"Influencer Marketing: A detailed analysis on Impulse buying and Consumer's behavior and trust towards influencers"

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Abstract

Influencer marketing has gained a popularity in recent years in Pakistan and due to ever changing trends of Social Media, many individuals have started their career in Influencer Marketing. Brands marketing focus has shifted towards influencers due to their huge online presence and followers which help to generate sales. The focus of the study was to analyze the impact of influencer marketing on Impulse buying with mediation effects of consumer behavior and trust towards influencers on Instagram. A questionnaire was developed to carry out the cross-sectional study and where 236 respondents participated. Responses were filtered out and 208 were accepted to proceed the study. A positive correlation between Influencer Marketing and Impulse Buying suggests that influencers influence impulsive consumer decisions. It shows that Influencer Marketing affects Consumer Behavior, showing how influencers shape consumer perception and engagement with products and services. Influencer Marketing positively correlates with trust in influencers, highlighting their crucial role in building trust. Study shows nuanced dynamics in relationship between Trust in Influencers and Impulse Buying, where the statistical significance is low. This suggests further study of influencer-consumer trust-building processes.

Practical implications from the study offer marketers strategies. Diversifying influencer partnerships, strategically using influencers to change consumer behavior, and trust-building are key strategies. The findings encourage marketers to use data-driven decision-making, build long-term influencer relationships, and collaborate across disciplines for comprehensive strategies.In conclusion, this thesis sheds light on influencer marketing's complex world and offers marketers ways to improve their strategies.

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Chapter 1:Introduction

1.1 Background:

1.1.1   Change in marketing dynamic:

The introduction of social media has brought about an enormous shift in the landscape of marketing, ushering in a new era of consumer involvement and brand promotion. This change has brought about an extensive transformation. The increase in the number of social media platforms like Instagram, Facebook, and Twitter has brought about a revolution in the manner in which businesses communicate and connect with their target audience. These platforms provide a dynamic and interactive route for the creation, delivery, and purchase and sale of value. Due to this move from traditional marketing to social media marketing, businesses now have the ability to establish direct and individualized connections with their clients. This has made it possible for businesses to engage in integrated marketing communication and personalized interaction. An investigation that was carried out by Blomqvist-Eriksson and Jarkemyr (2018) shed light on the pervasive influence of social media. This influence has not only reshaped the marketing strategies of businesses, but it has also presented new challenges and opportunities in terms of understanding consumer behavior, ethical considerations, and the ever-changing dynamics of influencer marketing. The study of social media marketing has become increasingly complex and essential for businesses that are looking to navigate the digital landscape and engage with their audience in a meaningful and impactful manner. This is because the profession of influencers is continuing to emerge, and social media platforms are becoming key marketing channels.

1.1.2 Influencer Marketing:

In the past, advertisers have traditionally leveraged the influence of celebrities in order to improve awareness as well as perception of their desired brand. It is the trust that people have in celebrities that they admire that is the basis of this strategy. According to Sammis, Lincoln, and Pomponi (2015), influencer marketing is based on a similar principle, but instead of relying on traditional celebrities, it changes its focus to individuals who operate inside the realm of social media who are frequently referred to as social media influencers. These influencers, who are frequently active on social media platforms such as Instagram and YouTube, have the ability to influence the decisions and attitudes that are made within their respective communities. Influencers on social networks, in contrast to traditional celebrities, are valued for their trustworthiness in promoting products or services, despite the fact that they attract a large audience. Engaging internet influencers to disseminate targeted messages through sponsored content is an essential part of influencer marketing. This marketing strategy serves multiple business purposes, such as attracting new users, building communities, initiating actions, and enhancing brand awareness and loyalty (Vareško, 2017). A high return on investment can be achieved by influencers because of the trust that their followers place in them, which makes them effective promoters. Influencers have the capability to significantly transform marketing efforts whenever they are combined with customer relationship management (CRM), which provides a method of promotion that can be both trustworthy and cost-effective. Customers have a tendency to view messages that are advertised by influencers as more trustworthy and convincing, particularly when they are endorsed by influential figures who have a significant number of followers on social media. From the perspective of traditional celebrity promotions, this strategy is considered to be more trustworthy, particularly for companies that are aiming their marketing

efforts at younger generations (Lim et al., 2017:20). In essence, influencers perform the function of mediators, making it possible for brands to connect with their target audiences by means of voices that users, followers, and influencers trust. As a result, influencers play a pivotal role in the ever-changing landscape of e-marketing.

1.1.3 Instagram and Influencer Marketing:

Instagram stands out as a significant player among the various platforms that facilitate influencer marketing. It is distinguished by its visually engaging nature and its substantial user base, which consists of one billion active users. The ability of Instagram to connect with Millennials, a generation that is best known for its preference for visual content over text messages, is the primary reason for the platform's popularity. Influencer marketing on Instagram is a strategy that involves businesses working together with relevant influencers whose values are congruent with those of the brand. This strategy acknowledges the influence that the influencers have on the target market. The platform's visual storytelling capabilities, coupled with high user engagement, make it a prime space for influencers to connect with followers (Bognar, Puljic, &Kadezabek, 2019). Companies invest in influencer marketing to promote products or services, particularly on platforms like Instagram, recognizing the growing influence of social media users on a firm's corporate image and reputation (Lin et al., 2019). Influencers on Instagram have certain authority and perceived trust that they have gained from their followers in order toinfluence their behavior regarding purchase decision. Instagram is the most used app with 1 billion active users. Brands take benefit from engaging high range of followers of influencers to promote their products. According to a study done by koay,Teoh and Soh, 2021, the perceived trust and attractiveness towards the influencer marketing helps the followers to behave in a certain way which generated results like intentions to buy or leaning towards online

impulse buying. According to another study (Yan et.al, 2022), the advertising methods used by influencers on their social media platforms heavily influences the behavior of consumer towards impulse buying. Well, 2014 had researched on psychological behaviors of the consumers on social media and trust was one of the leading factors for purchase intention among consumers. This study aims to find out the impact on influencer marketing on impulse buying with mediating effects of trust on influencer and consumer behavior towards influencer marketing.

1.2   Problem Statement:

Within the larger context of the present landscape of digital marketing, the rise of influencer marketing has become an entirety force that is influencing the action of consumers. In light of the fact that brands are growing more dependent on influencers on social media platforms such as Instagram to promote their products, it is absolutely necessary to have a comprehensive understanding of the complex dynamics that surround this phenomenon. The process of determining the extent to which such marketing strategies have an impact on the behavior of making impulsive purchases raises a significant concern. With a particular emphasis on the mediating effects of consumer behavior toward influencer marketing and the level of trust that consumers place in influencers, the purpose of this study is to investigate the impact that influencer marketing having on impulse buying. To achieve both academic understanding and practical implications for marketers who are looking to optimize their strategies in the ever-changing realm of digital commerce, it is essential to make sense of the complex relationships that exist between these variables.

1.3 Research Objectives:

- To evaluate the scopeof influencer marketing and their influence on consumer behaviour towards the promotion of products or services.

- To analyze the mediating role of consumer behavior towards influencer marketing in the association between influencer marketing and impulse buying.

- To explore the level of trust consumers, place in influencers and its influence on impulse buying decisions.

- To explore the combined effects of influencer marketing, consumer behaviour, and trust towards influencers on impulse buying behaviour.

1.4 Research Questions:

1. How does influencer marketing impact consumers' perceptions and attitudes towards promoted products or services?
2. Does consumer behavior towards influencer marketing serve as a mediating factor in the relationship between influencer marketing and impulse buying?
3. Does trust towards influencer marketing serve as a mediating factor in the relationship between influencer marketing and impulse buying?
4. How do influencer marketing, consumer behavior, and trust towards influencers collectively impact consumers' tendencies for impulse buying?

1.5 Research Contribution:

The study sheds light on the relationship between influencer marketing and impulse buying with mediating effects of consumer behavior and trust on influencer towards purchasing a

product. This research contributed academic understanding of relationship among variables which serves as a source of literature study and for marketers to implement better strategies regarding choosing their influencer marketing for better outcomes in their marketing campaigns.

1.6 Research Gap:

In the dynamic landscape of contemporary digital marketing, influencer marketing has emerged as a powerful tool for brands seeking to connect with consumers. While the literature on influencer marketing has expanded significantly, a critical research gap exists in the understanding of its intricate influence on consumer behavior, specifically concerning impulse buying. The existing body of knowledge primarily focuses on broader outcomes such as brand awareness, attitude formation, and overall purchase intentions associated with influencer marketing. However, there is a dearth of studies that delve into the specific pathways and mechanisms through which influencer marketing triggers impulsive buying behaviors among consumers.

Important aspects that have not yet been thoroughly investigated include the role that consumer behavior plays as a mediator in relation to influencer marketing and the establishment of trust in relation to influencers in their role of shaping decisions concerning impulse buying. In addition, there is a lack of comprehensive insights into the psychological and behavioral factors that emerge during the consumer's engagement with influencer-generated content, which in turn leads to impulsive purchasing decisions. This is despite the fact that the influence of influencers on consumer behavior is acknowledged. For the purpose of deciphering the complexities of the relationship between influencers and consumers, it is essential to have a solid understanding of these mediating mechanisms.

In addition, the present lack of research provides insufficient precision when it comes to investigating the possibility of variations across different product categories and demographic divisions. In the majority of studies, a generalized approach has been taken, which means that the potential nuances in the impact of influencer marketing on impulse buying among various consumer groups and for different kinds of products have been overlooked.

In addition, the existing body of literature does not adequately provide marketers with the practical insights and strategies they need to optimize influencer marketing campaigns specifically for the purpose of driving impulse buying. In spite of the fact that theoretical frameworks have been proposed, there is a notable lack of empirical evidence and guidance that can be put into practice by marketers. The closing of this gap is absolutely necessary in order to bring academic insights into alignment with the practical requirements of marketers who are navigating the ever-changing landscape of digital commerce.

An approach that incorporates theoretical frameworks and empirical evidence is required in order to address these research gaps, which require a multifaceted approach. It is essential to conduct in-depth research that investigates the complex relationships that exist between influencer marketing, consumer behavior, trust in influencers, and impulse buying. This research ought to take into account variations across different product categories and demographic subgroups in order to provide a comprehensive understanding of the factors that influence impulsive purchasing decisions in the context of influencer marketing.

Furthermore, the development of practical strategies for marketers poses a significant challenge for the research that will be conducted in the future. Researchers have the ability to make a direct contribution to the improvement of marketing practices in the digital era by elucidating effective methods for optimizing influencer marketing campaigns. This dual focus on

theoretical depth and practical applicability will not only enrich academic scholarship, but it will also offer valuable guidance to practitioners who are looking to leverage influencer marketing for the purpose of driving impulse buying and overall brand success.

In conclusion, the research gaps that were identified serve to highlight the necessity of conducting more in-depth and nuanced investigations into the complex relationships existing between influencer marketing and consumer behavior, particularly with regard to the realm of impulse buying. Researchers have the opportunity to make significant contributions to both academic knowledge and the practical strategies that marketers use in the rapidly evolving landscape of digital commerce. These gaps present researchers with exciting opportunities to make significant contributions.

1.7   Scope of the study:

Under the scope of this research, the goal is to provide a comprehensive investigation into the influence that influencer marketing has on the behavior of consumers, with a particular focus on the phenomenon of impulse buying. The purpose of this study is to fill in the gaps that have been identified in the existing body of literature by investigating the intricate dynamics that are involved in the relationship between influencers and consumers. Specifically, the study will investigate the pathways through which influencer marketing influences impulsive purchasing decisions.

The primary focus of the research will be on a wide variety of customers operating within the realm of digital commerce, and it will extend across the geographical regions of Islamabad and Rawalpindi. The study will acknowledge the global reach of influencer marketing, but it will also take into account the possibility of regional differences in consumer behavior. In addition, it

will take into account the economic factors that may have an impact on the effectiveness of influencer marketing campaigns.

The purpose of this research endeavor is to carry out an in-depth investigation into the multifaceted realm of influencer marketing's impact on consumer behavior, with a particular emphasis on impulse buying as the focal point of our investigation. Our research includes a wide range of demographic categories, including age groups ranging from 15 to 40 years old, gender considerations, and the intricate nuances of income levels. The scope of our study is intricately woven around the diverse fabric of demographic segments. A strategic approach to understanding the changing preferences and behaviors of a generation that is immersed in digital technology is reflected in the study's deliberate choice to focus on the age groups that range from 15 to 40 years old. We are aware that people who fall within this age range are not only frequent consumers but also active participants in the digital landscape. As a consequence, we consider them to be an essential cohort for the purpose of investigating the impact that influencer marketing has on impulse buying. Our research aims to capture the nuanced dynamics that reveal themselves at the intersection of young consumerism, influencer interactions, and impulsive purchasing decisions by focusing on this age range as its main area of study.

Because gender is such a significant factor in determining consumer behavior, it plays a leading role in the demographic considerations that we take into account. Recognizing various manners in which people of different genders interact with content generated by influencers and make decisions regarding their purchases, the purpose of our research is to identify potential variations in responses. By dissecting the gendered dimensions of the impact that influencer marketing has on impulse buying, our goal is to contribute insights that are tailored to the distinct preferences and behaviors that are associated with each gender.

A further layer of complexity is added to the demographic scope of our study by the inclusion of income levels, which are an important socio-economic variable. We are aware that different income brackets can result in significant differences in terms of both the ability to make decisions and the purchasing power of individuals. Our research aims to uncover potential disparities in the manner in which influencers wield their persuasive influence across different economic strata. This will be accomplished by incorporating an examination of income levels into our investigation. In addition, the research is conducted solely on Instagram users and their perspectives on their preferred influencers, which have an effect on the products they choose to purchase.

1.8   Limitation of the study:

Despite the fact that the research attempts to provide comprehensive insights, it is acknowledged that there are certain limitations. The scope of the study is restricted to particular variables, which are not restricted to influencer marketing, consumer behavior, trust in influencers, and impulse buying. It does not take into account the broader group of variables that are pertinent to the study on their own. In addition, the research only utilized a few social media platforms, such as Instagram; it did not take into account any of the other social media platforms that play a significant role in influencer marketing in general.

There is a potential that the study will be influenced in the future by the ever-changing nature of digital marketing and social media. This is because new marketing strategies and trends are constantly emerging, which could lead to in this study having temporal limitations.

Chapter 2: Literature Review

This chapter is very important because it is where the researcher will conduct a thorough review of the body of knowledge and the scholarly literature that is pertinent to the primary focus of the study. For establishing a framework for comprehending the intricate connection that exists between supply chain performance and information sharing, this chapter on the review of the relevant literature will serve as a cornerstone.

2.1. Introduction:

2.1.1. Overview of Literature Review:

The literature review is an essential part of the research process because it provides a comprehensive analysis of the existing body of knowledge on influencer marketing, impulse buying, and the intricate interactions between these three concepts. Through an examination of the relevant academic literature, the purpose of this review is to construct a robust theoretical framework for the specific topic that is being investigated.

2.1.2. Importance of Literature Review:

Within the field of academic research, the literature review functions as a navigational aid. Its importance stems from its capacity to shed light on the conceptual history of the past, point out knowledge gaps, and offer a theoretical basis for pursuing research problems. This literature review aims to provide context and depth for the current study by methodically examining previous research.

2.1.3. Purpose of Literature Review in context of this study:

The literature review utilized in the context of this study is successful in accomplishing a number of significant objectives. A connection is made between the opportunities and challenges

that exist in the present day and the perspectives that have been held throughout history regarding influencer marketing and impulse buying. The formulation of research questions, the generation of hypotheses, and the overall direction of the technique are all based on this foundation being established.

1.2 Variables in the Study

2.2.1. Identification and definition of key variables

- **Influencer Marketing**

  Influencer Marketing on Instagram

- **Impulse Buying**

  Purchase intention

  Decision to buy

- **Consumer Behavior**

  Attractiveness towards the followers

  Degree of influenced by influencers

- **Trust in Influencer**

  Reliability on Influencers

Influencer Marketing and Impulse buying are the key factors influencing this research. In Influencer marketing, Instagram was the key focus of survey. For impulse buying factors were analyzed which impact the purchase decision. Degree of Influence by Influencers and their attractiveness are the measure for Consumer Behavior variable along with reliability on influencers measured as Trust in Influencers by followers. All these variables together comprise the key elements in this research.

2.1 Influencer marketing:

Because of the rapidly shifting landscape of modern business, which is dominated by the Internet and markets that are extremely competitive (Chopra, Ahvad, &Jaju, 2020), traditional marketing paradigms have undergone profound transformations. This is because of the fact that the Internet has become the dominant force in the modern business landscape. Increasingly, businesses are tailoring their goods and services to meet specific customer requirements in order to achieve their objective of gaining a competitive advantage. This trend has been observed in recent years. As a consequence of this, marketing has evolved into an indispensable component of modern business strategies. As a result of the proliferation of social networks and the advent of communication technology, a completely new era of marketing has emerged, which is known as e-marketing. This new era is characterized by the proliferation of social networks. This paradigm shift is characterized by a number of distinguishing characteristics, one of which is the presence of a dynamic framework that enables individuals to actively contribute as content creators on social platforms. People who have a significant amount of influence in the market are referred to as influencers, and the rise to prominence of these individuals is a significant aspect of this evolution. According to Chopra, Ahvad, and Jaju's research from 2020, companies are now actively embracing influencers, which creates an environment that encourages user participation in social media communication. There was a time when people were afraid of losing control over corporate communication, which led to the perception that influencers were viewed with cautiousness. In order to investigate the transformative role that influencers play and the impact that they have on the behavior of consumers, the purpose of this literature review is to investigate both of these topics. By investigating how consumers perceive influencers and the extent to which they have an impact on decision-making processes, the objective of this review is

to shed light on the complex dynamics that are at play in the realm of modern marketing. Specifically, the review will investigate how consumers perceive influencers.The findings of this literature review indicate that the research that Chopra, Ahvad, and Jaju (2020) conducted is in line with the overarching theme. This is the conclusion that can be drawn from the findings. This study investigates the ways in which influencers shape the perceptions of consumers and how they affect the decision-making processes of consumers. It accomplishes this by delving into the impact that influencers have on the behavior of consumers, which is in line with the sentiments that have been expressed in this article. It is highly likely that the authors will investigate the shifting role that influencers play in the era of e-marketing in order to shed light on the complexities of this phenomenon. When the relevance of Chopra et al.'s study is compared to the focus of the current literature review, which is on the influence of influencer marketing on impulse buying, it is evident that both studies share a common thread. This is because the focus of the current literature review is on the relation between the two. In spite of the fact that they do so in different ways, both works acknowledge the transformative power that influencers have in shaping the behavior of consumers. The purpose of this review is to provide a more nuanced investigation into the connection between influencer marketing and consumers' tendency to make impulsive purchases. In spite of the fact that Chopra et al. might contribute to a better understanding of consumer behavior in general, the purpose of this review is to specifically investigate the connection between influencer marketing and impulse buying.

Marketers are actively investigating potential future trends in order to maintain a competitive advantage in the rapidly changing landscape of marketing, which is currently being propelled by the ongoing evolution of online platforms, the emergence of Web 2.0, and the subsequent shift from offline to online activities (Chuang, Taiwan, and Taiwan, 2019). In order

tomaintain a competitive edge, marketers are fervently exploring future trends. The pursuit of differentiation has recently become an endeavor that is particularly important in light of the transformative impact that social media has had on the relationship that exists between consumers and brands. When it comes to the digital era, influencer marketing, which is a digital phenomenon that rose to prominence alongside the blogosphere in the early 2000s, stands out as an essential component that is reshaping traditional business practices and the way in which customers interact with businesses. As companies navigate the challenges of an online-centric business environment, the strategic utilization of social media platforms, most notably Instagram, has become a prevalent practice. Instagram is the platform that has gained the most popularity. A particularly noteworthy aspect of Instagram is the strategic application of the platform. It is necessary to conduct accurate measurements in order to determine whether or not such efforts are successful, particularly when taking into account the significant investments that are involved (Chuang, Taiwan, and Taiwan, 2019). It is a highly effective strategy to work together with influential people in order to endorse products or services; however, accurate measurement is required in order to determine how successful such efforts are. According to researchers, the significance of influencer marketing has been acknowledged. These researchers have investigated essential aspects such as the credibility and authenticity of influencers, as well as the intricate relationship that exists between the popularity of an influencer and their capacity to exert influence.This particular study, which was conducted by Chuang in Taiwan, focuses specifically on the impact of the F/f-ratio, which is a representation of the popularity threshold for an Instagram influencer. The study was carried out in Taiwan. By investigating the perceived credibility of influencers and the cascading effects that this credibility has on consumer attitudes toward user-generated content (UGC), brand attitudes, viral intentions, and purchase intentions,

the purpose of this study is to make a contribution to the existing body of literature. This will be accomplished by examining the effects of that credibility on consumer attitudes. Additionally, the research investigates the moderating influence of various product categories, each of which is characterized by varying levels of involvement in the purchase decision, on the relationship between the F/f-ratio and the credibility of the influencer (Chuang, Taiwan, and Taiwan, 2019). Both of these categories are characterized by varying degrees of involvement in the purchase decision. When compared to the subject matter of the thesis, which is titled "Impact of Influencer Marketing on Impulse Buying with Mediating Effects of Consumer Behavior Towards Influencer Marketing and Trust Towards Influencers," it is evident that this literature review is pertinent to the subject matter. An examination of the intricate dynamics that are involved in influencer marketing is a topic that is discussed in both the literature review and the thesis. This is a common theme that is shared by both sources. The purpose of this thesis is to provide a nuanced investigation into the relationship between influencer marketing and impulse buying by attempting to disentangle the specific nexus that exists between the two. In spite of the fact that Chuang's research makes a contribution to our understanding of the popularity threshold of influencers and the impact it has on consumer behavior, the purpose of this thesis is to investigate the connection between influencer marketing and impulse buying. Both of these studies, when taken together, contribute to a deeper comprehension of the intricate relationship that exists between influencers, consumer behavior, and the outcomes that are associated with brands in the context of digital marketing. This is because both of these studies were investigated simultaneously.

2.2 Trust in influencer:

The research that was carried out by Koay, Teoh, and Soh (2021) is an investigation that takes a nuanced approach to investigate the impact of activities related to social media marketing. The investigation is solely focused on Instagram influencers and the complex relationship that they have with making impulsive purchases online. The study, which is based on the Stimulus-Organism-Response (S-O-R) theory, aims to disentangle the intricate relationship that exists between the various aspects of source credibility, specifically attractiveness, expertise, and trustworthiness, and the influence that these aspects have on the perceptions and actions of followers in relation to online impulse buying. In the context of Instagram influencers, it is absolutely necessary to have a solid understanding of the mechanisms that govern consumer behaviors. This is because the digital landscape is changing at a rapid pace, and it is absolutely necessary to remain aware of these mechanisms. Taking into consideration the fact that the research is solely centered on Instagram influencers, it is evident that the platform plays a significant role in influencing the behaviors of contemporary consumers. The study makes use of cross-sectional data from 273 Instagram users and employs Partial Least Squares Structural Equation Modeling (PLS-SEM) by utilizing SMART-PLS software as its analytical backbone. In addition, the research makes use of the data collected from Instagram users. The findings shed light on the profound influence of perceived social media marketing activities by Instagram influencers, revealing a significant positive impact on followers' perceptions across all dimensions of source credibility. This indicates that Instagram influencers have a significant impact on the beliefs of their followers. This suggests that Instagram influencers have a discernible effect on the beliefs held by the people who follow them on the platform. It is particularly noteworthy that attractiveness and trustworthiness have

been shown to be powerful factors that influence the phenomenon of impulse buying when it comes to online shopping. What differentiates this study from others in its classification is the discovery that perceived attractiveness and trustworthiness play a mediating role in the relationship between social media marketing activities and online impulse buying. This is the revelation that sets this study apart from others. The significance of the role that source credibility plays as a conduit through which the actions of influencers resonate with followers and, as a result, shape the behaviors of impulsive online shoppers is brought into focus by this. Through the provision of insights into the intricate mechanisms through which Instagram influencers' social media marketing activities unfold in the realm of online impulse buying, the study positions itself as a beacon in the literature, addressing a notable gap in the existing body of research. This is accomplished by providing insights into the online impulse buying process. The fact that the study emphasizes the significant role that source credibility dimensions, particularly attractiveness and trustworthiness, play as mediating factors in the dynamics between social media marketing activities and impulse buying makes it abundantly clear that the study is pertinent to the topic that is currently being discussed. This study makes a significant contribution to the larger conversation that is taking place about the influence that influencer marketing has on impulsive purchasing, and it is important to note that this contribution is significant. In addition to broadening the theoretical foundations, the research also provides practical implications for academics, influencers, and marketers who are attempting to navigate the constantly shifting landscape of social media marketing. Bringing to light the complex channels through which Instagram influencers exert their influence on consumer behaviors is the means by which this objective is accomplished. Because it investigates the one-of-a-kind dynamics of Instagram influencers, the study is relevant to the current topic because it focuses on

the dynamics of Instagram influencers. Through the use of this specialized lens, one is able to gain an understanding of the specific nuances that are associated with impulse buying within the context of the digital realm. The fact that there are so few studies that investigate this particular nexus highlights the significance of this research, which positions it as a valuable addition to the ongoing conversation about social media marketing and consumer behaviors in the digital era. Specifically, the research focuses on the relationship between social media marketing and consumer behaviors. According to Koay, Teoh, and Soh (2021), this study is an important investigation because it provides a comprehensive understanding of the multifaceted relationships that exist between Instagram influencers, source credibility, and online impulse buying. This understanding is essential because it enables the researchers to better understand the relationships. As a consequence of this, it contributes to a deeper comprehension of the intricate dynamic that exists within the contemporary digital marketing landscape.

By enabling direct interaction between influencers and consumers on e-commerce platforms, e-commerce live streaming is a novel approach to influencer advertising that has become increasingly popular in recent years. This emerging phenomenon, which is a novel approach to advertising influencers, is investigated in the research that was carried out by Yan et al. (2022). The existing evidence suggests that influencer live-streaming advertisements on social media have the potential to stimulate impulsive purchasing behavior; however, there is a dearth of research that investigates the impact that this new advertising method has on e-commerce platforms. This is despite the fact that there is a paucity of research that investigates this impact. As a result of the investigation, the goal is to discover the intricate relationship that exists between the credibility of influencers, the celebrity effect, the perception of entertainment, the trustworthiness of influencers, and the perceived usefulness of influencers in shaping the

attitudes of consumers toward influencer advertisements and, as a consequence, their tendency to make impulsive purchases. The participants were given a comprehensive questionnaire that was developed using a combination of convenient sampling and snowball sampling methods. The questionnaire contained seven key constructs and was distributed to the participants. To investigate the dynamics that were being investigated, this was done in order to perform the investigation. The constructs were modified in order to bring them into conformity with the specific objective of this investigation. This was accomplished with the assistance of validated measurement items that were discovered in the currently available body of research. Following the completion of the survey, a dataset consisting of two hundred thirty-six valid responses was obtained. This dataset was used for the subsequent analysis. The research makes use of a structural equation modeling approach that incorporates partial least squares in order to estimate parameters and test the proposed model. This is done in order to accomplish both of these goals. The findings of the empirical research shed light on the significant part that all constructs play in influencing the desire of consumers to make impulsive purchases, with attitudes toward influencer advertisements serving as an essential intermediary in this process. According to the research model that has been proposed, 61.7% of the variance in attitudes toward influencer advertisements can be explained by the model, and 19.4% of the variance in the urge to make impulsive purchases can be clarified by the model. In order to improve the design of influencer advertisements and marketing strategies, the purpose of this study is to provide valuable insights that can be used towards improving the design of these strategies. As a preliminary investigation into the complex relationship that exists between influencer advertising and impulsive purchasing, this study is an important step forward. This study sheds light on the complex mechanisms that are at play, highlighting the significant impact that factors such as the

credibility of influencers, the celebrity effect, trust, perceived usefulness, and entertainment have on the attitudes and behaviors of consumers, particularly with regard to impulsive purchasing. The research was conducted in order to shed light on these mechanisms. For the purpose of optimizing their approaches to influencer advertising, both practitioners and academics can benefit from the novel perspectives that this study offers (Yan et al., 2022). The context of this study was the ever-evolving landscape of e-commerce, which is where live streaming and influencer marketing intersect. This study was carried out in this context.

2.3   Consumer behavior:

A pioneering effort to consolidate the current state of research on instant messaging (IM) within social media settings is presented in the paper written by Vrontis, Makrides, Christofi, and Thrassou (2020). This paper acknowledges the need for a comprehensive overview which is presented in the paper. The study aims to elucidate key themes and concepts by conducting a systematic review of 68 articles from 29 journals that are ranked by the Chartered Association of Business Schools. The purpose of the study is to offer insights into the mechanisms that underpin the appeal of SMIs and their influential power in shaping consumer attitudes and behavior. The integrative multidimensional framework that is proposed in this paper investigates the antecedents, mediators, and moderators of potential outcomes, in addition to the contextual factors that influence consumer behavior. The study identifies a number of research gaps and offers potential avenues for future research. It also addresses significant emerging areas and unexplored realms in relation to theory, context, and methodology. This paper makes a contribution to a more nuanced understanding of the dynamic interplay between social media influencers (SMIs) and consumers by shedding light on the complexities of instant messaging (IM) within social media. A foundational resource is this extensive literature review (Vrontis,

Makrides, Christofi, &Thrassou, 2020). It is relevant to your thesis topic, which is about the impact of influencer marketing on impulse buying, and it serves as a foundational resource. In addition to providing a comprehensive understanding of the underlying mechanisms in influencer marketing, it also provides information regarding the antecedents and moderators that contribute to consumer behavior. It is possible for you to draw upon the insights and gaps that were identified in this study thanks to the multidimensional framework that is presented in the paper. This framework aligns with your investigation of an impulse purchase. The purpose of this document is to act as a guide for organizing your research within the larger context of the influencer marketing landscape. This will ensure that your investigation into the specific realm of impulse buying is more informed and contextualized.

This research by (Lou & Yuan, 2019)presents the Social Media Influencer Value Model in order to investigate the complex dynamics that are involved in the manner in which influencer marketing influences the behavior of consumers through the use of social media. In the context of influencer marketing, the purpose of this model is to provide a comprehensive explanation of the relationship that exists between the value of advertising and the credibility of the source. In this investigation, Partial Least Squares (PLS) path modeling is utilized. The investigation was carried out by means of an online survey that was distributed to social media users who follow influencers. The findings shed light on the pivotal roles that are played by the informative value of content that is generated by influencers, the trustworthiness of influencers, as well as the attractiveness of influencers and their similarity to followers. Collectively, these factors contribute to the trust that followers have in the branded posts that influencers share, which in turn influences the followers' awareness of the brand and their intentions to make a purchase.

This study makes a significant contribution to our understanding of the underlying mechanisms that drive consumer responses to influencer-generated content, which is a landscape that is dominated by research on influencer marketing. Not only does it provide a comprehensive framework for analysis, but it also offers empirical insights into the specific factors that influence trust and subsequent consumer actions. This is accomplished by proposing and testing the Social Media Influencer Value Model. This research becomes especially relevant when considering the context of understanding the myriad of effects that influencer marketing has because influencers have a significant impact on both the awareness of a brand and the intention to make a purchase. Within the framework of your thesis topic, which is about the influence of influencer marketing on impulsive purchasing, this study has the potential to serve as a foundational piece. It provides insights into the variables and relationships that influence consumer behavior within the realm of influencer marketing.

Wells (2014) explores the intersection of psychology, specifically the less prominent yet influential field of behaviorism, with consumer behavior and marketing research in his article. Specifically, the author focuses on the intersection of these phenomena. Through the implementation of classical and operant conditioning, matching and foraging theories, and a variety of other frameworks, behaviorism has left its mark on these fields over the course of the past half-century. In this extensive review, the article investigates the myriad ways in which behavioral psychology has influenced research and applications in the field of marketing and the realm of consumers. A significant contribution to this discussion is made by Wells (2014), who sheds light on the historical and contemporary influences of behaviorism in the field. Not only does the article offer a retrospective analysis of the applications that have been submitted in the past, but it also serves as a primer for academics who are not familiar with the nuances of

behavioral psychology. The goal of this article is to encourage a more significant incorporation of behavioral psychology into consumer and marketing research, as well as to bridge the gap that exists between the various academic disciplines. A comprehensive explanation of the fundamental principles and theories that underpin behaviorism will be provided in order to accomplish this goal. We are making progress with the review, and it is becoming more and more apparent that behaviorism has been a significant contributor to the development of methodologies and perspectives within the field of consumer research and marketing research, respectively. Classical conditioning and operant conditioning, in particular, have proven to be extremely helpful frameworks for the purpose of comprehending and forecasting the behaviors of consumers. The article draws attention to the significance of a number of different theories, including matching and foraging, amongst others, as part of its commitment to shedding light on the intricate dynamics of the decision-making processes that consumers engage in. Furthermore, by taking into consideration the development of this influence over time, the article not only provides a glimpse into the past but also paves the way for additional research to be conducted in the years to come. For the purpose of conducting research that delves more deeply into the ever-changing landscape of behavioral psychology approaches within the fields of consumer behavior and marketing, the article offers some suggestions for possible directions that could be pursued in the future. This article encourages academics to push the boundaries of existing frameworks and explore novel applications of behavioral psychology in order to gain a better understanding of the complexities of consumer choices and marketing strategies. Specifically, the article focuses on the ways in which these frameworks can be further explored. In order to achieve this goal, it is necessary to identify these potential directions. For the purpose of drawing a conclusion, Wells (2014) offers a comprehensive overview of the influence that behaviorism has

had on research pertaining to consumers and marketing. The author acknowledges the historical significance of behaviorism within this overview, while at the same time paving the way for future advancements in the field. During the course of their investigation, academics who are interested in navigating the intricate relationship that exists between psychology and the fields of consumer behavior and marketing will discover that this article is an extremely helpful resource.

2.4 Impulse buying:

In the process of filling a gap in previous research, the study by (Zafar et al., 2019) represents a significant step forward. There was a notable limitation in the ability to comprehensively demonstrate the intricate dynamics of this relationship, despite the fact that previous studies acknowledged the emerging role of social media celebrities in the context of impulse buying. The latent state-trait theory serves as the theoretical foundation for this investigation, which delves into the detailed aspects of celebrities' post authenticity, sentiment polarity, observational learning, and impulse buying tendency. This research makes use of advanced statistical methods, such as fuzzy set qualitative comparative analysis (fsQCA) and partial least squares structural equation modeling (PLS-SEM), with a sample size of 452 Pakistani respondents who are members of the communities that celebrities maintain on Facebook. Not only do the findings validate the significance of the proposed constructs in terms of their ability to influence the urge to make impulsive purchases, but they also shed light on the moderating role that impulse buying tendencies play in conjunction with these relationships. Providing empirical insights that contribute to the theoretical understanding of impulse buying in the digital age, this study is a pivotal exploration into the realm of social media influence on consumer behavior. It stands as a pivotal exploration because it provides empirical insights. By shedding light on the multifaceted variables and their interactions that contribute to impulsive

consumer decisions in response to social media celebrities, this research provides a valuable reference point that can be utilized in the context of your thesis, which is about the impact of influencer marketing on impulse buying. The utilization of sophisticated analytical methods contributes to the further strengthening of the credibility of the findings of the study as well as their applicability to situations that occur in the real world.

Because of the rapidly shifting landscape of contemporary business, which is characterized by the pre-eminence of the Internet and markets that are extremely competitive, the traditional paradigms of marketing have undergone significant shiftsBognar, Puljic, and Kadezabek (2019). These shifts have occurred as a result of the dynamic nature of the modern business environment. There has been a surge in the customization of products and services, and marketing has emerged as a strategic cornerstone in modern business strategies. This is a direct result of the imperative for businesses to achieve a competitive advantage, which has led to the need for businesses to achieve this advantage. E-marketing, which is another name for internet marketing, is a relatively new form of marketing that has emerged as a result of the proliferation of social networks and the advent of communication technology. Internet marketing is also known as e-marketing. This paradigm shift is characterized by a number of distinguishing characteristics, one of which is the presence of a dynamic framework that enables individuals to actively contribute as content creators on social platforms. An important facet of this evolution is the rise of influencers, which are individuals who have a significant impact in the market. This is one of the most notable aspects of this evolution. The active adoption of influencers by businesses, which in turn encourages user participation in social media communication, is currently taking place. There was a time when people were afraid of losing control over corporate communication, which led to the perception that influencers were viewed with

cautiousness. Investigating the transformative role that influencers play and the impact that they have on the behavior of consumers is the objective of this literature review, which aims to investigate both of these topics. By investigating how consumers perceive influencers and the extent to which they have an impact on decision-making processes, the objective of this review is to shed light on the complex dynamics that are at play in the realm of modern marketing. Specifically, the review will investigate how consumers perceive influencers. The findings of the research that Bognar, Puljic, and Kadezabek (2019) conducted are in agreement with the overarching topic that is being discussed in this review of the relevant literature. The sentiments that are expressed here are echoed in the paper, which investigates the impact of influencers on consumer behavior. The paper also investigates how influencers shape consumer perceptions and how they influence the decision-making processes of consumers. It is highly likely that the authors will investigate the shifting role that influencers play in the era of e-marketing in order to shed light on the complexities of this phenomenon. When the relevance of Bognar et al.'s (2019) study is compared to the focus of the current literature review, which is on the influence of influencer marketing on impulse buying, it is evident that both studies share a common thread. However, the focus of the current literature review is on the difference between the two. Despite the fact that they approach the topic from different angles, both of these works acknowledge the transformative power that influencers have in shaping the behavior of consumers. The purpose of this review is to provide a more nuanced investigation into the connection between influencer marketing and consumers' tendency to make impulsive purchases. It is possible that Bognar et al. will provide some insights into the general behavior of consumers; however, the purpose of this review is to specifically investigate the connection between influencer marketing and purchases made on impulse.

Trivedi and Sama's (2019) study, which investigates the comparative impact of celebrity versus expert influencers on consumers' online purchase intentions in the realm of consumer electronics, offers valuable insights that resonate with the core themes of this study. The research explores the mediating roles of brand admiration and brand attitude, as well as the moderating influence of message involvement—a comprehensive investigation that aligns with study's interest in understanding the mediating effects of consumer behavior and trust in influencer marketing on impulse buying.Their use of structural equation modeling, hierarchical regression analysis, and the Hayes process method serves as a methodological reference for research design, providing a robust framework for testing hypotheses and exploring the intricate dynamics between influencers and consumer behavior. The finding that expert influencers outperform attractive celebrity influencers in the context of consumer electronics products could inform your understanding of the types of influencers that may be more effective in driving impulse buying tendencies.

2.5 Relationship among the all variables:

Research conducted in academic settings has repeatedly demonstrated a positive correlation between influencer marketing and purchase decisions made on impulse. It is possible for influencers to elicit impulsive purchasing decisions among their followers by means of the persuasive communication and engaging content that they provide (Vrontis et al., 2020; Lou & Yuan, 2019). According to Bognar et al. (2019), the visual and interactive nature of influencer content on platforms such as Instagram frequently generates a sense of urgency and desire, which ultimately results in impulsive decisions to make purchases.

It has been demonstrated through research that influencer marketing has a significant impact on the behavior of consumers. Influencers are frequently relied upon by consumers not only for product recommendations but also for lifestyle choices and the adoption of trends. According to De Veirman et al. (2015) and Lim et al. (2017), the aspirational nature of influencers encourages identification and social comparison, which in turn has an effect on how consumers perceive and interact with brands through their interactions.

Within the realm of influencer marketing, trust is an essential component. According to studies, the relationship of trust between influencers and the people they follow is extremely important. Because consumers are more likely to be influenced by recommendations from sources that they trust, the effectiveness of influencer marketing campaigns is increased when there is trust in the influencers. This is according to Chopra et al. (2020) and Sammis, Lincoln, and Pompei (2015).

The relationship between influencer marketing and impulse buying is mediated by trust in influencers, which plays a role in understanding the relationship. When consumers have faith in recommendations made by influencers, they are more likely to act on those recommendations without hesitation. This makes consumers more receptive to the impulsive purchase suggestions made by influencers (Zafar et al., 2019; Trivedi & Sama, 2019). Trust provides a sense of credibility, which in turn makes consumers more likely to make a purchase.

Numerous pieces of scholarly writing have consistently demonstrated that there is a connection between consumer behavior and impulsive purchasing. According to Rook (1987), impulsive purchasing tendencies are influenced by a variety of factors, including social influences and personal motivations. Consumer behavior is contributed to by these factors. It is common for spontaneous purchasing decisions to be driven by the emotional and psychological aspects of consumer behavior (Vered, 2007; Lavidge& Steiner, 1961).

2.6 Theory

The theoretical framework for this study is anchored in several relevant theories that illuminate the complex dynamics within the realm of influencer marketing and its impact on consumer behavior, particularly the phenomenon of impulse buying. Social Influence Theory serves as a foundational pillar, elucidating the mechanisms through which influencers wield persuasive power over their audiences. This theory posits that individuals are susceptible to external influences, and influencers, by virtue of their social presence, can shape consumers' perceptions and behaviors.

Within this overarching framework, Source Credibility Theory emerges as a key element. This theory contends that the effectiveness of persuasive communication is contingent upon the perceived credibility of the information source. In the context of influencer marketing, the credibility of the influencer becomes paramount. Trust in the influencer is established as a mediator, as consumers are more likely to succumb to the persuasive influence of an influencer they trust.

Furthermore, the Hierarchy of Effects Model provides insights into the stages consumers traverse before making impulsive buying decisions. This model posits that consumers move through cognitive, affective, and conative stages, where consumer behavior and impulse buying represent the conative outcome. Consumer behavior, encompassing attitudes, preferences, and decision-making processes, emerges as a mediator between influencer marketing and impulse buying.

In summary, the theoretical underpinning of this study draws upon Social Influence Theory to understand the overarching influence of influencers, Source Credibility Theory to underscore the

importance of influencer trust, and the Hierarchy of Effects Model to delineate the cognitive and affective processes that mediate the pathway from influencer marketing to impulse buying. This synthesized framework aims to unravel the intricate relationships among these variables, contributing to a nuanced comprehension of the phenomenon under investigation.

2.7 Theoretical framework
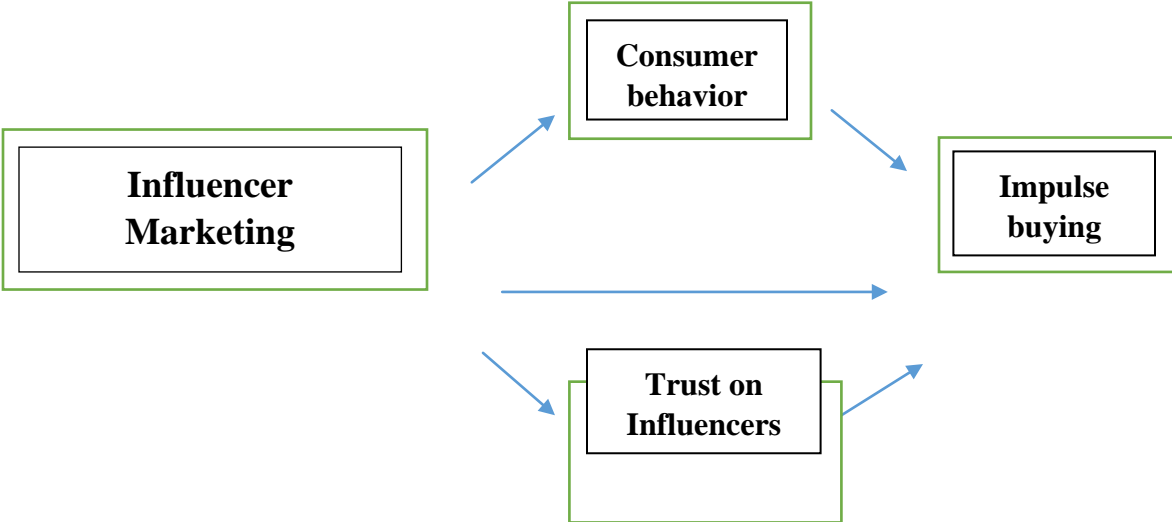
Chapter 3: Methodology:

3.1 Research Design

In the process of conducting an in-depth investigation into the intricate dynamics of the impact that influencer marketing has on consumer behavior, our research design applies an approach that is both deliberate and comprehensive.

In terms of location, the study focuses on the bustling cities of Islamabad and Rawalpindi. The objective of the study is to investigate the complexities of interactions between influencers and consumers within the context of this particular urban setting. The research is being carried out with the participation of individuals who are based in Islamabad and Rawalpindi, which guarantees a diverse representation across all demographic categories. Through the utilization of a purposive sampling strategy, which takes into consideration factors such as age, gender, and income levels, a comprehensive spectrum of perspectives is gathered. This strategy is in line with the overarching objective of investigating the subtle differences that exist in the dynamics of influencer marketing programs.

The design of the research is dependent on the incorporation of four important variables: age, gender, income levels, and the influence of influencer marketing on impulsive purchasing. These variables allow for the dissection of the intricate interplay that exists between demographic characteristics and consumer responses to content that was generated by influencers. They serve as the foundational pillars of the study. Through the incorporation of these variables, the research is enriched in terms of both its depth and its scope, which ultimately leads to a more comprehensive understanding of the subject matter.

As the primary instrument for data collection, a questionnaire that has been meticulously crafted serves as the instrument. It is the purpose of the questionnaire to elicit responses that will provide insights into the age, gender, income levels, and engagement with influencer marketing of the participants. In addition to this, the questionnaire includes questions that have been specifically designed to assess the participants' propensity to make impulsive purchases in relation to content that has been generated by influence professionals. For the purpose of ensuring a comprehensive dataset that enables in-depth analysis, the questions have been designed to facilitate the collection of both quantitative and qualitative data.

Online and offline methods are used in conjunction with one another to carry out the data collection process. Participants are solicited through various social media platforms, community centers, and gatherings that take place in neighborhoods. The questionnaire is distributed electronically, which enables efficient data collection while preserving the flexibility to engage participants in face-to-face interactions. Therefore, the questionnaire is distributed electronically. By taking a dual approach, we ensure that our sample is both diverse and representative, which in turn strengthens the validity of our findings.

In every aspect of the design of our research, ethical considerations are taken into account. Providing participants with the opportunity to give their informed consent ensures that there is complete transparency regarding the nature and goals of the study. Anonymity and confidentiality are given high priority in order to safeguard the respondents' right to personal privacy. Both the rights and the well-being of each participant in the study are respected, and the research is conducted in accordance with ethical guidelines and standards.

Following the completion of the data collection process, a method of analysis that is extremely thorough is utilized. Methods of statistical analysis, such as regression analysis and correlation, are applied to quantitative data in order to reveal patterns and relationships between variables. The examination of nuanced insights and emerging themes within the responses of participants is made possible through the use of thematic analysis, which is applied to qualitative data.

3.2   Population and Sample

The population that is being considered for this investigation is comprised of people who live in Islamabad and Rawalpindi and who are between the ages of 15 and 40 years old. The selection of this age range is in line with the changing landscape of digital marketing, which places an emphasis on the influence of younger demographics in the context of influencer marketing. These cities' Instagram users provide a targeted perspective, which acknowledges the platform's prevalence in contemporary digital interactions and its significance in the realm of influencer marketing. The focus on Instagram users within these cities provides a targeted perspective.

In order to carry out this research, a subset, also known as a sample, was selected from the larger population that resides in Islamabad and Rawalpindi. The individuals who included in this sample ranged in age from 15 to 40 years old. Through the utilization of a technique known as purposive sampling, this method enabled the deliberate selection of participants who possessed particular characteristics, such as being active users of Instagram. In order to gain insights from individuals who are most likely to engage with influencer marketing content on social media platforms, this strategic sampling approach was developed with the intention of attracting their attention. Because of the focus on Instagram users within this age range, it is

possible to conduct a targeted investigation into the influence that influencer marketing practices have on the behavior of consumers and their trust within the specifically identified demographic.

3.3 Sample Technique

For the purpose of this investigation, a non-probability sampling technique known as purposive sampling is utilized. This technique was selected because it allows for the deliberate selection of participants who possess particular characteristics that are pertinent to the objectives of the study. Individuals between the ages of 15 and 40 who are residents of Islamabad and Rawalpindi are the primary criteria for inclusion. This has been taken into consideration because of the impact that evolving digital marketing practices have on this demographic. This age range is consistent with the focus of the study, which is to gain an understanding of the impact of influencer marketing, with a particular emphasis on targeting the younger population that is actively engaged in the consumption of online content.

Instagram users are included in the population of interest by virtue of the fact that the platform is a prominent medium for influencer marketing. This research makes use of a survey instrument that is a carefully crafted questionnaire that contains questions pertaining to each variable that is being investigated. These variables include influencer marketing, impulse buying, consumer behavior, and trust in influencers. In order to gain a comprehensive understanding of the participants' perceptions and behaviors in relation to influencer marketing on Instagram, the questionnaire has been designed.

In the course of the administration of the survey, a stringent screening procedure is undertaken in order to exclude respondents who do not make use of Instagram. The importance of this decision cannot be overstated because it will ensure that the data collected is in line with

the focus of the study, which is on the influence that influencer marketing has within the Instagram user community. It is a systematic practice to exclude individuals who do not use Instagram from participation, which helps to improve the accuracy and relevance of the sample to the objectives of the research. Additionally, the utilization of a purposive sampling technique, in conjunction with a targeted questionnaire and stringent participant screening, enhances the study's capacity to glean meaningful insights into the relationships between influencer marketing, impulse buying, consumer behavior, and trust in influencers within the context of the specified demographic and platform.

Moreover, there were three mandatory questions which were used to determine the accepted the rejected responses:

1. Do you use Instagram?

2. Do you follow one or more influencer on Instagram?

3. Have u ever bought products that have been marketed by influencers on Instagram?

These three questions set the precedent for the survey. The study focused primarily on analyzing the potential effect of influencer marketing within the individuals who already have bought one or more product from the influencer. The study will explore the potential dynamics of the factors that influence their buying decision positively or negatively.

3.4 Measurement instruments

The measurement instruments for this thesis utilize a carefully constructed questionnaire designed to assess the key variables, including influencer marketing, impulse buying, consumer behavior, and trust in influencers. Responses are recorded on a Likert scale ranging from 1 to 5, where participants express their agreement or disagreement with provided statements.

Influencer marketing:

- Participants were asked questions which rated how much they were influenced by influencer marketing and whether they had positive or negative association towards it

Impulse buying:

- Participants were asked questions regarding how factors influenced their urge to buy spontaneously.

Consumer Behavior:

- Participants were asked questions regarding how they view influencers and if certain promotions from influencer marketing campaign effect their decisions or purchase along with their preference to recommend and search products from the promotional campaigns.

Trust in Influence:

- A number of items in this section are designed to gauge the participants' opinions regarding the credibility, reliability, and expertise of influencers.

3.4.1 Quantitative Analysis:

For the purpose of compiling and interpreting the data that has been gathered, quantitative analysis techniques are utilized. The following analytical procedures are carried out:

3.4.1.1 An Examination of Reliability:

This ensures that the measurement instruments are consistent and reliable for all of the variables.

3.4.1.2 Tables of Frequency and Demographic Information:

This section provides an overview of the demographics of the participants as well as the frequency distribution of their responses.

3.4.1.3 Descriptive Statistics:

This section provides a summary and description of the primary characteristics of the dataset, such as the mean scores and standard deviations.

3.4.1.4 An Examination of Correlation:

Determines the patterns and associations that exist between the various variables by investigating the relationships between them.

3.4.1.5 Regression Analysis:

An investigation into the impact that influencer marketing has on impulsive purchases, taking into account the effects that consumer behavior and trust in influencers have on the relationship between the two.

3.5 Research Hypothesis:

H1: People tend to shop more from influencers when there is trust and positive behavior towards influencers.

H0: People do not tend to shop more from influencers when there is trust and positive behavior towards influencers.

Chapter 4: Results and Findings

The chapter 4 includes results and findings of the survey. 236 respondent's data was collected and some responses were rejected based on sampling technique. 208 responses were accepted and used in descriptive statistics for results. Chapter 4 includes results where Demographics, Frequency table, Correlation, Regression Analysis and Cronbach Alpha is used to measure the results of this study.

4.1 Frequency Tables and Demographics:

The frequency table shows the frequency on our demographics factor such as gender, age and Income level.

Gender:

Gender frequency table is given below where 1 represents Male and 2 represents Female.

Gender

	Frequency	Percent	Valid Percent	Cumulative Percent
1	104	50.0	50.0	50.0
2	104	50.0	50.0	100.0
Total	208	100.0	100.0	

Age:

Demographics table for age where our age for the study was set for 15 – 40 years old.

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
17	4	1.9	1.9	1.9

|	Frequency	Percent	Valid Percent	Cumulative Percent
20	1	.5	.5	2.4
21	11	5.3	5.3	7.7
22	9	4.3	4.3	12.0
23	8	3.8	3.8	15.9
24	8	3.8	3.8	19.7
25	36	17.3	17.3	37.0
26	30	14.4	14.4	51.4
27	12	5.8	5.8	57.2
28	25	12.0	12.0	69.2
29	12	5.8	5.8	75.0
30	19	9.1	9.1	84.1
31	9	4.3	4.3	88.5
32	10	4.8	4.8	93.3
34	5	2.4	2.4	95.7
35	6	2.9	2.9	98.6
36	3	1.4	1.4	100.0
Total	208	100.0	100.0	

Monthly Income Level:

Monthly Income for our respondent's data is given below which helps to understand economic situation.

Monthly Income

	Frequency	Percent	Valid Percent	Cumulative Percent
100,000 to 150,000	43	20.7	20.7	20.7
100,000 to 150,000, 150,000 or more	3	1.4	1.4	22.1
150,000 or more	98	47.1	47.1	69.2
50,000 or less	15	7.2	7.2	76.4
50,000 to 100,000	44	21.2	21.2	97.6
50,000 to 100,000, 150,000 or more	5	2.4	2.4	100.0
Total	208	100.0	100.0	

4.2   Research Model:
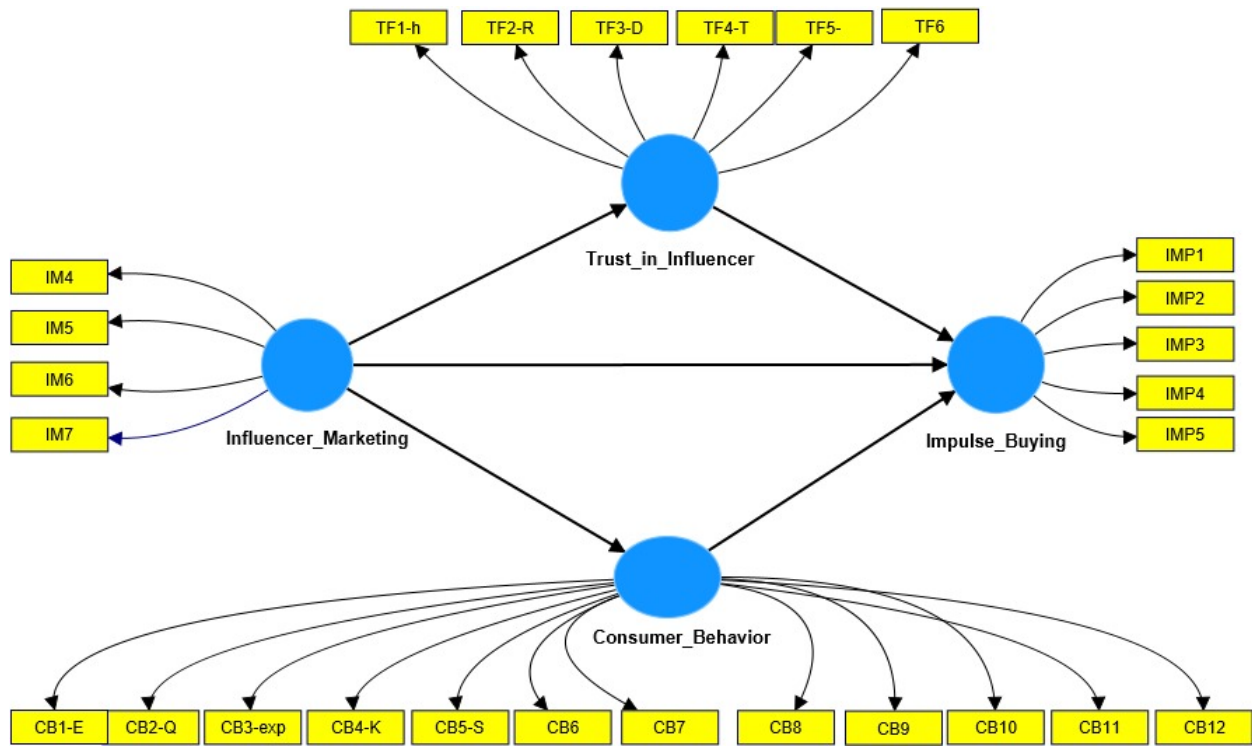
In our research model, IM is Influencer Marketing where it starts from IM4 because IM1, 2, 3 were mandatory question for respondents to determine their rejection or accepting the responses.

1. Do you Use Instagram?

2. Do you follow one or more influencers on Instagram?

3. Have u ever bought products that have been marketed by influencers on Instagram?

CB is the code for the variable Consumer Behavior, TF for Trust in Influencers and IMP for Impulse Buying.

4.3   Correlation:

Correlation between variables shows if one variable increase or decreases if the other one increases or decreases.

	Consumer Behavior	Impulse Buying	Influencer Marketing	TrustinInfluencer
ConsumerBehavior	1.000	0.805	0.863	0.792
ImpulseBuying	0.805	1.000	0.868	0.668
InfluencerMarketing	0.863	0.868	1.000	0.683
TrustinInfluencer	0.792	0.668	0.683	1.000

In these results, Influencer Marketing has a positive correlation with Impulse buying in direct effect which is 0.868. Influencer marketing has a positive correlation of 0.863 with Consumer Behavior and Consumer Behavior has positive correlation of 0.805 with Impulse buying.

Influencer marketing has a positive correlation with Trust in Influencers of 0.683 and Trust in influencer has positive correlation of 0.668 with Impulse buying.

4.4   Regression Analysis:

Regression analysis is a statistical method that researchers use to analyze the relation between independent and dependent variables of a study.

	R-square	R-square adjusted
ConsumerBehavior	0.745	0.743
ImpulseBuying	0.768	0.765
TrustinInfluencer	0.467	0.464

In the above results, Consumer behavior has 74.5% impact on Influencer marketing. Impulse buying which was dependent variable in this study has 76.8% impact on Influencer Marketing. Trust in Influencer has 46.7% impact on Influencer Marketing.

4.5 Coefficients:

Coefficients provide information about the strength and direction of the relationships between variables in the model.

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
ConsumerBehavior -> ImpulseBuying	0.398	0.409	0.092	4.336	0.000
InfluencerMarketing -> ConsumerBehavior	0.683	0.692	0.037	18.242	0.000
InfluencerMarketing -> ImpulseBuying	0.290	0.274	0.100	2.887	0.004
InfluencerMarketing -> TrustinInfluencer	0.547	0.560	0.039	13.969	0.000
TrustinInfluencer -> ImpulseBuying	0.121	0.127	0.080	1.520	0.128

1. Direct Effects:

 Influencer Marketing and Impulse Buying:

The direct effect of Influencer Marketing on Impulse Buying yielded a coefficient of 0.100 (standard deviation). The t-test statistic was 2.887, with a corresponding p-value of 0.004. This suggests a statistically significant positive relationship between Influencer Marketing and

Impulse Buying, indicating that for each one-unit increase in Influencer Marketing, there is a 0.100-unit increase in Impulse Buying.

2. Mediation Effects:

a. Influencer Marketing on Consumer Behavior:

The effect of Influencer Marketing on Consumer Behavior was significant, with a coefficient of 0.037 (standard deviation), a t-statistic of 18.242, and a p-value of 0.000. This implies that Influencer Marketing significantly influences Consumer Behavior.

b. Consumer Behavior on Impulse Buying:

Consumer Behavior, in turn, had a significant impact on Impulse Buying, with a coefficient of 0.092 (standard deviation), a t-statistic of 4.336, and a p-value of 0.000. This indicates that changes in Consumer Behavior are associated with changes in Impulse Buying.

c. Influencer Marketing on Trust in Influencers:

The effect of Influencer Marketing on Trust in Influencers was found to be statistically significant, with a coefficient of 0.039 (standard deviation), a t-statistic of 13.969, and a p-value of 0.000. This suggests that Influencer Marketing plays a significant role in shaping consumers' trust in influencers.

d. Trust in Influencers on Impulse Buying:

Contrarily, the effect of Trust in Influencers on Impulse Buying did not reach statistical significance, as indicated by a coefficient of 0.080 (standard deviation), a t-statistic of 1.520, and

a p-value of 0.128. It implies that the impact of Trust in Influencers on Impulse Buying may not be statistically significant.

4.6   Cronbach Alpha:

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
ConsumerBehavior	0.894	0.931	0.908	0.497
ImpulseBuying	0.668	0.781	0.690	0.341
InfluencerMarketing	0.605	0.673	0.634	0.317
TrustinInfluencer	0.941	0.955	0.946	0.748

a. Cronbach's Alpha:

Cronbach's Alpha values were calculated to assess the internal consistency reliability of the measurement scales.

- Consumer Behavior exhibited a high level of internal consistency reliability with a Cronbach's Alpha of 0.894, surpassing the commonly accepted threshold of 0.70.

- Impulse Buying demonstrated moderate internal consistency with a Cronbach's Alpha of 0.668. While slightly below the 0.70 threshold, it is within an acceptable range.

- Influencer Marketing displayed an internal consistency reliability of 0.605, which, although slightly below the conventional threshold, indicates a moderate level of reliability.

- Trust in Influencer demonstrated excellent internal consistency with a Cronbach's Alpha of 0.941, well exceeding the recommended threshold.

b. Average Variance Extracted (AVE):

Average Variance Extracted values were computed to evaluate convergent validity, measuring the amount of variance captured by the latent constructs.

- Consumer Behaviour exhibited a satisfactory AVE of 0.497, exceeding the threshold of 0.50, indicating adequate convergent validity.

- Impulse Buying displayed a convergent validity with an AVE of 0.341, slightly below the conventional threshold but still acceptable.

- Influencer Marketing demonstrated an AVE of 0.317, indicating an acceptable level of convergent validity.

- Trust in Influencer showcased a robust convergent validity with an AVE of 0.748, surpassing the recommended threshold.

Chapter 5: Discussion and Conclusion

5.1 Discussion of the Findings

The study examined the intricate relationships among Influencer Marketing, Consumer Behavior, Trust in Influencers, and Impulse Buying. The results provide valuable insights into the impact of these variables and shed light on the underlying mechanisms that drive consumer behavior in the context of influencer-led marketing.

1. Direct Effects:

a. Influencer Marketing and Impulse Buying:

The significant positive relationship between Influencer Marketing and Impulse Buying (β = 0.100, p = 0.004) underscores the influence of influencer-driven content on consumers' impulsive purchasing decisions. For each one-unit increase in Influencer Marketing, there is a 0.100-unit increase in Impulse Buying, implying that influencers play a pivotal role in shaping consumer behavior.

2. Mediation Effects:

a. Influencer Marketing on Consumer Behavior:

The substantial effect of Influencer Marketing on Consumer Behavior (β = 0.037, p = 0.000) highlights the impactful role of influencers in shaping how consumers perceive and engage with products or services. The statistically significant relationship suggests that influencer-led content significantly influences and directs consumer behavior.

b. Consumer Behavior on Impulse Buying:

The noteworthy impact of Consumer Behavior on Impulse Buying (β = 0.092, p = 0.000) underscores the importance of understanding how consumer choices and actions are shaped by their behavior. Changes in Consumer Behavior are associated with corresponding changes in Impulse Buying, emphasizing the role of influencers in steering consumer decision-making processes.

c. Influencer Marketing on Trust in Influencers:

The substantial impact of Influencer Marketing on Trust in Influencers (β = 0.039, p = 0.000) accentuates the influential power of influencers in cultivating trust among their audience. This

finding suggests that the content produced by influencers significantly contributes to building and reinforcing consumers' trust in these key opinion leaders.

d. Trust in Influencers on Impulse Buying:

Although the impact of Trust in Influencers on Impulse Buying did not reach statistical significance ($\beta = 0.080$, $p = 0.128$), it suggests a nuanced relationship. While trust in influencers may not directly drive impulsive buying decisions, the trust-building process remains integral to understanding consumer responses to influencer-driven content.

3. Reliability and Validity Measures:

a. Cronbach's Alpha and Average Variance Extracted (AVE):

The high internal consistency reliability of Consumer Behavior ($\alpha = 0.894$) and Trust in Influencers ($\alpha = 0.941$) underscores the robustness of these constructs. Despite slightly lower Cronbach's Alpha for Impulse Buying ($\alpha = 0.668$) and Influencer Marketing ($\alpha = 0.605$), the reliability remains within acceptable ranges.

The satisfactory AVE values for Consumer Behavior (AVE = 0.497), Impulse Buying (AVE = 0.341), Influencer Marketing (AVE = 0.317), and the robust AVE for Trust in Influencers (AVE = 0.748) confirm convergent validity. These results bolster the reliability and validity of the measurement scales used in the study.

The findings suggest that influencer-driven content significantly influences both Consumer Behavior and Trust in Influencers, which, in turn, impact Impulse Buying. The study contributes to the growing body of literature on influencer marketing by providing empirical evidence of the intricate relationships among these variables.

Understanding the direct and mediating effects of Influencer Marketing, Consumer Behavior, and Trust in Influencers offers practical implications for marketers and influencers alike. Marketers can leverage influencers not only to drive impulsive buying but also to shape consumer behavior and build trust over time.

However, the non-significant impact of Trust in Influencers on Impulse Buying invites further exploration. Future research could delve into the nuanced dynamics of trust-building in influencer-consumer relationships to uncover the complexities that may not be captured by conventional statistical measures.

5.2 Conclusion of the Study

In conclusion, this study contributes valuable insights into the multifaceted world of influencer marketing, revealing the interconnectedness of variables that influence consumer decision-making processes. These findings can guide marketers in optimizing their strategies to harness the full potential of influencer marketing in driving consumer behavior and impulsive buying.

5.3.1 Theoretical Implications:

There are a number of theoretical implications that can be drawn from the findings of this study, which contribute to the ever-changing landscape of influencer marketing, consumer behavior, and trust dynamics.

1. Integration of Influencer Marketing Theories: The research offers empirical support for the incorporation of influential theories into the field of influencer marketing. It is possible to integrate concepts that are derived from social influence theories, such as the Theory of Planned Behavior and the Social Identity Theory, in order to gain an understanding of the complex relationships that have been observed. It is possible that future theoretical frameworks will

investigate the intersectionality of these theories in order to make available a comprehensive understanding of the ways in which influencers shape consumer behavior.

2. The Role of Consumer Behavior as a Mediator The fact that consumer behavior has a significant mediation effect between influencer marketing and impulse buying demonstrates the central role that consumer choices and actions play in response to content that is driven by influencers. This highlights the importance of incorporating theories of decision-making and consumer psychology into frameworks for influencer marketing. According to the findings of the study, it is essential to have a solid understanding of the psychological processes that are responsible for consumer behavior in order to develop influencer campaigns that are successful.

3. Trust Dynamics in Influencer Marketing: The research highlights the central role that trust plays in determining how consumers react to content that is driven by influencers. The theoretical implications extend to the processes of trust-building, highlighting the necessity of investigating models such as the Trust Transfer Model and the Elaboration Likelihood Model within the context of relationships between influencers and consumers. Considering that trust does not have a significant impact on impulse buying, this suggests that there is a nuanced interaction between the two, which calls for additional theoretical investigation to unravel the complexities of trust dynamics in influencer marketing.

The implications for marketing communication theories are as follows:

There is a significant positive relationship between trust in influencers and influencer marketing, and this relationship aligns with concepts from marketing communication theories. The study makes a contribution to the understanding of how influencers function as communication channels, influencing not only the behavior of consumers directly but also the perceptions of

trust that they have. The applicability of communication theories, such as the Two-Step Flow Model, in the context of influencer marketing can be investigated further in the course of future research.

5. Insights from a Multidisciplinary Perspective: The findings of the study highlight the multidisciplinary nature of research associated with influencer marketing. It is possible to achieve a more comprehensive understanding of the mechanisms at play by incorporating perspectives from the fields of marketing, psychology, and communication studies. For the purpose of enhancing the theoretical foundations of influencer marketing, future theoretical developments ought to take into consideration the possibility of drawing on insights from a variety of fields.

6. Temporal Dynamics and Longitudinal Studies: The cross-sectional nature of the study draws attention to the possibility of conducting longitudinal research in the future to investigate temporal dynamics in the context of influencer marketing relationships. It is possible to contribute to a more in-depth theoretical understanding of the sustainability and long-term effects of influencer marketing efforts by investigating how consumer behavior, trust, and impulse buying change over time as a result of influencer marketing campaigns.

To summarize, the theoretical implications of this study go beyond the specific variables that were investigated, thereby shedding light on the more comprehensive theoretical landscape of influencer marketing. Through the incorporation of well-established theories, the investigation of consumer behavior as a mediator, and the investigation of trust dynamics, this study lays the groundwork for the development of theoretical frameworks that are capable of capturing the complexities of interactions between influencers and consumers.

5.3   Practical Implications

Enhancing Marketing Strategies through Influencer Insights

The practical implications derived from this thesis study offer valuable guidance for marketers seeking to optimize their influencer marketing strategies and capitalize on consumer behavior dynamics. These insights are based on empirical findings and offer practical recommendations to improve the effectiveness of influencer-led campaigns.

1. Strategic Utilization of Influencers: a. Diversify Influencer Partnerships: Insight: The strong connection between Influencer Marketing and Impulse Buying indicates that influencers have a significant impact on stimulating spontaneous consumer choices.

Practical Implication: It is advisable for marketers to carefully select influencer partnerships, focusing on those who have a track record of effectively encouraging impulsive buying among their followers.

b. Utilize Influencers to Make an Impact on Consumer Behavior: Insight: The significant impact of Influencer Marketing on Consumer Behavior implies that influencers can be effective agents in shaping how consumers perceive and engage with products or services.

Practical Implication: It is crucial for marketers to work together with influencers, not just for immediate sales, but also to strategically shape consumer behavior. Developing content that resonates with consumer preferences and behaviors can significantly amplify the effectiveness of influencer campaigns.

2. Building Trust through Influencer Marketing: a. Prioritize Trust-Building in Campaigns: Insight: The positive correlation between Influencer Marketing and Trust in Influencers highlights the influential role of influencers in cultivating trust.

Practical Implication: It is crucial for marketers to prioritize the establishment of trust as a fundamental objective in influencer campaigns. Authenticity, transparency, and consistent messaging are key elements that contribute to building and reinforcing trust among the audience.

b. Analyzing the Intricacies of Trust Dynamics: Insight: Although the influence of Trust in Influencers on Impulse Buying did not achieve statistical significance, the intricate relationship implies a multifaceted interplay.

Practical Implication: Marketers should engage in in-depth audience analysis to understand the specific trust dynamics within their target demographic. Customizing influencer collaborations to align with the specific trust preferences of the audience can significantly bolster the efficacy of trust-building tactics.

3. Strategies for Sustainable Campaigns: a. Long-term Influencer Relationships: Insight: The study's cross-sectional nature highlights the potential for temporal dynamics in influencer-consumer relationships.

Practical Implication: Marketers should consider establishing long-term relationships with influencers to harness the benefits of sustained trust-building and the evolution of consumer behavior over time. Longitudinal studies and ongoing collaborations can provide more comprehensive insights for sustained campaign success.

4. Data-Driven Decision Making: a. Reliability and Validity Measures: Insight: The study thoroughly examined the reliability and validity measures of each variable, establishing a solid basis for the credibility of the study's constructs.

Practical Implication: It is advisable for marketers to incorporate data-driven methods into their influencer marketing strategies. Consistently evaluate the reliability and validity measures for influencer performance metrics, guaranteeing the accuracy and dependability of data utilized in decision-making processes.

5. Integration of Disciplines for Comprehensive Strategies: a. Interdisciplinary Collaboration: Observation: The study's theoretical implications highlight the interdisciplinary nature of influencer marketing research.

Practical Implication: It is advisable for marketers to foster collaboration among marketing, psychology, and communication teams in order to develop well-rounded influencer marketing strategies. Integrating insights from various disciplines can greatly enhance the depth and effectiveness of campaigns.

5.4   Limitations of The study

This study offers valuable insights into the relationships among Influencer Marketing, Consumer Behavior, Trust in Influencers, and Impulse Buying. However, it is crucial to recognize certain limitations that could affect the generalizability and interpretation of the findings. The study's sample might not accurately reflect the diversity of the broader population. The study primarily focused on Islamabad and Rawalpindi, which may limit the generalizability of the results to other contexts.The study's cross-sectional nature hinders the ability to establish causal relationships. Longitudinal studies offer a more in-depth perspective on the evolution of these

variables over time.One potential limitation of relying on self-reported data is the introduction of response bias and social desirability bias. Participants may provide responses that conform to societal expectations rather than accurately representing their actual behaviors and attitudes. Moreover, the study might not fully encompass the range of influencer and consumer characteristics. There is a wide range of influencers with different types of content, varying reach, and diverse audience demographics. It is important to consider that consumers have a variety of motivations and behaviors that may not be fully captured in the study.

Although attempts were made to ensure the reliability and validity of measurement scales, there are inherent limitations in capturing complex constructs such as Consumer Behavior and Trust in Influencers. Exploring alternative measurement approaches or incorporating complementary qualitative methods could offer a more comprehensive and nuanced understanding.The study also concentrated on particular variables within the influencer marketing ecosystem. It is crucial to acknowledge that there may be other factors at play, such as external market conditions or individual variations, which could influence the observed connections. These variables should be taken into account in future studies.

The study might not comprehensively consider the regional or cultural differences in how influencer content is interpreted and how it impacts consumer behavior. The generalizability of the findings to different markets could be influenced by cultural nuances and regional preferences.Although the focus was on Trust in Influencers, it is possible that the measurement does not fully capture the intricate dynamics of trust. Trust is a complex concept that warrants further investigation to better understand the various factors that influence trust in the relationship between influencers and consumers.

The dynamics of influencer marketing are constantly changing. It is important to consider that the study may not fully account for recent changes in consumer attitudes and behaviors that have occurred since the data collection period.Recognizing these limitations offers researchers and practitioners a thorough grasp of the study's constraints and indicates potential areas for future research and improvement of influencer marketing strategies.

5.5   Future Recommendations

This study provides significant insights into the interconnections between Influencer Marketing, Consumer Behavior, Trust in Influencers, and Impulse Buying. Nevertheless, it is essential to acknowledge specific constraints that may impact the applicability and understanding of the results. The study primarily concentrated on a specific demographic or industry, which could potentially restrict the applicability of the findings to different contexts. For F#future contexts longitudinal studies provide a comprehensive understanding of how these variables change over time.The study may not comprehensively cover all influencer and consumer characteristics. There exists a vast array of influencers encompassing various types of content, diverse reach, and a wide range of audience demographics. It is crucial to acknowledge that consumers possess a diverse range of motivations and behaviors that may not be comprehensively captured in the study. Efforts were made to ensure the reliability and validity of measurement scales, but there are inherent limitations in capturing complex constructs like Consumer Behavior and Trust in Influencers. Considering alternative measurement approaches or integrating complementary qualitative methods could provide a more comprehensive and nuanced understanding, akin to that of a thesis scholar.The study focused on specific variables within the influencer marketing ecosystem. It is important to recognize that there may be additional factors to consider, such as external market conditions or individual variations, that could impact the observed connections.

It is important to consider these variables in future studies.While the primary emphasis was on Trust in Influencers, it is conceivable that the measurement may not comprehensively capture the complex dynamics of trust. Trust is a topic that demands thorough exploration in order to gain a deeper understanding of the multitude of factors that impact trust in the connection between influencers and consumers.The dynamics of influencer marketing are ever-evolving. It is crucial to take into account that the study may not fully capture the recent shifts in consumer attitudes and behaviors that have transpired since the data collection period.By acknowledging these limitations, researchers and practitioners can gain a comprehensive understanding of the study's constraints and identify potential avenues for future research and enhancement of influencer marketing strategies.

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