

**A study on**  
**STRATEGIC ONLINE EXPANSION WITH SPECIAL REFERENCE TO**  
**INFLUENCER MARKETING**

**Project Report**

**Submitted by**

**TANIA ANN THOMAS: (SB21ACOM050)**

**MEENAKSHI RAJESH: (SB21ACOM030)**

**V.LAKSHMI: (SB21ACOM051)**

**Under the guidance of**

**Ms. LEKSHMI. C**

**In partial fulfillment of the requirement for the Degree of**

**BACHELOR OF COMMERCE**



**ST. TERESA'S COLLEGE ESTD 1925**

**ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM**

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

**Nationally Re-Accredited with A++ Grade**

**Affiliated to**

**Mahatma Gandhi University**

**Kottayam-686560**

**March-2024**

**ST. TERESA'S COLLEGE, ERNAKULAM (AUTONOMOUS)**

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

**Nationally Re-Accredited with A++ Grade**



**CERTIFICATE**

This is to certify that the project titled **STRATEGIC ONLINE EXPANSION WITH SPECIAL REFERENCE TO INFLUENCER MARKETING** submitted to Mahatma Gandhi University in partial fulfillment of the requirement for the award of Degree of Bachelor in Commerce is a record of the original work done by **Ms. Tania Ann Thomas, Ms. Meenakshi Rajesh, and Ms. V. Lakshmi** under my supervision and guidance during the academic year 2021-24.

**Project Guide**

**Ms. LEKSHMI. C**

**Assistant Professor**

**Department of Commerce (SF)**

**Smt. Jini Justin D'Costa**

**(Head of the Department)**

**Department of Commerce (SF)**

**Viva Voce Examination held on....**

**External Examiner(s)**

## **DECLARATION**

We Ms. Tania Ann Thomas, Ms. Meenakshi Rajesh, and Ms. V. Lakshmi final year B.Com students, Department of Commerce (SF), St. Teresa's College (Autonomous) do hereby declare that the project report entitled A STUDY ON THE STRATEGIC ONLINE EXPANSION WITH SPECIAL REFERENCE TO INFLUENCER MARKETING submitted to Mahatma Gandhi University is a bonafide record of the work done under the supervision and guidance of MS. Lekshmi. C, Assistant Professor of Department of Commerce (SF), St. Teresa's College (Autonomous) and this work has not previously formed the basis for the award of any academic qualification, fellowship, or other similar title of any other university or board.

**PLACE: ERNAKULAM**

**TANIA ANN THOMAS**

**DATE:**

**MEENAKSHI RAJESH**

**V LAKSHMI**

## ACKNOWLEDGEMENT

First of all, we are grateful to God Almighty for his blessings showered upon us for the successful completion of our project.

It is our privilege to place a word of gratitude to all persons who have helped us in the successful completion of the project.

We are grateful to our guide **Ms. LEKSHMI.C**, Department of Commerce (SF) of St. Teresa's College (Autonomous), Ernakulam for her valuable guidance and encouragement for completing this work.

We would like to acknowledge **Dr. Alphonsa Vijaya Joseph**, Principal of St. Teresa's College (Autonomous), Ernakulam for providing the necessary encouragement and infrastructure facilities needed for us.

We would like to thank **Smt. Jini Justin D'Costa**, Head of the Department, for her assistance and support throughout the course of this study for the completion of the project.

We will remain always indebted to our family and friends who helped us in the completion of this project.

Last but not the least; we would like to thank the respondents of our questionnaire who gave their precious time from work to answer our questions.

**TANIA ANN THOMAS**

**MEENAKSHI RAJESH**

**V.LAKSHMI**

## CONTENTS

<b>Chapters</b>	<b>Content</b>	<b>Page Number</b>
Chapter 1	Introduction	1
Chapter 2	Review of literature	10
Chapter 3	Theoretical framework	14
Chapter 4	Data analysis and interpretation	27
Chapter 5	Findings, suggestions and conclusion	46
	Bibliography	
	Annexure	

## LIST OF TABLES

Sl.No.	Contents	Page No.
1.	Age of respondents	29
2.	Gender of respondents	30
3.	Engagement with social media	31
4.	Concept of influencer marketing	32
5.	Purchase behavior on influencers' recommendation	33
6.	Participation in live sales	34
7.	Customer engagement in live sales VS traditional online sales	35
8.	Impulsive purchase on influencers' recommendation	36
9.	Purchases influenced by social media	37
10.	Information by influencers	38
11.	Usage of promo codes	39
12.	Influence of promo codes in purchase	40
13.	Discovery of a new product or brand	41
14.	Transparency of influencer marketing	42
15.	Customer satisfaction	43
16.	Influencer marketing VS Traditional advertising	44
17.	Sustainable marketing strategy	45

## LIST OF FIGURES

Sl.No.	Contents	Page No.
1.	Age of respondents	29
2.	Gender of respondents	30
3.	Engagement with social media	31
4.	Concept of influencer marketing	32
5.	Purchase behavior on influencers' recommendation	33
6.	Participation in live sales	34
7.	Customer engagement in live sales VS traditional online sales	35
8.	Impulsive purchase on influencers' recommendation	36
9.	Purchase influenced by social media	37
10.	Information by influencers	38
11.	Usage of promo codes	39
12.	Influence of promo codes in purchase	40
13.	Discovery of a new product or brand	41
14.	Transparency of influencer marketing	42
15.	Customer satisfaction	43
16.	Influencer marketing VS Traditional advertising	44
17.	Sustainable marketing strategy	45

**CHAPTER - I**  
**INTRODUCTION**



## 1.1 INTRODUCTION

In today's dynamic marketplace, strategic online expansion has emerged as a pivotal strategy for businesses aiming to optimize sales and maximize their reach. This project undertakes a comprehensive examination of the burgeoning online market landscape, particularly focusing on the utilization of various social media platforms as potent tools for driving sales. Specifically, the study delves into the pivotal roles played by social media 'influencers' and the phenomenon of "live streaming shopping," alongside the rapid-fire allure of "flash sales" and hourly promotional offers.

Traditionally, marketing has served as a cornerstone for driving sales, encompassing strategies such as television advertisements, billboards, and print media to disseminate product information and promotional offers to the target audience. However, with the pervasive rise in social media usage, a paradigm shift has occurred, leading to the ascendancy of social media marketing, prominently featuring influencer marketing and live stream marketing as predominant trends. These innovative approaches involve the endorsement of products or services by well-known personalities with substantial followings, who introduce and showcase the offerings to their audience through captivating reels, stories, or live streams.

Moreover, the realm of influencer marketing extends to celebrity endorsements, wherein companies forge collaborations with renowned figures to promote their products. The mere association of a product with a celebrity often leads to unprecedented levels of demand, even without explicit information about the product being readily available.

Against this backdrop, this study endeavors to meticulously dissect the nuances of influencer marketing and live sales strategies, elucidating both their efficacy and potential drawbacks. By shedding light on these evolving paradigms, businesses can glean valuable insights to navigate the contemporary online marketplace with precision and finesse, thereby fostering sustainable growth and competitive advantage.

The chapterisation of this undergraduate project comprises six key chapters. Chapter 1, the Introduction, outlines the research problem, objectives, significance, scope, and limitations of the study. Chapter 2 delves into a Review of Literature, synthesizing existing scholarly works related to the research topic. Chapter 3 elucidates the Theoretical Framework guiding the study. Methodology is detailed in Chapter 4, which covers research design, data collection, and analysis methods. Chapter 5 presents Data Analysis and Interpretation, analyzing findings derived from collected data. Finally, Chapter 6 offers the Findings, Suggestions, and Conclusion, summarizing key insights, providing recommendations, and concluding the study's contributions to the field.

## **1.2 STATEMENT OF PROBLEM**

The surge in influencer marketing, also known as fame marketing, presents businesses with unparalleled opportunities to reach vast audiences across the globe through the captivating content of renowned personalities on various social media platforms. Leveraging sophisticated algorithms, these platforms amplify the visibility of products, surpassing the reach of traditional advertising methods.

However, this trend is not without its challenges. While influencer marketing offers an economical avenue for smaller brands to introduce their products to a wide audience, it also harbors inherent risks. Some influencers endorse products without firsthand experience, driven solely by financial incentives and brand endorsements. Consequently, consumers may fall victim to misleading promotions, receiving products of inferior quality compared to the enticing portrayal by the influencer. The brevity of influencer endorsements, often constrained to brief videos or posts lasting no more than 60 seconds, exacerbates the issue by providing scant information to consumers, who are swayed by overly positive reviews and the endorsement of their favorite influencers.

In the realm of live streaming marketing, the urgency induced by fleeting product introductions lasting mere seconds compels viewers into impulsive purchases, devoid of adequate product information. This phenomenon underscores the peril of consumer decision-making driven by fear of missing out rather than informed choice.

Furthermore, celebrity endorsements perpetuate a culture where products endorsed by beloved figures sell out rapidly, irrespective of their actual merits. In such scenarios, the allure of the celebrity eclipses critical evaluation of the product, leading to blind trust and suboptimal consumer decision-making.

In essence, the convergence of influencer marketing, live sales strategies, and celebrity endorsements presents a multifaceted challenge, wherein the quest for market visibility must be balanced against the imperative of consumer protection and informed decision-making. Addressing these complexities is paramount to fostering a marketplace where trust, transparency, and product quality prevail.

Moreover, the pervasive nature of influencer marketing inundates consumers with a barrage of promotional content, leading to temptation, confusion, and an excessive investment of time in product evaluation. Consumers may find themselves entangled in a cycle of awaiting multiple influencer reviews before making purchasing decisions, exacerbating indecision and prolonging the buying process. Furthermore, the ephemeral nature of influencer-endorsed products, which often align with seasonal trends or fleeting fads hyped by influencers, contributes to a sense of urgency and impulsiveness among consumers, driving them to constantly seek out the latest offerings endorsed by their favorite personalities. This perpetual cycle of consumption not only strains consumer finances but also perpetuates a culture of disposability and superficiality in consumer behavior.

### **1.3 OBJECTIVES OF THE STUDY**

Objectives of the study are classified into two types primary objectives and secondary objectives. They are as follows:

Primary objectives:

- To know the impact of influencer marketing and live sales in media

Secondary objectives:

- To comprehensively examine the mechanisms and effectiveness of social media marketing, particularly influencer or fame marketing, in driving online sales and expanding market reach.
- To assess the implications of influencer marketing and live sales on brand credibility, trustworthiness, and consumer loyalty, with a focus on understanding consumer responses and reactions.
- To investigate and elucidate the drawbacks and limitations associated with influencer marketing, including issues related to product quality, authenticity, and consumer deception.
- To explore potential strategies and interventions aimed at mitigating the risks and maximizing the benefits of social media marketing, particularly influencer marketing, in the contemporary online marketplace.

## **1.4 SIGNIFICANCE OF THE STUDY**

This study aims to deepen our understanding of the workings of social media marketing, specifically focusing on influencer or fame marketing, and its impact on consumer behavior and perceptions. By examining both the advantages and drawbacks of influencer marketing, this research provides businesses with valuable insights to inform their marketing strategies and decision-making processes. The findings of this study contribute to the broader discourse on social media marketing as a strategic tool utilized by companies and brands, highlighting its potential benefits and pitfalls. Businesses can leverage the insights garnered from this study to refine their marketing approaches, enhance brand credibility, and foster stronger connections with consumers in the digital age. Policy makers and regulatory bodies can use the findings of this study to develop guidelines and regulations aimed at promoting transparency, fairness, and consumer protection within the realm of social media marketing practices.

## **1.5 SCOPE OF THE STUDY**

This research endeavors to comprehensively explore the realm of influencer marketing as a strategic tool for expanding sales and enhancing brand visibility across various online platforms, including but not limited to TikTok, Instagram, YouTube, and Facebook. The study will investigate the intricacies of influencer marketing strategies employed on these platforms, examining their effectiveness in reaching target audiences and driving consumer engagement.

A primary focus of the study will involve conducting a structured survey via Google Forms to gather insights and viewpoints from a diverse range of individuals regarding influencer marketing's role in brand expansion and sales optimization. The survey will solicit responses from participants regarding their perceptions, attitudes, and behaviors related to influencer marketing, providing valuable quantitative data for analysis.

In addition to the survey, the study will incorporate qualitative elements by interviewing industry experts, influencers, and marketing professionals. These interviews will offer nuanced insights into the nuances of influencer marketing strategies, emerging trends, and best practices observed within the industry.

The scope of the study extends to a thorough examination of the various facets of influencer marketing, including but not limited to content creation, audience targeting, campaign effectiveness, and ethical considerations. By triangulating data from surveys, interviews, and expert opinions, the study aims to provide a comprehensive understanding of the opportunities and challenges associated with influencer marketing in the contemporary online marketplace.

It is important to note that the scope of the study is delimited to the analysis of influencer marketing within the specified online platforms and may not encompass all aspects of digital marketing or broader marketing strategies. Furthermore, the study's parameters are defined by the availability of resources, time constraints, and the research focus on

influencer marketing as a distinct phenomenon within the larger landscape of online commerce.

## **1.6 RESEARCH METHODOLOGY**

- **Research Approach**

In determining the appropriate research approach for this study, two primary options were considered: the deductive approach and the inductive approach. The deductive approach involves using existing theories to formulate research questions and hypotheses, which are then tested against collected data. Conversely, the inductive approach entails collecting data first, followed by the development of theories or frameworks based on observed patterns and insights. Given the multifaceted nature of the research topic and the aim to explore emerging trends within influencer marketing and live sales strategies, the inductive approach was deemed most suitable. This approach allows for a comprehensive exploration of the dynamic relationship between theory and research, facilitating the generation of new insights and theoretical frameworks grounded in empirical evidence.

- **Research Methods**

This study employs a qualitative research method to investigate the intricate dynamics of influencer marketing and live sales within the digital landscape. Recognizing the exploratory nature of the research and the necessity for in-depth understanding, qualitative methods are chosen to delve into the motivations, perceptions, and behaviors of consumers, influencers, and brands in this evolving domain. By focusing on non-numerical data and narratives, qualitative research enables a nuanced exploration of the subject matter, offering rich insights into the complexities of online commerce and consumer engagement. This methodological approach aligns with the research objectives, allowing for a holistic examination of the phenomenon under investigation.

- Research Design and Strategy

“A research design is a framework or blueprint for conducting the research project. It details the procedures necessary for obtaining the information needed to structure or solve research problems.”

The research design centers on an online academic approach aimed at investigating the strategies employed in influencer marketing and live sales, particularly inspired by the notable success of Chinese live streamer Zheng Xiang Xiang. Leveraging recent reports highlighting her remarkable earnings, the study seeks to understand the evolving landscape of digital commerce and the impact of attention-grabbing moments in online product promotion. A collective survey strategy is adopted as the primary research approach to gather insights from a diverse range of participants knowledgeable about or experienced with influencer marketing and live sales strategies. Through purposeful sampling, individuals representing various demographics and backgrounds will be invited to participate, ensuring a comprehensive understanding of consumer behavior and perceptions within the digital realm. In this particular study, we opted for a descriptive research design method.

1. Type of research design

The study is descriptive in nature.

2. Collection of data

Both primary and secondary data were used for the data collection.

3. Primary Data

They were collection by conducting surveys through the distribution of questionnaire using Google forms.

4. Secondary Data

They were collected from published sources like websites, journals etc

## 5. Population

Population was limited to the people in Cochin city

## 6. Sampling method

The researcher used a non-probability sampling method under a convenient sampling technique was used.

## 7. Sampling period

The researcher used two months for the sampling

- Theoretical Analysis:

In addition to the qualitative, inductive approach and collective survey method, this research incorporates a theoretical analysis component. This involves a critical examination of existing literature, theories, and frameworks related to influencer marketing, live sales strategies, and digital commerce. By synthesizing insights from academic sources, industry reports, and expert opinions, the study aims to enrich the understanding of strategic online expansion and its implications for brand engagement and consumer behavior. Through theoretical analysis, the research seeks to contextualize empirical findings within broader theoretical perspectives, contributing to the advancement of knowledge in the field of digital marketing and consumer behavior.

## 1.7 LIMITATIONS OF THE STUDY

This project endeavors to provide a comprehensive examination of the dynamics of influencer marketing, live sales strategies, and celebrity endorsements in the context of strategic online expansion. However, it is essential to acknowledge certain limitations inherent in the study methodology and scope.

- The study is carried out from a singular point of view, concentrating on live sales tactics and influencer marketing in online retail. Because the analysis is based on a



small dataset, it may miss a range of viewpoints and experiences from different online marketplace participants.

- The study is subject to inherent subjectivity, both in terms of data collection and analysis. The interpretation of data and formulation of conclusions may be influenced by the subjective biases and opinions of the researchers.
- The study's focus on a specific timeframe and industry segment, namely the fashion and beauty industries, may limit the generalizability of the findings. Variations in consumer behavior, market trends, and industry dynamics may exist across different sectors and geographical regions, thereby constraining the broader applicability of the study findings.

In conclusion, while this study provides valuable insights into the complexities of influencer marketing and live sales strategies, it is imperative to acknowledge its limitations and exercise caution in extrapolating the findings to broader contexts. Future research endeavors should aim to address these limitations by adopting a more holistic approach, incorporating diverse perspectives and expanding the scope of analysis to encompass a broader range of industries and market segments.

**CHAPTER - II**  
**REVIEW OF LITERATURE**

The literature surrounding strategic online expansion, encompassing influencer marketing and live sales strategies, elucidates a dynamic landscape shaped by the transformative power of digital commerce. Influencer marketing, characterized by endorsements from influential personalities on social media platforms, has garnered substantial attention for its potential to drive sales and amplify brand visibility. The research underscores the effectiveness of influencer marketing in enhancing brand awareness, improving brand perception, and influencing consumer behavior, as evidenced by projections indicating significant industry growth.

Scholarly inquiry delves into the nuanced intricacies of consumer behavior within the realm of influencer marketing, dissecting the multifaceted relationships between influencers, brands, and consumers. Through rigorous examination, studies explore the various types of influencers, evaluating their promotional efficacy and dissecting the factors contributing to their effectiveness, such as content authenticity and audience engagement. Additionally, research provides valuable insights into the complex consumer decision-making process, elucidating the influence of influencers on purchasing behavior across diverse stages. Scholarly inquiry has shed light on the relevance and impact of influencer-driven purchases on consumer perceptions and brand engagements, with frameworks like the Personal Involvement Inventory (PII) offering valuable insights into consumer attitudes and purchase motivations, thus highlighting the significance of influencer-promoted products.

The literature review comprehensively examines the theoretical underpinnings and practical implications of influencer marketing within the context of strategic online expansion. Drawing from established theories such as social influence theory, word of mouth marketing, the theory of reasoned action and planned behavior, visual congruence-induced social influence, and trust transfer, the review illuminates the intricate dynamics between influencers, brands, and consumers. It underscores the pivotal role of influencers in shaping consumer attitudes and behaviors, emphasizing factors like relatability, trust, and visual appeal in driving engagement and purchase intention. Furthermore, the review underscores the transformative impact of online influencer marketing on brand expansion, highlighting the effectiveness of influencer endorsements in capturing consumer attention and fostering

impulsive purchases. However, it also emphasizes the need for ethical practices and transparency to maintain consumer trust and credibility, recognizing potential pitfalls in influencer marketing strategies.

**Werner Geyser (2024)** researched on "The State of Influencer Marketing 2024: Benchmark Report" is an overview of the influencer marketing industry. It summarizes the thoughts of more than 3000 marketing agencies, brands, and other relevant professionals regarding the current state of influencer marketing, along with some predictions of how people expect it to move over the next year and into the future.

**Sergio Barta, Daniel Belanche, Ana Fernández, Marta Flavián (2023)** studied "Influencer marketing on TikTok: The effectiveness of humor and followers' hedonic experience." Their research explored how influencers' characteristics, including originality, quality, quantity, and humor, impact followers' experience and opinion leadership on TikTok. This study contributes valuable insights to understanding influencer marketing on emerging platforms like TikTok.

**Gross and von Wangenheim (2022)** studied "Influencer Marketing on Instagram," analyzing consumer engagement with sponsored posts compared to nonsponsored ones. They explored differences in engagement between microinfluencers and macroinfluencers, as well as the impact of different advertising appeals. Results showed higher engagement with sponsored posts, especially by micro influencers, and with informational appeals by micro influencers.

**Gelati and Verplancke (2022)** conducted a study on "The effect of influencer marketing on the buying behavior of young consumers" in the fashion and beauty industries. They investigated how influencer marketing impacts the purchase intentions of young consumers, highlighting its significance in reaching a broader audience and enhancing brand visibility in the digital era.

**Fine F Leung, Gu, Li, Zhang, and Palmatier (2022)** examined "Influencer Marketing Effectiveness," focusing on evaluating campaigns from an engagement elasticity

perspective. The study explored factors influencing effectiveness, including influencer originality, follower size, and sponsor salience. It revealed potential pitfalls such as the negative impact of posts announcing new product launches, and identified tensions in influencer selection and content management. These insights offer valuable implications for marketers crafting influencer marketing campaigns.

**Guptaa (2021)** studied the "Impact of Influencer Marketing on Consumer Purchase Behavior during the Pandemic." This research delved into how influencer marketing affects consumer behavior amid the pandemic, drawing insights from a survey of 50 consumers. The findings illuminate the evolving role of influencers in shaping consumer purchase decisions and highlight the increasing importance of influencer marketing in building brand identity and fostering consumer trust.

**Chopra, Avhad, and Jaju (2020)** conducted an exploratory study on "Influencer Marketing," examining its impact on millennial consumer behavior. Through qualitative research involving millennials, influencers, and industry experts, they aimed to understand how influencers shape consumer perceptions. Drawing on theories like the theory of planned behavior and social learning, the study provides insights to tailor influencer marketing strategies for the millennial demographic.

The incorporation of Guy Debord's concept of "The Commodity as Spectacle" into the discourse surrounding strategic online expansion provides critical insights into the transformative nature of digital commerce and its impact on societal consciousness. Debord's framework elucidates how the proliferation of commodities, mediated through digital platforms and consumer culture, shapes contemporary perceptions and behaviors. In the context of influencer marketing and live sales strategies, the spectacle manifests as the commodification of human experiences and interactions, wherein social media platforms serve as arenas for the display and consumption of products as symbols of status and identity. The spectacle's dominance over online commerce is evident in the relentless

pursuit of economic growth and the perpetual cycle of consumption driven by artificial needs and desires.

Drawing from various theoretical perspectives, such as social influence theory, word of mouth marketing, the theory of reasoned action and planned behavior, visual congruence-induced social influence, and trust transfer, researchers have elucidated the mechanisms driving consumers' interactions with influencer content and their subsequent purchasing decisions. Studies consistently highlight the significant role influencers play in shaping consumer perceptions and preferences, leveraging their social status and perceived expertise to cultivate trust and engagement among their followers. Moreover, the prevalence of impulsive purchases driven by influencer endorsements underscores the effectiveness of online marketing strategies in capturing consumer attention and driving sales. However, scholars also emphasize the need for ethical considerations and transparency in influencer marketing practices to maintain consumer trust and credibility.

**CHAPTER - III**  
**THEORETICAL FRAMEWORK**

### **3.1 WHAT IS INFLUENCER MARKETING?**

"Influencer marketing", also known as "fame marketing", is a strategic approach to social media marketing involving endorsements and product placements by individuals or organizations recognized for their credibility and authority in specific fields. These influencers possess the ability to influence the purchasing decisions and actions of their audience through original, often sponsored content shared on various social media platforms such as Instagram, YouTube, Snapchat, TikTok, and others. By partnering with influencers, brands can expand their visibility, reach a wider audience, and increase conversion rates. "Live sale" is a dynamic strategy utilized by influencers and companies to showcase and sell products directly to consumers through live video broadcasts on social media platforms. During these live sales events, sellers present products, demonstrate features, provide pricing details, and facilitate instant purchases in real time. Live sale marketing's ability to create urgency and excitement among viewers.

### **3.2 WHO IS PART OF INFLUENCER MARKETING?**

Influencer marketing involves collaborating with individuals or organizations, known as influencers, who possess established credibility and authority within specific fields. These influencers utilize their social media presence to endorse and promote products or services to their audience, acting as opinion leaders with a significant following base. They are perceived as experts or trustworthy sources of information, capable of influencing the purchasing decisions and actions of others.

Influencer marketing encompasses a diverse range of individuals, including:

- **Social Media Personalities:** Individuals with a large and engaged following on platforms like Instagram, YouTube, Snapchat, TikTok, and others. Their audience size can range from thousands to millions of followers.



- **Bloggers and Content Creators:** Those who produce valuable and relevant content in niche areas such as fashion, beauty, fitness, travel, technology, and lifestyle. They often have dedicated followers who trust their recommendations and views.
- **Celebrities and Public Figures:** Individuals who have a substantial online presence and can effectively endorse brands to their fan base. Their endorsement can reach a broad audience due to their fame and popularity.
- **Micro-Influencers:** Individuals with a smaller but highly engaged audience within specific niches or local communities. While their follower count may be lower, their audience is often highly targeted and loyal.
- **Industry Experts and Thought Leaders:** Respected authorities in their respective fields who can influence decision-making within their professional networks. They often have a niche audience comprised of professionals or enthusiasts interested in their expertise.
- **Audience/Followers:** The individuals who follow and engage with influencers' content. They trust the recommendations and views of influencers, making them receptive to branded content shared by influencers.
- **PR Team:** The public relations team within a company or agency responsible for managing influencer relationships and campaigns. They identify suitable influencers, negotiate partnerships, and oversee the execution of influencer marketing campaigns.

### **3.3 COMMON INFLUENCER MARKETING METHODS AND STRATEGIES**

Some of the most prevalent strategies used by influencers to boost sales include:

1. **Hashtag Campaigns:** Influencers use hashtags to increase visibility and engagement around a campaign or product.
2. **Reviews:** Influencers engage in providing honest reviews and testimonials about products or services to build credibility and trust among their audience.

3. Mega Influencers: Collaborating with high-profile influencers with a massive following, allowing brands to reach a wide audience quickly.
4. Events: Hosting or sponsoring events where influencers can showcase products or services to their audience in person, and exhibit a deeper connection and brand engagement.
5. Collaborations: Partnering with influencers to co-create content, products, or experiences tailored to their audience's interests and preferences.
6. Discounts and Allowances: Offering exclusive discounts or special offers through influencers to attract more consumers.
7. Vlogging & Blogging: Influencers use vlogs and blogs to make content and expand the brand's reach to the influencer's audience.
8. Unboxings: Sharing unboxing experiences of products on social media platforms to generate excitement and curiosity among followers.
9. Gifting: Sending free products or samples to influencers for them to try and feature in their content, creating organic exposure and endorsements.
10. Giveaways: Hosting contests or giveaways in partnership with influencers to engage their audience and increase brand awareness.

These marketing strategies encompass the diverse approaches that can effectively connect with their target audience in authentic and impactful ways.

### **3.4 IS INFLUENCER MARKETING EFFECTIVE AND PROFITABLE**

Influencer marketing has proven to be effective and profitable for businesses across various industries.

1. Partnering with influencers who have built trust with their followers allows businesses to quickly establish credibility. When influencers endorse a product or service, their followers are more likely to trust and value those recommendations.

2. Influencer marketing can be cost-effective compared to traditional advertising methods. Businesses can achieve a significant return on investment (ROI) by partnering with the right influencers.

3. Influencer campaigns enable businesses to reach audiences who are already interested in their products or services. By targeting specific niches or demographics through influencers, businesses can attract high-quality leads with a higher likelihood of conversion.

4. Collaborating with influencers allows businesses to amplify their brand message and reach a larger audience. Influencers often have large followings, ranging from hundreds of thousands to millions of followers, providing businesses with an opportunity to increase brand awareness and visibility.

5. Additionally, statistics such as 50% of Millennials trusting product recommendations from influencers and 92% of marketers believing influencer marketing is effective.

### **3.5 OBJECTIVE OF INFLUENCER MARKETING**

Typical goals of influencer marketing include:

1. Brand Awareness: Increasing a product or brand's exposure and visibility.

2. Audience Engagement: Creating opportunities for deep dialogue with intended audiences.

3. Audience Trust: Using the reputation of influencers to win over customers.

4. Material Creation: Producing real, excellent material that viewers find compelling.

5. Product Promotion: Using influencer recommendations and endorsements to increase sales or conversions.

6. Market expansion: Using influencer collaborations to reach new markets or demographics.

7. SEO and Online Presence: Using influencer partnerships to improve online exposure and search engine results.

### **3.6 IMPORTANCE OF INFLUENCER MARKETING AS A MARKETING STRATEGY**

- **Veracity:** Influencers' recommendations and endorsements are more real since they frequently have a sincere relationship with their audience.
- **Attach:** Influencers may help brands swiftly broaden their reach by connecting with huge, niche audiences on a variety of media.
- **Engagement:** Compared to traditional advertising, influencers can produce interesting content that draws in their following and increases engagement rates.
- **Trust:** Because followers value the advice and opinions of influencers, influencer marketing is a powerful tool for establishing a brand's authority and trust.
- **Specified audience:** Influencers can help brands more efficiently target certain audiences because they frequently specialize in niche themes or demographics.

### **3.7 FACTORS THAT INFLUENCE “INFLUENCER MARKETING”**

- **Demographics of Audience:** Targeting the appropriate market segment requires an understanding of the demographics of the influencer's audience.
- **Influencer Credibility:** The success of influencer marketing campaigns is greatly influenced by the authenticity and credibility of the influencer.
- **Quality of Content:** Engaging and motivating the audience with high-quality content is crucial for increasing sales.
- **Product/Brand Alignment:** How the advertised product or brand and the influencer's personal brand and values mesh affects how the audience responds to it.
- **Participation and Communication:** The success of live sales and influencer marketing can be influenced by the degree of engagement and interaction between the influencer and their audience.

### **3.8 ADVANTAGES OF INFLUENCER MARKETING**

Influencer marketing has several benefits.

1. **Authenticity:** Influencers' recommendations are more reliable since they frequently have a sincere relationship with their audience.
2. **Reach:** Influencers, particularly in specialized areas, can assist your business in reaching a wider and more focused audience.
3. **Engagement:** Influencers can provide interesting content that provokes dialogue and discussion among their followers.
4. **Credibility:** You may improve the reputation and credibility of your company by collaborating with respectable influencers.
5. **Cost-effectiveness:** Influencer marketing, especially for smaller businesses, can be more affordable than traditional advertising.
6. **Creative content:** Influencers enhance ads with their distinct flair and originality, which increases their memorability and shareability.

### **3.9 DISADVANTAGES OF INFLUENCER MARKETING**

Influencer marketing offers advantages, but it also has some drawbacks.

1. **Dependency on influencers:** If the influencers you work with become involved in controversy or lose their significance, it could be detrimental to your brand's success since it will depend on their reputation and behavior.
2. **Authenticity issues:** If an audience believes an influencer is merely endorsing things for financial benefit, they may view influencer endorsements as being dishonest or untrue.
3. **Measuring challenges:** It can be hard to calculate the return on investment (ROI) of influencer marketing efforts, which makes it hard to assess their efficacy and defend the expenditure.

4. Saturation: When the influencer market gets too crowded, it can be more difficult for influencers to stay relevant and for brands to stand out.

5. Possibility for brand perception

### **3.10 MAJOR CHALLENGES FACED IN INFLUENCER MARKETING**

1. Selecting the appropriate influencers: It can take a lot of effort and time to find influencers who share the values of your business, your target market, and your campaign objectives.

2. Fraudulent activities: Influencer marketing initiatives may become less legitimate and effective as a result of the proliferation of phony followers, engagement bots, and fraudulent influencer conduct.

3. Measuring ROI: The absence of defined measurements and attribution models makes it challenging to calculate the return on investment (ROI) of influencer marketing initiatives.

4. Preserving authenticity: As influencer marketing spreads, it's imperative to keep sincere connections between influencers and their fans in order to prevent audience disbelief and negative feedback

5. Regulatory compliance: It can be difficult for influencers and brands to comply with disclosure laws and advertising restrictions, such as the Federal Trade Commission's (FTC) rules in the US.

6. Long-term partnerships: It can be difficult to maintain constant communication, negotiation, and collaboration when forming long-term, mutually beneficial connections with influencers.

### **3.11 PLATFORMS USED IN INFLUENCER MARKETING**

- Social media platforms: Because of their vast user populations and varied demographics, Instagram, YouTube, TikTok, Twitter, and Facebook are well-liked avenues for influencer marketing.

- Influencer marketing platforms: Specific platforms that make it easier to find, work with, and manage influencer campaigns include Influence.co, AspireIQ, and Tribe Dynamics.
- material creation platforms: Influencers can efficiently manage their social media presence and produce high-quality material with the help of programs like Canva, Adobe Creative Cloud, and Hootsuite.
- Affiliate marketing networks: Influencers and businesses may profit from affiliate marketing by earning commissions on referred sales through platforms such as ShareASale, CJ Affiliate, and Rakuten Advertising.
- Brand ambassador programs: To find, manage, and compensate influencers for their continuous support, several firms create their own ambassador programs using specially designed platforms or tools.
- Influencer agencies: Companies that specialize in influencer marketing, such as Mediakix, Viral Nation, and Obviously, assist brands in finding the right influencers, forming alliances, and launching campaigns across a range of media.

### **3.12 THEORIES BASED ON INFLUENCER MARKETING**

The theoretical framework underlying influencer marketing encompasses various theories and concepts that elucidate the dynamics of consumer behavior, the influence of social media influencers, and the effectiveness of marketing strategies. These theories provide insights into why consumers engage with influencer content, how they make purchasing decisions, and the impact of influencer marketing on brand perceptions and consumer behavior.

- Social Influence Theory

At the heart of influencer marketing lies the foundational concept of social influence theory, a cornerstone in understanding how individuals' behaviors and attitudes are molded by the influence of their social milieu (Cialdini & Goldstein, 2004). In the digital era, influencers,

positioned as prominent figures on social media platforms, wield considerable power, leveraging their status and perceived expertise to shape the opinions and actions of their followers (Johansen & Guldvik, 2017). This theory underscores the pivotal role of relatability and trust in the influencer-follower relationship, highlighting that individuals are more inclined to be influenced by those they perceive as similar to themselves (Argyris et al., 2020). Consequently, influencer marketing strategies are intricately woven with elements that cultivate authenticity and establish a genuine connection between influencers and their audience, thus amplifying the efficacy of brand endorsements and driving consumer engagement.

- Social Learning Theory:

Social learning theory, developed by Bandura and Walters in 1963, has significantly impacted the field of communication (Bush et al., 1999). This comprehensive theory provides a structured framework for understanding the intricate dynamics of how various social agents, including peers and experts, influence consumer behavior (King & Multon, 1996; Martin & Bush, 2000). Individuals are motivated to adopt favorable attitudes through socialization agents, whether through immediate interactions or past social experiences (Moschis & Churchill, 1978; Subramanian & Subramanian, 1995). In the vast landscape of management literature, this theory has been instrumental in unraveling the multifaceted roles played by family, peers, celebrities, and opinion leaders in shaping consumer consumption patterns (Clark et al., 2001; Kotze, 2001; Martin & Bush, 2000).

- Theory of Planned Behavior (TPB):

The Theory of Planned Behavior, conceptualized by Icek Ajzen in 1991, provides a robust framework for understanding how human behavior can be influenced and modified. According to TPB, individuals are guided by three primary types of beliefs: behavioral beliefs (related to the anticipated outcomes of an action), normative beliefs (pertaining to perceived societal expectations), and control beliefs (associated with factors facilitating or hindering behavior performance). This theory offers invaluable insights into the intricate interplay between cognitive processes and external influences, enabling a deeper



understanding of how individuals' intentions translate into actual behavior across various decision-making contexts.

- Word of Mouth Marketing

In the realm of influencer marketing, word-of-mouth promotion holds a pivotal position, reflecting consumers' inclination to seek guidance from various sources, including friends, family, and online personalities, prior to committing to purchasing decisions (Childers, Lemon, & Hoy, 2019). This reliance on word of mouth aligns with the concept of social proof, a psychological phenomenon posited by (Hughes, Swaminathan, & Brooks, 2019), which suggests that individuals are inherently predisposed to trust and emulate the actions of others when confronted with decision-making scenarios. Within the context of influencer marketing, influencers emerge as primary purveyors of social proof, leveraging their authority and rapport with their audience to endorse products and services. The endorsements and recommendations from influencers resonate deeply with their followers, triggering heightened brand engagement and fostering a stronger intention to purchase, as observed by (Ki & Kim, 2019).

- Trust Transfer

Trust transfer theory, as expounded by (Hu, Zhang, & Wang, 2019), constitutes a fundamental concept in understanding the dynamics of trust dissemination. It suggests that trust, once established in one entity, can permeate through associative connections to influence perceptions of other entities. Within the realm of influencer marketing, this theory gains particular significance as followers are observed to seamlessly transfer their trust in influencers to the brands and products endorsed by them (Hu, Zhang, & Wang, 2019). This phenomenon engenders a cascade of effects, manifesting in heightened brand credibility and enhanced consumer confidence in the endorsed offerings. Influencers, positioned as 'power users' within their respective niches, exercise substantial sway over their followers' purchasing behaviors. Leveraging their accrued trust and credibility, influencers orchestrate strategic engagements with brands, driving not only brand awareness but also facilitating tangible sales conversions (Hu, Zhang, & Wang, 2019).

- The Commodity of the Spectacle Framework:

Guy Debord's seminal concept of "The Commodity as Spectacle" (1967) offers profound insights into the transformative dynamics of digital commerce and its far-reaching implications on societal consciousness. Within the context of influencer marketing and the burgeoning trend of live sales strategies, the spectacle materializes as the commodification of human experiences and interactions. Social media platforms emerge as bustling arenas, facilitating the exhibition and consumption of products as potent symbols of status and identity, thereby perpetuating the spectacle's hegemony over the realm of online commerce. This framework not only sheds light on the insatiable pursuit of economic growth but also underscores the perpetuation of a perpetual cycle of consumption driven by the cultivation of artificial needs and desires within the intricate tapestry of the digital landscape.

- Influence of Spectacle on Consumer Behavior:

The influence of the spectacle extends seamlessly into influencer-driven purchases, where the orchestrated presentation of products as spectacles perpetuates an illusion of abundance and fulfillment. This illusion effectively obscures the underlying realities of overconsumption and the consequential environmental ramifications, blurring the distinction between the intrinsic utility of goods (use value) and their market-assigned worth (exchange value). The pervasive commodification of human existence within the digital realm serves as a poignant reminder of the spectacle's propensity to prioritize economic interests over genuine human needs and aspirations, thereby exerting a profound influence on consumer behavior.

Integrating Debord's incisive critique of the spectacle into the discourse on strategic online expansion prompts a necessary reevaluation of prevailing marketing strategies. Businesses are compelled to strike a delicate balance between the pursuit of economic objectives and the ethical imperative of sustainability. It necessitates a conscientious effort to align business practices with overarching societal values and environmental concerns, ensuring that economic growth is pursued in harmony with ethical principles and sustainability goals. This critical perspective not only challenges businesses to navigate the intricate socio-

economic dynamics shaping consumer behavior with heightened awareness but also underscores the imperative of assuming greater responsibility in fostering sustainable growth and preserving societal well-being in the digital age.

- **Balancing Economic Objectives with Social Responsibility:**

The incorporation of Guy Debord's concept of the spectacle into strategic online expansion underscores the imperative for businesses to navigate the digital landscape with unwavering integrity and heightened accountability. By steadfastly prioritizing ethical practices and embracing transparency in their operations, businesses can effectively mitigate the deleterious effects of the spectacle on societal consciousness. Concurrently, they can harness the immense potential of digital platforms as catalysts for strategic brand expansion and meaningful engagement with diverse audiences.

This balanced approach not only empowers businesses to achieve sustainable growth but also positions them as conscientious stewards of societal well-being. By aligning their actions with ethical principles and societal values, businesses can proactively counteract the corrosive influence of the spectacle, fostering a climate of trust and authenticity in the digital realm. In doing so, they not only safeguard their own reputations but also contribute positively to the broader fabric of society, thereby forging a path towards collective prosperity and enduring societal harmony.

The theoretical framework outlined above provides a comprehensive understanding of influencer marketing, shedding light on the intricate dynamics between consumers, social media influencers, and marketing strategies. Through an in-depth exploration of theories such as social influence theory, word-of-mouth marketing, the theory of reasoned action and planned behavior, visual congruence-induced social influence, and trust transfer, invaluable insights are garnered into the mechanisms that underpin consumer behavior and the efficacy of influencer marketing initiatives.

The scrutiny of consumer behavior and the significant influence wielded by influencers over their purchasing decisions underscore the effectiveness of online influencer marketing

as a brand amplification strategy. The ability of influencers to foster trust, relatability, and engagement among their followers highlights the potential of leveraging digital platforms to reach and sway target audiences with precision.

The prevalence of impulsive purchases triggered by influencer endorsements further reinforces the potency of online marketing strategies in capturing consumer attention and driving sales. However, it is imperative to acknowledge the potential drawbacks of influencer marketing, including the susceptibility of individuals to be influenced by a mere social media post.

While online influencer marketing offers substantial opportunities for brand expansion and consumer engagement, it also underscores the necessity for meticulous deliberation and ethical conduct to ensure that marketing endeavors are transparent, authentic, and conducive to fostering and preserving consumer trust. By harnessing the insights provided by this theoretical framework, businesses can navigate the dynamic terrain of influencer marketing with heightened acumen and efficacy, ultimately forging meaningful connections with their target audience and catalyzing sustainable business growth.

## **CHAPTER – IV**

### **DATA ANALYSIS AND INTERPRETATION**

The data for this analysis is collected through two primary sources: a case study of the Chinese live streamer Zheng Xiang Xiang, who earns \$14 million per week through her unique approach to online product promotion, and insights gleaned from the article "Live streamer makes over 14 million in a week showing items for just 3 seconds each."

#### **4.1 CASE STUDY ANALYSIS**

The case study of Zheng Xiang Xiang provides valuable insights into the effectiveness of live sales strategies in influencer marketing. Zheng's rapid-fire approach, showcasing each product for just three seconds, has resulted in a significant surge in sales. This data highlights the power of attention-grabbing moments in the digital realm and underscores the importance of speed and efficiency in online product promotion. The success of Zheng challenges traditional norms of influencer marketing, demonstrating the potential for innovative approaches to drive consumer engagement and sales.

The article regarding the case study sheds light on the potential negative impacts of rapid-fire live sales strategies employed by influencers like Zheng Xiang Xiang. The aggressive promotion of inexpensive items through limited-time offers and exclusive drops may contribute to impulsive buying behavior among consumers. This trend raises concerns about overconsumption and its environmental consequences, particularly regarding waste generation from the disposal of products purchased impulsively. The article underscores the need for ethical considerations and sustainability goals in influencer marketing to mitigate the potential negative impacts on consumer behavior and environmental sustainability.

#### **4.2 SYNTHESIS OF FINDINGS**

The data analysis reveals a nuanced understanding of the evolving dynamics of influencer marketing and live sales strategies. While the case study of Zheng Xiang Xiang illustrates the remarkable success achievable through innovative approaches to online product promotion, the article highlights the potential negative consequences, such as overconsumption and environmental impact. Synthesizing these findings underscores the importance of balancing economic objectives with ethical considerations and sustainability

goals in strategic online expansion. It emphasizes the need for responsible marketing practices that prioritize consumer well-being and environmental stewardship while leveraging the power of influencer marketing to drive brand engagement and sales.

As a second source, a small survey was conducted through Google Form distribution to gather a general consumer view on influencer marketing. The survey aimed to gather insights into consumer perceptions and behaviors related to influencer marketing and live sales events on social media platforms. The responses were collected from 50 participants representing various demographics.

### 4.3 SURVEY DEMOGRAPHICS

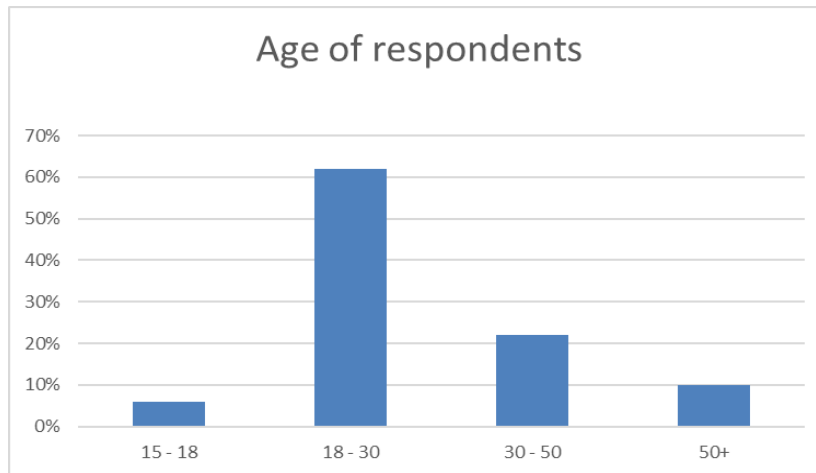
#### 1. Age of respondents

**TABLE 4.1** Showing the age of respondents

Age	Number of respondents	Percentage
15 -18	3	6
18 – 30	31	62
30 – 50	11	22
50+	5	10

**Source:** primary data

**FIGURE 4.1** Showing the age of respondents



#### Interpretation

The responses were collected from 50 participants representing various demographics. The respondents' age distribution is displayed in this table. The majority of responders 62% are between the age group of 18 and 30, with 22% falling between the 30 and 50 age range. Moreover, 6% of the population is between the ages of 15 and 18, and 10% is over 50.



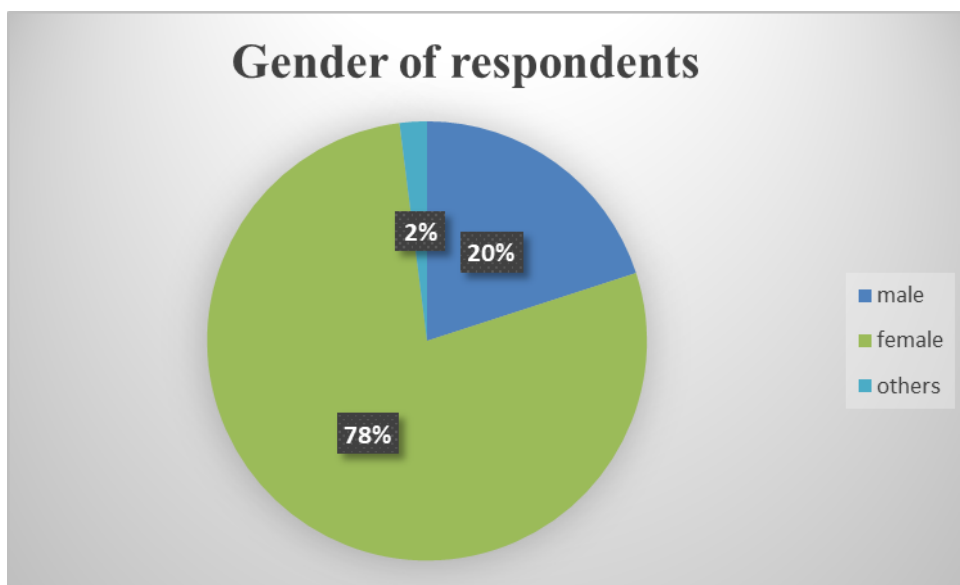
## 2. Gender of respondents

**TABLE 4.2** Showing the gender of respondents

Gender	Number of respondents	Percentage
Male	10	20
Female	39	78
Others	1	2

**Source:** primary data

**FIGURE 4.2** Showing the gender of respondents



### Interpretation

In this particular study, the majority of responders were female with 78% and 20% being male. Furthermore, 2% of people as others.

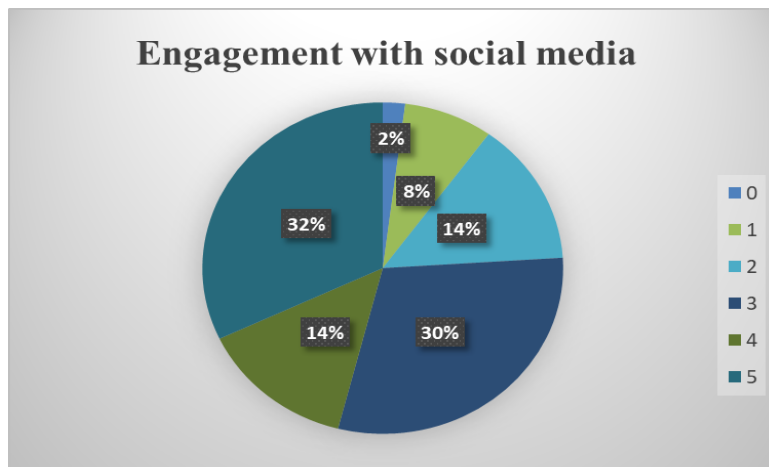
### 3. Engagement with social media

**TABLE 4.3** Showing the respondents' engagement with social media

Scale of 5	Response
0	1
1	4
2	7
3	15
4	7
5	16

**Source:** primary data

**FIGURE 4.3** Showing the respondents' engagement with social media



### Interpretation

On a five-point rating system, the data indicates how respondents are engaged with social media. According to the interpretation, a majority of sixteen respondents rated their participation as five, while fifteen respondents gave it as three. 0 being the lowest figure with 1 respondent.

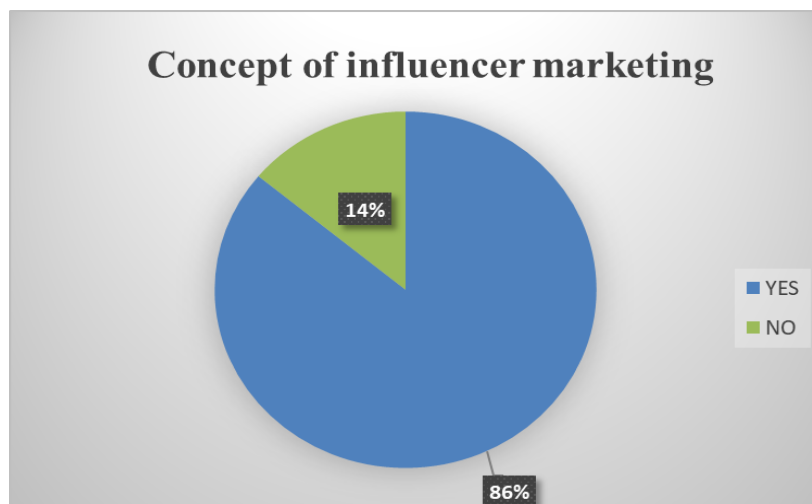
#### 4. Concept of influencer marketing

**TABLE 4.4** Showing the respondents' knowledge on the concept of influencer marketing

Particulars	Number of Response
Yes	43
No	7

**Source:** primary data

**FIGURE 4.4** Showing the respondents' knowledge on the concept of influencer marketing



#### Interpretation

A significant majority of respondents (86%) are familiar with the concept of influencer marketing, indicating widespread awareness of influencers' role in shaping consumer behavior. Among the respondents, early adulthood represents the largest demographic group (62%), suggesting that influencer marketing may have a greater impact on younger consumers.

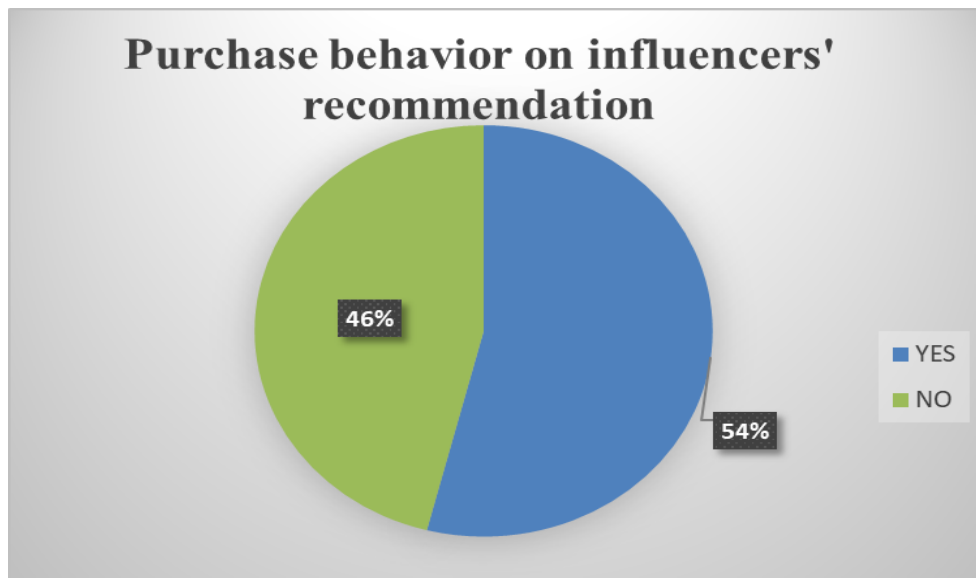
## 5. Purchase behavior on influencers' recommendation

**TABLE 4.5** Showing the purchase behavior on influencers' recommendation

Particulars	Number of Response
Yes	27
No	23

Source: primary data

**FIGURE 4.5** Showing the purchase behavior on influencers' recommendation



### Interpretation

With a majority of respondents being active social media users (76%), it's likely that they encounter influencer content frequently, potentially influencing their purchasing decisions. The high level of familiarity with influencer marketing (78%) suggests that influencers hold considerable sway over consumer perceptions and purchasing behavior.

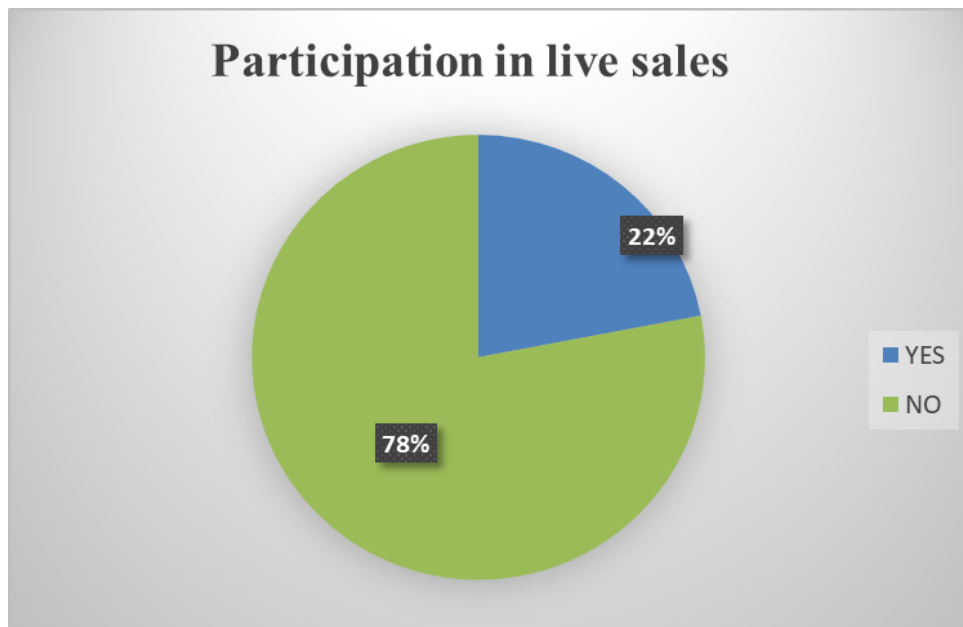
## 6. Participation in live sales

**TABLE 4.6** Showing the participation in the live sales

Particulars	Number of Response
Yes	11
No	39

**Source:** primary data

**FIGURE 4.6** Showing the participation in the live sales



### Interpretation

The data presented suggests that there was minimal engagement in the live sales. It shows that a majority of 78% of respondents do not participate in live sales while 22% of the respondents show participation in live sales.

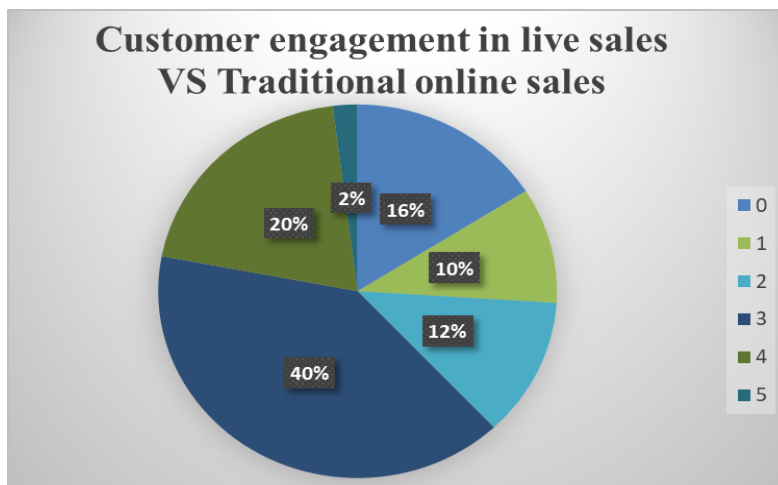
## 7. Customer engagement in live sales VS traditional online sales

**TABLE 4.7** Showing the Customer engagement in live sales VS traditional online sales

Scale of 5	Response
0	8
1	5
2	6
3	20
4	10
5	1

Source: primary data

**FIGURE 4.7** Showing Customer engagement in live sales VS traditional online sales



### Interpretation

According to the study, the respondents believe that influencer marketing and live sales events are more engaging than traditional online shopping experiences. This suggests that live sales events hold a distinct appeal for a significant portion of consumers, potentially due to their interactive and real-time nature.

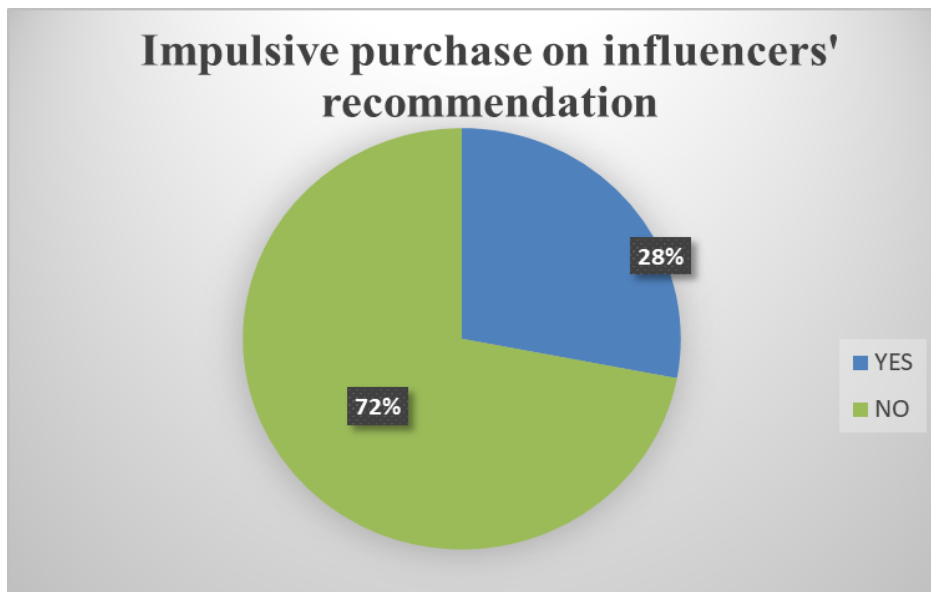
#### 8. Impulsive purchase on influencers' recommendation

**TABLE 4.8** Showing the Impulsive purchase on influencers' recommendation

Particulars	Number of respondents	Percentage
Yes	14	28
No	36	72

Source: primary data

**FIGURE 4.8** Showing the Impulsive purchase on influencers' recommendation



#### Interpretation

It appears that while 72% of respondents refrained from making impulsive purchases, 28% of respondents did so in response to recommendations from influencers. This implies that while a greater percentage of people are not persuaded to make impulsive purchases in this way, some people are influenced by social media influencers.

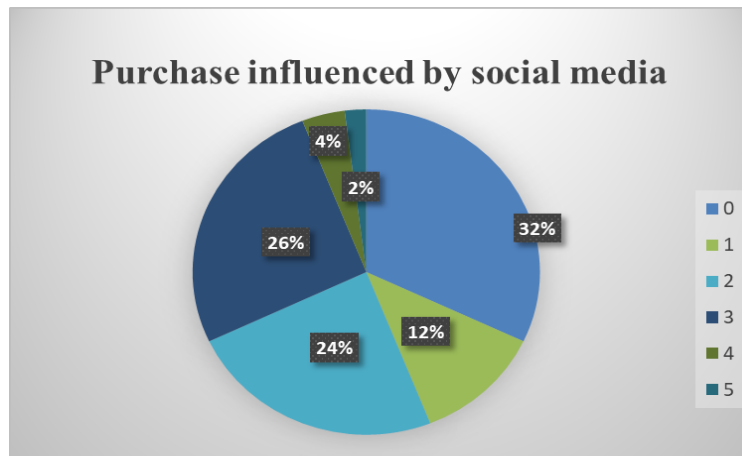
## 9. Purchases influenced by social media

**TABLE 4.9** Showing the purchases influenced by social media

Scale of 5	Response
0	16
1	6
2	12
3	13
4	2
5	1

**Source:** primary data

**FIGURE 4.9** Showing the purchases influenced by social media



### Interpretation

Both influencers and social media play a substantial role in driving impulsive purchases among consumers. 28% of respondents admit to making impulsive purchases influenced by an influencer's recommendation, while 32% make impulsive purchases influenced by social media content. This underscores the persuasive power of influencers and social media platforms in shaping consumer behavior.



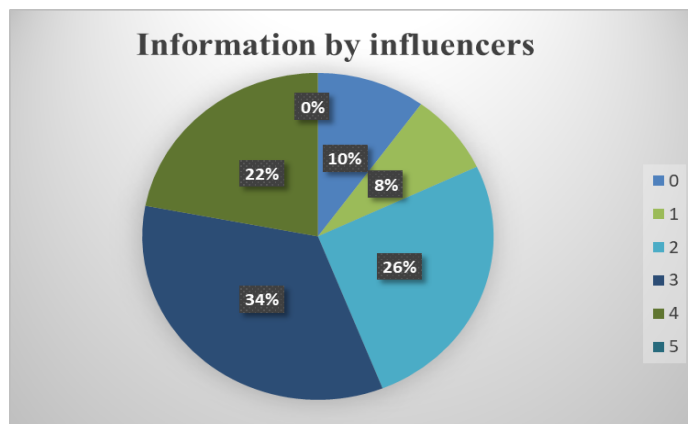
## 10. Information by influencers

**TABLE 4.10** Showing the sufficiency of information by influencers

Scale of 5	Response
0	5
1	4
2	13
3	17
4	11
5	0

Source: primary data

**FIGURE 4.10** Showing the sufficiency of information by influencers



### Interpretation

Despite the prevalence of impulsive purchases, a majority of respondents, averaging at 66%, believe that the information provided by influencers is sufficient to make a purchase decision. This indicates a high level of trust and reliance on influencer recommendations among consumers. However, it's worth noting that 34% of respondents do not share the same level of confidence in influencer-provided information, suggesting a degree of skepticism or caution among a minority of consumers.

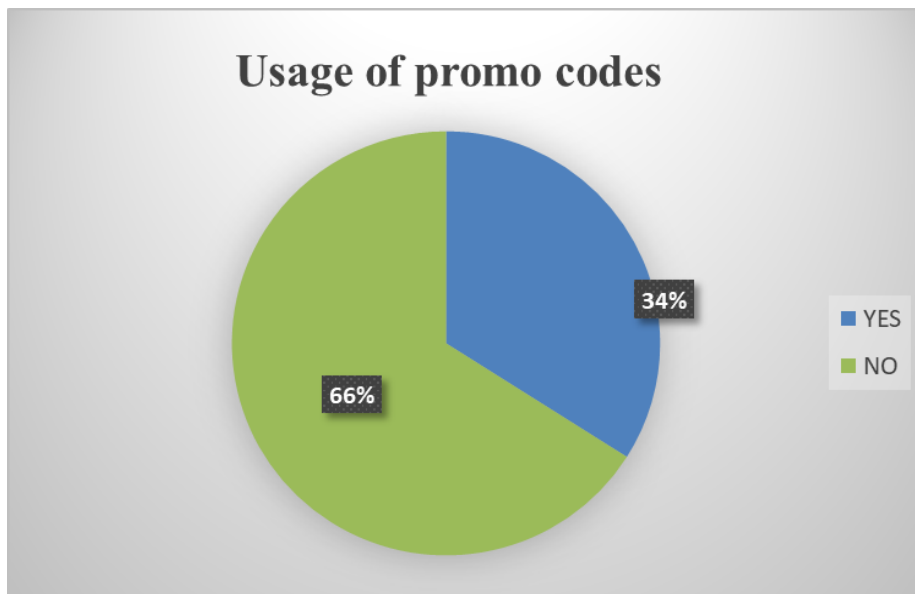
## 11. Usage of promo codes

**TABLE 4.11** Showing the usage of promo codes

Particulars	Number of respondents	Percentage
Yes	17	34
No	33	66

Source: primary data

**FIGURE 4.11** Showing the usage of promo codes



### Interpretation

According to the data, 66% of respondents did not use promo codes, while 34% did. This suggests that a sizable percentage of respondents did not utilize promo codes, perhaps for a variety of reasons like not knowing about them, not being able to locate relevant codes, or not thinking they were worthwhile.

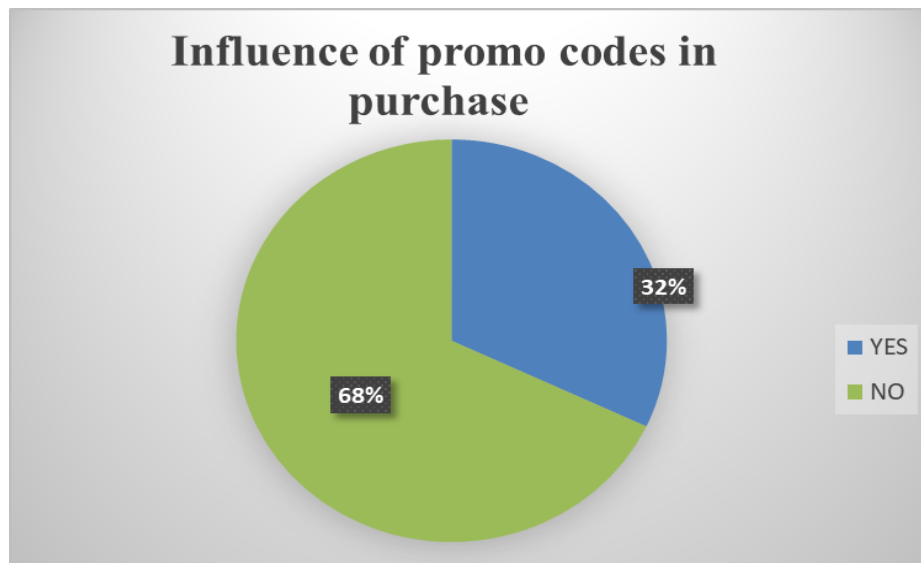
## 12. Influence of promo codes in purchase

**TABLE 4.12** Showing the influence of promo codes in purchase

Particulars	Number of respondents	Percentage
Yes	16	32
No	34	68

**Source:** primary data

**FIGURE 4.12** Showing the influence of promo codes in purchase



### Interpretation

According to the research, 68% of respondents said that promo codes had no effect on their purchasing decisions, while 32% of respondents said that they did. This implies that while a small percentage of consumers are influenced by promo codes, most respondents make purchases regardless of the availability or offers of promo codes.

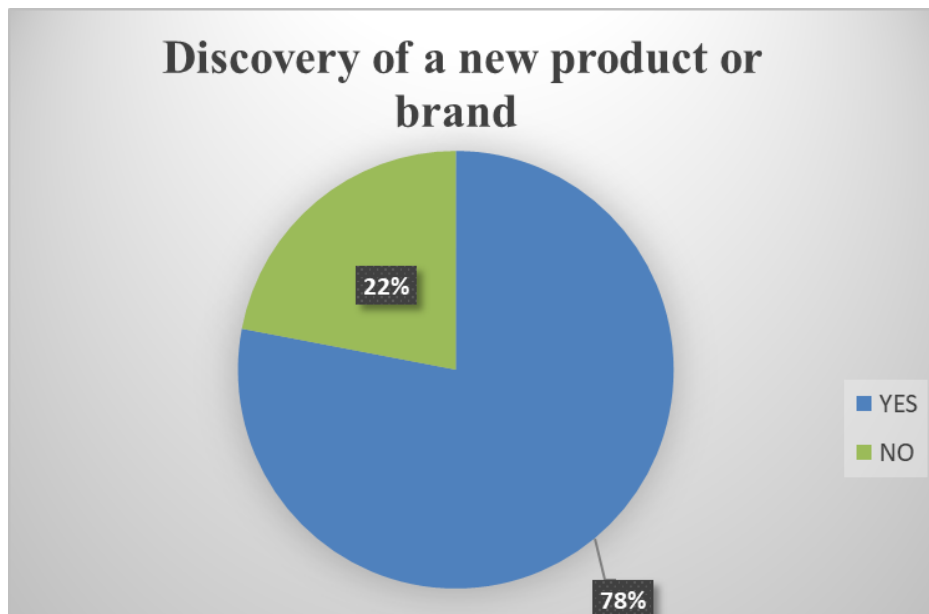
### 13. Discovery of a new product or brand

**TABLE 4.13** Showing the discovery of a new product or brand

Particulars	Number of respondents	Percentage
Yes	39	78
No	11	22

**Source:** primary data

**FIGURE 4.13** Showing the discovery of a new product or brand



#### **Interpretation**

78% of respondents said they had come across a new brand or product, compared to 22% who had not. This suggests that most respondents have come across new companies or items, which could be due to a variety of things like personal investigation, advertising, or recommendations.

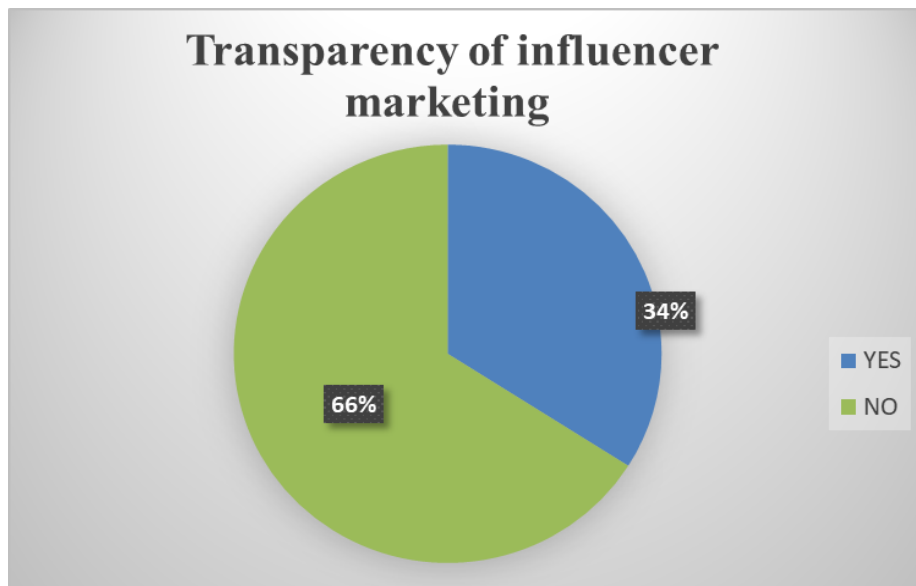
#### 14. Transparency of influencer marketing

**TABLE 4.14** Showing the transparency of influencer marketing

Particulars	Number of respondents	Percentage
Yes	17	34
No	33	66

Source: primary data

**FIGURE 4.14** Showing the transparency of influencer marketing



#### Interpretation

The study shows that 66% of respondents do not think influencer marketing is transparent, whereas 34% of respondents do. This suggests that a sizable proportion of participants believe influencer marketing is opaque, maybe as a result of worries about unreported sponsorships, covert incentives, or deceptive endorsements.

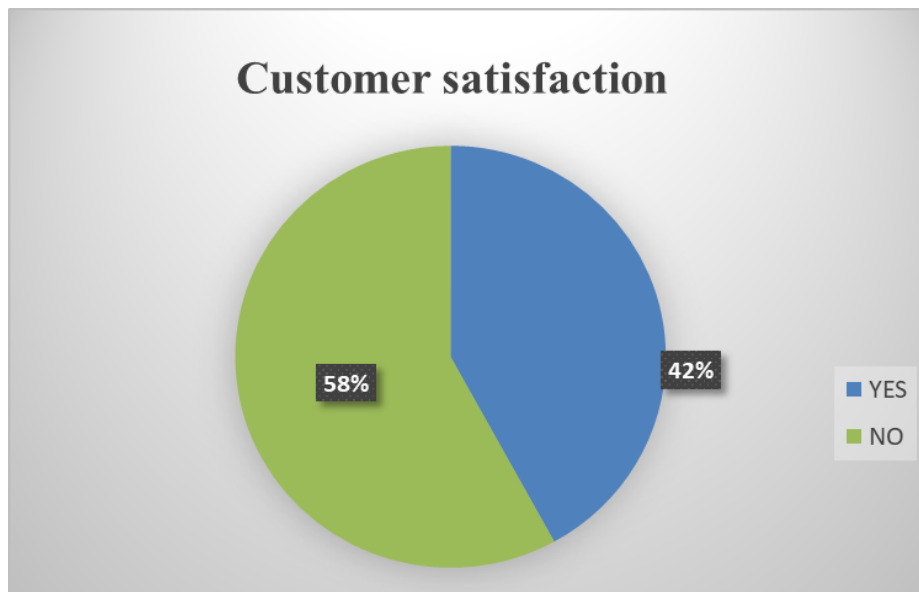
## 15. Customer satisfaction

**TABLE 4.15** Showing the customer satisfaction

Particulars	Number of respondents	Percentage
Yes	21	42
No	29	58

**Source:** primary data

**FIGURE 4.15** Showing the customer satisfaction



### Interpretation

As mentioned in the data, 42% of respondents said they were satisfied with their experience as consumers, while 58% said they weren't. This implies that a significant proportion of participants are not entirely content with their customer encounters, which may be attributed to several elements including product caliber, customer support, or overall brand encounter.

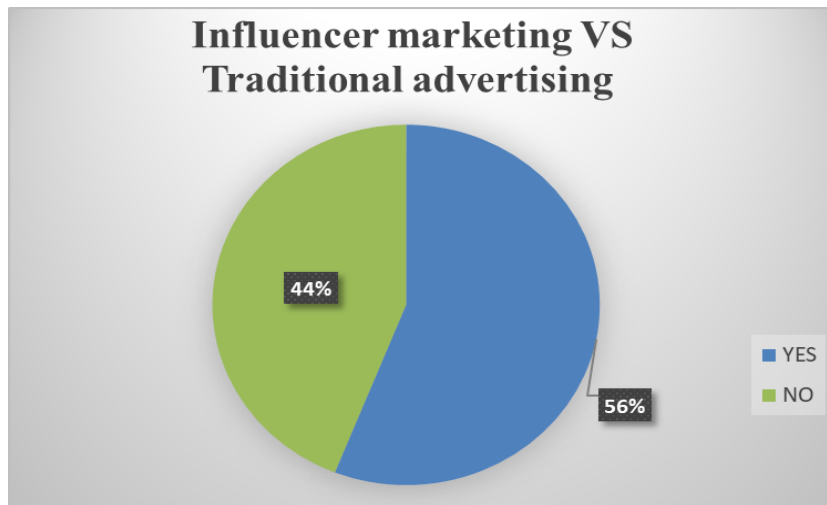
## 16. Influencer marketing VS Traditional advertising

**TABLE 4.16** Showing the effectiveness of Influencer marketing VS Traditional advertising

Particulars	Number of respondents	Percentage
Yes	28	44
No	22	56

**Source: primary data**

**FIGURE 4.16** Showing the effectiveness of Influencer marketing VS Traditional advertising



### Interpretation

As stated in the study, while 56% of respondents do not favor influencer marketing over traditional advertising, 44% of respondents do. This indicates that a sizable percentage of respondents possibly as a result of their perceived authenticity or capacity to target specific audiences find influencer marketing more alluring or successful than conventional advertising techniques.

## 17. Sustainable marketing strategy

**TABLE 4.17** Showing the sustainability of influencer marketing

Particulars	Number of respondents	Percentage
Yes	35	70
No	15	30

**Source:** primary data

**FIGURE 4.17** Showing the sustainability of influencer marketing



### Interpretation

The data shows that 30% of respondents disagree with the idea of using a sustainable marketing approach, while 70% of respondents support it. This shows that most respondents understand the value of including sustainability in marketing campaigns, which may be a reflection of customers' rising understanding of and concern for social and environmental issues.



**CHAPTER – V**

**FINDINGS, SUGGESTIONS AND CONCLUSIONS**

## 5.1 FINDINGS

The data analysis reveals a multifaceted understanding of influencer marketing and live sales events among consumers. It indicates a widespread awareness of influencer marketing's influence, particularly among younger demographics and active social media users. The engagement with live sales events underscores their appeal and effectiveness in driving consumer participation and sales.

- The responses were collected from 50 participants representing various demographics. Among the respondents, early adulthood represents the largest demographic group of age 18 to 30 suggesting that influencer marketing may have a greater impact on younger consumers.
- The study indicates that most of the respondents are active social media users.
- According to the study, a significant majority of respondents are familiar with the concept of influencer marketing, indicating widespread awareness of influencers' role in shaping consumer behavior.
- The high level of familiarity with influencer marketing suggests that influencers hold considerable sway over consumer perceptions and purchasing behavior.
- According to the study, the respondents believe that influencer marketing and live sales events are more engaging than traditional online shopping experiences.
- Even though influencer marketing is spread widely people are not persuaded to make impulsive purchases.
- A majority of respondents believe that the information provided by influencers is sufficient to make a purchase decision. This indicates a high level of trust and reliance on influencer recommendations among consumers.
- Most respondents benefitted from influencer marketing as they were able to discover new products and brands through personal reviews, advertisements or recommendations.

- A majority of respondents believe influencer marketing is opaque, maybe as a result of worries about unreported sponsorships, covert incentives, or deceptive endorsements.
- The study implies that a significant proportion of participants are not entirely content with their customer encounters, which may be attributed to several elements including product caliber, customer support, or overall brand encounter.
- The study indicates that a sizeable percentage of respondents consider influencer marketing as more alluring or successful than conventional advertising techniques.
- Most of the respondents understand the value of including sustainability in marketing campaigns, which may be a reflection of customers' rising understanding of and concern for social and environmental issues hence they consider influencer marketing as a sustainable marketing strategy
- Data analysis highlights widespread awareness of influencer marketing among younger demographics and active social media users.
- Live sales events are effective in driving consumer engagement and boosting sales.
- Despite trust in influencer recommendations, concerns persist regarding transparency and satisfaction with endorsed products.
- Greater transparency standards are needed in influencer-provided content.
- The majority perceive influencer marketing as effective and sustainable, but skepticism remains about the transparency of influencer-provided content.
- Guy Debord's concept of "The Commodity as Spectacle" sheds light on the transformative dynamics of digital commerce, especially evident in rapid-fire live sales events led by influencers.
- This spectacle's dominance in online commerce raises concerns about overconsumption and environmental impacts, highlighting the importance of ethical considerations and sustainability goals in influencer marketing.

## 5.2 SUGGESTIONS

To address the concerns raised by the data analysis and Debord's concept, several suggestions can be proposed:

- **Enhanced Transparency:** Influencers should strive for greater transparency in their promotional content, providing comprehensive information about products to mitigate consumer skepticism.
- **Quality Assurance:** Brands collaborating with influencers should prioritize product quality to ensure consumer satisfaction and minimize the risk of disappointment.
- **Environmental Responsibility:** Influencer marketing strategies should align with sustainability goals, promoting responsible consumption practices and minimizing environmental impact.
- **Diverse Representation:** Efforts should be made to diversify influencer partnerships to ensure inclusive representation and appeal to a broader audience demographic.
- **Consumer Education:** Educating consumers about the persuasive techniques employed in influencer marketing can empower them to make informed decisions and resist impulsive purchases.

## 5.3 CONCLUSION

In conclusion, this project has provided a comprehensive examination of strategic online expansion, with a specific focus on the utilization of influencer marketing and live sales strategies to maximize reach in the digital marketplace. Through an in-depth analysis of consumer perceptions and behaviors, valuable insights have been gleaned, highlighting the significant impact of influencers on purchasing decisions and the effectiveness of live sales events in driving engagement and sales.

While influencers play a pivotal role in shaping consumer behavior, concerns regarding transparency and product satisfaction emphasize the importance of ethical considerations

and sustainability goals in marketing practices. By addressing these challenges and leveraging responsible marketing strategies, businesses can navigate the dynamic landscape of online commerce while prioritizing consumer trust and environmental stewardship.

Furthermore, the integration of Guy Debord's concept of the commodity as spectacle provides a theoretical framework for understanding the transformative nature of digital commerce and its societal implications. By synthesizing findings from both the data analysis and theoretical perspectives, businesses can develop informed strategies to drive brand engagement and sales in the digital age while maintaining ethical standards and fostering long-term sustainability.

## **BIBLIOGRAPHY**

## BIBLIOGRAPHY

1. Chopra, Anjali, Vrushali Avhad, and Sonali Jaju. "Influencer Marketing: An Exploratory Study to Identify Antecedents of Consumer Behavior of Millennial."
2. Gelati, Noémie, and Jade Verplancke. "The Effect of Influencer Marketing on the Buying Behavior of Young Consumers."
3. Debord, Guy. "The Commodity of Spectacles."
4. Times of India. "This Chinese Influencer Earns \$14 Million per Week: Here's How." URL:<https://timesofindia.indiatimes.com/etimes/trending/this-chinese-influencer-earns-14-million-per-week-heres-how/articleshow/105474239.cms>
5. <https://influencemarketinghub.com/influencer-marketing/>
6. [https://www.researchgate.net/publication/342181914\\_Influencer\\_Marketing\\_An\\_Exploratory\\_Study\\_to\\_Identify\\_Antecedents\\_of\\_Consumer\\_Behavior\\_of\\_Millennial](https://www.researchgate.net/publication/342181914_Influencer_Marketing_An_Exploratory_Study_to_Identify_Antecedents_of_Consumer_Behavior_of_Millennial)
7. <https://liu.diva-portal.org/smash/get/diva2:1668422/FULLTEXT01.pdf>
8. <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC8872418/>
9. <https://www.tandfonline.com/doi/full/10.1080/15252019.2022.2123724>
10. <https://www.sciencedirect.com/science/article/pii/S0969698922002429>

## **ANNEXURE**



## ANNEXURE

1. Age group
2. Gender
3. Name
4. How often do you engage with social media platforms? (Rate on a scale of 5)
5. Are you familiar with the concept of influencer marketing?
  - Yes
  - No
6. Have you ever purchased a product or service based on an influencer's recommendation?
  - Yes
  - No
7. Have you ever participated in a live sales event or made a purchase during a live stream?
  - Yes
  - No
8. Do you find influencer marketing and live sales events more engaging than traditional online shopping experiences? (Rate on a scale of 5)
9. Have you ever made an impulsive purchase influenced by an influencer's recommendation?
  - Yes
  - No

10. How often do you find the information provided by influencers sufficient to make a purchase decision? (Rate on a scale of 5)

11. How often do you make impulsive purchases influenced by social media content? (Rate on a scale of 5)

12. Do you usually use promo codes provided by influencers when making a purchase?

- Yes
- No

13. Have promo codes provided by influencers ever influenced your decision to buy a product?

- Yes
- No

14. Have you ever discovered a new product or brand through influencer marketing?

- Yes
- No

15. Do you believe influencer marketing provides transparent information about products or services?

- Yes
- No

16. Have you ever been disappointed with a product purchased based on an influencer's recommendation?

- Yes
- No

17. Do you think influencer marketing is more effective than traditional advertising in reaching consumers?

- Yes
- No

18. Do you believe influencer marketing is a sustainable marketing strategy for businesses?

- Yes
- No