of usage who use social media at competent are 60 respondents with 32.6% respectively. People with age 30-40 at level of usage who use social media advanced are 33 respondents with 17.9% respectively, and people with age 30-40 at level of usage who use social media at expert are 12 respondents with 6.5% respectively. People with age 40-50 at level of usage who use social media at novice are 18 respondents with 11% respectively, people with age 40-50 at level of usage who use social media at beginner are 28 respondents with 17.1% respectively, people with age 40-50 at level of usage who use social media at competent are 58 respondents with 35.4% respectively, people with age 40-50 at level of usage who use social media at advanced are 42 respondents with 25.6% respectively, and people with age 40-50 at level of usage who use social media at expert are 18 respondents with 11% respectively. People with age above 50 at level of usage who use social media advanced are 8 respondents with 100% respectively.

Table no 4.20: Level of usage*age

Level of usage*age						
age			<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
less than 20	1	beginner	5	25.0	25.0	25.0
	2	competent	4	20.0	20.0	45.0
	3	advanced	3	15.0	15.0	60.0
	4	expert	8	40.0	40.0	100.0
		Total	20	100.0	100.0	
20-30	1	novice	97	13.0	13.0	13.0

	2	beginner	155	20.8	20.8	33.9
	3	competent	240	32.3	32.3	66.1
	4	advanced	118	15.9	15.9	82.0
	5	expert	134	18.0	18.0	100.0
		Total	744	100.0	100.0	
30-40	1	novice	39	21.2	21.2	21.2
	2	beginner	40	21.7	21.7	42.9
	3	competent	60	32.6	32.6	75.5
	4	advanced	33	17.9	17.9	93.5
	5	expert	12	6.5	6.5	100.0
		Total	184	100.0	100.0	
40-50	1	novice	18	11.0	11.0	11.0
	2	beginner	28	17.1	17.1	28.0
	3	competent	58	35.4	35.4	63.4
	4	advanced	42	25.6	25.6	89.0
	5	expert	18	11.0	11.0	100.0
			Total	164	100.0	100.0
above 50	1	advanced	8	100.0	100.0	100.0

4.3.1.1 Education

Data has been segregated on the bases of age on moderating variables in the following sections a detail explanation has been given below. Education has been classified into the following categories: people 3-4 hours at least school or less are 55 respondents, people with diploma or intermediate are 28 respondents, people with graduate degree are 273 respondents, and people with post-graduation are 648 and people with doctorate are 116 respondents.

1. Time period of usage

Table no: 4.21 shows that people with education at 3-4 hours at least school or less in time period of usage at early hours are 4 respondents with 7.3% respectively, people with education at 3-4 hours at least school or less in time period of usage who use social media at noon are 20 respondents with 36.4% respectively, people with education at 3-4 hours at least school or less in time period of usage who use social media at late nights are 13 respondents with 23.6% respectively, people with education at 3-4 hours at least school or less in time period of usage

who use social media at during break periods are 8 respondents with 14.5% respectively, people with education at 3-4 hours at least school or less at time period of usage who use social media at irrespective of time are 10 respondents with 18.2% respectively. People with education at Diploma or Intermediate at time period of usage who social media at early hours are 13 respondents with 46.4% respectively, people with education at Diploma or Intermediate at time period of usage who use social media at noon are 12 respondents with 42.9% respectively, and people with education at Diploma or Intermediate at time period of usage who use social media at irrespective of time are 3 respondents with 10.7% respectively. People with education at graduate at time period of usage who use social media at early hours are 53 respondents with 19.4% respectively, people with education at graduate at time period of usage who use social media at noon are 38 respondents with 13.9% respectively, people with education at graduate at time period of usage who use social media at late nights are 81 respondents with 29.7% respectively. People with education at graduate at time period of usage who use social media during break period are 40 respondents with 14.7% respectively, and people with education graduate at time period of usage who use social media at irrespective of time are 61 respondents with 22.3% respectively. People with education at postgraduate at time period of usage who use social media at early hours are 126 respondents with 19.4% respectively, people with education at postgraduate at time period of usage who use social media at noon are 126 respondents with 19.4% respectively, people with education at postgraduate at time period of usage who use social media at late nights are 189 respondents with 29.2% respectively, people with education postgraduate at time period of usage who use social media at during break periods are 123 respondents with 19% respectively, and people with education postgraduate at time period of usage who use social media at irrespective of time are 84 respondents with 13% respectively. People with education at Doctorate at timer period of usage at early hours are 30 respondents with 25.9% respectively, people with education at Doctorate at timer period of usage at noon are 26 respondents with 22.4 respectively, People with education at Doctorate at time period of usage who use social media at late nights are 27 respondents with 23.3% respectively and people with education Doctorate at time period of usage who use social media during break periods are 17 respondents with 14.7% respectively and people with education at Doctorate at time period of usage who use social media at irrespective of time are 16 respondents with 13.8% respectively.

Table no 4.21: Time period of usage*education

Time period of usage*education						
education			<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
3-4 hours at least school or less	1	early hours	4	7.3	7.3	7.3
	2	at noon	20	36.4	36.4	43.6
	3	late nights	13	23.6	23.6	67.3
	4	during break periods	8	14.5	14.5	81.8
	5	irrespective of time	10	18.2	18.2	100.0
		Total	55	100.0	100.0	
Diploma or Intermediate	1	early hours	13	46.4	46.4	46.4
	2	at noon	12	42.9	42.9	89.3
	3	irrespective of time	3	10.7	10.7	100.0
		Total	28	100.0	100.0	
Graduate	1	early hours	53	19.4	19.4	19.4
	2	at noon	38	13.9	13.9	33.3
	3	late nights	81	29.7	29.7	63.0
	4	during break periods	40	14.7	14.7	77.7
	5	irrespective of time	61	22.3	22.3	100.0
		Total	273	100.0	100.0	
Post-graduation	1	early hours	126	19.4	19.4	19.4
	2	at noon	126	19.4	19.4	38.9
	3	late nights	189	29.2	29.2	68.1
	4	during break periods	123	19.0	19.0	87.0
	5	irrespective of time	84	13.0	13.0	100.0

		Total	648	100.0	100.0	
Doctorate	1	early hours	30	25.9	25.9	25.9
	2	at noon	26	22.4	22.4	48.3
	3	late nights	27	23.3	23.3	71.6
	4	during break periods	17	14.7	14.7	86.2
	5	irrespective of time	16	13.8	13.8	100.0
		Total	116	100.0	100.0	

2. Timing of usage

Table no: 4.22 shows that people with education at 3-4 hours at least school or less in timing of usage at >less than hour are 9 respondents with 16.4% respectively, people with education at 3-4 hours at least school or less in timing of usage who use social media 1 hour at least are 3 respondents with 5.5% respectively, people with education at 3-4 hours at least school or less in timing of usage who use social media at 2 hour at least are 12 respondents with 21.8% respectively, people with education at 3-4 hours at least school or less in timing of usage who use social media at 3-4 hours at least are 28 respondents with 50.9% respectively, people with education at 3-4 hours at least school or less at timing of usage who use social media at more than 5 hours are 3 respondents with 5.5% respectively. People with education at Diploma or Intermediate at timing of usage who use social media 1 hour at least are 10 respondents with 35.7% respectively, people with education at diploma or intermediate at timing of usage who use social media at 2 hour at least are 12 respondents with 42.9% respectively, people with education at diploma or intermediate at timing of usage who use social media at 3-4 hours at least are 3 respondents are 10.7% respectively, and people with education at Diploma or Intermediate at timing of usage who use social media at more than 5 hours are 3 respondents with 10.7% respectively. People with education at graduate at timing of usage who use social media at >less than hour are 22 respondents with 8.1% respectively, people with education at graduate at timing of usage who use social media 1 hour at least are 69 respondents with 25.3% respectively, people with education at graduate at timing of usage who use social media at 2 hour at least are 55 respondents with 20.1% respectively. People with education at graduate at the timing of usage who use social media 3-4 hours at least are 57 respondents with 20.9% respectively, and people with education at graduation at the timing of usage who use social

media at more than 5 hours are 70 respondents with 25.6% respectively. People with education at postgraduate at timing of usage who use social media at >less than hour are 83 respondents with 12.8% respectively, people with education at postgraduate at timing of usage who use social media 1 hour at least are 113 respondents with 17.4% respectively, people with education at postgraduate at timing of usage who use social media at 2 hour at least are 235 respondents with 36.3% respectively, people with education postgraduate at timing of usage who use social media at 3-4 hours at least are 120 respondents with 18.5% respectively, and people with education postgraduate at timing of usage who use social media at more than 5 hours are 97 respondents with 15% respectively. People with education at Doctorate at timer period of usage at >less than hour are 32 respondents with 27.6% respectively, people with education at Doctorate at timer period of usage 1 hour at least are 13 respondents with 11.2 respectively, People with education at Doctorate at timing of usage who use social media at 2 hour at least are 28 respondents with 24.1% respectively and people with education Doctorate at timing of usage who use social media 3-4 hours at least are 16 respondents with 13.8% respectively and people with education at Doctorate at timing of usage who use social media at more than 5 hours are 27 respondents with 23.3% respectively.

Table no 4.22: Timing of usage*education

Timing of usage*education						
education			<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
3-4 hours at least school or less	1	>less than hour	9	16.4	16.4	16.4
	2	1 hour at least	3	5.5	5.5	21.8
	3	2 hours at least	12	21.8	21.8	43.6
	4	3-4 hours at least	28	50.9	50.9	94.5
	5	more than 5 hours	3	5.5	5.5	100.0
		Total	55	100.0	100.0	

Diploma or Intermediate	1	1 hour at least	10	35.7	35.7	35.7
	2	2 hours at least	12	42.9	42.9	78.6
	3	3-4 hours at least	3	10.7	10.7	89.3
	4	more than 5 hours	3	10.7	10.7	100.0
		Total	28	100.0	100.0	
Graduate	1	>less than hour	22	8.1	8.1	8.1
	2	1 hour at least	69	25.3	25.3	33.3
	3	2 hours at least	55	20.1	20.1	53.5
	4	3-4 hours at least	57	20.9	20.9	74.4
	5	more than 5 hours	70	25.6	25.6	100.0
		Total	273	100.0	100.0	
Post-graduation	1	>less than hour	83	12.8	12.8	12.8
	2	1 hour at least	113	17.4	17.4	30.2
	3	2 hours at least	235	36.3	36.3	66.5
	4	3-4 hours at least	120	18.5	18.5	85.0
	5	more than 5 hours	97	15.0	15.0	100.0
		Total	648	100.0	100.0	
Doctorate	1	>less than hour	32	27.6	27.6	27.6

	2	1 hour at least	13	11.2	11.2	38.8
	3	2 hours at least	28	24.1	24.1	62.9
	4	3-4 hours at least	16	13.8	13.8	76.7
	5	more than 5 hours	27	23.3	23.3	100.0
		Total	116	100.0	100.0	

3. Frequency of usage

Table no: 4.23 shows that people with education at 3-4 hours at least school or less in frequency of usage at very low are 4 respondents with 7.3% respectively, people with education at 3-4 hours at least school or less in frequency of usage who use social media low are 19 respondents with 34.5% respectively, people with education at 3-4 hours at least school or less in frequency of usage who use social media at medium are 5 respondents with 9.1% respectively, people with education at 3-4 hours at least school or less in frequency of usage who use social media at high are 18 respondents with 32.7% respectively, people with education at 3-4 hours at least school or less at frequency of usage who use social media at very high are 9 respondents with 16.4% respectively. People with education at Diploma or Intermediate at frequency of usage who use social media low are 12 respondents with 42.9% respectively, people with education at diploma or intermediate at frequency of usage who use social media at medium are 10 respondents with 35.7% respectively, people with education at diploma or intermediate at frequency of usage who use social media at high are 6 respondents are 21.4% respectively. People with education at graduate at frequency of usage who use social media at very low are 19 respondents with 7% respectively, people with education at graduate at frequency of usage who use social media at low are 79 respondents with 28.9% respectively, people with education at graduate at frequency of usage who use social media medium are 72 respondents with 26.4% respectively, people with education at graduate at frequency of usage who use social media at high are 44 respondents with 16.1% respectively and people with education at graduation at the frequency of usage who use social media at very high are 59 respondents with 21.6% respectively. People with education at postgraduate at frequency of usage who use social media at very low are 69 respondents with 10.6% respectively, people with education at postgraduate

at frequency of usage who use social media low are 114 respondents with 17.6% respectively, people with education at postgraduate at frequency of usage who use social media at medium are 242 respondents with 37.3% respectively, people with education postgraduate at frequency of usage who use social media at high are 129 respondents with 19.9% respectively, and people with education postgraduate at frequency of usage who use social media at very high are 94 respondents with 14.5% respectively. People with education at Doctorate at timer period of usage at very low are 27 respondents with 23.3% respectively, people with education at Doctorate at timer period of usage low are 27 respondents with 23.3% respectively, People with education at Doctorate at frequency of usage who use social media at medium are 29 respondents with 25% respectively and people with education Doctorate at frequency of usage who use social media high are 17 respondents with 14.7% respectively and people with education at Doctorate at frequency of usage who use social media at very high are 16 respondents with 13.8% respectively.

Table no 4.23 Frequency of usage*education

Frequency of usage*education						
education			<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
3-4 hours at least school or less	1	very low	4	7.3	7.3	7.3
	2	low	19	34.5	34.5	41.8
	3	medium	5	9.1	9.1	50.9
	4	high	18	32.7	32.7	83.6
	5	very high	9	16.4	16.4	100.0
		Total	55	100.0	100.0	
Diploma or Intermediate	1	low	12	42.9	42.9	42.9
	2	medium	10	35.7	35.7	78.6
	3	high	6	21.4	21.4	100.0
		Total	28	100.0	100.0	
Graduate	1	very low	19	7.0	7.0	7.0
	2	low	79	28.9	28.9	35.9
	3	medium	72	26.4	26.4	62.3
	4	high	44	16.1	16.1	78.4

	5	very high	59	21.6	21.6	100.0
		Total	273	100.0	100.0	
Post- graduation	1	very low	69	10.6	10.6	10.6
	2	low	114	17.6	17.6	28.2
	3	medium	242	37.3	37.3	65.6
	4	high	129	19.9	19.9	85.5
	5	very high	94	14.5	14.5	100.0
		Total	648	100.0	100.0	
Doctorate	1	very low	27	23.3	23.3	23.3
	2	low	27	23.3	23.3	46.6
	3	medium	29	25.0	25.0	71.6
	4	high	17	14.7	14.7	86.2
	5	very high	16	13.8	13.8	100.0
		Total	116	100.0	100.0	

4. Level of usage

Table no: 4.24 shows that people with education at 3-4 hours at least school or less in level of usage at novice are 4 respondents with 7.3% respectively, people with education at 3-4 hours at least school or less in level of usage who use social media beginner are 5 respondents with 9.1% respectively, people with education at 3-4 hours at least school or less in level of usage who use social media at competent are 13 respondents with 23.6% respectively, people with education at 3-4 hours at least school or less in level of usage who use social media at advanced are 24 respondents with 43.6% respectively, people with education at 3-4 hours at least school or less at level of usage who use social media at expert are 9 respondents with 16.4% respectively. People with education at Diploma or Intermediate in level of usage at novice are 5 respondents with 17.9% respectively, people with education at Diploma or Intermediate at level of usage who use social media beginner are 3 respondents with 10.7% respectively, people with education at diploma or intermediate at level of usage who use social media at competent are 5 respondents with 17.9% respectively, people with education at diploma or intermediate at level of usage who use social media at advanced are 12 respondents are 42.9% respectively, and people with education at Diploma or Intermediate at level of usage who use social media at expert are 3 respondents with 10.7% respectively. People with education at graduation at level of usage who use social media at novice are 36 respondents with 13.2%

respectively, people with education at graduation at level of usage who use social media beginner are 57 respondents with 20.9% respectively, people with education at graduation at level of usage who use social media at competent are 75 respondents with 27.5% respectively. People with education at graduation at the level of usage who use social media advanced are 53 respondents with 19.4% respectively, and people with education at graduation at the level of usage who use social media at expert level are 52 respondents with 19% respectively. People with education at post-graduation at level of usage who use social media at novice are 85 respondents with 13.1% respectively, people with education at post-graduation at level of usage who use social media beginner are 144 respondents with 22.2% respectively, people with education at post-graduation at level of usage who use social media at competent are 226 respondents with 34.9% respectively, people with education post-graduation at level of usage who use social media at advanced are 98 respondents with 15.1% respectively, and people with education post-graduation at level of usage who use social media at expert are 95 respondents with 14.7% respectively.

Table no 4.24: Level of usage*education

Level of usage*education						
education			<i>Frequency</i>	<i>Percent</i>	<i>Valid Percent</i>	<i>Cumulative Percent</i>
3-4 hours at least school or less	1	novice	4	7.3	7.3	7.3
	2	beginner	5	9.1	9.1	16.4
	3	competent	13	23.6	23.6	40.0
	4	advanced	24	43.6	43.6	83.6
	5	expert	9	16.4	16.4	100.0
		Total	55	100.0	100.0	
Diploma or Intermediate	1	novice	5	17.9	17.9	17.9
	2	beginner	3	10.7	10.7	28.6
	3	competent	5	17.9	17.9	46.4
	4	advanced	12	42.9	42.9	89.3
	5	expert	3	10.7	10.7	100.0
		Total	28	100.0	100.0	
Graduate	1	novice	36	13.2	13.2	13.2
	2	beginner	57	20.9	20.9	34.1

	3	competent	75	27.5	27.5	61.5
	4	advanced	53	19.4	19.4	81.0
	5	expert	52	19.0	19.0	100.0
		Total	273	100.0	100.0	
Post- graduation	1	novice	85	13.1	13.1	13.1
	2	beginner	144	22.2	22.2	35.3
	3	competent	226	34.9	34.9	70.2
	4	advanced	98	15.1	15.1	85.3
	5	expert	95	14.7	14.7	100.0
		Total	648	100.0	100.0	
Doctorate	1	novice	24	20.7	20.7	20.7
	2	beginner	19	16.4	16.4	37.1
	3	competent	43	37.1	37.1	74.1
	4	advanced	17	14.7	14.7	88.8
	5	expert	13	11.2	11.2	100.0
		Total	116	100.0	100.0	

People with education at Doctorate at timer period of usage at novice are 24 respondents with 20.7% respectively, people with education at Doctorate at timer period of usage beginner are 19 respondents with 16.4% respectively, People with education at Doctorate at level of usage who use social media at competent are 43 respondents with 37.1% respectively and people with education Doctorate at level of usage who use social media advanced are 17 respondents with 14.7% respectively and people with education at Doctorate at level of usage who use social media at expert are 13 respondents with 11.2% respectively.

4.2 Model assessment

To test the measurements model we analysed data using SmartPLS (C. Jamie, 2021) using “PLS Algorithm to extract outer loadings, composite reliability (CR), average variance extracted (AVE), and discriminant validity all the outer loadings of the first-order construct are more than the threshold value and >0.7 , as shown in table 4.1, composite reliability >0.7 and Cronbach alpha value is >0.7 (A. Sharma et al., 2021) by showing the highest degree of internal consistency and the convergent validity of the data has shown by average variance extracted (AVE) is >0.5 (Hair Jr. et al., 2017)”. The Influencer traits consists of outer loadings more than 0.7 and the AVE values is 0.789 and the Composite reliability is 0.949 and the Cronbach’s

alpha value is 0.933 which showing the highest degree of internal consistency. The Brand awareness consists of outer loadings more than 0.7 and the AVE values is 0.573 and the Composite reliability is 0.843 and the Cronbach's alpha value is 0.754 which showing the highest degree of internal consistency. The Consumer attitude consists of outer loadings more than 0.7 and the AVE values is 0.625 and the Composite reliability is 0.893 and the Cronbach's alpha value is 0.849 which showing the highest degree of internal consistency.

Table 4.25: construct reliability

<i>Construct</i>	<i>Item</i>	<i>Outer loading</i>	<i>AVE</i>	<i>CR</i>	<i>Cronbach's alpha</i>	<i>rho_A</i>
Influencer traits	IT1	0.848	0.789	0.949	0.933	0.933
	IT2	0.895				
	IT3	0.911				
	IT4	0.9				
	IT5	0.885				
Brand Awareness	BA1	0.765	0.573	0.843	0.751	0.754
	BA2	0.738				
	BA3	0.792				
	BA4	0.730				
Consumer attitude	CA1	0.810	0.625	0.893	0.849	0.852
	CA2	0.826				
	CA3	0.800				
	CA4	0.713				
	CA5	0.799				
Consumer Brand Engagement	CBE1	0.841	0.742	0.935	0.912	0.916
	CBE2	0.788				
	CBE3	0.902				
	CBE4	0.860				
	CBE5	0.911				
Brand Trust	BT1	0.736	0.584	0.875	0.823	0.834
	BT2	0.728				
	BT3	0.776				

	BT4	0.745				
	BT5	0.832				
Loyalty Intention	LT1	0.882	0.754	0.939	0.918	0.919
	LT2	0.863				
	LT3	0.864				
	LT4	0.863				
	LT5	0.869				
Purchase Intention	PI1	0.879	0.789	0.918	0.867	0.867
	PI2	0.904				
	PI3	0.882				

The consumer brand engagement consists of outer loadings more than 0.7 and the AVE values is 0.742 and the Composite reliability is 0.935 and the Cronbach's alpha value is 0.912 which showing the highest degree of internal consistency. The Brand trust consists of outer loadings more than 0.7 and the AVE values is 0.584 and the Composite reliability is 0.875 and the Cronbach's alpha value is 0.823 which showing the highest degree of internal consistency. The loyalty intention consists of outer loadings more than 0.7 and the AVE values is 0.754 and the Composite reliability is 0.939 and the Cronbach's alpha value is 0.918 which showing the highest degree of internal consistency. Finally, the Purchase intention consists of outer loadings more than 0.7 and the AVE values is 0.789 and the Composite reliability is 0.918 and the Cronbach's alpha value is 0.867 which showing the highest degree of internal consistency.

4.3 Discriminant Validity.

“The discriminant validity was assessed using Fornell & Larcker, (1981) and Heterotrait-Monotrait ratio (HTMT) criteria were used (A. Sharma et al., 2021) and the entire HTMT ratio values are below the threshold value of 0.85 (Henseler et al., 2015) as shown in table 4.3 and all the values of AVEs have exceeded the squared correlation between the constructs indicating discriminant validity. Discriminant validity refers to items measured by comparing the Cronbach alpha coefficients of individual construct through correlation coefficient. In the dimensions of influencer traits to purchase intention with other variables through the Cronbach alpha coefficient for dimensions of the construct.”

Table no 4.26: Discriminant validity

FLC							
	BA	BT	CA	CBE	IT	LT	PI
BA	0.757						
BT	0.675	0.764					
CA	0.907	0.677	0.791				
CBE	0.822	0.598	0.801	0.862			
IT	0.802	0.626	0.817	0.833	0.888		
LT	0.767	0.611	0.676	0.803	0.874	0.868	
PI	0.696	0.535	0.725	0.753	0.831	0.883	0.888
HTMT	BA	BT	CA	CBE	IT	LT	PI
BA							
BT	0.832						
CA	0.656	0.786					
CBE	0.735	0.676	0.812				
IT	0.454	0.594	0.516	0.797			
LT	0.518	0.693	0.765	0.716	0.806		
PI	0.812	0.627	0.723	0.784	0.789	0.811	

4.4 Structural model assessment

“After verifying the reliability and validity of the structural model (A. Sharma et al., 2021), we proceed to the next step was to analyse and verify the hypothesis relationship and to ensure that there is no multicollinearity problem by examining the collinearity and the results show the predictor construct is far below the critical level of VIF 5. to further evaluate the results of the structural model we extracted the significance of the path coefficient (A. Sharma et al., 2021), the R^2 , predictive relevance $Q^2_{predict}$, effect size (f^2). The effect of f^2 value are as follows $f^2 = 0.02$ indicates a small effect, $f^2 = 0.15$ indicates a medium effect, and $f^2 = 0.35$ indicates large effect and predictive relevance of Q^2 value above zero indicates they are well constructed and the RSME values are more than zero and the value between 0.2 to 0.5 indicate accurate data, and more than 0.4 is more acceptable and 0.75 shows the accuracy of the data. As per Heslener et. al (2015) the HTMT method can provide superior performance in comparison to FLC for discriminant validity for multitrait multi method models. Considering the multiple mediation and moderation in the present study it was found suitable to consider HTMT for

assessing the discriminant validity. As all the values of HTMT are below 0.90, discriminant validity has been established between two reflective constructs.

The findings of the study indicate that $Q^2_{predict}$ values are higher and the Q^2 value shows the consistency of the model and the results of the R^2 , f^2 , Q^2 , RSME, and $Q^2_{predict}$ (A. Sharma et al., 2021) are shown in the table (Bataille et al., 2017; J. c. Lee & Geisser, 1972; Stone, 1974, 1977)”.

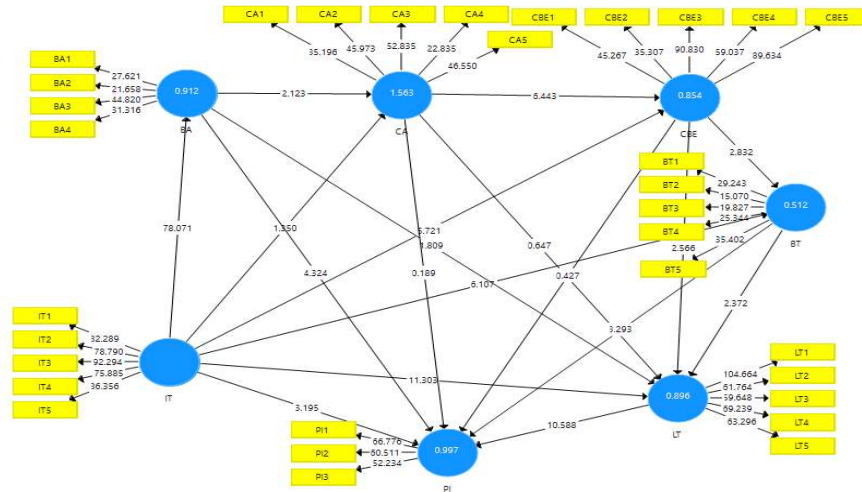


Figure 4.9: Analysis model

The direct effect of the results indicates that they are showing significant relevance to each other as the p-value is less than 0.05 and t-values are more than 1.97, as shown in the table below their indicating that all direct hypotheses (H1a to H1f) are supported which be shown in the figure no: 4.1(a) below.

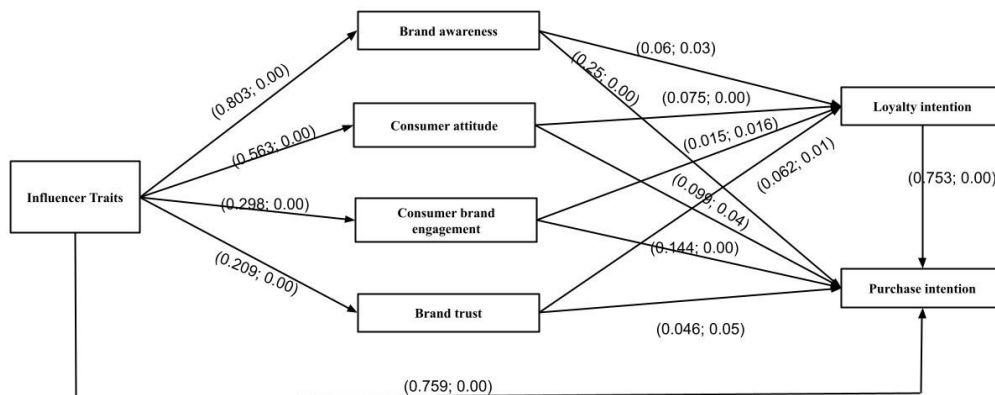


Figure 4.10: Analysed Conceptual model

Here we considered Influencer marketing as (IT), brand awareness as (BA), consumer attitude as (CA), consumer brand engagement as (CBE), brand trust as (BT), loyalty intention as (LT), and purchase intention as (PI). As we can see in table no 4.4 all the direct hypothesis paths are as follows, IT to BA, IT to CA, IT to CBE, IT to BT, IT to LT, IT to PI, BA to CA, BA to CBE, BA to BT, BA to LT, BA to PI, CA to CBE, CA to BT, CA to LT, CA to PI, CBE to BT, CBE to LT, CBE to PI, BT to LT, BT to PI, and LT to PI all paths exhibits p-values less than 0.05 which indicates that hypothesis has been accepted.

Table no 4.27: The table of R^2 , R^2 adjusted, f^2 , Q^2 , $RSME$, and Q^2 predict

Endogenous latent constructs	R - $Square$	R - $Square$ $Adjusted$	Q^2	Q^2 $_{predict}$	$RMSE$	F - $Square$
BA	0.643	0.643	0.363	0.642	0.599	1.813
BT	0.458	0.457	0.255	0.372	0.794	0.088
CA	0.823	0.823	0.51	0.659	0.585	1.13
CBE	0.693	0.693	0.511	0.663	0.581	0.367
LT	0.672	0.671	0.503	0.658	0.586	0.42
PI	0.782	0.782	0.614	0.576	0.652	0.576
“Effect size: 0.02 = small; 0.15 = medium; 0.35 = large; to assess the Q^2 predict value”.						

“To analyse the mediation and path analysis in between influencer marketing to purchase intention, we have used the sequential transmittal approach suggested by (Nitzl et al., 2016). By developing a hypothesis suggesting that M mediates the effects of X on Y while stating that X has an indirect effect on Y through M (A. Sharma et al., 2021) by formulating a hypothesis $X \rightarrow M$ to $M \rightarrow Y$ (Ali Memon et al., 2018). By using SmartPLS bootstrapping data with 5000 subsamples at 95% bias-corrected confidence interval to estimate the indirect effect (A. Sharma et al., 2021). Nitzl et al. (2016) to classify the mediation analysis based on the hypothesis are displayed in two tables below explaining the direct and indirect effects”.

Table no 4.28: structural assessment model (Direct effect table)

Direct effect							
<i>Hypothesis</i>	<i>Path</i>	<i>Path Coefficient</i>	<i>SE</i>	<i>t-statistics</i>	<i>p-values</i>	<i>Bca CI</i>	<i>Decision</i>
H1.a	IT -> BA	0.803	0.011	70.782	0.000	[0.78; 0.824]	supported
H1.a1	BA -> LT	0.060	0.029	2.088	0.037	[0.002; 0.117]	supported
H1.a2	BA -> PI	0.250	0.040	6.204	0.000	[0.171; 0.328]	supported
H1.b	IT -> CA	0.563	0.017	32.754	0.000	[0.53; 0.597]	supported
H1.b1	CA -> LT	0.075	0.014	5.400	0.000	[0.051; 0.105]	supported
H1.b2	CA -> PI	0.099	0.034	2.905	0.004	[0.029; 0.163]	supported
H1.c	IT -> CBE	0.298	0.025	11.707	0.000	[0.247; 0.347]	supported
H1.c1	CBE -> LT	0.015	0.006	2.404	0.016	[0.005; 0.03]	supported
H1.c2	CBE -> PI	0.144	0.025	5.759	0.000	[0.096; 0.195]	supported
H1.d	IT -> BT	0.209	0.037	5.682	0.000	[0.136; 0.281]	supported
H1.d1	BT -> LT	0.062	0.021	2.949	0.003	[0.021; 0.103]	supported
H1.d2	BT -> PI	0.046	0.016	2.833	0.005	[0.016; 0.08]	supported
H1.e	IT -> LT	0.260	0.032	8.019	0.000	[0.199; 0.323]	supported

H1.e1	LT -> PI	0.753	0.033	22.515	0.000	[0.69; 0.819]	supported
H1.f	IT -> PI	0.759	0.036	21.346	0.000	[0.691; 0.828]	supported

From the direct effect table, we can see that all the hypotheses are shown significant results as the direct path of influencer traits to brand awareness ($t = 70.78$; $p = 0.00$) as H1.a “there is a significant relationship between influencer traits to brand awareness” has been accepted. The both the hypothesis brand awareness to loyalty intention ($t = 2.08$; $p = 0.00$) and brand awareness to purchase intention ($t = 6.204$; $p = 0.00$) both of them are showing the hypothesis H1.a1, H1.a2 both hypotheses are accepted. The direct path of influencer traits to consumer attitude ($t = 32.75$; $p = 0.00$) supporting the hypothesis H1.b “there is a significant relationship between influencer traits to consumer attitude” hypothesis has been accepted likes wise the relationship in between consumer attitude to loyalty intention ($t = 5.4$; $p = 0.00$) and consumer attitude to purchase intention ($t = 2.9$; $p = 0.004$) both them are showing significant results supporting the hypothesis H1.b1 and H1.b2 both of them are accepted. The direct path of influencer traits to consumer brand engagement ($t = 11.707$; $p = 0.00$) supporting the hypothesis H1.c “there is a significant relationship between influencer traits to consumer brand engagement” hypothesis has been accepted, likewise, the relationship between consumer brand engagement to loyalty intention ($t = 2.404$; $p = 0.016$) and consumer brand engagement to purchase intention ($t = 5.75$; $p = 0.00$) both of them are supporting the hypothesis H1.c1 and H1.c2 both hypotheses are accepted. The direct path of influencer to brand trust ($t = 5.682$; $p = 0.00$) supporting the hypothesis H1.d “there is a significant relationship between influencer traits to brand trust” hypothesis has been accepted, likewise the relationship between brand trust to loyalty intention ($t = 2.949$; $p = 0.00$) and brand trust to purchase intention ($t = 2.833$; $p = 0.00$) both of them showing significant results supporting the hypothesis H1.d1 and H1.d2 both hypotheses are accepted. The direct path of influencer traits to loyalty intention ($t = 8.019$; $p = 0.00$) showing significant results supporting the hypothesis “there is a significant relationship between influencer traits to loyalty intention” hypothesis has been accepted, likewise, the relationship between loyalty intention to purchase intention ($t = 22.515$; $p = 0.00$) has supported the hypothesis H1.e1, a hypothesis has been accepted. The direct path of influencer traits to purchase intention ($t = 21.346$; $p = 0.00$) has shown significant results

supporting the hypothesis H1.f “there is significant relationship between influencer traits to purchase intention” hypothesis is accepted.

Table no 4.29: Mediation effect table

Hypothesis	Path	Path Coefficient	SE	t-statistics	P-values	Bca CI	Decision
H3(a)	IT -> BA -> PI	-0.112	0.036	3.101	0.002	[-0.183; -0.043]	supported
H3(b)	IT -> CA -> PI	0.047	0.010	4.491	0.000	[0.027; 0.069]	supported
H3(c)	IT -> CBE -> PI	0.057	0.022	2.619	0.009	[0.014; 0.099]	supported
H3(d)	IT -> BT -> PI	-0.018	0.009	2.039	0.041	[-0.037; -0.002]	supported
H3(e)	IT -> LT -> PI	0.463	0.033	14.156	0.000	[0.402; 0.528]	supported
H3(f)	IT-> BA-> LT	0.037	0.012	1.986	0.000	[0.203; 0.231]	supported
H3(g)	IT-> CA-> LT	0.025	0.021	3.570	0.001	[0.012; 0.032]	supported
H3(h)	IT-> CBE-> LT	0.011	0.001	2.030	0.000	[0.057; 0.096]	supported
H3(i)	IT-> BT-> LT	0.380	0.026	11.236	0.004	[0.405; 0.589]	supported
H3(j)	IT -> BA -> LT -> PI	0.041	0.026	1.580	0.114	[-0.008; 0.093]	not supported
H3(K)	IT -> CA -> LT -> PI	0.002	0.008	0.262	0.793	[-0.012; 0.018]	not supported
H3(l)	IT -> CBE -> LT -> PI	0.077	0.014	5.392	0.000	[0.051; 0.107]	supported
H3(m)	IT -> BT -> LT -> PI	0.019	0.007	2.725	0.006	[0.007; 0.035]	supported

The mediation effect of the whole data has been analysed by using the specific indirect effect from the SmartPLS as we can see, the mediating role of brand awareness on the influencer traits to purchase intention showing ($t = 3.101$; $p = 0.00$) supporting the hypothesis H3(a) “there is a mediating effect of brand awareness in between influencer traits to purchase intention”, the hypothesis has been accepted, the mediating role of consumer attitude on the influencer traits to purchase intention showing ($t = 4.49$; $p = 0.00$) supporting the hypothesis H3(b) “there is a mediating effect of consumer attitude in between influencer traits to purchase intention”, the hypothesis has been accepted. The mediating effect of consumer brand engagement on the influencer traits to purchase intention showing ($t = 2.619$; $p = 0.00$) supporting the hypothesis H3(c) “there is a mediating effect of consumer brand engagement in between influencer traits to purchase intention”, the hypothesis has been accepted. The mediating effect of brand trust on the influencer traits to purchase intention showing ($t = 2.039$; $p = 0.041$) supporting the hypothesis H3(d) “there is a mediating effect of brand trust in between influencer traits to purchase intention”, the hypothesis has been accepted. The mediating effect of loyalty intention on the influencer traits to purchase intention showing ($t = 14.156$; $p = 0.00$) supporting the hypothesis H3(e) “there is a mediating effect of loyalty intention in between influencer traits to purchase intention”, the hypothesis has been accepted. The mediating role of brand awareness on the influencer traits to loyalty intention showing ($t = 1.986$; $p = 0.00$) supporting the hypothesis H3(f) “there is a mediating effect of brand awareness in between influencer traits to loyalty intention”, the hypothesis has been accepted, the mediating role of consumer attitude on the influencer traits to loyalty intention showing ($t = 3.570$; $p = 0.00$) supporting the hypothesis H3(g) “there is a mediating effect of consumer attitude in between influencer traits to loyalty intention”, the hypothesis has been accepted. The mediating effect of consumer brand engagement on the influencer traits to loyalty intention showing ($t = 2.030$; $p = 0.00$) supporting the hypothesis H3(h) “there is a mediating effect of consumer brand engagement in between influencer traits to loyalty intention”, the hypothesis has been accepted. The mediating effect of brand trust on the influencer traits to loyalty intention showing ($t = 11.236$; $p = 0.001$) supporting the hypothesis H3(i) “there is a mediating effect of brand trust in between influencer traits to loyalty intention”, the hypothesis has been accepted. The mediating role of brand awareness and loyalty intention on the influencer traits to purchase intention showing ($t = 1.580$; $p = 0.114$) does not support the hypothesis. H3(j) “there is a mediating effect of brand awareness and loyalty intention in between influencer traits to purchase intention”, the

hypothesis has been rejected, the mediating role of consumer attitude and loyalty intention on the influencer traits to purchase intention showing ($t = 0.262$; $p = 0.793$) not supporting the hypothesis. H3(k) “there is a mediating effect of consumer attitude and loyalty intention in between influencer traits to purchase intention”, the hypothesis has been rejected. The mediating effect of consumer brand engagement and loyalty intention on the influencer traits to purchase intention showing ($t = 5.392$; $p = 0.00$) supporting the hypothesis H3(l) “there is a mediating effect of consumer brand engagement and loyalty intention in between influencer traits to purchase intention”, the hypothesis has been accepted. The mediating effect of brand trust and loyalty intention on the influencer traits to purchase intention showing ($t = 2.725$; $p = 0.041$) supporting the hypothesis H3(m) “there is a mediating effect of brand trust and loyalty intention in between influencer traits to purchase intention”, the hypothesis has been accepted.

Even though Hypothesis H3(j) & H3(K) is not supported, but it is in line with certain previous studies. Chatterjee et al. (2018) study state that consumers with past purchase behaviour have higher loyalty intention but not as much as consumers who intend to purchase. Das (2014) study implied that brand loyalty significantly impacts repurchase behaviour while stating social media posts affect brand awareness and consumer attitude. It suggests that brand awareness has a significant influence on loyalty intention. At the same time, it may not lead to purchase intention, and consumer attitude significantly influences loyalty intention, while it may not lead to purchase intention.

In contrast, the direct relations between brand awareness and consumer attitude have significantly affected purchase intention. Meanwhile, the mediating effect does not support the hypothesis's through loyalty intention.

4.5 Moderation analysis

In the current study we applied moderation analysis to Influencer marketing to purchase intention with social media usage behaviour by taking latent variables as time period of usage as M1, timing of usage as M2, frequency of usage as M3, and level of usage as M4 were taken from the study Nakra & Pandey, (2019) and by doing boot strapping analysis with 5000 sub-samples, based on the objectives we has formulated the hypothesis social media usage behaviour*influencer traits to purchase intention as M->PI, time period usage*Influencer traits to purchase intention as M1->PI, timing of usage*influencer traits to purchase intention as M2->PI, frequency of usage*influencer traits to purchase intention as M3->PI, and level of usage*influencer traits to purchase intention as M4->PI.

Table no 4.30: moderation table

Hypothesis	Path	Path Coefficient	SE	t-statistics	p-values	Bca CI	Decision
H2(a)	M1 -> PI	0.028	0.017	1.693	0.09	[-0.005; 0.061]	not supported
H2(b)	M2 -> PI	0.033	0.017	1.993	0.046	[-0.006; 0.062]	supported
H2(c)	M3 -> PI	0.07	0.014	4.915	0.00	[0.041; 0.098]	supported
H2(d)	M4 -> PI	0.066	0.012	5.272	0.00	[0.041; 0.090]	supported

The moderation effect of the study exhibits the following results as the social media usage behaviour*influencer traits to purchase intention M -> PI value indicating (t = 5.166; p = 0.00) supporting the hypothesis.

- Time period usage*Influencer traits to purchase intention as M1->PI value indicating (t = 1.693; p = 0.09) not supporting the hypothesis, however as we can see in the figure no: 4.11 & 4.12 at both the lower & higher level of time period of usage as a moderator influencer has significant impact on the consumer purchase intention.

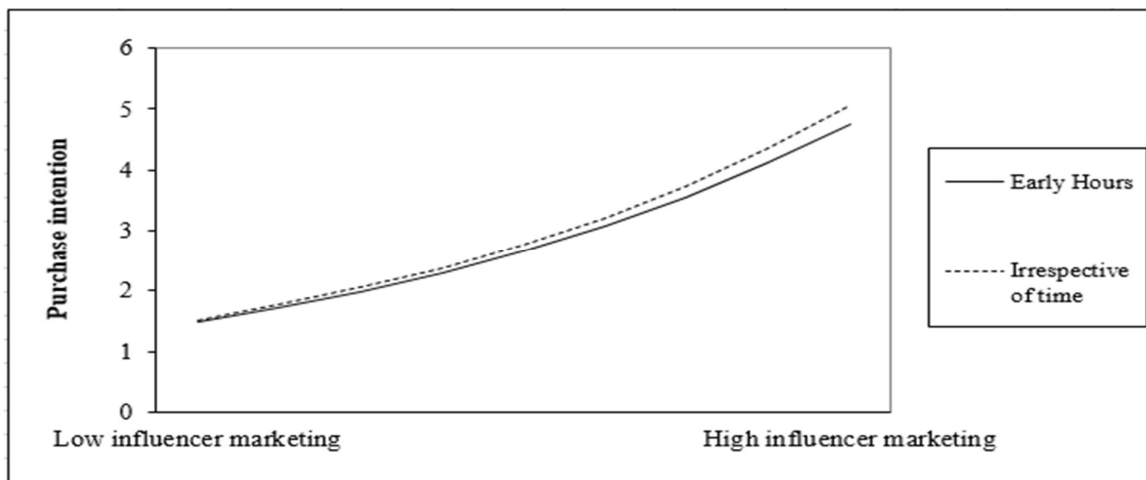


Figure 4.11: Time period of usage

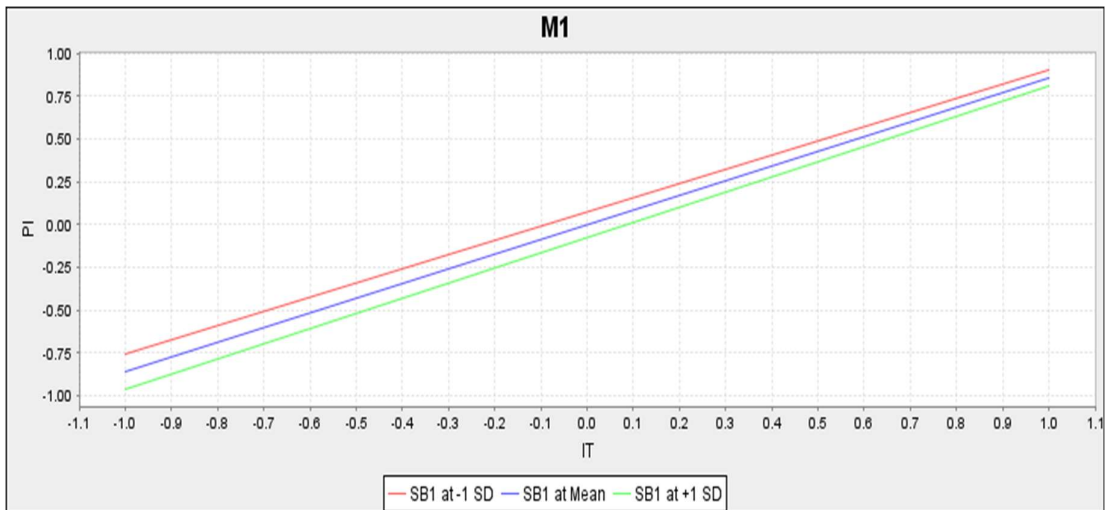


Figure 4.12: Time period of usage

- Timing of usage*influencer traits to purchase intention as M2->PI value indicating ($t = 1.993$; $p = 0.046$) supporting the hypothesis. From the figure no: 4.13 & 4.14, we can see that there is a clear interaction of timing of usage on the construct influencer traits to purchase intention. At higher timing of usage, influencer traits were found to significantly impact consumer purchase intention.

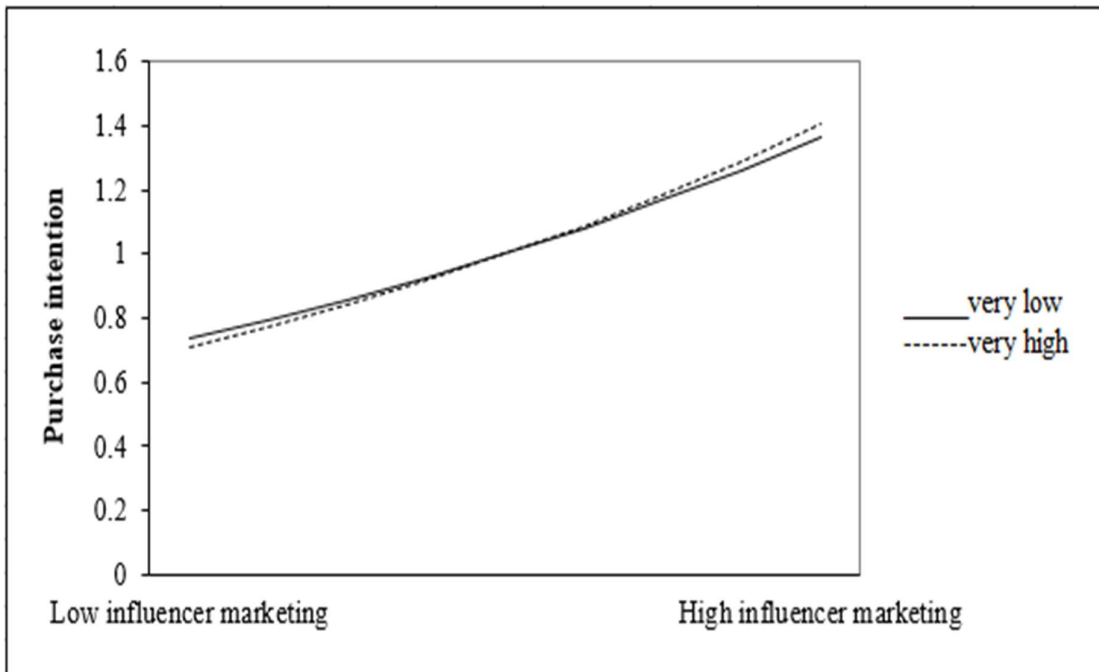


Figure 4.13: Timing of usage

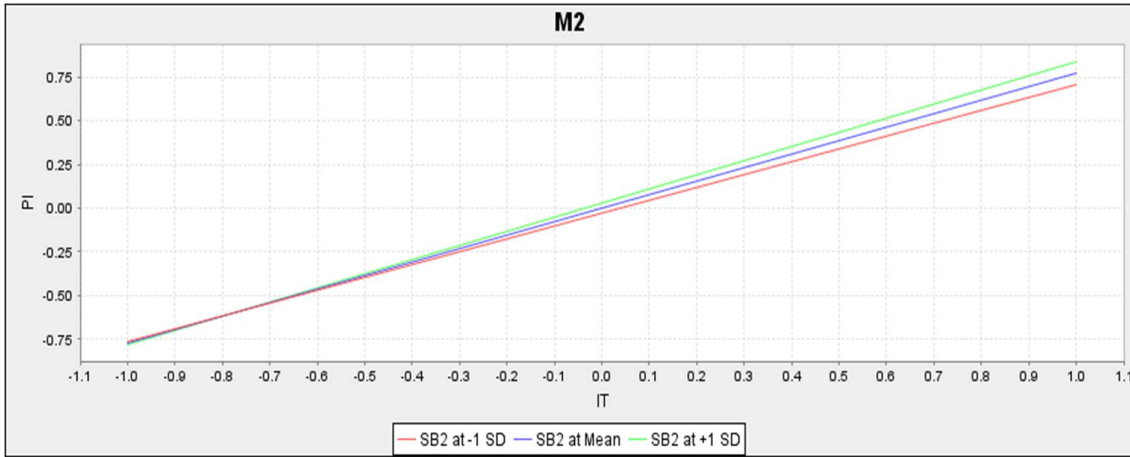


Figure 4.14: Timing of usage

- Frequency of usage*influencer traits to purchase intention as M3->PI value indicating ($t = 4.915$; $p = 0.00$) supporting the hypothesis. From the figure no: 4.15 & 4.16 we can see that there is a clear interaction of frequency of usage as a moderator on influencer traits to purchase intention and we can observe that at higher level of frequency of usage, influencer has significant impact on consumer purchase intention.

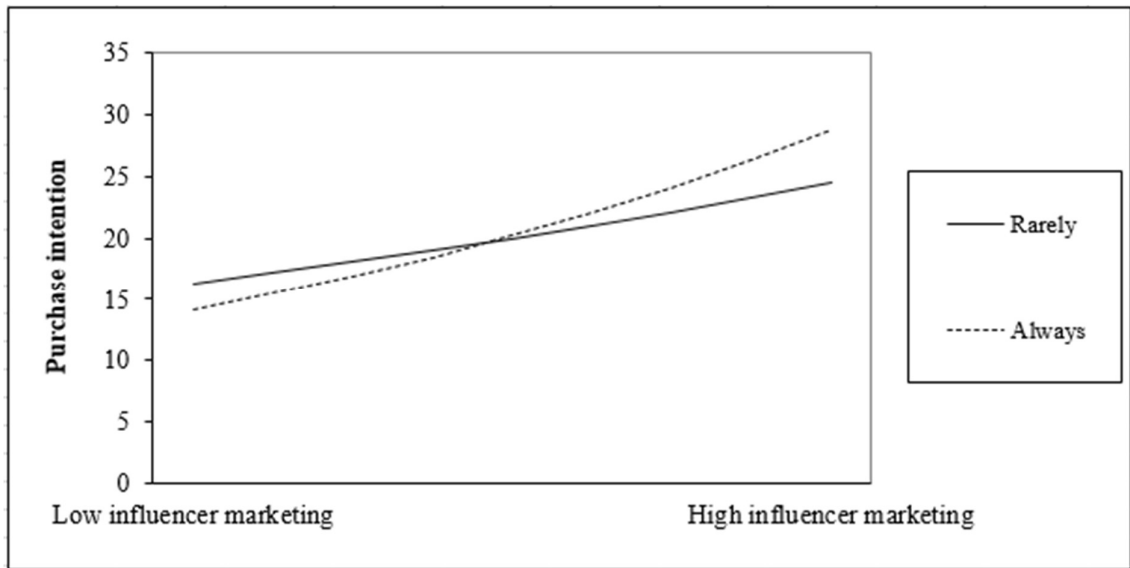


Figure 4.15: Frequency of usage

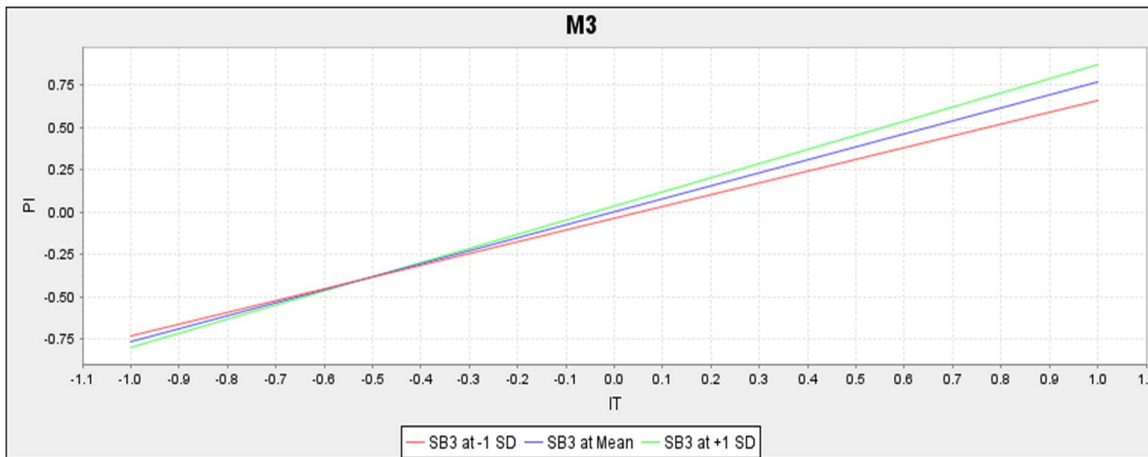


Figure 4.16: Frequency of usage

- Level of usage*influencer traits to purchase intention as M4->PI value indicating ($t = 5.272$; $p = 0.00$) supporting the hypothesis. From the hypothesis it is suggesting that level usage has significant moderating effect on influencer traits to purchase intention, from that figure no: 4.17 & 4.18 that higher level of usage fails interact influencer traits to purchase intention, however at higher level of usage, influencer traits have significant influence on consumer purchase intention.

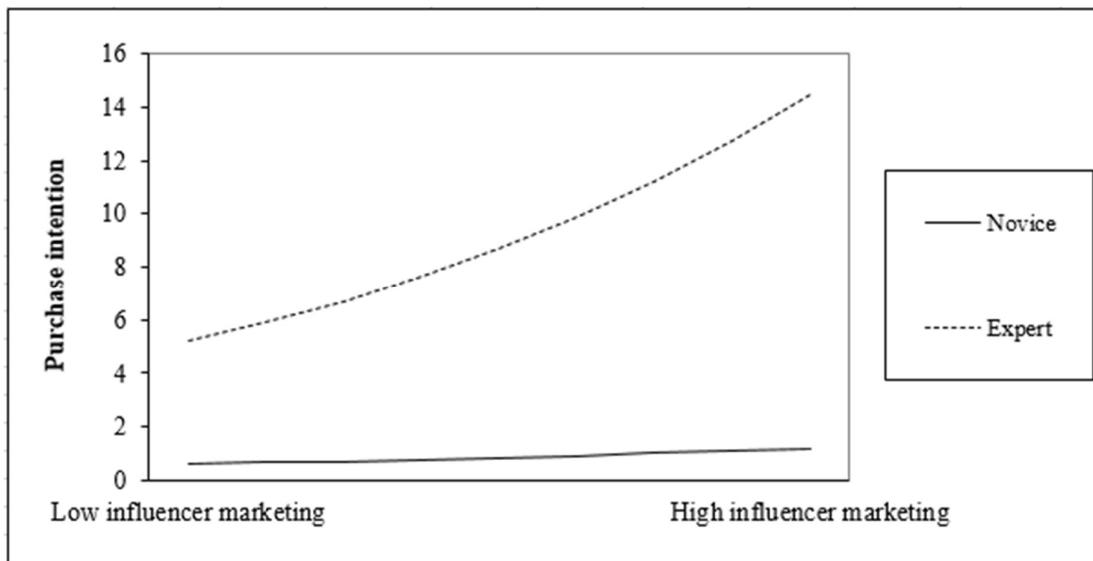


Figure 4.17: Level of usage

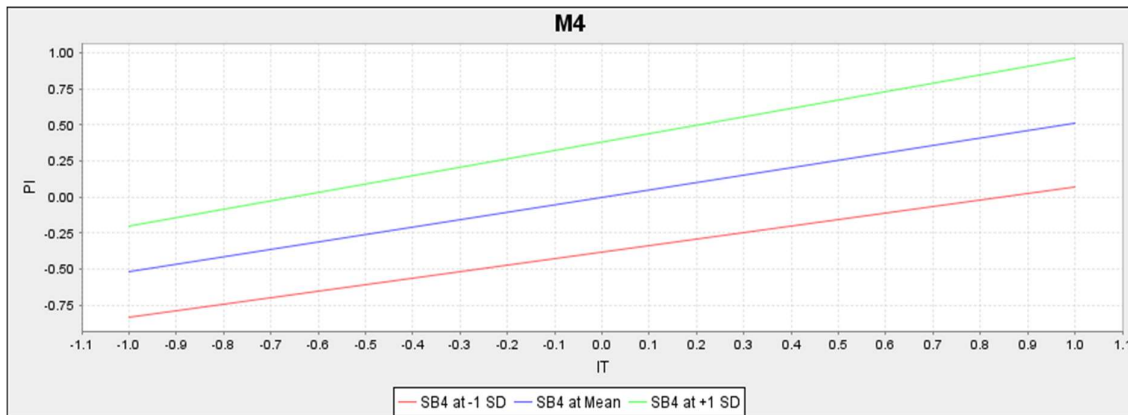


Figure 4.18: Level of usage

4.6 Additional hypothesis supporting the study on product wise

4.6.1 Data assessment of One Plus

From the direct effect table 4.31, we can see that all the hypotheses are shown significant results as the direct path of influencer traits to brand awareness ($t = 46.892$; $p = 0.00$) as H4.a “there is a significant relationship between influencer traits to brand awareness” with respect to one plus, has been accepted. Both the hypothesis brand awareness to loyalty intention ($t = 1.341$; $p = 0.18$) not supported the hypothesis, H4.a1 has been rejected and brand awareness to purchase intention ($t = 3.822$; $p = 0.00$) showing significant result supporting the hypothesis H4.a2, the hypothesis has been accepted.

The direct path of influencer traits to consumer attitude ($t = 20.146$; $p = 0.00$) supporting the hypothesis H4.b “there is a significant relationship between influencer traits to consumer attitude” with respect to one plus, the hypothesis has been accepted likes wise the relationship in between consumer attitude to loyalty intention ($t = 4.012$; $p = 0.00$) and consumer attitude to purchase intention ($t = 2.407$; $p = 0.016$) both them are showing significant results supporting the hypothesis H4.b1 and H4.b2 both of them are accepted.

Table no 4.31: Direct effect of One plus product category

<i>Hypothesis</i>	<i>Path</i>	<i>Path Coefficient</i>	<i>SE</i>	<i>t-statistics</i>	<i>p-values</i>	<i>Bca CI</i>	<i>Decision</i>
H4.a	IT -> BA	0.796	0.017	46.892	0.00	[0.759; 0.827]	supported

H4.a1	BA -> LT	0.059	0.0 44	1.341	0.18	[0.001.027; 0.001.143]	not supported
H4.a2	BA -> PI	0.223	0.0 58	3.822	0.00	[0.003.108; 0.003.339]	supported
H4.b	IT -> CA	0.545	0.0 27	20.146	0.00	[0.491; 0.597]	supported
H4.b1	CA -> LT	0.102	0.0 26	4.012	0.00	[0.058; 0.158]	supported
H4.b2	CA -> PI	0.12	0.0 5	2.407	0.016	[0.001.022; 0.001.221]	supported
H4.c	IT -> CBE	0.322	0.0 38	8.575	0.00	[0.247; 0.395]	supported
H4.c1	CBE -> LT	0.008	0.0 08	0.966	0.334	[0.004; 0.028]	not supported
H4.c2	CBE -> PI	0.178	0.0 39	4.518	0.00	[0.001.106; 0.001.26]	supported
H4.d	IT -> BT	0.206	0.0 59	3.509	0.00	[-0.001.087; - 0.001.317]	supported
H4.d1	BT -> LT	0.032	0.0 29	1.091	0.275	[0.275.025; 0.275.088]	not supported
H4.d2	BT -> PI	0.022	0.0 2	1.062	0.288	[0.001.016; 0.001.063]	not supported
H4.e	IT -> LT	0.273	0.0 48	5.62	0.00	[0.002.177; 0.002.37]	supported
H4.e1	LT -> PI	0.683	0.0 53	12.997	0.00	[0.579; 0.782]	supported
H4.f	IT -> PI	0.732	0.0 53	13.874	0.00	[0.002.627; 0.002.83]	supported

The direct path of influencer traits to consumer brand engagement ($t = 8.575$; $p = 0.00$) supporting the hypothesis H4.c “there is a significant relationship between influencer traits to consumer brand engagement” with respect to one plus, hypothesis has been accepted, likewise, the relationship between consumer brand engagement to loyalty intention ($t = 0.966$; $p = 0.33$)

not supporting the hypothesis H4.c1, hypothesis is rejected and consumer brand engagement to purchase intention ($t = 4.518$; $p = 0.00$) showing significant results supporting the hypothesis H4.c2, hypothesis is accepted. The direct path of influencer to brand trust ($t = 3.509$; $p = 0.00$) supporting the hypothesis H4.d “there is a significant relationship between influencer traits to brand trust” with respect to one plus, hypothesis has been accepted, likewise the relationship between brand trust to loyalty intention ($t = 1.091$; $p = 0.275$) not supporting the hypothesis H4.d1, hypothesis is rejected and brand trust to purchase intention ($t = 1.062$; $p = 0.288$) not supporting the hypothesis H4.d2, hypothesis is rejected.

The direct path of influencer traits to loyalty intention ($t = 5.62$; $p = 0.00$) showing significant results supporting the hypothesis “there is a significant relationship between influencer traits to loyalty intention” with respect to one plus, hypothesis has been accepted, likewise, the relationship between loyalty intention to purchase intention ($t = 12.99$; $p = 0.00$) has supported the hypothesis H4.e1, a hypothesis has been accepted. The direct path of influencer traits to purchase intention ($t = 13.87$; $p = 0.00$) has shown significant results supporting the hypothesis H4.f “there is significant relationship between influencer traits to purchase intention” with respect to one plus, hypothesis is accepted.

The mediation effect of the one plus data has been analysed by using the specific indirect effect from the SmartPLS as we can see, the mediating role of brand awareness on the influencer traits to purchase intention showing ($t = 2.309$; $p = 0.00$) supporting the hypothesis H5(a) “there is a mediating effect of brand awareness in between influencer traits to purchase intention” with respect to one plus, hypothesis has been accepted, the mediating role of consumer attitude on the influencer traits to purchase intention showing ($t = 2.279$; $p = 0.00$) supporting the hypothesis H5(b) “there is a mediating effect of consumer attitude in between influencer traits to purchase intention” with respect to one plus, hypothesis has been accepted. The mediating effect of consumer brand engagement on the influencer traits to purchase intention showing ($t = 2.48$; $p = 0.00$) supporting the hypothesis H5(c) “there is a mediating effect of consumer brand engagement in between influencer traits to purchase intention” with respect to one plus, hypothesis has been accepted.

The mediating effect of brand trust on the influencer traits to purchase intention showing ($t = 3.72$; $p = 0.041$) supporting the hypothesis H5(d) “there is a mediating effect of brand trust in between influencer traits to purchase intention” with respect to one plus, hypothesis has been accepted. The mediating effect of loyalty intention on the influencer traits to purchase intention

showing ($t = 8.911$; $p = 0.00$) supporting the hypothesis H5(e) “there is a mediating effect of loyalty intention in between influencer traits to purchase intention” with respect to one plus, hypothesis has been accepted.

Table no 4.32: Indirect effect of One plus

<i>Hypothesis</i>	<i>Path</i>	<i>Path Coefficient</i>	<i>SE</i>	<i>t-statistics</i>	<i>p-values</i>	<i>Bca CI</i>	<i>Decision</i>
H5(a)	IT -> BA -> PI	-0.114	0.05	2.309	0.02	[-0.214; -0.016]	supported
H5(b)	IT -> CA -> PI	0.038	0.017	2.279	0.02	[0.007; 0.073]	supported
H5(c)	IT -> CBE -> PI	0.082	0.033	2.48	0.01	[0.021; 0.148]	supported
H5(d)	IT -> BT -> PI	0.002	0.002	3.72	0.00	[-0.001; 0.062]	supported
H5(e)	IT -> LT -> PI	0.416	0.047	8.911	0.00	[0.329; 0.512]	supported
H5(f)	IT-> BA-> LT	0.231	0.06	1.953	0.24	[0.256; 0.346]	not supported
H5(g)	IT-> CA-> LT	0.005	0.003	2.459	0.00	[0.0047; 0.023]	supported
H5(h)	IT-> CBE-> LT	0.067	0.027	0.678	0.06	[-0.026; 0.048]	not supported
H5(i)	IT-> BT-> LT	0.002	0.002	1.996	0.02	[0.004; 0.057]	supported
H5(j)	IT -> BA -> LT -> PI	0.037	0.035	2.84	0.00	[-0.03; 0.106]	supported
H5(K)	IT -> CA -> LT -> PI	-0.003	0.012	0.27	0.787	[-0.025; 0.021]	not supported
H5(l)	IT -> CBE -> LT -> PI	0.089	0.021	4.192	0.00	[0.051; 0.135]	supported

H5(m)	IT -> BT -> LT - > PI	0.009	0.009	1.019	0.308	[-0.006; 0.028]	not supported
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The mediating role of brand awareness on the influencer traits to loyalty intention showing ($t = 1.953$; $p = 0.24$) not supporting the hypothesis H5(f) “there is a mediating effect of brand awareness in between influencer traits to loyalty intention” with respect to one plus, the hypothesis has been rejected, the mediating role of consumer attitude on the influencer traits to loyalty intention showing ($t = 2.459$; $p = 0.00$) supporting the hypothesis H5(g) “there is a mediating effect of consumer attitude in between influencer traits to loyalty intention” with respect to one plus, hypothesis has been accepted. The mediating effect of consumer brand engagement on the influencer traits to loyalty intention showing ($t = 0.678$; $p = 0.06$) not supporting the hypothesis H5(h) “there is a mediating effect of consumer brand engagement in between influencer traits to loyalty intention” with respect to one plus, hypothesis has been rejected. The mediating effect of brand trust on the influencer traits to loyalty intention showing ($t = 1.996$; $p = 0.02$) supporting the hypothesis H5(i) “there is a mediating effect of brand trust in between influencer traits to loyalty intention” with respect to one plus, hypothesis has been accepted.

The mediating role of brand awareness and loyalty intention on the influencer traits to purchase intention showing ($t = 2.84$; $p = 0.00$) supporting the hypothesis H5(j) “there is a mediating effect of brand awareness and loyalty intention in between influencer traits to purchase intention” with respect to one plus, hypothesis has been accepted, the mediating role of consumer attitude and loyalty intention on the influencer traits to purchase intention showing ($t = 0.27$; $p = 0.787$) not supporting the hypothesis H5(k) “there is a mediating effect of consumer attitude and loyalty intention in between influencer traits to purchase intention” with respect to one plus, hypothesis has been rejected. The mediating effect of consumer brand engagement and loyalty intention on the influencer traits to purchase intention showing ($t = 4.192$; $p = 0.00$) supporting the hypothesis H5(l) “there is a mediating effect of consumer brand engagement and loyalty intention in between influencer traits to purchase intention” with respect to one plus, hypothesis has been accepted. The mediating effect of brand trust and loyalty intention on the influencer traits to purchase intention showing ($t = 1.019$; $p = 0.308$) not supporting the hypothesis H5(m) “there is a mediating effect of brand trust and loyalty intention in between influencer traits to purchase intention” with respect to one plus, hypothesis has been rejected.

4.6.2 Data assessment of Puma

Through the one plus data we have formulated a sequential construct to analyse the direct effect of in between the construct to analyse the mediation effect further, From the direct effect table 4.34, we can see that all the hypotheses are shown significant results as the direct path of influencer traits to brand awareness ($t = 39.789$; $p = 0.00$) as H6.a “there is a significant relationship between influencer traits to brand awareness” with respect to puma, has been accepted. The both the hypothesis brand awareness to loyalty intention ($t = 4.464$; $p = 0.00$) and brand awareness to purchase intention ($t = 7.862$; $p = 0.00$) showing significant result supporting the both hypothesis H6.a1 and H6.a2, hypothesis is accepted.

The direct path of influencer traits to consumer attitude ($t = 18.88$; $p = 0.00$) supporting the hypothesis H6.b “there is a significant relationship between influencer traits to consumer attitude” with respect to puma, hypothesis has been accepted likes wise the relationship in between consumer attitude to loyalty intention ($t = 5.475$; $p = 0.00$) and consumer attitude to purchase intention ($t = 4.149$; $p = 0.016$) both them are showing significant results supporting the hypothesis H6.b1 and H6.b2 both of them are accepted.

Table no 4.33: direct effect of Puma Product

<i>Hypothesis</i>	<i>Path</i>	<i>Path Coefficient</i>	<i>SE</i>	<i>t-statistics</i>	<i>p-values</i>	<i>Bca CI</i>	<i>Decision</i>
H6.a	IT -> BA	0.811	0.02	39.789	0.00	[0.767; 0.847]	supported
H6.a1	BA -> LT	0.236	0.053	4.464	0.00	[0.128; 0.338]	supported
H6.a2	BA -> PI	0.547	0.07	7.862	0.00	[0.414; 0.687]	supported
H6.b	IT -> CA	0.57	0.03	18.887	0.00	[0.513; 0.631]	supported
H6.b1	CA -> LT	0.161	0.029	5.475	0.00	[0.11; 0.225]	supported
H6.b2	CA -> PI	0.297	0.072	4.149	0.00	[0.163; 0.443]	supported

H6.c	IT -> CBE	0.266	0.04 8	5.553	0.00	[0.177; 0.365]	supported
H6.c1	CBE -> LT	0.017	0.01 4	1.271	0.204	[-0.005; 0.05]	not supported
H6.c2	CBE -> PI	0.386	0.05 2	7.375	0.00	[0.289; 0.492]	supported
H6.d	IT -> BT	0.228	0.06 9	3.323	0.001	[0.097; 0.364]	supported
H6.d1	BT -> LT	0.065	0.04 7	1.382	0.167	[-0.027; 0.002.156]	not supported
H6.d2	BT -> PI	0.052	0.03 9	1.358	0.175	[-0.021; 0.129]	not supported
H6.e	IT -> LT	0.736	0.02 7	27.244	0.00	[0.675; 0.784]	supported
H6.e1	LT -> PI	0.811	0.05 7	14.188	0.00	[0.695; 0.919]	supported
H6.f	IT -> PI	0.703	0.06 8	10.278	0.00	[0.558; 0.824]	supported

The direct path of influencer traits to consumer brand engagement ($t = 5.553$; $p = 0.00$) supporting the hypothesis H6.c “there is a significant relationship between influencer traits to consumer brand engagement” with respect to puma, hypothesis has been accepted, likewise, the relationship between consumer brand engagement to loyalty intention ($t = 1.271$; $p = 0.204$) not supporting the hypothesis H6.c1, hypothesis is rejected and consumer brand engagement to purchase intention ($t = 7.375$; $p = 0.00$) showing significant results supporting the hypothesis H6.c2, hypothesis is accepted. The direct path of influencer to brand trust ($t = 3.323$; $p = 0.00$) supporting the hypothesis H6.d “there is a significant relationship between influencer traits to brand trust” with respect to puma, hypothesis has been accepted, likewise the relationship between brand trust to loyalty intention ($t = 1.382$; $p = 0.167$) not supporting the hypothesis H6.d1, hypothesis is rejected and brand trust to purchase intention ($t = 1.358$; $p = 0.165$) not supporting the hypothesis H6.d2, hypothesis is rejected. The direct path of influencer traits to loyalty intention ($t = 27.244$; $p = 0.00$) showing significant results supporting the hypothesis H6.e “there is a significant relationship between influencer traits to loyalty intention” with

respect to puma, hypothesis has been accepted, likewise, the relationship between loyalty intention to purchase intention ($t = 14.188$; $p = 0.00$) has supported the hypothesis H6.e1, a hypothesis has been accepted. The direct path of influencer traits to purchase intention ($t = 10.278$; $p = 0.00$) has shown significant results supporting the hypothesis H6.f “there is significant relationship between influencer traits to purchase intention” with respect to puma, hypothesis is accepted.

The mediation effect of the puma data has been analysed by using the specific indirect effect from the SmartPLS as we can see, the mediating role of brand awareness on the influencer traits to purchase intention showing ($t = 2.37$; $p = 0.02$) supporting the hypothesis H7(a) “there is a mediating effect of brand awareness in between influencer traits to purchase intention” with respect to puma, hypothesis has been accepted, the mediating role of consumer attitude on the influencer traits to purchase intention showing ($t = 3.743$; $p = 0.00$) supporting the hypothesis H7(b) “there is a mediating effect of consumer attitude in between influencer traits to purchase intention” with respect to puma, hypothesis has been accepted. The mediating effect of consumer brand engagement on the influencer traits to purchase intention showing ($t = 1.316$; $p = 0.19$) not supporting the hypothesis H7(c) “there is a mediating effect of consumer brand engagement in between influencer traits to purchase intention” with respect to puma, hypothesis has been rejected. The mediating effect of brand trust on the influencer traits to purchase intention showing ($t = 1.543$; $p = 0.12$) not supporting the hypothesis H7(d) “there is a mediating effect of brand trust in between influencer traits to purchase intention” with respect to puma, hypothesis has been rejected. The mediating effect of loyalty intention on the influencer traits to purchase intention showing ($t = 4.532$; $p = 0.00$) supporting the hypothesis H7(e) “there is a mediating effect of loyalty intention in between influencer traits to purchase intention” with respect to puma, hypothesis has been accepted.

Table no 4.34: Indirect effect of Puma

Hypothesis	Path	Path Coefficient	SE	t-statistics	p-values	Bca CI	Decision
H7(a)	IT -> BA -> PI	-0.161	0.068	2.371	0.02	[-0.3; -0.032]	supported
H7(b)	IT -> CA -> PI	0.069	0.018	3.743	0.00	[0.035; 0.108]	supported

H7(c)	IT -> CBE -> PI	0.054	0.0 41	1.316	0.19	[-0.026; 0.137]	not supported
H7(d)	IT -> BT -> PI	0.054	0.0 41	1.316	0.19	[-0.026; 0.137]	not supported
H7(e)	IT -> LT -> PI	0.042	0.0 26	4.532	0.00	[0.028; 0.156]	supported
H7(f)	IT-> BA-> LT	-0.07	0.0 02	2.45	0.00	[-0.025; 0.124]	supported
H7(g)	IT-> CA-> LT	0.231	0.0 32	3.26	0.00	[0.452; 0.274]	supported
H7(h)	IT-> CBE-> LT	0.062	0.0 42	1.24	0.06	[0.028; 0.089]	not supported
H7(i)	IT-> BT-> LT	0.561	0.0 56	0.96	0.15	[0.4; 0.2013]	not supported
H7(j)	IT -> BA -> LT - > PI	0.12	0.0 56	2.116	0.034	[0.015; 0.235]	supported
H7(K)	IT -> CA -> LT - > PI	0.036	0.0 19	1.98	0.05	[0.004; 0.078]	supported
H7(l)	IT -> CBE -> LT -> PI	0.225	0.0 43	5.287	0	[0.148; 0.316]	supported
H7(m)	IT -> BT -> LT - > PI	0.02	0.0 17	1.159	0.247	[-0.006; 0.059]	not supported

The mediating role of brand awareness on the influencer traits to loyalty intention showing ($t = 2.45$; $p = 0.24$) supporting the hypothesis H7(f) “there is a mediating effect of brand awareness in between influencer traits to loyalty intention” with respect to puma, hypothesis has been accepted, the mediating role of consumer attitude on the influencer traits to loyalty intention showing ($t = 3.26$; $p = 0.00$) supporting the hypothesis H7(g) “there is a mediating effect of consumer attitude in between influencer traits to loyalty intention” with respect to puma, hypothesis has been accepted. The mediating effect of consumer brand engagement on the influencer traits to loyalty intention showing ($t = 1.24$; $p = 0.06$) not supporting the hypothesis H7(h) “there is a mediating effect of consumer brand engagement in between influencer traits to loyalty intention” with respect to puma, hypothesis has been rejected. The mediating effect of brand trust on the influencer traits to loyalty intention showing ($t = 0.96$; p

= 0.15) not supporting the hypothesis H7(i) “there is a mediating effect of brand trust in between influencer traits to loyalty intention” with respect to puma, hypothesis has been rejected.

The mediating role of brand awareness and loyalty intention on the influencer traits to purchase intention showing ($t = 2.116$; $p = 0.034$) supporting the hypothesis H7(j) “there is a mediating effect of brand awareness and loyalty intention in between influencer traits to purchase intention” with respect to puma, hypothesis has been accepted, the mediating role of consumer attitude and loyalty intention on the influencer traits to purchase intention showing ($t = 1.98$; $p = 0.05$) supporting the hypothesis H7(k) “there is a mediating effect of consumer attitude and loyalty intention in between influencer traits to purchase intention” with respect to puma, hypothesis has been accepted. The mediating effect of consumer brand engagement and loyalty intention on the influencer traits to purchase intention showing ($t = 5.287$; $p = 0.00$) supporting the hypothesis H7(l) “there is a mediating effect of consumer brand engagement and loyalty intention in between influencer traits to purchase intention” with respect to puma, hypothesis has been accepted. The mediating effect of brand trust and loyalty intention on the influencer traits to purchase intention showing ($t = 1.159$; $p = 0.247$) not supporting the hypothesis H7(m) “there is a mediating effect of brand trust and loyalty intention in between influencer traits to purchase intention” with respect to puma, hypothesis has been rejected.

4.6.3 Data assessment of L’Oréal

From the direct effect table 4.35, we can see that all the hypotheses are shown significant results as the direct path of influencer traits to brand awareness ($t = 29.744$; $p = 0.00$) as H8.a “there is a significant relationship between influencer traits to brand awareness” with respect to loreal, has been accepted. The both the hypothesis brand awareness to loyalty intention ($t = 3.08$; $p = 0.00$) and brand awareness to purchase intention ($t = 2.29$; $p = 0.00$) showing significant result supporting the both hypothesis H8.a1 and H8.a2, hypothesis is accepted. The direct path of influencer traits to consumer attitude ($t = 14.78$; $p = 0.00$) supporting the hypothesis H8.b “there is a significant relationship between influencer traits to consumer attitude” with respect to loreal, hypothesis has been accepted likes wise the relationship in between consumer attitude to loyalty intention ($t = 1.576$; $p = 0.115$) not supporting the hypothesis H8.b1, hypothesis was rejected and consumer attitude to purchase intention ($t = 2.823$; $p = 0.00$) supporting the hypothesis H8.b2, hypothesis is accepted.

Table no 4.35: Direct effect of L'Oréal

<i>Hypothesis</i>	<i>Path</i>	<i>Path Coefficient</i>	<i>SE</i>	<i>t-statistics</i>	<i>p-values</i>	<i>Bca CI</i>	<i>Decision</i>
H8.a	IT -> BA	0.7665	0.02 58	29.7446	0.00	[0.7083; 0.8102]	supported
H8.a1	BA -> LT	0.1216	0.03 94	3.0887	0.002	[0.0465; 0.2031]	supported
H8.a2	BA -> PI	0.1427	0.06 21	2.2989	0.021 6	[0.0255; 0.2641]	supported
H8.b	IT -> CA	0.4461	0.03 02	14.7892	0.00	[0.3862; 0.5043]	supported
H8.b1	CA -> LT	0.0296	0.01 88	1.5766	0.115	[-0.0052; 0.0699]	not supported
H8.b2	CA -> PI	0.1669	0.05 91	2.8234	0.004 8	[0.0603; 0.2956]	supported
H8.c	IT -> CBE	0.2897	0.04 68	6.1936	0.00	[0.1982; 0.383]	supported
H8.c1	CBE -> LT	0.0295	0.01 64	1.7965	0.072 5	[0.0044; 0.0706]	not supported
H8.c2	CBE -> PI	0.0551	0.03 86	1.4262	0.153 9	[-0.0194; 0.1337]	not supported
H8.d	IT -> BT	0.1537	0.06 9	2.2276	0.026	[0.0204; 0.2904]	supported
H8.d1	BT -> LT	0.1559	0.04 15	3.759	0.000 2	[0.0741; 0.2369]	supported
H8.d2	BT -> PI	0.119	0.03 49	3.4095	0.000 7	[0.0559; 0.1914]	supported
H8.e	IT -> LT	0.2205	0.06 27	3.5149	0.000 4	[0.1044; 0.3493]	supported
H8.e1	LT -> PI	0.7637	0.06 26	12.202	0.00	[0.6361; 0.882]	supported

H8.f	IT -> PI	0.7477	0.07 27	10.2844	0.00	[0.5983; 0.8884]	supported
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The direct path of influencer traits to consumer brand engagement ($t = 6.19$; $p = 0.00$) supporting the hypothesis H8.c “there is a significant relationship between influencer traits to consumer brand engagement” with respect to loreal, hypothesis has been accepted, likewise, the relationship between consumer brand engagement to loyalty intention ($t = 1.791$; $p = 0.07$) not supporting the hypothesis H8.c1, hypothesis is rejected and consumer brand engagement to purchase intention ($t = 1.42$; $p = 0.15$) not supporting the hypothesis H8.c2, hypothesis is rejected.

The direct path of influencer to brand trust ($t = 2.22$; $p = 0.00$) supporting the hypothesis H8.d “there is a significant relationship between influencer traits to brand trust” with respect to loreal, hypothesis has been accepted, likewise the relationship between brand trust to loyalty intention ($t = 3.75$; $p = 0.00$) supporting the hypothesis H8.d1, hypothesis is accepted and brand trust to purchase intention ($t = 3.40$; $p = 0.00$) supporting the hypothesis H8.d2, hypothesis is accepted. The direct path of influencer traits to loyalty intention ($t = 3.514$; $p = 0.00$) showing significant results supporting the hypothesis H8.e “there is a significant relationship between influencer traits to loyalty intention” with respect to loreal, hypothesis has been accepted, likewise, the relationship between loyalty intention to purchase intention ($t = 12.202$; $p = 0.00$) has supported the hypothesis H8.e1, a hypothesis has been accepted. The direct path of influencer traits to purchase intention ($t = 10.284$; $p = 0.00$) has shown significant results supporting the hypothesis H8.f “there is significant relationship between influencer traits to purchase intention” with respect to loreal, hypothesis is accepted.

The mediation effect of the loreal data has been analysed by using the specific indirect effect from the SmartPLS as we can see, the mediating role of brand awareness on the influencer traits to purchase intention showing ($t = 2.49$; $p = 0.00$) supporting the hypothesis H9(a) “there is a mediating effect of brand awareness in between influencer traits to purchase intention” with respect to loreal, hypothesis has been accepted, the mediating role of consumer attitude on the influencer traits to purchase intention showing ($t = 2.3626$; $p = 0.02$) supporting the hypothesis H9(b) “there is a mediating effect of consumer attitude in between influencer traits to purchase intention” with respect to loreal, hypothesis has been accepted.

The mediating effect of consumer brand engagement on the influencer traits to purchase intention showing ($t = 0.38$; $p = 0.70$) not supporting the hypothesis H9(c) “there is a mediating

effect of consumer brand engagement in between influencer traits to purchase intention” with respect to loreal, hypothesis has been rejected. The mediating effect of brand trust on the influencer traits to purchase intention showing ($t = 0.8564$; $p = 0.39$) not supporting the hypothesis H9(d) “there is a mediating effect of brand trust in between influencer traits to purchase intention” with respect to loreal, hypothesis has been rejected. The mediating effect of loyalty intention on the influencer traits to purchase intention showing ($t = 7.56$; $p = 0.00$) supporting the hypothesis H9(e) “there is a mediating effect of loyalty intention in between influencer traits to purchase intention” with respect to loreal, hypothesis has been accepted.

Table no 4.36: Indirect effect of Loreal

Hypothesis	Path	Path Coefficient	SE	t-statistics	p-values	Bca CI	Decision
H9(a)	IT -> BA -> PI	-0.0649	0.0441	2.49	0.00	[0.0009; 0.031]	supported
H9(b)	IT -> CA -> PI	0.067	0.0284	2.3626	0.02	[0.0137; 12.60]	supported
H9(c)	IT -> CBE -> PI	0.0146	0.0381	0.3838	0.70	[-0.0593; 0.0917]	not supported
H9(d)	IT -> BT -> PI	-0.019	0.0222	0.8564	0.39	[-0.0639; 0.0249]	not supported
H9(e)	IT -> LT -> PI	0.4963	0.0656	7.5678	0.00	[0.3719; 0.6261]	supported
H9(f)	IT-> BA-> LT	0.0056	0.0021	4.23	0.00	[0.026; 0.0347]	supported
H9(g)	IT-> CA-> LT	0.047	0.021	1.75	0.15	[-0.001; 0.0024]	not supported
H9(h)	IT-> CBE-> LT	0.048	0.002	0.841	0.46	[-0.021; 0.001]	not supported
H9(i)	IT-> BT-> LT	0.002	0.001	4.29	0.00	[0.04425; 0.0647]	supported
H9(j)	IT -> BA -> LT -> PI	-0.0485	0.0359	1.3528	0.1762	[-0.1205; 0.0195]	not supported

H9(K)	IT -> CA -> LT -> PI	0.0491	0.01 96	2.5084	0.012 2	[0.0156; 0.0947]	supported
H9(l)	IT -> CBE -> LT -> PI	0.021	0.02 13	0.9867	0.323 9	[-0.0173; 0.068]	not supported
H9(m)	IT -> BT -> LT -> PI	0.0558	0.01 94	2.8681	0.004 1	[0.0252; 0.1025]	supported

The mediating role of brand awareness on the influencer traits to loyalty intention showing ($t = 4.23$; $p = 0.00$) supporting the hypothesis H9(f) “there is a mediating effect of brand awareness in between influencer traits to loyalty intention” with respect to loreal, hypothesis has been accepted, the mediating role of consumer attitude on the influencer traits to loyalty intention showing ($t = 1.75$; $p = 0.15$) not supporting the hypothesis H9(g) “there is a mediating effect of consumer attitude in between influencer traits to loyalty intention” with respect to loreal, hypothesis has been rejected. The mediating effect of consumer brand engagement on the influencer traits to loyalty intention showing ($t = 0.841$; $p = 0.46$) not supporting the hypothesis H9(h) “there is a mediating effect of consumer brand engagement in between influencer traits to loyalty intention” with respect to loreal, hypothesis has been rejected. The mediating effect of brand trust on the influencer traits to loyalty intention showing ($t = 4.296$; $p = 0.00$) supporting the hypothesis H9(i) “there is a mediating effect of brand trust in between influencer traits to loyalty intention” with respect to loreal, hypothesis has been accepted.

The mediating role of brand awareness and loyalty intention on the influencer traits to purchase intention showing ($t = 1.352$; $p = 0.17$) not supporting the hypothesis H9(j) “there is a mediating effect of brand awareness and loyalty intention in between influencer traits to purchase intention” with respect to loreal, hypothesis has been rejected, the mediating role of consumer attitude and loyalty intention on the influencer traits to purchase intention showing ($t = 2.508$; $p = 0.01$) supporting the hypothesis H9(k) “there is a mediating effect of consumer attitude and loyalty intention in between influencer traits to purchase intention” with respect to loreal, hypothesis has been accepted. The mediating effect of consumer brand engagement and loyalty intention on the influencer traits to purchase intention showing ($t = 0.987$; $p = 0.32$) supporting the hypothesis H9(l) “there is a mediating effect of consumer brand engagement and loyalty intention in between influencer traits to purchase intention” with respect to loreal, hypothesis has been accepted. The mediating effect of brand trust and loyalty intention on the influencer traits to purchase intention showing ($t = 2.868$; $p = 0.00$) supporting the hypothesis H9(m)

“there is a mediating effect of brand trust and loyalty intention in between influencer traits to purchase intention” with respect to loreal, hypothesis has been accepted.

CHAPTER - 5

FINDINGS

The primary goal of this research is to determine the impact of “influencer marketing on purchase intention” through the data collected from the social media followers from the immediate followers of Influencers, a primary source of data collection. Therefore, appropriate tools like mean, standard deviation and Structural Equation Modelling were employed and analysed using SmartPLS. Based on the key findings, limitations and conclusions have been recapitulated and presented here in this following section.

5.1 Findings

Influencer marketing can be observed via its virtual presence worldwide with its most important content, which creates user-generated content through the involvement of users. Influencer marketing enhances different groups of consumers in social media platforms depending on influencer credibility, reliability, and technical expertise. The influencer motivates the consumer in social media platforms, drives them, and influences them to consider the endorsement reliable and considerable. When consumers use “social media platforms to engage with the content creators, it creates a triggered connection between influencers and consumers. The major use of social media is to interact, communicate, and enjoy as a good time pass entertainment tool, and it is created on these primary assumptions”. Lateral studies identified that consumer leisure time is prime time for brands to interact with consumers to create engagement. In contrast, the influencers in social media platforms are gaining massive popularity over the past decade. All the academicians and brand marketers are focusing on Influencer marketing, “endorsement and product placement of products through an influential person in the social media platform” to create a social influence. The study tries to “find out the influence of influencer marketing on purchase intention, understanding the mediating role of consumer attitude, brand awareness, consumer brand engagement, brand trust, and loyalty intention in between influencer marketing to purchasing intention”. Social media usage behaviour has a significant moderating effect on influencer marketing to purchase intention. Further social media usage behaviour has been divided into four categories time period of usage, the timing of usage, frequency of usage, and level of usage moderating effects have been further analysed in the following section.

Demographic analysis

Gender has been categorised as follows from table no: Table no: 4.1. From a total of 1120 respondents 622 male and 498 females respectively, which shows that 55.5% of the respondents belong to the male and 44.5% of the respondent belong to the female category respectively.

Age has been categorised as following from table no: 4.2 we can observe that from a total of 1120 respondents, people with age less than 20 are 20 respondents, people with age 20-30 are 744, people with age 30-40 are 184, people with age 40-50 are 164, and people with age above 50 are 8, which suggests that people with age less than 20 are 1.8%, 66.4% are respectively 20-30, 16.4% are respectively 30-40, 14.6% are respectively in 40-50, and 0.7% are respectively in above 50 categories.

Education has been categorised as following from table no: 4.3 we can observe that from a total number of respondents of 1120, people with high school or less are 55 respondents, people with a diploma or intermediate are 28 respondents, people with graduate are 273 respondents, people with post-graduation are 648 respondents, and people with a doctorate are 116 respondents. Which suggest 4.9% are respectively in high school or less, 2.5% are respectively in Diploma or Intermediate, 24.4% are respectively in Graduate, 57.9% are respectively in post-graduation, and 10.4% are respectively in Doctorate category.

Social media usage behaviours “time period of usage” has been categorised from table no: 4.4 we can observe that from a total respondent of 1120, people who use social media at early hours are 226 respondents, people who use social media at noon are 222 respondents, people who use social media at late nights are 310 respondents, people who use social media during break periods are 188 respondents, and people who use social media at irrespective of time are 174 respondents. Which suggest 20.2% respectively use social media at early hours, 19.8% respectively use social media at noon, 27.7% use social media at late nights, 16.8% respectively use social media during break periods, and 15.5% respectively use social media irrespective of time.

Social media usage behaviour “timing of usage” has been categorised from table no: 4.5 we can observe that from a total respondent of 1120, people with the timing of usage with very low usage are 146 respondents, people with the timing of usage with low usage are 208 respondents, people with the timing of usage with medium usage are 342 respondents, people with the timing of usage with high usage are 224 respondents, and people with the timing of usage with very high usage are 200 respondents. Which suggest that 13% respectively use

social media timing at very low, 18.6% respectively use social media timing at low, 30.5% respectively use social media timing at medium, 20% respectively use social media timing at high, and 17.9% respectively use social media timing at very high.

Social media usage behaviour “frequency of usage” has been categorised from the table no: 4.6 we can observe that from a total respondent of 1120, people with frequency of usage with rarely usage are 119 respondents, people with frequency of usage with occasionally are 251 respondents, people with frequency of usage with often usage are 358 respondents, people with frequency of usage with very often usage are 214 respondents, and people with frequency of usage with always usage are 178 respondents. Which suggest that 10.6% respective frequency of usage use rarely, 22.4% respective frequency of usage use occasionally, 32% respective frequency of usage use often, 19.1% respective frequency of usage use very often, and 15.9% respective frequency of usage use always respectively.

Social media usage behaviour “level of usage” has been categorised from the table no: 4.7 we can observe that from a total respondent of 1120, people with level of usage with novice usage level are 154 respondents, people with level of usage with beginner usage level are 228 respondents, people with level of usage with competent usage level are 362 respondents, people with level of usage with advanced usage level are 204 respondents, and people with level of usage with expert usage level are 172 respondents. Which suggest that 13.8% of respondents are at novice level, 20.4% of respondents are at beginner level, 32.3% of respondents are at competent level, 18.2% of respondent are at advanced level, and 15.4% of respondents are at expert level respectively.

5.1.1 Objective-1: “To assess the effectiveness of Social Media Influencer on consumer purchase intention”

Through the results we can see that all the hypotheses are shown significant results as the direct path of influencer traits to brand awareness ($t = 70.78$; $p = 0.00$) as H1.a “there is a significant relationship between influencer traits to brand awareness” has been accepted. The both the hypothesis brand awareness to loyalty intention ($t = 2.08$; $p = 0.00$) and brand awareness to purchase intention ($t = 6.204$; $p = 0.00$) both of them are showing the hypothesis H1.a1, H1.a2 both hypotheses are accepted. The results of the current study are in line with (Bokuniewicz & Shulman, 2017; Chopra et al., 2021, 2021; Lou & Yuan, 2019; Makrides et al., 2020).

The direct path of influencer traits to consumer attitude ($t = 32.75$; $p = 0.00$) supporting the hypothesis H1.b “there is a significant relationship between influencer traits to consumer

attitude” hypothesis has been accepted (Lim et al., 2017). Likes wise the relationship in between consumer attitude to loyalty intention ($t = 5.4$; $p = 0.00$) and consumer attitude to purchase intention ($t = 2.9$; $p = 0.004$) both them are showing significant results supporting the hypothesis H1.b1 and H1.b2 both of them are accepted. The results of the current study are in line with (Belanche et al., 2021; Darmawan & Huh, 2021; Lim et al., 2017; Thilina, 2021; Torres et al., 2019; Trivedi & Sama, 2020; Vrontis et al., 2021).

The direct path of influencer traits to consumer brand engagement ($t = 11.707$; $p = 0.00$) supporting the hypothesis H1.c “there is a significant relationship between influencer traits to consumer brand engagement” hypothesis has been accepted (Lou et al., 2019). Likewise, the relationship between consumer brand engagement to loyalty intention ($t = 2.404$; $p = 0.016$) and consumer brand engagement to purchase intention ($t = 5.75$; $p = 0.00$) both of them are supporting the hypothesis H1.c1 and H1.c2 both hypotheses are accepted. The results of the current study are in line with (Argyris et al., 2020; Hughes et al., 2019; Lou et al., 2019; Marques et al., 2021; Naeem & Ozuem, 2021).

The direct path of influencer to brand trust ($t = 5.682$; $p = 0.00$) supporting the hypothesis H1.d “there is a significant relationship between influencer traits to brand trust” hypothesis has been accepted (Lou & Yuan, 2019). Likewise, the relationship between brand trust to loyalty intention ($t = 2.949$; $p = 0.00$) and brand trust to purchase intention ($t = 2.833$; $p = 0.00$) both of them showing significant results supporting the hypothesis H1.d1 and H1.d2 both hypotheses are accepted. The results of the current study are in line with (Abdullah, 2015; Dodd, 2018; Jun & Yi, 2020; Tabellion & Esch, 2019).

The direct path of influencer traits to loyalty intention ($t = 8.019$; $p = 0.00$) showing significant results supporting the hypothesis “there is a significant relationship between influencer traits to loyalty intention” hypothesis has been accepted (Jun & Yi, 2020) Likewise, the relationship between loyalty intention to purchase intention ($t = 22.515$; $p = 0.00$) has supported the hypothesis H1.e1, a hypothesis has been accepted, the results of the current study are in line with (Ahmad et al., 2020; Bilal, Jianqu, et al., 2021; Chopra et al., 2021; L. Hollebeek, 2011; Angella J. Kim & Ko, 2012).

The direct path of influencer traits to purchase intention ($t = 21.346$; $p = 0.00$) has shown significant results supporting the hypothesis H1.f “there is significant relationship between influencer traits to purchase intention” hypothesis is accepted (Lou & Yuan, 2019). The results

of the current study are in line with (Boerman & van Reijmersdal, 2020; Lou et al., 2019; Shaikh & Aziz, 2021; Stubb & Nyström, 2019; Ye et al., 2021).

5.1.2 Objective-2: “To study the moderating role of social media usage behaviour on Social Media Influencers to purchase intention”

Social media usage behaviour has high competence of willingness and efforts of the consumer to adhere, share, and participate in social media marketing activities. Meanwhile, the study by Wibowo et al., (2021), social media usage will influence consumer trust, satisfaction, and commercial activities on social media platforms. Further, we classified social media usage behaviour into four categories: the time period of usage, the timing of usage, frequency of usage, and level of usage. From the results, we can clearly state that influencer traits have a substantial impact on consumer purchase intention while here we are placing social media usage behaviour as a moderator in between influencer traits to purchase intention which has supported the hypothesis ($\beta = 0.068$; $t = 5.166$; $p = 0.00$).

The further time period of usage as a moderator in between influencer traits to purchase intention has not supported the hypothesis H2(a) ($\beta = 0.028$; $t = 1.693$; $p = 0.09$), but through the graphical representation, we have identified a clear interaction and suggests that when a consumer uses social media at irregular times the higher will be the influence of influencer traits on purchase intention.

The timing of usage as a moderator in between influencer to purchase intention has supported the hypothesis H2(b) ($\beta = 0.033$; $t = 1.99$; $p = 0.04$) and we have identified clear interaction in graphical representation and very high usage of social media will influence the significance of influencer traits on purchase intention.

The frequency of usage as a moderator in between the influencer traits and purchase intention has supported the hypothesis H2(c) ($\beta = 0.07$; $t = 4.915$; $p = 0.00$) and a clear interaction has been identified in the graphical representation from the study of Zhang et al., (2020) that consumer frequency of usage has a substantial impact on the social presence of consumer in virtual platforms which will enable the consumer to mitigate and communicate with interested parties whereas here in this study the frequency of usage has shown a significant influence as a moderator in between influencer traits and purchase intention. while the frequency of usage is higher the more influencer traits has a significant influence on consumer purchase intention.

The level of usage has also supported the hypothesis H2(d) ($\beta = 0.066$; $t = 5.272$; $p = 0.00$) as a moderator in between influencer traits to purchase intention and we have not identified a

clear interaction in the graphical representation even though it supported the hypothesis but higher the level of usage the higher the significance of influencer traits on consumer purchase intention.

Through the study concludes that social media usage behaviour has a significant impact as a moderator in between the Influencer traits to purchase intention where the time period of usage of social media usages didn't support the hypothesis, still, the graphical representation shows that there is an interaction in between the influencer traits to purchase intention, as we can states that it justifies the objective of moderation role of social media usage behaviour in between influencer traits to consumer purchase intention.

5.1.3 Objective-3: “To study the mediating role of brand awareness, consumer attitude, consumer brand engagement, brand trust & loyalty intention in between Social Media Influencer to consumer purchase intention”

The mediation relationship between influencer marketing to purchase intention has been determined in multiple ways as the structural model is in the serial mediation model by considering each variable as a competing or an alternative mediator to the dependent variable. The mediation effect of the whole data has been analysed by using the specific indirect effect from the SmartPLS as we can see.

The mediating role of brand awareness on the influencer traits to purchase intention showing ($t = 3.101$; $p = 0.00$) (Lou & Yuan, 2019) supporting the hypothesis H3(a) “there is a mediating effect of brand awareness in between influencer traits to purchase intention”, the hypothesis has been accepted. The results of the current study are in line with (Andreani et al., 2021; Darma & Mahyuni, 2021; Radwan et al., 2021). The mediating role of consumer attitude on the influencer traits to purchase intention showing ($t = 4.49$; $p = 0.00$) supporting the hypothesis H3(b) “there is a mediating effect of consumer attitude in between influencer traits to purchase intention”, the hypothesis has been accepted. The results of the current study are in line with (Pérez-Belis et al., 2017; Rana & Paul, 2017).

The mediating effect of consumer brand engagement on the influencer traits to purchase intention showing ($t = 2.619$; $p = 0.00$) supporting the hypothesis H3(c) “there is a mediating effect of consumer brand engagement in between influencer traits to purchase intention”, the hypothesis has been accepted, the results of the current study are in line with (Jiménez-Castillo & Sánchez-Fernández, 2019).

The mediating effect of brand trust on the influencer traits to purchase intention showing ($t = 2.039$; $p = 0.041$) supporting the hypothesis H3(d) “there is a mediating effect of brand trust in between influencer traits to purchase intention” (Lou & Yuan, 2019), the hypothesis has been accepted. The results of the current study are in line with (Chaudhuri & Holbrook, 2001; Chetioui et al., 2020; Angella Jiyoung Kim & Ko, 2010; C. Lee et al., 2011; Lu et al., 2016; Oktriyanto et al., 2021; T. Y. Wu & Lin, 2017).

The mediating effect of loyalty intention on the influencer traits to purchase intention showing ($t = 14.156$; $p = 0.00$) supporting the hypothesis (Abdullahi & Otori, 2020), H3(e) “there is a mediating effect of loyalty intention in between influencer traits to purchase intention”, the hypothesis has been accepted. The results of the current study are in line with (Chatterjee et al., 2018; Chi, 2009; Jamil & Hassan, 2014; Malik et al., 2013; Shirin & Puth, 2011; Sivaram et al., 2019; Yen & Lu, 2008).

The mediating role of brand awareness on the influencer traits to loyalty intention showing ($t = 1.986$; $p = 0.00$) supporting the hypothesis H3(f) “there is a mediating effect of brand awareness in between influencer traits to loyalty intention”, the hypothesis has been accepted.

The mediating role of consumer attitude on the influencer traits to loyalty intention showing ($t = 3.570$; $p = 0.00$) supporting the hypothesis H3(g) “there is a mediating effect of consumer attitude in between influencer traits to loyalty intention”, the hypothesis has been accepted, the results of the current study are in line with (Lim et al., 2017).

The mediating effect of consumer brand engagement on the influencer traits to loyalty intention showing ($t = 2.030$; $p = 0.00$) supporting the hypothesis H3(h) “there is a mediating effect of consumer brand engagement in between influencer traits to loyalty intention”, the hypothesis has been accepted.

The mediating effect of brand trust on the influencer traits to loyalty intention showing ($t = 11.236$; $p = 0.001$) supporting the hypothesis H3(i) “there is a mediating effect of brand trust in between influencer traits to loyalty intention”, the hypothesis has been accepted.

The mediating role of brand awareness and loyalty intention on the influencer traits to purchase intention showing ($t = 1.580$; $p = 0.114$) does not support the hypothesis H3(j) “there is a mediating effect of brand awareness and loyalty intention in between influencer traits to purchase intention”, the hypothesis has been rejected.

The mediating role of consumer attitude and loyalty intention on the influencer traits to purchase intention showing ($t = 0.262$; $p = 0.793$) not supporting the hypothesis H3(k) “there is a mediating effect of consumer attitude and loyalty intention in between influencer traits to purchase intention”, the hypothesis has been rejected.

The mediating effect of consumer brand engagement and loyalty intention on the influencer traits to purchase intention showing ($t = 5.392$; $p = 0.00$) supporting the hypothesis H3(l) “there is a mediating effect of consumer brand engagement and loyalty intention in between influencer traits to purchase intention”, the hypothesis has been accepted.

The mediating effect of brand trust and loyalty intention on the influencer traits to purchase intention showing ($t = 2.725$; $p = 0.041$) supporting the hypothesis H3(m) “there is a mediating effect of brand trust and loyalty intention in between influencer traits to purchase intention”, the hypothesis has been accepted.

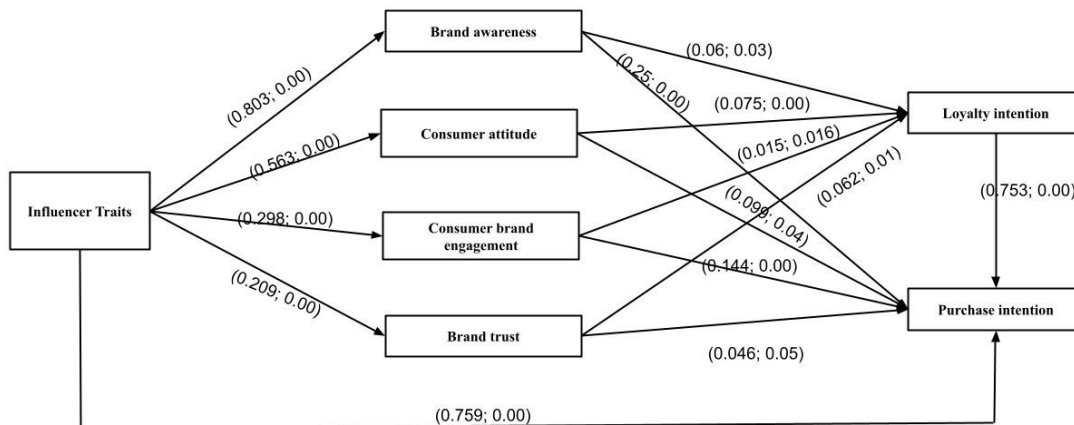


Figure 4.9: Hypothesis model

Most of the construct has shown a positive mediation effect between influencer marketing to purchase intention. As we studied “consumer purchase intention through the influence of social media influencers on Instagram, Facebook, Twitter, and YouTube, to understand the peer behaviour of consumers in social media platforms. Moreover, we have analysed the consumer attitude as a mediator between the influencer to purchase intention has supported the hypothesis stating that influencer has a significant impact on consumer attitude. As the consumers recognise the influencer as a credible and trustworthy source of information, all the immediate mediating relationships have shown a significant positive mediating effect between influencer

and purchase intention. Except for a few, which has been suggested in figure no: 4.9(a) as we observe all the construct variables have a positive direct effect on each other, meaning partial mediation effect in between each construct.

Additional findings supporting the hypothesis

Objective-1:

1. Assessment of the influence of social media influencers on consumer purchase intention from the respective of one plus.

From the direct effect table, we can see that all the hypotheses are shown significant results as the direct path of influencer traits to brand awareness ($t = 46.892$; $p = 0.00$) as H4.a “there is a significant relationship between influencer traits to brand awareness” concerning one plus, has been accepted. Both the hypothesis brand awareness to loyalty intention ($t = 1.341$; $p = 0.18$) not supported the hypothesis, H4.a1 has been rejected and brand awareness to purchase intention ($t = 3.822$; $p = 0.00$) showing significant results supporting the hypothesis H4.a2, the hypothesis has been accepted. The direct path of influencer traits to consumer attitude ($t = 20.146$; $p = 0.00$) supporting the hypothesis H4.b “there is a significant relationship between influencer traits to consumer attitude” concerning one plus, the hypothesis has been accepted likes wise the relationship in between consumer attitude to loyalty intention ($t = 4.012$; $p = 0.00$) and consumer attitude to purchase intention ($t = 2.407$; $p = 0.016$) both them are showing significant results supporting the hypothesis H4.b1 and H4.b2 both of them are accepted. The direct path of influencer traits to consumer brand engagement ($t = 8.575$; $p = 0.00$) supporting the hypothesis H4.c “there is a significant relationship between influencer traits to consumer brand engagement” for one plus, the hypothesis has been accepted, likewise, the relationship between consumer brand engagement to loyalty intention ($t = 0.966$; $p = 0.33$) not supporting the hypothesis H4.c1, the hypothesis is rejected and consumer brand engagement to purchase intention ($t = 4.518$; $p = 0.00$) showing significant results supporting the hypothesis H4.c2, the hypothesis is accepted. The direct path of influencer to brand trust ($t = 3.509$; $p = 0.00$) supporting the hypothesis H4.d “there is a significant relationship between influencer traits to brand trust” concerning one plus, the hypothesis has been accepted, likewise the relationship between brand trust to loyalty intention ($t = 1.091$; $p = 0.275$) not supporting the hypothesis H4.d1, the hypothesis is rejected and brand trust to purchase intention ($t = 1.062$; $p = 0.288$) not supporting the hypothesis H4.d2, the hypothesis is rejected. The direct path of influencer traits to loyalty intention ($t = 5.62$; $p = 0.00$) shows significant results supporting the hypothesis

“there is a significant relationship between influencer traits to loyalty intention” concerning one plus, the hypothesis has been accepted, likewise, the relationship between loyalty intention to purchase intention ($t = 12.99$; $p = 0.00$) has supported the hypothesis H4.e1, a hypothesis has been accepted. The direct path of influencer traits to purchase intention ($t = 13.87$; $p = 0.00$) has shown significant results supporting the hypothesis H4.f “there is a significant relationship between influencer traits to purchase intention” for one plus, the hypothesis is accepted. The mediation effect of the one plus data has been analysed by using the specific indirect effect from the SmartPLS as we can see, the mediating role of brand awareness on the influencer traits to purchase intention showing ($t = 2.309$; $p = 0.00$) supporting the hypothesis H5(a) “there is a mediating effect of brand awareness in between influencer traits to purchase intention” concerning one plus, the hypothesis has been accepted, the mediating role of consumer attitude on the influencer traits to purchase intention showing ($t = 2.279$; $p = 0.00$) supporting the hypothesis H5(b) “there is a mediating effect of consumer attitude in between influencer traits to purchase intention” concerning one plus, the hypothesis has been accepted. The mediating effect of consumer brand engagement on the influencer traits to purchase intention showing ($t = 2.48$; $p = 0.00$) supporting the hypothesis H5(c) “there is a mediating effect of consumer brand engagement in between influencer traits to purchase intention” concerning one plus, the hypothesis has been accepted. The mediating effect of brand trust on the influencer traits to purchase intention showing ($t = 3.72$; $p = 0.041$) supporting the hypothesis H5(d) “there is a mediating effect of brand trust in between influencer traits to purchase intention” concerning one plus, the hypothesis has been accepted. The mediating effect of loyalty intention on the influencer traits to purchase intention showing ($t = 8.911$; $p = 0.00$) supporting the hypothesis H5(e) “there is a mediating effect of loyalty intention in between influencer traits to purchase intention” concerning one plus, the hypothesis has been accepted. As the majority of the constructs support the hypothesis it is justifying the hypothesis.

2. Assessment of the influence of social media influencers on consumer purchase intention from the respective of puma.

Through the one plus data we have formulated a sequential construct to analyse the direct effect of in between the construct to further analyse the mediation effect, From the direct effect table, we can see that all the hypotheses are shown significant results as the direct path of influencer traits to brand awareness ($t = 39.789$; $p = 0.00$) as H6.a “there is a significant relationship between influencer traits to brand awareness” for puma, has been accepted. The both the hypothesis brand awareness to loyalty intention ($t = 4.464$; $p = 0.00$) and brand awareness to

purchase intention ($t = 7.862$; $p = 0.00$) showing significant result supporting the both hypothesis H6.a1 and H6.a2, hypothesis is accepted. The direct path of influencer traits to consumer attitude ($t = 18.88$; $p = 0.00$) supporting the hypothesis H6.b “there is a significant relationship between influencer traits to consumer attitude” for puma, the hypothesis has been accepted likes wise the relationship in between consumer attitude to loyalty intention ($t = 5.475$; $p = 0.00$) and consumer attitude to purchase intention ($t = 4.149$; $p = 0.016$) both them are showing significant results supporting the hypothesis H6.b1 and H6.b2 both of them are accepted. The direct path of influencer traits to consumer brand engagement ($t = 5.553$; $p = 0.00$) supporting the hypothesis H6.c “there is a significant relationship between influencer traits to consumer brand engagement” to puma, the hypothesis has been accepted, likewise, the relationship between consumer brand engagement to loyalty intention ($t = 1.271$; $p = 0.204$) not supporting the hypothesis H6.c1, the hypothesis is rejected and consumer brand engagement to purchase intention ($t = 7.375$; $p = 0.00$) showing significant results supporting the hypothesis H6.c2, the hypothesis is accepted. The direct path of influencer to brand trust ($t = 3.323$; $p = 0.00$) supporting the hypothesis H6.d “there is a significant relationship between influencer traits to brand trust” for puma, the hypothesis has been accepted, likewise the relationship between brand trust to loyalty intention ($t = 1.382$; $p = 0.167$) not supporting the hypothesis H6.d1, the hypothesis is rejected and brand trust to purchase intention ($t = 1.358$; $p = 0.165$) not supporting the hypothesis H6.d2, the hypothesis is rejected. The direct path of influencer traits to loyalty intention ($t = 27.244$; $p = 0.00$) shows significant results supporting the hypothesis H6.e “there is a significant relationship between influencer traits to loyalty intention” concerning puma, the hypothesis has been accepted, likewise, the relationship between loyalty intention to purchase intention ($t = 14.188$; $p = 0.00$) has supported the hypothesis H6.e1, a hypothesis has been accepted. The direct path of influencer traits to purchase intention ($t = 10.278$; $p = 0.00$) has shown significant results supporting hypothesis H6.f “there is a significant relationship between influencer traits to purchase intention” to puma, a hypothesis is accepted. The mediation effect of the puma data has been analysed by using the specific indirect effect from the SmartPLS as we can see, the mediating role of brand awareness on the influencer traits to purchase intention showing ($t = 2.37$; $p = 0.02$) supporting the hypothesis H7(a) “there is a mediating effect of brand awareness in between influencer traits to purchase intention” for puma, the hypothesis has been accepted, the mediating role of consumer attitude on the influencer traits to purchase intention showing ($t = 3.743$; $p = 0.00$) supporting the hypothesis H7(b) “there is a mediating effect of consumer attitude in between influencer traits to purchase intention” to puma, the hypothesis has been accepted. The

mediating effect of consumer brand engagement on the influencer traits to purchase intention showing ($t = 1.316$; $p = 0.19$) does not support the hypothesis H7(c) “there is a mediating effect of consumer brand engagement in between influencer traits to purchase intention” concerning puma, the hypothesis has been rejected. The mediating effect of brand trust on the influencer traits to purchase intention showing ($t = 1.543$; $p = 0.12$) does not support the hypothesis H7(d) “there is a mediating effect of brand trust in between influencer traits to purchase intention” concerning puma, the hypothesis has been rejected. The mediating effect of loyalty intention on the influencer traits to purchase intention showing ($t = 4.532$; $p = 0.00$) supporting the hypothesis H7(e) “there is a mediating effect of loyalty intention in between influencer traits to purchase intention” concerning puma, a hypothesis has been accepted. As the majority of the constructs support the hypothesis it is justifying the hypothesis.

3. Assessment of the influence of social media influencers on consumer purchase intention from the respective of loreal.

From the direct effect table 4.35, we can see that all the hypotheses are shown significant results as the direct path of influencer traits to brand awareness ($t = 29.744$; $p = 0.00$) as H8.a “there is a significant relationship between influencer traits to brand awareness” for loreal, has been accepted. Both the hypothesis of brand awareness to loyalty intention ($t = 3.08$; $p = 0.00$) and brand awareness to purchase intention ($t = 2.29$; $p = 0.00$) show significant result supporting both hypothesis H8.a1 and H8.a2, the hypothesis is accepted. The direct path of influencer traits to consumer attitude ($t = 14.78$; $p = 0.00$) supporting the hypothesis H8.b “there is a significant relationship between influencer traits to consumer attitude” concerning loreal, the hypothesis has been accepted likes wise the relationship in between consumer attitude to loyalty intention ($t = 1.576$; $p = 0.115$) not supporting the hypothesis H8.b1, the hypothesis was rejected and consumer attitude to purchase intention ($t = 2.823$; $p = 0.00$) supporting the hypothesis H8.b2, the hypothesis is accepted. The direct path of influencer traits to consumer brand engagement ($t = 6.19$; $p = 0.00$) supporting the hypothesis H8.c “there is a significant relationship between influencer traits to consumer brand engagement” for loreal, the hypothesis has been accepted, likewise, the relationship between consumer brand engagement to loyalty intention ($t = 1.791$; $p = 0.07$) not supporting the hypothesis H8.c1, the hypothesis is rejected and consumer brand engagement to purchase intention ($t = 1.42$; $p = 0.15$) not supporting the hypothesis H8.c2, the hypothesis is rejected. The direct path of influencer to brand trust ($t = 2.22$; $p = 0.00$) supporting the hypothesis H8.d “there is a significant relationship between influencer traits to brand trust” concerning loreal, the hypothesis has been accepted, likewise

the relationship between brand trust to loyalty intention ($t = 3.75$; $p = 0.00$) supporting the hypothesis H8.d1, a hypothesis is accepted and brand trust to purchase intention ($t = 3.40$; $p = 0.00$) supporting the hypothesis H8.d2, the hypothesis is accepted. The direct path of influencer traits to loyalty intention ($t = 3.514$; $p = 0.00$) shows significant results supporting the hypothesis H8.e “there is a significant relationship between influencer traits to loyalty intention” for loreal, the hypothesis has been accepted, likewise, the relationship between loyalty intention to purchase intention ($t = 12.202$; $p = 0.00$) has supported the hypothesis H8.e1, a hypothesis has been accepted. The direct path of influencer traits to purchase intention ($t = 10.284$; $p = 0.00$) has shown significant results supporting the hypothesis H8.f “there is a significant relationship between influencer traits to purchase intention” to loreal, the hypothesis is accepted. As most of the constructs support the hypothesis, it justifying the hypothesis.

Objective-3:

4. Assessment of the mediation effect of brand awareness, consumer attitude, consumer brand engagement, brand trust and loyalty intention in between influencer traits to purchase intention from the respective of one plus.

Through mediation effect of the one plus data has been analysed by using the specific indirect effect from the SmartPLS as we can see, the mediating role of brand awareness on the influencer traits to purchase intention showing ($t = 2.309$; $p = 0.00$) supporting the hypothesis H5(a) “there is a mediating effect of brand awareness in between influencer traits to purchase intention” with respect to one plus, the hypothesis has been accepted, the mediating role of consumer attitude on the influencer traits to purchase intention showing ($t = 2.279$; $p = 0.00$) supporting the hypothesis H5(b) “there is a mediating effect of consumer attitude in between influencer traits to purchase intention” with respect to one plus, the hypothesis has been accepted. The mediating effect of consumer brand engagement on the influencer traits to purchase intention showing ($t = 2.48$; $p = 0.00$) supporting the hypothesis H5(c) “there is a mediating effect of consumer brand engagement in between influencer traits to purchase intention” with respect to one plus, hypothesis has been accepted. The mediating effect of brand trust on the influencer traits to purchase intention showing ($t = 3.72$; $p = 0.041$) supporting the hypothesis H5(d) “there is a mediating effect of brand trust in between influencer traits to purchase intention” with respect to one plus, the hypothesis has been accepted. The mediating effect of loyalty intention on the influencer traits to purchase intention showing ($t = 8.911$; $p = 0.00$) supporting the hypothesis H5(e) “there is a mediating effect of loyalty intention in

between influencer traits to purchase intention” with respect to one plus, hypothesis has been accepted. The mediating role of brand awareness on the influencer traits to loyalty intention showing ($t = 1.953$; $p = 0.24$) not supporting the hypothesis H5(f) “there is a mediating effect of brand awareness in between influencer traits to loyalty intention” with respect to one plus, the hypothesis has been rejected, the mediating role of consumer attitude on the influencer traits to loyalty intention showing ($t = 2.459$; $p = 0.00$) supporting the hypothesis H5(g) “there is a mediating effect of consumer attitude in between influencer traits to loyalty intention” with respect to one plus, hypothesis has been accepted. The mediating effect of consumer brand engagement on the influencer traits to loyalty intention showing ($t = 0.678$; $p = 0.06$) not supporting the hypothesis H5(h) “there is a mediating effect of consumer brand engagement in between influencer traits to loyalty intention” with respect to one plus, hypothesis has been rejected. The mediating effect of brand trust on the influencer traits to loyalty intention showing ($t = 1.996$; $p = 0.02$) supporting the hypothesis H5(i) “there is a mediating effect of brand trust in between influencer traits to loyalty intention” with respect to one plus, hypothesis has been accepted. The mediating role of brand awareness and loyalty intention on the influencer traits to purchase intention showing ($t = 2.84$; $p = 0.00$) supporting the hypothesis H5(j) “there is a mediating effect of brand awareness and loyalty intention in between influencer traits to purchase intention” with respect to one plus, hypothesis has been accepted, the mediating role of consumer attitude and loyalty intention on the influencer traits to purchase intention showing ($t = 0.27$; $p = 0.787$) not supporting the hypothesis H5(k) “there is a mediating effect of consumer attitude and loyalty intention in between influencer traits to purchase intention” with respect to one plus, hypothesis has been rejected. The mediating effect of consumer brand engagement and loyalty intention on the influencer traits to purchase intention showing ($t = 4.192$; $p = 0.00$) supporting the hypothesis H5(l) “there is a mediating effect of consumer brand engagement and loyalty intention in between influencer traits to purchase intention” with respect to one plus, hypothesis has been accepted. The mediating effect of brand trust and loyalty intention on the influencer traits to purchase intention showing ($t = 1.019$; $p = 0.308$) not supporting the hypothesis H5(m) “there is a mediating effect of brand trust and loyalty intention in between influencer traits to purchase intention” with respect to one plus, hypothesis has been rejected.

5. Assessment of the mediation effect of brand awareness, consumer attitude, consumer brand engagement, brand trust and loyalty intention in between influencer traits to purchase intention from the respective of puma.

The mediation effect of the puma data has been analysed by using the specific indirect effect from the SmartPLS as we can see, the mediating role of brand awareness on the influencer traits to purchase intention showing ($t = 2.37$; $p = 0.02$) supporting the hypothesis H7(a) “there is a mediating effect of brand awareness in between influencer traits to purchase intention” with respect to puma, hypothesis has been accepted, the mediating role of consumer attitude on the influencer traits to purchase intention showing ($t = 3.743$; $p = 0.00$) supporting the hypothesis H7(b) “there is a mediating effect of consumer attitude in between influencer traits to purchase intention” with respect to puma, hypothesis has been accepted. The mediating effect of consumer brand engagement on the influencer traits to purchase intention showing ($t = 1.316$; $p = 0.19$) not supporting the hypothesis H7(c) “there is a mediating effect of consumer brand engagement in between influencer traits to purchase intention” with respect to puma, hypothesis has been rejected. The mediating effect of brand trust on the influencer traits to purchase intention showing ($t = 1.543$; $p = 0.12$) not supporting the hypothesis H7(d) “there is a mediating effect of brand trust in between influencer traits to purchase intention” with respect to puma, hypothesis has been rejected. The mediating effect of loyalty intention on the influencer traits to purchase intention showing ($t = 4.532$; $p = 0.00$) supporting the hypothesis H7(e) “there is a mediating effect of loyalty intention in between influencer traits to purchase intention” with respect to puma, hypothesis has been accepted. The mediating role of brand awareness on the influencer traits to loyalty intention showing ($t = 2.45$; $p = 0.24$) supporting the hypothesis H7(f) “there is a mediating effect of brand awareness in between influencer traits to loyalty intention” with respect to puma, hypothesis has been accepted, the mediating role of consumer attitude on the influencer traits to loyalty intention showing ($t = 3.26$; $p = 0.00$) supporting the hypothesis H7(g) “there is a mediating effect of consumer attitude in between influencer traits to loyalty intention” with respect to puma, hypothesis has been accepted. The mediating effect of consumer brand engagement on the influencer traits to loyalty intention showing ($t = 1.24$; $p = 0.06$) not supporting the hypothesis H7(h) “there is a mediating effect of consumer brand engagement in between influencer traits to loyalty intention” with respect to puma, hypothesis has been rejected. The mediating effect of brand trust on the influencer traits to loyalty intention showing ($t = 0.96$; $p = 0.15$) not supporting the hypothesis H7(i) “there is a mediating effect of brand trust in between influencer traits to loyalty intention” with respect to puma, hypothesis has been rejected. The mediating role of brand awareness and loyalty intention on the influencer traits to purchase intention showing ($t = 2.116$; $p = 0.034$) supporting the hypothesis H7(j) “there is a mediating effect of brand awareness and loyalty intention in between influencer traits to purchase intention” with respect

to puma, hypothesis has been accepted, the mediating role of consumer attitude and loyalty intention on the influencer traits to purchase intention showing ($t = 1.98$; $p = 0.05$) supporting the hypothesis H7(k) “there is a mediating effect of consumer attitude and loyalty intention in between influencer traits to purchase intention” with respect to puma, hypothesis has been accepted. The mediating effect of consumer brand engagement and loyalty intention on the influencer traits to purchase intention showing ($t = 5.287$; $p = 0.00$) supporting the hypothesis H7(l) “there is a mediating effect of consumer brand engagement and loyalty intention in between influencer traits to purchase intention” with respect to puma, hypothesis has been accepted. The mediating effect of brand trust and loyalty intention on the influencer traits to purchase intention showing ($t = 1.159$; $p = 0.247$) not supporting the hypothesis H7(m) “there is a mediating effect of brand trust and loyalty intention in between influencer traits to purchase intention” with respect to puma, hypothesis has been rejected.

6. Assessment of the mediation effect of brand awareness, consumer attitude, consumer brand engagement, brand trust and loyalty intention in between influencer traits to purchase intention from the respective of loreal.

Through mediation effect of the loreal data has been analysed by using the specific indirect effect from the SmartPLS as we can see, the mediating role of brand awareness on the influencer traits to purchase intention showing ($t = 2.49$; $p = 0.00$) supporting the hypothesis H9(a) “there is a mediating effect of brand awareness in between influencer traits to purchase intention” with respect to loreal, hypothesis has been accepted, the mediating role of consumer attitude on the influencer traits to purchase intention showing ($t = 2.3626$; $p = 0.02$) supporting the hypothesis H9(b) “there is a mediating effect of consumer attitude in between influencer traits to purchase intention” with respect to loreal, hypothesis has been accepted. The mediating effect of consumer brand engagement on the influencer traits to purchase intention showing ($t = 0.38$; $p = 0.70$) not supporting the hypothesis H9(c) “there is a mediating effect of consumer brand engagement in between influencer traits to purchase intention” with respect to loreal, hypothesis has been rejected. The mediating effect of brand trust on the influencer traits to purchase intention showing ($t = 0.8564$; $p = 0.39$) not supporting the hypothesis H9(d) “there is a mediating effect of brand trust in between influencer traits to purchase intention” with respect to loreal, hypothesis has been rejected. The mediating effect of loyalty intention on the influencer traits to purchase intention showing ($t = 7.56$; $p = 0.00$) supporting the hypothesis H9(e) “there is a mediating effect of loyalty intention in between influencer traits to purchase intention” with respect to loreal, hypothesis has been accepted. The mediating role of brand

awareness on the influencer traits to loyalty intention showing ($t = 4.23$; $p = 0.00$) supporting the hypothesis H9(f) “there is a mediating effect of brand awareness in between influencer traits to loyalty intention” with respect to loreal, hypothesis has been accepted, the mediating role of consumer attitude on the influencer traits to loyalty intention showing ($t = 1.75$; $p = 0.15$) not supporting the hypothesis H9(g) “there is a mediating effect of consumer attitude in between influencer traits to loyalty intention” with respect to loreal, hypothesis has been rejected. The mediating effect of consumer brand engagement on the influencer traits to loyalty intention showing ($t = 0.841$; $p = 0.46$) not supporting the hypothesis H9(h) “there is a mediating effect of consumer brand engagement in between influencer traits to loyalty intention” with respect to loreal, hypothesis has been rejected. The mediating effect of brand trust on the influencer traits to loyalty intention showing ($t = 4.296$; $p = 0.00$) supporting the hypothesis H9(i) “there is a mediating effect of brand trust in between influencer traits to loyalty intention” with respect to loreal, hypothesis has been accepted.

The mediating role of brand awareness and loyalty intention on the influencer traits to purchase intention showing ($t = 1.352$; $p = 0.17$) not supporting the hypothesis H9(j) “there is a mediating effect of brand awareness and loyalty intention in between influencer traits to purchase intention” with respect to loreal, hypothesis has been rejected, the mediating role of consumer attitude and loyalty intention on the influencer traits to purchase intention showing ($t = 2.508$; $p = 0.01$) supporting the hypothesis H9(k) “there is a mediating effect of consumer attitude and loyalty intention in between influencer traits to purchase intention” with respect to loreal, hypothesis has been accepted. The mediating effect of consumer brand engagement and loyalty intention on the influencer traits to purchase intention showing ($t = 0.987$; $p = 0.32$) supporting the hypothesis H9(l) “there is a mediating effect of consumer brand engagement and loyalty intention in between influencer traits to purchase intention” with respect to loreal, hypothesis has been accepted. The mediating effect of brand trust and loyalty intention on the influencer traits to purchase intention showing ($t = 2.868$; $p = 0.00$) supporting the hypothesis H9(m) “there is a mediating effect of brand trust and loyalty intention in between influencer traits to purchase intention” with respect to loreal, hypothesis has been accepted.

CHAPTER - 6

CONCLUSION, MANAGERIAL IMPLICATIONS, LIMITATIONS & RECOMMENDATIONS

6.1 Conclusion

Influencer marketing has been implemented and implemented widely in social media platforms to create an impact on virtual beings (social media users) through visual nature with acoustic and genuine content by collaborating with brands as a matter of choice to sustain. Further conclusion has been stated based on objectives.

Objective: 1

Conclusion based on the objective: 1

- The followers of these influencers are getting influenced by influencer traits and henceforth, they will create the purchase intention for the concerned brand.
- The followers of these influencers are getting influenced by influencer traits and henceforth, they will create loyalty intention to the brand they talked about.
- The followers of these influencers are influenced by these influencers based on the influencer traits and hence they are influencing over brand awareness, consumer attitude, consumer brand engagement, and brand trust for the concerned brand.
- The following brand awareness, consumer attitude, consumer brand engagement, and brand trust significantly influence purchase intention, which the influencer has talked about.
- The following brand awareness, consumer attitude, consumer brand engagement, and brand trust significantly influence loyalty intention, which the influencer has talked about.

Objective: 2

Conclusion based on the objective: 2

- The social media users timing of usage can strengthen or otherwise alter the association between the influencer traits to purchase intention.
- The social media users frequency of usage can either strengthen or otherwise alter the association between the influencer traits to purchase intention.

- The social media users level of usage can either strengthen or otherwise alter the association between the influencer traits to purchase intention.
- The social media users time period of usage can't either strengthen or otherwise alter the association between the influencer traits to purchase intention. However, the graphical representation states that it could influence the influencer traits to purchase intention.

Objective: 3

Conclusion based on the objective: 3

- The followers of these influencers are getting influenced by influencer traits and henceforth they will create brand awareness to purchase intentions for the concerned brand.
- The followers of these influencers are getting influenced by influencer traits and henceforth they will create consumer attitude to purchase intentions for the concerned brand.
- The followers of these influencers are getting influenced by influencer traits and henceforth they will create consumer brand engagement to purchase intentions for the concerned brand.
- The followers of these influencers are getting influenced by influencer traits and henceforth they will create brand trust to purchase intentions for the concerned brand.
- The followers of these influencers are getting influenced by influencer traits and henceforth they will create loyalty intentions to purchase intentions for the concerned brand.
- The followers of these influencers are getting influenced by influencer traits and henceforth they will create brand awareness to loyalty intentions for the concerned brand.
- The followers of these influencers are getting influenced by influencer traits and henceforth they will create consumer attitude to loyalty intentions for the concerned brand.
- The followers of these influencers are getting influenced by influencer traits and henceforth they will create consumer brand engagement to loyalty intentions for the concerned brand.
- The followers of these influencers are getting influenced by influencer traits and henceforth they will create brand trust to loyalty intentions for the concerned brand.

- The followers of these influencers are getting influenced by influencer traits and henceforth they will create brand awareness to loyalty intentions from here it is not leading to purchase intentions for the concerned brand.
- The followers of these influencers are getting influenced by influencer traits and henceforth they will create consumer attitude to loyalty intentions from here it is not leading to purchase intentions for the concerned brand.
- The followers of these influencers are getting influenced by influencer traits and henceforth they will create consumer brand engagement to loyalty intentions to purchase intentions for the concerned brand.
- The followers of these influencers are getting influenced by influencer traits and henceforth they will create brand trust to loyalty intentions to purchase intentions for the concerned brand.

6.2 Managerial Implications

The study findings suggest that consumers in social media platforms are exposed to social media influencers with their content, with significant importance and credibility while communicating brand messages to a mass audience. With influencers, marketing brands would be able to consider commercial advertising content curated in such a way that is more clearly tuned to interact with social media users. The brand message is endorsed through influencers expressing more freely and naturally while avoiding negative or undesired effects on consumers.

Influencer-generated content is one of the most important resources that could generate favourable brand awareness and engagement. Brands are tempted to keep positive compliments on their brand pages and try to generate a positive brand image. It could be possible with the use of an Influencer marketing strategy to generate a positive image (Lanz et al., 2019; Radwan et al., 2021; Zhou et al., 2021). Creating brand awareness by selecting the appropriate influencer with high engagement and viewership could generate positive brand awareness (Lou & Yuan, 2019). In addition, influencer marketing helps brands identify niche target consumers and there is no need for further segmentation of the consumers.

The brand could use these influencers to create engagement on social media platforms. Influencers could use social media usage behaviour to better engage and interact with their

followers. In addition, the right combination of influencer marketing campaigns helps brands to target a specific consumer segment and increase loyalty and purchase intentions.

- Brands can use Influencers to create purchase intentions. Managers can select these influencers based on the Influencer traits such as credibility, reliability, technical expertise, and likability to create consumer purchase intention.
- The brand can use these influencers to create loyalty intentions among the consumers through the influencer posts are in contrast with the study of M.-Q. Lin & Lee, (2012).
- Brands can use these influencers to create brand trust through the influencer traits in the social media platforms as explained in the studies (Becerra & Badrinarayanan, 2013; D. Y. Kim & Kim, 2021; L. Y. Lin & Ching Yuh, 2010; M.-Q. Lin & Lee, 2012).
- Brands can build an engagement-based promotion strategy in social media platforms with the help of these influencers as mentioned in the study Feng et al., (2020).
- Social media usage behaviour helps both brands and influencers when interacting with potential consumers in the social media platforms as the findings of Nakra & Pandey, (2019) stated that 2 factors of social media usage behaviours has justified while the current study has shown that 3 factors of social media usage behaviour significant.
- Brands can use these influencers to create an environment that will create a mutual engagement between brand and consumer (Cheung et al., 2021; Dessart et al., 2015; Dwivedi et al., 2016; Thakur, 2016).
- Brands can create awareness campaigns on social media platforms with the help of influencers and influencer marketing by providing positive feedback while targeting potential consumers following the study (X. Wang & Yang, 2010).
- Managers could apply influencer marketing through influencer brand endorsements, brands can turn consumer attitudes into credible and reliable social media platforms are inclined with (Campbell & Farrell, 2020; Framework, 2015).
- Influencers are considered as highly influential people in social media platforms where they share information and ideas and promote exciting facts regarding the product to social media users, where brands can use, as mentioned in the following study (Gretzel, 2018; D. Y. Kim & Kim, 2021; Radwan et al., 2021).

- A very careful selection of influencers is required to promote brands in social media platforms, as the influencer's personality is required to match with the brands.
- Social media Influencers are relatively on low budget compared to other marketing strategies.

6.3 Limitations and Recommendations for future studies

The study has its limitation and would like to make certain recommendations

Limitations

No study is free of limitations, as the investigation goes through a series of processes and actions. The study has identified following limitations: -

1. Respondent Biases: As the data has been gathered from the influencer's followers from various backgrounds and demographics, the respondents' biasedness cannot be ruled out while responding to the survey. Influencers
2. Judgement Sample: The study used Judgement sampling to collect data from social media platforms, this may have created certain biases in the responses.
3. Time constraint: The present study has been carried out under time restraints to obtain data from a large sample in a limited amount of time.
4. Literature: The area of influencer marketing is still unexplored fully, hence limitations can be there in finding relevant literature for the study.

Recommendations for future studies

The current study results can have a reference for future studies. As in India, influencer marketing is still in the nascent stage, it creates a lot of scope for future studies. Moreover, India's current internet consumption rate has given these influencers opportunities. The future studies could focus on the following aspects:

1. A study on a wider and diversified audience can be done. The respondents' personalities differ from place to place and culture to culture. Future studies could focus on the demographics and cultural aspects of respondents and Influencers.
2. A random sampling method may be applied if the study has a smaller sample size with no budget restriction.
3. Qualitative study can be applied to future studies to further explore the Influencer marketing and relatable variables in the area.

4. A longitudinal study can be planned over a period of time to understand and analyse the behaviour of social media users.
5. Respondents demographics can be further explored to understand the social media usage behaviour of the social media users (respondents) in social media platforms.
6. Future Studies can use Artificial Intelligence for data collection and also research design.

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Appendices

Appendix – 1

QUESTIONNAIRE

SECTION A – Demographic profile

1. Name - _____
2. Gender: 1. Male 2. Female 3. Prefer not to say
3. Age:
 1. Less than 20 years
 2. Between 20-30 years
 3. Between 30-40 years,
 4. between 40-50,
 5. Above 50 years.
4. Education
 1. High school or less
 2. Diploma or Intermediate
 3. Graduate
 4. Post-graduate
 5. Doctorate

SECTION B – Social media Usage behaviour

s.no	Variables	
1	At what time period do you mostly use social media in a day. <ol style="list-style-type: none">1. Early hours2. At noon3. Late nights4. During break periods5. Irrespective of time	
2	How much time do you use the social media in a day? <ol style="list-style-type: none">1. >less than hour.2. 1 hour at least.	

	3. 2 hours at least. 4. 3-4 hours at least. 5. More than 5 hours	
3	Indicate the frequency of your social media usage 1. Very low 2. Low 3. Medium 4. High 5. Very high	
4	Justify your level of social media usage. 1. Novice 2. Beginner 3. Competent 4. Advanced 5. Expert	

SECTION C

Note: Please respond to the following statements keeping in mind frequently purchased products through the Influence of social media Influencer. Indicate the extent to which you agree or disagree with a report by circling the appropriate number against the statement.

(Strongly agree = 5, Agree = 4, Neutral = 3, Disagree = 2, Strongly disagree = 1)

Influencer Traits

s.no	Items Description	SD	D	N	A	SA
1	I consider this Influencer to be trustworthy.	1	2	3	4	5
2	I feel this Influencer is truthful.	1	2	3	4	5
3	The information provided by the Influencer is believable.	1	2	3	4	5
4	The information provided by the Influencer is reliable.	1	2	3	4	5

5	The product endorsed by the Influencers is more concrete.	1	2	3	4	5
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Brand Awareness

s.no	Items Description	SD	D	N	A	SA
1	I am very familiar with this brand	1	2	3	4	5
2	I can recognize the brand among other competing brands.	1	2	3	4	5
3	I am attracted to this brand.	1	2	3	4	5
4	I am aware that a social media Influencer endorsed this brand.	1	2	3	4	5
5	I can find this brand easily.	1	2	3	4	5

Consumer Attitude

s.no	Items Description	SD	D	N	A	SA
1	I prefer to watch this Influencer post often.	1	2	3	4	5
2	The posts of this Influencer are sensible.	1	2	3	4	5
3	I have a pleasant idea of this brand.	1	2	3	4	5
4	I prefer this brand.	1	2	3	4	5
5	I would recommend this brand to others.	1	2	3	4	5

Consumer brand Engagement

s.no	Items Description	SD	D	N	A	SA
1	I feel excited about this brand.	1	2	3	4	5
2	I love this brand.	1	2	3	4	5
3	I am enthusiastic about this brand.	1	2	3	4	5
4	This brand means a lot to me.	1	2	3	4	5
5	I have a sense of belonging to this brand.	1	2	3	4	5

Brand Trust

s.no	Items Description	SD	D	N	A	SA
1	I trust this brand.	1	2	3	4	5
2	I rely on this brand.	1	2	3	4	5
3	This brand will never disappoint me.	1	2	3	4	5
4	This brand guarantees my satisfaction.	1	2	3	4	5
5	This brand gives me everything I expect from it.	1	2	3	4	5

Loyalty Intention

s.no	Items Description	SD	D	N	A	SA
1	I consider myself to be loyal to this brand.	1	2	3	4	5
2	I prefer this brand over other brands.	1	2	3	4	5
3	I am committed to this brand.	1	2	3	4	5
4	I will praise this brand to friends and family.	1	2	3	4	5
5	Overall, I am satisfied with this brand.	1	2	3	4	5

Purchase Intention

s.no	Items Description	SD	D	N	A	SA
1	I would like to buy this product.	1	2	3	4	5
2	I would recommend this brand to friends.	1	2	3	4	5
3	I will buy the product from this post soon.	1	2	3	4	5
4	I intend to purchase through this post shortly.	1	2	3	4	5
5	I will likely purchase through this post.	1	2	3	4	5

Appendix – 2

Acronym

IT – Influencer Traits

BA – Brand Awareness

CA – Consumer Attitude

CBE – Consumer Brand Engagement

BT – Brand Trust

LI – Loyalty Intention

PI – Purchase Intention

SB – Social Media Usage Behaviour

SB1 – Time period usage

SB2 – Timing of usage

SB3 – Frequency of usage

SB4 – level of usage

Appendix – 3

Social media Influencer Account

1. Puma



- # Explore
- Settings

Nidhi Mohan Kamal 
1,354 Tweets



Nidhi Mohan Kamal 
@nidhimohankamal

Founder @Nidsun | Nutritionist | Vegan | Certified Strength Fitness & Ashtanga Vinyasa Yoga | YouTuber | trainer PUMATRAC   [nidsun.org](https://www.nidsun.org)

📍 New Delhi  [youtube.com/youvyoutube](https://www.youtube.com/youvyoutube)  Joined February 2010


91 Following 653 Followers

Tweets Tweets & replies Media Likes

Pinned Tweet
Nidhi Mohan Kamal  @nidhimohankamal · Jan 18, 2019

Search Twitter

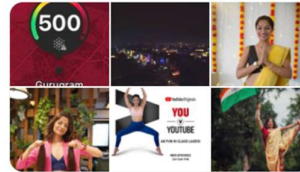
New to Twitter?
Sign up now to get your own personalized timeline!

 Sign up with Google

 Sign up with Apple

Sign up with phone or email

By signing up, you agree to the [Terms of Service](#) and [Privacy Policy](#), including [Cookie Use](#).



Instagram

Search

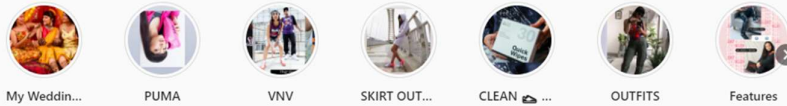


shivani.boruah   

827 posts 16.6k followers 1,881 following

Shivani Boruah
Blogger
@COSMOINDIA Editor's Panel Best Blog 2020
Founder @FLYGIRL.IN

I Review Sneakers on my Youtube 
youtu.be/nywEjV85ZF8




POSTS REELS VIDEOS TAGGED



Search results for **ravi bishnoi**


Ravi Bishnoi
 Page · 220,450 followers
 @iamRaviBishnoi
 India U19 | Punjab kings

Connect with groups [See more](#)



Ravi Bishnoi Cricketer (Punjab Kings)
5.6k members · 3 posts a week

[Join Group](#)



MB Bishnoi
8 members · 6 posts a year

[Join Group](#)

Ravi Bishnoi
 Ravi Bishnoi is an Indian cricketer. He plays for Rajasthan in domestic cricket and for Punjab Kings in the Indian Premier League.
 Born September 5, 2000 (age 21) in Jodhpur, India
[More info](#)

Is this information accurate? [Yes](#) [No](#)

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Twitter interface for **Blueberry Blackout** (@bblackout)

465 Tweets



Blueberry Blackout
@bblackout

India streetstyle blog and affordable options for men.
facebook.com/BlueberryBlackout tsandhoo@gmail.com

Delhi, India blueberryblackout.com Joined April 2014

542 Following 293 Followers

Tweets Tweets & replies Media Likes

Blueberry Blackout @bblackout · Jul 3, 2019

Search Twitter

New to Twitter?
Sign up now to get your own personalized timeline!

[Sign up with Google](#)

[Sign up with Apple](#)

[Sign up with phone or email](#)

By signing up, you agree to the [Terms of Service](#) and [Privacy Policy](#), including [Cookie Use](#).



2. Loreal

The image displays two social media profiles side-by-side. The top profile is an Instagram account for 'nidhisunil', featuring a circular profile picture of a woman, a 'Follow' button, and statistics showing 431 posts, 120k followers, and 1,299 following. The bio identifies her as 'Nidhi Sunil', a 'Movie Character' who is 'aspiring to be old and happy', and lists her social media handles and a website link. Below the bio are two 'Highlights' icons. The bottom profile is a Twitter account for 'Nidhi Chaudhary' (@thenidhi), with a profile picture of a woman and a bio that describes her as a 'Fashion stylist, Lawyer, YouTuber, Psychic, Multipotentialite'. It also includes her location (New Delhi), a link to her YouTube channel, her birth date (August 5, 1991), and her follower/following counts (15 Following, 678 Followers). The Twitter interface includes a search bar, a 'New to Twitter?' sign-up section with options for Google, Apple, and phone/email, and a blue banner at the bottom that says 'Don't miss what's happening' with 'Log in' and 'Sign up' buttons.

Instagram Profile: nidhisunil

431 posts | 120k followers | 1,299 following

Nidhi Sunil
Movie Character
aspiring to be old and happy @lorealparis @invisiblegirlproject 📍Paris
@premium_models
www.google.com/amp/s/www.vogue.in/culture-and-living/content/nidhi-sunil-on...

Twitter Profile: Nidhi Chaudhary
1,740 Tweets

Nidhi Chaudhary
@thenidhi

Fashion stylist, Lawyer, YouTuber, Psychic, Multipotentialite | Instagram-thenidhichaudhary | God Spirituality Magic Tarot 🧘🌟🔮💖👑👑 412k YT Fam
📍 New Delhi 🌐 youtube.com/c/NidhiChaudhary 📅 Born August 5, 1991
📅 Joined May 2016

15 Following | 678 Followers

Don't miss what's happening
People on Twitter are the first to know.

Log in | Sign up

- Home
- Explore
- Subscriptions
- Library



Shubham Gupta Vlogs
266K subscribers


SUBSCRIBE

- HOME
- VIDEOS
- PLAYLISTS
- COMMUNITY
- CHANNELS
- ABOUT

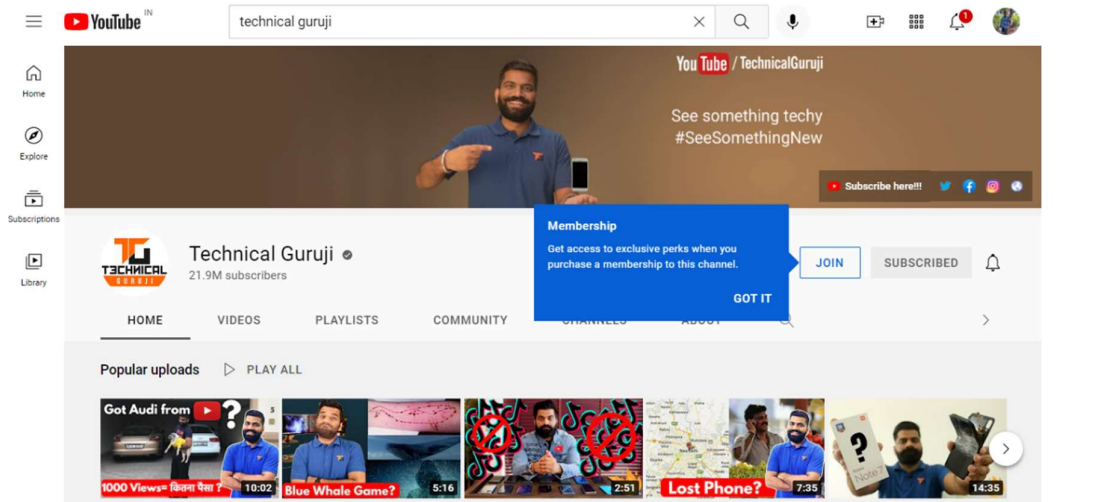
Uploads [PLAY ALL](#)

 <p>10:15</p> <p>KTM PE CHANNEL KA NAME LIKHWI DIYA 4.7K views · 2 days ago</p>	 <p>16:50</p> <p>CHICOO KO KUCH SERIOUS PROBLEM HO GAYI 7K views · 4 days ago</p>	 <p>11:27</p> <p>AJ KUCH ACHA KAAM KIYA 5.6K views · 8 days ago</p>	 <p>12:37</p> <p>NAAMKARAN KAR DIYA CHOTE PILLU KA 11K views · 10 days ago</p>	 <p>13:27</p> <p>I Decided to adopt the puppy 15K views · 2 weeks ago</p>
---	---	---	---	---

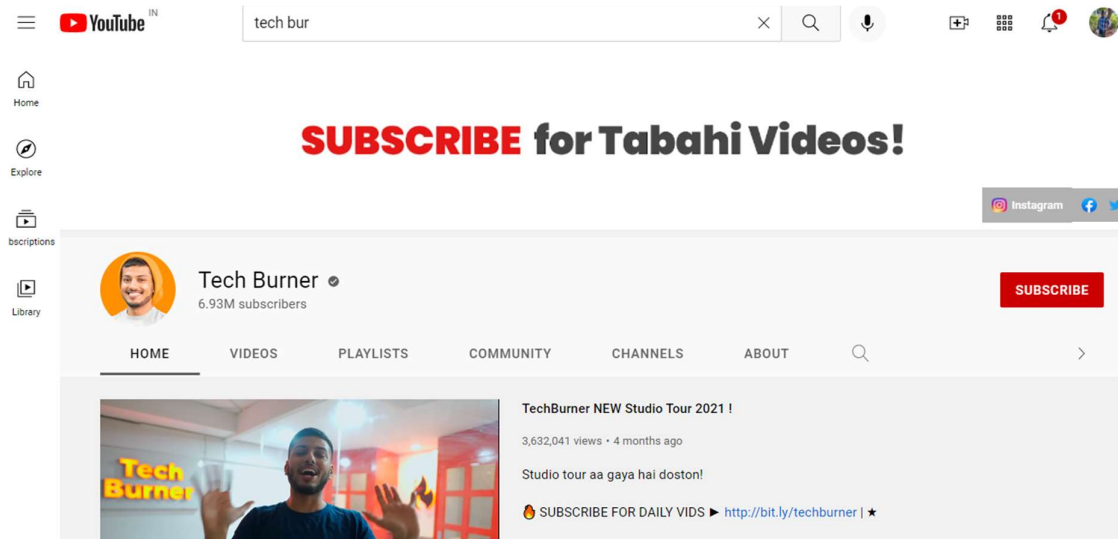
Popular uploads [PLAY ALL](#)

		
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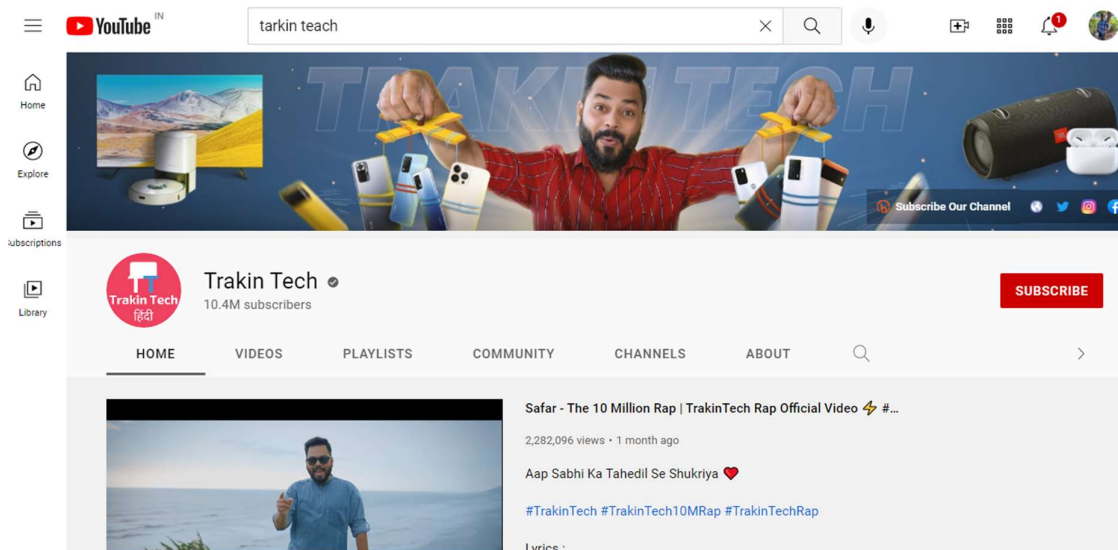
3. One Plus



This screenshot shows the YouTube channel page for 'Technical Guruji'. The search bar at the top contains 'technical guruji'. The channel banner features a man in a blue shirt pointing at a smartphone, with the text 'See something techy #SeeSomethingNew' and a 'Subscribe here!!!' button. The channel name 'Technical Guruji' is displayed with 21.9M subscribers. A blue membership pop-up is overlaid on the channel name, offering exclusive perks. Below the channel name are navigation tabs for HOME, VIDEOS, PLAYLISTS, and COMMUNITY. The 'Popular uploads' section shows a row of video thumbnails with titles like 'Got Audi from?', 'Blue Whale Game?', and 'Lost Phone?'.



This screenshot shows the YouTube channel page for 'Tech Burner'. The search bar at the top contains 'tech bur'. The channel banner features a large red and black text overlay that reads 'SUBSCRIBE for Tabahi Videos!'. The channel name 'Tech Burner' is displayed with 6.93M subscribers and a prominent red 'SUBSCRIBE' button. Below the channel name are navigation tabs for HOME, VIDEOS, PLAYLISTS, COMMUNITY, CHANNELS, and ABOUT. The 'Videos' section shows a video titled 'TechBurner NEW Studio Tour 2021 !' with 3,632,041 views, 4 months ago, and a description 'Studio tour aa gaya hai doston!'. A link to 'http://bit.ly/techburner' is provided.



This screenshot shows the YouTube channel page for 'Trakin Tech'. The search bar at the top contains 'tarkin teach'. The channel banner features a man in a red shirt holding up several smartphones, with the text 'Subscribe Our Channel' and social media icons. The channel name 'Trakin Tech' is displayed with 10.4M subscribers and a prominent red 'SUBSCRIBE' button. Below the channel name are navigation tabs for HOME, VIDEOS, PLAYLISTS, COMMUNITY, CHANNELS, and ABOUT. The 'Videos' section shows a video titled 'Safar - The 10 Million Rap | TrakinTech Rap Official Video' with 2,282,096 views, 1 month ago, and a description 'Aap Sabhi Ka Tahedil Se Shukriya'. Hashtags #TrakinTech, #TrakinTech10MRap, and #TrakinTechRap are listed.

YouTube

GYAN THERAPY

Gyan Therapy 1.5M subscribers [SUBSCRIBE](#)

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

Our WRONG Opinion About Phone Review...

Our WRONG Opinion About Phone Reviews #gyantherapy
308,685 views · 6 months ago

In this video i talked about why sometimes our opinions are wrong about smartphone reviews.

This video is based on my personal experience, Not for any creator and everyone is doing their best for viewers.

I hope you like this video....
[READ MORE](#)

YouTube

THE GLOVES ARE OFF

C4ETech English 1.81M subscribers [SUBSCRIBED](#)

HOME VIDEOS PLAYLISTS COMMUNITY CHANNELS ABOUT

Uploads [PLAY ALL](#)

ColorOS 12 7:26

PRO Note11 7:31

XIAOMI PAD 5 9:58

GPD XP 11:25

Mediatek Dimensity 9000 9:03