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**Impact of Influencer based Marketing Strategies affecting Customer
Purchase Intention- A study of Online Clothing Business**



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Impact of Influencer based Marketing Strategies affecting Customer Purchase Intention- A study of Online Clothing Business

1. Introduction

1.1 Background:

The convergence of technology and social media has changed the ways of interaction between people and business especially social media platforms these days. Consumers can openly share their ideas on social platforms and engage in discussion with other users in online communities. This revolution provides opportunity to businesses to develop marketing strategies and applications that inspire and attract consumers. Businesses that are realizing the worth of social media and using effective tools and marketing targets to leverage from them are flourishing while those businesses that failed to adapt to such platforms are finding themselves in tough situations. One of the most prominent and in trend social media is Instagram that has gained prominence not just as a social platform for social interaction and gaining followers but also emerged as a business platform for many small and large businesses. Instagram is a platform comprised of colorful images and visual its aesthetics are appealing, which makes it a suitable platform for promoting businesses and products like beauty products, popularizing certain body images and often advocating prominent luxury brands and specific lifestyles (Rushworth and Djafarova, 2017).

Some Instagram users become active online content creators focusing on lifestyle, ideas, reviews, opinions, experience etc. Bloggers often become opinion leaders as their fan following increases, so does their voice and opinions strengthens. Their post can impact the businesses, brands and products and their reviews influence their followers by turning them into potential customers. Influencers are present in almost all walks of life like fitness and health, beauty and fashion, food blogging, high-technology and other areas. (Klassen 2018; Raggatt, 2018). The phenomenon and concept of influencers didn't just originate now with the appearance of internet rather it has been present offline already which in case of influential like popular musicians, film actors, politicians, authors etc. Brands and businesses are immensely interested in finding different ways to leverage popular and prominent figures as their brand ambassadors on social platforms mainly Instagram and those ambassadors are not necessarily famous celebrities like actors, singers or athletes. The credibility of blogs is also important as it was also found to positively affect the attitude of potential consumers towards the content or blog (Colton, 2018). With the rapid progress, expansion and increase in the demand according to the latest trends in the world of fashion, buyers of fashion garments are becoming more aware, sensitive to fashion trends and their purchasing behaviours are significantly influenced by prevailing and ever-changing fashion trends (Armstrong and Lang 2018). Such fashion trends

are most commonly led or imitated by fashion leaders or Fashion Influencers (FIs) that also works as self-expression through the way they dress up (Kim and Park, 2016). The fashion industry is one of those sectors that have invested and leveraged from social platforms like Instagram and invested majorly in brand communication strategies and getting more involved with social media influencers especially on Instagram to promote their brand and campaigns.

The important thing to consider is that the businesses these days have to understand the Influencer based marketing process or phenomenon to make the effective and right strategic and marketing decisions and invest in the right type of influencer. By playing the right cards, Consumer Perceptions can be formed leading to probable purchase intention by communicating the right message through their social media channel and influence. In recent years, social media influencers have managed to establish their reputation as potential endorsers by generating a range of buzzwords and start a trend on social media as compared to other marketing strategies like celebrity endorsement are considered to be the most effective and cost-efficient. (Hasrrison 2017; Talaverna 2015; Patel 2016).

This study/ research under consideration further seeks to determine the shaping of perception towards Instagram Influencers on purchase intention of consumer. Also the aim of this study is to identify factors like brand communication to contribute towards purchase intention of consumers while Instagram influencers playing the key role. The industry selected for research is online clothing industry. The research approach will be quantitative approach. Research philosophy will be positivism and research design will be survey method.

1.2 Problem Statement:

There is a need of assessing customer's perceptions and Instagram platform with changing time. As with the passing time, the trends and marketing techniques change and upgrade, also the algorithm of the applications keep on changing, forcing the marketers to come up with new strategies to keep up with the change and develop marketing tactics to advertise in efficient way that can lead to purchase intention. The industry that is under consideration in this study is online clothing brands and how they are advertising on social media.

Business have shifted towards Influencer based marketing to influence the purchase intention of consumers. Building a brand message keeping in consideration of consumer's perception. Influencer based marketing lays emphasis upon the use of influencers to drive a brand's message towards its target audience (Smart Insights 2017). People's perception of a brand relies heavily on influencer's reviews these days with whom they can relate to. They build their perception about a brand after taking into account the reviews of their trusted influencer. Perception varies among individuals depending upon their differences in demographics. So not all individuals perceive a brand in the same way like any other. Proper brand communication via marketing strategies and influencer based marketing can effect perception to some degree but by the end of the day its consumer's own perception which can't be influenced easily. This study also aims to identify and examine the factors like brand communication and influencer based marketing in shaping perceptions that can lead to purchase intention of customers for the products that are promoted using social media advertising. The study and problem in hand will be based on the variables discussed in this paragraph.

1.3 Research Objectives:

The main objectives under consideration in this study are as under:

- To examine the impact of Instagram influencers mainly fashion influencers leading towards purchase intention in customers.
- To study the suitable model which is Theory of Planned Behaviour (TPB) and theoretical outcomes based on previous literature carried out related to influencer based marketing that would highlight the factors effecting purchase intention of consumers.
- To focus on the perception and purchase intention of consumers through brand communication activities involving Fashion Influencers of Instagram
- To analyze consumer perception of influencers or opinion leaders on Instagram and to understand the phenomenon that how those perceptions affect purchase intention?
- To observe the differences in size of the effect that brand communication via influencers has on perception building and consumer's purchase intention.
- To take all our variables under consideration in this study and to achieve a framework of relationship among all the variables and its effects on the population of Rawalpindi/Islamabad.

1.4 Research Questions:

The following research questions are as follow:

- What are the key factors that influence consumer's perception towards fashion influencers?
- What is the impact of Instagram's FIs on Purchase Intention of Consumer?
- Does brand communication impact consumer's purchase intention?
- Does endorsing Fashion Influencers can positively affect Purchase Intention?
- Does Brand Communication combined with Fashion Influencers of Instagram form Consumer Perception?

1.5 Research Contribution:

The study conducted is of significance for future researchers and marketers and as its setting direction for more and elaborative research on similar or different social media platforms by making this study as their base, exploring and correlating other online businesses be it apparel, life style or services etc. It is also beneficial for managers of online clothing retails as a number of management and marketing practices can be derived from them. This study will also help policy makers, marketers and managers in devising marketing policies over social media keeping all the variables in mind mentioned in this study. It also provides a useful insight on how marketers can use influencers for efficient brand communication and to shape perception of consumers.

1.6 Research Gap:

A research gap is an area or a topic on which there is an inadequate or missing information that limits the ability of the researchers or reviewers to reach at the conclusion for a given area or question. After reviewing different relevant studies, the gap identified is the limited understanding of influencer based marketing mechanism, the marketing content and influencers themselves affect consumer purchase intention on social media platform like Instagram. This study under process intends to fill this gap. This study also intends to observe the influence of Instagram fashion influencers in shaping perceptions and affecting purchase intention of consumers in online clothing industry. De Veirman (2017) in his study he

suggested one main struggle for marketing professionals and that is the identification of potential influencers that possess the ability that goes along well with their brand and advertising campaign. Such type of influencers should also possess the persuasive ability and convincing skills to attract and persuade their followers. Some different and wide variety of assessment indicators have been used in prior literature to evaluate and assess influencers namely number of likes, number of followers, number of comments, area of expertise, total reach of their account on average, credibility of their content, frequency of content posting, congruence to the potential customers and to the brand (Choi and Rifon, 2012; Jabr and Zheng, 2017; Lee and Koo, 2012; Freberg et al., 2011). We will cover these gaps in our study. Many consumers these day still have trust issues when it comes down to online shopping especially clothing. In this age of e-commerce and online shopping, consumers must be able to trust the vendor and expect them not to engage in fraudulent or any opportunistic behaviour. Businesses are consistently opting for marketing tactics to communicate with their customers on social platforms like Instagram to shape perception and create purchase intention in consumers. However, there is a limited information present on how much these tactics are effective. According to the finding of some prior studies on this particular subject, brand reliability in the backend of consumer's mind increases as the consumer's social media perception related to a brand increases, and the consumer feels closer to the brand.

Another research gap exists in the literature which is that the majority of studies that analysed the brand's strategic use of Instagram platform in a big and specialized industry (e.g. Eriksson, Anderson and Karlsson 2015; Ginsberg 2015) instead of focusing on the perception of consumers in respective of Instagram marketing and brand communication. We intend to focus on local fashion brands as well. However, Consumer's perceptions and their experiences toward the marketing stimuli and information on Instagram will determine the success of marketing and brand communication campaign on Instagram.

Secondly, another gap in the research is that the content analysis has been the prevalent research method used for Instagram platform research. Many research findings are consequently descriptive in nature. More systematic studies on receptivity and consumer's perception regarding the social platform Instagram as a marketing tool are needed to offer a better understanding theoretically and the effectiveness of brand communication and marketing practices through it. We will be covering all the mentioned gaps in our study.

1.7 Scope of the Study:

The research on this specific area involving social media platform Instagram and, Fashion brands using Instagram platform to promote and market their brands and mainly Fashion Influencers promoting fashion brands through their content is most interesting research area in the field of research. This scope of previous published studies in the area of social media marketing advertisement and triggering purchase intention is although broad and studies seemed to be rather disputed and bit fragmented especially the research on the social platform Instagram and brand communication activities of Fashion Brands on Instagram through Fashion Influencers. In this research, the focus is on covering areas related to these topics and carrying out further research to work in these specific areas of Influencer based marketing on Instagram and consumer purchase intention. This research is individual level research and systematic review of the past studies, we identified the main key factors contributing and associating with the research topic.

1.8 Limitation of the Study:

Considering the limitations of the study within the scope of this research, few limitations in the previous studies have been observed. First of all there is time constraint in doing more extensive research on the subject. More effective and thorough research can be done if the time limit was more. Another major constraint is that the sample size is limited to one city hence constraint is geographical feasibility, results change and vary in fashion and apparels geographically. Generalizing such data will give us biased information and results. So the results vary if more population was considered geographically as well as demographically since demographics shape perceptions differently in different regions. We are using convenience sampling to capture the responses of respondents based on their past experience and our convenience in approaching them.

There is a need of application of these same variables on different apparel categories since there is also limited research available on this topic as well. In the context of marketers, their application of marketing tactics and communication may vary so there is a limitation there. This study also highlights the need of latest studies to be conducted on this topic as the trends keep on changing and also the business environment and marketing tactics. Different models and theoretical framework can be attributed in future studies regarding this topic. This study and its results are believed to provide an overview of the existing studies on this subject area and provide future directions and guideline for further researches that will be carried out in the future.

2. Literature Review

2.1 Consumer Perception (Independent Variable):

It's a process by which consumers sense a marketing stimulus and organize, interpret and provide a meaning to it. The marketing stimulus may be anything related to the product and brand and any element of the marketing mix. It's mainly about an individual's perception about the opinion of others, namely relatives and friends and about whether he or she should engage in a certain behaviour or not. According to the theory of planned behaviour, intention is the function of attitudes towards the behaviour, subjective norms and perceived behavioural control (Ajzen, 2011). According to the result of a study based on perception, consumer's social media marketing perception related to a brand increases positively after an effective marketing stimulus, also the tendency of a customer to purchase the product of a relevant brand also increases (Başgöze and Kazancı, 2015). Social networking platforms like Instagram an online social environment and form a network with its users. Customers should definitely know that other customers with whom they perceive are similar to themselves and are on the same brand page they follow and they also sometimes get the opportunity to meet and communicate with them on the similar topics and also when they need to interact to fulfil their social interaction need and satisfaction. In other words, it can be said that the brand pages also provide social value to their potential customers and the social interaction perception of the consumer about the brand page may sometimes ensure that they customers visit their page frequently and hence increasing the commitment to brand page (Carlson and De Vries, 2014). When users interact under the Instagram posts of the Instagram, it helps with the engagement reach of the posts of that brand and it also starts to appear on the discover section on Instagram and other potential customers relevant to the brand are able to easily find the brand hence the followers start to increase and it helps with the visibility of the brand page. With the concept of brand image that was immensely accepted when a number of brand perceptions are retained and reflected in customer's memory. Such associations may originate from some marketing stimuli, message or offer or customer's direct experience from purchasing from that brand. A positive brand image, communication help create positive perception in consumer's mind and may help businesses both to encourage the purchase intention and repeat their purchasing transaction and also to increase competition (Whitehead and Nisar, 2016). Consumers' perceptions about the value of the product or service affect the prices which they are willing to pay for selective brands.

When it comes down to business contributions while considering the liberation or emancipation of social networks especially Instagram, the analysis of the relationship established in this investigation is of great importance as the understanding of the consumer perception in relation to influencers can guide the future choice of Influencer. Several studies also emphasize upon the building a strong relationship with influencers and frequently adding them in the marketing campaigns will be beneficial for fashion brands and professionals in order to reach customers with significant impact to establish good relationship with their target customers. Adding influencers to the brand adds credibility to brand and business. Credibility is associated to the perception of the communication quality by the representative or audience member like some

authentic influencer. Credibility influences the audience's perception through the process of internalization and often members share similar attitudes and values with the speaker and to some extent can relate to them. This study also emphasizes on the inclusion of influencers in the marketing campaigns which will be beneficial for fashion industry professionals especially in the clothing sector, also to establish consistent relationships with consumers and shape consumer perception. If there is a slight perception that the posts featuring a brand are just sponsored content or being fully scripted, they would be less effective in inducing persuasive and favourable outcomes (Russell, 2002). Positively perceived value with the help of an effective influencer can result in the strong purchase intention of consumer and conversion. Consumer's perception can also have a positive relation with effective brand communication strategies.

Fashion Influencer (Independent Variable):

A fashion influencer is defined as a personality that has a large number of followers on social media. Who creates mainly fashion content and has the power to influence the opinion and purchase behavior of others with their reviews and recommendations. Another definition is that Fashion Influencer is an individual possessing the ability to influence the purchase decision of a potential buyer of a service or product by recommending or promoting the products or items on social media. Influencers can add some serious and considerable credibility to brands. Influencer based marketing emphasizes upon the use of influencers as communicators to drive a brand's message to reach the target segment. Since the social media platform under consideration is Instagram, so technically these influencers are often termed as digital influencers. These digital influencers have an effect on the members of particular communities gathered around similar areas of interest. Instagram has become more of like a digital journal allowing these influencers to share their day to day life and to connect with their followers. Influencer marketing is also sometimes termed as the marketing of influence and it's also defined as the science and art of involving influential people from the online world to share their opinions and reviews on the brands that they generally used which are often sponsored and sometimes they share their experience with a specific brand that they have been personally using for years. We are talking about fashion influencers here in online clothing store context. Social media fashion influencers (SMFIs) are individuals who have high established a credible reputation on social media resulting in trust and high connections among their followers (Ryu and Jin, 2019; Schoenhoff and Hearn, 2016; Yuan and Lou, 2018). They are described as non-traditional type of celebrities who became famous due to their strong presence on social media and strong content (Khamis, 2016).

Fashion Influencers are individuals or personalities with huge number of fans following on social media who primarily generate fashion content and possess the power to influence or persuade their follower's opinion on a brand and their purchase behavior. They are often considered as the new players in the fashion sector or industry as they attract consumers with strong interest in stylish fashion items and trends (Kim and Park, 2016). Because their influence possess symbolic power and impact fashion consumers interest and self-identity (Nash, 2018), so deploying SMFI has been regarded as effective and crucial in social media marketing campaign (De Veiman, 2016). Increasingly, these fashion bloggers have become more like prescribers, not only of just fashion and accessories but also touching various other categories like travel, healthcare and other services and experiences. These influencers can disseminate message to communities and their followers. The digital social medium like Instagram is also

cost effective and rapid way of transmitting message. Changes in the recommunication landscape caused by rapid technological revolution and developments have affected practitioner's control over brand's messages (Gensler 2013; Kuksov, Kangkang and Shachar, 2013). Influencers help brands to communicate in a better and more effective way to consumers and this in turn prompts most of the consumers to develop purchase intention. The more the influencer is capable of communicating the brand message to his/her followers, the stronger and positive will be the impact of the overall brand communication resulting in developing a purchase intention in consumers and that can generate a lot of sales.

2.2 Purchase Intention (Dependant Variable):

Purchase intention is defined as a measure of willingness or strength of one's intention to perform a specific behaviour or make a decision to buy the product. It emphasises upon the willingness or intention of a consumer to buy a certain service or product. In the context of Theory of Planned Behaviour (TPB), increase in the intention reflects a probable increase in the chance of opting for or executing that behaviour. According to Singh and Spears (2004) and Lu *et al.* (2014), the purchase intention seems to be a conscious plan that a consumer make to purchase a product or service. Purchase intentions are deemed to be a strong, yet imperfect predictor of sales. Sometimes purchase intentions do not translate into an actual purchase as expected by marketers and this can indicate a problem for marketers (Chi-Ming, Kuo, Ying-Feng; Wu; Deng, Wei-Jaw, 2009). Purchase intention refers to the degree of perceptual intention or conviction of a customer to purchase a service or product. Purchase intention referred to the subjective and conscious judgment by the consumers that is reflected after step by step consideration or general evaluation to buy products or services (Hsu, 1987; Dodds et al., 1991; Blackwell et al., 2001 and Shao et al, 2004). Consumer purchase intention is the most important step that is the main focus of marketers. In the study of field of marketing, selling and advertising, it can't be disputed that a purchase intention happen to occur at the phase of the decision-making process where the consumer has developed a definite determination or rediness to proceed towards a product or brand (Monroe, Dodds and Grewal, 1991; Wells, Hess and Valacich 2011).

Marketers observe the key trends and strategies that are more effective in triggering the purchase intention in consumers. In a study conducted by Cheung, Chang and Lai (2005), they have identified more than 80 variables antecedents of purchase intention of consumers but in this study we are limited to the few chosen variables to correlate with consumer purchase intention. We are observing the effects of fashion influencers and brand communication to prompt consumers to make a purchase decision by using social media platform as our marketing and communication medium. If we talk about fashion then this term is intrinsically linked to word creation and by that it's the creation of new products that involves creativity and design of products overall Fashion is the expression of freedom and representing oneself with how they carry themselves especially the way they dress. Some people identify themselves with certain fashion brands and consider it as a form of self- expression. Consumers also enjoy the buying process as it involves the pleasure of changing frequently (Easey, 2009) and often consumers consult to different sources of information which also involves reviews from a popular Fashion Influencer on the Instagram that help them in making the purchase decision. As with the social media marketing, which is used mostly by young consumers, their receptivity of marketing information on Instagram depends on social endorsement and the

subtle nature of marketing information from social relationships. The wide spread use of social media platforms have given the opportunity of consumers to be more aware of the products they are intending to buy especially online clothing brands. The endorsement of social media influencer also play a crucial role in enabling consumers to make purchase intention. As a consequence or result, consumers have become more concerned and aware about obtaining ample information on product features before making their purchase from any brand under consideration (Zahid and Ahmed, 2014). Also the more credible the brand, the more customer will expose their trust to the influencer who supports it. Furthermore, the more credible the brand is, the greater the confidence that the customer will put in the quality of the products offered by that brand and thus influencing the consumer purchase intention (Spry *et al.*, 2011). Therefore, we can develop hypothesis as:

2.3 Brand Communication (Mediating Variable):

Brand Communication is an important tool and part of brand management by which the companies persuade, inform, teach, enlighten and enrich the knowledge of their stakeholders about the brand, its values, strengths, fundamental and its offerings of products and services. Brand communication in the context of social media is defined as any piece of brand-related activity or communication distributed via social media that enables internet users to access, and share, to engage with and co-create (Alhabash, Hussain and Mundel 2017). It's a combination of activities of advertising, reviews and social media marketing that are used to communicate with consumers. Brand communication takes place every time a potential client or customer interacts with a certain brand. The growing power of bloggers or influencers on social media to influence their connected network has emerged as a new marketing strategy for brands in terms of brand communication. Kohli and Jaworski (2006) explained that the brand communication is the first interaction between companies and consumers in the process of value creation. It is immensely important for marketers to invest substantial amount of resources and time in conducting a genuine and real-time dialogue with their customers to promote their products. Tailored marketing message and promotional content ideally resonates well with the target audience and can simultaneously lead to an increase in the rate of reach and ultimately triggering purchase intention in target segment and ultimately conversion.

Within brand communication through digital influencers, it is clear that influencers/bloggers have a connective and distinctive communication role in alerting and influencing the communities they contact to (Kotcher and Nisbet, 2009). Depending upon the objectives of the brand and how they want to communicate their message content to target audience, practitioners may decide to communicate through influencers and bloggers in different ways. A common practice is to send their product sample as PRs to influencers and then they give detailed reviews about those received products after using them and sharing their complete experience with the product and also lay emphasis on the value of the product. One of the main criteria in selecting the influencer or blogger for the marketing campaign is to see the match between the brand and the content of the influencer's or blogger's blog. The relevance of the blog to the brand plays a crucial and supportive role in increasing intimacy and effect of brand communication. Such form of communication is proving to be more effective in the digital age of social media marketing. In regard to fashion bloggers context, a lot of marketers agree that practitioners do not necessarily consider everyone running a blog as effective for brand communication. To make it more specific, there are two types of bloggers, influencers that

have some considerable followers and engagement also their followers consider and value their opinions and recommendations and then there are non-influencers, who apparently might have some sort of strong fan base but their followers are not regularly engaging with their content or doesn't follow their content and reviews regularly. Often non-influencers use tactics like purchasing fake or dead followers from different sources which are actually bot accounts and they only serve the purpose of increasing the visible number of followers but doesn't help them out with engagement or reach so such influencers are considered to be non-influencers. The former usually have relatively more followers with expertise on a specific subject or on various areas while the later have just bot accounts to appear as an influencer. Influencers also have the ability to effect the perception and purchase intention of others and are often considered as *opinion leaders*. People also tend to follow fashion influencers and most influencers are even considered trend setters that inspire people to follow their trends and these followers in return opt for brands that their favorite influencers use.

One particular study also suggests that brand communication does not always necessary flow from the brands to influencers/bloggers, particularly in some cases, sometimes bloggers organize their own activities to grab the attention of the brands. Basically they do the unsponsored review of the products of the brands themselves particularly related to the domain of the content they make and with consistent work and efforts and with the increase in fan base and engagement, some brands acknowledge the effort and creativity of that blogger and reach out for them for paid partnership and sometimes they simply send them a sample of their product and offer them free service to promote their brand. Another approach is that the blogger can also act as the merchandiser. With the careful marketing strategy and creative brand message, if the blogger happened to like the brand and have careful observation and some marketing knowledge, he/she can also comment on the placement and display of the products on the shelves of the outlet of that brand and let the brand know about his/her opinion.

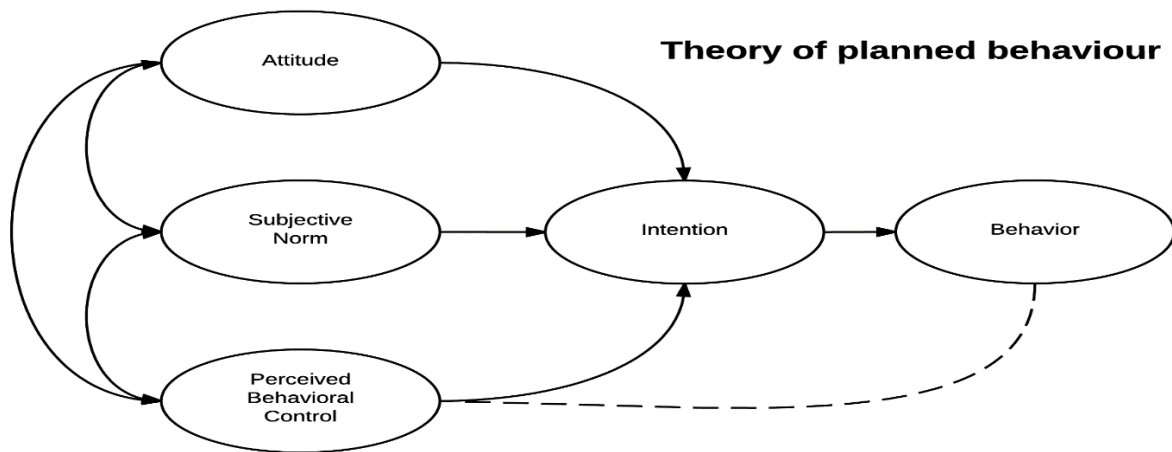
Brand communication of fashion brands become stronger when they use the right influencer at the right time. Effective brand communication, through fashion influencers, effects the perception of consumers that may result in purchase intention of consumer. Here brand communication is mediating factor between influencer based marketing and perception.

2.4 Theory of Planned Behavior:

The theory that is chosen for this research is **Theory of Planned Behavior (TPB)**. The theory of planned behavior (TPB) focuses research attention towards individuals who are consistent with downstream marketing practices of brands on social media platforms and it is one of the most frequently and widely used theory in the field of Social Media and Digital Marketing (Lefebver, 2001). In a review by Truong's (2014), TPB is the theory which was the second most used theory in social media marketing. Focusing on planned behaviors, TPB proposes that one's intention to perform a certain or specific behavior is the central determinant of that behavior being usually performed in practice (Fishbein and Ajzen, 1980). Developed by Ajzen (2011), the theory of planned behavior is a further extension of another theory called the theory of reasoned action (Fishbein and Ajzen, 1980). It has also been among one of the first influential theories that used individual's belief to predict the behavior of human being (Hegner, 2017). According to this theory, subjective norms, attitudes and behavioral control influence and individual's intention to perform a certain behavior. Subjective norms are also considered in this theory defines the social pressure that an individual normally faces when

behaving in a certain way which might sometimes be different from society's view point. Ajzen (2011) also acknowledges that the individual's emotions result from the belief system that often effects the intention and behavior of that individual.

The focus is on intention in this theory which is backed by various factors to effect intention. With intention, we mean the purchase intention of consumers that can be influenced by some social media fashion influencer. The way brands use influencers to shape perception of target customers. Subjective norms reflects the perception of an individual about social norms and pressure. If an individual perceives about others that whether they approve or disapprove a certain behavior then that individual will be more likely or less likely intent to display or opt for that certain behavior. This theory is also criticized and one main criticism on this theory is that this theory is considered to be purely rational as it disregards the two dimensions that impact or alter human behavior and judgements, the cognitive and affective factors (Hegner, 2017). This theory has chosen variables in this study like consumer perception that get influenced by influencers and that leads towards purchase intention.



2.5 Theoretical Framework:

With the invention of social media platforms that initially started as a platform for people to socialize has now become a platform for businesses to promote their products and services as well as with the revolution of marketing strategies in the digital age, there came the concept of social media influencers and bloggers. Such influencers are also called social media celebrities who became famous due to their social media presence as opposed to the traditional celebrities like actors, singers, models etc. who became famous through traditional mediums like music, film and TV shows (Khamis, 2016). Traditionally, celebrity endorsement was only limited to traditional celebrities who created value for themselves through traditional mediums like music, sports, movies, modelling etc. They have a pretty high market value and brands pay them handsomely to get their endorsements for their brand and this indeed helped triggering the purchase intention of people who happen to be the fans of the celebrity they hired as ambassador but this whole concept of endorsement lacked authenticity as such type of sponsored content was just limited to payment to the celebrity to get the marketing done and often without that celebrity or influencer having to experience that product. This really created

some serious trust issues among consumers and they perceived such advertisements unreliable. As consumers like to try those products and service if they get to know the reviews from someone who is deemed as authentic and with whom they can relate to. Now the alternative form of celebrities we get to see today are totally fall outside of the traditional category of influencers and celebrities. Sometimes this phenomenon is attributed to the rise of television reality shows but that's another sort of discussion. Now talk about the fashion influencers, they are highly integrated with the fashion brands they choose to feature on their blog and their fame and livelihood is dependent on such factors. Another unique attribute of social media influencers and celebrities is manifested by the way they connect and communicate with their followers the interpersonal intimacy is deep than the mainstream celebrities. There is also two communication between followers and influencers as the responses from their favorite influencer motivate people to remain connected and show more engagement with the content of the influencers they admire and in doing so often get acknowledged by the influencer they engage with time to time which is another motivating factor for followers.

The theory chosen for this is the research Theory of Planned Behavior (TPB) as it contain elements that goes with the chosen variables in this study. This theory has elements like consumers' perception, influencers and purchase intention that goes well with the variables selected in this study. Under the light of the hypothesis drawn, there is a significant relationship between all the variables chosen. To sum the relationship between entire variables, a flowchart can be drawn to highlight their relationship and their effect on each other.

Since brand communication is the mediator between consumer perception and fashion influencer, so the relationship can be shown with the help of the arrows that flows from fashion influencer to consumer perception. While in other hypothesis drawn, other IVs can directly affect DVs.

IV



2.6: Hypothesis:

Following hypothesis are considered under the light of the selected variables:

H1: Consumer perception is positively associated with brand communication.

H2: Consumer perception is positively associated with purchase intention.

H3: Purchase intention is positively associated with fashion influencer.

H4: Purchase intention is positively associated with Consumer's perception.

H5: Brand Communication is the mediating factor between Fashion Influencer and consumer perception.

H6: Brand Communication is the mediating factor between consumer perception and consumer purchase intention.

H7: Fashion Influencer is positively associated with the Brand Communication.

H8: Fashion Influencer is positively associated with Purchase Intention.

3. Research Methodology

3.1 Research Design:

After careful analysis of different relevant research papers and literature reviews, the research plan depicts that consumer perception and influencers have a positive relation and can affect the purchase intention of consumers. Brand communication is the mediating variable in this research. The area of research chosen is online clothing brands and how they use influencers for effective brand communication and to market their products over Instagram. The steps involving research design are as under:

Research Plan:

The research plan chosen for this study is quantitative in nature and the method used to collect data is survey method. Cross sectional surveys with questionnaire designed on the basis of Likert scale on the scale of (1 to 5) is used. The questionnaire will be based on questions regarding the consumer's purchase intention from online clothing brands that are endorsed by influencers. The data collection can't be longitudinal in this study due to limited sample size chosen on limited geographical area. Time is another constraint in this study that hinders us from collecting longitudinal data.

Research Approach:

Quantitative research approach was used for this study as the data is drawn from prior relevant studies. We are assessing our results quantitatively and with close ended questions. We have selected Theory of Planned Behaviour (TPB) and its measures are drawn from prior studies. Quantitative approach also test variables and their relationship against different objective theories. In our case, the variables are tested against TPB theory. These variables are then measured by instruments to quantify the data and then statistical procedures are applied on these numbers to analyse the data. Quantitative method is inductive and its results have less biasness as compared to qualitative data. Creswell (1994) has given a very precise definition of quantitative research as a type of research that is explaining a phenomenon by collecting numerical data that are analysed using statistical and mathematically based methods. Quantitative approach gives us alternative explanations and finding can be generalized. Many

of the standard methods of statistical analysis are effective and useful in quantitative reviews. New procedures have also been developed specifically for quantitative research, reviews and methods (Andrews and Kraemer, 1982; Rosenthal & Rubin, 1982).

Research Paradigms/Philosophies:

Among the four different types of philosophies, Post Positivist philosophy fits into this study. In this philosophy, we have collected and analysed data on the basis of developed theories and through our results the emphasis is laid upon that whether our research supports it or not. With our research, we find the cause that influence our outcome. The selected theory for this study is 'Theory of Planned Behaviour'. The focus is towards objectivity in our research.

Miller (2000) in his study identified several aspects of post-positivistic approaches that differentiates the worldview from positivism. Technically, post-positivistic approaches don't deny the social construction of social reality, the notion that human's meaning and interpretations making influences how they come to define and experience their reality (Luckmann, and Berger 1967; Miller, 2001; Phillips, 1990). Post-positivist approaches are interpretive and this has led to an emphasis on interpretation, meaning, seeing the person, knowledge and experiance as multiple relational and not bounded by reason (Henriques, Hollway, Venn, Urwin and Walkerdine, 1998).

3.2 Population and Sample:

Target Population:

The target population in this study is a group of people who buy clothes online and the degree of influencers effecting their purchase intention. The study analyses data taken from 150-200 respondents that are existing users of Instagram that follow some sort of influencer regarding their fashion endorsement and their affiliation with different brands. The targeted population will be mostly the residents of Rawalpindi and Islamabad city but digital questioners will be distributed on different digital platforms like WhatsApp, email, Instagram, Facebook etc. to gain more responses. The results will be generalized to the people of twin cities. There is no restriction on age, gender, income or any other demographic in the selection of population.

Sample:

Sampling subjects are selected depends upon the purpose of the study with the assumption that each participant will provide rich and unique responses that would then be turned into valuable information for the study or research. A sample size of 150-200 respondents are selected and we are using convenience mode of sampling and data collection for this study. According to the few researchers, the results of the study can be generalized on the the similar populations and others, it is one of the main advantages of survey based research (Gould, Newton, Hagg and Reznikoff, 1998). Therefore, the researcher here adopted a survey research method which is used to identify the consumers' purchase intention and effects of other variables on it. The respondents would be mainly from the twin cities of Pakistan that are Rawalpindi and Islamabad. The sampling recommendation regarding absolute size are considered under the light of the recommendations by previous researchers. Gorsuch (1983) recommended that sample size or N should be at least 100 and Kline (1979) supported this recommendation. Guilford (1954) in his study argued that N should be at least 200 and Cattell (1978) claimed the minimum desirable sample size or N should be 250. Lee and Comrey (1992) in their study offered a rough rating scale for selecting adequate sample sizes in factor analysis which are

100 = poor, 200 = fair, 300 = good, 500 = very good, 1000 and more = excellent. They urged the researchers in their studies to obtain samples of 500 or more observations whenever possible in studies of factor analytics. So this justifies that the sample range we selected for this study i.e.: 150-200 is fair and we have successfully collected 157 responses from the target sample. N denotes the population sample size.

3.3 Sampling Technique:

The technique used for this study would be on the basis of **non-probability sampling** in which the respondents are not chosen randomly. Since there is time constraint to do this study so that's why we have chosen the above mentioned methods of sampling and data collection. We are not involving geographically dispersed respondents so that is why we are choosing convenience mode of sampling. Convenience sampling also known as Haphazard or Accidental Sampling is a type of non-random or non-probability sampling where members of the target population that meet certain practical criteria, such as easy accessibility, availability at any given time, geographical proximity or the willingness to participate in the study are included for the purpose of the study (Dörnyei, Z. 2007).

Sampling Unit:

A sampling unit is one of the units selected for the purpose of sampling for a specific research. In the context for marketing research, a sampling unit is an individual person. Since there is no restriction on age, gender, profession or income of the respondents in this research, however there is a restriction on the geographical location of the respondent. The sampling unit should be the resident of Rawalpindi/Islamabad and another selected sampling unit is of people having Instagram account. So residents of Islamabad/Rawalpindi and Instagram users are our sampling unit.

3.3 Measurement and Instrument

Research Instrument:

This research is quantitative based or survey based so research instrument would be Questionnaire with Likert scale on the scale of (1-5). Quantitative Research is most often used when researchers wish to make a statement about the probability or chance of something happening in a population. Rensis Likert (1932) introduced a scale called Likert Scale and it's a technique for attitude measurement in the study. In this measurement, an individual is confronted with a questionnaire carrying statements which are essentially value judgements. In the scale of (1-5) Likert scale, the grades are usually interpreted by *strongly agree, agree, neutral, disagree and strongly disagree*. The order is usually opposite but the prior order of Likert scale was followed in the questionnaire developed for this study. Likert scales are widely used in different areas for measurement of attitude by surveys in different subject areas like in psychology, health care, sociology, marketing and quality control. Popular applications are in the assessment of customer's perception and quality or expectations, and of subjective well-being (Diener, 1984). The Likert scale questionnaire is divided into two sections of questions, Section 1 consists of questions regarding demographics of the respondent and Section 2 consists of questions related to items of measurement under consideration.

Data Analysis Techniques:

Data analysis technique to measure our variables under consideration was entered and run on SPSS software to analyse the study. Regression analysis was run on independent and dependant variables to see their relationship and their effect on each other. In regression, dependant variable is the main factor that was under consideration and other important factors are independent variables, the factors that are suspected to have an impact on the dependant variable. The variable items under consideration for survey method are as follows:

- Fashion Influencer (IV)
- Consumer perception (IV)
- Brand Communication (Mediator)
- Purchase Intention (DV)

After the data collection procedure from the target respondents of this study, the data was entered into SPSS software and then computed the variables. The statistical instruments used for data analysis are descriptive statistics that includes frequencies, mean, median, mode and standard deviation of demographics and Cronbach's Alpha for Reliability analysis. The tests of Person's Correlation Coefficient were run on the variables to see the significance and degree of relationship between the selected variables. Statistical tools like Linear Regression analysis was run to see the degree of effect variables on each other and relationship between our independent and dependant variables

Measurement:

All the constructs used in this study were adopted, with some modifications, from prior literature see the **Tables** below. All questionnaires were made in English language as sample selected can understand English language as well. Data was collected through online survey administrated within the population of Rawalpindi/Islamabad and they were all users of Instagram. The questionnaire was distributed mainly over Whatsapp and respondents were mainly from working class. The idea behind adopting this mode of questionnaire distribution was that that it would reach maximum respondents regardless of their location and time. This method also saved the time of participant since its online and can be easily accessed on their mobile device anytime and anywhere. The target respondents for this study were in the range of 150-200 and 157 responses were gathered successfully so it can be denoted as N=157. To assess the authenticity of responses, the questions were tailored according to the regular users of Instagram with satisfaction question about their experience as shoppers comprises a unit of analysis in our study. In this particular context of our study, the non-probability sampling was used to select respondents because the sample size is pretty low to be randomized on the large population (Etikan, Musa and Allkassim, 2015). This particular justification mentioned has also been supported by Fricker, Schonlau, Elliott (2002) according to whom that the approach applied is in this context is particularly valuable for hard to reach population that is electronically connected. According to a rule of thumb, 10 respondents per item were used to determine the sample size for this study (Arrindell and Ende, 1985; Velicer and Fava, 1998). The questionnaire was distributed in December 2021 and the responses were gathered until January 2022. 200 questionnaires were distributed out which 157 responded to the questionnaire. The total number of items tested in this questionnaire is 19 and this study

targeted 200 respondents out of which 157 responded and the further analysis was conducted on 157 respondents. All the items measuring Fashion Influencer, Consumer Perception, Brand Communication and Purchase Intention were adopted from different prior studies. Fashion Influencer (FI) has six items adapted from Liu (2012); Martins (2017); Yang (2013); Ohanian (1990) and the items were taken from the article '*How Fashion Influencers Contribute to Consumer's Purchase Intention*'. Consumer Perception (CP) has four items adapted from Ajzen (2011); Bergkvist (2016); Zeng (2009); Martins (2017). Purchase Intention (PI) has four items taken from the article '*The Impact of Social Network Marketing on Consumer Purchase Intention in Pakistan: Consumer Engagement as Mediator*' and originally adapted from Ajzen (2011); Bergkvist 2016); Zeng (2009); Martins (2017). Brand Communication (BC) has five items adapted from Xu (Rinka) and Pratt (2018); Duffett (2015).

Table no. 1: Demographics of Respondents

Gender	Male Female Other
Age	15-20 21-30 31-40 40 and above
Education	Below Bachelors Bachelors Masters Doctoral
Income	Less than 20,000 21,000- 30,000 31,000-40,000 50,000 and above
Geographic Location	Urban Sub-urban Rural Remote Area

Table no. 2: Constructs and Measures Employed

Constructs	Measures	Sources
Fashion Influencer	<ol style="list-style-type: none"> 1. I follow Fashion influencers on Instagram to get insight on Fashion trends. 2. My preferences are similar to those of influencers. 3. I follow those brands that communicate through famous fashion influencers. 	Liu (2012); Martins (2017); Yang (2013); Ohanian (1990)

	<ol style="list-style-type: none"> 4. I consider buying an article from brands advertised by an influencer in case I need that article. 5. I would encourage people close to me to buy the products promoted by the bloggers or Fashion Influencers. 6. I follow fashion influencers on Instagram. 	
Consumer Perception	<ol style="list-style-type: none"> 1. Fashion influencer's reviews on clothing influence my perception about Fashion brand/brands. 2. I form my perception on the accuracy of the fashion influencer endorsing a certain brand. 3. I perceive that Instagram can be a reliable platform for online shopping of clothing. 4. Marketing stimuli/ads about fashion brands on Instagram effect my perception about online shopping. 	Ajzen (2011); Bergkvist (2016); Zeng (2009); Martins (2017)
Purchase Intention	<ol style="list-style-type: none"> 1. Fashion influencers endorsing a specific brand effects my purchase intention. 2. I usually search apparel brands through fashion influencer endorsement over Instagram before I make my purchase intention. 3. Advertisement on Instagram affects my Purchase Intention towards a certain brand. 4. I am satisfied after making the purchase reviewed by the Fashion Influencer I follow. 	Chervany and McKnight (2002); Chang and Wang (2013), Donthu and Yoo (2001)
Brand Communication	<ol style="list-style-type: none"> 1. New brands that communicate through Instagram Fashion Influencers compels me to try them. 2. The communication activities of brands over Instagram through influencers are credible. 3. Brand Communication activities of fashion brands resonating with my personal choices grab my attention. 4. I have purchased things because of the brand communication that I received through Instagram. 	Xu (Rinka) and Pratt (2018); Duffett (2015)

	5. I am satisfied with the brand communication and marketing of brands, I follow.	
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4. Results and Findings

4.1 Descriptive Statistics:

Since the target sample of this study is between 150-200 respondents and data was collected from 157 respondents so here N=157 that is the sample population for this study. The respondents were classified into different groups according to their demographics which include gender, age, education, income and geographical location of respondents.

Frequencies:

Table no. 1

Statistics

		gender of respondents	age of respondents	education of respondents	Income of respondents	Geographical area of respondents
N	Valid	157	157	157	157	157
	Missing	0	0	0	0	0
Mean		1.5605	2.3312	2.6561	3.1783	1.3185
Mode		2.00	2.00	3.00	5.00	1.00
Std. Deviation		.49791	.72844	.75713	1.41196	.74281
Minimum		1.00	1.00	1.00	1.00	1.00
Maximum		2.00	4.00	4.00	5.00	4.00

4.2 Frequency table and Demographics:

Table no. 2

gender of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	69	43.9	43.9	43.9

female	88	56.1	56.1	100.0
Total	157	100.0	100.0	

Table no. 3
age of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 15-20	15	9.6	9.6	9.6
21-30	84	53.5	53.5	63.1
31-40	49	31.2	31.2	94.3
40 and above	9	5.7	5.7	100.0
Total	157	100.0	100.0	

Table no. 4
Education of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid below bachelors	14	8.9	8.9	8.9
Bachelors	39	24.8	24.8	33.8
Masters	91	58.0	58.0	91.7
Doctoral	13	8.3	8.3	100.0
Total	157	100.0	100.0	

Table no. 5
Income of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid less than 20,000	25	15.9	15.9	15.9
21,000-30,000	30	19.1	19.1	35.0
31000-40,000	33	21.0	21.0	56.1
41,000-50,000	30	19.1	19.1	75.2
50,000 and above	39	24.8	24.8	100.0
Total	157	100.0	100.0	

Table no. 6
Geographical area of respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid urban	129	82.2	82.2	82.2
sub-urban	10	6.4	6.4	88.5
rural	14	8.9	8.9	97.5
remote area	4	2.5	2.5	100.0
Total	157	100.0	100.0	

Out of 157 respondents, 69 respondents having percentage of 43% were male and 88 respondents having percentage of 56% were female. Based on age, 15 respondents having percentage of 9.6% were between age limit of 15-20, 84 respondents having percentage of 53.5% were between age limit of 21-30, 49 respondents having percentage of 31.2% were between age limit of 31-40 and 9 respondents having percentage of 5.7% were of age limit 40 and above. Furthermore, the education of 14 respondents having percentage of 8.9% were below bachelors, 39 respondents having percentage of 24.8% have bachelor's degree, 91 respondents having percentage of 58% have Master's degree and 13 respondents having percentage of 8.3% have doctoral degree. Almost all of our respondents were employees with 25 respondents having the percentage of 15.9% had income level less than 20,000, 30 respondents with 19.1% had income level between 21,000 to 30,000, 33 respondents with percentage of 21% had income level between 31,000-40,000, 30 respondents with percentage of 19% had income level between 41,000-50,000 and 39 respondents with percentage of 24.8% had income level of 50,000 and above. Furthermore, 129 of our respondents with percentage of 82.2% belonged to urban area, 10 respondents with 6.4% belonged to sub-urban area, 14 respondents with percentage of 8.9% belonged to rural area and 4 respondents with percentage of 2.5% belonged to remote areas.

Descriptive Statistics of FI, CP, PI & BC

Table no. 7

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
FI	157	11.00	30.00	25.0318	4.19618
CP	157	6.00	20.00	17.3439	2.64990
PI	157	6.00	20.00	17.3503	2.85968
BC	157	11.00	25.00	20.8981	3.23281
Valid N (listwise)	157				

Since mean= 25.03 which is close to maximum value 30 then that means respondents are aware of or follow Fashion Influencers (FI).

Since mean= 17.34 which is close to maximum value 20 then that means Customer Perception (CP) is prevailing to some extent.

Since mean= 17.35 which is close to maximum value 20 then this means that Purchase Intention (PI) is prevailing to some extent.

Since mean= 20.89 which is close to maximum value 25 then this means that Brand Communication (BC) is prevailing to some extent.

4.3 Reliability Analysis of all Variables:

Reliability Analysis is the type of analysis which allows you to study the properties of measurement scales and the items that compose the scales. The Reliability Analysis was done in this research to see the relationship between individual items in scale. The value of Cronbach's Alpha was also computed which is a measure of internal consistency that shows

how closely related a set of items are as a group. It is considered to be a measure of scale of reliability. The reliability coefficient of 0.70 or higher is considered to be acceptable in most social science research studies and situations.

Reliability

Table no. 8

Case Processing Summary

		N	%
Cases	Valid	157	100.0
	Excluded ^a	0	.0
	Total	157	100.0

Table no. 8 shows that 157 are the valid samples and or items which are selected and they are reliable while 0 items are excluded from the study.

Cronbach's Alpha:

Cronbach's alpha measures the internal consistency which shows that how closely related a set of items are in a group. It is considered to be a measure of scale of reliability. The higher value of alpha doesn't imply that the measure is unidimensional. In order to measure the internal consistency, an evidence should be provided that the scale in question is unidimensional, further analysis can be performed. Technically, Cronbach's alpha is not a statistical test rather it is a coefficient of reliability or consistency.

Fashion Influencer Scale:

Table no. 9

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.740	.773	6

The value of Cronbach's Alpha of 6 items of FI is .740 which means that 74% of variance in this score is internally consistent reliable score.

Table no. 10

Inter-Item Correlation Matrix

	I follow Fashion influencers on Instagram to get insight on Fashion trends.	My preferences are similar to those of influencers.	I follow those brands that communicate through famous fashion influencers.	I consider buying an article from brands advertised by an influencer in case I need that article.	I would encourage people close to me to buy the products promoted by the bloggers or Fashion Influencers.	I follow fashion influencers on Instagram.
I follow Fashion influencers on Instagram to get insight on Fashion trends. My preferences are similar to those of influencers.	1.000	.479	.415	.100	.484	.617
I follow those brands that communicate through famous fashion influencers.	.479	1.000	.604	.046	.576	.443
I follow those brands that communicate through famous fashion influencers.	.415	.604	1.000	.089	.513	.420

I consider buying an article from brands advertised by an influencer in case I need that article.	.100	.046	.089	1.000	.170	.054
I would encourage people close to me to buy the products promoted by the bloggers or Fashion Influencers.	.484	.576	.513	.170	1.000	.415
I follow fashion influencers on Instagram.	.617	.443	.420	.054	.415	1.000

Inter-item correlation is the way of analyzing internal consistency reliability. It's a measure of if individual question on the test or questionnaire give appropriate and consistent results. Different items that measure the general idea or construct or checked to see as if they give the similar scores. In this correlation matrix internal consistency reliability exists since all items are positive.

Table no. 11

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
I follow Fashion influencers on Instagram to get insight on Fashion trends.	20.7070	12.734	.587	.461	.675
My preferences are similar to those of influencers.	20.8726	11.971	.606	.491	.665
I follow those brands that communicate	20.8089	12.322	.580	.424	.674

through famous fashion influencers.					
I consider buying an article from brands advertised by an influencer in case I need that article.	21.2548	14.460	.118	.036	.831
I would encourage people close to me to buy the products promoted by the bloggers or Fashion Influencers.	20.7134	12.283	.629	.431	.662
I follow fashion influencers on Instagram.	20.8025	13.416	.540	.423	.691

Consumer Perception Scale:

Table no. 12

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.635	.642	4

The value of Cronbach's Alpha of 4 items of CP is .635 which means that 63% of variance in this score is internally consistent reliable score.

Table no. 13

Inter-Item Correlation Matrix

	Fashion influencer's reviews on clothing influence my	I form my perception on the accuracy of the fashion influencer	I perceive that Instagram can be a reliable	Marketing stimuli/ads about fashion brands on Instagram
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	perception about Fashion brand/brands.	endorsing a certain brand.	platform for online shopping of clothing.	effect my perception about online shopping.
Fashion influencer's reviews on clothing influence my perception about Fashion brand/brands.	1.000	.371	.248	.267
I form my perception on the accuracy of the fashion influencer endorsing a certain brand.	.371	1.000	.274	.213
I perceive that Instagram can be a reliable platform for online shopping of clothing.	.248	.274	1.000	.486
Marketing stimuli/ads about fashion brands on Instagram effect my perception about online shopping.	.267	.213	.486	1.000

Table no. 14

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Fashion influencer's reviews on clothing influence my perception about Fashion brand/brands.	13.1720	4.028	.400	.180	.585

I form my perception on the accuracy of the fashion influencer endorsing a certain brand.	13.0191	4.545	.396	.174	.580
I perceive that Instagram can be a reliable platform for online shopping of clothing.	12.9172	4.358	.445	.272	.545
Marketing stimuli/ads about fashion brands on Instagram effect my perception about online shopping.	12.9236	4.789	.437	.261	.558

Purchase Intention Scale:

Table no. 15
Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.758	.758	4

The value of Cronbach's Alpha of 4 items of PI is .758 which means that 75% of variance in this score is internally consistent reliable score.

Table no. 16
Inter-Item Correlation Matrix

	Fashion influencers endorsing a specific brand effects my purchase intention.	I usually search apparel brands through fashion influencer's endorsement over Instagram before I make my purchase intention.	Advertisement on Instagram affects my Purchase Intention towards a certain brand.	I am satisfied after making the purchase reviewed by the Fashion Influencer I follow.
Fashion influencers endorsing a specific brand effects my purchase intention.	1.000	.688	.228	.473
I usually search apparel brands through fashion influencer's endorsement over Instagram before I make my purchase intention.	.688	1.000	.327	.635
Advertisement on Instagram affects my Purchase Intention towards a certain brand.	.228	.327	1.000	.281
I am satisfied after making the purchase reviewed by the Fashion Influencer I follow.	.473	.635	.281	1.000

Table no. 17
Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Fashion influencers endorsing a specific	13.0892	4.505	.595	.475	.680

brand effects my purchase intention.					
I usually search apparel brands through fashion influencer's endorsement over Instagram before I make my purchase intention.	12.9809	4.403	.747	.608	.592
Advertisement on Instagram affects my Purchase Intention towards a certain brand.	13.0382	5.934	.323	.116	.815
I am satisfied after making the purchase reviewed by the Fashion Influencer I follow.	12.9427	5.042	.593	.412	.683

Brand Communication Scale:

Table no. 18

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.576	.610	5

The value of Cronbach's Alpha of 5 items of BC is .576 which means that 57% of variance in this score is internally consistent reliable score.

Table no. 19
Inter-Item Correlation Matrix

	New brands that communicate through Instagram Fashion Influencers compels me to try them.	The communication activities of brands over Instagram through influencers are credible.	Brand Communication activities of fashion brands resonating with my personal choices grab my attention.	I have purchased things because of the brand communication that I received through Instagram.	I am satisfied with the brand communication and marketing of brands, I follow.
New brands that communicate through Instagram Fashion Influencers compels me to try them.	1.000	.548	.195	.324	.259
The communication activities of brands over Instagram through influencers are credible.	.548	1.000	.119	.237	.160
Brand Communication activities of fashion brands resonating with my personal choices grab my attention.	.195	.119	1.000	.105	.095
I have purchased things because of the brand communication that I received through Instagram.	.324	.237	.105	1.000	.345
I am satisfied with the brand communication and	.259	.160	.095	.345	1.000

marketing of brands, I follow.					
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Table no. 20

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
New brands that communicate through Instagram Fashion Influencers compels me to try them.	16.5287	6.892	.521	.366	.422
The communication activities of brands over Instagram through influencers are credible.	16.6115	7.278	.393	.304	.488
Brand Communication activities of fashion brands resonating with my personal choices grab my attention.	17.1975	7.070	.185	.041	.646
I have purchased things because of the brand communication that I received through Instagram.	16.6178	7.738	.366	.183	.507
I am satisfied with the brand communication and marketing of brands, I follow.	16.6369	8.015	.305	.144	.536

4.4 Person Correlation:

With Person Correlation analysis in this study, the direction and strength of the linear relationship between two variables can be seen. The correlation co-efficient can range from

the values between -1 to +1 with -1 indicating a perfect negative correlation and +1 indicating a perfect positive correlation while 0 indicating no correlation at all.

Table no. 21
Correlations

	FI	CP	PI	BC
FI				
Pearson Correlation	1	.706**	.781**	.788**
Sig. (2-tailed)		.000	.000	.000
N	157	157	157	157
CP				
Pearson Correlation	.706**	1	.685**	.591**
Sig. (2-tailed)	.000		.000	.000
N	157	157	157	157
PI				
Pearson Correlation	.781**	.685**	1	.756**
Sig. (2-tailed)	.000	.000		.000
N	157	157	157	157
BC				
Pearson Correlation	.788**	.591**	.756**	1
Sig. (2-tailed)	.000	.000	.000	
N	157	157	157	157

** . Here Correlation between all the variables is significant at the level 0.01 and it's 2-tailed.

$p = 0.000$ which is less than 0.05,

Since $p < 0.05$ here which shows a significant relationship and since all the values of items here is positive so there is a positive relationship between all the variables. Correlation here is significant at the level 0.01 and it's two tailed.

4.5 Regression Analysis:

Linear regression is often considered to be the next step after the correlation analysis. It is used when we want to predict the value of a variable based on the value of another variable. The variable we want to predict is called the outcome variable or the dependent variable while the variable we are using to predict the value of other variable is called the predictor variable or the independent variable.

Table no. 22
Regression Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.803 ^a	.645	.640	1.71462

a. Predictors: (Constant), FI, CP

In table no. 16, the emphasis here is on the value of R Square which is 0.645 after running the regression analysis on our variables. R Square value evaluates and estimates the scatter of data points around the closely fitted regression line. The total variation in dependent variable because of independent variables. It is also denoted by other name like co-efficient of multiple determination for multiple regression. As indicated in Table no. 16, we can see that R-Square value is 0.645 which means that our independent variables i.e. Consumer Perception and Fashion Influencer causes 65.5% change in the dependent variable i.e. Purchase Intention.

Table no. 23

ANOVA^a

Model	Sum of Squares	Df	Mean Square	F	Sig.
1 Regression	822.982	2	411.491	139.966	.000 ^b
Residual	452.750	154	2.940		
Total	1275.732	156			

a. Dependent Variable that is PI

b. Predictors with Constant, FI and CP

The table no. 17 anova result shows that p-value is 0.000 which is less than 0.05 hence it can be said that there is a significant relationship between the independent variables i.e. CP and FI and dependent variable i.e. PI.

Table no. 24
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.253	.945		2.383	.018
CP	.288	.073	.267	3.940	.000
FI	.403	.046	.592	8.727	.000

a. Dependent Variable: PI

Table no. 18 shows the coefficient results. As indicated that the Beta values are 0.267 (CP) and 0.592 (FI) which means that the change in the independent variables i.e. FI and CP by one unit will bring about the change in dependent variable by 0.267 (CP) and 0.592 (FI).

Furthermore, the beta value is positive, which indicates that there is a positive relationship between Consumer Perception, Fashion Influencer and Purchase Intention. Or in other words, it can be said that when Consumer Perception and Fashion Influencer will increase by one unit then Purchase Intention will increase by 0.267 and 0.592 units.

4.6 Mediator Analysis (Hayes Process):

Since our research involve a mediator which is Brand Communication so we used a process called Hayes Process which is the PROCESS macro tool essentially an unofficial but safe to use to tool. It modifies the statistical programs like SPSS that computes regression analysis containing various combination of mediators, moderators and covariates. Here we used Hayes Process to compute our Mediator BC along with our independent and dependant variables.

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.0 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 4
Y : PI
X : CP
M : BC

Sample

Size: 157

Exhibit 1

OUTCOME VARIABLE:

BC (Mediator)

Model Summary

R	R-sq	MSE	F	df1	df2	p
.5908	.3490	6.8474	83.0991	1.0000	155.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	8.3978	1.3871	6.0544	.0000	5.6578	11.1379
CP	.7207	.0791	9.1159	.0000	.5645	.8769

.....

Here we can see the relationship of Independent Variable (CP) with the Mediator (BC). The variation 0.3490 is due to our independent variable (CP) and there is a significant relationship between variables.

OUTCOME VARIABLE:

PI (DV)

Model Summary

R	R-sq	MSE	F	df1	df2	p
.8119	.6592	2.8228	148.9711	2.0000	154.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	.5146	.9903	.5196	.6041	-1.4418	2.4709
CP	.3954	.0629	6.2845	.0000	.2711	.5197
BC	.4775	.0516	9.2583	.0000	.3756	.5793

***** TOTAL EFFECT MODEL *****

Here we can see the effect of CP (IV) and BC (MV) on PI (DV). The variation is 0.6592 and it's due to CP and BC effect on PI and both of the relationships are significant.

OUTCOME VARIABLE:

PI (DV)

Model Summary

R	R-sq	MSE	F	df1	df2	p
.6853	.4696	4.3656	137.2250	1.0000	155.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
--	-------	----	---	---	------	------

constant	4.5242	1.1075	4.0850	.0001	2.3364	6.7120
CP	.7395	.0631	11.7143	.0000	.6148	.8642

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****

If CP is changed by 1 unit then PI will be changed by 0.7395 and the relationship among all the variables are significant. The variation is 0.4696 and the effect is due to CP.

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI
.7395	.0631	11.7143	.0000	.6148	.8642

The total effect of CP (IV) on PI (DV) through BC (MV) is 0.7395 and the relationship between variables are significant.

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
.3954	.0629	6.2845	.0000	.2711	.5197

The Direct Effect of CP (IV) on PI (DV) is 0.3954 and the relationship between variables are significant.

Indirect effect(s) of X on Y:

Effect	BootSE	BootLLCI	BootULCI
BC .3441	.0649	.2287	.4834

The Indirect Effect of CP (IV) and PI (DV) is 0.3441 and the relationship between all the variables are significant. Our Mediator significantly mediates between our IV and DV since there is no 0 value in BootLLCI and BootULCI. The mediation exists as and the change in mediator brings about 0.3441 change.

Level of confidence is the measure of probability that depicts that the value of the parameter falls within the specified range of values. Here, all confidence intervals in output is 95.0000 so we can say that the confidence interval here is 95%. It also means that we are confident that 95% of our sample contains true mean value.

With FI as Independent Variable:

Run MATRIX procedure:

***** PROCESS Procedure for SPSS Version 4.0 *****

Written by Andrew F. Hayes, Ph.D. www.afhayes.com
 Documentation available in Hayes (2022). www.guilford.com/p/hayes3

Model : 4
 Y : PI
 X : FI
 M : BC

Sample
 Size: 157

Exhibit 2

OUTCOME VARIABLE:

BC

Model Summary

R	R-sq	MSE	F	df1	df2	p
.7880	.6209	3.9876	253.8562	1.0000	155.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	5.7021	.9670	5.8969	.0000	3.7920	7.6123
FI	.6071	.0381	15.9329	.0000	.5318	.6823

Here we can see the relationship of Independent Variable (FI) with the Mediator (BC). The variation 0.6209 is due to our independent variable (FI) and there is a significant relationship between variables.

OUTCOME VARIABLE:

PI

Model Summary

R	R-sq	MSE	F	df1	df2	p
.8136	.6619	2.8011	150.7232	2.0000	154.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	2.1563	.8967	2.4046	.0174	.3848	3.9278
FI	.3321	.0519	6.4027	.0000	.2296	.4345
BC	.3293	.0673	4.8916	.0000	.1963	.4623

***** TOTAL EFFECT MODEL *****

Here we can see the effect of FI (IV) and BC (MV) on PI (DV). The variation is 0.6619 and it's due to FI and BC effect on PI and both of the relationships are significant.

OUTCOME VARIABLE:

PI

Model Summary

R	R-sq	MSE	F	df1	df2	p
.7806	.6093	3.2154	241.7578	1.0000	155.0000	.0000

Model

	coeff	se	t	p	LLCI	ULCI
constant	4.0340	.8683	4.6458	.0000	2.3188	5.7493
FI	.5320	.0342	15.5486	.0000	.4644	.5996

***** TOTAL, DIRECT, AND INDIRECT EFFECTS OF X ON Y *****

If FI is changed by 1 unit then PI will be changed by 0.5320 and the relationship among all the variables are significant. The variation is 0.6039 and the effect is due to FI.

Total effect of X on Y

Effect	se	t	p	LLCI	ULCI
.5320	.0342	15.5486	.0000	.4644	.5996

The total effect of FI (IV) on PI (DV) through BC (MV) is 0.5320 and the relationship between variables are significant.

Direct effect of X on Y

Effect	se	t	p	LLCI	ULCI
.3321	.0519	6.4027	.0000	.2296	.4345

The Direct Effect of FI (IV) on PI (DV) is 0.3321 and the relationship between variables are significant.

Indirect effect(s) of X on Y:

	Effect	BootSE	BootLLCI	BootULCI
BC	.1999	.0484	.1069	.2989

The Indirect Effect of FI (IV) and PI (DV) is 0.1999 and the relationship between all the variables are significant. Our Mediator significantly mediates between our IV and DV since there is no 0 value in BootLLCI and BootULCI. The mediation exists as and the change in mediator brings about 0.1999 change.

Level of confidence is the measure of probability that depicts that the value of the parameter falls within the specified range of values. Here, all confidence intervals in output is 95.0000 so we can say that the confidence interval here is 95%. It also means that we are confident that 95% of our sample contains true mean value.

5. Discussion and Conclusion

5.1 Discussion and Findings:

Hypothesis Validation:

In order to validate the research hypotheses, linear regression was performed on the dependant and independent variables and also correlation analysis to see whether there is a positive correlation, negative correlation or no correlation at all. Since the p-value=0.000 which demonstrates significant relationship between the variables and allows to reject the null hypothesis thus confirming the validity. In this section the justification has been provided against each hypothesis that whether the analysis is supporting the hypotheses or not.

H1: Consumer Perception is positively associated with Brand Communication.

As we mentioned in the literature review of this study by taking Consumer Perception (CP) as our IV where according to a study on perception by (Kazancı and Başgöze 2015), consumer's perception on social media ads and marketing related to a brand increases positively after an effective marketing stimulus the tendency of a customer to purchase a product of the relevant brand also increases. Since this study observed relationship between and IV (CP) and MV (BC), this relationship was analysed through correlation analysis in the study. In table no. 15 of Correlation, it can be seen that a positive relationship exists between CP and BC with magnitude of 0.591** and correlation is significant at 0.01 level (2-tailed). Evidently the analysis and findings supports the hypothesis H1 that Consumer's Perception is positively associated with Brand Communication and increase in CP positively impacts BC.

H2: Consumer Perception is positively associated with Purchase Intention.

As mentioned in our literature review by taking Consumer Perception (CV) as the IV and determining its relationship with Purchase Intention (DV) in this study. With concept of brand image which is widely accepted when certain of different number of brand perceptions are reflected and retained in customer's memory. Such type of associations can or may originate from some marketing stimuli, message or offer or customer's direct experience from purchasing from that brand. A positive brand image, communication help create positive perception in consumer's mind and may help businesses both to encourage the purchase intention and repeat their purchasing transaction and to increase the competition (Nisar and Whitehead, 2016). Consumers' perceptions about the value affect the prices which they are willing to pay for selective brands if those brands has high perceived value in the minds of the customers. Here in this hypothesis, the relationship and effect of Consumer Perception (IV) on Purchase Intention (DV) can be observed. The relationship and its effectiveness over each other can be observed with the help of Regression and Correlation analysis that was conducted in this study to support the underlying hypothesis. Also, in this study, a relationship between CP

(IV) and PI (DV) through Regression and Correlation Analysis was observed. As indicated in Table no. 16, R-Square value is 0.645 which means that the independent variables i.e. Consumer Perception causes 65.5% change in the dependent variable i.e. Purchase Intention. Table no. 18 shows the coefficient results. As indicated that the Beta values are 0.267 (CP) which means that the change in the independent variables CP by one unit will bring about the change in dependent variable PI by 0.267 (CP). Furthermore, the beta value is positive, which indicates the positive relationship between Consumer Perception and Purchase Intention. The table no. 17 anova result shows that p-value is 0.000 which is less than 0.05 hence it can be said that there is a significant relationship between the independent variable i.e. CP and the dependent variable i.e. PI. Consequently, the analysis shows the correlation analysis of the independent variable CP and dependent variable PI. In table no. 15 of correlation, it can be seen that positive correlation exists between the variables CP and PI with the magnitude of 0.685** and correlation is significant at 0.01 level (2-tailed). Evidently the analysis and findings supports the hypothesis H2 that Consumer Perception is positively associated with Purchase Intention of Consumer and increase in CP positively impacts PI.

H3: Purchase Intention is positively associated with Fashion Influencer.

Here in this hypothesis the relationship and effect of Purchase Intention (DV) and Fashion Influencer (IV) can be observed, also its effectiveness over each other with the help of Regression and Correlation analysis that was conducted in this study to support the underlying hypothesis. The more credible the brand is, the more customer will expose trust to the influencer/blogger who supports it. Furthermore, the greater the credibility of the brand, the greater the confidence that the customer will put in the quality of the services or products that the brand offers and thus influencing the purchase intention of the consumer (Spry, 2011). The relationship between PI (DV) and FI (IV) through Regression and Correlation Analysis was observed here. As indicated in Table no. 16, it can be seen that R-Square value is 0.645 which means that the independent variables i.e. Fashion Influencer causes 65.5% change in the dependent variable i.e. Purchase Intention. Table no. 18 shows the coefficient results. As indicated that the Beta value is 0.592 (FI) which means that the change in the independent variables FI by one unit will bring about the change in dependent variable PI by 0.592 (FI). Furthermore, the beta value is positive, which indicates the positive relationship between Fashion Influencer and Purchase Intention. The table no. 17 anova result shows that p-value is 0.000 which is less than 0.05 hence it can be said that there is a significant relationship between the independent variable i.e. FI and dependent variable i.e. PI. Consequently, the study conducted the correlation analysis of the independent variable CP and dependent variable PI. In table no. 15 of correlation, it can be seen that positive correlation exists between the variables FI and PI with the magnitude of 0.781** and correlation is significant at 0.01 level (2-tailed). Evidently the analysis and findings supports the underlying hypothesis H3 that Purchase Intention is positively associated with Purchase Intention of Consumer and increase in PI positively impacts FI.

H4: Purchase Intention is positively associated with Brand Communication.

Here in this hypothesis, it can be observed that the effects of brand communication to prompt consumers to make a purchase decision by using social media platform as the marketing and communication medium. The wide spread use of social media platforms have given the

opportunity of consumers to be more aware of the products they are intending to buy especially online clothing brands. As a result, consumers have become more aware and concerned about obtaining information on product features before making any purchase from any brand under consideration (Ahmed & Zahid, 2014). So under the light of this hypothesis, the stronger the brand communication, the more prone consumers are to make purchase decision after effective marketing stimulus and communication method and strategy by a brand. Since the relationship between and PI (DV) and BC (MV) can be observed here, the findings analysed this relationship through correlation analysis in this study. In table no. 15 of Correlation, it can be seen that a positive relationship exists between PI and BC with magnitude of 0.756** and correlation is significant at 0.01 level (2-tailed). Evidently the analysis and findings supports the underlying hypothesis H4 that Consumer's Purchase Intention is positively associated with Brand Communication and increase in PI positively impacts BC.

H5: Brand Communication is the mediating factor between fashion influencer and consumer perception.

As mentioned in the literature review of this study, by taking Brand Communication as Mediating Variable and observing its effect and relationship with independent variables i.e. FI and CP. Within brand communication through digital influencers and bloggers, it is clear that bloggers/influencers have a connective communication role in influencing and altering the communities they are connected with (Kotcher and Nisbet, 2009). Here in this hypothesis, it can be observed that the Brand Communication (MV) is a mediating variable/factor between Fashion Influencer (IV) and Consumer Perception (IV). To see the effect of BC which a mediating variable, the variables were ran through Hayes Process to see its effects on our IVs and DV. In Exhibit 1 of the model summary, the relationship of Independent Variables (CP) and FI with the Mediator (BC) can be observed. The variation 0.3490 is due to the independent variable (CP) and there is a significant relationship between variables. The Mediator successfully mediates between our IVs and DVs since there is no 0 value in BootLLCI and BootULCI. In Exhibit 2 of the model summary, we can see the relationship of Independent Variable (FI) with the Mediator (BC). The variation 0.6209 is due to the independent variable (FI) and there is a significant relationship between variables. Evidently, the analysis and findings supports the underlying hypothesis H5 that Brand Communication (MV) is the mediating factor between Fashion Influencer and Consumer Perception.

H6: Brand Communication is the mediating factor between Consumer Perception and Consumer Purchase Intention.

As we mentioned in the literature review of this study, by taking Brand Communication as MV its effect can be observed on independent variables i.e. CP and dependant variable i.e. PI and also to determine its relationship with them. Kohli and Jaworski (2006) explained that communication of brand is the first interaction between consumers and companies in the process of value creation. It is important for marketers to invest substantial amount of resources and time in conducting a genuine and real-time dialogue with their customers to promote their products. Brands with tailored promotional content and marketing message ideally resonates well with the target segment and can simultaneously lead to an increase in the rate of reach and ultimately triggering purchase intention and conversion. Here in this hypothesis, it was observed that Brand Communication (MV) is a mediating variable/factor between Consumer Perception (IV) and Purchase Intention (PI). To see the effect of BC which a mediating

variable, the variables were analysed using the Hayes Process to see the effects on our IVs and DV. In Exhibit 1 of the model summary, the relationship between Independent Variable CP and Dependent Variable PI with Brand Communication as Mediating Variable can be seen. Here in the analysis, the relationship of Independent Variable (CP) with the Mediator (BC) was observed. The variation 0.3490 is due to the independent variable (CP) and there is a significant relationship between variables. The effect of CP (IV) and BC (MV) on PI (DV) can be seen. The variation is 0.6592 and it's due to CP and BC effect on PI and both of the relationships are significant. The total effect of CP (IV) on PI (DV) through BC (MV) is 0.7395. The Indirect Effect of CP (IV) and PI (DV) is 0.3441 and the relationship between all the variables are significant. The Mediator significantly mediates between our IV and DV since there is no 0 value in BootLLCI and BootULCI. The mediation exists as and the change in mediator brings about 0.3441 change. Evidently, the analysis and findings in this study supports the underlying hypothesis H6 that Brand Communication (MV) is the mediating factor between Consumer Perception and Purchase Intention.

H7: Fashion Influencer is positively associated with the Brand Communication.

As mentioned in our literature review of this study by taking Fashion Influencer (FI) as the IV and determining its relationship with Brand Communication (BC) treated as the mediating variable in this study. Fashion Influencer's influence possess symbolic impact and power over fashion consumer's self-identity, relatability and interests (Nash, 2018), so deploying SMFI has been regarded as necessary, crucial and effective in social media marketing campaign and hence effective in brand communication strategy (De Veirman, 2016). Here in this hypothesis, the relationship and effect of Fashion Influencer (IV) and Brand Communication (MV) is under consideration. In the hypothesis analysis, the relationship and the effectiveness of variables over each other was tested with the help of Correlation analysis that was conducted in the study to support the underlying hypothesis. In table no. 15 of Correlation, it can be seen that a positive relationship exists between FI and BC with magnitude of 0.788** and correlation is significant at 0.01 level (2-tailed). Evidently the analysis and findings supports the underlying hypothesis H7 that Fashion Influencer is positively associated with Brand Communication and increase in FI positively impacts BC.

H8: Fashion Influencer is positively associated with Purchase Intention.

As mentioned in the literature review of this study by taking Fashion Influencer (FI) as the IV and determining its relationship with Purchase Intention (PI) which is selected as DV in this study. Fashion Influencers are personalities with huge number of fan following on social media who generate primarily fashion content and possess the power to influence and persuade their followers and often play a role in effecting their opinion and purchase behavior. They are considered as the new players in the fashion industry and business as they attract consumers with strong interest in stylish fashion trends and items (Kim and Park, 2016). Here in this hypothesis the relationship and effect of Fashion Influencer (IV) on Purchase Intention (DV) was observed. Also the effectiveness of variables and their relationship was analyzed with the help of Regression and Correlation analysis that was conducted in this study to support the underlying hypothesis. As indicated in Table no. 16, it can be seen that R-Square value is 0.645 which means that the independent variables i.e. Fashion Influencer causes 65.5% change in the dependent variable i.e. Purchase Intention. Table no. 18 shows the coefficient results. As indicated that the Beta value is 0.592 (FI) which means that the change in the independent variables FI by one unit will bring about the change in dependent variable PI by 0.592 (FI). Furthermore, the beta value is positive, which indicates the positive relationship between

Fashion Influencer and Purchase Intention. The table no. 17 anova result shows that p-value is 0.000 which is less than 0.05 hence it can be said that there is a significant relationship between the independent variable i.e. FI and dependent variable i.e. PI. Consequently, we analyzed the correlation analysis of the independent variable CP and dependent variable PI. In table no. 15 of correlation, it can be seen that positive correlation exists between the variables FI and PI with the magnitude of 0.781** and correlation is significant at 0.01 level (2-tailed). Evidently the analysis and findings supports the underlying hypothesis H8 that Fashion Influencer is positively associated with Purchase Intention of Consumer and increase in FI positively impacts PI.

5.2 Conclusion:

Based on the results obtained in this research, it can be concluded that all objectives this study was aiming for were achieved. A framework of the relationship between Consumer Perception that is formed in combination of Fashion Influencers communicating brand message through their content that overall leads to Purchase Intention of a consumer. The whole relationship and phenomenon was presented, tested and validated using a sample of local customers mainly from Rawalpindi/Islamabad who are following some online fashion stores advertising on Instagram and purchased from them after being exposed to different brand communication and marketing strategies mainly through fashion influencers on Instagram. In a way to propose the framework, a set of different underlying theoretical assumptions were considered and few statistical analysis were conducted on the data we collected from our sample population. Our study also revolves around Theory of Planned Behavior and we developed our data based on the extension of the theory of planned behavior (TBP) to influencer based marketing on the Instagram. Our research presented a unique framework for identifying the main and important factors impacting Fashion Influencer's fellowship and consumer Purchase Intention. Based on our findings from our respondents, we can confirm that perceived credibility of fashion influencers by consumers was demonstrated to be major factor contributing towards purchase intention while effective brand communication by utilizing FIs in their campaigns proved to be significant mediator among all factors. It can also be implied that consumers are more likely to appreciate a brand and recommend it to others that has been recommended by famous and authentic influencers.

Considering the research problem, mentioned in the study above, which involved exploring consumer perceptions about the Instagram Fashion Influencers and their impact on purchase intention of consumer, it can be affirmed that the objective of this study was achieved. There is indeed a relation between the consumer perception of fashion influencers on Instagram and their credibility which relates to previous findings by Puriwat and Hoonsopon (2016) in their study. Most importantly, effective brand communication and its credibility appears to be the strongest factor in this relationship as shown and confirmed in previous studies on similar topics. As it comes down to the relationship between consumer perception and the purchase intention, it can be concluded that consumer's perception, similarity with the influencer, credibility of the influencer, credibility of the brand and brand communication, all establish a positive relationship with purchase intention of consumer. The findings of this study are of significantly relevant to the ongoing phenomenon concerning influencer based marketing on Instagram and how these influencers, through their endorsements, shape perception of brands.

5.3 Limitation of the Study:

Considering the limitations of the study within the scope of this research, few limitations were observed studies have been observed. First of all there is time constraint in doing more extensive research on the subject. More effective and thorough research can be done if the time limit was more. Another major constraint is that the sample size is limited to one city hence constraint is geographical feasibility, results change and vary in fashion and apparels geographically. Generalizing such data will give us biased information and results. So the results vary if more population was considered geographically as well as demographically since demographics shape perceptions differently in different regions. We are using convenience sampling to capture the responses of respondents based on their past experience and our convenience in approaching them.

There is a need of application of these same variables on different apparel categories since there is also limited research available on this topic as well. In the context of marketers, their application of marketing tactics and communication may vary so there is a limitation there. This study also highlights the need of latest studies to be conducted on this topic as the trends keep on changing and also the business environment and marketing tactics. Different models and theoretical framework can be attributed in future studies regarding this topic. This study and its results are believed to provide an overview of the existing studies on this subject area and provide future directions and guideline for further researches that will be carried out in the future.

5.4 Future Recommendations:

The study conducted is of significance for future researchers and marketers and as its setting direction for more and elaborative research on similar or different social media platforms by making this study as their base, exploring and correlating other online businesses be it apparel, life style or services etc. It is also beneficial for managers of online clothing retails as a number of management and marketing practices can be derived from them. It is recommended for future researchers to conduct qualitative and longitudinal study which hasn't been conducted in this study due to the short amount of time in which this study was conducted and completed. They should also expand the literature analysis of the study and base them on the analysis of previous studies conducted on this topic. The sample size of population selected for this study should be large enough to get more sound analysis and probability sampling technique should be applied to select the sample size.

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2	27-11-2021	BS-10	Questionnaire Review	
3	4-12-2021	BS-10	How to run SPSS	
4	18-12-2021	BS-10	Analysis/Haye's Analysis	

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6	8-1-2022	BS-10	Results and Conclusion Discussed	
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