The Fusion of Social Media Influencers And Brand Engagement

PROJECT DISSERTATION REPORT

SUBMITTED IN PARTIAL FULFILLMENT OF THE REQUIREMENTS

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DECLARATION

I certify that

a. The work contained in the thesis is original and has been done by myself under the general supervision of my supervisor.

b. The work has not been submitted to any other Institute for any degree or diploma.

c. I have followed the guidelines provided by the Institute in writing the thesis.

d. I have conformed to the norms and guidelines given in the Ethical Code of Conduct of the Institute.

e. Whenever I have used materials (data, theoretical analysis, and text) from other sources, I have given due credit to them by citing them in the text of the thesis and giving their details in the references.

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Acknowledgment

It is with a feeling of profound gratitude and regards that I acknowledge the invaluable guidance and encouragement rendered to me by my faculty mentor Dr. Archana Singh, throughout the course of my major research project. Without the meticulous care and attention with which she supervised me and constantly checked that I was on right learning path, it would not have been possible to carry out the work to this level. I would like to thank her for giving me time for discussions whenever I had doubts. I want to expressed my gratitude to all my institute professors who have bestowed their knowledge to make me what I am. I would also like to thank my teachers from my school life till now who have brought me here. I like to say a big 'thank you' to all my friends and fellow students for the tremendous support I received from them during my stay at Delhi School of Management, DTU and during the preparation of my major research project report. I can never give enough thanks to my parents, sister, and other family members for their encouragement and support.

CERTIFICATE

This is to certify that Ms. <u>Shruti Gupta</u> Roll No.<u>2k22DMBA122</u> has completed his/her Major Reseach Report and has submitted this project report entitled "*The Fusion of Social Media Influencers And Brand Engagement*" towards partial fulfilment of the requirements for the award of the Masters in Business Administration (2022-2024).

This Report is the result of his/her own work and to the best of my knowledge, no part of it has earlier comprised any other report, monograph, dissertation or book. This project was carried out under my overall supervision.

Date: 23/05/2024

Place: New Delhi

Internal Faculty Guide
Dr. Archana Singh

Abstract

The social media presence nowadays has changed the perception of the buyers. As of 2024 the number of social media users worldwide has reached 5.35. billion that is 66.2 percent (Statista 2024) of the global population.

Traditional marketing is losing its visibility due to the widespread use of ad blockers, marketers are turning to social media influencers (SMI)to convey their brand message. Social media influencer marketing has impacted a lot in the minds of the consumers.

The main point that has been stated is that influencer marketing is to get a deeper understanding of the influencer marketing knowledge and get up to date with the trends and how the brand is going to position itself in future (Siti Liu 2021).

The study showed that consumers' gratification and motivations in seeking entertaining social interactions are key drivers of consumer influencers brand engagement. (Man Lai Cheung, Wilson K.S. Leung, Morgan X. Yang, Kian Yeik Koay, and Man Kit Chang 2021).

Social media influencer marketing will be based on the behavioral responses i.e. social comparison and credibility factors i.e. attractiveness, expertise, and similarity. These responses were providing the positive attitude towards influencers, brands, social media posts and purchase intention of the buyers (Bandinee Pradhan Kaushal Kishore and Nilesh Gokhale 2023).

The research has shown that there is a positive impact on the consumers' brand engagement that includes brand awareness, trust, credibility and loyalty towards their brand (Laxmi P' and Prof. Deepak Shyam2023).

Abbreviations

1. SC - Source Credibility
2. K - Thousand
3. M - Million
4. H1 - Alternate Hypothesis
5. H0 - Null Hypothesis

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Introduction

1.1 Consumer Brand Engagement and Influencer Marketing:

1.1.1 Customer brand engagement:

The process by which a business builds a relationship with its clientele to promote brand awareness and loyalty is known as customer engagement. Marketing initiatives, online content, and outreach through social media, mobile devices, and wearable technology can all be used to achieve this.

1.1.2 Influencer marketing:

Influencer marketing is a type of advertising that allows companies to work with people who have a following in order to boost brand awareness. Businesses may request that an individual with a sizable fan base post social media material promoting their goods or services. On social media, people frequently follow people they believe in, so if they see someone you follow promoting your company, you can leverage that built-in trust to increase conversion rates.

In an era of digitization and social media domination, the corporate landscape has seen significant disruption. One of the main developments that has raised consumer brand engagement is the rise of influencer marketing. As more and more people rely on social media platforms for information, entertainment, and inspiration, influencer marketing has emerged as a potent tool for connecting brands with their target audience. The purpose of this study is to investigate the intricate and dynamic link that exists between consumer brand engagement and influencer marketing. Consumer brand engagement is a key factor in determining how well a brand performs. It includes a variety of interactions, from simple brand awareness to deep emotional connections that encourage brand loyalty. Conversely, influencer marketing makes use of the legitimacy and reach of individuals with significant social media audiences to advertise goods and services. As a result, it can affect several aspects of customer brand association, including familiarity, loyalty, trust, and desire to buy.

1.2 Consumer Impact on Influencer Marketing:
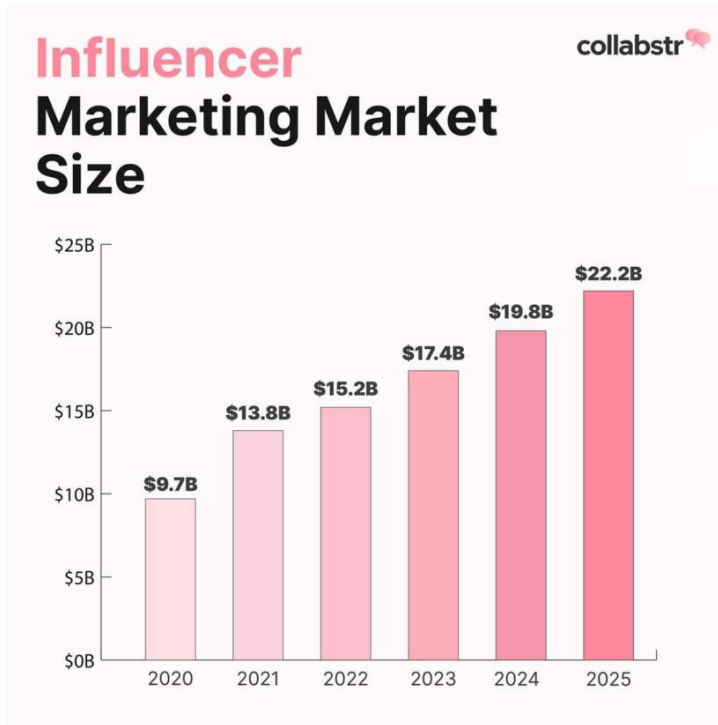
Figure 1.2: Influencer Marketing Market Size

Customer brand engagement is greatly impacted by influencer marketing. Influencer marketing is the practice of using individuals with a sizable internet following to endorse goods or services. Studies have indicated that this strategy improves certain consumer brand engagement measures, such as:

- *Brand Awareness:* Influencers have the ability to greatly raise brand awareness by introducing the company to new audiences. Their fan base is diverse and engaged, providing advertisers with access to unexplored markets.
- *Credibility and trust:* Customers often regard the counsel of the influencers they follow as genuine and reliable, and they also tend to trust them. They also support the brands they believe in, which helps to build consumer brand trust.
- *Brand Loyalty:* Customers who engage with brands through influencers tend to be more brand loyal. Because influencers have genuine connections and common beliefs, consumers and corporations can create long-lasting partnerships.

- *Purchase intention and conversion:* Consumer decisions over what to buy can be significantly influenced by influencer marketing.Influential followers frequently rely their purchases on product and service recommendations.

In conclusion, influencer marketing significantly affects how customers interact with brands by boosting brand awareness, fostering a sense of trust, promoting communication, cultivating brand loyalty, and influencing consumer behavior.In the meanwhile, businesses can use their target customers as a powerful instrument for this through digital.

1.3 Types Of Influencer Marketing:

Although it could seem like a dream come true, collaborating with an influencer who has millions of followers might not be the greatest option for your company.Numerous demographics are represented in the sizable and diverse audiences of certain social media celebrities. Some claim smaller, more focused, more active communities.Selecting the best influencers for your brand requires understanding what each kind can offer with respect to reach, range, costing, and interaction with the desired customer set.
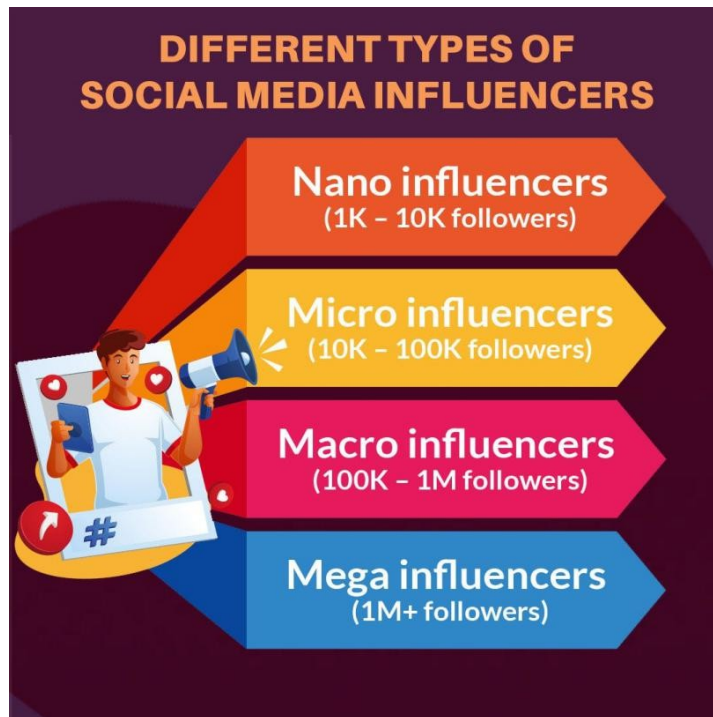
Figure 1.3: Types of Influencer Marketing

1. **Mega Influencers (1M+ followers)-** With a vast fan base of over a million, these influencers frequently include well-known actors, musicians, athletes, and other prominent celebrities. They are perfect for extensive brand awareness campaigns because of their celebrity status, which enables them to fascinate a wide range of audiences.

2. **Nano influencers (1K — 10K followers)**-Nano influencers, with 1,000 to 10,000 followers, are valued for their authenticity and honest opinions, often seen as genuinely using the products they promote, leading to high engagement rates.

3. **Micro-influencers (10K — 100K followers)-**Micro-influencers with 10,000 to 100,000 followers specialize in a niche, attracting a highly engaged, receptive audience due to their relatable and trusted recommendations.

4. **Macro influencers (100K — 1M followers)** -Given the wider reach of their content and popularity, macro influencers appeal to multiple businesses and brands. They can help your brand reach wider masses and can penetrate various categories of followers. You may also leverage their high follower-count to boost your brand's credibility. However, the flip slide of having such a large follower-base may be a lower engagement rate.

1.4 Why Influencer Endorsements Matter:

1. **Credibility:** Confidence and credibility go hand in one. Influential individuals can significantly affect customer behavior if they are well-known authorities in their industry or if they have a track record of delivering accurate information.

2. **Perceptual influence:** Reputable influencers have the power to shape consumers' perceptions of a brand's goods or services. These suggestions may lead to an increase in perceived value and quality.

3. **Behavior Impact:** Supporting a reputable impact brand is likely to have a significant effect on consumers' behavior. Elevated levels of involvement may result in actions like posing additional inquiries or suggesting a purchase.

4. **Authenticity:** Among the most crucial components of influencer marketing is authenticity. Genuine influencers communicate and interact with their audience in an honest and transparent manner. Customers are receptive to influencers who project a real and sincere persona. Influencers inspire motivation in their followers when they genuinely endorse a business or item.

5. **Trust effect:** Loyal followers of sincere influencers develop a sense of devotion that carries over to the businesses they endorse. Instead of being obvious ads, these suggestions can be seen by consumers as genuine advice.


FIgure 1.4:Why Influencer Endorsements Matters

1.5 Connection Between Brands And Consumers:

Transparency, honesty, and devotion to moral principles are necessary for establishing trust and fruitful, long-lasting connections between brands and their consumers. Companies that overcome these obstacles by prioritizing the needs of their consumers can build stronger, more moral, and long-lasting relationships with their target audience

1.5.1 Problems:

- *Transparency and disclosure*: One of the main concerns in influencer marketing is achieving complete openness and transparency. While these regulations can change, influencers should normally be required to disclose their financial affiliations to the public. Lack of disclosure might erode consumer confidence.
- *Susceptible populations*: Young children and teenagers are among the susceptible populations that influencer marketing may have a major impact on. When influencers suggest goods or ways of living that are improper for this audience, ethical concerns are raised. Customer exploitation: Customers may occasionally be tricked or forced into making a purchase through the endorsement of an influencer. Customer needs must take precedence over corporate interests in effective marketing techniques.

1.5.2 The interaction between brands and consumers:

- *Loss of Trust*: Customers, influencers, and brands may become less trusting of one other as a result of hidden information and phony endorsements. When consumers feel deceived, brands' long-term connections with them may be negatively impacted.
- *Vulnerable populations*: Teenagers and young children are among the vulnerable populations that influencer marketing may significantly affect. When influencers suggest goods or lifestyles that are unsuitable for this audience, ethical concerns surface.
- *Customer abuse*: Customers may occasionally be tricked or forced into buying something by means of influencer endorsements. The needs of the consumer must take precedence over corporate objectives in effective marketing tactics.

1.5.3 The connection between consumers and brands

- *Loss of confidence:* Faked endorsements and withheld facts can erode consumer, influencer, and brand confidence. When consumers perceive that they have been duped, brands' long-term connections with them may suffer.
- *Consumer suspicion:* Transparency issues and unethical transgressions in influencer marketing might lead to consumer suspicion. This mistrust can impact consumers' opinions of brands generally and not just a particular influencer agency.
- *Reputation damage:* Businesses that work with immoral and unreliable influencers damage their brand. Negative impressions have the power to obscure any short-term benefits of influencer activities.

Figure 1.5: Connection Between Consumer and Brand

1.6 Different Influencer Marketing:

1.6.1 Platforms

- *Instagram:* Influencer marketing works well on Instagram due to its strong visual component. It is effective for brands in the food, fashion, beauty, and leisure sectors. Instagram influencers frequently utilize photos and videos to advertise goods and activities, creating buzz and curiosity.
- *YouTube:* You may find excellent product reviews, how-to videos, and anecdotes on YouTube. Influencers have the ability to actively engage audiences with deeper insights since they devote a significant amount of time to their material. YouTube fosters a sense of community by encouraging debate and comments.
- *Twitter/X:* For real-time communication and talking, Twitter/X is helpful. Twitter allows influencers to swiftly express their opinions on goods and services, sparking discussions and raising brand visibility. Campaigns can be made bigger by utilizing hashtags.
- *LinkedIn:* Using LinkedIn for business-to-business influencer marketing is one of the greatest strategies. Entrepreneurs and thought leaders in the field can share ideas, case studies, and professional guidance. Trust and a professional reputation are fostered via the platform.
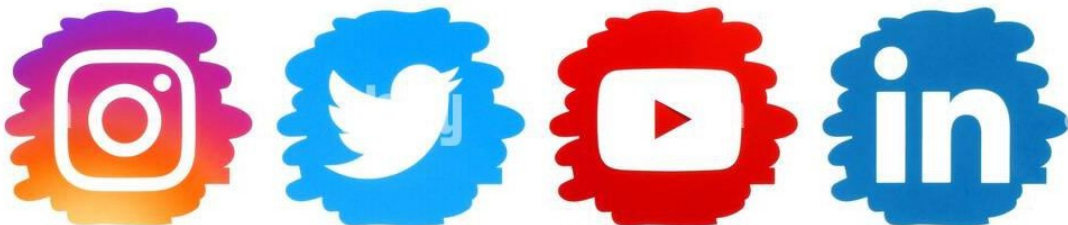
Figure 1.6: Influencers Marketing Platforms

1.6.2 Influencer Content Types:

- *Pictures and images:* Visual material, such as pictures and images, is highly interactive on websites like Instagram and Pinterest. Influencers can present their goods in an elegant manner to entice consumers to choose them and share them more widely.
- *Video:* Facebook, YouTube, Instagram, and other platforms offer strong and customized reels of video content. It sustains viewers' interest for a considerable amount of time and enables in-depth research, instruction, and narrative. Live broadcasting fosters an immediate feeling of community.
- *Tales:* Transient data on social media platforms such as Facebook and Instagram engenders a feeling of immediacy. They are useful for short-term tasks, background data, and daily updates. Information is usually shared by consumers by word-of-mouth and direct communication.
- *Blogs:* User experience on websites like Instagram and LinkedIn may be greatly influenced by content, especially content published in blogs and articles. Thought leaders and subject matter experts have the ability to share and remark on others' presentations, while also delivering perceptive lectures.
- *Vlogs:* Influencers can use social media platforms like Facebook, Instagram, and YouTube to influence customers. They can make short films on goods or services they have used or have visited, and they can share their opinions with the public to sway their opinion.

1.7 Problem Statement

Despite the growing prevalence of social media influencers as key intermediaries between brands and consumers, there remains a gap in understanding the nuanced psychographic factors influencing brand engagement within this dynamic ecosystem. While demographic segmentation has traditionally been utilized in marketing strategies, the varying values, attitudes, interests, and lifestyles (psychographics) of social media users pose unique challenges and opportunities for effective brand collaboration and engagement with influencers. This research aims to investigate how psychographic variables influence the effectiveness of brand engagement strategies deployed through social media influencers, ultimately seeking to provide actionable insights for marketers to enhance their engagement tactics and achieve deeper connections with their target audiences.

1.8 Objectives of Study

The study is regarding the nexus between influencers who are on social media and the brand engagement. The objectives of the study are as follows:

- Explore how influencer marketing affects other aspects of consumer brand engagement awareness i.e. trust and loyalty.
- Explore how consumer perceptions and behaviors toward brands are influenced in purchasing decisions of the customers.
- Explore how influencer marketing has replaced the traditional marketing approach of the companies.

1.9 Scope of Study

1. Investigate the interaction between retail consumer behavior and social media platforms.

2. Analyze how psychographic factors influence consumer engagement with retail brands through social media influencers.

3. Explore various social media platforms such as Instagram, YouTube, etc.

4. Examine consumer preferences, values, attitudes, and lifestyles.

5. Consider diverse retail sectors including fashion, beauty, electronics, and lifestyle products.

6. Address global perspectives and cultural variations in consumer behavior and social media usage.

7. Provide actionable insights for marketers to optimize brand engagement strategies through social media influencers.

CHAPTER **2**

Literature Review

2.1   Review of Literature

2.1.1   Influencer Marketing

In recent years, influencer marketing has revolutionized the digital marketing landscape by providing businesses with a fresh approach to connecting with their target audience. Through this modern technique of touching the lives of the targeted customer segment, brands are able to create value and overall profits for themselves. This overview of the literature discusses significant study findings and insights on how consumer brand engagement is shaped by influencer marketing.Influencer marketing is the practice of promoting goods and services by teaming up with individuals who have a sizable online following—typically on social media platforms. These influencers may be minor influencers with a devoted following, celebrities, or subject matter experts. According to Munnucca and Carjaluoto (2018), influencer marketing increases brand exposure, engagement, and revenues by leveraging the influencer's power and the audience's trust.Online influencers "act as a rising category of impartial autonomous advocates who influence audience opinions via tweets, blogs, as well as usage of additional forms of social media," according to Freberg et al. (Freberg et al.: 2010). As previously noted, influencer marketing is quickly replacing conventional approaches to consumer communication in developing nations (Booth and Maticc, 2011, pp. 184–191, and Chan et al., 2013, pp. 167–179).

2.1.2   Brand Awareness

Influencer marketing has several advantages, one of which is enhanced brand recognition. Because influencers have larger audiences and higher levels of audience engagement, brands can reach new markets. According to a study by Broussard and Lee (2019), influencer marketing has considerably enhanced brand recognition, especially among younger demographics.According to Hund and Mc Guiga (2019), authenticity is crucial to how an audience in- terprets a company's image and messaging. It is measured by an influencer's relevance to the brand as well as how they interact and represent themselves to their followers. Influencers that live what they consider to be a "Ordinary lifestyle" are better able to convey their message to their audience. Conversely, those who don't seem to be in sync aren't taken seriously and can't successfully influence others.According to Balaban Mustate (2019), influencers need to have particular qualities in order to affect the decisions of their followers. They emphasized how an influencer's skill, dependability, and attractiveness might lead to more subscriptions and audiences feeling more confident in them.

2.1.3 Credibility and Reliance

In the relationship that exists between brands and consumers, trust is crucial. Strong and genuine relationships foster trust between influencers and their followers. The name is Khamis. (2017) discovered that influencer referrals are more likely to be trusted by customers than conventional advertising. The relatability and honesty of powerful people affect this trust.The fact that influencer marketing is a reciprocal process is an additional benefit. According to Emory et al. (2018), by giving the impression that it is personal marketing, such engagement may lead to a higher degree of trust and involvement.Dhanesh Duthler have highlighted a few trust aspects, including the influencers' ability to meet the expectations of their followers and their comprehension of and knowledge of those followers' issues regarding the product or brand they support.

2.1.4 Encourage Brand Loyalty

Influencer marketing promotes brand loyalty by extending beyond the first contact. Cus- tomers that interacted with brands through influencers had greater levels of brand loyalty, per Kim and Ko's (2018) research. Similar views and the emotional bond that exists between influencers and their followers account for a major portion of this dedication.Influencer marketing being the newest form of marketing, deals with creating genuine interest in the brand by famous internet personalities. Since people in today's time take day to day inspiration from these personalities, they have a tendency to accept and take full loyalty to use the products endorsed by them over the internet. The influencers have a similar taste of followers following them hence, these followers are more likely to become potential customers for the brand the influencer is endorsing.

2.1.5 The Intention of Purchasing and Converting

The influence on purchase intent and conversion is a common metric used to evaluate in- fluencer marketing campaigns. A 2014 study by Jin and Fua found that followers are more inclined to think about and purchase things that their favorite influencers promote. Influencers have a significant impact on consumer purchasing behavior.Usually every influencer has a following of a group of people with similar taste and preferences. When an influencer endorses a brand the followers are more compelled psychologically to try out that brand for themselves. They usually have a thought process of "if it's working for them, it will be beneficial for me as well." This is how the brand gets its potential customers from the audience of influencers

Research Methodology

3.1   Research Design

In this study, there is an adoption of a descriptive research design to gain insight into the connection between social media influencers and consumer brand engagement. Descriptive research, characterized by its focus on describing phenomena as they naturally occur, was chosen to explore this relationship without intervening variables. This methodological approach is particularly suitable for research questions that have previously been studied in depth, as it allows for a comprehensive examination of existing conditions. Given the nuanced nature of the relationship between social media influencers and consumer brand engagement, qualitative methods were employed to gather rich, detailed data. By conducting primary research, we aimed to collect new and relevant data tailored to our research question, rather than relying solely on existing literature. Through qualitative analysis, we sought to uncover the intricacies of how social media influencers influence consumer brand engagement in diverse contexts..

3.2   Data Sources

1. The questionnaire employed in the study comprised 10 meticulously crafted questions, strategically designed to assess both the source credibility and the impact of social media influencers on consumer brand engagement. Additionally, the questionnaire gathered essential demographic information from participants, ensuring a comprehensive understanding of the sample's composition and enabling subsequent analyses to account for demographic variations.

2. A diverse sample of 150 participants, spanning ages from 16 to 45 and above, was meticulously assembled, aiming to capture a broad spectrum of perspectives across different age groups. This deliberate sampling strategy facilitated a nuanced exploration of the relationship between social media influencers and consumer brand engagement, while also allowing for demographic comparisons and subgroup analyses.

3. Responses obtained from participants were meticulously recorded and subsequently summarized for quantitative analysis. This process involved organizing and aggregating participant answers to derive meaningful insights and patterns relating to the research objectives. Through systematic data summarization, the study aimed to uncover key trends and associations between variables, shedding light on the influence of social media influencers on consumer brand engagement.

4. To rigorously analyze the data, sophisticated statistical tools such as the chi-square test and linear regression were employed. These analytical techniques enabled researchers to explore relationships between variables, assess the significance of findings, and derive empirical conclusions based on statistical evidence. By employing robust statistical methods, the study ensured the reliability and validity of its findings, contributing to the advancement of knowledge in the field of consumer behavior and marketing research.

3.3 Research Tool:

The decision to utilize a questionnaire study reflects a deliberate approach to data collection. By prioritizing inclusivity, the study aims to engage participants from diverse backgrounds in terms of gender, age, geographic location, socioeconomic status, and professional occupation. This intentional sampling strategy enriches the dataset, fostering a comprehensive understanding of the relationship between social media influencers and consumer brand engagement across varied demographic segments.

The questionnaire's design underscores meticulous attention to detail. Crafted with precision, it features a series of inquiries meticulously formulated to probe deeply into the nuanced dynamics between social media influencers and consumer brand engagement. Each question is strategically constructed to elicit insightful responses, shedding light on participants' perceptions, behaviors, and attitudes toward influencers and brands.

Structured for clarity and relevance, the questionnaire ensures participants' comprehension while maintaining alignment with the research objectives. This approach facilitates the systematic gathering of pertinent data, fostering robust analyses and meaningful interpretations. Ultimately, the questionnaire study serves as a methodologically sound framework for empirically investigating the intricate interplay between social media influencers and consumer brand engagement, yielding valuable insights for both academic inquiry and practical application in marketing and branding contexts.

3.4 Statements:

Age

Gender

Education

Monthly family income

Occupation

Place of residence

S1: Are you aware of influencer brand engagement?

S2: Are you aware of any brand which uses influencers for marketing and customer engagement?

S3: Influencers play an active role in creating brand awareness.

S4: My purchase decisions is significantly influenced by an influencer

S5: I trust the information shared by an influencer about a brand.

S6: Influencers always convey actual/truthful information about a brand. S7: Influencers are replacing conventional celebrities in promoting the brand online. S8: Marketing by influencers is more trustworthy/valuable than conventional celebrity marketing.

S9: The content shared by different influencers are useful to me.

S10: Overall, I am very happy with the contribution influencers are making to ease my shopping experience.

Results and Interpretation

4.1   Descriptive Analysis

The various data that was collected during the survey is as follows

Age	No. of respondents	Percentage
Below 15 Years	7	5.3 %
16-20 Years	11	8.3 %
21-25 Years	64	48.5 %
Above 25 Years	50	37.9 %
Total	132	100

Table 4.1: Age wise classification of respondents
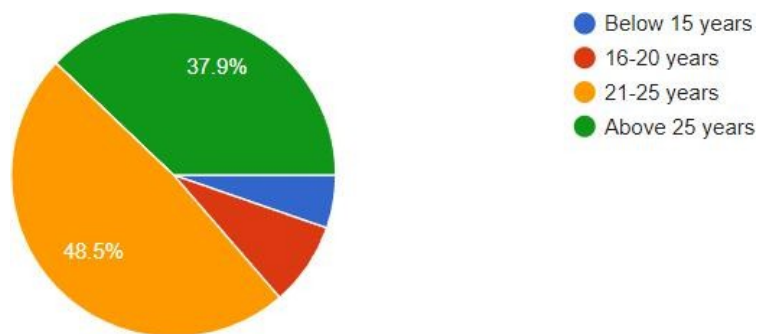
Figure 4.1: Age wise classification of respondents

From Table 4.1 we can say that 5.3% of respondents are below 15 years of age, 8.3% belong to 16-20 years, 48.5% belong to 21-25 years and 37.9% lie above 25 years of age group.

Gender	No.of respondents	Percentage
Female	60	45.5%
Male	72	54.5%
Total	132	100

Table 4.2: Gender wise classification of respondents

From Table 4.2 we can infer that females comprise 45.5% and males comprise 54.5% of the total

respondents from the survey provided to the employees. This tells that male respondents are more in number than females.(22)

From Table 4.3 we can see that the maximum percentage of respondents are post graduates. This is followed by graduated respondents with 29.5% of the total 132 people.

It can be taken into account from Figure 4.4 that the maximum respondents have their monthly family income about 1,00,000 (56.8%). This is followed by 25% of the people with income between 50,000-1,00,000. And lastly, all the remaining respondents have their monthly income below 50,000.
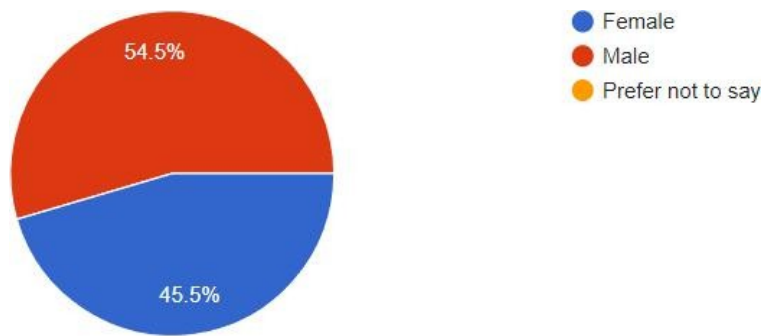
Figure 4.2: Gender wise classification of respondents

Education	No. of respondents	Percentage
Secondary (10th)	8	6.1%
Higher Senior Secondary (12th)	4	3%
Graduation	39	29.5%
Post Graduation	78	59.1%
Others	3	2.3%
Total	132	100

Table 4.3: Education wise classification of respondents
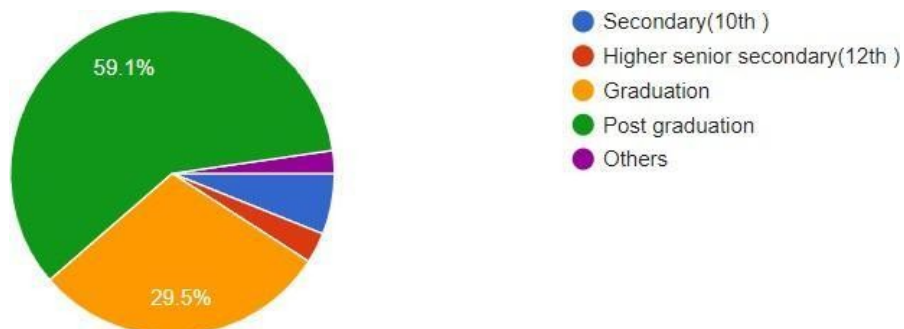
Figure 4.3: Education wise classification of respondents

Monthly family income	No. of respondents	Percentage
Below 50,000	24	18.2%
50,000-1,00,000	33	25%
Above 1,00,000	75	56.8%
Total	132	100

Table F

igure 4.4: Monthly family income of respondents

- Below 50,000
- 50,000-1,00,000
- Above 1,00,000
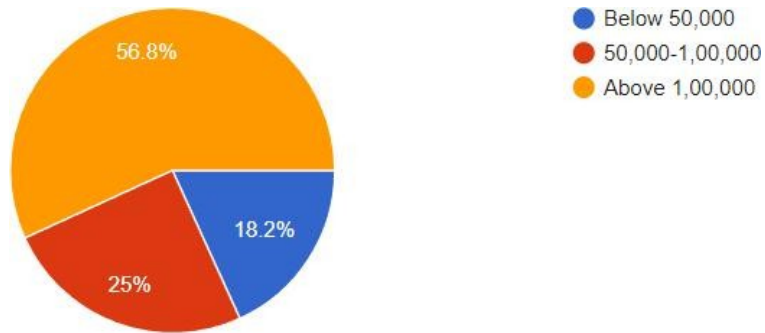
Occupation	No. of respondents	Percentage
Student	70	53%
Business	13	9.8%
Service	17	12.9%
Self employed	3	2.3%
Professional	19	14.4%
Others	10	7.6%
Total	132	100

Figure 4.4: Monthly family income of respondents

Table 4.5: Occupation of respondents
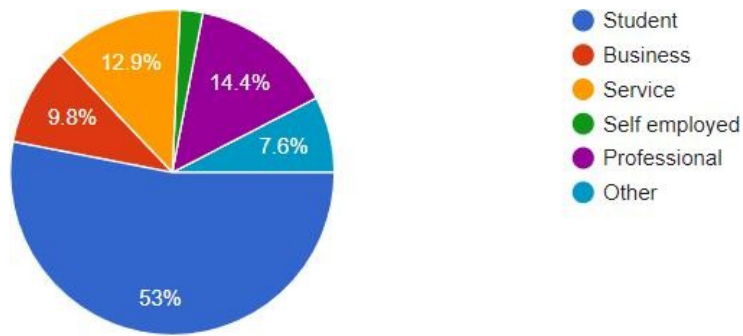
Figure 4.5: Occupation of respondents

From Table 4.5 we can see that 70 respondents out of 132 are students. 20 are from business and service backgrounds and 3 are self employed respondents.

Place of Residence	No. of respondents	Percentage
Metropolitan City	97	73.5%
Non-Metropolitan City	35	26.5%
Total	132	100

Table 4.6: Place of Residence of respondents
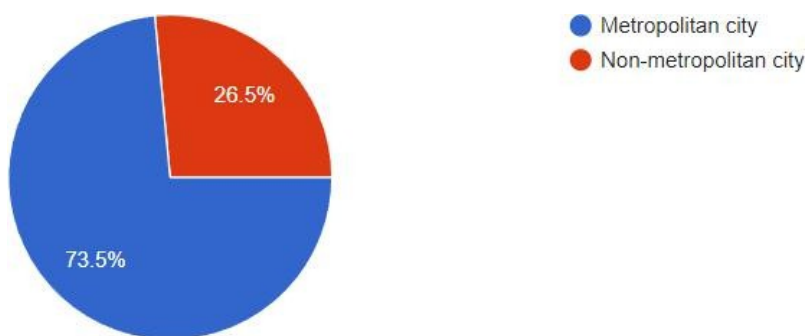
Figure 4.6: Place of Residence of respondents

Maximum percentage of respondents are from the metropolitan cities (73.5%) whereas the rest belong to non metropolitan cities (26.5%).Below is the bar chart which helps us know the total contentment of the consumer, by the contribution provided by influencers in smoothing the purchasing experience.
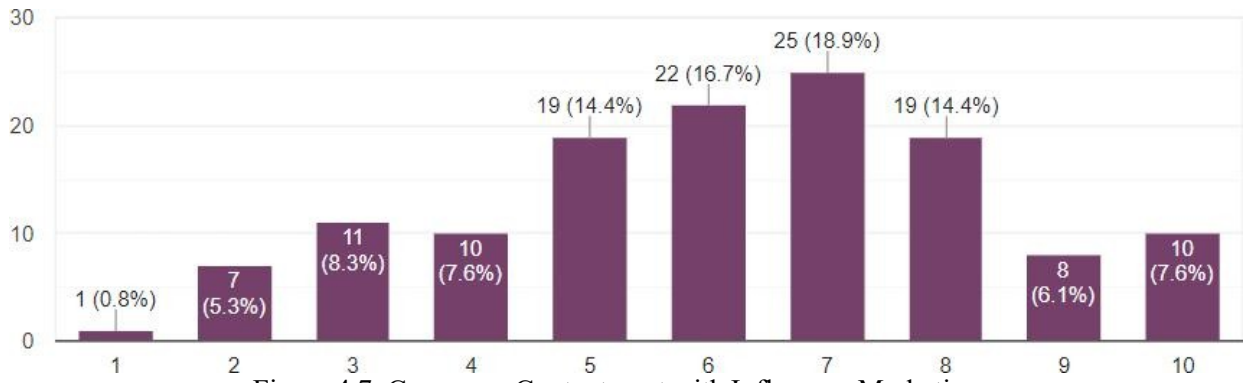
Figure 4.7: Consumer Contentment with Influencer Marketing

Figure 4.7: Consumer Contentment with Influencer Marketing

4.2   Chi-square

AGE	Are you aware of influencer brand engagement?	.001 Since the p-level is less than 0.05 significance level so the null hypothesis is rejected
AGE	Influencers play an active role in creating brand awareness.	.001 Since the p-level is less than 0.05 significance level so the null hypothesis is rejected
AGE	Influencers are replacing conventional celebrities in promoting the brand online.	.009 Since the p-level is more than 0.05 significance level so the null hypothesis is rejected
AGE	The content shared by different influencers are useful to me.	.066 Since the p-level is more than 0.05 significance level so the null hypothesis is not rejected
AGE	Marketing by influencers are more trustworthy/valuable than conventional celebrity marketing.	.090 Since the p-level is more than 0.05 significance level so the null hypothesis is not rejected

Table 4.7 : Age with Other Parameters

Interpretation:

The chi-square analysis explores how age relates to attitudes toward influencer brand engagement. Younger people show more receptivity to influencer marketing (p=.001) and see influencers as key in brand awareness (p=.009). However, attitudes on influencers versus traditional celebrities (p=.066) and trustworthiness (p=.090) seem less age-dependent, suggesting other factors like content relevance matter more. This analysis highlights the complexity of age and perceptions in influencer marketing, aiding marketers in reaching diverse demographics.

EDUCATION	Are you aware of influencer brand engagement?	.008 Since the p-level is less than 0.05 significance level so the null hypothesis is rejected
EDUCATION	Influencers play an active role in creating brand awareness.	.000 Since the p-level is less than 0.05 significance level so the null hypothesis is rejected
EDUCATION	Influencers are replacing conventional celebrities in promoting the brand online.	.001 Since the p-level is less than 0.05 significance level so the null hypothesis is rejected
EDUCATION	The content shared by different influencer is useful to me.	.021 Since the p-level is less than 0.05 significance level so the null hypothesis is rejected
EDUCATION	Marketing by influencers are more trustworthy/valuable than conventional celebrity marketing.	0.015 Since the p-level is less than 0.05 significance level so the null hypothesis is rejected

Table 4.8: Education with Other Parameters

Interpretation:

The analysis shows that participants, regardless of educational background, are keenly aware of influencer marketing's effectiveness and reject the notion that influencers passively raise brand awareness. They perceive influencers as increasingly influential in digital marketing, preferring their content over traditional celebrities'. Despite differing education levels, participants value influencer-driven brand endorsements as much as conventional celebrity marketing, indicating consistent trust in influencer credibility. Education significantly shapes individuals' views on influencer brand engagement, highlighting widespread recognition of influencer marketing's impact and value across demographics.

MONTLY INCOME	Are you aware of influencer brand engagement?	.008 Since the p-level is less than 0.05 significance level so the null hypothesis is rejected
MONTLY INCOME	Influencers play an active role in creating brand awareness.	.026 Since the p-level is less than 0.05 significance level so the null hypothesis is rejected
MONTLY INCOME	Influencers are replacing conventional celebrities in promoting the brand online.	.009 Since the p-level is less than 0.05 significance level so the null hypothesis is rejected
MONTLY INCOME	The content shared by different influencer is useful to me.	.029 Since the p-level is less than 0.05 significance level so the null hypothesis is rejected
MONTLY INCOME	Marketing by influencers are more trustworthy/valuable than conventional celebrity marketing.	.019 Since the p-level is less than 0.05 significance level so the null hypothesis is rejected

Table 4.9 : Monthly Income With Other Parameters

Interpretation:

The analysis highlights significant variations in perceptions of influencer brand engagement across different income levels, with p-values consistently below 0.05. It reveals that individuals' awareness and receptivity to influencer marketing, including the perceived effectiveness and trustworthiness of influencers versus traditional celebrities, are influenced by their monthly income. These findings emphasize the importance of considering income diversity in crafting effective marketing strategies, as socioeconomic status intricately shapes consumer attitudes toward influencer-driven brand promotion.

4.3 Linear Regression

4.3.1 Criteria 1

GENDER AND EDUCATION*CONTRIBUTION OF INFLUENCERS FOR EASING SHOPPING EXPERIENCE

H0: Gender and Education has no significant association with the contribution of influencers for easing my shopping experience.

H1: Gender and Education has significant association with the contribution of influencers for easing my shopping experience.

Tests of Between-Subjects Effects

Dependent Variable: Overall, I am very happy with the contribution influencers are making to ease my shopping experience

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	37.647[a]	8	4.706	.987	.450
Intercept	1528.141	1	1528.141	320.378	.000
Gender	.447	1	.447	.094	.760
Education	17.384	4	4.346	.911	.460
Gender * Education	6.280	3	2.093	.439	.726
Error	586.686	123	4.770		
Total	5644.000	132			
Corrected Total	624.333	131			

a. R Squared = .060 (Adjusted R Squared = -.001)

Figure 4.8: Test results for criteria 1

Interpretation:

The statistical analysis shows no significant link between gender or education level and the perceived contribution of influencers to easing shopping experiences, as indicated by p-values above 0.05. This means that both men and women, as well as individuals with varying educational backgrounds, view influencers' impact on shopping similarly. Therefore, other factors like age, income, cultural background, and personal preferences might play a more crucial role. Marketers should consider a wider range of demographics and psychographics when crafting influencer marketing strategies to enhance shopping experiences.

4.3.2 Criteria 2

AGE AND FAMILY INCOME * CONTRIBUTION OF INFLUENCERS FOR EASING SHOPPING EXPERIENCE

H0: Age and Monthly income have no significant association with contribution of influencers for easing my shopping experience.

H1: Age and Monthly income have significant association with contribution of influencers for easing my shopping experience.

Tests of Between-Subjects Effects

Dependent Variable: Overall, I am very happy with the contribution influencers are making to ease my shopping experienc

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	20.899ᵃ	9	2.322	.469	.893
Intercept	2427.295	1	2427.295	490.741	.000
Age	9.928	3	3.309	.669	.573
Monthlyfamilyincome	2.225	2	1.112	.225	.799
Age * Monthlyfamilyincome	13.560	4	3.390	.685	.603
Error	603.435	122	4.946		
Total	5644.000	132			
Corrected Total	624.333	131			

a. R Squared = .033 (Adjusted R Squared = -.038)

Figure 4.9: Test results for criteria 2

Interpretation:

Despite conducting an analysis on the relationship between age, family income, and the influence of influencers on shopping experiences, results show no statistically significant correlation, as indicated by p-values above 0.05. This suggests that neither age nor family income significantly impact how individuals perceive influencers' contributions to shopping ease. These findings highlight the complexity of consumer behavior and the multifaceted nature of influencer influence, which may transcend demographic boundaries. However, while statistical significance may be lacking, it's important to consider potential nuances and contextual factors that could still affect perceptions and behaviors. Further exploration through qualitative methods or additional variables may offer deeper insights. Ultimately, these findings urge marketers to embrace a nuanced approach, acknowledging the diversity and complexity of consumer responses to influencer marketing.

4.3.3 Criteria 3

PLACE OF RESIDENCE AND FAMILY * CONTRIBUTION OF INFLUENCERS FOR EASING SHOPPING EXPERIENCE

H0: Place of residence and monthly income has no significant association with contribution of influencers for easing my shopping experience.

H1: Place of residence and monthly income has significant association with contribution of influencers for easing my shopping experience.

Tests of Between-Subjects Effects

Dependent Variable: Overall, I am very happy with the contribution influencers are making to ease my shopping

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	10.617[a]	5	2.123	.436	.823
Intercept	2664.411	1	2664.411	547.021	.000
Monthlyfamilyincome	.599	2	.300	.062	.940
Placeofresidence	5.932	1	5.932	1.218	.272
Monthlyfamilyincome * Placeofresidence	1.605	2	.803	.165	.848
Error	613.717	126	4.871		
Total	5644.000	132			
Corrected Total	624.333	131			

a. R Squared = .017 (Adjusted R Squared = -.022)

Figure 4.10: Test results for criteria 3

Interpretation:

The analysis indicates that residential location and family income do not significantly affect how individuals perceive influencers' impact on shopping convenience. With p-values above 0.05, the null hypothesis stands, suggesting that demographic factors do not sway opinions on influencers' role in shopping experiences. Whether urban or rural, or from different income brackets, participants show consistent views on influencers' contribution to shopping ease. Despite influencers' known influence on consumer behavior, their impact remains consistent across diverse demographics. This underscores the pervasive role of influencers in modern consumer culture, irrespective of socioeconomic backgrounds.

4.4 Multiple Linear Regression

Transforming statements into an independent variable. Below are the following statements which has been clubbed together to form source credibility independent variables.

• I trust the information shared by an influencer about a brand.

• Influencers always convey actual/truthful information about a brand.

• Marketing by influencers are more trustworthy/valuable than conventional celebrity marketing.

SOURCE CREDIBILITY * CONTRIBUTION OF INFLUENCERS FOR EASING MY SHOPPING EXPERIENCE

H0: SC has no significant association with the contribution of influencers for easing my shopping experience.

H1: SC has significant association with the contribution of influencers for easing my shopping experience.

Interpretation:

Since the p-value is less than the 0.05 significance level, the null hypothesis (H0) is rejected. This indicates a significant association between source credibility (SC) and the contribution of influencers to enhancing the shopping experience. In simpler terms, the test shows that there is a statistically significant link between SC and the role influencers play in making shopping easier.

Model Summary

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate | Change Statistics | | | | |
					R Square Change	F Change	df1	df2	Sig. F Change
1	.641[a]	.410	.406	1.683	.410	90.500	1	130	.000

a. Predictors: (Constant), SC

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	256.246	1	256.246	90.500	.000[b]
	Residual	368.088	130	2.831		
	Total	624.333	131			

a. Dependent Variable: Overall, I am very happy with the contribution influencers are making to ease my shopping experience.

b. Predictors: (Constant), SC

Figure 4.11: Test Result forMultipleLinearRegression

Conclusions

5.1   Conclusions

In conclusion, this research has provided valuable insights into the complex dynamics between demographic factors and perceptions of influencer brand engagement in the context of shopping experiences. Through rigorous analysis employing chi-square and linear regression techniques, we have explored the nuanced relationships between age, gender, education, monthly family income, place of residence, and the perceived contribution of influencers to shopping ease.

Our findings reveal that while certain demographic variables, such as age and education, exhibit significant associations with various aspects of influencer brand engagement, others, including gender, monthly family income, and place of residence, demonstrate less pronounced correlations. Specifically, younger individuals and those with higher levels of education tend to exhibit greater awareness of influencer brand engagement and perceive influencers as active agents in creating brand awareness. Moreover, participants across diverse income brackets and residential locations generally share consistent perceptions of influencers' contributions to shopping experiences, suggesting a universal appeal and influence of influencer marketing transcending socioeconomic boundaries.

These insights hold significant implications for marketers and brands seeking to leverage influencer marketing to enhance consumer brand engagement and shopping experiences. By understanding the nuanced interplay between demographic factors and consumer perceptions, marketers can tailor influencer marketing strategies to resonate effectively with target audiences across diverse demographic segments. Moreover, our findings underscore the importance of crafting authentic and relatable influencer partnerships that align with the values and preferences of target consumers.

However, it's essential to acknowledge the limitations of our study, including its reliance on self-reported data and the potential influence of unexplored variables on consumer perceptions. Future research could delve deeper into the role of psychographic factors, cultural differences, and the evolving landscape of influencer marketing platforms to provide a more comprehensive understanding of consumer behavior in the digital age.

In conclusion, this research contributes to advancing knowledge in the field of influencer marketing and consumer behavior, offering actionable insights for marketers to optimize their influencer marketing strategies and foster meaningful connections with target audiences in an increasingly digitized marketplace.

5.2   Limitations of study

1. **Self-Reported Data Bias:** One notable limitation of this study is its reliance on self-reported data, which may be subject to biases and inaccuracies. Participants' responses to questionnaire items regarding their perceptions of influencer brand engagement and shopping experiences may be influenced by social desirability bias or memory recall errors. Additionally, individuals may provide responses that they perceive as socially acceptable or aligning with societal norms rather than reflecting their true attitudes and behaviors. This potential bias could impact the validity and reliability of the study's findings, suggesting the need for caution when interpreting the results.

2. **Unexplored Variables:** Another limitation of this study is the omission of certain variables that could potentially influence consumer perceptions of influencer brand engagement. While demographic factors such as age, gender, education, monthly family income, and place of residence were examined, other psychographic variables, cultural differences, and individual preferences were not fully explored. These unexplored variables could play a significant role in shaping consumer attitudes towards influencer marketing and may have implications for the generalizability of the study's findings. Future research could benefit from a more comprehensive examination of these factors to provide a more nuanced understanding of consumer behavior in the context of influencer marketing.

3. **Sample Size and Diversity:** The study's sample size and diversity may present limitations in terms of generalizability and representativeness. While efforts were made to recruit a diverse sample of participants spanning different age groups, genders, educational backgrounds, income levels, and residential locations, the sample may not fully capture the heterogeneity of the broader population. Additionally, the sample size of 150 participants, while sufficient for statistical analysis, may limit the extent to which the findings can be extrapolated to larger populations or specific demographic subgroups. Consequently, caution should be exercised when generalizing the results of this study to broader contexts, and future research could benefit from larger and more diverse samples to enhance the external validity of the findings.

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