

**A STUDY ON THE IMPACT OF SOCIAL MEDIA INFLUENCERS
ENDORSEMENT ON CREATING NEW BRAND IMAGES AMONG
CUSTOMERS OF DIFFERENT AGE GROUPS IN KOCHI.**

**Project Report
Submitted by**

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**Under the guidance of
Ms. REEMA DOMINIC**

**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

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March-2024

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CERTIFICATE

This is to certify that the project titled "STUDY ON THE IMPACT OF SOCIAL MEDIA INFLUENCERS ENDORSEMENT ON CREATING NEW BRAND IMAGES AMONG CUSTOMERS OF DIFFERENT AGE GROUPS IN KOCHI" submitted to Mahatma Gandhi University in partial fulfillment of the requirement for the award of Degree of Bachelor of Commerce is a record of the original work done by Ms. Gayathri Thejus Menon, Ms. Ann Twinkle Christopher, Ms. Afreena Mnesh Manzil under my supervision and guidance during the academic year 2021-24.

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DECLARATION

We, Ms. Gayathri Thejus Menon, Ms. Ann Twinkle Christopher, Ms. Afreena Mnesh Manzil, 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 Impact Of Social Media Influencers Endorsement On Creating New Brand Images Among Customers Of Different Age Groups In Kochi." submitted to Mahatma Gandhi University is a bonafide record of the work done under the supervision and guidance of Ms. Reema Dominic, 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

DATE: 24-04-2024



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CONTENTS

Chapters	Content	Page Number
Chapter 1	Introduction	1
Chapter 2	Review Of Literature	6
Chapter 3	Theoretical Framework	14
Chapter 4	Data Analysis And Interpretation	33
Chapter 5	Findings, Suggestions And Conclusion	46
	Bibliography	
	Annexure	

LIST OF TABLES

Sl. No.	Contents	Page No.
4.1	Age Group	33
4.2	Gender Classifications	34
4.3	Educational Qualifications	35
4.4	Employment Status	36
4.5	Mostly Used Social Media Platforms	37
4.6	Regular Follower Status of Social Media Influencers	38
4.7	Purchase Intentions of Respondents	39
4.8	Social Media Influencing Through Live Demonstrations	44

LIST OF FIGURES

Sl. No.	Contents	Page No.
4.1	Age Group Classifications	33
4.2	Gender Classification	34
4.3	Educational Qualifications	35
4.4	Current Employment Status	36
4.5	Mostly Used Social Media Platform	37
4.6	Level of Following Influencer	38
4.7	Purchase Intentions	39
4.8	Social Media Platforms	40
4.9	Attitude Of Customers Towards Social Media Endorsement	42
4.10	Customers Attitude Towards Demonstrations	44
4.11	Customers Dissatisfaction	45

CHAPTER – I
INTRODUCTION

1.1TITLE

A Study On The Impact Of Social Media Influencers Endorsement On Creating New Brand Images Among Customers Of Different Age Groups In Kochi.

1.2 INTRODUCTION

Recent years was a magnificent evolution of the digital world. Some phenomenon comes from social media which drive the new ways of communication between companies with their consumers. To interact with customers, one of these new technology is social media. Social media is a virtual network platform, that became a crucial component in entertainment and in business purposes. There are various social media platforms that became popular among people in recent years, such as Instagram, Facebook, and many others. Social media allows users to exchange their ideas, opinions, feelings, and information through engaging with other users. Social media is used for different purposes, such as seeking and sharing information, entertainment purposes, or establishing a favourable image, which works for individuals and businesses. Recently, businesses started using social media as a marketing tool to promote their products, services, and most importantly to create their brand image. This way of marketing gives businesses the opportunity to establish communication with potential consumers, receive direct feedback, and collect data, through viewing, liking, commenting, and reposting. Now a days social media is emerging as the most effective marketing tool for companies to promote their products. Moreover, social media is as well a relatively cheap and easily accessible marketing tool, therefore businesses choose this type of promotion more and more frequently. Another important aspect of social media is social media influencers. The companies will hire an influencer on social media to advertise their product. Social media influencers are famous and influential individuals that run their own social media pages with a large number of followers. Social media influencing is a form of social media marketing involving endorsements and product placement from influencers. Influencers are people and organizations who have a purported expert level of knowledge or social influence in their field. Social media influencers could evaluate a product that consumers would admire, they are the opinion leaders encouraging them to purchase it. Furthermore, they provided the latest information about new brands and create brand images to influence consumers attitudes and behaviours towards it. Social media influencer marketing has

become a fast-growing trend, where businesses chose to collaborate with social media influencers to promote their brand. Social media influencer marketing is very effective since influencers share their beliefs and opinions, which builds trust and relationships with their followers. Users of social media look up to influencers, which later can help to promote a positive brand image. Research and applied evidence suggest that influencers are important promoters of products and services in different areas of business and marketing tools. In order to have a good understanding and close the existing knowledge gap on the impact of social media and its effects of it on brand image in the mass-market, this study seeks to see if there is a positive or negative impact of social media influencer endorsement on brand image and trustworthiness.

1.3 STATEMENT OF PROBLEM

In the rapid changing of the world as the existence of digitalization for the last 20 years has given convenience way of human life in accessing any information quickly without limitations. It is the most significant transformation up to the current life of society and including business process on ongoing everyday life. Consumers are more likely to consider a product or service recommended by an influencer they follow and trust. The emotional connection established through influencer content can drive consumers to prioritize these products over alternatives, ultimately leading to an increase in sales. So new business organisation can introduce their new brands through social media influencers to get an urgent attention among customers. But they want to know how much exposure they would get through them also the brand images created by those influencers are playing a significant impact on the consumers. influencers play the role of introducing a new brand in the consumer's mind. likewise, every coin has two sides that image created can have negative and positive behaviour from consumer. it's about how the brand images was positioned in their minds. As we go deep into different age groups their outlook towards new brands and social media endorsement are completely different. So it is necessary to know the impact created by social media influencers to make new brands aware of new marketing strategies to introduce their product and services and consumer perceptions towards them.

1.4 SIGNIFICANCE

The aim of the study is to research how different generation are perceiving new brands promoted by social media influencers. In this digital era, social media influencers are the handler of customers purchasing decisions but at the same time some recent problem creates a trust issue among consumers regarding the social media endorsement and our study is mainly leading to it.

1.5 OBJECTIVES

1. Role of influencer marketing in shaping brand image.
2. Customers attitude towards the brand images created by the influencers
3. To understand how social media is influencing the purchase behaviour of different generations of customers.
4. To what extent does influencer marketing have an impact on brand trustworthiness and new brand image.

1.6 SCOPE OF THE STUDY

The study was based on the impact of social media influencers endorsement on creating new brand images among customers of different age groups in Kochi. It is based on the behaviour of customers regarding the new brand images introduced by the social media influencers in the current scenario.

1.7 RESEARCH METHODOLOGY OF THE STUDY

- 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 collected by conducting surveys through the distribution of questionnaires using google forms.
- 4.Secondary Data: They were collected from published sources like websites, journals.
- 5.Sampling Design: A convenient random sampling was used to analyse the objectives of the study.
6. Population: The population was limited to the customers in Kochi.

7. Sample Size: A total of 60 is the sample size.

8. Tools used for data analysis: Percentages, pie chart, bar diagram etc

1.8 LIMITATIONS OF THE STUDY

1. The study is limited to current scenario.

2. The sample taken from the respondents might not represent those consumers who might not be actively using social media platform.

3. The data does not provide complete accurate information, rather it provides a general analysis based on the selected customers and their choices and preferences, hence it is judgemental.

4. Limited samples size to a particular city.

1.9 CHAPTERISATION

This study contains five chapters, they are as follows:

CHAPTER 1- INTRODUCTION

This chapter gives brief introduction about the topic. It deals with the statement of the problem, objectives, significance, research methodology, scope and limitation of the study.

CHAPTER 2- REVIEW LITERATURE

This chapter gives us literature relating to the topic under study. It includes analysis of secondary data of the study.

CHAPTER 3- THEORETICAL FRAMEWORK

This chapter deals with related topics under the study. It includes the study on the role of influencers in creating new brands image on the mind of consumers and consumer perceptive regarding this kind of social media endorsements.

CHAPTER 4- DATA ANALYSIS AND INTERPRETATION

This chapter deals with the analysis and interpretation relating to the topic under the study. It includes analysis of primary data collected from customers of different ages

in Kochi. It is shown with the help of tables and figures.

CHAPTER 5- FINDING, SUGGESTIONS AND CONCLUSION

This chapter gives us the findings, suggestions and conclusion related to the topic. It is done with the help of the primary data collected from various customers.

CHAPTER – II
REVIEW OF LITERATURE

Arum Nurhandayani Rizal, Syarief & Mukhamad Najib (School of Business, Bogor Agricultural University) November 2019

The article titled the impact of social media Influencer and brand images to purchase intention. The Article states that influencers are the key opinion leaders in social media. Endorser figures is believed to be able to give a greater influence in conveying the message to the millennial generation that is believed by the company that through this generation, their brand will remain till the future. The company has to decide who (influencer in social media) they will hire. That becomes an important process because it is expected to occur transfer images from influencer (which have to be a positive image) to the brand.

Talaverna (2015)

Brands that tend to appear on the influencers' profile are considered to be more attractive as well as reliable by the customers and this was validated by a poll that 82% of consumers are more likely to follow the footsteps of their favourite influencers and would be interested in buying the products recommended by them.

Lesmana (2012) (Asquotes in Fajrin 2015)

Research explains that social marketing plays an important role in marketing for a company. First, social media can be used to provide identity about the company and the products or services which they offer to consumers. Second, social media helps in creating relationships with people who might not know about a product or service or company. Third, social media makes the company “real” to consumers. If the company wants consumers follow them, then it’s not enough to talk about their new product, but companies should share their “personality”. Forth, social media can be used to associate themselves with their peers who can serve the same target market. Fifth, social media can be used to communicate and provide interactions about what consumers are looking for.

Saini, D., Sharma, M., Gupta, S., & Verma, H. (2021)

The project is titled Effect of Social Media Influencers and Celebrity Endorsers on Brand Loyalty through brand image. They came into a conclusion that managers can

leverage both CEs as well as SMIs in their advertising strategies. This is not a question of choice and brands should utilize both methods to their advantage. They can focus on both methods depending on the type of brand images that they want to craft for their respective brands. can expect to have influence on not only the brand image but also the brand loyalty due to their focus on CEs and SMIs. Brands can expect to have stronger loyalty with their persistent inclusion of CEs and SMIs in the advertising strategies., these aspects are brands can focus on some important factors for choosing CEs attractiveness, trustworthiness, expertise and relevance, whereas for an SMI, these aspects are interactivity and authenticity.

Nimish Kadam, Anindita Deshmukh &Dr. Rajashri Kadam(June 2021)

On the project titled A study on impact of social media influencers endorsement on the buying behaviour of Gen Z, for lifestyle and electronics product category with special reference to Pune city. Most of the Gen Z customers follow social media and they also follow the different influencers. Both the hypothesis verified says that influencers are impactful in male as well as female to shape their minds to buy the products. Influencer's endorsement makes positive attitude towards brand which will lead towards purchase intention of consumer. Knowledge, popularity and fan following are few of the indicators which decides the impact of Influencer. Research concludes that for reaching to Gen Z influencers can be utilized effectively. This is the cost-effective opportunity for the marketers for effective results.

Abdullahi. F (2020)

The effect of social media influencers advertising disclosure on consumer response on Instagram, international journal of content. This study found two types of ad disclosures: “#sponsored” and “paid partnership with.” to have no significant difference. By testing ad disclosure versus no disclosure on consumer responses to SMIs, the most significant result indicates that consumers perceive the SMI to be more trustworthy in disclosure condition, as hypothesized. Transparency in disclosing advertised Instagram content then increases positive responses toward the influencer, which strengthens the use of influencer advertising. The author declares no conflict of

interest and received no financial support for the research, authorship, and publication of this article.

Dhanesh, G., & Duthler, G. (2019).

Article titled "Product Endorsements on Instagram: Consumer Perceptions of Influencer Authenticity. Relationship Management through Social Media Influencers: Effects of Followers' Awareness of Paid Endorsement. From a consumer viewpoint, this paper analyses the factors that constitute an authentic SMI when they endorse products on Instagram. The method is exploratory and qualitative, where focus groups were asked to examine the posts of key influencers. Findings have resulted in the authentic influencer model, composed of four explanatory features. Firstly, trustworthiness. The values of the brand and those of the influencer must be closely aligned. Secondly, the SMI must be transparent. Endorsers must be open about their paid connection to a sponsor. Thirdly, there must be relatability between the SMI and the consumer. Fourthly, the SMI must possess expertise in the product. Whilst previous work has been carried out on corporate brand authenticity in social media, relatively little research has so far been conducted on the SMI and consumer perceived authenticity. Consequently, this work assists in filling a gap, where the analysis could be utilised to develop strategies to enhance the authenticity of the SMIs personal brand, and that of the endorsed organisation. The model here could also help spur research, both qualitative and quantitative, in this important area of business and social media marketing.

Arian Matin, Tornike Khoshtaria & Nugzar Todua (June 2022)

On the study titled The Impact of Social Media Influencers on Brand Awareness, Image and Trust in their Sponsored Contents. The findings of the study shed light on the implications of social media influencers traits in relation to how the sponsored brands and influencers content are perceived by customers.

Djafarova and C. Rushworth, (2017)

"Exploring the credibility of online celebrities' Instagram profiles in influencing the purchase decisions of young female users, Neither female consumers nor male consumers are necessarily more receptive to persuasive messages coming from a person who shares their gender (Flanagin & Metzger, 2003), however source-receiver

similarity identification is routinely cultivated by media formats and contents (Feilitzen & Linné, 1975). Influencer marketing is a gendered format (Edwards, 2022), it is mainly associated with areas of consumption that traditionally are feminised, Such as beauty, fashion, and lifestyle, effectively stimulating the buying behaviour of a young female target (Djafarova & Rushworth, 2017). As influencer advertising currently emphasizes gender similarity between sources and receivers who identify as (cisgender) women, this also accounts for the reduced impact of gender-based identification amongst male consumers, and their orientation towards other types of perceived similarities with influencers.

Lie Ao, Rohit Bansal, Nishita Pruthi and Muhammad Bilawal Khaskheli (January 2023)

The research titled Impact of Social Media Influencers on Customer Engagement and Purchase Intention: A Meta-Analysis. This research meta-synthesis the existing literature on influencer marketing. It highlights eight significant attributes of social media influencers, i.e, homophily, expertise, trustworthiness, attractiveness, credibility, informative value, entertainment value, and congruence with the product.

Marwick & Boyd (2011)

The Impact of Social Media Influencers on Brand Awareness, Image and Trust in their Sponsored Content: An Empirical Study from Georgian Social Media Users. Companies constantly include social media advertisements in their marketing plans to increase their reach. Logically, there are various methods of social media advertising that can be employed based on a company's communication objectives and target market. Therefore, companies employ so-called, social media influencers' (SMIs) services to fulfil their objectives set for particular target segments. Influencers, or micro-celebrities, are active internet personalities with enough subscribers or followers to affect a certain part of the market.

Xin Jean Lim, Aifa Rozaini bt Mohd Radzol, Jun-Hwa Cheah (Jacky) and Mun Wai Wong (2017)

On the project titled The Impact of Social Media Influencers on Purchase Intention and the Mediation Effect of Customer Attitude states that Social media influencers are first explored in the advertising field, particularly to create buzz in the younger markets and further expand social media coverage in businesses. This study is designed to investigate the effectiveness of social media influencers, focusing on source credibility, source attractiveness, product match-up, and meaning transfer. Consumer attitude is proposed to mediate between both the exogenous and endogenous relationships. Data collection was designed using the purposive sampling method and the dataset of 200 respondents was then analysed using PLS-SEM technique. All hypotheses are found to be supported except for source credibility. Mediating effects of consumer attitude are also determined. Implications, limitations, and suggestion for recommended research are further stated

Feliciano Yovita Saputra & Wisnu Sakti Dewobroto(2022)

On the project titled The Influence of Social Media Influencers on Purchase Intention of Local Personal Care Products. Their findings Personal care products grow rapidly every year even in a red ocean industry. With changes in this digital era, personal care companies have to innovate in order to survive and grow. One of the ways is the use of digital marketing. There are many ways to do digital marketing and one of the popular methods is social media influencers. However, with so many new influencers on social media, marketers find it challenging to choose the right influencers to promote their products because not every influencer brings a significant impact. Choosing the wrong influencers could cause the business to lose money and harm the image of a product or a brand. On the other hand, choosing the right influencers may lead to the popularity of the product and an increase in sales. Based on that, this research is focusing on the influencers from the consumer's point of view, in order to know the type of influencers that fit with the product offered. This research is based on literature study that describes Influencer credibility has a positive impact on consumers' purchase intention, attitude towards products, and advertising. The result shows that the influencer credibility describe and evaluate an influencer based on their attractiveness, trustworthiness, and expertise. They discovered the social media influencers make crucial contributions and give various benefits for marketers. In order to determine the influence, marketers can see how an influencer's credibility affect purchase intention as well as consumers'

attitudes towards product and advertisement. Furthermore, purchase intention influenced by consumers' attitudes towards products and advertisement can be utilized by marketers in figuring out the most important aspect in influencer marketing.

Liew YeeWei, Jugindar Singh Kartar Singh & Janitha Kularajasingam (2021)

On the project titled impact of social media influencers on purchasing intention towards pet products. a quantitative study among females in malaysia. The advent of technology and social media has contributed to the rise of social media influencers, and more marketers and advertisers are using them to boost revenue and sales. This research aimed to explore the relationship between social media influencers and the Intention to purchase by Malaysian females. The predictors in this study were trustworthiness, attractiveness, expertise, source respect and source similarity. This was a quantitative study that used a self-administered questionnaire. Based on convenience sampling, primary data was collected from 202 respondents. The results revealed that only source attractiveness and source similarity were positive and significant predictors of intention to purchase. Source similarity had the highest impact on intention to purchase. However, source trustworthiness, source expertise and source respect showed an insignificant impact on intention to purchase. The findings will provide a better understanding to marketers and retailers of pet products on the engagement of social media influencers. To the researcher's knowledge, this is one of the first studies that focused on the influence of social media influencers on the purchase of pet products by females. This study added new insights to the current understanding of the essential attributes related to the engagement of social influencers. This study found that the social media influencers similarity and attractiveness were the two positive and significant predictors of consumers purchasing intention. This study filled the existing gap in knowledge by examining the social media influencer's trustworthiness, attractiveness, expertise, similarity and respect towards the purchasing intention towards pet products among females. The results added some new insights, such as the positive impact of source attractiveness and similarity and the non-significance of source trustworthiness, expertise and respect.

Saima & M.Altaf khan (2020)

Title: Effect of Social Media Influencer Marketing on Consumers' Purchase Intention and the Mediating Role of Credibility. A new digital marketing tool that has emerged today is that of social media influencer marketing. Social media influencers are those individuals who shape consumers' perceptions regarding a brand or product through photos, videos and other updates on social media platforms. This research paper is an attempt to identify the effect of various attributes of social media influencers on their credibility and eventually on purchase intention of consumers in Delhi NCR, India. An online questionnaire was used to collect data through Google Forms and the size of the sample was 76. Quota sampling technique was used, and structural equation modelling through SmartPLS 3 was used for data analysis. The findings reveal that trustworthiness, information quality and entertainment value have significant direct effects on the credibility of influencers as well as significant indirect effects on the purchase intention of consumers. Also, the purchase intention of consumers is directly affected by an influencer's trustworthiness and credibility.

Dr. Rob Kim Marjerison, Ms. Huang Yipei & Dr. Rongjuan Chen

The project titled The Impact of Social Media Influencers on Purchase Intention Towards Cosmetic Products in China. The research aims to study the influence of Key Opinion Leaders (KOLs), social media influencers in China, on the perception and purchase intention of college age female consumers. For the between-subject experimental study, one group of respondents was shown the information for four products, while the 2nd group was shown both the product information and the product review given by a celebrity, and the 3rd group was shown the product information and a review provided by the well-known blogger and KOL on Little Red Book, one of the most popular social media platforms in China. Each participant in the survey were asked to assess their product attitude and purchase intention for each product. In order to determine the influence of the KOLs, An ANOVA analysis was performed on the data. The results indicate that celebrity KOLs exert a measureable influence on young female customers' perceptions of products and purchase intention but the popular blogger KOL does not. Additionally, there is a strong correlation between the product attitude and purchase intention. The study indicates that celebrity KOL is becoming a crucial player in the current marketing campaign of beauty industry because people

who have seen the product review generated by them will be likely to have a more positive product attitude and a higher level of purchase intention towards cosmetic products. Nonetheless, the identity of blogger KOL cannot exert the same effect. Customers tend to have a significantly higher level of purchase intention on cosmetics when they see a celebrity's product review, while buyers are not influenced solely by the identity of blogger when seeing the product advice. Thus, even though the cost of collaborating with celebrity is generally higher than that of blogger, celebrity KOL seems to be a stronger identity in influencer marketing.

CHAPTER – III
THEORETICAL FRAMEWORK

3.1. WHAT IS A SOCIAL MEDIA INFLUENCER?

Social media influencers establish themselves as experts in a particular field and share their knowledge with a curated audience on one or more social channels. Influencers create and share content regularly to establish their expertise and work to build a relationship with their followers. By regularly engaging with their audience and offering insightful content, creators can often "influence" their followers to try a particular product. Brands partner with influencers for product or service promotion, allowing them to effectively reach their target audience or build brand awareness among people unfamiliar with what they offer. Since followers trust an influencer, they see these product endorsements as a recommendation from a friend rather than a sales pitch. Collaboration can result in compensation or free products as the influencer tries to influence the audience to make a purchase.

3.2 WHAT IS ENDORSEMENT?

Endorsements are a form of advertising that uses famous personalities or celebrities who command a high degree of recognition, trust, respect or awareness amongst the people. Such people advertise for a product lending their names or images to promote a product or service. Advertisers and clients hope such approval, or endorsement by a celebrity, will influence buyers favourably. For example, Sachin Tendulkar endorsing motorcycles and biscuits can influence young men or children who look to him as role model. Such advertising connects with a lot more people than ordinary advertising can, because people will notice celebrities, famous personalities and role models even from a vast clutter of noise, people or products. Such ads work well for aspiration products or lifestyles. Endorsements can confer on a brand a larger-than-life image, and if the advertising follows the current celebrities and personalities, the endorsement can last quite long. Lux is an example, which is endorsed by all the leading actresses of the generation, helping greatly to keep Lux a relevant and attractive brand even as consumers change.

3.3 WHAT IS INFLUENCER MARKETING AND HOW DOES IT WORK?

Influencer marketing is a form of marketing that enables businesses to collaborate with individuals who have a following for increased brand exposure. Companies may ask a

person with a large following to publish social media content that promotes their products or services. People often follow individuals they trust on social media, so if they see someone, they follow advertising your business, there's an inherent trust factor you can lean on to boost your conversion rate. An integral part of any influencer strategy is figuring out which influencers might suit your company. For example, if you sell facial moisturizers, you may want to work with an influencer with a strong track record of success promoting skincare products. In this scenario, it's best to partner with individuals that meet this criteria because those who follow that specific influencer are interested in what they have to say. Once you find an influencer you like, reach out and see if you can strike a deal. For this transaction, you may allow them to receive a commission on all the products and services they sell. As an example, you might give them 10% of the revenue generated from the products and services they sell on your behalf. You'll need to review the numbers to see if this agreement is viable, and you might even want to partner with multiple influencers as a part of your influencer strategy.

3.4 ADVANTAGES OF BRAND ENDORSEMENT

A. Leveraged reputation

Some parent brands can have long-standing reputations as leaders in their industry. They may have an easily recognizable name that has become trustworthy or comforting to customers. By leveraging this reputation, parent companies can quickly build customer trust in endorsed brands. If a customer supports a parent company, they may be more likely to support any related brands.

B. Independent positioning

While endorsed branding can allow a brand to leverage a parent company's name recognition, it can also allow it to develop a unique name, personality and marketing effort. An endorsed brand, for example, may be totally different from a parent company except for a small identifying feature. This gives the brand the freedom to create whichever brand narrative can further business goals, even if it's different from the parent company's narrative.

C. Innovation

Endorsed branding can allow a brand to envision and create new and unique ideas or concepts. Because an endorsed brand can be backed by the reputation of a parent company, it may have additional resources to support the implementation of new ideas. This can result in popular and engaging new products and an expanded portfolio of offerings for the parent brand.

D. Established customer base

Although an endorsed brand may sell different products or services than its parent brand, it can appeal to many of the same customers. This can allow endorsed brands to focus less on customer acquisition, freeing up additional resources for development, marketing and other expenses. As an endorsed brand grows and reaches new markets, the parent company's customer base can additionally grow, creating a mutually beneficial relationship.

E. Loyalty

It may be challenging for a newer brand to develop customer or brand loyalty, but an endorsed brand can benefit from the loyalty of its parent company's previous customers. If customers have had positive experiences with a parent company, then they may be more likely to support a new product or service associated with it. If they like an endorsed brand's products or services, loyalty may increase as they perceive the parent company to be offering evolving options to meet their needs.

F. Combined offerings

Endorsed brands can sell or market products in tandem with those of parent companies. For example, an endorsed brand may sell baking utensils for customers to use with the parent company's baking mixes. This can create an impression that the brand offers customers a convenient solution to all their needs.

G. Lower risk

If an endorsed company intends to begin a new or unique operation, the support of a parent brand can lower the normal risks associated with a new business. Established customer bases, shared resources and leveraged reputation can allow endorsed brands

to make the most beneficial business decisions with less worry. For the parent company, a large portfolio and minimal association mean that they can take risks by supporting newer companies without fear of damage.

H. Diverse portfolio

Being associated with several endorsed brands of varying types can help a parent company establish a diverse portfolio of offerings. This can help it dominate markets by appealing to a wide range of customer needs. It can also enhance a parent company's reputation as a dominant competitor in the field.

3.5 WHAT IS SOCIAL MEDIA MARKETING (SMM)?

Social Media Marketing is a part of digital marketing which utilizes the social media platform to drive users to the website. The use of social media and social networks is to advertise a company's product basket and services. Social media marketing majorly focuses on enhancing user communication and brand recognition in order to reach out to potential customers. You can purchase website traffic as well as services from prominent websites. such as Instagram followers, Facebook comments, and YouTube subscribers. Social Media Marketing types will help you to engage with your customers, leads, and prospects.

3.6 WHY IS THE IMPORTANCE OF SMM?

Social media may help your business to obtain more visibility in building your brand and expanding your internet presence outside your website. Moreover, social media helps to bridge the gap between you and potential customers. Social media allows businesses to turn their customers into brand ambassadors and helps in enhancing brand visibility.

3.7 VARIOUS TYPES OF SOCIAL MEDIA MARKETING

A. Content Marketing/ Content Creating:

Content Marketing is a strategic marketing approach. It's a process of developing and distributing content in order to attract and retain customers. Creating blog posts, videos, podcasts, Emails, or infographics you want, and sharing them. It's not only about creating good content when it comes to content marketing. The information should be

well-written and logical. knowing what your audience exactly wants. And it's even better when your content helps your company to achieve its objectives.

B. Advertising/ Sponsorship:

Advertising is a type of audio and visual marketing communication that uses public funding, non-personal messages to promote or sell a product, service, or concept.

Advertising is generally considered to be a paid message you control. Common methods include messages placed in magazines and newspapers, and on TV, radio, websites, and different social media platforms.

Unlike public relations efforts, you decide, create and place the exact message you want. Advertising expenses include the cost of creating your ads and placing them on different social media platforms.

A person or organization that pays for or contributes to the costs of organizing a sporting or artistic event in exchange for advertising is known as a sponsor.

Social Media Sponsor is a type of collaboration where a brand is giving products or money to a user account for promotion or selling purposes. The sponsor can be a person or an organization that offers money to another social media account (influencer, personal brand, or authoritative accounts) in exchange for other benefits

C. Influencer Marketing:

Influencer marketing is one of the best social media marketing types. But what exactly does the term “influencer” mean? A social media influencer is a person who has built a loyal audience through social media. This influencer can be a YouTuber, a blog writer, or someone from other communities. However, the creation of content, they have the potential to convince the audience to buy the product.

Influencer marketing is a type of marketing in which a company connects with an influencer who has a loyal audience for the same product or speaks for the same goods. Therefore, as a result of this, influencers share their material with their audience, raising brand visibility and assisting in the conversion of followers into buyers.

The examples of influencer marketing:

- Sharing a coupon code so that the influencer's audience can get a great deal.
- Social media product reviews.

- The brand's promotions and new product launches are shared.
- Creating a co-branded product or campaign in collaboration with the influencer.
- Using influencers to create content for your brands, such as videos, blog posts, and social media adverts.

Social media Management is an organic approach. You must interact with the people in your social media community. So, if you keep working on it and putting up effort, you can gain more followers. But this happens over a long period of time. The advantages are enormous, but this is a long-term strategy.

D. Social Media Management:

Social media management may not give you more followers at the initial stage but after a year or so, you can have a large number of loyal followers. This can bring a significant amount of revenue to your business. This social media marketing helps in achieving higher ROI.

3.8 SOCIAL MEDIA MANAGEMENT

Paid Media Marketing:

Paid media refers to inorganic marketing efforts that are handled by the paid placement agency. It means you have to pay for your advertisement. Paid media has become an important component of online businesses. To advertise a product to a larger audience, therefore, it is necessary to purchase online ad space. Paid media is a part of a brand's overall strategy to boost traffic, sales, and conversions by clicks, resulting in increased revenue.

Types of Paid Media

1. Paid Social Media
2. Search Engine Ads
3. Banner Ads
4. Native Ads

Types of Paid Pricing Models

1. Cost Per Click (CPC)
2. Cost Per Thousand/Mille (CPM)

3.9 BRAND POSITIONING STRATEGY

Brand knowledge comprises of brand awareness and brand image contribute to establishing of customer-based brand equity. The process is gradual and requires in-depth understanding of consumer mind.

Connection between brand and consumer leads to long term partnership and loyalty. And, continued support to marketing efforts of the company. So, when a company is trying to build up brand knowledge, Brand Positioning becomes very much relevant.

For example, Apple and Windows both are well known brand. Consumers are aware that they both are computer brands dealing in entertainment, but Apple stands for style, cool quotient, iPod etc whereas Windows stands for world class operating system, quality etc.

Consumer can easily identify point of similarities and points of difference between the two brands. This process of creating point of similarities and points of difference in consumer's mind is called Brand Positioning.

Brand positioning strategy is about finding a right place for a brand in market place as well consumer mind. A consumer should easily identify that for a given need or want this is the brand. If brand fails to do this, it simply becomes just another product or commodity on supermarket or mall shelf. So, for successful brand positioning, following points are of utmost importance for companies; target consumer, main competitors, point of similarity with competitors and point of difference with competitors.

So, to identify target consumer we must narrow down target market. A market comprises of cluster of individuals with similar behaviour, referred to as segments. These segments can be defined on basis of personal consumption profile, which includes marital status, consumption of product, usage rate of product and expectation from product. Another is demographic which includes age, sex, income level, race and family.

Further segmentation can be done on location, if consumer, that is whether they are local or global. Other segmentation can be done on basis of emotional profile, which includes personal belief and values, chosen lifestyle, religious affiliation etc.

Another market which is important is business market. Segmentation of business market is starts with product class, meaning target industry (chemical, agriculture etc). Another segment is buying decision, that is, through tender process, bidding process.

By end customer (government, not profit organization etc). Finally, segmentation is done on basis of company profile, which includes financial strength and geographical location.

Knowing your competitor is very essential for survival in market. SWOT analysis is definitely good starting point. Competition may not be coming from the same product class but maybe from substitute, such as, tea v/s coffee.

The point here is that not to narrow down competition too much as to lose focus. In recent time apparel industry has facing competition from consumer electronics industry, as people are willing to spend buck on iPod, HDTV to make style statement and not clothes.

Point of difference could be defining in terms of the way consumer thinks for a given brand. These are the points which will make the brand stand out from competition. Point of difference is like unique selling proposition and this difference can be in form of appearance, predictable performance, quality, better customer service. For example, Wal-Mart, faces competition not only from Target but also from Macy's and Shaw's. But point of difference is the product range it can offer at competitive prices compared to other stores.

Points of similarity are common traits essential to make sure that consumer understand the product. It helps in enforcing a simple point of identifying product within product class. This becomes important especially if brand is in extension mode and looking to enter another category. This is more prevalent in consumer goods industry, such as Old Spice earlier it was focus on shaving product but later moved to grooming products like deodorants.

3.10 HOW CAN YOU SUCCESSFULLY INTRODUCE A NEW PRODUCT TO YOUR CUSTOMERS?

- A. Know your product
- B. Know your customers
- C. Create a pre-launch campaign
- D. Launch with a bang
- E. Follow up and get feedback
- F. Keep the momentum going

A. Know your product

Before you can introduce your new product to your customers, you need to know it inside out. You should be familiar with its features, benefits, and unique selling points, as well as its price, availability, and delivery options. You should also be able to answer any questions or objections that your customers might have, and provide testimonials or reviews from other users. The more you know your product, the more confident and credible you will sound when you present it.

B. Know your customers

Another key step in introducing a new product is to know your customers and their needs, preferences, and expectations. You should segment your customer base according to their demographics, behaviour, and interests, and tailor your message and offer accordingly. You should also identify your ideal customer for your new product, and focus on reaching them with the most relevant and compelling communication channels. The more you know your customers, the more personalized and effective your introduction will be.

C. Create a pre-launch campaign

One way to build anticipation and curiosity for your new product is to create a pre-launch campaign that teases and reveals some information about it. You can use various methods, such as email newsletters, social media posts, blog articles, webinars, or live videos, to share some hints, sneak peeks, or behind-the-scenes stories about your new product. You can also create a landing page where your customers can sign up for updates, discounts, or early access. The more you engage your customers before the launch, the more likely they will be to buy when the product is available.

D. Launch with a bang

When the day of the launch arrives, you want to make a lasting impression on your customers and motivate them to take action. You can launch your new product with a bang by creating a special event, such as a live demonstration, a Q&A session, a giveaway, or a flash sale, that showcases your new product and its value proposition. You can also leverage your existing customers, partners, or influencers to spread the

word and generate social proof. The more you create a sense of urgency and excitement, the more sales you will generate.

E. Follow up and get feedback

After you introduce your new product to your customers, you should not stop there. You should follow up with them and thank them for their interest, purchase, or referral. You should also ask them for feedback and reviews, and address any issues or concerns they might have. You should also monitor and measure the results of your launch, such as the number of leads, conversions, revenue, and retention. The more you follow up and get feedback, the more you will improve your customer satisfaction and loyalty.

F. Keep the momentum going

Finally, you should keep the momentum going and continue to promote and improve your new product. You can use various strategies, such as creating more content, offering more incentives, launching more features, or expanding to more markets, to keep your customers interested and engaged. You should also keep an eye on the trends, competitors, and customer needs, and adapt your product accordingly. The more you keep the momentum going, the more you will grow your customer base and revenue.

3.11 Social Media Strategies You Can Implement Launching a New Brand

Not all social media platforms are created equal. Different platforms cater to different demographics and interests. Research and identify the platforms where your target audience is most active. For instance, if you're targeting a younger audience, platforms like Instagram, TikTok, and Snapchat might be more suitable, while LinkedIn could be better for B2B brands. Content is king in the realm of social media. Develop a content strategy that includes a mix of engaging and relevant content types, such as:

A. Visual Content: High-quality images and videos showcasing your products or services can captivate your audience's attention.

B. Educational Content: Share valuable insights, tips, and industry-related knowledge to position your brand as an authority in your niche.

C. User-Generated Content: Encourage your audience to create content featuring your brand. This not only builds a sense of community but also provides authentic social proof.

D. Teasers and Sneak Peeks: Offer glimpses of what's to come to generate excitement and anticipation.

Influencers can play a significant role in amplifying your brand's reach. Collaborate with influencers whose audience aligns with your target demographic. They can help you tap into their established follower base and lend credibility to your brand.

Contests and giveaways are excellent ways to generate buzz and engage your audience. Encourage participation by asking users to share your content, tag friends, or use a specific hashtag. Make sure the prizes are relevant and enticing to your target audience. Social media platforms offer powerful targeting options through paid advertising. Invest in targeted ads to reach specific demographics, locations, interests, and behaviours. This ensures that your brand's message reaches the right people at the right time.

Consistency is key to building a strong brand presence. Maintain a consistent posting schedule and visual identity across all your social media platforms. This helps in creating a cohesive brand image and fosters recognition among your audience.

Social media is a two-way communication channel. Respond promptly to comments, messages, and mentions. Engage with your audience by asking questions, conducting polls, and encouraging discussions. Show that you value their input and opinions.

Launching a new brand on social media requires careful planning and execution. By defining your brand's identity, selecting the right platforms, creating compelling content, leveraging influencers, running contests, utilizing paid advertising, maintaining consistency, engaging with your audience, and analysing results, you can create a powerful launch campaign that captures attention and establishes a strong foundation for your brand's success in the digital landscape.

3.12 DECODING THE SPECTRUM OF SOCIAL MEDIA INFLUENCERS

Social media influencers span from celebrities boasting millions of followers to niche experts with a smaller, yet dedicated follower base. Platforms such as Instagram,

YouTube, and TikTok have empowered individuals to foster unique communities around their content, be it humour, lifestyle, or a specialized niche.

Brands aiming to harness this power must understand that the impact of social media influencers transcends mere exposure. It's about comprehending the distinctive roles of different influencer tiers:

A. Micro-Influencer: Jesse Driftwood and Audible

Jesse Driftwood, a photographer and wordsmith, collaborated with Audible, an audiobook brand. This partnership thrived due to the authentic and consistent message that resonated with the target audience, showcasing the value of well-aligned micro-influencer collaborations.

B. Macro-Influencer: Kendall Jenner

Kendall Jenner embodies the power of macro-influencers. Her reach and influence come with a substantial price tag, underlining the importance of building a community around your brand and product.

C. Mega-Influencer: Serena Williams

Boasting over 30 million followers, Serena Williams serves as an effective ambassador for campaigns seeking mass awareness. This highlights the need for brands to leverage mega-influencers in response to evolving consumer sentiments.

3.13 LEGAL ASPECTS OF INFLUENCER MARKETING

Navigating the legal landscape of influencer marketing is crucial for both brands and influencers. One of the primary legal considerations is the disclosure of sponsored content. In many countries, influencers are legally required to clearly and conspicuously disclose their relationships with brands when promoting products or services. This can be achieved by using explicit disclosure hashtags such as #ad, #sponsored, or #paid in their social media posts. This requirement, enforced by regulatory bodies like the Federal Trade Commission (FTC) in the U.S., aims to prevent deceptive advertising and ensure consumers are aware when content is sponsored. Additionally, influencers and brands must adhere to copyright laws, ensuring they have the necessary permissions to use any copyrighted material in their content. Lastly, influencers must avoid making

false or misleading claims about products or services, which can lead to legal repercussions under consumer protection laws. Understanding and complying with these legal aspects is essential for maintaining the integrity and legality of influencer marketing campaigns.

3.14 THE FUTURE OF INFLUENCER MARKETING: TRENDS AND PREDICTIONS

The future of influencer marketing is promising and dynamic, with several trends expected to shape the landscape in 2023 and beyond. Influencer marketing, which was a \$16.4 billion industry in 2022, is projected to reach \$84.89 billion by 2028. As such, marketers are expected to spend over \$4.5 billion on influencers in 2023 alone.

Here are some key trends to watch:

A. Cross-Platform Engagement: Successful creators are now operating across multiple platforms, with their super fans interacting with them everywhere they appear. This means influencers are no longer confined to a single platform; they are specialist creators showcasing their work to fans across the web.

B. Influencers and Affiliate Programs: The line between influencer marketing and affiliate marketing is becoming increasingly blurred. Influencers are now recommending products to their followers, typically only those they use or trust themselves. This shift is beneficial for brands as influencers can help their followers through the entire sales funnel in an authentic, personal way.

C. Rise of Video Content: The popularity of video content continues to surge. With improved bandwidth worldwide, consumers are consuming more video and audio content. Platforms like Twitch and YouTube are becoming more influential, and consumers are demanding more video content from marketers.

D. Live Shopping: Live shopping became increasingly popular in 2021 and 2022, and this trend is expected to continue. Influencers and other key thought leaders are promoting products to their communities on their favourite social platforms using live

video and interactive content. Platforms like Amazon, Facebook, TikTok, and Instagram have all developed live-stream shopping tools and partnerships. For instance, in March 2022, Walmart partnered with 10 TikTok creators to host a live shopping experience.

E. Emphasis on Diversity and Representation: There is a growing emphasis on diversity and representation in influencer marketing. Influencer agencies are now focusing on increasing representation for underrepresented groups. Brands are also shifting their corporate cultures to focus on inclusivity.

F. Rise of Micro and Nano Influencers: While engagement rates dropped overall, this wasn't the case for most nano and micro-influencers. These influencers also have better conversion rates. Brands are therefore focusing more on engagement rates over follower counts, favouring nano and micro-influencers.

G. Ongoing Partnerships: Brands and influencers are expected to join together for long-term, ongoing projects rather than one-off sponsored posts. This shift is due to the understanding that it takes time to make a sale and that running a long-term marketing campaign with a particular influencer is often more effective than a short marketing campaign.

H. Increased Investment in TikTok: TikTok has had stellar years, thanks in large part to the pandemic that kept people indoors. When TikTok took off in early 2020, influencers were right there with it, amassing followers on the platform. As a result, marketers are expected to spend more money on TikTok in the coming years.

I. Brands Will Appoint a Chief Influence Officer: As influencer marketing becomes more professional, the sector as a whole will be seen as a field in its own right and a common element to corporate functions in most companies. Influencer marketing will be included in all marketing strategies. As such, training institutions will start to adapt their curriculum to offer influencer marketing training and recognized qualifications, while businesses will give formal titles to those in charge of this specialized field.

J. Employee-Driven Content Will Increase: An influencer marketing trend for 2023 that stems from the demand for more authentic content is the desire to see employee-driven or employee-based content increase. We've already seen how user-generated content can significantly impact sales and how brands are perceived. It only makes sense for brands to begin treating their own employees as influencers. Through employee advocacy programs, brands like Macy's had great success with this approach with its Style Crew. Macy's offers incentives and financial rewards to employees who use Macy's products in their everyday lives if sharing that content leads to sales.

K. Paid Advertising Will Be Key for Broad Reach: The last influencer marketing trend on our list for 2023 is all about advertising. Yes, we realize that paid ads are typically not used in conjunction with influencer marketing campaigns. However, brands and influencers will both benefit from the paid amplification of the content created by influencers. Using the fine-tuned targeting available on Facebook Ads or through the advertising tools for other social media platforms, brands will be able to push out high-quality influencer content to the people who care about seeing it without relying on social media algorithms to make it happen.

3.15 WHAT IS A BRAND IMAGE?

Brand image is a consumer's interpretation of your company and its products and services. It takes form inside the consumer's mind based on their experiences and interactions, as well as their perception of your company's mission and values. A strong brand image can create brand recognition and encourage the formation of a loyal client base that can provide a company with profits for years to come.

3.16 WHY IS BRAND IMAGE IMPORTANT?

When consumers buy your product or service, they're buying what your brand stands for. A good brand image is important for a variety of reasons, including:

1. Establishes credibility

A good brand image can help a company establish credibility within its industry. It requires earning the respect of consumers and competitors through quality, consistency and honesty. There are many ways that brands establish credibility, such as:

- Being honest with consumers
- Providing expert testimony about products or services
- Answering customer feedback
- Addressing issues quickly
- Comparing products and services with competitors
- Becoming a thought leader in the industry
- Protecting customers' information
- Focusing on quality
- Taking a stance on social issues.

Consumers may trust brands that are more credible and open about their operations. When they perceive a brand as the most credible option in the industry, consumers may be more likely to support the brand over its competition.

2. Makes a good impression

Making a good first impression is important, especially in business. Consumers will create an impression or brand image of your business based on factors such as messages and values communicated through your website, customer service, social media posts and even your company logo. How consumers see your company, even on a superficial level, leaves an impression. You want all points of contact with potential customers to leave a positive impression.

3. Increases referrals

When customers have a positive brand image of a company, they may be more likely to refer its services or products to others. Referrals are an important part of growing the brand's audience, and trusted friends and family can serve as a credible source of information for many people. Sometimes, a potential customer simply needs a positive mention from a trusted friend to decide to support a company.

4. Creates recognition

A recognizable brand can attract new customers and establish itself as a key component of a specific industry. For example, if customers think of your brand as honest, supportive and innovative, those are the attributes they associate with each of your products or services. They might describe the brand as honest, supportive and

innovative when discussing it with others or writing reviews. Their positive opinions about your company also make it easier to introduce new products under the same brand. The new items immediately have a good image since they're affiliated with your strong brand.

5. Establishes professionalism

A brand's image can also help it appear professional and organized. If a brand's image is clean, consistent and organized, customers might think the brand embodies professionalism. Along with credibility, professionalism may help customers trust the brand and create expectations for service and products. Those expectations, when met by the brand, can help increase customer confidence and potentially their loyalty to the company.

3.17 FACTORS NEEDED FOR CREATING GOOD BRAND IMAGE

There are a lot of factors which can lead to a positive or a negative brand image formation. Following are the main factors:

1. Quality of the Product/Service

The quality of the product is paramount in defining the brand image. If the quality is good and customer had a good experience while interacting with the brand will make the brand identity clear to the customer. This will lead to formation of a positive brand image and lead to repeat business and word of mouth. In case of the opposite scenario, a negative image will lead to undesired results.

2. Usability of the Product/Service

Quality is one aspect but functional value and usability is another. If the product or service is too complicated or is not useful as per the customer's requirement then the brand image will get affected. Hence usability along with quality should be core of the offering.

3. Perceived value

As brand image is based on how customer sees the brand, the perceived value becomes very important factor in defining brand image. Quality and durability can be great but if the perceived value is not what customer expects, then it will have impact.

4. Association

Strong associations with brand e.g. celebrity, team, cause etc. can lead to formation of a strong brand image. It can also backfire sometimes as association between the both is now formed and can keep impacting both parties leading to rise and fall in brand image.

5. Durability

Durability is equivalent to quality and usability when it comes to brand image. Durability also indirectly shows quality of a product. If a thing is expected to run for a considerable amount of time, stops working earlier will lead to a poor brand image.

3.18 HOW TO BUILD A STRONG BRAND IMAGE?

To build a strong brand image, you'll need to start with understanding who your brand is and what it stands for. This foundational work helps you to position yourself in the market and win the hearts of your target customers. New customers and existing customers alike can benefit from brand image-based social media programs, marketing, and creating a pitch to individual consumers' interests on a large scale.

A. Determine your mission, vision, and values

It's important to start with defining your mission, vision, and values because everything your company does (and every experience you deliver) should line up with your mission and values. Inconsistency in values will hurt your brand image, so you must define your purpose before promoting your brand. In addition, not only will your values attract customers but it will drive employee engagement as well. Mission-driven employees stay at a company longer and are more likely to be higher performers. Understanding your mission, vision, and values (and practicing what you preach) can go a long way in retaining happy, productive employees and customers.

B. Create a brand positioning statement

A brand positioning statement can set you apart from the competition and tells consumers exactly how you solve a need for your target audience. To create this, research your competitors and understand what makes your brand unique. Perhaps you have a strength in an area that one of your competitors is weak in. Once you understand what makes you different, create a one to two sentence statement that communicates your unique value to your customers. This will help inform your brand image.

C. Create a brand personality/brand identity

Just like a person, each brand needs a crafted personality, voice, and characteristics. Start by choosing the tone and write at least 10 attributes of your brand. You can also make a list of things your brand is and is not. Defining a brand personality and brand identity will bring consistency to your marketing and brand image.

D. Identify your key audiences using personal market research

If you don't know who your potential customers are, you can't craft a marketing message specifically for them. First, you must research your audience and gather demographic and psychographic data on them. Then, you segment them to create three to five fictional representations of your target customers. Understanding your buyer personas and audiences is key to portraying the right image for your brand.

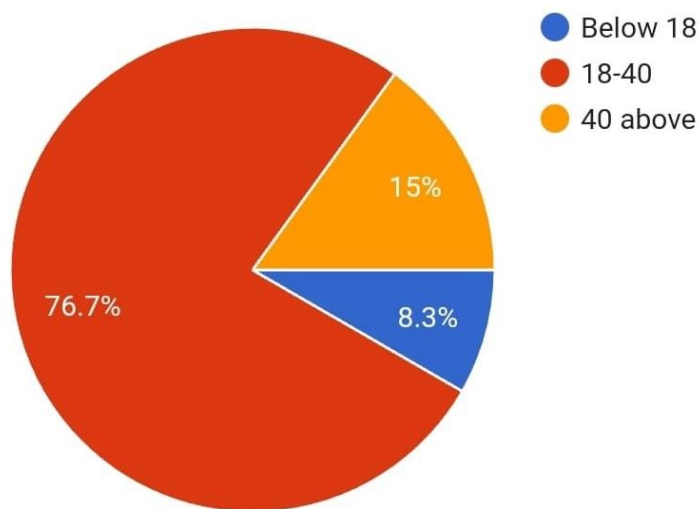
CHAPTER – IV
DATA ANALYSIS AND INTERPRETATION

Table 4.1 showing the age group of respondents

Age Group	No. of Respondents	Percentage (%)
Below 18	5	8.3
18-40	46	76.7
Above 40	9	15
Total	60	100

Source – Primary Data

Figure 4.1 Classification of Respondents on the basis of Age



Interpretation

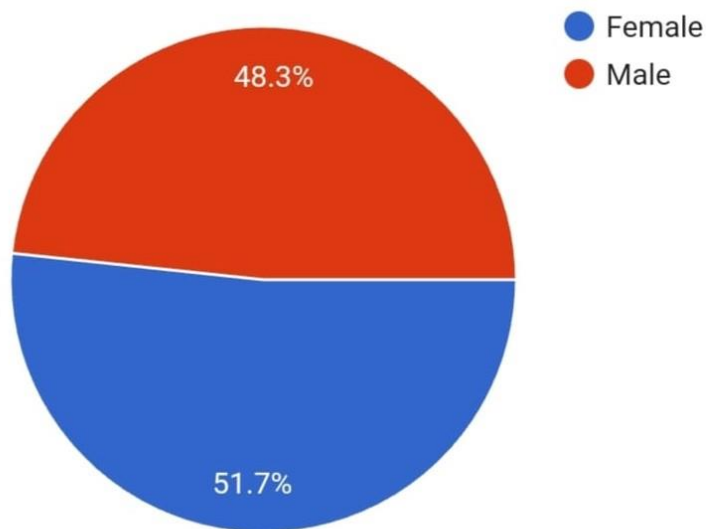
From the above data out of the 60 Respondents the age group below 18 is of 8.3%, the age group 18-40 is of 76.7% and age group above 40 is of 15%. From this data we are able to analyse how social media influencers' endorsement has created an impact on various age groups. The age group of respondents infer that most of social media users falls under the age group 18-40; they represent young adult users who are mostly engaged in social media platforms. The second majority group falls under the category age 40 above. The age group below 18 is least active in social media platforms.

Table 4.2 Showing the Gender of respondents

Gender	No. of Respondents	Percentage (%)
Male	29	48.3
Female	31	51.7
Total	60	100

Source – Primary Data

Figure 4.2 Classification of the respondents on the basis of Gender



Interpretation

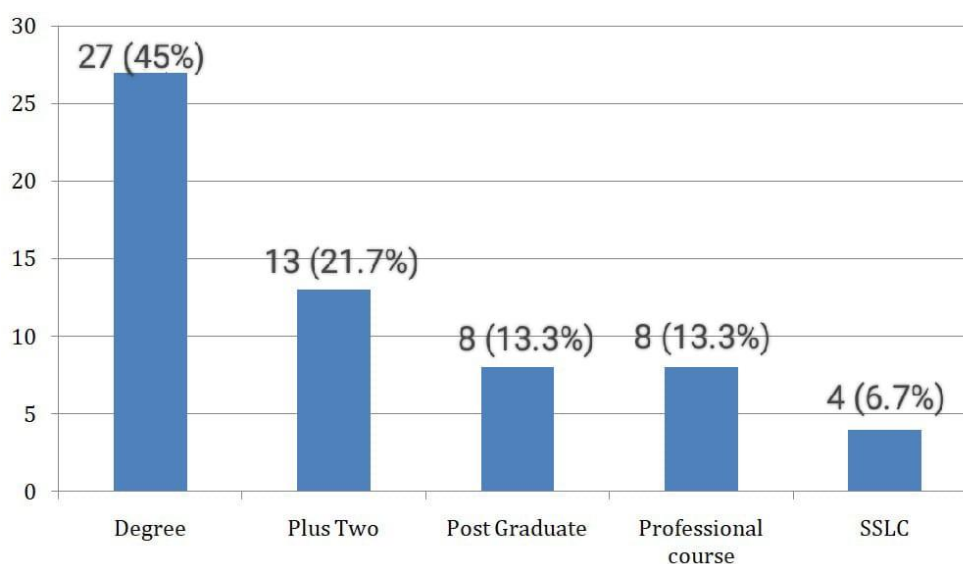
From the above data out of 60 Respondents the gender details of male is 48.3% and female is 51.7%. This data gives us an idea about the gender variation in terms of involvement in social media platforms. From this data we are able to conclude that females are the more active in social media. The difference between both the genders is considerably less.

Table 4.3 Showing Education qualification of the respondents

Category	Frequency	Percentage (%)
Degree	27	45
Plus Two	13	13
Post Graduate	8	8
Professional course	8	8
SSLC	4	4
Total	60	78

Source- Primary data

Figure 4.3 Classification of the respondents on the basis of educational qualification.



Interpretation

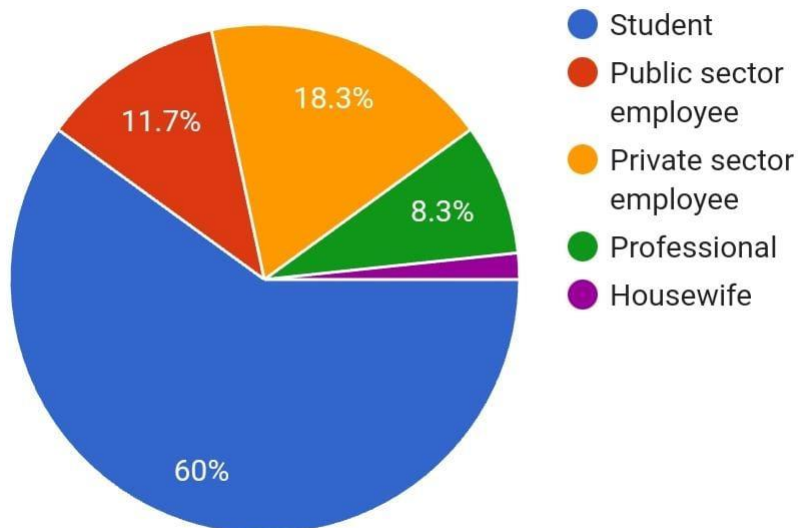
From the above data out of 60 Respondents 45% of them are pursuing degree. 21.7% had completed their higher secondary education. 6.7% completed SSLC. 13.3% of them have professional degree. 13.3 % of them have post-graduation. Almost half of the respondents are pursuing degree or completed their under graduation.

4.4 Showing the current employment status of respondents

Category	No. of Respondents	Percentage (%)
Student	36	60
Public sector Employee	7	11.7
Private sector employee	11	18.3
Professional	5	8.3
Housewife	1	1.7
Total	60	100

Source- Primary Data

Figure 4.4 Classification of the respondents on the basis of current employment status.



Interpretation

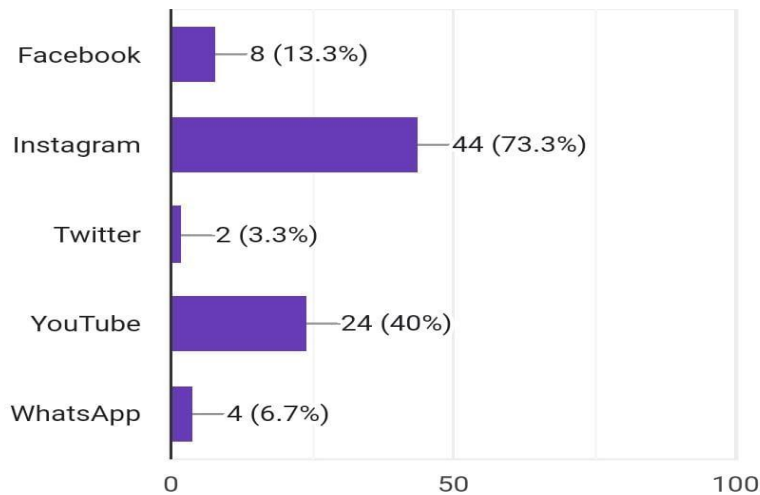
From the above data out of the 60 Respondents, 60% of respondents are students. 18.3% of respondents are employees of private sector, 11.7% are of public sector, 8.3% are professional and 1.7% are housewife. From this we can infer that more than half respondents belong to student category and they are more active users of social media platforms.

Table 4.5 Showing the mostly used social media platforms by the respondents.

Category	Frequency	Percentage (%)
Facebook	8	13.3
Instagram	44	73.3
Twitter	2	3.3
YouTube	24	40
WhatsApp	4	4
Total	82	133.9

Source- Primary data

Figure 4.5 Classification of the respondents on the basis of mostly used social media platforms.



Interpretation

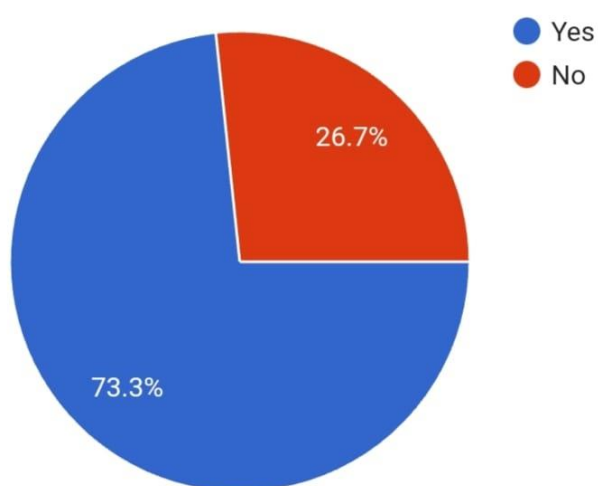
From the above data out of 60 Respondents Instagram is the mostly used social media platform by the respondents. 73.3% of total respondents are using Instagram. YouTube is second most used platform; it is used by 40% of social media users are using it. 13.3% of respondents are using Facebook, 6.7% of respondents are using WhatsApp and only 3.2% is using Twitter. Twitter is the least used platform among them by respondents.

Table 4.6 Showing the response towards following influencers in social media platforms.

Category	No. of Respondents	Percentage (%)
Yes	44	73.3
No	16	26.7
Total	60	100

Source – primary data

Figure 4.6 Showing the response towards following influencers in social media platforms.



Interpretation

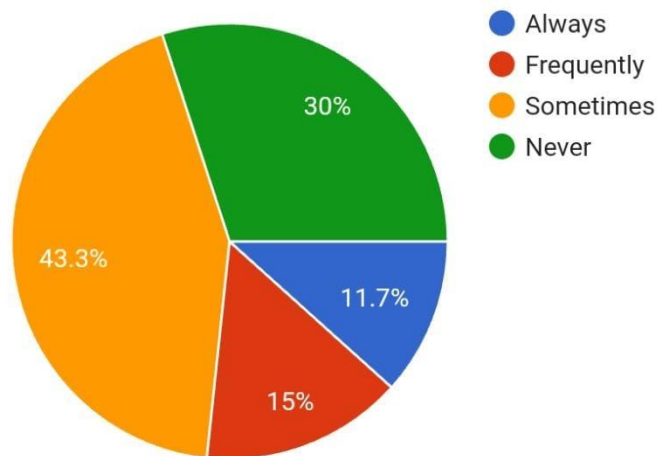
From the above data out of 60 Respondents 73.3% of them are regularly following social media influencers. 26.7% of them are not following any of social media influencers. Most of social media users are regular followers of various influencers.

Table 4.7 Showing the purchase intentions of respondents

Category	No. of Respondents	Percentage (%)
Always	7	11.7
Frequently	9	15
Sometimes	18	43.3
Never	26	30
Total	60	100

Source- Primary data

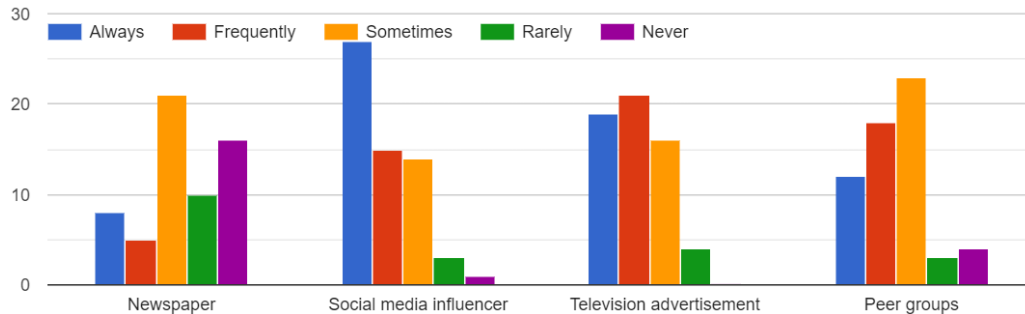
Figure 4.7 Showing the purchase intentions of respondents



Interpretation

Table showing the purchase intentions of respondents towards purchasing products from new brands based on influencers recommendations. Only 11.7% of respondents are always willing to buy products from new brand based on influencers recommendations. 15% of them are frequently buying products based on influencers recommendations but not always. 43.3% of respondents will buy products sometimes. 30% of respondents will never buy products from new brands by influencers recommendations. From this we can infer that most of respondents will buy the products sometimes but it's not certain. Also notes that almost 30% of respondents are not ready to buy products from with only recommendations by social media influencer.

Figure 4.8 Showing levels of customers knowledge about new brands introduced in the market through various medium



Interpretation

Newspaper: only 13.3 % of total respondent's respondents has always seeks newspaper as a medium to know about new brands. 8.3% of total respondents frequently gets information about new brands from newspaper. 35% of total respondents sometimes depends get to know about new brands through newspaper. 16.7 % of respondents rarely get information through newspaper... 26.7% of respondents never get any information related towards new brands through newspaper.

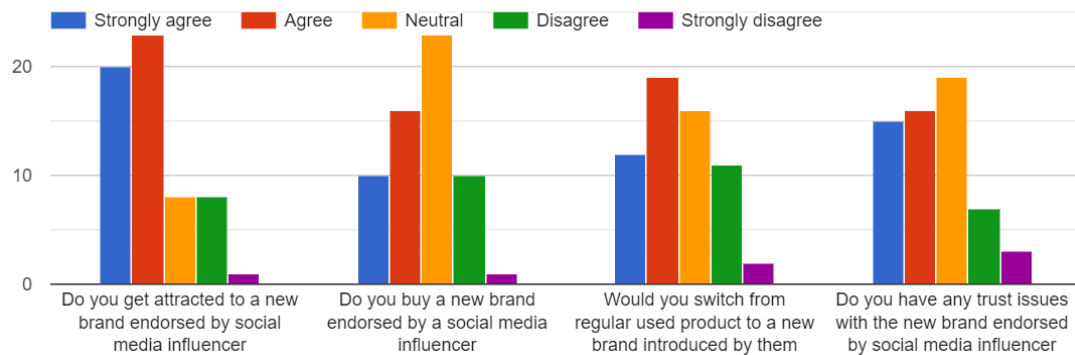
Social media influencers: 45 % out of total respondents always get to know about new brands through social media influencers. 25% of respondents frequently gets to know about new brands through them. 23.3% sometimes get to know about new brands. 5% of respondents rarely get information's and 1.7% never get any information about new brands through social media influencers.

Television advertisement: out of 60, 31.7% of respondents always get information through T.V advertisements. 35% respondents frequently get information, 26.7% sometimes and 6.6% rarely get to know about new brands through television advertisement. From this infer that every Respondents get some kind of information about new brands through T.V.

Peer groups: 20% of respondents always get information through peer groups. 30% frequently gets information and 38.3% sometimes get to know about new brands from peer groups. 5 % rarely and 6.7% never get to know about new brands through peer groups.

From this we are able to gather information on how the customer get know about new brands.45 % of respondents always get information's about new brands through social media influencers. therefore, social media influencer has great impact on familiarise new brands among customers.

Figure 4.9 Showing respondents attitudes towards the new brands endorsed by social media influencers



Interpretation

Attraction: From the above data out of 60 Respondents 33.3% are get strongly get attracted to the product from brand endorsed by them. 38.3% agree that they are getting attracted. 13.3% may or may not be get attracted to the products. 13.4% that they are not getting attracted towards product endorsed by social media influencer. 1.7% strongly disagree that they are getting attracted towards product endorsed by social media influencer.

Purchase intentions: 16.7% of respondents strongly agrees that they'll buy products from new brand endorsed by social media influencers. 26.7% also agrees to this. 38.3% of respondents will buy or will not buy the product from new brands. 16.7% respondents are not agree to buy products endorsed by social media influencer. 1.7% of respondents will not buy any product from new brands endorsed by social media influencer. 31.7% respondents agrees that they'll shift From regular used brand to a new brand.

Shifting from regular used brand: 20% of respondents are strongly willing to switch from regular used products to a product from new brand based influencer recommendations. 31.7% of respondents are also willing to switch from regular used brand. 26.7% will switch or will not shift from regular used brand to a new brand based on influencers recommendations. 18.3% of respondents are not ready shift from regular used brand. 3.3% will not switch from regular used brand to a new brand based on influencers choice.

Trust issues: 25 % respondents have strong trust issues with the new brands introduced by social media influencers. 26.7% also agrees that they have trust issues. 31.7% of respondents are responding neutral. 11.7% of respondents don't have trust issues with the new brands. 5% of respondents don't have any kind of trust issues with the new brands endorsed by social media influencer.

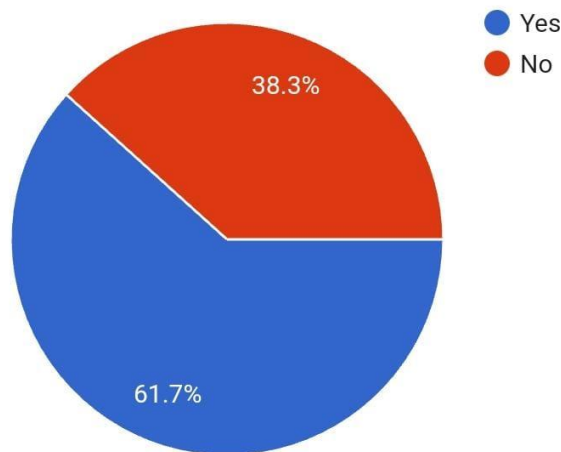
Most of respondents are getting attracted towards the product from new brands endorsed by social media influencers. Around 43% of respondents are ready to buy products from new brands. Almost half of respondents are ready to switch from regular used brand to new brands based on influencers recommendations at the same time almost 50% of respondents have trust issues with the new brands endorsed by social media influencer.

Table 4.8 Showing percentage of respondents who are convinced to buy products through brand images created by social media influencer through live demonstrations

Category	Frequency	Percentage (%)
Yes	37	61.7
No	23	38.3
Total	60	100

Source- primary data

Figure 4.10 Showing percentages of respondents who are convinced to buy products through brand images created by social media influencer through live demonstrations



Interpretation

From the above data out of 60 Respondents 61.7% of respondents are convinced to buy a new product from new brand through the live demonstrations created by social media influencer. 38.3 % of respondents are not getting convinced with the brand image created by social media influencer through live demonstrations. Almost half of total respondents are convinced with the review and live demonstrations by social media influencer shows a positive response towards the new brands endorsed by them.

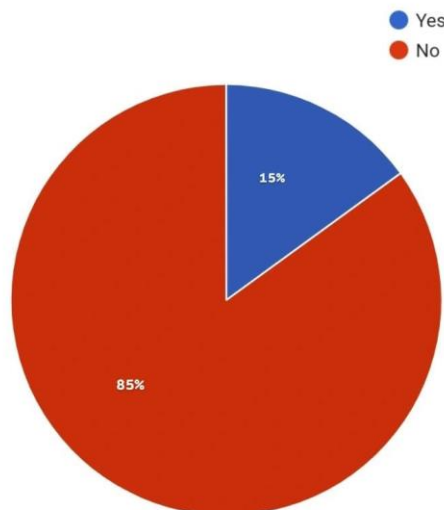
CHAPTER – V
FINDINGS, SUGGESTIONS AND CONCLUSION

Table 4.11 Showing level of disappointment felt by respondents after purchasing a product from new brand based on influencers recommendations and their reasons.

Category	Frequency	Percentage (%)
Yes	51	15
No	9	85
Total	60	100

Source- Primary Data

Figure 4.11 Showing level of disappointment felt by respondents after purchasing a product from new brand based on influencers recommendations and their reasons.



Interpretation:

From the above data out of 60 Respondents 85% of respondents have not felt any kind of disappointment towards a new brand purchased after influencer recommendations. Only 15% of respondents felt disappointed with this. The main reason they are stating for this brand doesn't met the quality standards mentioned by influencer. While inferring it we can conclude that most of the respondents have a positive brand image about the new brands they used after social media influencer recommendation

FINDINGS

- In this chapter we are trying to summarize the findings identified by the study conducted among 60 respondents dealing with the topic “A study on the impact of social media influencers endorsement on creating new brand images among customers of different age groups in Kochi.

Based on the study major findings are:

- Considering various marketing mediums almost half of the respondents get information about new brands through social media influencers
- More than half of the respondents are regularly following social media influencers. So social media influencer can play an important role in familiarising new brand among customers minds. As they are regular follower customers can feel an emotional connect with them and that helps brand to create a positive image in customer mind. Through social media influencers new brand can easily introduce in to customers minds.
- The respondents are getting attracted towards new brands endorsed by social media influencer.
- Many among them are willing to buy products from new brand endorsed by them.
- They are ready to switch from regular used brand to new brands introduced by social media influencers
- Customer also has trust issues with the new brands they are endorsing. This may be due to less awareness about the new brand or hesitation to purchase products from new brands by only recommendations from social media influencer.
- Most of the respondents felt satisfied with the product from new brand purchased through influencers recommendations.
- Creating new brand images among customers through social media endorsement is preferably good choice among various marketing strategies.

Other findings are:

- Most active users of social media falls under the age group 18-40. they represent young adult users who mostly engaged in social media platform. Social media influencer can create positive image about new brands in them.
- Young crowds are very dynamic so they can easily switch to new brands and also able to influence age group below 18 and above 40.
- Females are more active in social media while comparing with male based on response collected.
- The undergraduate show more exposure towards social media platforms and they have more knowledge about various social media influencer between various education qualifications.
- Among employees, Private sector employees are mostly engaged in social media platforms and following social media influencers to know about new brands.
- Instagram is the most used social media platform. Second most used platform is YouTube.
- Other than social media influencers the respondents are getting to know about new brands through television advertisement while comparing the with other platforms.
- Almost half of total respondents are convinced with the reviews,user experiences and live demonstrations shown by social media influencer about product from new brands. It shows a positive response and by implementing this type of marketing strategies through social media influencer can create good brand image and also helps customer to know more about brands mission and visions.
- Few among the total respondents felt disappointed after purchasing a product from new brand through social media influencers. The main reason for disappointment are quality standards mentioned by influencers not met and also customer get duplicate products.

SUGGESTIONS

- While doing new brands endorsement through social media influencers it will be more suitable for the products which get attraction of young costumers because they are the most active category among social media
- New brands which related to feminine product will get more positive responses when endorsed through social media influencer because females are more active follower than male.
- New Brands which provide educational services and products has more scope of introducing their brand through social media influencers because students are mostly following influencers than regular salaried employees
- Social media influencers endorsement through Instagram will reach more customers because it is the most active social media platforms used by almost all age groups
- Social media endorsements of new brands by the way live demonstration or their own user experiences will help to create more clear understanding about brands qualities and advantages of using their products.
- Social media influencer should always try to give genuine reviews about the brands they are endorsing. Otherwise it will affect their credibility and also a negative impact on brand image
- New Brand should be careful in choosing the social media influencers for the purpose of brand endorsement. Social media influencer should have basic knowledge about brand and their product.
- Social media influencer should always check on the quality standards of brand before doing paid promotions without much knowledge.
- Social media influencer always tries to follow up about customer feedback and to their user experiences. It will decrease trust issues between customer and social media influencer and also it increases new brand image
- Brands should always tries to use social media influencer brand values to create a first impression about their brand in customers mind.

CONCLUSION

Introduction of new brands in to the market with the help Influencer marketing presents a powerful tool for brand image building in the digital age. By aligning with the right social media influencers, crafting authentic campaigns, and measuring their performance effectively. New brands can leverage this dynamic channel to engage audiences, amplify their voice and achieve their marketing goals. Now a days social media influencer act as a guide for young adults in taking decision regarding purchase of new product or before availing services.

Consumer attitude towards the influencer refers to the perception and evaluation that consumer have towards social media influencers and their content encompasses consumers' beliefs, opinions, and emotions towards influencers, which can influence their buying behaviour and brand attitudes. Generally customers has a Positive attitudes towards social media influencers which leads to acquiring product from brand marketed and also creating positive brand image. Consumers confidence can be influenced by factors such as feeling connected, honesty, and expertise in the influencer's area. Consumer attitudes towards influencers play a mediating role in the relationship between influencer marketing and consumer behaviour. Understanding consumer attitudes towards influencers is crucial for new brands create a good brand image for their brand.

Social media is a strong influencer in the world of e-commerce among various generations of customers. Age group below 18 doesn't have exposure towards social media platforms so social media influencers has creating a least impact on their purchasing decisions. Costumers of age group between 18 and 40 means young adults who are greatly influenced by socialmedia influencer in their purchasing decisions. People above age 40 are less likely to make a purchase based on a social media influencer recomendations.

Influencer marketing has a significant positive effect on creating brand images. The attractiveness and expertise of influencers play a crucial role in shaping brand image. Influencers with a strong online presence, expertise in their field, and attractive content are more likely to positively influence brand image. Additionally, the use of influencers can increase brand awareness, which icontributes to a positive brand image. Consumers trust towards influencers increases brand trust worthiness, which further enhances brand image.

However, it is important for influencers to disclose sponsored posts to maintain trustworthiness and prevent negative impacts on brand image. Overall, influencer marketing through social media influencers can have a significant positive impact on shaping and improving brand image.

From the study conducted among the respondents from Kochi city we can infer that social media endorsement helps to create a positive brand image about new brands among various age groups especially in young adults.

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ANNEXURE

1. Age

- A) Below 18
- B) 18-40
- C) 40 above

2. Gender

- A) Female
- B) Male

3. Education qualification

- A) SSLC
- B) Plus Two
- C) Degree
- D) Post Graduate
- E) Professional Course

4. Current employment status

- A) Student
- B) Public sector employee
- C) Private sector employee
- D) Professional
- E) Others

5. Which social media platform do you use the most?

- A) Facebook
- B) Instagram
- C) Twitter
- D) YouTube
- E) Others

6. Are you a regular follower of any social media influencer

- A) Yes

B) No

7. Have you ever purchased a new brand based on influencer recommendations

A) Always

B) Frequently

C) Sometimes

D) Never

8. How do you know about new brands?

A) Newspaper

B) Social media influencers

C) Television Advertisement

D) Peer groups

9. Do you consider that influencers and social media have a impact on your purchase intentions related to new brands?

1) Do you get attracted to a new brand endorsed by social media influencer

2) Do you buy a new brand endorsed by a social media influencers

3) Would you switch from regular used product to a new brand introduced by them

4) Do you have any trust issues with the new brand endorsed by social media influencer

A) Strongly agree

B) Agree

C) Neutral

D) Disagree

E) Strongly disagree

10. Are you convinced to buy a new product through the brand image created by Influencer through live demonstration and their user reviews?

A) Yes

B) No

11. Have you ever been disappointed with a new brand you purchased after an influencers recommendations, If yes brief about it?

A) No

B) Yes