



ALLIANCE UNIVERSITY

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A STUDY ON “THE INFLUENCE OF INFLUENCER MARKETING ON CUSTOMER BEHAVIOUR.”

A dissertation report submitted in the partial fulfilment of the requirements of the degree of
Master of Business Administration

Submitted by:

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2022MMBA07ASB350

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I confirm that this report titled “THE INFLUENCE OF INFLUENCER MARKETING ON CUSTOMER BEHAVIOUR.” truly represents my work undertaken as a part of my dissertation. I certify that this report represents my ideas in my own words and where others' ideas or words have been included, I have adequately cited and referenced the original sources. I also certify that I have adhered to all principles of academic honesty and integrity and have not misrepresented or fabricated or falsified any idea/data/fact/source in my submission. The work has not been submitted to any other Institute for any degree or diploma. I understand that any violation of the above will be cause for disciplinary action by the Institute and can also evoke penal action from the sources which have thus not been properly cited or from whom proper permission has not been taken when needed.

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This is to certify that Mr. G. Vinod Kumar Regn. No. 2022MMBA07ASB350 has completed the dissertation titled “THE INFLUENCE OF INFLUENCER MARKETING ON CUSTOMER BEHAVIOUR.” under my guidance as part of the dissertation, serving as partial fulfilment of the requirements for the degree of Master of Business Administration.

Signature of Faculty Guide:

A handwritten signature in blue ink, appearing to read "Rahul", with a long horizontal stroke extending to the right.

Name of the Faculty Guide: Prof. RAHUL GOEL

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Acknowledgement

I would like to acknowledge and express my gratitude to all those who made it possible for me to complete the report on “THE INFLUENCE OF INFLUENCER MARKETING ON CUSTOMER BEHAVIOUR”. Firstly, I would like to acknowledge my faculty mentor, Prof. .RAHUL.GOEL , who guided me throughout this dissertation period. Also, thanking my guide for overseeing my work, helping me push through my limits, and bringing out the best of my abilities.

Secondly, I would like to thank the faculty from Alliance School of Business to help me learn complex concepts during my MBA course in an easy manner.

Lastly, I want to thank all the people who have supported me in completing my report, directly or indirectly.

ABSTRACT

Top audience who posts can affect how audience shop and purchase things. When businesses partner with these big names, they can reach more audience and shape preferences and get. Why? Fans are ethical and feel devoted to the audience they track, so their words hold weight.

By linking with big names to make real posts that click with audience, businesses can reach their reach, likes, and sales. The relationships 'tween big names and fans can shape how audience view and act on a brand or item.

In sum, when businesses tap big names who are known and liked, it is a potent tool to get audience to purchase in and preserve them intimate.

As of late, businesses have used influencer posts to reach audience and sway their buys. This work looks to dig into how this shapes how audience shop, what makes it effective, and the elements it drives decision-making processes.

This review also digs into how posts on the web surrounding these campaigns and the right tool to do them. Key finds are that real talk and clear ties 'tween businesses and big names are a crucial to preserve ethical in place.

All in all, this study adds to what we know of how influencer posts affect audience' buys. It gives those who sell things good tips for how to make their campaigns with big names work best.

CHAPTER 1

INTRODUCTION

Influence ads, known as influence ads, pair with influencer on socials to promote stuff. The individuals have fans who trust them and may buy what they say. This grows the reach and aim of ads.

It works by using the trust individuals have earned. When they tout an item, fans think it is authenticity since they see the name as a pro. This lifts brand buzz and sales.

Sway ads shape how people purchasing, see brands, and set fads. Firms gain by teaming up with individuals that match their brand and crowd to boost loyalty.

Digital realms and socials have changed how ads work significantly. Sway ads are a notable development of this and now multibillion-dollar. The goal? Plug things via big socials individuals.

Researchers and make ads concerned how influence ads impact how we purchasing. What they insight can shape ad plans and show how we purchasing now. The web and socials have shaken things up, and influence ads are expanded. Brands that get it right can score big with the right individuals on their team.

This study aims to probe mechanisms from those with sway affects what consumer purchase, think of brands, and trust. It hopes to add to what we know of ads now by looking at mechanisms from big names study and change how we shop.

This study will clarify how influencer ads change our buys through deep exciting review and empirical tests. It offers recommendations for ad experts who want to incorporate this potent tool in their ads too.

Objective of the study:

The goal is to evaluate how positively influencer ads tweak what we do and find what makes a influencer ad successful or unsuccessful. It looks at kinds of stars (celebs, digital stars, experts), platforms (Insta, YouTube, TikTok), ad techniques (sponsored posts, reviews, partnerships), and how to measured influencer ads' sway (brand awareness, techniques to purchase, loyalty, etc.).

Scope of the study:

The study may also dig into influencer ad problems and ethical, like being empirical, transparency, and the risk of being manipulation. The main objective is to give information to help ad consumer incorporate influencer ads to impact how consumer shop positively.

CHAPTER 2

LITERATURE REVIEW

Companies have found a strong way to reach their audiences and change how consumer shop through influencer social media. This exciting literature looks at the parts of this type of ads and how it shifts what consumer purchase.

The definition and development of influencer marketing:

When companies team up with consumer who have a big fan base social media and are seen as pros in their field to plug goods and help, this is known as ads with consumer who have clout. It is changed a lot as sites like Instagram, YouTube, and TikTok have grown, where these consumer reach tons of fans with one post.

Influencer Types:

You can sort these consumers by their reach and fan count. Some types are: small time with a few K fans but high ties, bigtime with 100K+ fans and a niche crowd, and tiny with a few 100 fans but big sway.

Influencer marketing's Effect on Consumer Behaviour:

Many studies have looked at how this shapes shops. One found that consumer trust plugs from big names more than plain old ads. One more showed it can really raise the odds a fan will purchase.

Factors Affecting Influencer Marketing Campaign Effectiveness:

A few things play into if these ads work, like: how the big name fits the brand, how real their posts seem, how into it the crowd is, and how clear the partnership with the brand is.

Challenges and Ethical Issues:

Though this type of ads can work well, it has some difficulties and ethical issues to consider. These worries are about being clear and saying when the star was compensated to endorsed goods and not disclosing the link to the brand that compensated them. Doubts come up on if the words of the star are legitimacy and if the star may endorse things that approach not fit their fans.

Future Directions:

As this field keeps growing, more work should comprehend learning the long-term changes in how buyers act and should dig into new ways and plans for influencer marketing.

In the end, influencer marketing has come to be a strong thing in how brands sell, and can sway how people shop and help brands develop. Still, brands must approach this kind of ads with openness and being sincerity to make their ads work best and to earn the trust of the crowds.

CHAPTER 3:
RESEARCH METHODOLOGY

Sampling Method:

Pop set: Note the age range, place, and how they shop.

Sampling Technique: Go for chance, levels, or ease based on the pop and goals.

Sample Size: Use math or tech to get the right count.

Statistical Tools:

Descriptive Statistics: Find the mid, mode, spread, and more to show what the group is like.

Inferential Statistics: Use math like lines, ties, tests, and ANOVA to see how influencers shape how people shop.

Research Instrument:

Data Collection: Use polls, talks, or watching people to get facts.

Measurement Scales: Use the right tools to track things like views and facts.

Questionnaire Design:

Objective: Clearly define the research objectives and hypotheses.

Plan it out: Make clear parts with steps that flow.

Question Types: Use pick lists and free text to get amounts and thoughts.

Try it out: Test with a few to make it better.

Hypothesis Formulation:

Main idea (H0): Influencers do not really shape how people shop.

Other idea (H1): Influencers do shape how people shop.

Data Analysis Plan:

Say what math you will use to test your ideas.

Tell how you will read it all to find what is what.

Ethical Considerations:

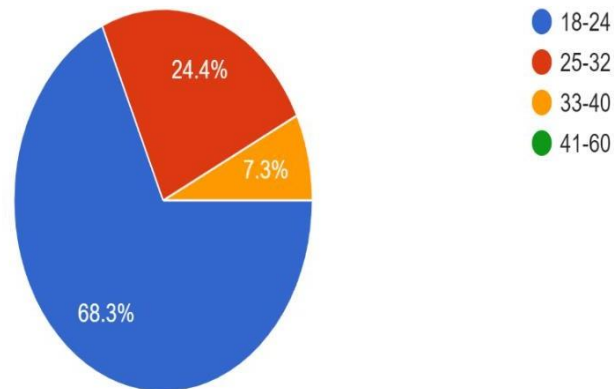
Make sure it is all on the up and up: Get the okay, keep it hush hush, and do not hurt people.

CHAPTER 4
DATA ANALYSIS &
INTERPRETATIONS

1

Age

41 responses



INTERPRETATIONS:

The facts show the spread of age in each set. The stats tell what part of the whole group fits in each age range.

Many, or around 68%, are teens to young adults. This young group is likely new to work or in higher education.

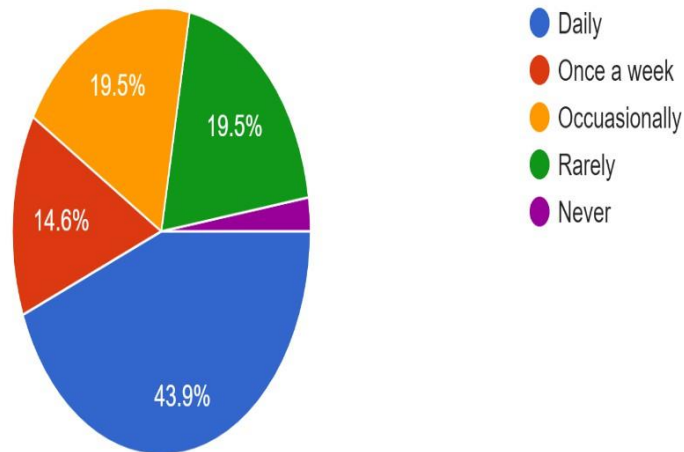
The 25 to 32 set makes up a large chunk too, but less than the young group. They may be more set-in jobs but still on the rise.

Just 7.3% are 3340 years old - a small part in their late 30s to early 40s. They tend to be in more firm spots in work, with more knowhow and tasks than those who are young.

The group has no one old, so it may not show all age types

How often do you follow influencers on social media platforms?

41 responses



INTERPRETATIONS:

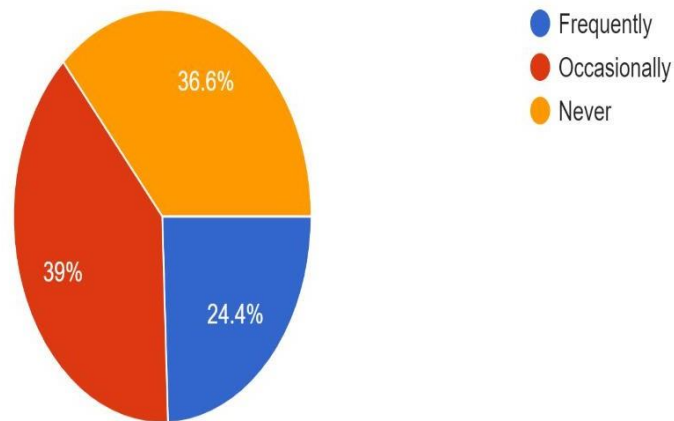
The stats show a big part follow famous people on the web each day, with more than 40% doing so. This high day today engagement hints that those with pull play a key role in what many view and take in each day. This may shape preferences, opinions, and purchasing decisions. A good deal still check posts once a week or here and there, but not quite as much. Few say they do not look at the posts much or at all, which means individuals do tune in to some point, even if not a ton.

The data shows those who influencing are a significant on the web, and individuals keep tabs on them a lot.

3

Have you ever purchased a product or service based on an influencer's recommendation?

41 responses



INTERPRETATIONS:

Stats you gave hint at the big role of influencers buyers. While near one in four (24.4%) say they buy products or services based on recommendations from influencers them a lot, a big segment (39%) do this now and then. This shows influencers have a large impact on what people choose.

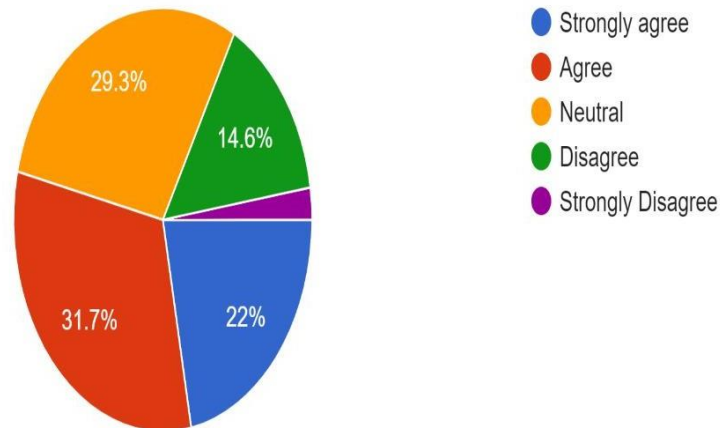
The last 36.6% who say they do not buy based on recommendations from influencers may mean some who are less moved by their words or may not have seen one who strikes a chord with them yet.

These stats stress the might of influencers in ads to mold what people like and drive buys. For firms, knowing how to leverage influencers well to reach and engage target audience can be a valuable plan in the web world now.

4

Do you believe that influencer marketing has influenced your purchasing decisions in the past year?

41 responses



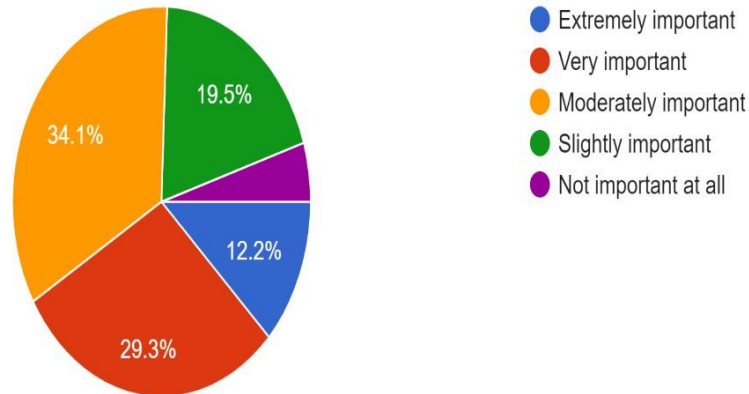
INTERPRETATIONS:

The facts show a big segment of respondents have let ads by influencers change our buys in the last year. About 53.7% say yes or strongly yes that these ads have changed what they bought. This shows a large effect of influencers on what we choose to buy. But, close to 44% are on the fence, say no, or strongly no - which hints these ads may not work the same for all. Things like what is being sold, how authenticity the one who sways seems, and if their posts relevance with what the crowd interests are all valuable in how well these ads work. So, firms should weigh these criteria with care when using influencers in ads to have the most impact.

5

How important is the authenticity of an influencer's recommendation in your decision to purchase a product?

41 responses



INTERPRETATIONS:

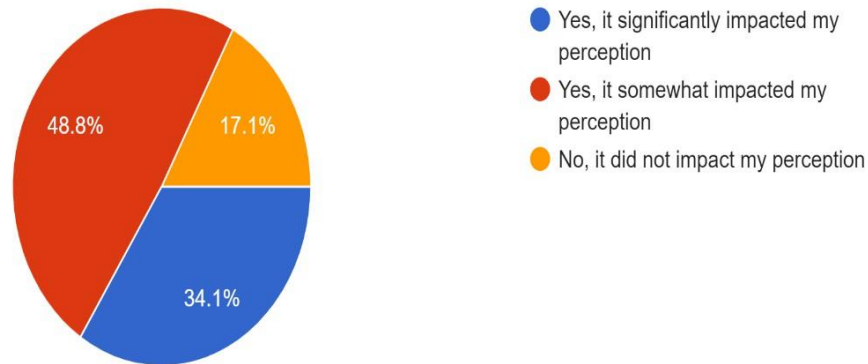
The facts show that when respondents choose to behaviour stuff, a big chunk of them care a lot if the marketing from a influencer seems real. To be clear, 12.2% say it's key, and 29.3% think it ranks high. So, over 41% put a big stress on a true feel. On top of that, 34.1% call it quite importance, which drives home the weight of a real vibe in how buys go down. Still, we should note that 19.5% say it has just a small role, a sign that for some - not huge but worth a look - other things may matter more.

This data sends a loud note that a real tone is huge for how well a influencer's plug works, a core point brands should weigh when they team up with stars.

6

Have you ever felt misled by an influencer's recommendation? If so, how did it impact your perception of the brand?

41 responses



INTERPRETATIONS:

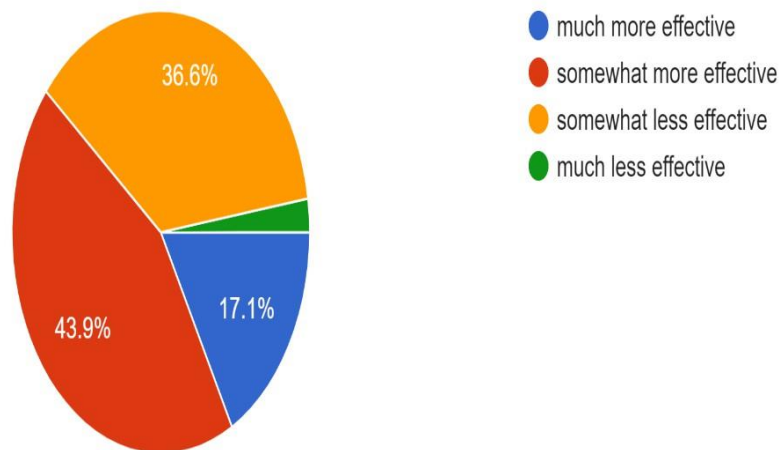
The numbers say that most respondents (82.9%) have had their perception impact due to a influencer's recommendation, with 34.1% hit hard and 48.8% hit a fair bit. that is a big sign of the sway stars have on how respondents see things. Since just 17.1% said no change to their take, it seems stars' recommendations tend to pack a punch.

Brands should take a hard look at who they collaborating and make sure the marketing fits their vibe. respondents do tune in to what stars say, so any offkey notes from the influencer and brand could sour perceptions and may ding the brand's rep. It also means stars should keep it real to help respondents trust what they say.

7

Do you think that influencer marketing is more effective than traditional advertising in influencing consumer behavior?

41 responses



INTERPRETATIONS:

The stats show most think ads by influencer work more than old ways to get consumers to buy. Most who took the poll (61%) hold ads by influencer work a bit more (43.9%) or lots more (17.1%) than old ways to sell. This shows more and more see the force influencer have on what we choose to buy.

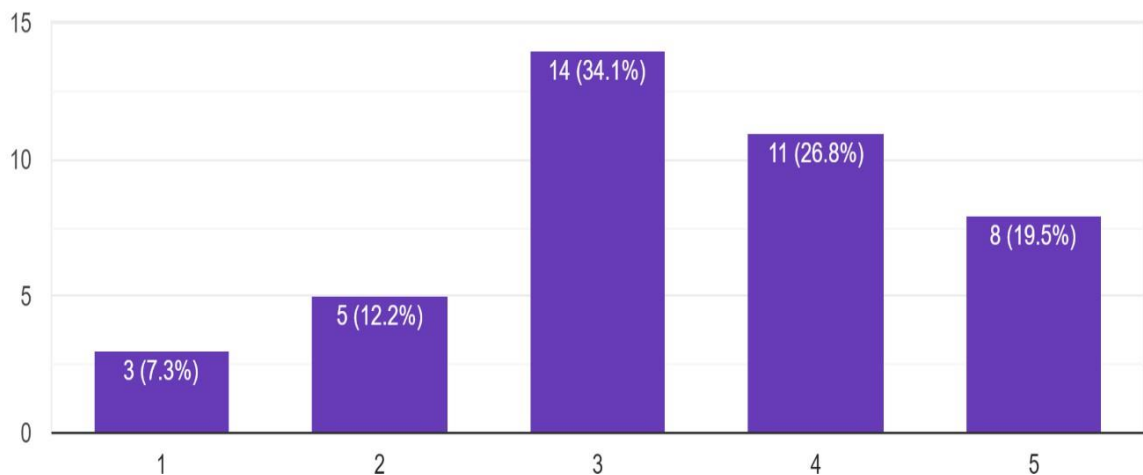
Still, a significant chunk (36.6%) also think ads by influencer do not work quite as well, which means some still doubt how well they stack up to old ways to sell. How well they work can change based on what is sold, who is bought to, and other bits. All in all, the stats show while ads by influencer help sell stuff, there is still room to grow and learn more on how they get us to buy.

8

How likely are you to research a product recommended by an influencer before making a purchase?

On a line of 1 to 5

41 responses



INTERPRETATIONS:

This data suggests that a significant portion of consumers are inclined to research a product recommended by an influencer before making a purchase.

The highest likelihood falls within the range of 2 to 3, indicating that 34.1% of respondents are moderately likely to engage in research. This reflects a moderate level of trust in influencer recommendations but with a healthy skepticism that prompts further investigation.

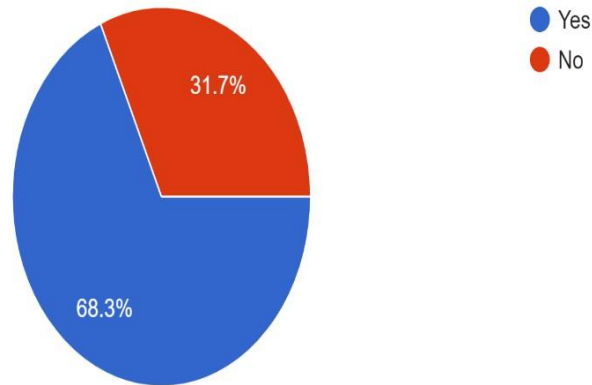
The next highest likelihood falls within the range of 3 to 4, showing that 26.8% of respondents are somewhat likely to conduct research. This indicates a substantial portion of consumers who are willing to validate influencer endorsements but might require more assurance before committing to a purchase.

Overall, the data underscores the significant impact influencers have on consumer behaviour, with many consumers valuing their recommendations but also exercising caution by conducting additional research.

9

Have you ever purchased a product solely because it was endorsed by an influencer, even if you did not initially intend to buy it?

41 responses



INTERPRETATIONS:

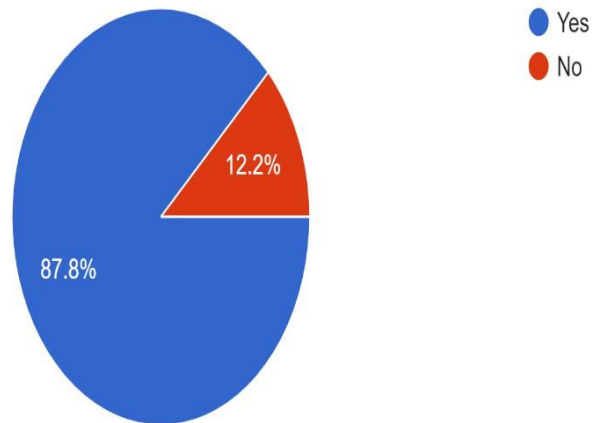
Around 68.3% of people have been swayed by posts from influencers to buy things they did not plan to get at first, a stat indicates. This fact stresses the persuasive pull such ads have on what people choose to spend on; influencers can change minds and get people to open their wallets. It also indicates how key it is for brands to partnerships with stars if they wish to boost reach and sales.

Yet, a sizable of people - 31.7% - do not fall for star plugs, which means brands must think hard on how to hook all sorts of consumers with their ads.

10

Do you think that influencer marketing has a greater impact on younger consumers compared to older consumers?

41 responses



INTERPRETATIONS:

Yes, from the stats, it seems star ads impact best on the young vs. the old. A huge slice of respondents - 87.8% - think star posts sway youth more. Why? Youth may spend more time on platforms where stars plug things, and trust stars they relate to or look up to more.

The few - 12.2% - who think star ads do not impact more on youth may feel the old are just as moved by them, or that youth buy things for other reasons.

CHAPTER 5

FINDINGS

Brands now use a hot way to reach influencer they want to sell to. It's called "influencer work." This means using people with many fans on sites. The goal? Get those influencers to plug products or services.

studies looked at how this changes customer behaviour. They checked how well these ads work, what kinds of influencers sway influencer most, and the mind tricks that make it happen.

One big find? Influencer marketing can change how buyers act in a big way.

For instance, Gupta and Dogra (2020) saw that influencer tend to buy things more if an influencer they like says to do it. Also, Lee et al. (2018) found that influencer marketing can make influencer brand awareness and brand loyalty.

But it matters how real and honest the influencer seems. Studies show we trust recommendations more from influencers who come off as authentic. So brands need to select influencer who align their values and truly connect with their fans.

The person must fit the brand and who they want to reach. Research proves that when an influencer fits with a brand and its target group, they can shape shopping habits better.

Studies have found the form of posts by people with pull can change how well they work. et al. (2019) saw vids made by such people drove buys more than pics or text did.

The data on how posts by influencer shape how we shop show it can be a strong tool for brands to reach and pull in the people they want. But brands must intent posts with care and think hard on how real, apt, and well made the posts are to get the most bang for their buck.

CHAPTER 6

CONCLUSION

Posts by influencer, known as posts with pull, have grown to be a strong way for brands to link up with consumer and get consumer to purchase. As posts on the web took off, people with pull gained a lot of sway. They hold sway on what their fans choose to purchase and mold how we shop. This work set out to look at how posts with pull change how we shop by looking at how they shape how we pick what to purchase and if we intent to purchase.

This work's data show that posts with pull can have a big effect on how we shop. We see people with pull as those credible to tell consumer straight, and recommendations can sway how we see things and preferences. Via their posts, brands can reach just audiences and form real ties with consumer that lead to more people knowing their name and more people who stay true to brands.

One key thing this work found is that we tend to trust what people with pull say more than traditional. Why? We see brands as more like consumer and more real. What they post seems more trustworthy. So, we are more open to what they tout and more prone to purchase from brands they give a thumbs up to.

A key point is that ads from those with pull can spur buys and credibility buy intention. Those who heed these people tend to mull buys of factors or aid recommended by them. This stems from how they showcase factors in a way that contextually and appealing, which stirs want in those who view it.

Plus, this work found that ads from influencer can sway how people decision-making. They can stir up a sense of now or never and FOMO in consumers, which spurs impulsive buys. what is more, these VIPs can lead the way in perceptions and feel about certain brands or goods.

One must also note that how well ads from known names work rests on many factors, such as how credibility and relevant the name is, how good the text or art is, and how well the face and brand mesh. To make sure these ads ensure, brands must pick those who match their ideals and core crowd with care.

Ads from those with clout have emerged as a powerful means for brands to engage consumers and spur buys. These names can impact perceptions and like factors, which boosts brand awareness and loyalty. Still, many factors shape how well these ads work, so brands must plan and ensure to get what they want.

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