

**THE IMPACT OF SOCIAL MEDIA INFLUENCERS ON CONSUMER PURCHASE  
INTENTION: A STUDY IN ERNAKULAM**

**Project Report**

*Submitted by*

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*In partial fulfilment of requirements for award of the post graduate degree of*

**Master of Commerce and Management**



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

**COLLEGE WITH POTENTIAL FOR EXCELLENCE**

**Nationally Re-Accredited at 'A++' Level (Fourth Cycle)**

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

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**CERTIFICATE**

This is to certify that the project report titled '**THE IMPACT OF SOCIAL MEDIA INFLUENCERS ON CONSUMER PURCHASE INTENTION: A STUDY IN ERNAKULAM**' submitted by **NEHA PAUL** towards partial fulfilment of the requirements for the award of post graduate degree of Master of Commerce and Management is a record of Bonafide work carried out by them during the academic year 2024-25.

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## **DECLARATION**

I, **NEHA PAUL** hereby declare that this dissertation titled, '**THE IMPACT OF SOCIAL MEDIA INFLUENCERS ON CONSUMER PURCHASE INTENTION: A STUDY IN ERNAKULAM**' has been prepared by me under the guidance of **Dr. ANN THOMAS KIRIYANTHAN**, Assistant Professor, Department of Commerce, St Teresa's College, Ernakulam.

I also declare that this dissertation has not been submitted by me fully or partly for the award of any Degree, Diploma, Title or Recognition before.

**Place : ERNAKULAM**

**NEHA PAUL**

**Date :    /    / 2025**

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## 1.1 INTRODUCTION

Social media has totally revolutionized the way customers interact with each other and with brands. Individuals can reach out to individuals worldwide using social media platforms such as Facebook, Instagram, Twitter, and TikTok, exchanging their experiences, ideas, and recommendations. Consumer behaviour has been largely influenced by this social media consumption pattern, particularly in making purchases. One of the key strategies embraced by companies is influencer marketing, whereby people who have a large following are employed to sell products or services. From the advent of the internet, traditional media has fallen back in some way and continues to become more and more outdated. The international accessibility of the internet opened up the use of social networking sites to a great extent. Social media is being used by millions of internet users all over the world. Social media was initially used only for global communication and socialisation but, after its use increased, businesses became aware of its business applications. Also, unlike traditional media advertising, social media advertising is not expensive. The objective of this study is to analyse the effect of social media influencers on consumer intention. In this regard, it attempts to analyse the effect of different variables, including peer reviews, branded content, and social media influencers, on the attitudes and perceptions of consumers and thereby their intention-making processes. The emergence of social media has revolutionized customer relationships with brands, and influencers are now key players in what people buy. Social media influencers who have built vibrant online communities through the sharing of genuine and compelling content are trustworthy.

Influencer marketing has emerged as a powerful tool for shaping purchase intention among customers because of its ability to establish credibility, develop trust, and create personalized recommendations. Influencer marketing, unlike conventional advertising, relies on perceived authenticity and relatability, making endorsements more impactful and persuasive. Consumers are increasingly seeking reviews, product suggestions, and lifestyle cues from influencers because they often view their perspectives as more credible than conventional advertising. Consumers' attitudes and responses to marketing communications are significantly shaped by factors such as audience engagement, influencer credibility, content quality, and brand fit. This chapter examines the impact of social media influencer marketing on consumers' purchase

intentions through an examination of the psychological and behavioural drivers shaping consumers' buying behaviour. In this examination, an effort has been made to present a holistic picture of how influencer marketing shapes customer behaviour in the digital age by taking into account key determinants like trust, awareness, emotional connection, and social approval. This chapter examines the impact of social media influencer marketing on consumers' purchase intentions through an examination of the psychological and behavioural drivers shaping consumers' buying behaviour. In this examination, an effort has been made to present a holistic picture of how influencer marketing shapes customer behaviour in the digital age by taking into account key determinants like trust, awareness, emotional connection, and social approval.

## **1.2 STATEMENT OF THE PROBLEM**

Given the pervasive influence of social media on consumer behaviour, it is increasingly important to understand how it influences purchasing decisions. Although social media sites provide companies with various opportunities to interact with their target audiences, research on the multifaceted relationship between social media influences and consumer intentions is still in progress. This research attempts to fill this gap by exploring on to the various factors that affect the social media influencers like credibility, physical appearance, attitude homophily, parasocial interaction to social attitude and to provide valuable information about how consumer behaviour and digital marketing are changing in the social media era.

## **1.3 OBJECTIVES OF STUDY**

- 1) To identify the factors relating to the social media influencer marketing which has an impact on purchase intention.
- 2) To analyse the influence of credibility of social media influencer on purchase intention.
- 3) To examine the impact of attitude homophily on purchase intention.
- 4) To evaluate the impact of physical attractiveness of influencer on purchase intention.
- 5) To assess the effect of social attractiveness and parasocial interaction of social media influencer on purchase intention.

## **1.4 HYPOTHESES**

H1: There is no significant impact between the credibility of social media influencers and the consumer purchase intention.

H2: There is no significant influence between the attitude homophily between social media influencers and consumer purchase intention.

H3: There is no significant impact between the physical attractiveness of influencers and consumer purchase intention.

H4: There is no significant impact between the social attractiveness and para social interaction of social media influencers and purchase intention.

## **1.5 SIGNIFICANCE OF STUDY**

The research on how social media influencer marketing impacts consumers' purchasing intentions is important for understanding consumer behaviour, guiding corporate decisions, and setting market trends. This research will be useful to marketers, businesses, and policymakers who desire to utilize social media to communicate with consumers and boost sales. It will also give an insight on the factors that influence consumers' perceptions of influencers, testing the effectiveness of marketing strategies, and highlighting areas of potential impediments. The study is relevant as it taps into the vibrant sector of online marketing, with social media taking centre stage in determining consumer action. Research helps us understand how social media really affects what people decide to buy. By looking at the different ways these influences interact, we can shape better marketing strategies. With these insights, marketers can really fine-tune their campaigns, make brand interactions more engaging, and spruce up their social media profiles. Plus, this study busts some myths about what drives consumer behaviour when shopping online. This is a win-win for both companies and consumers because understanding how social media impacts attitudes, perceptions, and buying intentions gives everyone a leg up. Companies can use these insights to customize their marketing strategies to better connect with their audience.

## **1.6 METHODOLOGY OF THE STUDY**

The research follows a descriptive and analytical approach. It is descriptive in nature as statistical tools such as mean and standard deviation have been used to summarize and interpret the data. The study also adopts an analytical approach, as it relies on primary data collected through a structured questionnaire. Additionally, secondary sources have been used for literature review and conceptual model development, incorporating factors such as credibility, attitude homophily, physical appearance, parasocial interaction, and social attitude, with customer purchase intention as the dependent variable.

A quantitative research design is used to examine the impact of social media influences on consumer purchase intention. This method makes it possible to gather numerical data and use statistical analysis to find trends and correlations among variables.

**Data collection method:** A structured questionnaire is used for primary data collection, which includes the demographical information of the respondents, social media usage, perceptions towards social media influencers, and the purchase intention. Secondary data was collected with the help of journal articles, research papers and other credible sources

**Sample design:** Convenience sampling technique is used for the study. Convivence sampling is a type of non-profitability or non-random sampling. To guarantee statistical significance, power analysis will be used to establish the sample size. For this investigation, a sample size of 60 is thought to be enough.

**Data Analysis Tools:** Descriptive statistics is used to summarize the demographic characteristics of the sample and to describe the distribution of key variables.

**Spearman's correlation analysis:** This analysis was used to examine the relationship between attitude homophile and customer purchase intention.

**Reliability analysis:** Cronbach's Alpha was used to check the reliability of the analysis

**Regression analysis:** It is used to measure the relationship the impact of influencer credibility and others factors of customer purchase intention.

**ANOVA (Analysis of variance):** was used to determine the differences in the impact of influencer credibility, attractiveness, and para social interaction on customer purchase intention.

## **1.6 SCOPE OF THE STUDY**

The purpose of this study is to explore the effects that social media influencers have on a consumer purchase intention in Ernakulam, Kerala. This study mainly focuses on influencer credibility, social attractiveness and physical attractiveness, attitude with homophily and para social interaction through various social media platforms. The study targets active social media users living in Ernakulam to help influence effective local strategies for influencer marketing, while also noting limitations in relation to geographical specificity and social media having rapidly changing trends. The main focus of the study is on how influencer marketing affects consumers' intentions to purchase products and services.

## **1.7 LIMITATIONS OF THE STUDY**

1. The study mainly focusses on consumers residing in Ernakulam.
2. The study may be limited by a relatively small sample size
3. The research may not capture the full range of factors influencing consumer purchase decisions.
4. The study may be dependent on self-reported data, which is subject to inaccuracies and biases.

## 1.9 CHAPTERISATION

- **CHAPTER 1-INTRODUCTION:** This is an introduction chapter that includes introduction, significance, scope, objectives, hypothesis, methodology, limitation, keywords of the study.
- **CHAPTER 2-REVIEW OF LITERATURE:** This chapter deals with the details of past studies conducted by researchers relating to the topic of the study.
- **CHAPTER 3-THEORETICAL FRAMEWORK:** This chapter includes the theoretical works relating to the study. The definitions of important terms and concepts relating to the study are portrayed in this chapter.
- **CHAPTER 4-DATA ANALYSIS AND INTERPRETATION:** This chapter includes the analysis of primary data collected using tables and charts. Different tests are also used.
- **CHAPTER 5-FINDINGS, SUGGESTIONS AND CONCLUSION:** This chapter deals with the findings and suggestions derived from the study.

**CHAPTER 2**  
**REVIEW OF LITERATURE**

## 2.1 LITERATURE REVIEW

Various authors have conducted studies relating to this topic. This chapter reviews the literature provided by eminent authors on this particular topic. There are extensive studies, reports and books available on this topic. I have reviewed some literature pertaining to the topic under study.

**Saima and M Althaf Khan (2020)** identified that social media influencer marketing is a brand-new digital marketing technique that has surfaced recently. People who use images, videos, and other updates on social media platforms to influence consumers' opinions about a company or product are known as social media influencers. This study aims to determine how different social media influencer characteristics affect their reputation and, ultimately, the desire of customers in Delhi NCR, India, to make a purchase. The results show that credibility is significantly impacted directly by reliability, information quality, and entertainment value.

**Hisashi Masuda et al. (2022)** acknowledge the relative importance of the PSR, this study created a research model based on the theory of persuasion. Three characteristics (trustworthiness, perceived expertise, and PSR) and three personal qualities (attitude homophily, physical beauty, and social attractiveness) were taken into consideration in the study as antecedents of purchase intention. A survey of respondents who purchased goods or services after viewing influencer-sponsored YouTube ads was used to gather data. According to the study, PSR was significantly correlated with the three personal traits and had a significantly positive effect on purchase intentions when compared to other characterisations. Additionally, consumers' perceived influencer types had a major impact on PSR development. According to the report, social media influencer marketing tactics must be adjusted in light of individual characteristic.

**Arum Nurhandayani et al. (2019)** examined how brand image and social media influencers affect consumers' inclinations to buy. The study used a standardised questionnaire to recruit female millennials (15–34 years old) who lived in the Jakarta area. The data gathering process was analysed using structural equation modelling, or SEM. According to the study's findings, there is a good association between the medial social influencer's influence and the development of brand images. However, the study found no discernible effect from employing

social media influencers to sway consumers' intentions to buy. It will assist the brand in creating a perception in the minds of consumers, which will subsequently influence their decision to buy.

**Ida Kristin Johansen and Camilla Sveberg Guldvik(2017)** determined the most effective means of influencing customers, marketers have created strategies that attempt to "camouflage" their ads. Among the tactics are influencer marketing, content marketing, and product placement. Marketers aim to sway customers without coming across as intrusive. However, a number of units have projected that influencer marketing will be the marketing tactic of 2017 therefore it appears to be the newest term. Influencers are "regular people" who have thousands of followers on social media who are used by brands to promote their message. Influencers work with businesses to promote their goods and services by writing posts about them, and they get compensated for their efforts.

**Dewi Mustikasari et al. (2021)** investigated how consumer purchase intention for fashion products is influenced by perceived credibility, trust, experience, and attractiveness as evaluators of influencer efficacy, as mediated by attitudes towards influencers and brand attitudes. People who frequently post content on social media platforms about particular subjects or abilities are known as influencers. The Theory of Planned Behaviour (TPB) and other earlier research on the impact of influencers on fashion product purchase intentions served as the foundation for this investigation. 385 women in Surabaya make up the study's population, and purposive sampling, a non-probability sample methodology, was used. Using a clever PLS 3.0 program, the data analysis technique employed in this work is Structural Equation Modeling-Partial Least Square (SEM PLS). This is the outcome of the analysis.

**Anshuman Sharma et al. (2022)** studied the role of consumer-based brand equity (CBBE) and consumer inspiration (INS) in the relationship between SMM and PI, this study attempts to examine the impact of social media marketing (SMM) activities on consumers' purchase intention (PI). With its five first-order dimensions—customization, entertainment, interaction, trendiness, and word-of-mouth (WoM)—this study has also suggested and confirmed SMM as a reflective-formative higher-order construct (R-F-HOC).

**Angella Jiyoung Kim and Eunju Ko(2010)** examined the impact of luxury companies' social media marketing on customer connections and purchase intention. It also suggests a method to improve the brands' performance. The results demonstrate that, in contrast to traditional marketing performances, the selected brand's social media marketing incorporates unique components. All of the properties in luxury brands' social media marketing had a favourable impact on consumer relationships and buy intention, but entertainment had the biggest impact. Luxury businesses must to provide a significant amount of entertainment value in their social media posts and activity. Every action made possible by the use of media, including establishing connections with other users, offering free entertainment content and customised services, and gaining accurate information about personal interests, should be enjoyable. By emphasising the provision of these features, customers.

**Chen Lou and Shupei Yuan(2019)** determined how influencer marketing influences customers through social media. To take into consideration the functions of source credibility and advertising value, it suggests an integrated model called the social media influencer value model. We conducted an online survey among social media users who followed at least one influencer in order to test this approach. According to the findings of partial least squares (PLS) path modelling, followers' trust in influencers' branded posts is positively impacted by the informative value of the influencer-generated content as well as the influencer's reliability, attractiveness, and resemblance to the followers. This in turn influences brand awareness and purchase intentions. Implications for theory and practice are examined.

**Ali Abdallah Alalwan(2018)** determined and evaluated the primary social media advertising-related variables that may influence purchase intention. Three elements from the expanding Unified Theory of Acceptance and Use of Technology (UTAUT2)—performance expectancy, hedonic motivation, and habit—as well as interactivity, informativeness, and perceived relevance, served as the foundation for the conceptual model's proposal. A questionnaire survey with 437 respondents was used to get the data. The validity of the current model and the noteworthy influence of performance expectancy, hedonic motivation, interactivity, informativeness, and perceived relevance on purchase intentions were significantly supported by the main findings of structural equation modelling (SEM). It is hoped that this study will

offer some theoretical and practical recommendations on how marketers can efficiently organise and carry out their social media advertising campaigns.

**Katja Hutter et al. (2013)** studied how social media interactions increasingly influencing purchasing decisions, businesses face both new opportunities and challenges in the new marketing communication reality. More than ever, people base those choices on their social networks. However, in reality, the results of social media activity are still up for debate. It is still unclear how social media ads affect consumers' perceptions of businesses and products as well as how they influence their decisions to buy. In light of the potential for causing aggravation, this study examines how social media activities—specifically, a vehicle manufacturer's Facebook presence—affect consumers' perceptions of brands and, ultimately, their choice to buy. From a theoretical perspective, the findings of this study advance knowledge of the value-enhancing.

**Héctor San Martín and Ángel Herrero (2012)** observes on how users of rural tourism services adopt new information technologies and, more specifically, the psychological factors that underlie people's intentions to make reservations or bookings directly through the websites of rural lodgings (online purchase intentions). This study develops a theoretical model based on the Unified Theory of Acceptance and Use of Technology (UTAUT), which comprises five explanatory variables of the intention to make an online purchase: innovativeness, social influence, performance expectancy, effort expectancy, and facilitating conditions. The empirical findings from a sample of 1083 travellers who had previously visited multiple rural lodging websites indicate that the following factors positively affect the propensity to make an online purchase, the predicted performance and effort levels in relation to innovation and transaction.

**Long-Yi Lin and Chun-Shuo Chen (2006)** investigated the impact of the country-of-origin image, product knowledge, and product involvement on consumer purchase decisions. The results show that all three factors significantly improve consumer purchase decisions: the country-of-origin image significantly improves consumer purchase decisions under various product involvement scenarios, and product knowledge significantly improves consumer purchase decisions under various product involvement scenarios.

**Jay Trivedi and Ramzan (2020)** examined the relative impact of celebrity and expert influencers on customers' intentions to make online purchases with a focus on consumer electronics products. Influencer marketing and online purchase intentions are examined in relation to the mediating function of brand attitude and brand appreciation. It is also noted that influencer marketing and brand attitude are moderated by message involvement. 438 respondents provided data for this study, which was conducted using the survey method. The Hayes process technique, hierarchical regression analysis, and structural equation modelling were used to test the suggested hypotheses. According to the findings, there is a clear benefit to selecting a knowledgeable influencer over a glamorous celebrity influencer when it comes to marketing communications for consumer electronics products. The function of brand attitude and brand as mediators.

**Erick Fernando et al. (2020)** investigated how influencer marketing affects brand recognition in order to boost consumer trust and purchase intent on social media. Thus, nine variables—informational value, entertainment value, expertise, trustworthiness, attractiveness, similarity, brand awareness, consumer trust, and buy intention—were used to construct a conceptual model. The literature from different publications pertaining to the study topic is reviewed in order to construct the research model. Additionally, the study used partial least squares structural equation modelling, concentrating solely on the validity and reliability tests conducted during the instrument testing phase. In this study, 42 instruments with a 6-point Likert measurement scale were built utilising a Google Form as the data collection tool. Purposive sampling is the sample strategy employed in this study.

**Fahmida Akand Fahmida Akand (2024)** examines the success of industry-specific influencer methods, as well as the impact of influencer credibility, authenticity, and relevance on consumer attitudes and purchase intentions. The results show how important social media influencers are in influencing consumers' purchase intentions and how important factors such as influencer reputation and content authenticity are in how consumers think and behave. Future research directions are also included in the paper, such as cross-cultural comparisons, longitudinal studies, and the investigation of new patterns in influencer marketing.

**CHAPTER 3**  
**THEORITICAL FRAMEWORK**

### **3.1 INTRODUCTION**

In the age of the digitalisation, influencer marketing is a powerful strategy that is revolutionizing the way businesses engage with their target audiences. Influencer marketing bridges the gap between traditional advertising and the personal interaction that today's consumers demand, by leveraging the reach and credibility of individuals with large followings on social media. This article discusses the concept, benefits, challenges, and opportunities of influencer marketing.

Influencer marketing involves collaborating with individuals who have established trust in a particular niche – commonly referred to as influencers. These influencers create content that reflects authenticity and is relatable to their followers. Unlike traditional advertising, influencer marketing leverages credibility because fans view influencer endorsements as organic recommendations rather than sponsored posts. This method is proving to be particularly successful on social media sites like Instagram, YouTube, and TikTok, where visual representation is key. Influencers are divided into groups based on the number of followers they have, including mega-influencers with millions of followers, macro-influencers with hundreds of thousands of followers, and micro or nano-influencers with fewer but highly engaged followers. Each group is used for different marketing purposes, from general brand awareness to specific targeting. Influencers have a large fan base and are considered trustworthy, so their recommendations can be highly influential. Influencer marketing is a strategy where companies collaborate with social media influencers to market their products or services.

### **3.2 ORIGIN OF INFLUENCER MARKETING**

In 1760, British potter Josiah Wedgwood used royal endorsements to market his pottery. In the 19th century, businesses began exploiting celebrities to promote their wares, a practice that is still widely used today. This practice continued when tobacco corporations exploited doctor endorsements to market their products in the early 20th century. The strategy worked, and it quickly became clear that consumers like to hear from people they respect and trust. In the 1950s and 1960s, companies began to collaborate with famous artists, athletes, and actresses to market their wares. In the early 2000s, blogging became a popular online content creation tool. These early bloggers had devoted fans and trusted their advice. Companies began to notice and

work with bloggers to advertise their wares. However, only bloggers were able to use this type of influencer marketing.

As they became more famous in the mid-2000s, influencers began to build their followings on social media sites like Facebook and Twitter. As a result, companies began to collaborate with social media influencers to market their products, which gave rise to influencer marketing as it is today.

YouTube and Instagram are the most widely used channels for influencer marketing over the past ten years. In particular, Instagram has emerged as the preferred medium for marketers looking to collaborate with influencers. This is due to Instagram's strong visual element, which makes it an ideal platform for influencers to promote goods and services. On the other hand, YouTube is ideal for long-form content and has given birth to a new type of influencer called the vlogger. Because they are open about their personal lives with their audience, these content creators are highly credible and relatable. Seeing this trend, brands have started collaborating with vloggers to market their products. This is a great way to increase the reach of your influencer marketing campaigns.

Micro-influencers have become a new trend in influencer marketing in recent years. These are people with a small following, usually between 1,000 and 10,000. Compared to traditional influencers with millions of followers, people see them as more genuine and trustworthy. Due to their highly skilled fan base, micro-influencers are ideal for marketers who want to reach a specific demographic. Additionally, micro-influencers typically have better engagement rates than larger influencers. Therefore, their followers are more likely to engage with their material. Due to their high level of engagement, micro-influencers are a great ally for companies looking to increase sales and brand recognition. Since the early days of celebrity endorsements, influencer marketing has advanced significantly. Thanks to the growth of social media and websites like YouTube and Instagram, influencers are now one of the most effective marketing tools available to organizations. They have fundamentally changed the course of influencer marketing history. Furthermore, it seems that influencer marketing has a promising future. So, keep an eye out, because influencer partnerships are a marketing trend that is always in vogue. Indeed, its popularity is only growing!

### 3.3 BENEFITS OF INFLUENCER MARKETING

One of the best things about influencer marketing is that it is more engaging and can build a huge amount of trust. People usually give more attention to brands that their favourite people recommend. This trust can increase sales much better than traditional advertising. One of the most important benefits of influencer marketing is that it can target on a specified audience for example, a makeup company could team up with a beauty influencer to reach women who love cosmetics. This way, you get more money and don't waste money on people who aren't interested. Plus, it can be much cheaper. You can often find micro-influencers who give you great value without spending as much as those mega-influencers.

### 3.4 FEATURES OF INFLUENCER MARKETING

**Authenticity & Trust:** Influencers gain the trust and authenticity of their audience, which lends more credibility to their propositions than traditional advertising.

- **Targeted Reach:** Depending on an influencer's readership, brands can target specific demographics.
- **High Engagement:** Influencer-generated material often receives more likes, comments, and shares compared to brand-generated content
- **Economical:** Traditional influencer marketing and advertising can be more affordable, especially when using micro-influencers.
- **Diverse:** Influencers provide a wide variety and diversified content in a variety of media, such as blogs, reels, stories, live sessions, and videos.

### **3.5 CHALLENGES OF INFLUENCER MARKETING**

Despite all its advantages, influencer marketing has its drawbacks. One of the main issues is the accuracy of endorsements. due to the large popularity now-a-days influencers are promoting the products which they don't even uses, which erodes the trust of followers. There is large amount of fake audience and fake interactions through the social media which creates difficulties for to select a perfect influencer to endorse their product. Brands can waste money by not knowingly working with influencers who fabricate their statistics. To mitigate this, companies should conduct extensive background checks and use analytics technologies to assess an influencer's true reach and influence. Regulatory issues pose additional challenges. Governments and organizations around the world are introducing guidelines to ensure transparency in influencer-brand relationships. Failure to disclose paid collaborations can be damaging to a brand's reputation, and can result in legal consequences.

### **3.6 FUTURE OF INFLUENCER MARKETING**

While considering the future of influencer marketing, as the technology develops influencer marketing as a great scope and a bright future. With technology of artificial intelligence and Data analytics brands became more and more supportive and started using influencer marketing for marketing their product. The other main reason is the trust element in the influencer marketing is more than compared to the traditional method of marketing. Nowadays brands partnership with influencer to market their product, with the hope that this can reach to a wide range of target audience. There has been a large growth in a micro influence. Micro influences have a very a smaller number of followers but their engagement with the audience is huge, the trusted value of the micro influencers is large compared to the mega influences. In the future influencer marketing will be more adapted by various companies and it will become more data driven.

### **3.7 TYPES OF INFLUENCERS**

Influencers can be divided into groups according to the size and expertise of their followers. The key categories are as follows:

**Nano Influencers:** Usually having between 1,000 and 10,000 followers, these influencers have a small but intensely engaged audience. They are often seen as trustworthy and approachable by their admirers.

**Micro-influencers:** With 10,000-100,000 followers, micro-influencers manage to blend a close contact with their followers with a broad audience reach. They are effective at concentrating on specific niches.

**Macro Influencers:** With between 100,000 and 1 million followers, these influencers have a bigger audience. Despite the fact that they are often well-known people, they are not as involved as lesser influencers.

**Mega Influencers:** People with more than a million followers, usually celebrities or internet stars. Even if they have large followers their endorsement may not be genuine.

### **3.8 THE ROLE OF SOCIAL MEDIA INFLUENCER**

While considering the role of influencer on social media they have established a credible and trust with their fans by delivery relatable contents and personal stories. Through this fact audience have a very personal connection with the influencer and once they start to recommend certain product, they feel like they have a personal connection and take those recommendations seriously this is the major role of influence marketing. Audience feel that once they are connected with the influencer, in order to have a similar lifestyle with the influencer they need to buy the product which is endorsed by them. This role is been crucial in every brand marketing and nowadays they are most commonly found by beauty influences and lifestyle influences. As there a various type of influences from micro influences to mega influences people trust each influence in different pattern. In the olden days they were only celebrity influences, celebrities were used to promote a product but, now a days rather than celebrities

these micro influences are also given a huge importance by the branch to promote their products.

### **3.9 FACTORS INFLUENCING PURCHASE INTENTION**

The impact of social media influencers on purchase intention is influenced by a number of factors:

**Credibility:** Sincere and open viewpoints are valued by customers. Purchase decisions are more likely to be influenced by influencers who offer objective reviews.

**Relatability:** The audience responds more strongly to influencers that have relatable personalities and lives, which increases the effect of their suggestions.

**Engagement:** A sense of community is created by high levels of interaction between influencers and their followers, which promotes loyalty and trust.

**Visual Appeal:** Images are a major component of platforms such as Instagram and TikTok. Influencers can more successfully draw in customers by producing visually appealing content.

**Physical appearance:** the physical appearance of the social media influencers especially their way of presentations has a great influence on the purchase intention of the customer.

**Parasocial interaction:** the personal connection that a customer feels with the influencers is one of the main factors that affect the purchase intention of the customer.

**Social attitude:** social attitudes especially their customs, beliefs also have a great impact on the purchase intention of the customer.

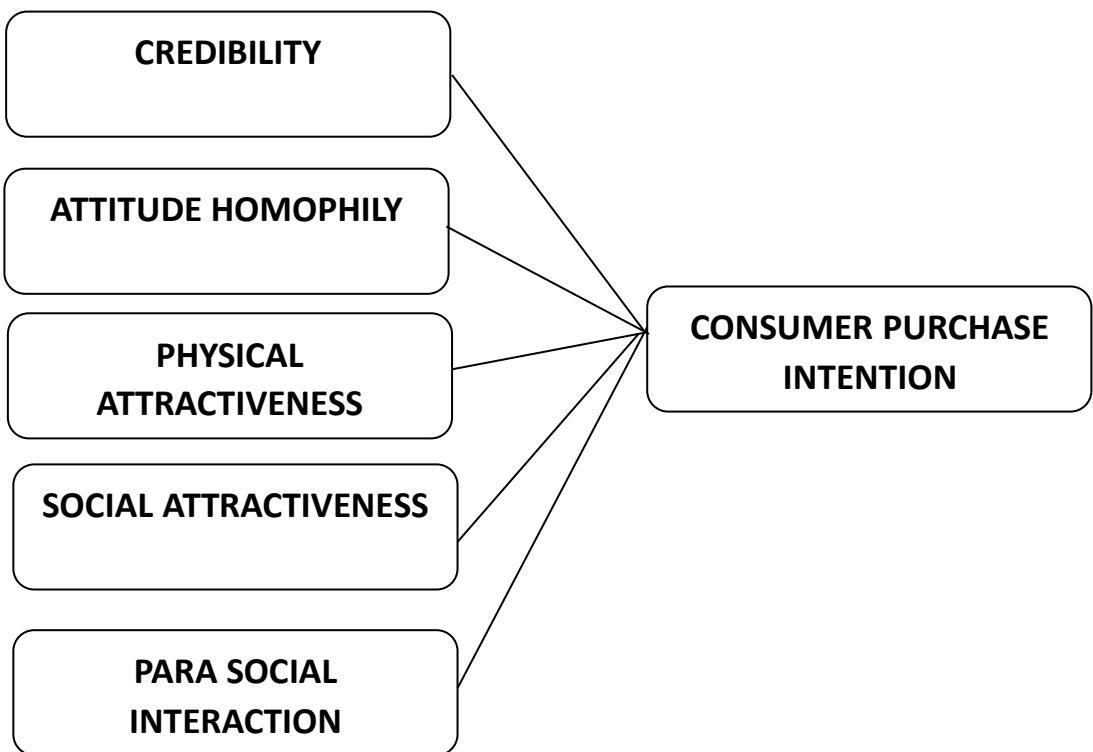
### **3.10 CHALLENGES IN INFLUENCER MARKETING AND PURCHASE INTENTION**

Despite its effectiveness, using social media influencers to drive purchase intent has its drawbacks. As consumers grow more sceptical of sponsored partnerships, oversaturation is a serious concern. Influencers who promote too many products risks losing their credibility and having less influence on consumers' purchasing decisions. Additionally, the legitimacy of influencer marketing is at risk due to the proliferation and engagement of fake followers. Brands investing in influencers can lead to poor campaign results, and their reach and influence are overstated.

### **3.11 OPPORTUNITIES AND FUTURE TRENDS**

As the continuous evolution of the social media platform the opportunities of the influencer marketing is also evolving. Through the use of technologies such as artificial intelligence (AI) and machine learning, brands can find the best influencers for their campaigns, which improves audience targeting. In the current scenario, the trend of micro- and nano-influencers is increasing. Unlike the traditional advertising which used celebrities for endorsing their product, now micro influencers are more commonly used because they are much more trustworthy and relatable to the audience. Due to their small but highly active followings, these influencers' recommendations are more authentic and powerful. Influencers can interact directly with their followers and answer their questions about items using interactive content such as live sessions and Q&A formats, which are also growing in popularity. This real-time interaction greatly influences purchase intentions, which also builds trust.

### 3.12 CONCEPTIONAL MODEL OF INDEPENDENT AND DEPENDENT VARIABLES



**Consumer purchase intention** (dependent variable) is defined as the likelihood of a consumer purchasing a product or service, ultimately shaped by a range of factors. It describes a consumer's decision-making process, shaped by trust, perceived value, and a wide variety of external influences, including marketing strategies or social media. In your research, this is your primary dependent variable, shaped by a range of different independent variables.

#### Independent variable:

- 1) **Credibility:** Credibility describes the trust and expertise of a source, such as a social media influencer or another brand. Consumers trust and feel their recommendations or opinions are valid when coming from credible sources. High levels of credibility will inspire higher levels of confidence in a product, thus indicating higher levels of purchase intention.

**2) Attitude Homophily:** Homophily is the extent to which consumers perceive a connection with an influencer or brand. If consumers feel like an influencer is interested in the same things as them, shares the same values as them, or has a similar lifestyle, they are more inclined to relate to their endorsement and trust that influencer, which can affect purchasing behaviour.

**3) Physical attractiveness:** applies to the observable beauty of the influencer or brand representative. Those that are attractive can gain more attention and have a better impression than their counterparts, and therefore may heighten the persuasive effect of their message and consumers' buying intentions.

**4) Parasocial Interaction:** Parasocial interaction is the term for the unreciprocated emotional relationship an individual may build with an influencer or celebrity. While the relationship is inherently one-sided, consumers may feel an emotional connection and any sense of closeness may drive their loyalty to the influencer or celebrity and ultimately create the potential for them trusting the recommendations and buying based on that relationship.

**5) Social attractiveness:** refers to the degree that the influencer or brand representative is viewed as likable, relatable, friendly, and/or socially engaging. Likewise, consumers will be more influenced by someone that is socially attractive, creating a notion of emotional connectedness and trustworthiness.

**CHAPTER-4**  
**DATA ANALYSIS AND INTERPRETATION**

## **4.1 DATA ANALYSIS AND INTERPRETATION**

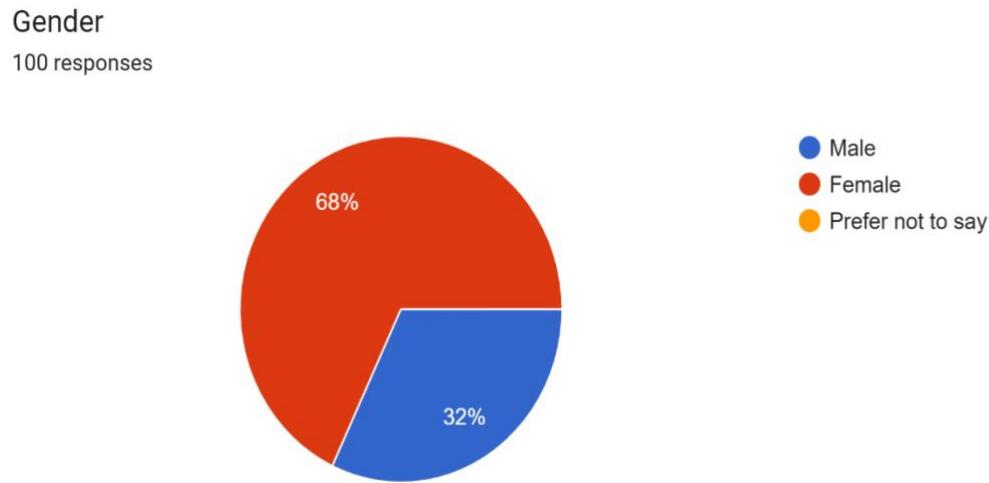
Data analysis and interpretation is considered as the most important part of the project research. Primary and secondary data are used in this study. The below are primary data which consists of 100 responses and is collected through questionnaire method.

**TABLE 4.1 GENDER**

<b>GENDER</b>	<b>RESPONDENTS</b>
MALE	68
FEMALE	32
PREFER NOT TO SAY	0
<b>TOTAL</b>	<b>100</b>

*Source: Primary data*

**FIGURE 4.1 GENDER**



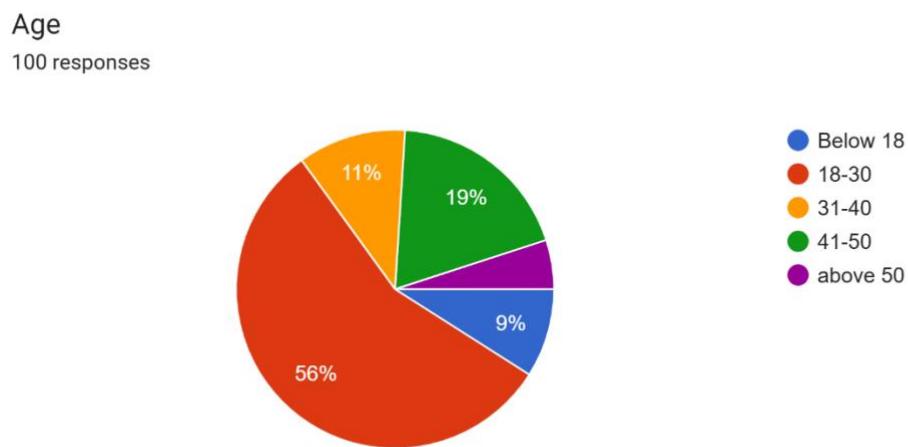
**INTERPRETATION:** According to the table and figure 4.1, out of 100 participants, 68% are female and 32% are male, from the above data we can understand that there are more female respondents in the survey, it is possible that their viewpoints had a greater impact on the results. The demographic characteristic of the population under study may also be reflected by this gender distribution.

**TABLE 4.2 AGE**

AGE	RESPONDENTS
BELOW 18	9
18-30	56
31-40	11
41-50	19
ABOVE 50	5
<b>TOTAL</b>	<b>100</b>

*Source: Primary data*

**FIGURE 4.2 AGE**



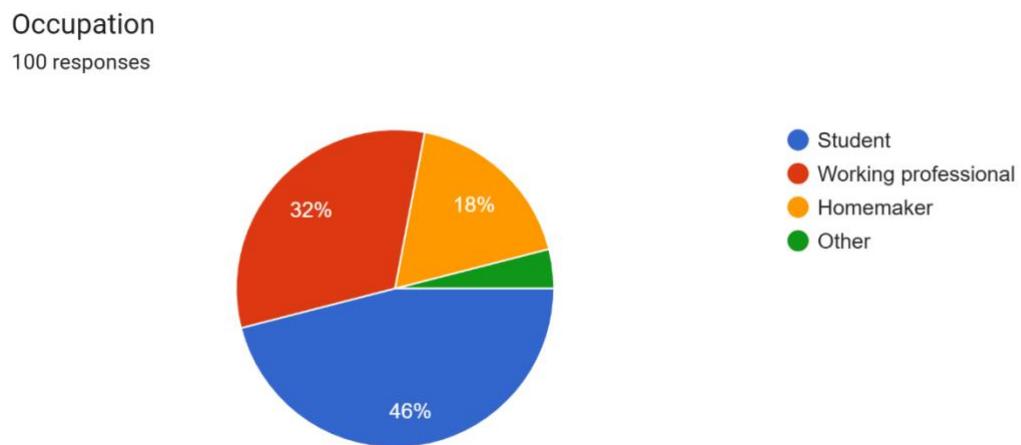
**INTERPRETATION:** According to the data majority of respondents (56%) are between the ages of 18 and 30. 11% of respondents are between the ages of 31 and 40, while 19% are between the ages of 41 and 50 and under the age of 18, indicating a moderate degree of interest among middle-aged people and children. Interestingly, those over 50 have the lowest representation, suggesting less engagement. Overall, the results show that younger adults are the most involved

**TABLE 4.3 OCCUPATION**

OCCUPATION	RESPONDENTS
STUDENT	46
WORKING PROFESSIONAL	32
HOMEMAKERS	18
OTHERS	4
<b>TOTAL</b>	<b>100</b>

*Source: Primary data*

**FIGURE 4.3 OCCUPATION**



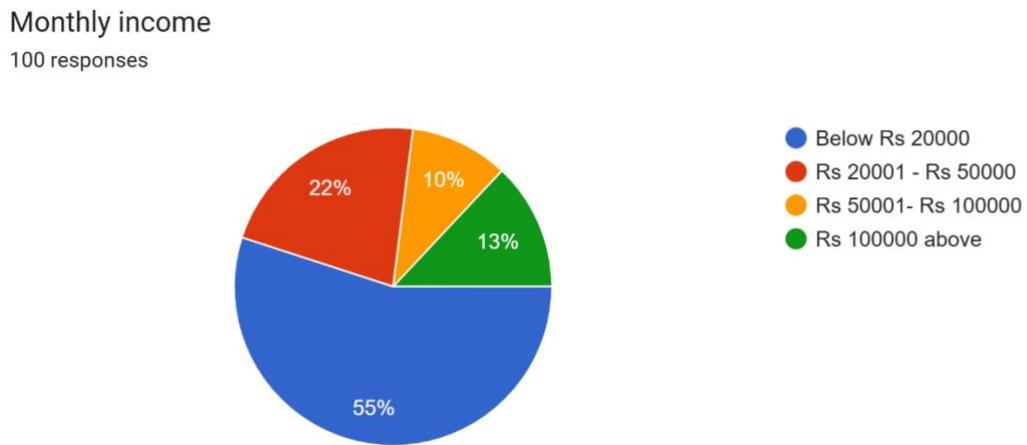
**INTERPRETATION:** According to the data, the most of respondents (46%) are students, 32% of the respondents are working professionals, The significant percentage of respondents are homemakers in the survey is shown in their 18% share. The remaining 4%, or a little portion of the entire sample, are classified as "others". Overall, the results indicate that the most represented groups are students and working professionals.

**TABLE 4.4 MONTHLY INCOME**

MONTHLY INCOME	RESPONDENTS
BELOW 20,000	55
20,000-50,000	22
51,000-1,00,000	10
ABOVE 1,00,000	13
<b>TOTAL</b>	<b>100</b>

*Source: Primary data*

**FIGURE 4.4 MONTHLY INCOME**



**INTERPRETATION:** The majority of respondents (55%) make less than ₹20,000 per month. There is a moderate percentage of middle-class respondents, with about 22% earning between ₹20,000 and ₹50,000. Furthermore, 13% of respondents make more than ₹1 lakh, while 10% of respondents make between ₹50,000 and ₹1,00,000, indicating a lesser but noticeable presence of higher-income people. Overall, the results indicate that the sample is dominated by lower-income groups, with representation gradually declining as income levels rise.

**TABLE 4.5 FREQUENCY OF SOCIAL MEDIA USAGE**

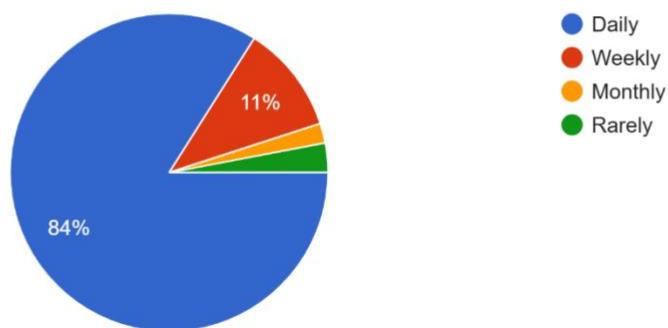
FREQUENCY	RESPONDENTS
DAILY	84
WEEKLY	11
MONTHLY	2
RARELY	3
<b>TOTAL</b>	<b>100</b>

*Source: Primary data*

**FIGURE 4.5 FREQUENCY OF SOCIAL MEDIA USAGE**

How often you use social media platform ?

100 responses



**INTERPRETATION:** According to the social media usage frequency, 84% of respondents, use social media daily, furthermore, 11% of respondents use social media at least once a week, indicating a moderate degree of usage. Just 2% of people use social media on a monthly basis, while 3% use it infrequently. This survey indicates that most of the respondents uses social media on a regular basis

**TABLE 4.6 RESPONDENTS FOLLOWING SOCIAL MEDIA INFLUENCERS**

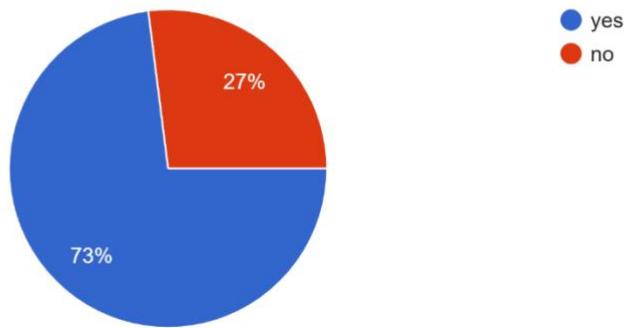
Following influencers	Respondents
Yes	73
No	27
<b>Total</b>	<b>100</b>

*Source: Primary data*

**FIGURE 4.6 6 RESPONDENTS FOLLOWING SOCIAL MEDIA INFLUENCERS**

Do you follow social media influencers ?

100 responses

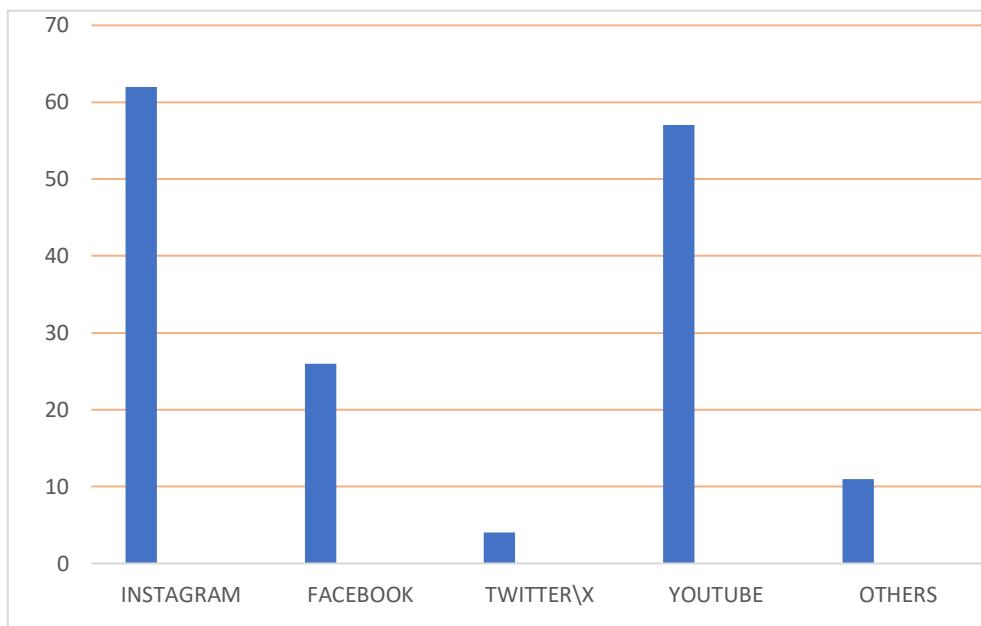


**INTERPRETATION:** According to the findings, 73% of participants follow social media influencers, compared to 27% do not follow any of them. The number of followers an influencer has indicates their interaction level and the trust people have within them.

**TABLE 4.7 PREFERRED SOCIAL MEDIA PLATFORM AMONG RESPONDENTS**

PLATFORM	RESPONDENTS
INSTAGRAM	62
FACEBOOK	26
TWITTER\X	4
YOUTUBE	57
OTHERS	11

*Source: Primary data*

**FIGURE 4.7 PREFERRED SOCIAL MEDIA PLATFORM AMONG RESPONDENTS**

**INTERPRETATION:** According to the data 62% of respondents prefer Instagram. YouTube comes in second, with 57%. Only 4% of respondents use Twitter, compared to 26% who use Facebook. Furthermore, 11% of those surveyed said they used other social media sites.

## Objective 1

### To analyse the influence of credibility of social media influencer on purchase intention.

Customers prefer to buy a product which is influenced by a legitimate social media influencer. Customers mainly depend on influencers to promote a product as a product launch in the market because they respect influencer's reliability knowledge and authentic. Credibility is established by elements that affect how customer access and react to influencers endorsement such as perceived knowledge, honesty, and reliability. Credibility increases the customers confident and their propensity to buy. Here it is examined understand the connection between the customer purchase intention and the influence the credibility.

**Table 4.8: reliability Statistics of Credibility of social media influencers**

Cronbach's Alpha	N of Items
0.872	4

Cronbach's Alpha reliability analysis of social media influencers credibility is shown in table 4.8. There is a strong internal consistency by four- items scale high reliability coefficient of 0.872 according to the research. As the value is above 0.8 there is a good reliability. Because of its reliability the scale can be relied upon for additional study analysis and interpretation

**Table 4.9: Descriptive Statistics of Credibility of social media influencers**

	N	Minimum	Maximum	Mean	Std. Deviation
Credibility	100	1.00	5.00	2.906	0.874
Valid N (listwise)	100				

The descriptive statistics for social media influences credibility out of 100 respondents is shown in table 4.9 with a mean score of 2.91 and the range of 1.00 to 5.00, with a standard deviation of 0.87, respondents' assessments appear to vary somewhat, suggesting varying views on the dependability and credibility of social media influencers.

**Table 4.10: Descriptive Statistics of Customer purchase intention**

	<b>N</b>	<b>Minimum</b>	<b>Maximum</b>	<b>Mean</b>	<b>Std. Deviation</b>
Customer Purchase Intention	100	1.25	6.25	3.649	1.044
Valid N (listwise)	100				

Table 4.10 shows descriptive statistics of customer purchase intention for 100 sample respondents. Purchase intention scores range from a low of 1.25 to a high of 6.25 with an average value of 3.65, meaning respondents have a moderate purchase intention level. The standard deviation of 1.04 indicates a high level of dispersion in responses, it shows that even though some customers have strong purchase intentions, others are less likely to make a purchase. This shows the differences in the customers purchase intentions.

**Table 4.11: Model Summary of the Impact of Social Media Influencer Credibility on Customer Purchase Intention**

<b>Model</b>	<b>R</b>	<b>R Square</b>	<b>Adjusted R Square</b>	<b>Std. Error of the Estimate</b>
1	0.999	0.998	0.997	0.015

a. Predictors: (Constant), Credibility of social media influencers

Table 4.10 presents the model summary of the Impact of Credibility on Customer Purchase Intention. The analysis indicates a strong positive relationship between the credibility of social media influencers and customer purchase intention, as reflected by an R value of 0. 999. This implies that the independent variable credibility and dependent variables have an almost perfect connection. The R Square value of 0.998 suggests that 99.8% of the variation in customer purchase intention can be attributed to the credibility of social media influencers, highlighting its remarkably high predictive capability. The Adjusted R Square of 0.997, which considers the number of variables in the model, is nearly unchanged, further validating the model's

dependability. Moreover, the Standard Error of the Estimate at 0.015 is exceptionally low, signifying a slight difference between the predicted and actual values.

**Table 4.11: ANOVA Results for the Impact of Social Media Influencer Credibility on Customer Purchase Intention**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	52.815	1	52.815	26.358	.000 <sup>b</sup>
	Residual	194.367	97	2.004		
	Total	247.182	98			

a. Dependent Variable: Customer purchase intention

b. Predictors: (Constant), Credibility of social media influencers

Table 4.11 shows the Anova result of impact of social media influences credibility on the customer purchase intention. The f statistics (26.358) and corresponding p value (0.000) suggest that the model provide a significantly better fit than a model without predictors. The regression sum of squares (52.815) represents the variability explained by the independent variable, while the residual sum of squares (194.367) accounts for the unexplained variance. With a total sum of squares amounting to 247.182, the model accounts for a significant share of the variance in customer purchase intentions. Given that the significance level is below 0.01, the findings indicate that influencer credibility plays a significant role in influencing consumer purchasing behaviour.

**Table 4.12: Coefficients of the Regression Model for Social Media Influencer Credibility and Customer Purchase Intention**

Model	Unstandardized Coefficients		Std. Error	Beta	t	Sig.
	B					
1	(Constant)	1.996	0.525		3.803	0.000
	Credibility of social media influencers	0.890	0.173	0.462	5.134	0.000

Dependent Variable: Customer purchase intention

Table 4.12 presents the Coefficients of the regression model. The regression coefficients reveal that the trustworthiness of social media influencers has a notable positive effect on customers' intention to purchase. The unstandardized coefficient ( $B = 0.890$ ) indicates that for each one-unit increase in influencer credibility, the intention to purchase rises by 0.890 units, assuming all other variables remain unchanged. The standardized beta coefficient ( $\beta = 0.462$ ) reflects a moderate positive relationship between influencer credibility and purchasing intention. The t-value (5.134) and p-value (0.000) reveal that this relationship is statistically significant at the 0.01 level, implying that the influence of influencer credibility on purchase intention is unlikely to be due to random variation. The constant (1.996) signifies the initial level of purchase intention when influencer credibility is at zero. These findings reinforce the importance of influencer credibility in shaping consumer behaviour.

Given these findings, the null hypothesis ( $H_0$ ) stating that there is no significant relationship between the credibility of social media influencers and customer purchase intention is rejected, while the alternative hypothesis ( $H_1$ ) is accepted, affirming that influencer credibility has a significant positive impact on customer purchase intention.

## Objective 2

**To examine the impact of attitude homophily on purchase intention.**

Attitude homophily means that the followers and the social media influences have similar values opinions and preferences this is an important factor because it analysis the similarity between the influences and the customers and this people are more attracted to influences who have greater attitude homophily with them. Thus, a stronger bond is created between the influences and the audiences

**Table 4.13: Reliability Statistics of Attitude Homophily**

Cronbach's Alpha	N of Items
0.728	4

Table 4.13 presents the Cronbach's Alpha is used to test the of reliability of attitude homophily. The results show a reliability coefficient of 0.728 for the four-item scale, which shows a good level of internal consistency. Since a Cronbach's Alpha value of more than 0.7 is generally considered acceptable, this result suggests that the items measuring attitude homophily are measuring the intended construct effectively.

**Table 4.14: Descriptive Statistics of Attitude Homophily**

	N	Minimum	Maximum	Mean	Std. Deviation
Attitude Homophily	100	1.00	5.00	2.5732	0.77365
Valid N (listwise)	100				

Table 4.14 reports descriptive statistics of respondents' attitude homophily. Scores are measured on a minimum of 1.00 and a maximum of 5.00 with an average score of 2.57, showing that respondents view a low to moderate level of attitude similarity with others, on average. The

standard deviation of 0.77 indicates a moderate range of responses, which implies variation in the degree to which respondents feel they are in agreement with others in attitude. This range can be indicative of varied opinions and tastes among respondents.

**Table 4.15: Spearman's Correlation Between Attitude Homophily and Customer Purchase Intention**

			Customer purchase intention
	Attitude Homophily	Correlation Coefficient	Attitude Homophily
Spearman's rho		1.000	.510**
	Sig. (2-tailed)		0.000
		N	99
			99
	Customer purchase intention	Correlation Coefficient	.510**
	Sig. (2-tailed)		1.000
		N	99
			99

\*\*. Correlation is significant at the 0.01 level (2-tailed).

Table 4.15 shows the Spearman's correlation. The Spearman's rank correlation coefficient ( $\rho$ ) was utilized to evaluate the relationship between attitude homophily and customer purchase intention among users of social media. The findings reveal a moderate positive correlation ( $\rho = 0.510$ ) between attitude homophily and customer purchase intention, which is statistically significant at the 0.01 level ( $p = 0.000$ , two-tailed). This indicates that as consumers recognize a greater similarity in values, opinions, and attitudes with social media influencers, their intention to purchase also rises. The significance value ( $p = 0.000$ ) is significantly lower than the conventional cutoff of 0.01, providing strong evidence against the null hypothesis ( $H_0$ ). Considering the moderate strength of the correlation, it can be concluded that attitude homophily has a significant influence on shaping consumer purchase intentions. Since the p-value (0.000) is less than 0.01, we reject the null hypothesis ( $H_0$ ) and accept the alternative

hypothesis ( $H_1$ ). This implies there is a noteworthy positive association between the attitude homophily of social media influencers and consumers and customer purchase intention. These results underscore the significance of shared values and beliefs in impacting consumer behaviour and purchase decisions through the marketing of social media influencers.

### **Objective 3**

#### **To evaluate the impact of physical attractiveness of influencer on purchase intention.**

Attitude homophily refers to the extent to which social media influencers and consumers perceive themselves as similar in terms of beliefs, values, and preferences, and it plays a valuable role in informing consumer attitudes and behaviour. When consumers feel aligned with influencers' perspectives and lifestyle there is a greater likelihood that consumers will trust that influencer, and feel compelled to engage with them. This shared sense of identity promotes relationship quality, increases the influencers' ability to persuade consumers, and ultimately increases the likelihood of purchase intention. The present research study aims to examine the impact of attitudinal similarity (i.e. attitude homophily) between the social media influencer and consumer, and how shared values and attitudes activates trust; engagement; and purchase intention. Ultimately, by exploring the influence of attitudinal similarity, this research study aims to understand ways in which brands can work with influencers to create shared identities, which may generate the opportunity to develop deeper consumer relationships and increase purchase intentions.

**Table 4.16: Reliability Statistics of Physical Attractiveness**

Cronbach's Alpha	N of Items
0.714	4

Cronbach's Alpha was applied to examine the reliability of Attitude Homophily based on the data presented in Table 4.16. For the four-item scale, the reliability coefficient was established to be 0.728, which represents an acceptable level of internal consistency. Given that a Cronbach's Alpha score greater than 0.7 is deemed satisfactory, these results indicate that all

items related to the measurement of Attitude Homophily are reliably measuring what they are intended to measure.

**Table 4.17: Descriptive Statistics of Physical Attractiveness**

	N	Minimum	Maximum	Mean	Std. Deviation
Physical Attractiveness	100	1.00	5.00	2.9470	0.87210
Valid N (listwise)	100				

Here in table 4.17, it represents the descriptive statistics for the physical attractiveness of social media the mean score is 2.95 which range is from minimum 1 to maximum 5, from here we can understand that the respondents consider physical appearance in the middle of scale. Standard deviation of 0.87 implies that the respondent's opinion on physical appearance varies.

**Table 4.18: Model Summary of the Impact of Physical Attractiveness of Social Media Influencers on Customer Purchase Intention**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.756	0.572	0.563	0.028

Predictors: (Constant), Physical Attractiveness

Table 4.18 presents the model summary. The regression analysis results indicate a moderate to strong positive relationship between the physical attractiveness of social media influencers and customer purchase intention, as reflected by an R value of 0.756. This implies that consumers intention to buy is significantly impacted by influencers' beauty. The R Square value (0.572) reveals that the physical appeal of influencers can explain 57.2% of the variance in customer purchase intention, which is a moderate amount of explanatory power. The Adjusted R Square (0.563), which adjusts to account for the number of predictors, is slightly lower but also demonstrates some level of reliability for the model. In addition, the model's predicted purchase intention values were very similar to the actual

values within the sample, as the Standard Error of the Estimate was a low (small) value of 0.028. Overall, these findings suggest that while influencer appeal is an important factor in customer purchase behaviour, there may be other factors that also impact a person's purchase behaviour.

**Table 4.19: ANOVA Results for the Impact of Physical Attractiveness of Social Media Influencers on Customer Purchase Intention**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	48.449	1	48.449	23.648	.000 <sup>b</sup>
	Residual	198.733	97	2.049		
	Total	247.182	98			

a. Dependent Variable: Customer purchase intention

b. Predictors: (Constant), Physical Attractiveness

Table 4.19 displays the ANOVA Results which shows the Physical Attractiveness of Social Media Influencers and how it affect the Customer Purchase Intention. The results indicate that the regression model is statistically significant in explaining the variability in customers purchase intention associated with social media influencers physical attractiveness. The model significantly improves the prediction of purchase intention compared to a model without this predictor, and this is evidenced by the F-statistic (23.648) with the associated p-value (0.000). The regression sum of squares equals 48.449, representing the amount of variability that physical attractiveness explained, and there is unexplained variability — the residual sum of squares (198.733) indicates that amount. The total sum of squares is 247.182, indicating that a substantial amount of variability in purchase intention is accounted for by social media influencers' physical attractiveness. Since the significance value is less than .01, we can conclude that physical attractiveness plays a significant role in customers' intentions to purchase.

**Table 4.20: Coefficients of the Regression Model for Physical Attractiveness of Social Media Influencers and Customer Purchase Intention**

Model	Unstandardized Coefficients		Std. Error	Standardized Coefficients Beta	t	Sig.
	B					
1	(Constant)	2.182	0.516		4.230	0.000
	Physical Attractiveness	0.845	0.174	0.443	4.863	0.000

a. Dependent Variable: Customer purchase intention

Table 4.20 presents the coefficients of the regression model for physical attractiveness of social media influencers and customer purchase intention. The regression coefficients indicate that the physical attractiveness of social media influencers has a significant positive impact on customer purchase intention. According to the unstandardised coefficient ( $B = 0.845$ ), if all other variables stay the same, consumer purchase intention rises by 0.845 units for every unit increase in influencer attractiveness. The attractiveness of an influencer has a moderate positive effect on customer purchase behaviour, evidenced by the standardized beta coefficient ( $\beta = 0.443$ ). The relationship is statistically significant at the 0.01 level indicated by the t-value (4.863) and p-value (0.000) suggesting that the effect is almost certainly not due to chance. If we disregard attractiveness, the intercept (constant) represents the base level of purchase intention (2.182). These results indicate that while attractiveness is an important predictor of consumer purchase decision, it is possible that consumer behaviour can be a product of other attributes.

Given these findings, the null hypothesis ( $H_0$ ) stating that there is no significant relationship between the physical attractiveness of social media influencers and customer purchase intention is rejected, while the alternative hypothesis ( $H_1$ ) is accepted, affirming that influencer attractiveness plays a crucial role in shaping consumer purchasing behaviour.

#### **Objective 4**

**To assess the effect of social attractiveness and parasocial interaction of social media influencer on purchase intention.**

factors like social attractiveness and parasocial interaction are important in assessing social media influencers' effectiveness in creating consumer buying intentions. Social attractiveness refers to the influencer's ability to interact with the audience in order to promote feelings of familiarity and trust. This feeling creates an immense trust thus the influencers feel more connected and there is a high chance that the customers buy the products which are recommended by these influencers. Parasocial interaction refers to the one-way but impactful relationship that followers experience with influencers, where followers feel a personal connection to influencers without physical contact. These psychological connections can increase consumers' trust, level of involvement, and likelihood to adopt the influencer's suggestion. This study assesses the impact of social attractiveness and parasocial interaction dimensions on consumer buy intention, as well as how such dimensions impact consumers' evaluations of influencer trustworthiness and their consequent purchasing behaviour. The goal of this study is to shed light on the nature of these relationships so businesses may use influencer marketing to enhance customer interactions and encourage sales.

**Table 4.21: Reliability Statistics of Social Attractiveness**

Cronbach's Alpha	N of Items
0.891	12

The reliability statistics for the Social Attractiveness construct based on the data collected with Cronbach's Alpha is shown in Table 4.21. The reliability coefficient indicates high reliability at 0.891 with a twelve-item scale indicating high internal consistency. Generally, reliability scores above 0.8 are considered good with scores equal to or above 0.9 indicating excellent reliability. This finding confirms that the scale is suitable for additional analysis and interpretation of the data within the context of the study. Moreover, this result indicates that the items that evaluate social attractiveness are very consistent in measuring social attractiveness.

**Table 4.22: Descriptive Statistics of Social Attractiveness**

	N	Minimum	Maximum	Mean	Std. Deviation
Social Attractiveness	100	1.00	5.00	2.9464	0.88169
Valid N (listwise)	100				

Table 4.22 provides the descriptive statistics for respondents' social attractiveness based on their perceptions of social media influencers. With an overall mean score of 2.95, and ratings that range from a minimum of 1.00 to a maximum of 5.00, it would seem that respondents rated social media influencers to be slightly below the midpoint of the scale in terms of their social attractiveness. There was some variability in the responses as indicated by a standard deviation of 0.88 and potentially therefore there is variability in social attractiveness of influencers' perceptions. Overall, some respondents did find the influencer personally likeable, socially engaging, and others may not.

**Table 4.23: Descriptive Statistics of Parasocial Interaction**

	N	Minimum	Maximum	Mean	Std. Deviation
Parasocial Interaction	100	1.00	5.00	2.7551	0.82219
Valid N (listwise)	100				

The descriptive statistics for respondents' parasocial interaction are summarized in table 4.23. The respondents' scores showed a mean of 2.76, a range of 1.00 to 5.00, indicating that the respondents practice some level of strong, one-sided emotional connection with social media influencers, and although some people have large parasocial interaction others feel weakly engaged or feel little connection, the standard deviation of 0.82 indicates moderate variation in

responses, which indicates the range of responses or different levels of involvement, that different audience members could have in regards to the interaction and engagement with the social media influencer.

**Table 4.24: Model Summary of the Impact of Parasocial Interaction and Social Attractiveness on Customer Purchase Intention**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.612	0.374	0.361	0.018

- Predictors: (Constant), Parasocial Interaction, Social Attractiveness

The model summary presented in Table 4.24 addresses investigates the impact of parasocial interaction and social attractiveness on the intention for customer purchase. The findings from the regression display a modest positive relationship among parasocial interaction, social attractiveness of social media influencers, and the purchase intention of customers as shown by the R value of 0.612. The R Square value (0.374) indicates limited predictive power, meaning that the two variables accounted for only 37.4 percent of the variance in purchase intention. The Adjusted R Square (0.361) was slightly lower given the number of predictors in the model, but it still reflects model consistency. In addition, the predicted values of the model are closely aligned with the actual purchase intention which is also confirmed by the Standard Error of the Estimate being extremely low (0.018). These results indicate that social attractiveness and parasocial interaction have a significant influence to consumer purchasing behaviours but other factors also contribute.

**Table 4.25: ANOVA Results for the Impact of Parasocial Interaction and Social Attractiveness on Customer Purchase Intention**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	92.485	2	46.243	28.697	.000 <sup>b</sup>
	Residual	154.696	96	1.611		
	Total	247.182	98			

a. Dependent Variable: Customer purchase intention

b. Dependent Variable: Customer purchase intention

The ANOVA results for impacts of Parasocial Interaction and Social Attractiveness on Customer Purchase Intention in Table 4.25 shows that the regression is significant statistically, contribution variance on customer purchase intention as a function of parasocial interaction and attractiveness of the social media influencer. A p-value of 0.000 and an F-statistic of 28.697 provides evidence to demonstrate the model predicts customer purchase intention accurately, and is not due to chance. The sum of squares from the residual (154.696), accounts for variance unexplained, while the sum of squares from the regression (92.485) captures the percentage of explained variation through the predictors. The model contributes a significant proportion of the variance in customer buying behaviour (total sum of squares = 247.182). A statistically significant p-value (<0.01) leads to the conclusion that social attractiveness and parasocial interaction significantly influence customer purchase intentions.

**Table 4.26: Coefficients of the Regression Model for Parasocial Interaction, Social Attractiveness, and Customer Purchase Intention**

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1	(Constant)	1.053	0.537		1.962	0.030
	Social Attractiveness	0.206	0.206	0.099	0.998	0.071
	Parasocial Interaction	1.062	0.192	0.549	5.535	0.000

a. Dependent Variable: Customer purchase intention

Table 4.26 shows the coefficients of the regression model for parasocial interaction, social attractiveness, and customer purchase intention. The regression coefficients provide insights into the individual contributions of parasocial interaction and social attractiveness to customer purchase intention. The unstandardized coefficient ( $B = 1.062$ ) for parasocial interaction indicates that for every one-unit increase in parasocial interaction, customer purchase intention increases by 1.062 units, assuming other factors remain constant. The parasocial contact has a large and significant beneficial influence on client buying behaviour, as confirmed by the standardised beta coefficient ( $\beta = 0.549$ ) ( $p$ -value = 0.000). The standardized beta coefficient ( $\beta = 0.099$ ) and unstandardized coefficient ( $B = 0.206$ ) show that social attractiveness has a weaker effect on purchase intention. The association is not significant based on the  $t$ -value (0.998) and  $p$ -value (0.071), indicating social attractiveness itself will not be robust enough to create an impact on consumer purchasing behaviour. The constant value (1.053) represents the

anchor point for the customers' intention to purchase when neither predictor is present. Given parasocial interaction is a strong predictor and social attractiveness is not, businesses and marketers should prioritize strong parasocial relationships to drive consumer engagement and purchase behaviour. The model overall is statistically significant, and only parasocial interaction has a statistically significant effect, therefore we can reject the null hypothesis ( $H_0$ ) at the overall model level. Conversely, social attractiveness is not an effective, meaningful predictor, meaning it has little or no impact on consumers' intention to purchase. Results show social attractiveness does not have a statistically significant effect on consumer behaviour with respect to purchasing, while parasocial interaction has a statistically significant effect on consumers' intention to purchase. This indicates a considerable influence of social media influencers transformed into social relationships, which can guide consumers' intentions to purchase via many different behavioural and psychological processes. The reliability study within the research supports the findings, and it showed that the measurement scale scores for social attractiveness, physical attractiveness, attitude homophily, and credibility had at least acceptable to high levels of internal consistency from the reliability study.

The study finds that customer purchase decisions are significantly influenced by influencer credibility, and regression analysis confirms this substantial positive association. Customers are more inclined to believe and follow advice from influencers who are seen as genuine, informed, and reliable. Purchase intention is also moderately but significantly impacted by attitude homophily, or the perceived similarity in values and opinions between influencers and their followers, indicating that relatability improves customer engagement.

In addition, the physical attractiveness of influencers has a moderate but significant influence on purchase intentions, which may highlight the fact that while a more attractive appearance could cause consumers to perceive them in a positive light, there are certainly other non-physical related factors that affect purchase intention. Social attraction and parasocial interaction significantly affect purchase behaviour. In parasocial interaction, consumers develop a one-way emotional connection with the influencer, which has a substantial impact on and amplifies their effectiveness beyond physical attractiveness alone, even if social attraction does not strongly predict purchase intention. In summary, the study shows how perceived beauty, relatability, credibility, and emotional connection play a role in the effectiveness of influencer marketing; and ultimately, brands who are planning to use influencer marketing want to develop authentic connection, foster credibility and improve engagement based on relatable and personalized content.

## **CHAPTER 5**

### **FINDINGS, SUGGESTIONS AND CONCLUSIONS**

## **5.1 INTRODUCTION**

The study explores the impact of social media influencers on the consumer purchase intention. The study is mainly done by concentrating on factors like credibility, physical appearance, attitude homophily, para social interaction and social attractiveness and how this affects the consumer purchase intention. As the technology changes the brands started focuses on advertisements that make them connected easily with the customers, in such scenarios social media influencers are given more importance.

## **5.2 FINDINGS**

- Out of 100 respondents, 68% were females and 32% were male. Therefore, female responses have exceeded male responses.
- The study reveals that majority of the respondents belong to 18-30 age category 56%.
- Around 46% of the respondents are students and 32% are working professional and rest comes the category of homemakers and others.
- It is clear from the study that majority of the respondents are having monthly income below 20000 which is around 55%
- While considering the social media usage pattern 84% of the respondents uses social media daily.
- Most of the respondents choose Instagram and Facebook as their preferred social media apps.
- 73% of respondents follow social media influencers and 27% do not follow social media influencers.

## Objective 1

**To identify the factors relating to the social media influencer marketing which has an impact on purchase intention.**

**H01: There is no significant impact between the credibility of social media influencers and consumer purchase intention.**

- The findings indicate excellent reliability of 0.872 of our four-item scale, indicative of strong internal consistency of the measured items.
- Cronbach's Alpha above 0.7 is seen as acceptable, and above 0.8 can lead one to infer good reliability, providing confidence that the items used to measure influencer credibility are measuring consistently the construct of interest.
- The standard deviation of 0.87 demonstrates moderate variability in the respondent's perceived level of influencers' reliability and trustworthiness, which indicates diverse opinions.
- According to the analysis, social media influencer credibility has a strong positive relation with customer purchase intention, as indicated by an R value of 0.999.
- The Standard Error of the Estimate (.015) is quite stable, where there is only less variance between the actual value and the predicted value
- The  $H_0$  null hypothesis that there is no statistically significant relationship between social media influencer credibility and customer purchase intention is rejected, whereas the  $H_1$  alternative hypothesis is accepted, which infers influencer credibility serves significantly as a positive influence on customer purchase intention.

## Objective 2

**To examine the impact of attitude homophily on purchase intention.**

**Ho: There is no significant influence between the attitude homophily between social media influencers and consumer purchase intention.**

- Reliability analysis using Cronbach's Alpha is shown for Attitude Homophily. The reliability coefficient for the four-item scale was 0.728, indicating acceptable internal consistency.
- In the descriptive statistics for attitude homophily, respondents' average score was 2.57 which indicates that the respondents on average report a moderate low level of homophily with other individuals in attitude.
- The standard deviation of 0.77 indicates approximately moderate ranges in responses, suggesting various levels of the extent to which consumers felt they aligned with others with respect to attitudes.
- A Spearman's rank correlation coefficient ( $\rho$ ) was conducted to determine if there was a relationship between attitude homophily and customer buying intention for social media users. The correlation found a moderate positive relationship ( $\rho = 0.510$ ) between attitudinal homophily and customer buying intention at the 0.01 significance level ( $p = 0.000$ , two-tailed), indicating consumers' buying intention increases or improves as they perceive more similarities in value opinions, and attitudes with social media influencers.
- Because the p-value (0.000) is below 0.01, we reject the null hypothesis ( $H_0$ ) and accept the alternative hypothesis ( $H_1$ ). Thus, there is a positive significant relationship between attitude homophily with social media influencers and consumers and customer buying intention.

### Objective 3

**To evaluate the impact of physical attractiveness of influencer on purchase intention.**

**H0: There is no significant relationship between the physical attractiveness of social media influencers and customer purchase intention.**

- The reliability analysis of Physical Attractiveness using Cronbach's Alpha. The analysis reports a reliability coefficient of 0.714 for the four-item scale, indicating acceptable internal consistency.
- Descriptive statistics regarding respondents' perceptions of the physical attractiveness of social media influencers were attained. The scores range from a minimum of 1.00 to a maximum of 5.00, with a mean value of 2.95, suggesting that respondents perceive physical attractiveness to be slightly below the mid-point of the scale.
- The regression results indicated a moderate-strong positive relationship between the physical attractiveness of social media influencers and customers' purchase intention ( $R=0.756$ ).
- The Standard Error of the Estimate (0.028) is low which indicates that the predicted value of the model approximates the actual values of purchase intention.
- The F-statistic (23.648) and its associated p-value (0.000) indicate that the model significantly predicts purchase intention compared to a model without this predictor.
- The regression coefficients indicated that [the] physical attractiveness of social media influencers significantly impacts customers' purchase intention positively.
- The null hypothesis ( $H_0$ ) was rejected, indicating there is a significant relationship between the physical attractiveness of social media influencers and customers' purchase intention. The alternative hypothesis ( $H_1$ ) is accepted, which indicates that influencer attractiveness was influential in forming consumer purchasing behaviour.

#### **Objective 4**

**To assess the effect of social attractiveness and parasocial interaction of social media influencer on purchase intention.**

**H0: There is no significant impact between the social attractiveness and para social interaction of social media influencers and purchase intention.**

- According to Cronbach's Alpha values, a value of above 0.8 is good and anything greater than 0.9 is considered excellent. These Cronbach Alpha values indicate that the items measuring social attractiveness are highly consistent in capturing the intended construct; therefore, this instrument is appropriate for further analyses and interpretation in this study.
- The regression analysis shows moderate positive correlation among parasocial interaction, social attractiveness of social media influencers, and customer purchase intention, R value of .612.
- ANOVA Results for the Impact of Parasocial Interaction and Social Attractiveness on Customer Purchase Intention shows that the regression model is statistically representing variance in the customer purchase intention in direct correlation to parasocial interaction and social attractiveness of the social media influencer, based on the results
- The F-statistic (28.697), and p-value (0.000) indicate that the model does predict the customer purchase intention in terms of parasocial interaction and social attractiveness of the social media influencer and the result is not due to random chance.
- The H<sub>0</sub> is rejected, however the social attractiveness variable, individually does not indicate statistical significance, therefore the H<sub>0</sub> is not rejected.

### **5.3 SUGGESTIONS**

- Develop content that is attractive, relevant, and exciting to your audience.
- Encourage user-generated content and develop online communities to foster brand loyalty.
- Develop marketing strategies that take advantage of the unique capabilities of social media platforms and use best practices for each platform.
- Actively respond to customer questions and comments on social media sites.
- Recognize the ethical implications of social media marketing and refrain from exploiting vulnerable customers.
- Brands should prioritize influencers that have greater interaction with their audience.
- Influencers that are true allies of their values should be prioritized in product advocacy.
- Utilize AI-enabled solutions for campaign management, performance analysis, and influencer identification.

### **5.4 CONCLUSION**

The research highlights how important social media influencer advertising is in shaping consumers' buying intentions. But factors such as audience interaction, platform dynamics, and the credibility of the content all influence how effective influencer marketing is. As the research highlighted the factors like credibility, attitude homophily, Para social interaction and physical appearance plays a huge role in influencing the purchase intention of the customer. Influencer collaborations provide brands with immense opportunities, but in order to make the most possible impact, there are various challenges, like understanding the targeted audience and studying about the algorithm of usage, this should be addressed and analysed by both the influencers and the brands to have maximum impact. This research demonstrates the influence of influencers on consumer behaviour, contributing to the growing body of literature on digital marketing. Now a days more than the traditional marketing influencer marketing is gaining popularity because they are more easily assessable and better effective than the traditional marketing. The research shows that social media influencers have a strong influence on consumer buying intentions, especially among the youth. The research also recognizes possible limitations, including the emergence of fake influencers and undisclosed paid promotions, which can harm brand credibility and consumer trust. For every brand it is important to recognise the correct influencer for their particular product.

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## BIBLOGRAPHY

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## **APPENDIX**

## QUESTIONNAIRE

I, Ms. Neha Paul, final-year Master of commerce and management student at the Department of Commerce, St Teresa's College (Autonomous), Ernakulam, Kochi, Kerala, I am conducting a study titled "The impact of social media influencers on consumer purchase intention."

This study is undertaken purely for academic purposes as part of my coursework. I assure you that all the data collected through this survey will be treated with utmost confidentiality and will be used solely for the purpose of this research. No part of the information provided will be shared with any third party or used for any other purpose.

Your honest and thoughtful responses will be highly valued and will greatly contribute to the success of this study. Thank you for your time and cooperation.

Sincerely,  
Neha Paul  
MCM Final Year  
St Teresa's College (Autonomous), Ernakulam

1) Gender

Male

Female

Prefer not to say

2) Age

Below 18

18-30

31-40

41-50

above 50

3) Occupation

Student

Working professional

Homemaker

Other

4) Monthly income

Below Rs 20000

Rs 20001 - Rs 50000

Rs 50001- Rs 100000

Rs 100000 above

5) How often you use social media platform

Daily

Weekly

Monthly

Rarely

6) Which social media platform do you use most frequently?

Instagram

Facebook

youtube

twitter \ X

others

7) Do you follow social media influencers?

yes

no

8) I believe social media influencers are trustworthy.

strongly agree

agree

neutral

disagree

strongly disagree

9) I believe influencers provide honest reviews about product/services

strongly agree

agree

neutral

disagree

strongly disagree

10) I believe social media influencers are open and honest about their sponsorship.

Strongly agree

Agree

Neutral

Disagree

strongly disagree

11) I believe social media influencers; I follow genuinely use and understand about the product or services they promote.

strongly agree

agree

neutral

disagree

strongly disagree

12) I look at the physical appearance of the influencer before making my purchase decision. Strongly agree

Agree

Neutral

Disagree

Strongly Disagree

13) I believe brands prefer physically attractive influencer over others for promotion.

Strongly agree

Agree

Neutral

Disagree

Strongly Disagree

14) I have brought a product just because an attractive influencer promoted it.

Strongly agree

Agree

Neutral

Disagree

Strongly Disagree

15) I believe that an influencer's physical attractiveness has greater impact than their talent, skills, knowledge, personality.

Strongly agree

Agree

Neutral

Disagree

Strongly Disagree

16) The influencers I follow seems approachable and friendly

Strongly agree

Agree

Neutral

Disagree

Strongly Disagree

17) I feel comfortable taking advices from the influencers.

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

18) Seeing the influencers lifestyle makes me aspire to be like them.

Strongly agree

Agree

Neutral

Disagree

Strongly Disagree

19) I feel emotionally connected to an influencer.

strongly agree

Agree

Neutral

Disagree

Strongly Disagree

20) The influencers personality makes me want to follow their content.

strongly agree

agree

neutral

disagree

strongly disagree

21) What kind of influencer attitude do you find most appealing?

Friendly and approachable

Professional and knowledgeable

Confident and down to earth Bold

Outspoken

22) I have unfollowed an influencer due to their attitude.

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

23) I follow an influencer if their way of thinking matches mine.

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

24) I am more likely to recommend a product if it is recommended by an influencer I follow.

Strongly agree

Agree

Neutral

Disagree

Strongly Disagree

25) I feel some influencers shares values and beliefs similar to mine.

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

26) I follow my favourite influencer's lifestyle choices and try to apply them in our life

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

27) I feel like I have a personal connection with my favourite influencer even though we haven't met before.

Strongly agree

Agree

Neutral

Disagree

Strongly Disagree

28) I feel happy when my favourite influencer achieves something positive

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

29) I have empathy for an influencer when they share their personal stories or experiences. Strongly agree

Agree

Neutral

Disagree

Strongly disagree

30) If an influencer recommends a product, I am more likely to purchase it

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

31) Even if I don't need a product, I consider buying it if my favourite influencer promotes it. Strongly agree

Agree

Neutral

Disagree

Strongly disagree

32) Seeing an influencer use a particular product makes me trust its quality more.

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

33) I am more likely to purchase a product if multiple influencers purchased it.

Strongly agree

Agree

Neutral

Disagree

Strongly Disagree.

34) I feel more confident purchasing a product when it is recommended by a trusted social media influencer.

Strongly agree

Agree

Neutral

Disagree

Strongly disagree

35) I feel social media influencers impact my perception of a brand's credibility and quality. Strongly agree

Agree

Neutral

Disagree

Strongly disagree