



ISSN (E): 2277-7695
ISSN (P): 2349-8242
NAAS Rating: 5.23
TPI 2023; SP-12(8): 667-669
© 2023 TPI

www.thepharmajournal.com

Received: 09-06-2023

Accepted: 19-07-2023

N Nivetha

MBA, Department of
Agricultural and Rural
Management, Tamil Nadu
Agricultural University,
Coimbatore, Tamil Nadu, India

Dr. M Chandrakumar

Professor, Department of
Agricultural and Rural
Management, Tamil Nadu
Agricultural University,
Coimbatore, Tamil Nadu, India

Dr. D Muruganathi

Associate Professor (ARM), O/o
New Dean (Agri), TNAU,
Coimbatore, Tamil Nadu, India

Dr. V Anandhi

Associate Professor, Computer
Science, Department of Physical
Science and Information
Technology, TNAU, Coimbatore,
Tamil Nadu, India

Dr. E Parameswari

Associate Professor (ENS),
Nammalvar Organic Farming
Research Centre, TNAU,
Coimbatore, Tamil Nadu, India

Corresponding Author:

N Nivetha

MBA, Department of
Agricultural and Rural
Management, Tamil Nadu
Agricultural University,
Coimbatore, Tamil Nadu, India

Explore the role of influencer credibility, experience and appearance on consumer purchase intent

N Nivetha, Dr. M Chandrakumar, Dr. D Muruganathi, Dr. V Anandhi and Dr. E Parameswari

Abstract

The purpose of this research is to explore the role of influencer credibility, experience and appearance on consumer purchase intent based on age, gender, occupation and monthly salary of the consumers. This study was examined through the data collected by the questionnaire through online survey. Percentage analysis and factor analysis were used to analyze the data. Results show that the influencer marketing will continue to develop, and for influencers hoping to have a long-lasting influence on the purchasing decisions of their devoted followers, an emphasis on credibility, experience, appearance, and awareness of customer perception will be essential.

Keywords: Purchase intent, influencer marketing, credibility, experience, appearance

Introduction

Influencer marketing has become a crucial part of firms' marketing efforts, but marketers are still poorly informed on its broadness, effectiveness, and potential risks ^[1]. Social media celebrities, also known as vloggers on YouTube, have a significant impact on the purchasing decisions of their youthful fans. They provide their followers with insight into the companies they love and use in their everyday lives, and they even provide them with specific recommendations for things they should use or avoid ^[2]. Influencer marketing has become a potent tool for businesses to interact with their target audience. Influencer credibility, expertise, and attractiveness are some of the primary characteristics that determine influencer marketing efficacy. How consumers interpret the opinions of these individuals in their online interactions has a big impact on their intention to buy ^[3]. With the advancements in the field of social media, influencers are not just limited to making product recommendations but also have a number of new paths open up, setting the groundwork for chances to build brand equity and influence consumer behavior ^[4]. Endorser's attractiveness influences a favorable match, and credibility has a substantial impact ^[5]. With this background, the study was orchestrated with the objective:

- To explore the role of influencer credibility, experience and appearance on consumer purchase intent.

Review of Literature

Ahmad, A.H., Idris, I., Mason, C. and Chow, S.K., 2019 discovered that will give marketers for companies new information on what aspects of youthful celebrity endorsements in social media commercials will appeal to young consumers. Businesses today invest in advertising to create their brand image, particularly social media advertising and celebrity endorsements ^[6].

Chopra, A., Avhad, V. and Jaju, A.S., 2021 found that marketers think that consumers are now paying attention to and following common influencers. One of the best instances of individuals with more than 1,000 followers who are opinion leaders in their own right on social media is LinkedIn, where they express their opinions and ideas that influence others' opinions. One may get a sense of the power of viral marketing, in the opinion of marketers, from the comments thread, shares, and reposts ^[7].

Weismueller, J., Harrigan, P., Wang, S. and Soutar, G.N., 2020 discovered that the number of followers has a beneficial impact on the attractiveness, reliability, and buying intent of a source. Overall, this article adds a novel perspective to the literature on product endorsement, demonstrating how Instagram may be effectively used to raise consumer purchase intention through the use of social media influencers and advertising transparency ^[8].

Sharma, A., Dwivedi, R., Mariani, M.M. and Islam, T., 2022 demonstrated that advertising irritation is a powerful negative moderator that greatly lowers overall advertising effectiveness and that advertising value has a bigger effect on purchase intention than attitude toward advertising. Various levels of predictor need are also revealed by NCA results. These results can aid marketers in enhancing their plans to increase the efficiency of digital advertising [9].

Materials and Methods

A questionnaire was used to gather information from 100 sample respondents in an online survey. The methods utilized

in this study to examine the data include simple percentage analysis and factor analysis. Consumers of millet-based food products demographics were examined using a simple percentage analysis. The respondents can be categorized according to their desire to purchase using factor analysis. The credibility, experience, and appearance of the influencers on customer buying intent are grouped using the factor analysis. As a result, the research has to specify three elements.

Results and Discussion

Table 1: Demographic characteristics for consumers

No	Particulars	Number of Consumers (N=100)	Percentage
1	Age		
	18-24	76	76
	25-34	14	14
	35-55	7	7
	Above 55	3	3
2	Gender		
	Male	38	38
	Female	62	62
3	Occupation		
	Student	51	51
	Employee (Public)	34	34
	Employee (Private)	7	7
	Business	8	8
4	Monthly salary		
	Below 30000	68	68
	30000 – 50000	15	15
	50000 - 100000	13	13
	Above 100000	4	4

From Table 1, it was inferred that 76% of consumers are between the age group of 18-24, 14% of consumers are between 25-34, 7% are between 35-55 and 3% are above 55. The consumers between the age group of 18-24 are aware of influencer marketing towards Millet based food products. 38% of consumers are male and 62% of consumers are female. Thus, females are more aware. 51% of the consumers are students, 34% of consumers are public sector employee,

7% of consumers are private sector employees and 8% of consumers are doing business. Thus, the students are more aware of influencer marketing towards Milet based food products. 68% of Consumers monthly salary is below 30000, 15% of consumers monthly salary ranges between 30000-50000, 13% of consumers monthly salary is between 50000-100000 and 4% of consumers.

Table 2: Factor analysis for the consumers purchase intention

	Component		
	1	2	3
Influencer marketing helps me discover new consumer products that I might not have known otherwise	0.816*		
Influencers' opinions to make better-informed decisions about consumer products	0.715*		
Connected to a brand when its products are promoted by Influencers I follow	0.705*		
Actively engage with influencer marketing content related to consumer products	0.697*		
Influencer marketing plays a significant role in shaping my buying decisions	0.675*		
Influencer marketing creates a sense of urgency to buy consumer products	0.649*		
Made impulsive purchases based on influencer marketing recommendations	0.602*		
I trust product recommendations		0.822*	
Transparency of influencer-brand partnerships influences my trust in product recommendations		0.646*	
I am more likely to trust an influencer's recommendation for a consumer product if they have used it personally.		0.625*	
Influencer's expertise in the domain of the consumer product influences my buying decision		0.588*	
Purchase a consumer product if it is recommended by an influencer i trust		0.566*	
Influencer marketing helps me stay up-to-date with the latest consumer product trends		0.541*	
influencer's appearance and presentation influence my perception of the recommended product			0.905*

From the Table 2, it was inferred that the fundamental elements that underlie the correlations between the variables in the dataset have been successfully identified and

categorized into three separate categories: "Experience," "Credibility," and "Appearance." These elements give the data a more economical representation.

Conclusion

Influencers have emerged as potent persuasive tools in the dynamic world of digital marketing, able to sway consumers' opinions and purchasing patterns. The study's conclusions confirm the crucial roles that influencer credibility, experience, and appearance play in motivating customers' buy intentions. A carefully designed and unified aesthetic not only improves the way customers perceive the influencer as a whole but also makes for a more immersive and engaging user experience for them, thereby increasing their interest in the advertised products. The foundational elements of influencer marketing, trustworthiness and authenticity, depend on the influencers' ability to convey these qualities. Influencers can forge a true relationship with customers and develop a sense of trust that has the power to dramatically affect purchasing decisions by being open and sincere with them in their interactions.

Conflict of Interest

The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper.

Reference

1. Leung Fine F, Flora F Gu, Robert W. Palmatier. Online influencer marketing. *Journal of the Academy of Marketing Science*; c2022. p. 1-26.
2. De Jans, Steffi, Cauberghe V, Hudders L. How an advertising disclosure alerts young adolescents to sponsored vlogs: The moderating role of a peer-based advertising literacy intervention through an informational vlog. *Journal of Advertising*. 2018;47(4):309-325.
3. Mishka S, Sheena K. Impact of influencers in consumer decision process: The fashion industry. *SCMS Journal of Indian Management*. 2017;14(3):14-30.
4. Ivona D. *Influencer marketing: consumer perception on influencers and its role in digital communication management*. Webster University; c2018.
5. Karla M. Celebrity endorsements: Influence of a product-endorser match on Millennials attitudes and purchase intentions. *Journal of retailing and consumer services*. 2016;32:39-45.
6. Ahmad Arman HJ, Idris I, Mason C, Chow SK. The impact of young celebrity endorsements in social media advertisements and brand image towards the purchase intention of young consumers. *International Journal of Financial Research*. 2019;10(5):54-65.
7. Anjali C, Avhad V, Jaju S. Influencer marketing: An exploratory study to identify antecedents of consumer behavior of millennial. *Business Perspectives and Research*. 2021;9(1):77-91.
8. Jason W, Harrigan P, Wang S, Soutar GN. Influencer endorsements: How advertising disclosure and source credibility affect consumer purchase intention on social media. *Australasian marketing Journal*. 2020;28(4):160-170.
9. Anshuman S, Dwivedi R, Mariani MM, Islam T. Investigating the effect of advertising irritation on digital advertising effectiveness: A moderated mediation model. *Technological Forecasting and Social Change*. 2022;180:121731.