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Pages: 91

21	UTAUT & UTAUT2 MODEL - A DESCRIPTIVE ANALYSIS OF THEORETICAL CONCEPTS BASED ON THE LITERATURE REVIEW **Remya Nair**	28
22	A STUDY OF FACTORS INFLUENCING PURCHASE INTENTION IN THE CONTEXT OF INFLUENCER MARKETING **Samuel Vero Viegas & Haritha S**	29
23	DETECTION OF SPAM TWEETS IN TWITTER **P.S.S.N.Chandra & Prof Stuti Agarwal**	30
24	MANAGEMENT INSTITUTIONS' INTENTION TOWARDS THE DIGITAL MARKETING – USING TECHNOLOGY ACCEPTANCE MODEL (TAM) **Mr. Prakasha T M & Dr. Vijaya Baskaran R**	31
25	CONSUMER BEHAVIOUR TOWARDS FUNCTIONAL FOOD IN INDIA – A LITERATURE REVIEW **Rekha Raghavan & Dr. Veena K N**	32
26	CROSS-SECTION OF EXPECTED STOCK RETURN: A PERSPECTIVE FROM SYSTEMATIC AND UNSYSTEMATIC RISK FACTORS IN INDIAN STOCK MARKET **Karkaria Dusmanta**	33
27	EXPONENTIAL MOVING AVERAGE STRATEGY VS. BUY-HOLD STRATEGY: EVIDENCE FROM INDIAN STOCK MARKETS **Rangapriya Saivasan & Dr. Madhavi Lokhande**	34
28	CSR SPENDING AND ITS RELATIONSHIP WITH SHARE PRICES (WITH SPECIAL REFERENCE TO TOP CONSUMER FOOD COMPANIES IN LIGHT OF COMPANIES ACT 2013) **Ms. Saniya Marwah**	35
29	FORECASTING THE CRYPTOCURRENCY PRICES – A MACHINE LEARNING APPROACH **Dr. Deepa Venugopal, Dr. S T Nambi & Hemchand N**	36
30	AN EVALUATION OF INVESTMENT PATTERN OF GOVERNMENT OF KARNATAKA EMPLOYEES IN SELECT FINANCIAL SECURITIES **Premalatha K P & Dr. S J Manjunath**	37
31	LONG-RUN PERFORMANCE OF INITIAL PUBLIC OFFERINGS OF SMALL AND MEDIUM ENTERPRISES IN AN EMERGING MARKET **Parveen Siwach, Prasanth Kumar R & Vikas Gupta**	38

A STUDY OF FACTORS INFLUENCING PURCHASE INTENTION IN THE CONTEXT OF INFLUENCER MARKETING

Samuel Vero Viegas
PGDM Student,
International School of Management Excellence, Bangalore
Samuelv.isme2123@gmail.com

Haritha S
Assistant Professor,
International School of Management Excellence, Bangalore
haritha@isme.in

Abstract

Influencer marketing is rapidly growing throughout the globe, which has led marketers to view it as a crucial component of their available marketing alternatives.The internet offers a marketplace and a channel for reaching potential customers. Utilizing influencers in the marketing campaign is one of the best strategies to do this. The aim of this study is to find out the factors affecting the perception of the consumers on influencer marketing and find out how demographic variables moderate between independent variables and consumer perception on influencer marketing. The influencing factors considered for this study are trustworthiness, knowledge, homophily, attitude and likability. Quantitative method is used, whereby a self-administered questionnaires were distributed to obtain data using convenience sampling. Statistical Package for the Social Sciences (SPSS) were used to analyze data collected. Linear regression analysis was used to assess the impact of the influencing factors on purchase intention. The findings indicate that a significant amount of relationship between all the independent variables toward purchase intention and hierarchical linear regression was used to prove that demographic variable such as household income, gender and employment moderates purchase intention in influencer marketing.

Keywords: Influencer marketing, social media influencers (SMI), trustworthiness, knowledge, homophily, attitude, likability