

# **A Predictive Investigation of Customer Attitudes towards Social Media Influencers and Their Impact on Purchase Behavior**

**Nagaraju Devara**

Department of Business Management

Bharatiya Engineering Science and Technology Innovation University (BESTIU)

Anantapur, Andhra Pradesh-515731, India

[2022wpbm001@bestiu.edu.in](mailto:2022wpbm001@bestiu.edu.in)

**Dr. G. Ramanjaneyulu**

Associate Professor and HOD, Department of Business Administration,

Annamacharya Institute of Technology and Sciences (Autonomous)

Kadapa, Andhra Pradesh -516001, India

[g.ramanjaneyulu.mba@gmail.com](mailto:g.ramanjaneyulu.mba@gmail.com)

## **Abstract**

Due to its significant influence on customer engagement, brand visibility, and sales development, social media marketing has become a crucial component of contemporary business planning. This study aims to determine the primary factors affecting customers' opinions of social media influencers and, using the results, investigate the ways in which these attributes impact consumers' propensity to purchase the advertised goods or services. 424 completed questions from an online poll were analyzed. The main facets of digital influencers' activity that affect consumer perceptions have been arranged and categorized using a combination of traditional and advanced data analysis methodologies. From the perspective of social media users, structural equation modeling (SEM) approaches can uncover the hidden relationships between variables were used. The established models give light on the basic connections that dictate how influencers' words are interpreted. The findings provide specific guidance for all stakeholders in the social media marketing value chain. Marketers should maximize influencer marketing strategies and make educated decisions in order to enhance user experience and increase conversion rates. Marketers and influencers may collaborate to create strong and successful marketing campaigns that engage the target audience and yield noteworthy results. Customers benefit from more engaging and personalized influencer content that aligns with their preferences and interests, which fortifies their relationship with businesses and may even affect their purchase decisions.

## **Keywords**

Behavior intention, purchase intention, social media marketing, influencer marketing, PLS-SEM- structural equation modeling.

## **1. Introduction**

Social media influencers, often referred to as digital, online, or internet influencers, gained popularity at the beginning of the twenty-first century when the early Web 1.0 environment gave way to the collaborative Web 2.0 era. Social media influencers (SMIs) are people who have a substantial following on social media platforms such as Twitter, Instagram, YouTube, and TikTok. Their content has the potential to impact their audience's opinions,

behavior, and purchasing decisions. Often, these influencers collaborate with companies to market products and services through their platforms, creating a natural and effective marketing avenue. In the last 10 years, influencer marketing has grown significantly, and businesses have been investing heavily to take advantage of the perceived legitimacy and trustworthiness of influencers. Businesses initially just sought out celebrities to increase sales of their goods. Online influencers, according to Kartajaya et al. (2019), are significant people who capture and maintain audiences' interest with their specialized knowledge or intriguing lifestyle. For businesses trying to establish a strong internet presence, they are therefore a huge advantage. An internet advertising strategy that promotes brand loyalty is influencer marketing, which is based on the fame, reputation, and recommendations of a certain celebrity or well-known individual (Babson 2024). As social media has grown, influencer marketing has become the preferred method for boosting sales and brand awareness.

The COVID-19 pandemic has been a major factor in technological advancements in marketing strategies. Lockdowns and other restrictions caused people to spend more time online, making online influencers essential marketing tools for businesses to interact with their target audiences. As a result of the pandemic, social media influencers became increasingly common as sources of information and product recommendations (Francisco 2021 & Dimitrova, T 2023). In 2023, Statista expected the value of the worldwide influencer marketing industry to reach USD 21.1 billion (Statista.cm, 2024). This is a 28.7% rise from the level of USD 16.4 billion in 2022 and a notable 224.6% increase from the pre-pandemic level of USD 6.5 billion in 2019. By the end of 2024 an estimated 24 billion individuals would be reached by the influencer marketing market by 2024 (Influencermarketinghub.com study, 2024). More than 25% of those surveyed said they planned to allocate over 40% of their total marketing budget on influencer marketing. Influencer marketing is a vital communication tool for engaging and connecting with audiences, as this expansion highlights.

However, no unified framework exists for examining the benefits of this digital marketing instrument. It is difficult to investigate the factors that affect users' perceptions of influencers and predict how they will affect consumers' decision-making. Emerging technologies such as virtual reality, live-streaming, and smartphone applications may improve the platforms and strategies used by digital influencers as marketing tools. (Nguyen and others, 2021).

## **2. Literature Review**

### **2.1 Consumer Perceptions of Social Media Influencers**

Unlike traditional celebrity endorsements, influencers are seen by customers as real, trustworthy, and relatable people. Customers are more likely to trust recommendations from influencers because they build a personal contact with their audience, according to several studies (Lou & Yuan, 2019). Unlike conventional advertising, which is sometimes seen as intrusive or deceptive, influencers who maintain a constant brand image, honesty, and openness foster positive consumer attitudes (Boerman, Willemsen, & Van Der Aa, 2017). Influencer-follower interactions are often based on perceived knowledge, credibility, and the degree to which the influencer matches the client (Freberg et al., 2011). Influencers for the brand who are seen as genuine and reliable According to Cauberghe, Hudders, and De Veirman (2017), consumers' views tend to change, leading to more involvement and more favorable purchase habits.

### **2.2 Influence on Buying Patterns**

Social media influencers have a significant impact on how customers behave. According to Hughes, Swaminathan, and Brooks (2019), influencer marketing has been shown to effectively raise consumer interest, engagement, and eventually sales. Influencers' ability to provide personalized content that suits the preferences and way of life of their audience plays a significant part in this. Influencer recommendations have been demonstrated to boost purchase intentions more than traditional marketing techniques, especially when they are perceived as authentic (Lim, Radzol, Cheah, & Wong, 2017).

Influencers also promote digital word-of-mouth (WOM), mimicking the effect of a friend's personal recommendation with their endorsements. Customer trust and buy propensity are significantly increased by this WOM influence, especially in specialty markets (Jin & Phua, 2014). On social media platforms like YouTube and Instagram, for example, beauty influencers have greatly boosted business sales through product reviews, recommendations, and tutorials (Duffy, 2020). The size (micro, macro, or mega-influencers) and audience relationship of an influencer may have an impact on their effectiveness. De Veirman et al. (2017) found that micro-influencers, who have fewer followers but higher engagement rates, are often more effective than macro- or mega-

influencers in influencing customer behavior in terms of purchases. This is because micro-influencers tend to maintain a closer, more personal contact with their followers, which increases their trustworthiness. Nevertheless, even if their following is larger, macro- and mega-influencers are not relatable, which reduces the effect of the products they promote. However, their impact on the visibility and reach of large marketing initiatives remains significant (Boerman et al., 2017). Influencers on social media often act as a conduit between businesses and consumers, encouraging a closer, non-business relationship. This bridge improves the relationship between the brand and its consumers, claim Evans, Phua, Lim, and Jun (2017). Influencers may increase brand loyalty and long-term engagement by fostering a sense of community. Research indicates that consumers are more likely to support items recommended by influencers when they relate to them and have faith in their judgment (Jin, Muqaddam, & Ryu, 2019). Significant factors influencing the intents of Turkish customers were examined by (Ata, S. et al., 2022) to purchase following exposure to social media ads. Their findings showed that trustworthiness, expertise, and beauty had a major influence on purchasing behavior. However, they identified no statistically significant correlation between views toward social media advertising and purchase intention. The effect of social media marketing on the Facebook Marketplace purchase decisions of Hungarian customers was examined by (Ebrahimi et al. 2022).

### **3. Research Methodology**

#### **3.1 Statement of the Problem**

Social media influencers are becoming more and more important in influencing customer behavior in the current digital era. These influencers, who have sizable fan bases on social media sites like Facebook, WhatsApp, Twitter, Instagram, YouTube, and others, have the ability to affect opinions, brand perceptions, and eventually, buying decisions. Nevertheless, little is known about the ways in which influencers impact consumer purchasing behavior, particularly with regard to the differing opinions that consumers have about these influencers and how those opinions affect their purchasing decisions. Even while social media celebrities have a lot of power, little is known about how customers' perceptions of these influencers affect their actual purchasing decisions. Considerations including perceived genuineness, dependability, and influencer reputation may have a big impact on whether or not customers are influenced by their recommendations; however these variables are poorly understood and differ greatly among groups. As a result, companies can find it difficult to use influencer marketing tactics successfully without a better grasp of the complex connection between customer sentiments and purchase behavior. By investigating the predictive components of consumer attitudes about social media influencers and analyzing how these components affect purchase behavior, this study seeks to close this gap. This study aims to give companies information on how to increase marketing efficacy and optimize influencer partnerships by examining the aspects that determine influencer impact.

#### **3.2 Need for the Study**

Social media influencers have become increasingly powerful in the digital era in influencing customer attitudes and buying patterns. In an effort to capitalize on influencers' reputation and reach, businesses are increasingly using influencer collaborations as a crucial aspect of their marketing campaigns. Deeper understanding of how consumer perceptions of influencers affect real purchase decisions is still required, though. Brands and marketers may improve customer trust and engagement, discover important influencer attributes, optimize marketing tactics, and increase revenue and return on investment by having a better understanding of these dynamics.

#### **3.4 Methodology**

A descriptive and correlational study approach was employed to gain a better understanding of the relationships between customers' opinions of social media influencers and their purchase choices. quantitative approach that uses structured surveys to gather data. People between the ages of 18 and 50 who often utilize social media platforms make up the target market. 424 responders in all were selected for the sample. Sampling Technique Convenience sampling using social media networks ensures a diverse representation of populations. An online questionnaire that requests demographic data on factors like education, gender, and age Items adapted from a research by Lee, J.A. and Eastin, M.S. (2021) were used to assess attitudes regarding influencers, including sincerity, skill, exposure, uniqueness, and correct suggestions. Cheung et al. (2015) conducted research that led to modifications in purchase habits. The survey, which is disseminated on social media platforms including Facebook, Instagram, and Twitter, reaches respondents through both organic and targeted advertising. The measuring scale ranges from strongly disagree (1 to strongly agree 5). Data Analysis Techniques Structural equation modelling, or SEM, is used to examine the relationships between variables and validate the proposed model. Multi-criteria decision-making, or

prioritize the factors influencing consumer perceptions and decisions. For data processing and modelling in the analysis, SPSS and AMOS were utilized.

### 3.5 Limitations

- ❖ The study may experience sampling bias as a result of the convenience sample technique.
- ❖ Self-reported data may induce response bias.
- ❖ Social media trends may change rapidly, which may ultimately affect how pertinent the findings are.

### 3.6 Research Objectives

1. Identify the primary determinants of consumer perceptions of social media influencers (SMI).
2. Examine how consumers' perceptions of social media influencers affect their opinions of goods and services.
3. To understand how a customer's opinion about a product affects their purchase behavior (Figure 1)

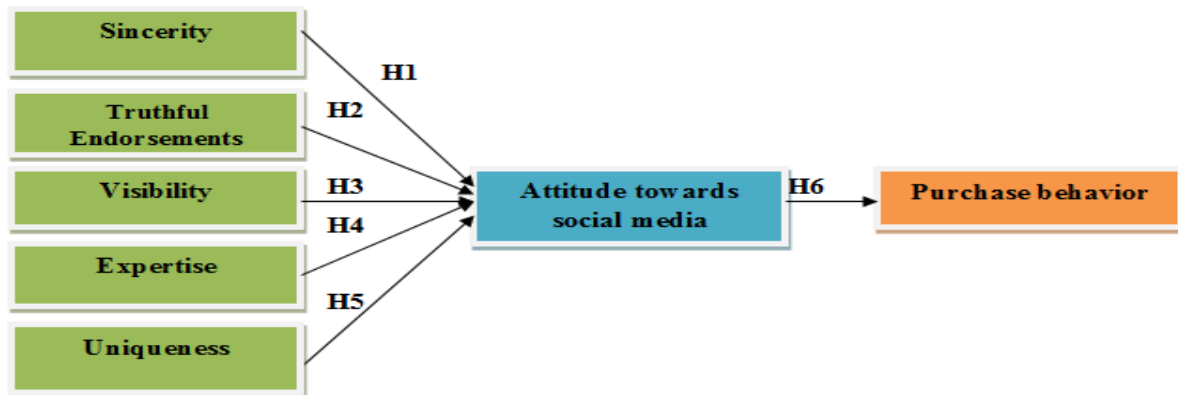


Figure 1. Research Mode

### 3.7 Hypotheses

- H1: The level of sincerity significantly influences customer attitudes toward social media influencers.
- H2: Truthful endorsements have a significant effect on customer attitudes toward social media influencers.
- H3: Visibility significantly impacts customer attitudes toward social media influencers.
- H4: Expertise plays a significant role in shaping customer attitudes toward social media influencers.
- H5: Uniqueness significantly affects customer attitudes toward social media influencers.
- H6: Customer attitudes toward social media influencers significantly influence purchasing behavior.

## 4. Results & Discussion

The measurement model was created based on study constructs including Teaching, Administrative Services, Academic Facilities, Campus Infrastructure, Support Services, and Student Satisfaction. To evaluate the measurement model's fitness, reliability, and validity, we applied individual item reliabilities, as well as convergent and divergent validities (Hulland, 1999). Item reliability was assessed through factor loadings, and items with loadings below 0.5 were discarded and excluded from the analysis (Hair, Black, Babin, Anderson, & Tatha, 2008). All remaining factor loadings for their respective constructs exceeded the standard threshold of 0.5, indicating that all items demonstrate reliability (Table 1 and 2).

Table 1. Reliability Statistics

Cronbach's Alpha	N of Items
.925	22

Table 2. Standardized Regression Weights: (Group number 1 - Default model)

Items Code	Estimate	Variable Name
SN3	0.72	Sincerity
SN2	0.846	
SN1	0.911	
TF3	0.626	Truthful endorsements
TF2	0.574	
TF1	0.629	
VB4	0.597	Visibility
VB3	0.766	
VB2	0.774	
VB1	0.693	
EP3	0.622	Expertise
EP2	0.826	
EP1	0.632	
UN3	0.593	Uniqueness
UN2	0.805	
UN1	0.591	
ATSMI3	0.553	Customer Attitude towards Social Media Influencers
ATSMI2	0.770	
ATSMI1	0.66	
PB3	0.602	Purchase Behavior
PB2	0.765	
PB1	0.789	

To interpret the Standardized Regression Weights in your model, we should focus on several key points. Standardized Regression Weights indicate the strength of the relationship between observed variables (such as SN1, TF2, etc.) and their corresponding latent variables (constructs like Sincerity, Truthful Endorsements, etc.). These weights range from -1 to +1, with values closer to +1 signifying a stronger positive relationship between the item and the latent construct. The latent variables in your model include Sincerity, Truthful Endorsements, Visibility, Expertise, Uniqueness, Customer Attitude toward Social Media Influencers (ATSMI), and Purchase Behavior (PB). This indicates that the constructs are generally well-measured, with some items demonstrating a stronger explanatory power for the constructs than others.

Table 3. CFA of alternative Model/ Model fit measures Measure

	$\chi^2$	Df	$\chi^2/df$	GFI	CFI	RMSEA
Estimate	623.314.	94	6.631.	.935	.968	0.06
Threshold			1-8	>0.90	>0.95	<0.08

Table 3 Overall, the fit measures indicate that the alternative model demonstrates a good fit, as evidenced by the GFI, CFI, and RMSEA values. Although the  $\chi^2$  value indicates some discrepancy between the observed and expected data, the other indices strongly support the model's validity. The  $\chi^2/df$  ratio is acceptable; however, striving for a lower value would enhance the model's robustness. In summary, the model effectively represents the data while meeting key fit criteria.

Table 4. Convergent and discriminant validity Variables

	CR	AVE	MSV	MaxR(H)	SMI	SN	TF	VB	ET	UN	PB
SMI	0.702	0.545	0.361	0.727	<b>0.667</b>						
SN	0.872	0.773	0.539	0.881	0.492	<b>0.879</b>					
TF	0.840	0.572	0.489	0.642	0.601	0.680	<b>0.830</b>				
VB	0.802	0.506	0.489	0.815	0.531	0.664	0.660	<b>0.801</b>			
ET	0.739	0.590	0.158	0.775	0.279	0.344	0.352	0.398	<b>0.669</b>		
UN	0.706	0.650	0.387	0.745	0.338	0.390	0.622	0.487	0.344	<b>0.645</b>	
PB	0.765	0.623	0.450	0.784	0.517	0.734	0.806	0.809	0.398	0.461	<b>0.841</b>

Table 4, all constructs demonstrate acceptable reliability, with values ranging from 0.702 (SMI) to 0.872 (SN). The higher reliability values, particularly for SN, indicate strong internal consistency. SN (0.773) and UN (0.650) exceed the 0.5 threshold, suggesting good convergent validity. The other constructs (SMI, TF, VB, ET, PB) are close but fall below this threshold, indicating that improvements are needed for full convergent validity. The MSV values, such as 0.361 for SMI and 0.539 for SN, indicate moderate overlap; it is essential that MSV values remain lower than AVE to ensure discriminant validity. All constructs have MaxR(H) values above 0.7, demonstrating strong reliability, especially for SN (0.881). The diagonal values (e.g., 0.667 for SMI) represent the square root of the AVE for each construct, while the off-diagonal values indicate correlations between constructs. For discriminant validity, the square root of the AVE for each construct should exceed its correlations with other constructs. Overall, the table suggests strong convergent and discriminant validity for most constructs, particularly SN, which is notable for its reliability and explained variance. The presence of lower AVE values for some constructs indicates opportunities for improving measurement precision, but the overall results support a solid structural foundation for the model.

Table 5. SEM Results

Indices	Suggested Value	Model Fit Indices
CMIN/Df	< 3	2.243
p-value	$\geq 0.05$	0
GFI	$\geq 0.90$	1
AGFI	$\geq 0.80$	0.816
NFI	$\geq 0.90$	1
CFI	$\geq 0.90$	1
RMSEA	$\leq 0.08$	0.062
P Close	$\geq 0.05$	0

Table 5. The SEM results reveal a generally strong model fit, highlighted by excellent indices such as GFI, NFI, and CFI, all equal to 1, along with a favorable RMSEA of 0.032. However, the p-value and P Close indicate potential fit issues. The slightly lower AGFI suggests that there may be areas for improvement in model specification. Overall, while the model demonstrates good fit indicators, it is important to address the significant p-value and the AGFI, as these factors may point to opportunities for refinement in the Figure 2.

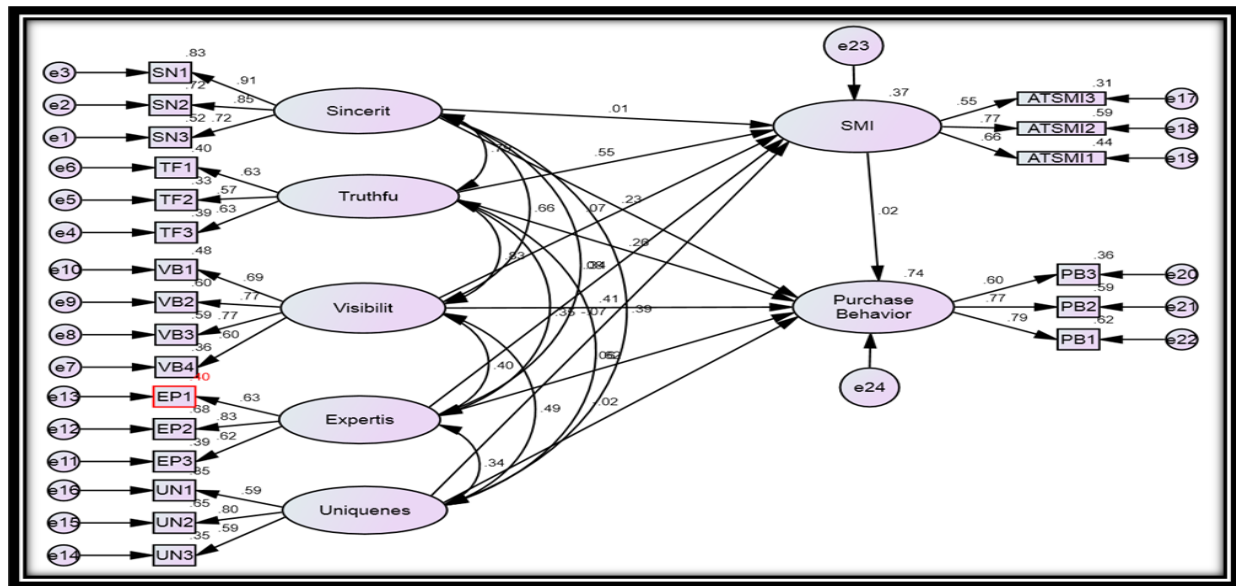


Figure 2. A Structural Equation Model depicting the Predicting Purchase Behavior Based on Customer Attitudes Toward Social Media Influencers".

Table 6. Standardized Regression Weights

Outcome Variable		Predictor Variable	Estimate	S.E.	C.R.	P	Label
SMI	<---	Sincerity	.005	.026	6.039	0.001	Accepted
	<---	Truthful	.494	.034	1.627	0.004	Accepted
	<---	Visibility	.064	.053	4.376	0.004	Accepted
	<---	Expertise	.071	.060	8.057	0.002	Accepted
	<---	Uniqueness	-.069	.010	-6.580	0.401	Rejected
Purchase Behavior	<---	Sincerity	.187	.041	8.051	0.004	Accepted
	<---	Truthful	.235	.024	9.047	0.023	Accepted
	<---	Visibility	.390	.028	10.095	0.102	Rejected
	<---	Expertise	.060	.051	6.191	0.012	Accepted
	<---	Uniqueness	-.019	.044	-.220	0.126	Rejected
	<---	SMI	.018	.039	.267	0.001	Accepted

Table 6. The analysis reveals that truthful endorsement and sincerity significantly impact both SMI and purchase behavior, while expertise also contributes positively. Visibility appears to have a weaker and non-significant influence, and uniqueness does not significantly affect either outcome. The findings indicate a need to focus on enhancing sincerity and truthfulness in marketing strategies to boost consumer attitudes and purchasing decisions.

**Practical Implications:** Focus on enhancing sincerity, truthful endorsements, and expertise in marketing strategies, as these significantly influence consumer behavior and perceptions of influencers. This study highlights significant insights into how customer attitudes toward social media influencers (SMIs) and several predictor variables, such as Sincerity, Truthful Endorsements, Visibility, Expertise, and Uniqueness, influence Purchase Behavior. These findings have important implications for marketers, brands, and influencers.

- ❖ **Impact of Sincerity on Purchase Behavior:** The significant relationship between Sincerity and Purchase Behavior (Estimate = .187,  $p = 0.004$ ) implies that customers value authenticity and genuine communication from social media influencers. Brands should focus on working with influencers who maintain a sincere relationship with their audience, as this will likely result in stronger purchase intentions.
- ❖ **Truthful Endorsements Matter:** The positive relationship between Truthful Endorsements and Purchase Behavior (Estimate = .235,  $p = 0.023$ ) reinforces the idea that customers are more likely to be influenced by content that appears truthful and transparent. This suggests that influencers who give honest reviews and avoid misleading promotions can significantly drive consumer purchasing decisions.
- ❖ **Visibility and Expertise:** While Visibility did not show a significant effect on purchase behavior ( $p = 0.102$ ), Expertise did (Estimate = .060,  $p = 0.012$ ). This suggests that customers are not swayed simply by how visible or popular an influencer is but rather by the expertise they demonstrate in their field. For brands, this means collaborating with influencers who possess specialized knowledge may be more effective than just focusing on high follower counts.
- ❖ **The Role of Uniqueness:** Uniqueness had a negative and insignificant effect on both customer attitudes towards SMIs ( $p = 0.401$ ) and purchase behavior ( $p = 0.126$ ). This suggests that uniqueness alone may not be a strong predictor of consumer behavior in this context. It implies that standing out for the sake of being different does not necessarily lead to greater consumer trust or increased purchasing. Brands should be cautious about overemphasizing uniqueness without aligning it with sincerity or expertise.
- ❖ **Customer Attitudes Toward SMIs and Purchase Behavior:** The significant relationship between Customer Attitudes towards Social Media Influencers (SMI) and Purchase Behavior (Estimate = .018,  $p = 0.001$ ) shows that positive attitudes toward SMIs directly influence purchase decisions. This underscores the importance of cultivating favorable customer perceptions through influencer partnerships, as attitudes translate into actions.

#### 4. Conclusion

This research highlights the critical factors that influence customer attitudes toward social media influencers and, ultimately, their purchase behavior. Sincerity, Truthful Endorsements, and Expertise emerged as strong predictors of both positive customer attitudes and increased purchasing behavior. On the other hand, Uniqueness and Visibility were not significant in influencing purchase decisions.

For brands, these findings suggest that building partnerships with influencers who demonstrate sincerity, expertise, and truthful endorsements will likely result in better consumer outcomes than focusing on visibility or uniqueness alone. Companies should prioritize authenticity and knowledge-driven endorsements in their influencer marketing strategies to foster stronger customer relationships and drive purchases.

Finally, this study reinforces the importance of customer attitudes toward SMIs as a mediator of purchase behavior, demonstrating that fostering positive perceptions of influencers can have a tangible impact on sales. Brands and marketers should continue to explore strategies that enhance trust, transparency, and credibility in influencer collaborations to maximize their marketing efforts.

#### Reference

- Kartajaya, H., Kotler, P., & Hooi, D. H., Marketing 4.0: moving from traditional to digital. *World Scientific Book Chapters*, 99-123, 2019.
- Babson. What is Influencer Marketing? An Industry on the Rise. Available online: <https://entrepreneurship.babson.edu/whatis-influencer-marketing> (accessed on 30 April 2024), 2024.
- Francisco, E.; Fardos, N.; Bhatt, A.; Bizel, G. Impact of the COVID-19 Pandemic on Instagram and Influencer Marketing. *Int. J. Mark. Stud.*, 13, 20–35, 2021.
- Dimitrova, T.; Ilieva, I. Consumption behaviour towards branded functional beverages among gen Z in post-COVID-19 times: Exploring antecedents and mediators. *Behav. Sci.*, 13, 670, 2023.
- Statista. Influencer Marketing Market Size Worldwide from 2016 to 2024. Available online: <https://www.statista.com/statistics/1092819/global-influencer-market-size> (accessed on 30 April 2024).
- Influencer Marketing Hub. The State of Influencer Marketing, Benchmark Report. Available online: <https://influencermarketinghub.com/influencer-marketing-benchmark-report/> (accessed on 30 April 2024).
- Audrezet, A., De Kerviler, G., & Guidry Moulard, J., Authenticity under threat: When social media influencers need to go beyond self-presentation. *Journal of Business Research*, 96, 183-195, 2018.



- Boerman, S. C., & Van Reijmersdal, E. A., Disclosing influencer marketing on YouTube to children: The moderating role of para-social relationship. *Journal of Advertising*, 49(5), 435-449, 2020.
- Boerman, S. C., Willemsen, L. M., & Van Der Aa, E. P., "This post is sponsored": Effects of sponsorship disclosure on persuasion knowledge and electronic word of mouth in the context of Facebook. *Journal of Interactive Marketing*, 38, 82-92, 2017.
- De Veirman, M., Cauberghe, V., & Hudders, L., Marketing through Instagram influencers: The impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*, 36(5), 798-828, 2017.
- Duffy, B. E., The aspirational labor of social media influencers. *Social Media + Society*, 6(2), 1-11, 2020.
- Evans, N. J., Phua, J., Lim, J., & Jun, H., Disclosing Instagram influencer advertising: The effects of disclosure language on advertising recognition, attitudes, and behavioral intent. *Journal of Interactive Advertising*, 17(2), 138-149, 2017.
- Freberg, K., Graham, K., McGaughey, K., & Freberg, L. A., Who are the social media influencers? A study of public perceptions of personality. *Public Relations Review*, 37(1), 90-92, 2011.
- Hughes, C., Swaminathan, V., & Brooks, G., Driving brand engagement through online social influencers: An empirical investigation of sponsored blogging campaigns. *Journal of Marketing*, 83(5), 78-96, 2019.
- Jin, S. V., Muqaddam, A., & Ryu, E., Instafamous and social media influencer marketing. *Marketing Intelligence & Planning*, 37(5), 567-579, 2019.
- Jin, S. V., & Phua, J., Following celebrities' tweets about brands: The impact of Twitter-based electronic word-of-mouth on consumers' source credibility, buying intention, and social identification with celebrities. *Journal of Advertising*, 43(2), 181-195, 2014.
- Lim, X. J., Radzol, A. M., Cheah, J. H., & Wong, M. W., The impact of social media influencers on purchase intention and the mediation effect of customer attitude. *Asian Journal of Business Research*, 7(2), 19-36, 2017.
- Lou, C., & Yuan, S., Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. *Journal of Interactive Advertising*, 19(1), 58-73, 2019.
- Ata, S.; Arslan, H.M.; Bayda,s, A.; Pazvant, E. The effect of social media influencers' credibility on consumer's purchase intentions through attitude toward advertisement. *ESIC Mark*. 53, e280, 2022.
- Ebrahimi, P.; Basirat, M.; Yousefi, A.; Nekomahmud, M.; Gholampour, A., Fekete-Farkas, M. Social networks marketing and consumer purchase behavior: The combination of SEM and unsupervised machine learning approaches. *Big Data Cogn. Comput*. 6, 35, 2022.

## **Biographies**

**Mr. Nagaraju devara**, Working as Assistant Professor in Balaji Institute of IT and Management, Kadapa. Pursing Ph.D From Bharatiya Engineering Science and Technology Innovation University (BESTIU), Anantapur, Andhra Pradesh, India. Published 02 UGC care list and other approved journals. Subjects Handled Principles of Management, Computer Applications In Management, Marketing Management, Product & Brand Management, sales & distribution management, Business ethics & corporate governance, International marketing.

**Dr. G. Ramanjaneyulu**, working as Associate Professor and HOD, Department of MBA, Annamacharya Institute Of Technology & Sciences, (AUTONOMOUS), Kadapa, A. P. Having 15 years of teaching and administrative experience for PG Courses. I received convocation B.Com, M.Com, MBA Degrees in finance from sri venkateswara university, Tirupati and Ph.D from Yogi Vemana University, Kadapa. I given 400+ guidance to MBA Students in Department of MBA. Ph.D Supervisor from JNTUA to guide Ph.D students. Presently guiding four Ph.D Scholar (B.E.S.T Innovation University). Ratified faculty from JNTUA in 2014 & 2023. Published 24 Scopus, UGC care list and other approved journals. AICTE UHV-I & UHV-II Certified Mentor. Two years of research experience in UGC Major Research Project (MRP) in YV University, Kadapa. 42 National and international Seminars / Conferences/ Workshop participated and presented Participated three AICTE Faculty Development Programmes at the National level. 20 National and International Webinars attended and received certificates.