



INFLUENCER MARKETING EFFECTIVENESS: AN EMPIRICAL STUDY OF KEY DIMENSIONS AND THEIR IMPACT ON CONSUMER ATTITUDES AND PURCHASE INTENTIONS

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ABSTRACT:

The objective of this study is to evaluate the impact that influencer marketing has on consumers' attitudes and intentions regarding their next purchases. In order to learn more about how these aspects affect customers, the researchers specifically looked into the factors of source authenticity, Para social relationship, source relevance, source expertise, trustworthiness, and brand credibility.

The study's research gap is the need for a deeper knowledge of how the many components of influencer marketing interact with one another to influence consumers' views and purchase intentions. In order to study the relationships between the various aspects of influencer marketing and how these aspects affect brand trust, the goal of this research is to create a meticulous mathematical model. Interviews with 153 people were performed as part of the research project's approach. Male and female respondents of various ages and professions made up this group of participants. The purpose of the survey was to collect data on a variety of influencer marketing-related topics, including consumer impressions and future purchase intentions. The ideas of authentic sources, Para social ties, source relevance, source knowledge, trustworthiness, and brand credibility are all strongly related, the study's findings show. As a result of these initiatives, the SEM model was created, giving marketers a valuable framework for refining their influencer marketing strategies. Significant perception gaps between the various gender groups were also discovered by the research, suggesting that it is important to consider gender disparities while creating influencer marketing plans. With a focus on the vital components of source authenticity, source relevance, and source trustworthiness, this study provides marketers with useful information to help them create influencer marketing programs that are more successful.

Influencer marketing, Para social relationships, authentic sources, relevant sources, experts with relevant sources, trustworthiness, trustworthy brands, consumer attitudes, buy intents, and structural equation models are a few terms that are pertinent to this field.

I. INTRODUCTION:

Influencer marketing is a cutting-edge marketing technique that has arisen as a result of the social media platforms' meteoric rise to popularity over the past several years. The phrase "influencer marketing" describes the process of working with people who have a sizeable following on social media to market a product or service to that user's audience. Influencers are increasingly widely used by businesses as a crucial part of their marketing strategy because of their capacity to communicate with large numbers of people due to the fact that they have millions of followers. However, a number of essential qualities, including the reputation of the brand, the suitability of the goods or services being sold, and the veracity of the influencer endorsing those goods or services, are necessary for influencer marketing to be effective. Although earlier research have looked at the individual elements that affect consumers' perceptions of influencer marketing, a holistic model that incorporates all significant factors is required to give a more nuanced picture of how consumers view influencer marketing. This is because a model that can offer a more complex understanding of how consumers assess influencer marketing is needed. As a result, the goal of this research is to build a Structured Equation Model (SEM) in order to look into the correlations between various key elements of influencer marketing, including the authenticity of the source, relevance of the source, trustworthiness of the source, expertise of the source, and credibility of the brand. In other words, the purpose of this study is to ascertain whether or not these elements are related. The suggested model's theoretical underpinnings will be the Social Identity Theory (SIT) and the Elaboration Likelihood Model (ELM). Data collected from a set of clients who are interested in social media influencers will subsequently be used to validate

the model. The findings of this study will significantly add to the body of knowledge by giving a thorough understanding of the variables affecting customers' opinions of influencer marketing. Additionally, the data will aid marketers in creating influencer marketing strategies that are more effective.

II. LITERATURE REVIEW:

Arora, Anuja (2019) Social media's introduction has significantly changed how individuals engage in activities, relate to one another, and communicate with one another. Utilizing these platforms is a must if you want to encourage increased reach and influence. This study presents a methodology for calculating the influencer index across popular social media platforms like Facebook, Twitter, and Instagram. These websites are currently among the most widely used social media channels. The employment of a regression technique is necessary to model a group of variables that demonstrate their impact on the customers. A cumulative score for the influencer index is generated using customized versions of the underlying machine learning algorithms, such as Ordinary Least Squares (OLS), K-NN Regression (KNN), Support Vector Regression (SVR), and Lasso Regression models. Each influencer's importance is ranked using this score. The results show that growth, sentiment, interaction, and outreach are crucial factors in identifying the influencers. Additionally, the ensemble of all four models had the highest accuracy achievable, achieving 93.7%, while the KNN regression came in second with a performance of 93.6%. The results of this study have ramifications for many different industries, including brand management, social media marketing, viral marketing, and e-commerce, which all highlight the need of accurately identifying major information propagators. E-commerce portals and brands can also use these influencer indices for social media engagement and promotion in order to reach a wider audience.

Maren Becker, Nico Wiegand (2018) Those in charge of marketing and those in charge of creative creation agree that one of the most crucial components of successful advertising is authenticity. However, there is no accepted definition of authenticity in advertising, and there is also a dearth of factual information about how this affects consumer behavior. The authors of this study identify four qualities that support authenticity in the context of advertising through a thorough analysis of the pertinent literature and involvement in qualitative research. They ascertain the impact that these elements have on the amount of success obtained by the sales of products that are sold by examining 323 television ads from 67 different brands that span four years. According to the size of the brand or whether they are comparing hedonistic or utilitarian products, the writers explore how the impacts vary. Because brand or product attributes may affect authenticity, this is done. The results show that, contrary to earlier assumptions, the impact of authenticity on consumer behavior is more complex. This final remark is particularly true in the case of hedonistic goods, where consumers tend to focus more on subjective information while deciding whether or not to buy. For instance, while an advertisement that is consistent with the company's basic principles typically has a positive effect on sales performance, an advertisement that is too truthful may actually have the opposite effect.

Daniel Belanche, Marta Flavián (2020) In order to encourage favorable behaviors toward influencers (customer interaction) and promoted things (product information seeking), this study aims to explore how the influencer-product fit may be used in a fashion marketing campaign. Due to their capacity to function as moderators in these interactions, account following and product participation are also the subject of investigation.

Anjali Chopra, Vrushali Avhad, and Sonali Jaju (2020) Influencer marketing has become a popular form of marketing as a result of word-of-mouth trends. Businesses are starting to understand the influence social media influencers have on consumers' purchase decisions as more consumers use social media platforms. This study makes use of the theory of planned behavior (TPB; often known as TPB; Ajzen, 1991) and the social learning theory (Bandura and Walters, 1963) to shed light on a variety of influencer marketing elements that affect consumer behavior. Bandura and Walters created both of these hypotheses in 1963. This can be done by doing qualitative research that focuses on the key elements of influencer marketing that have the greatest impact on consumer behavior. According to the study's findings, peer influence had less of an effect on consumer behavior than attitudes toward influencers and the perception of behavioral control that promotes the growth of domain expertise. In contrast to perceived risk, factors like personal relevance, motivation, and trust were found to positively affect behavior in addition to felt danger. As clients followed the specific types of influencers linked to particular product categories, product influencer fitting became an increasingly crucial factor. Customers are impacted by influencer posts on four different levels: brand awareness, subject matter expertise, customer preference, and consumer preference. Finding the right kind of influencer that can offer curated advice, stories, and suggestions to draw the audience is essential for successful influencer marketing.

Booth N., Matic J. A. (2011) The fast expanding new influencer community's significant power over consumers' perceptions of brands and companies is partly due to the quickly expanding number of social media channels available for influencers to interact through. The once-insignificant "nobodies" are becoming "somebodies" who demand the attention of communication experts who seek ongoing dialogue with target customers through the many social web platforms. This paper aims to define these new "somebodies" by presenting The rapidly growing new influencer community's enormous impact on the public's perceptions of businesses and organizations is mostly due to the rapidly growing number of social media channels available for influencers to communicate through. Former "nobodies" are now "somebodies" who need the attention of communication experts who want to keep in touch with target customers on the various social web platforms. Communication experts must pay close attention to these "somebodies". The objective of this essay is to identify these new "somebodies" by presenting a method for figuring out who they are.

a process for doing it.

Marijke De Veirman., Liselot Hudders (2019) Sponsored social media posts must legally disclose any genuine ties they have to the brands who pay for them. Despite this, little research has been done on the effects of these disclosures on individuals. In order to ascertain how the disclosure of sponsorship affects consumers' responses to sponsored Instagram posts, this study used an experimental 4 2 between-subjects design (N = 414) that reflected various types of material connections between the influencer and the brand as well as two different types of message sidedness. The goal of this study was to ascertain how customer responses to sponsored Instagram posts are affected by the disclosure of sponsorship. Studies show that inserting a sponsorship statement (as opposed to omitting one) negatively affects brand perceptions through improved ad recognition, which in turn activates ad skepticism, which in turn negatively affects the influencer's credibility. This contrasts with the absence of a sponsorship declaration, which has no such impact. The statistics also indicate a large mitigated mediation effect that has a favorable impact on the source's reliability. As a result, the influencer's use of a one-sided message as opposed to a two-sided message was the only

occasion there was a negative impact on brand attitude. Additionally, the most effective influencers are transparent about the fact that they have no business ties to the products they promote and offer accurate product advice. Instead of leaving it unclear if their content is sponsored, it is feasible to encourage more positive reactions to the brand by incorporating a statement that a post is not sponsored. By lessening skepticism and awareness of advertisements, this can be achieved.

Liselot Hudders., Steffi De Jans (2021) The vast majority of influencers are female, and prior study frequently either concentrated on female social media influencers or, when performing experimental research, matched the influencer's gender with the participant's gender. Because it is thought that recommendations from those of the same gender may be more persuasive, this is done. There is, however, no empirical study that looks at how a person's gender influences the persuasiveness of sponsored content that person generates. This is a restriction of the industry. The goal of this paper is to present the findings of an experimental study (N = 241) that was carried out to determine whether a sponsored post enhances engagement and brand attitude more when it is promoted by a male influencer than when it is promoted by a female influencer, and whether the gender of the participants changes this effect. The gender of an influencer had no discernible impact on the primary impact, but there was a gender-specific interaction effect. More specifically, and in line with social identity theory, the findings show that women feel more parasocially connected to women influencers than to male influencers, which fosters higher parasocial connection sentiments and positively influences brand attitude as well as post engagement. Comparing perceived similarities and parasocial interactions between men and women, there was no discernible difference between male and female influencers in terms of brand attitudes or post engagement. The following section goes into greater detail about the effects of these discoveries.

Jenna Jacobson., Brooke Harrison (2021) Social media influencers are quickly becoming an important part of the strategic plans of marketing companies as a result of the widespread use of social media. Advertisers put a lot of effort into figuring out how to profit from the enormous fan bases of influencers whose opinions are valued. Because customers trust influential people, influencer marketing is a potent tool for advertising. As a result of consumer interest in sustainable fashion increasing, the industry has expanded, and influential social media users are being sought out to change the attitudes and purchasing patterns of those same consumers. In order to explore whether influencers may be used as a form of advertising in the sustainable fashion sector, this study examines the social media habits and monetization methods of sustainable fashion social media influencers. Only semi-structured interviews were used in this investigation.

III. OBJECTIVES:

Primary Objective:

To develop a Structured Equation Model (SEM) to examine the relationships between key dimensions of influencer marketing, including source authenticity, parasocial relationship, source relevance, trustworthiness, source expertise, and brand credibility.

Secondary Objectives:

- To investigate the impact that customer attitudes and purchasing intents have on the veracity of the information source used to promote the goods or services on social media.
- To examine how parasocial ties affect influencer marketing effectiveness and to share our findings.
- To find out what role source relevance has in influencing customers' perceptions of influencer marketing and their propensity to buy.
- To examine how credibility and source knowledge affect social media influencers' legitimacy and their ability to influence consumers' purchase intentions.
- To investigate whether or how consumers' perceptions of and propensity to purchase goods or services promoted by social media influencers are influenced by the reliability of the companies that those people are endorsing.
- We will concentrate on the following in order to offer insights into the key elements of influencer marketing that are most effective in modifying consumers' attitudes and purchase intentions, as well as how marketers may optimize their influencer marketing tactics to increase the efficacy of those strategies.

IV. RESEARCH GAP:

- Despite the popularity of influencer marketing, there is a lack of empirical research on its effectiveness.
- Few studies have comprehensively examined the relationships between multiple dimensions of influencer marketing.
- There is a need to understand the key dimensions that shape the impact of influencer marketing on consumer attitudes and purchase intentions.
- While some studies have investigated individual dimensions of influencer marketing, there is a need for a more holistic approach.
- This study aims to fill this research gap by developing a SEM to analyze the relationships between multiple dimensions of influencer marketing and their impact on consumers.

V. METHODOLOGY

The goal of this study is to build a Structured Equation Model (SEM) and examine the connections between a number of important elements of influencer marketing. The authenticity of the source, relevancy of the source, reliability of the source, competence of the source, and the reputation of the brand are few examples of these important factors. The focus of the research will be on the relationships between these diverse features in particular. The suggested model will be theoretically supported by the Elaboration Likelihood Model (ELM), also known as the ELM, and the Social Identity Theory (SIT), also known as the SIT.

In order to make it easier to get the data needed for this inquiry, we will administer the survey online. Customers who subscribe to social media influencers on a variety of websites, including Instagram, TikTok, and YouTube, will be given the opportunity to participate in the poll. These websites include YouTube, TikTok, and Instagram. These people will be a true reflection of the clientele as a whole. Participants will be recruited through a variety of social media platforms and online forums in order to be included in the sample, which will be chosen using a technique called non-probability convenience sampling. In other words, we shouldn't assume that the sample is representative of the entire population.

The construction of the survey questionnaire, which will be focused on the various aspects of influencer marketing, will be based on the findings of the research on the relevant literature. The questionnaire will now be divided into its two distinct sections as of this point. All of the participants will have their demographic data gathered as the first step. The ages, genders, and income levels of the participants will also be included in this data. Participants will be questioned about their opinions of the many different facets of influencer marketing, their attitudes toward it, and their intentions to buy products or services promoted by social media influencers during the second half of the survey.

The descriptive research strategy was selected because it was thought to be the most appropriate for the purpose of this investigation. The authors of this study chose a non-probability convenience sampling strategy to get their data rather than probability sampling. The descriptive research strategy was selected because it was thought to be the most appropriate for the purpose of this investigation. The authors of this study chose a non-probability convenience sampling strategy to get their data rather than probability sampling.

H₁: The data follows normal distribution

Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
SOURCE AUTHENTICITY	.165	153	.000	.889	153	.000
PARASOCIAL RELATIONSHIP	.147	153	.000	.879	153	.000
SOURCE RELEVANCE	.154	153	.000	.881	153	.000
SOURCE EXPERTISE	.177	153	.000	.857	153	.000
SOURCE TRUSTWORTHINESS	.158	153	.000	.860	153	.000
BRAND CREDIBILITY	.152	153	.000	.878	153	.000

a. Lilliefors Significance Correction

From the results of Shapiro Wilk test, since p value <0.05, we reject the null hypothesis. It is inferred that the data significantly deviates from normal distribution

The overall number of people that took part in the research was 153. A test of normality was performed on the newly collected data, and based on the significance value, it was concluded that the data significantly deviated from the normal distribution. This conclusion was reached after the significance value was calculated. As a direct consequence of this, non-parametric statistical techniques such as the Spear's Man Rank correlation, Regression, and the U-Test were applied.

The findings of the poll will be examined utilising structural equation modelling (SEM), which will make use of the information that was gathered. A statistical technique known as structural equation modelling (SEM) is one that makes it possible to investigate several associations between variables all at once. This is an advantage of using this technique. The structural equation model (SEM) will be used in order to explore the correlations that exist between the various aspects of influencer marketing and the attitudes and intentions regarding future purchases that are held by customers. This will be done in order to make use of the SEM. The model will be evaluated using a variety of fit indices, including the Chi-square test, the Root Mean Square Error of Approximation (RMSEA), the Comparative Fit Index (CFI), and the Standardised Root Mean Square Residual (SRMR).

VI. DATA ANALYSIS AND INTERPRETATION

GENDE R	NUMBER OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
MEN	74	48.37%
WOME N	79	51.63%
TOTAL	153	100.00%

Findings: From the above table, it is inferred that the 48.37% of the respondents are men, 51.63% of them are women.

AGE	NUMBER OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Below 20 years	58	37.91%
21 to 25 years	35	22.88%
26 to 30 years	18	11.76%
31 to 35 years	28	18.30%
Above 35 years	14	9.15%
TOTAL	153	100.00%

Findings: From the above table, it is inferred that 37.91% of respondents have experience below the age of 20 years, 22.88% of them has 21 to 25 years, 11.76% of them has 26 to 30 years, 18.30% of them has 31 to 35 years, 9.15% of them has above 35 years.

OCCUPATION	NUMBER OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Student	29	18.95%
Self - employed	43	28.10%
Homemaker	30	19.61%
Retired	17	11.11%
Unemployed	34	22.22%
TOTAL	153	100.00%

Findings: From the above table, it is inferred that 18.95% of respondents are students, 28.10% of them are Self -employed , 19.61% of them are Homemakers, 11.11% of them are Retired, 22.22% of them are Unemployed.

CORRELATION:

H₂: The variables source authenticity, parasocial relationship, source relevance, source expertise, source trustworthiness and brand credibility are positively correlated.

		SOURCE AUTHENTICITY	PARASOCIAL RELATIONSHIP	SOURCE RELEVANCE	SOURCE EXPERTISE	SOURCE TRUSTWORTHINESS	BRAND CREDIBILITY	
Spearman's rho	SOURCE AUTHENTICITY	Correlation Coefficient	1.000	.979**	.978**	.959**	.974**	.973**
		Sig. (2-tailed)	.	.000	.000	.000	.000	.000
		N	153	153	153	153	153	153
	PARASOCIAL RELATIONSHIP	Correlation Coefficient	.979**	1.000	.980**	.962**	.986**	.982**
		Sig. (2-tailed)	.000	.	.000	.000	.000	.000
		N	153	153	153	153	153	153
	SOURCE RELEVANCE	Correlation Coefficient	.978**	.980**	1.000	.959**	.978**	.978**

	Sig. (2-tailed)	.000	.000	.	.000	.000	.000
	N	153	153	153	153	153	153
SOURCE EXPERTISE	Correlation Coefficient	.959**	.962**	.959**	1.000	.968**	.975**
	Sig. (2-tailed)	.000	.000	.000	.	.000	.000
	N	153	153	153	153	153	153
SOURCE TRUSTWORTHINESS	Correlation Coefficient	.974**	.986**	.978**	.968**	1.000	.978**
	Sig. (2-tailed)	.000	.000	.000	.000	.	.000
	N	153	153	153	153	153	153
BRAND CREDIBILITY	Correlation Coefficient	.973**	.982**	.978**	.975**	.978**	1.000
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.
	N	153	153	153	153	153	153

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

It is inferred that the r value is greater than 0.9, hence the variables source authenticity, parasocial relationship, source relevance, source expertise, trust worthiness and brand credibility are positively correlated.

U TEST

H₃: There is no significant difference between the mean ranks of men and women with respect to the mean rank of source authenticity.

H₄: There is no significant difference between the mean ranks of men and women with respect to the mean rank of parasocial relationship.

H₅: There is no significant difference between the mean ranks of men and women with respect to the mean rank of Source Relevance.

H₆: There is no significant difference between the mean ranks of men and women with respect to the mean rank of source expertise.

H₇: There is no significant difference between the mean ranks of men and women with respect to the mean rank of trustworthiness.

H₈: There is no significant difference between the mean ranks of men and women with respect to the mean rank of brand credibility.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of SOURCE AUTHENTICITY is the same across categories of GENDER.	Independent-Samples Mann-Whitney U Test	.009	Reject the null hypothesis.
2	The distribution of PARASOCIAL RELATIONSHIP is the same across categories of GENDER.	Independent-Samples Mann-Whitney U Test	.024	Reject the null hypothesis.
3	The distribution of SOURCE RELEVANCE is the same across categories of GENDER.	Independent-Samples Mann-Whitney U Test	.011	Reject the null hypothesis.
4	The distribution of SOURCE EXPERTISE is the same across categories of GENDER.	Independent-Samples Mann-Whitney U Test	.014	Reject the null hypothesis.
5	The distribution of SOURCE TRUSTWORTHINESS is the same across categories of GENDER.	Independent-Samples Mann-Whitney U Test	.043	Reject the null hypothesis.
6	The distribution of BRAND CREDIBILITY is the same across categories of GENDER.	Independent-Samples Mann-Whitney U Test	.012	Reject the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

From the above table, since p value < 0.05 , we reject null hypothesis.

It is inferred that there is significant difference between the mean rank of men and women with respect to the mean ranks of source authenticity, parasocial relationship, source relevance, source expertise, trust worthiness and brand credibility.

H TEST

H₉: There is no significant difference among the mean ranks of categorises of age with respect to the mean rank of source authenticity.

H₁₀: There is no significant difference among the mean ranks of categorises of age with respect to the mean rank of parasocial relationship.

H₁₁: There is no significant difference among the mean ranks of categorises of age with respect to the mean rank of Source Relevance.

H₁₂: There is no significant difference among the mean ranks of categorises of age with respect to the mean rank of source expertise.

H₁₃: There is no significant difference among the mean ranks of categorises of age with respect to the mean rank of trustworthiness.

H₁₄: There is no significant difference among the mean ranks of categorises of age with respect to the mean rank of brand credibility.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of SOURCE AUTHENTICITY is the same across categories of AGE.	Independent-Samples Kruskal-Wallis Test	.831	Retain the null hypothesis.
2	The distribution of PARASOCIAL RELATIONSHIP is the same across categories of AGE.	Independent-Samples Kruskal-Wallis Test	.696	Retain the null hypothesis.
3	The distribution of SOURCE RELEVANCE is the same across categories of AGE.	Independent-Samples Kruskal-Wallis Test	.753	Retain the null hypothesis.
4	The distribution of SOURCE EXPERTISE is the same across categories of AGE.	Independent-Samples Kruskal-Wallis Test	.775	Retain the null hypothesis.
5	The distribution of SOURCE TRUSTWORTHINESS is the same across categories of AGE.	Independent-Samples Kruskal-Wallis Test	.658	Retain the null hypothesis.
6	The distribution of BRAND CREDIBILITY is the same across categories of AGE.	Independent-Samples Kruskal-Wallis Test	.807	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

From the above table, since p value > 0.05 , we accept null hypothesis.

There is no significant difference among the mean ranks of categories of age with respect to the mean ranks of source authenticity, parasocial relationship, source relevance, source expertise, trust worthiness and brand credibility.

H₁₅: There is no significant difference among the mean ranks of categorises of occupation with respect to the mean rank of source authenticity.

H₁₆: There is no significant difference among the mean ranks of categorises of occupation with respect to the mean rank of parasocial relationship.

H₁₇: There is no significant difference among the mean ranks of categorises of occupation with respect to the mean rank of Source Relevance.

H₁₈: There is no significant difference among the mean ranks of categorises of occupation with respect to the mean rank of source expertise.

H₁₉: There is no significant difference among the mean ranks of categorises of occupation with respect to the mean rank of trustworthiness.

H₂₀: There is no significant difference among the mean ranks of categorises of occupation with respect to the mean rank of brand credibility.

Hypothesis Test Summary

	Null Hypothesis	Test	Sig.	Decision
1	The distribution of SOURCE AUTHENTICITY is the same across categories of OCCUPATION.	Independent-Samples Kruskal-Wallis Test	.928	Retain the null hypothesis.
2	The distribution of PARASOCIAL RELATIONSHIP is the same across categories of OCCUPATION.	Independent-Samples Kruskal-Wallis Test	.926	Retain the null hypothesis.
3	The distribution of SOURCE RELEVANCE is the same across categories of OCCUPATION.	Independent-Samples Kruskal-Wallis Test	.903	Retain the null hypothesis.
4	The distribution of SOURCE EXPERTISE is the same across categories of OCCUPATION.	Independent-Samples Kruskal-Wallis Test	.864	Retain the null hypothesis.
5	The distribution of SOURCE TRUSTWORTHINESS is the same across categories of OCCUPATION.	Independent-Samples Kruskal-Wallis Test	.960	Retain the null hypothesis.
6	The distribution of BRAND CREDIBILITY is the same across categories of OCCUPATION.	Independent-Samples Kruskal-Wallis Test	.894	Retain the null hypothesis.

Asymptotic significances are displayed. The significance level is .05.

From the above table, since p value > 0.05 , we accept null hypothesis.

There is no significant difference among the mean ranks of categories of occupation with respect to the mean ranks of source authenticity, parasocial relationship, source relevance, source expertise, trust worthiness and brand credibility.

REGRESSION**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.985 ^a	.970	.969	1.060

a. Predictors: (Constant), SOURCE TRUSTWORTHINESS, SOURCE EXPERTISE, PARASOCIAL RELATIONSHIP, SOURCE RELEVANCE, SOURCE AUTHENTICITY

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5357.163	5	1071.433	954.130	.000 ^b
	Residual	165.072	147	1.123		
	Total	5522.235	152			

a. Dependent Variable: BRAND CREDIBILITY

b. Predictors: (Constant), SOURCE TRUSTWORTHINESS, SOURCE EXPERTISE, PARASOCIAL RELATIONSHIP, SOURCE RELEVANCE, SOURCE AUTHENTICITY

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.838	.312		2.683	.008
	SOURCE AUTHENTICITY	.263	.099	.279	2.652	.009
	PARASOCIAL RELATIONSHIP	-.025	.089	-.026	-.283	.777
	SOURCE RELEVANCE	.398	.095	.400	4.168	.000
	SOURCE EXPERTISE	-.047	.082	-.048	-.570	.570

SOURCE TRUSTWORTHINESS	.367	.092	.384	3.965	.000
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a. Dependent Variable: BRAND CREDIBILITY

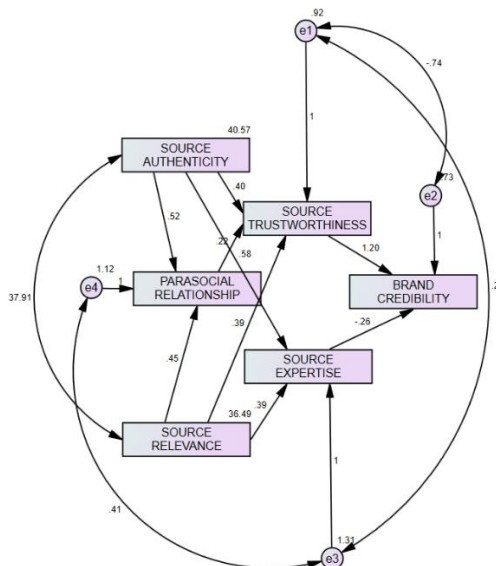
Dependent Variable: Brand Credibility

Independent Variables: Source authenticity, parasocial relationship, source relevance, source expertise and trust worthiness

Regression Equation: Let BC – Brand Credibility, SA – Source Authenticity, PR – Parasocial Relationship, SR – Source Relevance, SE – Source Expertise, TW – Trust Worthiness

$$BC = 0.838 + (0.263)SA - (0.025) PR + (0.393) SR - (0.047) SE + (0.367) ST$$

STRUCTURED EQUATION MODELLING:



MODEL FIT INDEXES	REFERENCE RANGE	MODEL FIR SUMMARY
CMIN (Chi Square p value)	Greater than 0.05	0.073
Chi Square / Degrees of Freedom	Between 2 to 5	2.612
Goodness of Fitness Index (GFI)	Greater than 0.90	0.989
Adjusted Goodness of Fitness Index (AGFI)	Greater than 0.90	0.883
Comparative Fit Index (CFI)	Greater than 0.90	0.999
Root Mean Square Residuals (RMR)	Less than 0.08	0.030

VII. FINDINGS:

1. The factors of source authenticity, parasocial relationship, source relevance, source expertise, trustworthiness, and brand reputation are all positively correlated.
2. The mean rankings of men and women differ significantly in terms of the reliability of sources, relevance of sources, expertise of sources, trustworthiness of sources, and credibility of brands.
3. There is no statistically significant variation in the mean rankings of the various age groups for parasocial relationship, source authenticity, source relevance, source expertise, trustworthiness, and brand credibility.
4. When it comes to the mean rankings of the authenticity of the source, parasocial relationships, relevance of the source, competence of the source, trustworthiness of the source, and credibility of the brand, there is no discernible difference between the mean ranks of the various categories of occupation.
5. $BC = 0.838 + (0.263)SA - (0.025) PR + (0.393) SR - (0.047) SE + (0.367) ST$ where BC – Brand Credibility, SA – Source Authenticity, PR – Parasocial Relationship, SR – Source Relevance, SE – Source Expertise, TW – Trust Worthiness

VIII. RECOMMENDATIONS:

1. Since the variables of source authenticity, parasocial relationship, source relevance, source expertise, trustworthiness, and brand credibility are found to be positively correlated, marketers should focus on developing influencer marketing strategies that encompass all of these dimensions to enhance their effectiveness.
2. The study revealed that participants' attitudes on the reliability of sources, the significance of parasocial ties, the relevance of sources, the knowledge of sources, the trustworthiness of sources, and the legitimacy of brands were substantially different for male and female participants. As a result, while developing influencer marketing tactics, marketers should consider gender discrepancies and adjust their efforts accordingly.
3. Despite the fact that there were no appreciable differences in the mean ranks of the various age groups or professions, marketers should nevertheless keep the demographics of their target audience in mind when developing strategies for influencer marketing. Younger viewers could have a different concept of what influencer marketing includes than older viewers do.
4. The SEM model developed in this study provides a useful framework for marketers to optimize their influencer marketing strategies. Marketers can use the model to identify the key dimensions that are most effective in shaping consumers' attitudes and purchase intentions and allocate their resources accordingly.
5. The regression model developed in this study shows that source authenticity, source relevance, and trustworthiness have the greatest impact on brand credibility. Therefore, marketers should prioritize these dimensions when developing their influencer marketing strategies.

IX. CONCLUSION:

This study set out to determine the effectiveness of influencer marketing as well as key elements of its influence on consumer attitudes and purchase intentions. The study found that the variables of source authenticity, parasocial relationship, source relevance, source expertise, trustworthiness, and brand credibility are positively correlated, and the SEM model developed provides a useful framework for marketers to optimize their influencer marketing strategies.

The study also found significant differences in perception among gender groups, which suggests that gender differences should be considered when developing influencer marketing strategies. Additionally, although there were no significant differences among age groups or occupations, demographic differences should still be taken into account.

The regression model developed in this study showed that source authenticity, source relevance, and trustworthiness have the greatest impact on brand credibility, which highlights the importance of these dimensions in influencer marketing strategies.

In summary, the study's conclusions advance knowledge of the effectiveness of influencer marketing and offer useful recommendations that marketers can utilize to create more successful strategies. In order to widen the relevance of their findings, the investigators may focus their efforts in upcoming studies on boosting the sample size and covering a wider range of populations. Additionally, more investigation could be conducted to learn how different influencer marketing strategies affect different customer categories.

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