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Major Research Project

THE IMPACT OF INFLUENCER ENDORSEMENT ON CONSUMER BUYING BEHAVIOUR

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23/DMBA/01

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CONTENT

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CHAPTER-1 INTRODUCTION

1.1 Introduction

In the modern-day marketing landscape where customers are overwhelmed with options and brands vie for attention and loyalty, the currency of influencer backing has grown stronger in influencing consumer purchase decisions. The joint venture of brands and influencers has spread to practically all industries, from fashion&beauty to food&beverages, from tech to health products. This study uncovers the complex mechanism of influencer endorsements and attempts to understand its profound effects on consumer attitudes and purchase intention.

1.2 Background

1.2.1 Historical Evolution of Influencer Endorsements

Endorsing products by using influential figures dates back to antiquity, drawing symbolic support from rulers and religious leaders. Nevertheless, the concept of commercial influencer advertising was born earliest in the late 19th and early 20th centuries as mass media became the driving force in consumption. Early instances would be tobacco companies using celebrities in print advertisements. The development of radio and television in particular expanded the use of this approach, as brands were able to reach mass audiences via endorsements in broadcasts and commercials.

1.2.2 Key Concepts in Influencer Endorsements

Source Credibility: One of the fundamental concepts underlying influencer endorsements is the notion of source credibility. Consumers tend to transfer their perceptions of a influencer's expertise, trustworthiness, and attractiveness onto the endorsed products or brands. A influencer perceived as credible and trustworthy in their respective domain is more likely to positively influence consumer attitudes and purchase intentions.

Match-Up Hypotheses: The match-up Hypotheses suggests that the effectiveness of a influencer endorsement depends on the congruence or "fit" between the influencer endorser and the endorsed product or brand. Factors such as the influencer's image, values, lifestyle, and target audience alignment play a crucial role in determining the success of the endorsement. A well-matched influencer can enhance brand credibility and relevance in the eyes of consumers

Influencer-Product Fit: Building on the match-up Hypotheses, the concept of influencer-product fit emphasizes the importance of aligning the influencer endorser with the specific product category or attributes being promoted. For example, when a sporting athlete promotes sports shoes, the authenticity will be conveyed better by him than an unrelated influencer because of the natural connection between the knowledge of the endorser and the use of the product.

Types of influencer endorsers Historically, the nature of influencer endorsement has evolved specifically on who the endorsers are, from actors to musicians to athletes, social media influencers and experts. Each type of endorser has its own strengths and appeal to different target market and marketers will need to consider these when choosing the type of endorser

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for the campaign based on their objectives and also the way in which they want their brand to be perceived in the market by the consumers.

1.2.3 Evolving Landscape of Consumer Behavior

Consumer behaviour and how we, as individuals, interact with technology and belong to our society, have changed over time due to social shifts, rapid technological development and changing market trends – which have all undoubtedly altered the effectiveness of and attitudes towards influencer endorsements.

- Digital Transformation: Social media has redefined influencer marketing by offering access to niche audiences and authentic content. Its interactive nature enhances consumer engagement and brand visibility.
- Consumer Skepticism & Authenticity: Audiences increasingly question the credibility of influencer endorsements. Misaligned or insincere partnerships can backfire, making authenticity, value alignment, and transparent disclosures essential for trust.
- Demographic Preferences: Consumer response to influencers varies by age, gender, ethnicity, and socio-economic factors. Tailored, data-driven strategies are needed to effectively target diverse audience segments.
- Integrated Marketing Communications (IMC): Influencer marketing works best when integrated into a broader IMC strategy, combining multiple channels to deliver consistent messaging and maximize impact across the customer journey.

1.3   Statement of Problem

Influencer endorsements are widely employed in the current marketing system as a mean to increase a brand's visibility, reliability and to entice consumers to make a purchase. But such an approach is now challenged by authenticity and credibility issues, since consumers are becoming more distrustful. The authenticity of the endorsement and the congruence between the influencer and the brand were found to be very important to the consumer attitudes. If there's even a slight whiff that the endorsements are fakes or that they're not being paid exactly what they pretend to be, there could well be a MDash tree to poke a snake eye out.

And the real influence of endorsements on purchase intentions and brand loyalty is still controversial." But while they boost brand exposure and recall, translating these into action isn't guaranteed. Thing such as influencer type, product type and demographic of the target audience are all important.

These people are influencers and they can help increase brand awareness and recognition. Advertising that works needs to etch the brand-owner in to the mind's of consumers that create a positive association for the product. But how it can maintain recall in already saturated market is a question worth an exploration.The digital landscape has transformed influencer marketing, with social media enabling direct engagement. This expanded reach introduces challenges related to transparency, disclosure, and maintaining authenticity online.

Consumer attitudes are influenced by societal trends, culture, and ethics, with influencer scandals potentially harming associated brands. Studying how influencer endorsements affect

perceptions, attitudes, and buying decisions is key to understanding consumer behavior and improving influencer marketing strategies.

1.4   Research Aim and Objectives

1.4.1   Research Aim:

The key objective of this research is to understand the role of influencer endorsements on consumer's purchase behavior, particularly in relation to brand recall and purchase intention. Through a closer look at the complex interflows between influencer endorsements and consumer perceptions, the present research seeks to make a valuable contribution to marketing and consumer behaviour literatures, and help marketers, brand managers tools to rationalise their marketing strategies.

1.4.2   Research Objectives:

Objective 1: Analyze the Relationship Between Different Levels of Influencer Endorsement Exposure and Consumer Purchase Intention

For this purpose, it is necessary to study how different exposure levels of influencer endorsements influence consumer purchase intention. In this study, the purpose is to divide consumers into four groups (none, low, medium, high) according to their level of the exposure to influencer endorsement to examine the effect on their intention to purchase. By analysing the relationship between levels of exposure and purchase, marketers are able to customize endorsement strategies to achievemaker impact for distinct segments of the consumer base.

Objective 2: Investigate the Influence of Influencer-Product Fit and Consumer Trust in Influencers on Purchase Decisions

The congruence between the sponsored product and the speaker's image is significant in consumers' attitude and purchase toward the endorser. This goal explores how the perceived congruence of influencer prognosticator and product class affects consumer's attitudes and behavioural intentions. Furher investigating the role of micro-level consumer trust in influencers as endorsers assists in understanding the underlying mechanisms of consumer behaviour towards influencer endorsements. Findings of this objective may provide future knowledge for marketers regarding the strategic content relevance and trust building in influencer endorsement campaigns.

Objective 3: Explore the Role of Demographic Factors in Moderating the Relationship Between Influencer Endorsements and Consumer Behavior

Demographics Random factors can influence how consumers view and respond to influencer endorsements. This aim seeks to explore the moderation effects of demography on the influencer endorsement and consumer behaviour linkage. Since specific demographic subgroups respond differently to influencer endorsements, through clustering similar groups, marketers can adopt strategies that are more likely to reach their target markets. This knowledge is also useful for creating customized and well-targeted marketing messages.

Objective 4: Identify Key Themes and Insights from Qualitative Data Regarding Consumer Perceptions of Influencer Endorsements

In addition to quantitative results, qualitative data from open-ended questions offer rich views into consumers' feeling, preference and experience with influencer endorsements. The focus of this goal is to extract and interpret key themes e.g. Scepticism towards endorsements, importance of influencer-product fit, trust and credibility factors, influencer familiarity, and consumer behavior from the qualitative dataset. Via a combination of qualitative insights and quantitative results, the objective of this research is to provide an allmorning PVB framework of consumer perception and behavior in the context of influencer endorsements.

1.4.3 Significance of the Research:

The practical relevance of this study is not only theoretical implications but also some practical implications for marketers and brand managers. This study disentangles the intricacies of influencer endorsements and consumer responses, providing practitioners actionable insights on how to best leverage associate marketing to improve their marketing strategies, uplift relationships with consumers, and harness outcomes for business gain. Furthermore, the findings of the present study assist in the development of marketing and consumer behaviour theory by elucidating how influence endorsements are being used in the new economy to address today's mounting demands.

1.5   Scope of Study

The scope of this study encompasses a comprehensive exploration of the impact of influencer endorsements on consumer buying behaviour, with a particular focus on brand recall and purchase intention. The study intends to delve into various dimensions of influencer endorsements across different industries and demographic segments, aiming to provide valuable insights for marketers, brand managers, and researchers.

1.5.l Industry Focus

The study covers a range of industries where influencer endorsements are commonly utilized, including but not limited to fashion, beauty, technology, food, and beverages. By examining multiple sectors, the research aims to capture diverse consumer attitudes and behaviours towards influencer-endorsed products across different product categories and brand contexts.

1.5.2   Demographic Considerations

One crucial aspect of the study involves analyzing how demographic factors influence the effectiveness of influencer endorsements on consumer behaviour. Demographic variables such as age, gender, income level, and occupation play a significant role in shaping consumer perceptions, attitudes, and purchase decisions. The study seeks to investigate potential differences in response to influencer endorsements among various demographic segments, providing nuanced insights for targeted marketing strategies.

1.5.3   Geographic Scope

While the study's primary focus is not limited to a specific geographic region, it acknowledges potential cultural influences on consumer attitudes towards influencer endorsements. Globalization and digital media have made influencer endorsements accessible worldwide, yet cultural nuances may impact the effectiveness and reception of such endorsements. The

research aims to capture diverse perspectives across regions, considering cultural factors that may influence consumer behaviour.

l.5.4   Product Categories

The study encompasses a broad spectrum of product categories endorsed by influencers, including apparel, beauty and personal care products, technology and electronics, food and beverages, among others. Each product category presents unique challenges and opportunities in leveraging influencer endorsements effectively. By examining diverse product categories, the study aims to uncover patterns and insights relevant to specific industries while drawing overarching conclusions applicable across sectors.

l.5.5   Research Methodology

The study employs a mixed-methods approach, combining quantitative surveys and qualitative analyses. Quantitative surveys gather structured data on consumer perceptions, attitudes, and behaviours related to influencer endorsements and buying behaviour. Qualitative analyses focus on open-ended responses to capture nuanced insights, themes, and sentiments regarding influencer endorsements that may not be captured through quantitative measures alone.

1.5.6   Consumer Behavior Metrics

Key metrics explored in the study include but are not limited to:

- Purchase Intention: Examining the likelihood of consumers to purchase products endorsed by influencers across different exposure levels (none, low, medium, high).
- Brand Recall: Assessing consumers' ability to recall brands endorsed by influencers and the factors influencing brand memorability.
- Trust and Credibility: Investigating the impact of consumer trust in influencers and the perceived credibility of endorsements on purchase decisions.
- Influence of Familiarity: Understanding how familiarity with influencers influences consumer attitudes and behaviours towards endorsed products.

1.5.7   Limitations

While the study aims to provide valuable insights, certain limitations are inherent:

- Generalizability: Findings may not be universally applicable across all consumer segments or geographical regions due to diverse cultural, social, and economic factors.
- Response Bias: Survey responses are subject to individual biases, perceptions, and recall accuracy, which may influence data interpretation.
- Temporal Factors: Consumer attitudes towards influencer endorsements and buying behaviour may evolve due to changing trends, media influences, and influencer personas.

1.5.8   Practical Implications

The study's findings have practical implications for marketers and brand managers:

- Optimizing Endorsement Strategies: Insights can guide the selection of appropriate influencers, endorsement levels, and messaging strategies to enhance brand recall and purchase intention.
- Targeted Marketing Campaigns: Understanding demographic influences helps tailor marketing efforts to specific consumer segments for improved effectiveness.
- Building Brand Trust: Insights into trust and credibility factors aid in fostering long-term consumer relationships and brand loyalty.

1.5.9 Future Research Directions

The study lays a foundation for future research endeavours:

- Longitudinal Studies: Examining trends and changes in consumer responses to influencer endorsements over time.
- Cross-Cultural Analyses: Differences in consumer behavior and perception across various cultural contexts may be compared to identify universal as opposed to local strategies.
- · Digital Media: Dynamic of the social media, influencer, and digital platform on influencers' endorsement effectiveness in today's advertising environments.

In defining the range of study along these dimensions, the research intends to make a substantial contribution to knowledge on the effect of influencer endorsements on consumer behaviour and provide practical applications for strategic marketing efforts and future areas for research in

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CHAPTER 2 LITERATURE REVIEW

2.1 Introduction

This literature review explores existing research on influencer endorsements and their impact on consumer purchase decisions. It highlights key findings, theoretical frameworks, and identifies gaps to position the current study within the broader academic discourse.

2.2 Evolution of Influencer Endorsements

Influencer endorsements have evolved from traditional print ads featuring celebrities to dynamic, digital engagements on social media platforms. The shift from TV to online has transformed how consumers engage with brand messages. The Elaboration Likelihood Model (ELM) and Source Credibility Theory provide frameworks to understand the psychological impact of these endorsements.

2.3 Theoretical Frameworks

ELM explains two persuasion routes—central (logical processing) and peripheral (influenced by cues like attractiveness). Influencers typically operate on the peripheral route for low-involvement products.

Source Credibility Theory suggests that a communicator's trustworthiness, expertise, and attractiveness determine how persuasive their message is. Both theories intersect in explaining how influencers shape consumer behavior, especially depending on product type and consumer involvement.

2.4 Impact on Consumer Perceptions

Influencers affect how consumers perceive brands through credibility, emotional connection, and alignment with personal values.

- Trustworthiness & Credibility: Believable influencers enhance brand trust and encourage purchase intentions.
- Brand Image & Association: Consumers associate influencer traits with the brand, impacting recall and preference.
- Emotional Engagement: Influencers create emotional bonds, making brands feel aspirational and relatable.
- Purchase Intentions: Positive perceptions of influencers boost consumers' likelihood of purchasing, promoting loyalty and advocacy.

2.5 Purchase Intention & Behavior

Research consistently finds that influencer endorsements positively impact consumer attitudes and buying intentions across product categories. Influencer-product fit—alignment in values and image—is crucial for enhancing trust and effectiveness.

2.6 Influencer-Product Fit

Endorsement effectiveness hinges on congruence between the influencer and the product. A strong match enhances authenticity, emotional resonance, and purchase motivation, particularly in lifestyle and luxury categories.

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2.7 Role of Social Media

Social media amplifies influencer reach and engagement. It enables real-time interaction, user-generated content, and personalized marketing strategies. This immediacy increases brand visibility and consumer involvement.

2.8 Cultural & Contextual Factors

Cultural differences shape how endorsements are perceived. Effectiveness varies across regions, influenced by local values, celebrity status, and societal norms. Marketers must adapt strategies to align with cultural expectations.

2.9 Limitations & Future Research

Most studies focus on short-term effects, neglecting long-term consumer behavior. More research is needed on subconscious responses using neuroimaging, and the ethical implications of influencer saturation in digital spaces.

2.10 Research Gaps

There is limited exploration of long-term impact, global applicability, and the differences between traditional celebrities and micro-influencers. Future studies should adopt cross-cultural and interdisciplinary methods to better understand evolving consumer-influencer dynamics.

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CHAPTER 3 RESEARCH METHODOLOGY

3.1 Research Design

The research design plays a pivotal role in shaping the study's methodology, data collection strategies, and the validity of conclusions drawn. In this study, a quantitative research design is employed to systematically examine and quantify the impact of Influencer endorsements on consumer buying behaviour, specifically focusing on variables related to attitudes towards endorsements, purchase intention, and brand recall.

3.1.1 Purpose of the Research

The primary purpose of this research is twofold:

- Exploratory Purpose: To explore consumer attitudes and behaviours towards Influencer endorsements across different product categories and demographic segments.
- Explanatory Purpose: To explain the relationships between exposure to Influencer endorsements (independent variable) and consumer responses such as purchase intention, brand recall, and trust in endorsed products (dependent variables).

3.1.2 Hypotheses Testing

The research design aligns with the formulation and testing of hypotheses derived from the study's objectives and literature review. Based on prior research and theoretical frameworks such as the Elaboration Likelihood Model and Source Credibility Theory, the following hypotheses are tested:

Null Hypotheses (H_O): There is no significant difference in mean scores of consumer responses (purchase intention, brand recall, trust) across different levels of exposure to Influencer endorsements.

Alternative Hypotheses (H_a): There are significant differences in mean scores of consumer responses across varying levels of Influencer endorsement exposure.

These hypotheses guide the selection of variables, data collection methods, and statistical analyses conducted in the study.

3.1.3 Selection of Variables

The key variables under investigation in this research include:

- Independent Variable:
    - Exposure to Influencer Endorsements (Categorized into none, low, medium and high levels based on consumers' self-reported exposure).
- Dependent Variables:
    - QUES2 (Influence of Influencer endorsements on purchasing decisions)
    - QUES3 (Recall of instances where Influencer endorsements influenced buying decisions)
    - QUES4 (Trust in products endorsed by celebrities)
    - QUES5 (Brand recall associated with Influencer endorsements)
    - QUES6 (Frequency of purchases influenced by Influencer endorsements)

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Demographic variables such as age, gender, occupation, and income are also considered as potential moderating factors in the analysis.

Variable	Type	Reason for Inclusion
Exposure to Influencer Endorsements	Independent	To evaluate how varying levels of exposure influence consumer behavior.
Influence on Purchasing Decisions	Dependent	To assess if Influencer endorsements directly affect consumers' buying decisions.
Recall of Influential Endorsements	Dependent	To understand whether endorsements are memorable and lead to purchase recall.
Trust in Endorsed Products	Dependent	To measure credibility and perceived trust in products endorsed by celebrities.
Brand Recall Due to Endorsements	Dependent	To evaluate the effectiveness of endorsements in increasing brand memorability.
Frequency of Purchases Influenced	Dependent	To measure real-world buying behavior influenced by Influencer endorsements.
Age, Gender, Income, Occupation	Moderating (Demographic)	To study if demographic factors moderate the impact of endorsements on consumer behavior.

3.1.4 Data Collection Methods

Quantitative data collection techniques are used to collect structured answers from respondents on their attitudes, behaviors, and opinions towards Influencer endorsements and buying behavior. The data collection process involves:

- Survey Instrument: A quantitative structured questionnaire is developed, including Likert scale questions that align with the dependent variables (QUES2-6) and demographic questions. The Likert scale measures levels of agreement or disagreement, from strongly disagree to strongly agree, to provide subtle responses.
- Sampling Strategy: Convenience sampling is used to achieve a diverse population of participants from multiple demographic groups with experience of Influencer endorsements for different categories of products. Participants can be recruited from online sources, social media sites, and appropriate consumer databases.
- Data Collection Process: The participants are encouraged to fill out the survey either online or during face-to-face interactions, while maintaining clear instructions, anonymity, and voluntary consent. Informed consent processes are used in order to ensure ethical considerations.

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3.1.5 Control Measures

To enhance the internal validity of the study and control potential confounding factors, several measures are implemented:

- **Randomization:** Randomization techniques may be applied during survey administration to minimize order effects or biases in response patterns.
- **Questionnaire Validation:** The survey instrument undergoes pre-testing and validation processes to ensure clarity, reliability, and validity of measures. Pilot testing with a small sample helps refine questions and identify potential issues.
- **Data Quality Checks:** Data cleaning procedures are conducted to identify and rectify incomplete or inconsistent responses, ensuring the reliability of the dataset for analysis.

3.1.6 Research Limitations

Despite careful planning and execution, the research design acknowledges certain limitations inherent in quantitative studies:

- **Sampling Bias:** Convenience sampling may introduce biases related to participant demographics, leading to limited generalizability of findings.
- **Self-Reporting Bias:** Responses obtained through self-reporting measures such as surveys may be influenced by social desirability or response biases, impacting data accuracy.
- **Causal Inference:** While statistical analyses reveal associations between variables, establishing causal relationships requires additional longitudinal or experimental designs.

3.2 Sampling Design

3.2.1 Target Population

The target population for this study encompasses consumers across diverse demographics who have varying levels of exposure to Influencer endorsements across different product categories. Given the nature of the research on consumer buying behaviour influenced by Influencer endorsements, the target population includes individuals who are active consumers and have encountered Influencer endorsements in their decision-making processes.

3.2.2 Sampling Frame

- Sampling frame refers to that specific source employed to enroll study participants. For this study, the sampling frame is a collection of channels and platforms employed in accessing the target group:
- **Digital Consumer Databases:** Online consumer databases enable one to perform mass outreach across diverse demographics, geographic areas, and consumer tendencies. These databases can consist of registered e-commerce site users, social media users, and online consumer research survey panel members.
- **Social Media Sites:** Leveraging social media sites such as Facebook, Twitter, Instagram, and LinkedIn enables demographic consideration-based targeted

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recruitment that is consistent with individual interests, levels of engagement, and consumer activity in terms of Influencer endorsements.

- • **Marketing Channels:** Partnering with marketing agencies, retail outlets, or brand alliances offers access to consumers who are associated with a particular category of products endorsed by celebrities. This approach offers matching with the research goals and offers the most effective means of gaining information from consumers most impacted by Influencer endorsements.

3.2.3   Sampling Method

The sampling method used in the research considers pragmatic practicality, accessibility to the target group, and the need for representative responses:

- **Convenience Sampling:** Since the target population is extensive through social media and online networks, convenience sampling is utilized first to gather a representative group of respondents in a cost-effective manner. Participants are selected based on their accessibility and willingness to be included in the study, thus ensuring diversified representation across demographic segments and exposure levels to Influencer endorsements.
- **Stratified Random Sampling (for Subgroup Analysis):** To ensure adequate representation by demographic groups (age, gender, income levels) and exposure levels to Influencer endorsements (none, low, medium, high), a stratified random sampling approach is used subsequent to the initial data collection. Stratification allows for targeted sampling within each subgroup to ensure proportional representation and reduce subgroup analysis biases.

3.2.4   Sample Size Determination

Determining an appropriate sample size is crucial to ensure statistical power, precision of estimates, and generalizability of findings. Several considerations guide the sample size determination process:

- **Effect Size Estimation:** Based on prior research or pilot studies, an estimated effect size (e.g., differences in mean purchase intention scores across exposure levels) is used to calculate the required sample size for detecting meaningful differences with a specified level of confidence.
- **Desired Confidence Level and Power:** The study aims for a high confidence level (e.g., 95%) and statistical power (e.g., 80%) to detect significant differences in consumer responses across exposure levels to Influencer endorsements.
- **Anticipated Response Rate:** Accounting for potential survey non-response or incomplete responses, an anticipated response rate (e.g., 50-60%) is factored into the sample size calculation.
- **Statistical Techniques:** Considering the planned statistical analyses such as ANOVA tests and potential subgroup analyses, the sample size calculation ensures adequate representation within each subgroup for meaningful comparisons.

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3.2.5 Practical Considerations

Practical considerations such as budget constraints, time limitations, and accessibility to the target population influence the final sample size determination. Balancing statistical requirements with feasibility ensures the study's successful execution and data quality.

3.2.6 Data Collection Procedures

Once the sample size is determined, data collection procedures are implemented using structured surveys administered online or through other relevant channels. Clear instructions, informed consent protocols, and data privacy measures are ensured throughout the data collection process to uphold ethical standards and participant confidentiality.

3.2.7 Data Validation and Quality Assurance

Data validation procedures include completeness, consistency, and response legitimacy checks. Quality control methods such as pilot testing, questionnaire validation, and monitoring data checks during the data collection process enhance the reliability and accuracy of the dataset for future analysis.

We now proceed to the other research methodology sections, namely data collection methods, instrumentation, and data analysis strategies (3.5) for the study of the impact of Influencer endorsements on the buying behavior of the consumer.

3.3 Data Collection Methods

The methods utilized for data collection in this study are required to obtain valid quantitative data on consumer attitudes, behaviors, and perceptions regarding influencer endorsements and their effect on purchasing behavior. The ensuing methods are utilized.

- Survey Instrumentation: A survey is constituted in a systematic way to gather quantitative data from participants. The survey contains Likert scale items for dependent variables (QUES2-6) and demographic items in order to identify important participant characteristics.
- Online Surveys: The respondents are invited to complete the survey through secure web pages or by email invitations. Online surveys are convenient, reach a larger population, and improve the effectiveness of data collection and management.
- Participant Recruitment: Participants are recruited by convenience sampling methods that use electronic platforms, social media platforms, and consumer databases of research. The methods are used to ensure a diverse group along demographic lines such as age, gender, occupation, and income levels.
- Ethical Issues: Data collection is according to ethical guidelines, including informed consent procedures, participant details confidentiality, voluntary involvement, and clear communication regarding research purposes and data use.

3.4 Instrumentation

The instrumentation process focuses on designing and validating the survey instrument to ensure reliability, validity, and relevance to the research objectives. Key considerations include:

Questionnaire Design: The survey questionnaire is structured to include:

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- Likert scale questions for measuring attitudes, perceptions, and behaviours related to Influencer endorsements and purchasing decisions (QUES2-6).
- Demographic questions to gather participant information such as age, gender, occupation, income, and previous exposure to Influencer endorsements.

Variable Operationalization: Every Likert scale item is carefully crafted to operationalize a construct such as purchase intention, brand recall, endorsement trust, and purchase frequency as a result of influencer influence. The scale goes from strongly disagree to strongly agree, enabling the respondents to mark a continuum of agreement or disagreement.

Validation Process: The survey instrument undergoes rigorous validation procedures to determine content validity, construct validity, and reliability. Pre-testing with a small pilot group helps identify ambiguities, question refinement, and determining tool clarity and relevance to participants.

3.5   Data Analysis Procedures

The data analysis procedures entail the use of statistical methods and analytical models in order to derive meaningful results, test hypotheses, and make inferences. The following steps represent the data analysis plan:

Descriptive Analysis: The means, standard deviations, frequency, and percentages are calculated for quantitative variables (QUES2-6) and demographic variables. Descriptive statistics provide a general overview of central tendencies and variability of participants' responses.

ANOVA Testing: One-way ANOVA tests are done to compare differences in the average scores of consumer responses (QUES2-6) with differences in levels of exposure to Influencer endorsements. ANOVA test results determine the significance of these differences and offer information regarding the effect of Influencer endorsements on consumer attitudes and behavior.

Interpretation and Insights: Results of data analysis are analyzed in light of research hypotheses, theoretical models, and literature. Important findings on the impact of influencer endorsements on consumer behavior, variables influencing trust and recall, and demographic moderating effects are thoroughly discussed.

3.6 Ethical Considerations

Ethical principles are the basis for carrying out research among human subjects. The appeal to ethical principles is used to safeguard participants' rights, privacy, and integrity of research results.

- **Informed Consent:** The participants are provided with clear explanations of the purpose of the study, procedures, risk, and benefit before data collection. Informed consent is obtained, i.e., voluntary response without coercion.
- **Confidentiality of participants:** Participant anonymity and confidentiality are maintained at all times throughout the research process. Data is anonymized, and

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personal identifiers are kept securely apart from survey responses or interview transcripts to protect participants' privacy.

- **Data Security:** Precautions are taken to store and manage participant data in a secure manner, following both institutional policies and legal standards.
- **Voluntary Participation:** They can withdraw from the study at any time without any penalty. Their decision to participate or to withdraw does not impinge on their rights or their interactions with researchers or institutionally affiliated.
- **Ethical Approval:** The research design proposed, the questionnaire instrument, and data management procedures must be subjected to ethical scrutiny and be approved by appropriate institutional review boards (IRBs) or ethics committees to assure conformance with set ethical norms and guidelines.

3.7 Future Directions

The insights and findings produced in this research set the stage for future research work and investigations in the area of Influencer endorsement and consumer behavior.

Longitudinal Studies: Perform longitudinal studies to monitor changes in consumer attitudes, behaviors, and perceptions towards Influencer endorsements spanning long periods of time. Longitudinal data can show trends, stability, and fluctuations in response patterns, yielding richer insights into the long-term effects of endorsements.

Cross-Cultural Comparisons: Investigate cross-cultural differences in consumer reactions to Influencer endorsements in various regions, cultures, and societal norms. Comparative studies clarify cultural factors influencing Influencer popularity, trust relationships, and brand perceptions, informing global marketing techniques.

Experimental Designs: Conduct experimental studies to manipulate variables like Influencer- product fit, endorsement congruence, and endorsement frequency in an organized manner. Experimental designs support causal inferences and hypothesis testing under controlled conditions, furthering our knowledge of the underlying processes influencing consumer responses.

Qualitative Studies: Supplement quantitative data with qualitative studies like in-depth interviews, focus groups, or content analyses of consumer-authored content touching on Influencer endorsements. Qualitative findings explore subtle elements of consumer decision-making, emotional connections, and symbolic meanings linked to endorsements.

Digital and Social Media Influences: Examine the changing role of social media influencers, digital celebrities, and virtual media in influencing consumer attitudes and behaviors. Examine synergies and differences between traditional Influencer endorsements and digital influencer marketing approaches.

Sustainability and Ethics: Explore ethical issues and sustainability factors in Influencer endorsements, such as concerns regarding authenticity, transparency, and social responsibility. Evaluate consumer reactions to ethical endorsements, socially responsible celebrities, and endorsements for sustainable practices.

Neuroscientific Methods: Combine neuroscientific methods like neuroimaging (MRI, EEG) and biometric indices (skin conductance, heart rate) to analyze neural reactions, emotional

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involvement, and unconscious responses to Influencer recommendations. Neuroscientific findings yield a greater comprehension of implicit consumer processes and decision-making processes.

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CHAPTER 4 - DATA ANALYSIS

4.1   Quantitative Data Analysis

4.1.1   Introduction to the Case (Contextual Overview)

In the realm of marketing and consumer behaviour, understanding the impact of Influencer endorsements on consumer decision-making is paramount. This quantitative data analysis aims to delve into the responses obtained from Likert scale questions related to consumers' attitudes, behaviours, and perceptions regarding Influencer endorsements across different exposure levels.

4.1.2   Data Collection (Sources and Approach)

The data for this analysis was collected through structured surveys administered to 102 participants across diverse demographics. Participants were asked to rate their agreement or disagreement with statements related to Influencer endorsements, purchase intentions, trust in endorsements, brand recall, and frequency of purchases influenced by endorsements using the Likert scales.

4.1.3   Descriptive Statistics

Descriptive statistics provide an initial overview of the central tendencies and variability of responses for each Likert scale variable across different exposure levels to Influencer endorsements.

Mean Scores and Standard Deviation: Frequencies

Statistics

		QUES1	QUES2	QUES3	QUES4	QUES5	QUES6
N	Valid	102	102	102	102	102	102
	Missing	0	0	0	0	0	0
Mean		3.3627	2.7059	2.1471	3.3431	3.5	2.3824
Median		3.0000	3.0000	2.0000	4.0000	4.0000	2.0000
Std. Deviation		1.13268	0.80331	0.84896	1.16462	1.21663	0.95486
Minimum		1.00	1.00	1.00	1.00	1.00	1.00
Maximum		5.00	4.00	3.00	5.00	5.00	4.00

SD measures the dispersion of responses around the mean. Higher SD indicates greater variability in responses.

QUESl: How often do you pay attention to celebrities who endorse products in advertisements? Always (5) Frequently (4) Occasionally (3) Rarely (2) Never (1)

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		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Never	6	5.9	5.9	5.9
	Rarely	17	16.7	16.7	22.5
	Occasionally	31	30.4	30.4	52.9
	Frequently	30	29.4	29.4	82.4
	Always	18	17.6	17.6	100.0
	Total	102	100.0	100.0	

QUES2: In your opinion, how much do Influencer endorsements influence your purchasing decisions? (Not at all = 1, Not much= 2, Somewhat = 3, Very much= 4)

		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Not at all	8	7.8	7.8	7.8
	Not Much	28	27.5	27.5	35.3
	Somewhat	52	51.0	51.0	86.3
	Very Much	14	13.7	13.7	100.0
	Total	102	100.0	100.0	

QUES3: Can you recall a recent instance where a Influencer endorsement influenced your decision to buy a product?

(No = 1, Maybe = 2, Yes = 3)

		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	No	30	29.4	29.4	29.4
	Maybe	27	26.5	26.5	55.9
	Yes	45	44.1	44.1	100.0
	Total	102	100.0	100.0	

QUES4: On a scale of 1 (strongly disagree) to 5 (strongly agree), how much do you agree with the following statement:

"A product endorsed by a Influencer I admire is more trustworthy."

		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	9	8.8	8.8	8.8
	2.00	15	14.7	14.7	23.5
	3.00	25	24.5	24.5	48.0
	4.00	38	37.3	37.3	85.3
	Strongly Agree	15	14.7	14.7	100.0
	Total	102	100.0	100.0	

QUES5: On a scale of 1 (strongly disagree) to 5 (strongly agree), how much do you agree with the following statement:

"I am more likely to remember a brand if it is endorsed by a Influencer."

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	Frequency		Per cent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	10	9.8	9.8	9.8
	2.00	10	9.8	9.8	19.6
	3.00	23	22.5	22.5	42.2
	4.00	37	36.3	36.3	78.4
	Strongly Agree	22	21.6	21.6	100.0
	Total	102	100.0	100.0	

QUES6: In the past year, how many times have you purchased a product because a Influencer you admire endorsed it?

	Frequency		Per cent	Valid Percent	Cumulative Percent
Valid	0 Times	19	18.6	18.6	18.6
	1-2 Times	40	39.2	39.2	57.8
	3-5 Times	28	27.5	27.5	85.3
	6 or more times	15	14.7	14.7	100.0
	Total	102	100.0	100.0	

These are the frequency scores for each Likert scale variable (QUES2-QUES6) across exposure levels (none, low, medium, high).

The mean scores indicate the average level of agreement or disagreement among participants for each variable and exposure level.

Interpretation:

Interpreting descriptive statistics involves analyzing the central tendencies and variability of the data to gain insights into participants' responses regarding Influencer endorsements. Here's how we can interpret the descriptive statistics provided for each Likert scale variable (QUES1-QUES6):

QUES l: - Attention to Influencer Endorsements

- Mean: 3.36
- Median: 3.00
- Std. Deviation: 1.13 Interpretation:

The mean and median scores indicate that, on average, participants show a moderate level of attention to Influencer endorsements. The standard deviation suggests moderate variability around the mean, indicating that while most participants pay moderate attention, some show either high or low levels of attention.

QUES 2 - Influence on Purchasing Decisions:

- Mean: 2.71
- Median: 3.00
- Std. Deviation: 0.80

Interpretation:

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Participants, on average, indicate a moderate influence of Influencer endorsements on their purchasing decisions. The proximity of the mean and median suggests a relatively balanced distribution of responses. The low standard deviation indicates that responses are clustered closely around the mean, reflecting consistency in responses regarding purchase influence.

QUES 3 - Recall of Influential Endorsements:

- Mean: 2.15
- Median: 2.00
- Std. Deviation: 0.85 Interpretation:

Participants generally recall instances where Influencer endorsements influenced their decisions, although to a lesser extent compared to other variables. The mean and median closeness implies a central tendency towards lower recall. The standard deviation reflects moderate variability in recall responses across participants.

QUES 4 - Trust in Endorsed Products:

- Mean: 3.34
- Median: 4.00
- Std. Deviation: 1.16 Interpretation:

The data suggests a moderate level of trust in products endorsed by celebrities among participants. The lower median and higher mean indicate a slight skew towards lower trust ratings. The standard deviation reveals variability in trust levels across participants.

QUES 5 - Brand Recall due to Influencer Endorsements:

- Mean: 3.50
- Median: 4.00
- Std. Deviation: 1.22

Participants generally recall brands endorsed by celebrities well, with a mean and median indicating a positive recall trend. The standard deviation suggests moderate variability in brand recall experiences among participants.

QUES 6 - Frequency of Purchases due to Endorsements:

- Mean: 2.38
- Median: 2.00
- Std. Deviation: 0.95 Interpretation:

The frequency of purchases influenced by Influencer endorsements shows a moderate level among participants. The mean and median proximity indicates a central tendency towards moderate purchase frequency influenced by endorsements. The standard deviation reflects variability in the frequency of purchase responses.

4.1.4   ANOVA Analysis

ANOVA (Analysis of Variance) tests are conducted to examine whether there are statistically significant differences in mean scores of Likert scale variables among different exposure levels to Influencer endorsements.

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Hypotheses:

- HO: There is no difference in mean purchase intention among customers exposed to none, low, medium, and high levels of Influencer endorsement.
- Hl: There is a difference in mean purchase intention among customers exposed to none, low, medium, and high levels of Influencer endorsement.

ANOVA Results Interpretation:

ONE WAY ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
QUES1	Between Groups	0.449	3	0.150	0.114	0.952
	Within Groups	129.130	98	1.318		
	Total	129.578	101			
QUES2	Between Groups	9.883	3	3.294	5.839	0.001
	Within Groups	55.293	98	0.564		
	Total	65.176	101			
QUES3	Between Groups	9.317	3	3.106	4.794	0.004
	Within Groups	63.478	98	0.648		
	Total	72.794	101			
QUES4	Between Groups	8.516	3	2.839	2.165	0.097
	Within Groups	128.474	98	1.311		
	Total	136.990	101			
QUES5	Between Groups	6.022	3	2.007	1.371	0.256
	Within Groups	143.478	98	1.464		
	Total	149.500	101			
QUES6	Between Groups	12.084	3	4.028	4.934	0.003
	Within Groups	80.004	98	0.816		
	Total	92.088	101			

The results derived from analysis of variance (ANOVA) are significant in bringing out the impact of exposure levels on various aspects of consumer behavior towards endorsements by influencers. It is justified to explore further the implications of such results while analyzing consumer attitudes and related behaviors.

Key Results (p < 0.05)

QUES2 - Consumer Buying Decision Influence:

The ANOVA test gave a statistically significant result with the p-value being 0.00 l. This shows that there are indeed significant differences in how exposure levels to Influencer endorsements affect participants' purchasing behaviors. Rejecting the null Hypotheses in this instance indicates that the different levels of exposure have a real effect on consumers' decision-making process in making purchases that are influenced by Influencer endorsements.

QUES3 - Memory of Major Endorsements

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Since the p-value is 0.004, ANOVA findings indicate considerable variation in participants' memory of situations under which Influencer endorsements have impacted their behaviors. This is a notable finding because it indicates that exposure levels contribute to the extent to which consumers remember and connect product endorsements to celebrities and influence their future behavior.

QUES6 - Rate of Acquisitions Due to Endorsements:

The 0.003 p-value signifies significant purchase frequency difference that is being driven by influencer endorsement at various exposure levels. The null hypothesis rejection here implies that varying levels of exposure not only influence purchasing behavior but also purchase frequency for endorsed products.

Meaning: Relative to these variables, the rejections of the null hypotheses underscore the important impact of exposure levels on consumer behaviors, such as purchase decisions, endorsement recall, and frequency of purchase of endorsed products. The results suggest that advertisers and marketers should carefully examine exposure strategies in order to maximize their impact on consumer behavior and attitudes.

Non-Significant Results (p > 0.05):

QUES l - Pay Attention to Influencer Endorsements:

The ANOVA test concluded a p-value of 0.952 and quite clearly shows there are no differences in the attention of participants towards Influencer endorsements based on different exposure levels. Failure to reject the null Hypotheses in this instance implies exposure levels do not make a significant contribution towards the attention of consumers towards Influencer endorsements.

QUES 4 - Trust in Endorsed Products:

Since at a p-value of 0.097 the ANOVA test results for trust in celebrity-endorsed products reveal no differences by exposure levels, the observation that consumers' trust in celebrity-endorsed products is relatively stable irrespective of exposure levels.

QUES 5 - Brand Recall attributable to Influencer Endorsements

The p-value of 0.256 shows there are no significant differences in brand recall among participants resulting from Influencer endorsements at varying levels of exposure. Not rejecting the null Hypotheses here shows that exposure levels do not have a significant effect on consumers' capacity to recall brands endorsed by Influencers.

Interpretation:

The insignificant findings for the variables verify that exposure levels have no significant effect on consumer attention to endorsements, trust in endorsed products, or brand recall for Influencer endorsements. Marketers might therefore need to reflect on other strategies other than varying exposure levels to affect these facets of consumer behavior.

Conclusion:

The ANOVA results provide valuable insights into the nuanced effects of exposure levels on different dimensions of consumer behaviour related to Influencer endorsements.

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Understanding these nuances helps marketers tailor their strategies more effectively to capture consumer attention, enhance trust, and maximize brand recall in endorsement contexts.

4.2   Qualitative Data Analysis

4.2.1   Brand Recall in a Influencer Advertisement

Q. You see a television commercial for a sports shoe brand featuring a famous cricketer Virat Kohli known for his aggressive batting style. The commercial showcases his power and agility. Can you recall the brand?
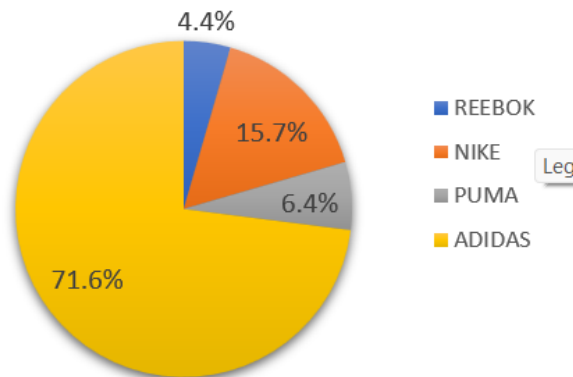

Based on the responses from 102 participants:

The overwhelming majority (71.6%) of respondents recalled the brand PUMA after viewing the commercial featuring, Virat Kohli. This suggests a strong association between Virat Kohli's endorsement and brand recall for PUMA among the surveyed individuals.

Q. While watching a commercial, you see a popular Bollywood actor Shah Rukh Khan endorsing a talcum powder brand. The ad emphasizes the product's refreshing fragrance and cooling effect. Can you recall the brand?

A significant majority (80.4%) of participants recalled the brand NAVRATNA after viewing the commercial featuring Shah Rukh Khan. This indicates a substantial impact of Influencer endorsement on brand recall, with the majority associating Shah Rukh Khan's endorsement with NAVRATNA.

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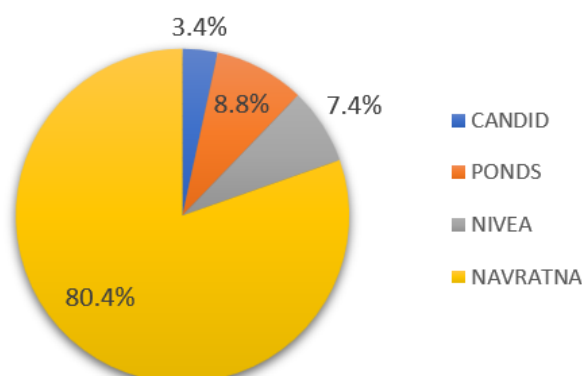
Conclusion: These results strongly suggest that Influencer endorsements, as seen in these commercials, significantly influence brand recall among consumers. The high percentages of brand recall for PUMA and NAVRATNA indicate the effectiveness of using well-known personalities like Virat Kohli and Shah Rukh Khan in marketing campaigns. Such associations can play a crucial role in shaping consumer perceptions and preferences towards specific brands.

4.2.2 Consumer Perspectives on Influencer Endorsements

Influencer endorsements have long been a staple in marketing strategies across various industries. The allure of associating a popular figure with a brand or product can significantly impact consumer behaviour, influencing perceptions, purchase decisions, and brand loyalty. However, the effectiveness of Influencer endorsements depends on various factors, including the Influencer's image, alignment with brand values, and consumer trust. This analysis delves into survey responses regarding consumer perceptions of Influencer endorsements, factors influencing their effectiveness, and strategies for companies to ensure successful endorsements.

Effectiveness of Influencer Endorsements

Survey respondents highlighted several key factors that contribute to the effectiveness of Influencer endorsements:

- Alignment with Brand Values: Consumers value endorsements where celebrities align with the brand's values and image. This alignment creates authenticity and enhances consumer trust.
- Consistent Image: Maintaining a positive and consistent image of the Influencer over time is crucial. Negative publicity or controversies can impact consumer perceptions of both the Influencer and the endorsed brand.
- Regular Evaluation: Continuous evaluation of consumer feedback allows companies to adapt their strategies, ensuring that endorsements resonate with target audiences and remain effective over time.

Trustworthy or Influential Figures

Consumers overwhelmingly trust experts in the relevant field (e.g., doctors recommending vitamins) more than celebrities. This finding underscores the importance of credibility and expertise when it comes to influencing consumer behaviour. While celebrities may gamer attention and recognition, expertise and trustworthiness play a more significant role in shaping consumer decisions, especially concerning product recommendations.

Factors Influencing Purchase Decisions

When considering a product endorsed by a Influencer versus a non-endorsed product, several factors influence consumers' final decisions:

- Reputation and Trustworthiness: Consumers prioritize brands and products endorsed by reputable and trustworthy celebrities.
- Alignment with Personal Values: Consumers are more likely to choose products endorsed by celebrities whose values align with their own beliefs and preferences.

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- Quality and Features: Product quality, features, and performance play a crucial role, often outweighing Influencer endorsements.
- Price: Pricing strategies significantly influence purchase decisions, especially when comparing similar products with and without Influencer endorsements.
- Reviews and Recommendations: Consumer reviews and recommendations, whether from experts or everyday consumers, heavily influence purchase decisions.
- Past Experiences: Previous experiences with a brand or product, coupled with endorsements, can sway consumer behaviour.

Impact of Influencer Endorsements on Consumer Behavior

The survey reveals both positive and nuanced impacts of Influencer endorsements on consumer behaviour:

- Increased Brand Recall and Credibility: Influencer endorsements enhance brand recall and credibility, especially among consumers who admire or relate to the endorsing Influencer.
- Positive Change in Brand Perception: Endorsements positively impact brand perception and may lead to increased sales and market share.
- Trust in Product Quality: Consumers often trust endorsed products' quality, assuming that celebrities use these products in their daily lives.
- Enhanced Brand Sympathy: Consumers feel more sympathetic towards brands endorsed by celebrities they admire or relate to, leading to increased brand affinity.

4.2.3 Consumer Preferences and Effective Strategies

Consumer Behavior Influencers

Consumer preferences and behaviours regarding Influencer endorsements vary widely:

- Trust in Endorsements: While some consumers trust Influencer endorsements and view them as indicators of product quality and credibility, others prioritize other factors such as reviews, personal experiences, and product features.
- Importance of Reviews: Consumer reviews, whether from experts or fellow consumers, significantly influence purchase decisions. Positive reviews can outweigh the impact of Influencer endorsements for many consumers.
- Product Suitability and Pricing: Consumers consider product suitability, pricing, and value for money when choosing between endorsed and non-endorsed products.
- Influencer's Usage: Endorsements gain more credibility when consumers believe that celebrities genuinely use and benefit from the endorsed products in their daily lives.

Effective Strategies for Endorsements

Based on survey insights and consumer preferences, companies can adopt several strategies to ensure effective Influencer endorsements:

- Alignment with Brand Values: Select celebrities whose values align with the brand's ethos and target audience preferences.

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- Authenticity and Relevance: Create authentic and relevant campaigns that resonate with consumers' aspirations, lifestyles, and values.
- Continuous Evaluation: Regularly monitor consumer feedback, market trends, and campaign performance to adapt strategies and maintain effectiveness.
- Product Quality and Reviews: Emphasize product quality, features, and performance in conjunction with endorsements. Positive consumer reviews and recommendations can significantly influence purchase decisions.
- Pricing Strategies: Offer competitive pricing while highlighting product value and benefits. Price perception often influences consumer behaviour irrespective of Influencer endorsements.
- Influencer Selection: Consider influencers with expertise and credibility in relevant fields. Collaborate with experts who can genuinely endorse product benefits based on their knowledge and experiences.
- Social Impact and Engagement: Incorporate social messages, causes, or engagement initiatives into endorsements to create a deeper connection with consumers beyond Influencer appeal.
- Local Collaborations: Partner with local influencers or brands to tap into specific market segments and cultural nuances effectively.
- Monitoring and Analysis: Track sales, consumer feedback, and brand sentiment post-endorsement to measure impact accurately and optimize future strategies.

Conclusion:

Influencer endorsements remain a powerful marketing tool, but their effectiveness depends on various factors, including consumer preferences, brand values, and campaign strategies. While celebrities can enhance brand recall, credibility, and consumer sympathy, other factors such as product quality, reviews, pricing, and personal experiences also significantly influence consumer behaviour.

Companies must carefully select celebrities or influencers aligned with their brand values, continuously evaluate campaign performance, prioritize product quality and value, and engage with consumers authentically to ensure sustained effectiveness in Influencer endorsements. By understanding consumer preferences and adopting relevant strategies, brands can leverage Influencer endorsements as part of a comprehensive marketing approach to drive brand awareness, trust, and ultimately, sales.

4.3 Findings

- Consumer Influence and Trust: The survey clearly reveals that consumers trust professionals in the relevant field more than celebrities when endorsing products. Consumers place their trust in them based on their perceived knowledge, credibility, and experience rather than celebrities whose endorsements are perceived as being motivated by money.
- Drivers of Purchase Decisions: Although Influencer endorsements can make a claim, there are a number of drivers that heavily impact consumers' ultimate purchase decisions. They are product quality, features, price, brand reputation, consumer

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reviews, compatibility with personal values, and previous experiences. Consumers value these drivers higher than Influencer endorsements, which reveals the power of tangible product value and benefits.

- The Effectiveness of Influencer Endorsements: Even as consumers prioritize expertise over Influencer influence, endorsements can still contribute to a positive effect on brand recall, credibility, and consumer sympathy. When they are aligned with brand values and done genuinely, Influencer endorsements can reinforce brand perception and drive sales, particularly from consumers who respect or identify with the endorsing Influencer.

- Consumer Skepticism and Authenticity: Consumers increasingly distrust endorsements that are seen as inauthentic or for financial purposes. Consistency in a positive image of the endorsing Influencer and real product experiences are essential to overcome scepticism and establish long-term consumer trust.

- Different Consumer Preferences: Consumer preferences for endorsements are quite different. Some consumers regard Influencer endorsements as preferred indicators of product quality and authenticity, while others may prefer peer reviews, personal experiences, product features, and price.

CHAPTER 5 CONCLUSION

Influencer endorsers have been a marketer's best friend for ages, serving the purpose of being able to influence consumer behavior effectively. But in today's ever evolving marketplace, it is more important than ever to understand consumer trends and perception toward Influencer advertising in order to have a successful marketing campaign. This research would examine consumer attitudes and preferences and the impact of Influencer endorsements in various product categories. The article reveals insightful applications of the research for businesses to optimize their marketing efforts and strengthen their brand-consumer relationships.

5.1   Key Findings

Consumer Trust and Influence: ·   The results of the survey revealed an important trend that most consumers are more likely to trust endorsements of products from experts in the field rather than from celebrities. This trust is based on viewing experts as more credible, knowledgeable, and genuine than celebrities whose endorsements are often seen as mercantile.

Factors make consumers decide to buy: An influencer endorsement might grab attention, but there are some important influences that ultimately determine whether the consumer buys it or not. These factors include the quality of the product itself, its features, pricing, brand recognition, consumer ratings, how it alignment with personal values, and past experiences. Consumers prioritize these factors over Influencer endorsements, emphasizing the importance of tangible product benefits and value.

Effectiveness of Influencer Endorsements: Even though expert endorsements are preferred, the study indicates that the endorsement of Influencers can still result in positive effects on recall of the brand, credibility, and sympathy·   from consumers. Authenticity and fit with brand values are imperative in this case. Strategically executed Influencer endorsements can improve brand perception and resultantly boost sales, particularly among those who respect or identify with the endorsing Influencer.

Consumer Skepticism and Authenticity: There is a growing consumer scepticism towards endorsements perceived as inauthentic or solely·   driven by financial motives. Maintaining a consistent and positive image of the endorsing Influencer, along with genuine product experiences, emerges as a key strategy to combat scepticism and build lasting consumer trust.

Diverse Consumer Preferences: Consumer preferences regarding endorsements vary widely. While some consumers value Influencer endorsements as indicators of product quality and credibility, others prioritize peer reviews,·   personal experiences, product features, and pricing. This diversity underscores the need for targeted and personalized marketing approaches.

5.2   Implications and Recommendations

Strategic Influencer Choice: Businesses must undertake a careful process of choosing celebrities or influencers with whom their values, image, and audience are aligned. Partnering with specialists in relevant areas can similarly increase credibility and consumer trust.

Authenticity and Relevance: Authenticity is still key in marketing campaigns. Brands ought to craft authentic and relevant stories that connect with consumer aspirations, lifestyles, and

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values. Emphasizing true product advantages together with Influencer promotions boosts authenticity.

Ongoing Assessment and Adjustment: Regular checks on consumer opinion, market trends, and campaign outcomes are crucial. Businesses ought to act fast when any negative publicity or controversy on endorsing celebrities arises to maintain brand credibility.

Product Quality and Value Proposition: Focusing on product quality, features, price, and value proposition is critical. Tangible value and satisfaction of consumer needs can overshadow the influence of Influencer endorsements by themselves.

Incorporating Social Impact: Endorsing social messages, causes, or participation initiatives creates a stronger emotional association with consumers. Portraying the company's focus on social responsibility and ethical standards increases loyalty.

Collaboration with Local Influencers: Collaboration with local influencers or brands effectively targets niche market segments, local nuances, and geographic preferences. Local collaborations increase brand relevance and consumer engagement.

Transparency and Honesty: Transparency in endorsement contracts and honesty that endorsing celebrities use and support the products they endorse is important. False claims can result in consumer mistrust.

Consumer Education: Informing consumers on the logic behind endorsements, product advantages, and conformity to consumer demands generates trust and ensures long-term associations.

Optimizing Digital Channels: Utilizing digital channels for targeted promotions, influencer partnerships, and interactive content is critical. Tracking digital analytics offers insights in optimizing strategies and monitoring campaign performance.

5.3   Conclusion

Finally, knowing consumer behaviour is crucial for developing effective marketing strategies, particularly with regards to Influencer endorsements. Though consumers believe experts more, Influencer endorsements can still be an effective way of helping brands get remembered and build credibility if used authentically and strategically. By keeping authenticity paramount, being consistent with brand values, highlighting product quality, and using consumer insights, companies can effectively overcome the complexities of consumer behaviour. Ongoing evaluation, adaptability, and innovation continue to be cornerstones for successful sustainable marketing in the modern competitive world.

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These references cover a range of sources including academic journals, industry reports, online platforms, and government guidelines, providing a comprehensive foundation for understanding consumer behaviour and the impact of Influencer endorsements in marketing strategies.

CHAPTER 7 ANNEXURE

7.1 Questionnaire

1. Name:

2. Age:
   Options:
      a. 18-24 years old
      b. 25-34 years old
      c. 35-44 years old
      d. 45-54 years old
      e. 55+ years old

3. Gender:
   Options:
      a. Male
      b. Female
      c. Other

4. Occupation:
   Options:
      a. Student
      b. Employee
      c. Homemaker
      d. Retired
      e. Other (with "Other" as a short answer option)

5. Monthly Income:
   Options:
      a. Below 20,000
      b. 20,000-50,000
      c. 50,000-1,00,000
      d. Above 1,00,000

6. How often do you pay attention to celebrities who endorse products in advertisements? (QUES1)
   Scale: 1 (Always) to 5 (Never)

7. In your opinion, how much do Influencer endorsements influence your purchasing decisions? (QUES2)
   Scale: 1 (Not at all) to 4 (Very much)

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8. Can you recall a recent instance where a Influencer endorsement influenced your decision to buy a product? (QUES3)
   Options:
   a. No
   b. Maybe
   c. Yes

9. If you answered YES (3) to the previous question, please select the category that best describes the product you tried: (Choose only one)
   Options:
   a. Apparel or footwear (e.g., clothing line endorsed by an athlete)
   b. Beauty or personal care product (e.g., makeup line endorsed by a Influencer)
   c. Technology or electronics (e.g., headphones endorsed by a musician)
   d. Food or beverage (e.g., protein drink endorsed by a fitness personality)
   e. Other (with "Other" as a short answer option)

10. On a scale of 1 (strongly disagree) to 5 (strongly agree), how much do you agree with the following statement: "A product endorsed by a Influencer I admire is more trustworthy." (QUES4)
    Scale: 1 (Strongly disagree) to 5 (Strongly agree)

11. On a scale of 1 (strongly disagree) to 5 (strongly agree), how much do you agree with the following statement: "I am more likely to remember a brand if it is endorsed by a Influencer." (QUES5)
    Scale: 1 (Strongly disagree) to 5 (Strongly agree)

12. In the past year, how many times have you purchased a product because a Influencer you admire endorsed it? (QUES6)
    Options:
    a. 0 times
    b. 1-2 times
    c. 3-5 times
    d. 6 or more times

13. You see a television commercial for a sports shoe brand featuring a famous cricketer Virat Kohli known for his aggressive batting style. The commercial showcases his power and agility. Can you recall the brand?
    Options:
    a. REEBOK
    b. NIKE
    c. PUMA
    d. ADIDAS

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14. In your opinion, how can companies ensure that Influencer endorsements are effective in influencing consumer behaviour?

15. If you are considering buying two similar products, one endorsed by a Influencer and the other not, what factors would influence your final decision?

16. While watching a commercial, you see a popular Bollywood actor Shah Rukh Khan endorsing a talcum powder brand. The ad emphasizes the product's refreshing fragrance and cooling effect. Can you recall the brand?
   Options:
   a. CANDID
   b. PONDS
   c. NIVEA
   d. NAVRATNA