

Celebrities and Influencers: Have they changed the game of online marketing?

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Table of Contents

CHAPTER ONE – INTRODUCTION	5
1.1 Introduction.....	5
1.2 Context of Research.....	5
1.3 Problem Statement.....	6
1.4 Purpose of the Study	7
1.5 Research Aim and Objectives	7
1.6 Research Questions.....	8
1.7 Research Hypothesis.....	8
1.8 Rationale for the Study	8
1.9 Significance of the Study.....	9
1.10 Definition of Key Terms.....	10
1.11 Assumptions, Limitations and Delimitations.....	10
1.12 Dissertation Structure.....	11
1.13 Summary	12
CHAPTER TWO – LITERATURE REVIEW	13
2.1 Introduction.....	13
2.2 Fundamentals of Online Marketing	13
2.3 Role of Celebrity Endorsement in Online Marketing	15
2.4 Role of Influencer Advertising in Online Marketing.....	16
2.4 Popular Platforms for Celebrities and Influencers.....	18
2.6 Issues and Challenges of Celebrity Endorsement and Influencer Marketing.....	20
2.7 Impact of Celebrity Endorsement on Customers' Online Purchasing Behaviour	23
2.8 Impact of Influencer Marketing on Consumers' Online Buying Intentions	25
2.9 Common mistakes of Celebrity Endorsement and Influencer Marketing	27
2.10 Difference between Celebrity Endorsement and Influencer Marketing	30
2.11 Theoretical Framework of the Research	32

2.12 Research Gap	32
2.13 Summary	33
CHAPTER THREE – RESEARCH METHODOLOGY	34
3.1 Introduction.....	34
3.2 Research Philosophy.....	34
3.3 Research Approach	35
3.4 Research Design.....	35
3.5 Research Strategy.....	36
3.6 Data Collection Instrument.....	37
3.7 Data Collection Technique	38
3.8 Sampling Technique	38
3.9 Data Analysis Method.....	39
3.10 Data Validity and Reliability	39
3.11 Ethical Consideration.....	41
3.12 Research Limitation	42
3.13 Time Horizon	43
3.14 Summary	44
CHAPTER 4 – DATA ANALYSIS AND FINDINGS	45
4.1 Introduction.....	45
4.2 Analysis of Survey Data	45
4.4 Discussion	69
4.5 Summary	69
CHAPTER 5 – CONCLUSION AND RECOMMENDATION	70
5.1 Conclusion	70
5.2 Linking with Objectives.....	70
5.3 Recommendation	71
5.4 Limitations in the Study.....	71

5.5 Future Scope of the Study.....	72
Reference List	73

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CHAPTER ONE – INTRODUCTION

1.1 Introduction

In the early 21st century, numerous customers have grown cynical towards advertisements, which is the reason behind influencer and celebrity marketing is prominently dominating the overall marketing industry. Such scenario has become more impactful than most forms of traditional marketing. According to Dar and Tariq (2021), online marketing imparts a tremendous role in increasing profit, brand image and most importantly customer reach. However, people have already learnt the reality that most of the advertisements from various brands cannot be trustworthy and hence rely more on testimonials, word-of-mouth recommendations and testimonials from their preferred social influencers and celebs. This research study would investigate how marketers are finding it easier in targeting their favourite celebs and influencers whom most people already follow through social media platforms for promoting their marketing campaigns and endorsing for their brand. The first chapter would illustrate the context of research, problem statement, aims, objectives, research questions, hypothesis, rationale and other key concepts in identifying the influence of influencers and celebrities in changing the game of online marketing. Precisely, this research would speak about emergence of social media influencers in the world of brand endorsement and how celebs now being significant part of advertisement scripts adding to credibility.

1.2 Context of Research

The landscape of online marketing is constantly changing in today's world of digitalisation. The emergence of digital media has transformed the dynamics of influencers and celebrities being associated with brands for marketing. Earlier, only reputed brands were used to have brand ambassadors on board however social media has aggressively changed the online marketing parameters. Most of the brands are having a well-known face that prominently resonates with their brand identity however; it is presently no longer significant that the brands are capturing personality in all advertisements or campaigns. The term celebrity has now become subjective and henceforth the traditional celebrities are forced to share their fund with influencers or digital celebrities (Mahayan, 2019). The brands are seemed to adopt mostly a mishmash of macro, micro and traditional celebrity strategies for the reason that the maths is working out better in regards to engagement and reach. As most brand conversations are happening through the digital world, even other celebs are making use of their social presence for promoting their brand image.

1.3 Problem Statement

The age of social media disruption has been considered as the key proponent behind such craze for celebrities however, it has also raised concern regarding whether it is actually leading towards a messy environment as well. The fact that businesses necessitate mastering is properly learning the strategy of identifying the most appropriate social media influencer or celebrity for their brand. Moreover, the problem is in creation of long-term strategy, which increases customer reach, brand awareness and drives sales. Furthermore, the problem arises where most brands even after having appropriate quality of products are failing to please their customers or in other stances failing to grow their virtual communities of their target audience. As stated by Strasser and Duckwitz (2021), modern society has become a battle for scarce commodity of attention. Hence, the problem is to identify the appropriate functions that are actually served by social media influencers and traditional celebrities.

The significance of celebrities and influencers can never be overemphasized as the role they impart and their importance in customer decision-making has been documented in various studies across the world. Companies are initiating to identify potentiality of online marketing especially for youth target groups and hence employ influencers as endorsers through social media channels. As per Gräve (2017), these individual influences at times even take the position of out-dated celebrities in terms of corporate advertising. Now the problem ascends whether there is a variance in opinion between these two categories of social media endorsers and in case so, which are the moderators that is influencing these perceptions. Furthermore, the problem is that there has been no or little empirical research on the influence of celebrities and influencers through online marketing for instigating customers purchasing decisions. In this respect, this research seeks to fulfil the gap to a considerable extent by examining impact of influencers and celebrities in shaping online marketing.

Communicators are constantly looking forward to identify effective tactics for the brands they are representing. While there has been extensive research, which reveals that customers are typically responsive towards celebrity and influencer endorsements, however it has been still not clarified what is the influence such celeb or influencer endorsement would bring on effectiveness of online marketing. Hence for enriching the extent of knowledge accessible to marketers or communicators there has been necessity of conducting research on the influence of influencer or celeb endorsements on online marketing. In the digital era where social media platforms are increasingly being exploited, study on effect of influencer or celeb

endorsements on the sales of digital media players is extremely essential. However, as of now no such research has been pursued based on this topic.

1.4 Purpose of the Study

The study has been conducted with the purpose of exploring customers' general perception of social media influencers in comparison to traditional celebrities. Furthermore, this study would investigate the extent to which these celebrities and influencers are changing the facet of online marketing. The purpose of this study is to analyse the convergence of traditional celebrity endorsers and most popular social media influencers in transforming the contour of online marketing. As most brands and companies in recent times prefer digital influencers above celebrities to be the ultimate face of their brands, this research focused on understanding the shift in which customers are looking to for their latest products, lifestyle aspirations and trends. Purpose of this research is to make proper exploration of the key features that an influencer and celebrity possess or must possess and their influence on online purchasing intention for target customers. The study would further investigate the impact of posts made by celebs and influencers on social media platforms for online marketing. The research has been pursued with the belief that marketers or communicators of endorsing brands would acquire a perfect idea regarding the tactics to employ when marketing online with influencers or celebs to attract target audience.

1.5 Research Aim and Objectives

Aim of the research study is to analyse influence of influencers and celebrities in changing the game of online marketing.

Research objectives are designed to describe the expectations that are to achieve by the project. In this research the primary research objectives is as follows:

- To investigate the role played by celebrities and influencers in changing the game of online marketing in digital era

Secondary objectives are enlisted below:

- To analyse the impact of celebrity endorsement on online marketing
- To evaluate the impact of social media influencer advertising on online marketing in digital era

- ✚ To examine the efficacy of celebs and influencers in online marketing on customer's purchasing attitudes

1.6 Research Questions

The research questions would state the particular problem or issue which the present study would focus on. Framing of appropriate research questions would opportune in achieving the research aim. The research questions are as follows:

- What are the factors present in celebs as well as influencers in changing the overall game of online marketing?
- How is the online advertising campaign done by celebrity endorsement different from influencer marketing?
- Why do customers use social media and follow online marketing by influencers and celebs while making their purchasing decisions?

1.7 Research Hypothesis

The research hypothesis is the statement of prediction or expectation, which would be tested in due process of research. The hypothesis in this research study theorises an expected rapport between variables and clarifies the relationship between variables. The considered research hypothesis has been enlisted below:

H1:Celebrity and influencer endorsement lead to greater perceived trustworthiness and expertise in online marketing.

H2:Influencer and celebrity involvement in online marketing lead to more wishful identification and higher perceived similarity with endorsing brand.

H3: Compared to traditional celebrity endorsements, application of influencer endorsement lead to higher attitude towards product, advertisement and purchasing intention.

1.8 Rationale for the Study

Celebrity and influencer endorsement has presently become a significant type of online marketing which is noticeable with social media platforms. According to Jarrar,

Awobamise and Aderibigbe (2020), the endorsement has recently been a tough marketing tool, which is enforced to control public opinion; politicians are making use of influencers or celebrities in party-political agenda setting and brand advertisers practice them for promoting goods or services. This research is novel as it deals with influence of both celebrities and influencers in changing the attire of online marketing. While using influencers and celebrities for online marketing the branded product could receive different response from the target audience.

Brand or product advertisement with such influencer or celebrity marketing ensures associative appeals in terms of perceived trustworthiness, expertise and wishful identification (Schouten, Janssen and Verspaget, 2020). Hence, this research study would explain the rationale of influencer or celebrity endorsement in services or goods promotion through online marketing strategy. The research would discuss that the ultimate rationale to use these online marketing approaches is to enhance customer centric marketing, consumer loyalty and brand awareness. The research would shed light in identifying the key factors that must be looked after while choosing celebrities or influencers. Further analysis would be conducted in identifying the red flags, which the brands should be aware while selecting celebs or influencers.

1.9 Significance of the Study

According to Gupta, Agarwal and Singh (2020), since ages, influencer and celebrity endorsement in online marketing has been prevalent and studies have revealed an important connection in between customers' purchasing behaviour and the endorser. The significance of the present research rests on the analysis of effectiveness of both celebrity endorsement and influencer marketing in changing the sphere of online marketing. The study holds much significance for understanding and assessing these online marketing strategies in relevance to drive the intention of customers towards the endorsing brands. The review of literature sources would provide a thorough understanding of the effectiveness of social media influencers over traditional celebrity endorsement in terms of gaining higher attitude towards advertisement, purchasing intention and product. The present study is significant in gaining insight based on the influence of influencer or celebrity endorsements on online marketing channels to persuade the purchasing decisions of customers. More insight regarding this research topic would set the stage for gaining detailed research on current topic

in near future. The study would further provide marketers as well as communicators of reputed brands a better perception regarding the attributes that matters most to customers.

1.10 Definition of Key Terms

The key terms provide an overview of most frequently used terms, concepts and keywords all the way through this research.

Celebrity endorsement- This is defined as an effective form of advertising or brand campaign that involves a reputed person to use their prominence to help promotion of service or product.

Influencer advertising- This is defined as the strategy of leveraging the status of a person to boost the standing and profile of the brand or its product as a whole.

Online marketing- This is defined as the strategic practice to leverage web-based channels in spreading the message regarding the company's products, services or brand image to its targeted customer base.

Social media- This is primarily defined as the cellular phone or internet based apps and tools used for sharing information among people. Social media is inclusive of popular networking sites such as Instagram, Twitter, Snapchat, Facebook, TikTok, YouTube and others.

1.11 Assumptions, Limitations and Delimitations

The research study has been conducted with certain assumptions that it is impossible to verify whether influencer or celebrity endorsement is changing the sphere of online marketing. Further assumptions has been made as such that it is unmanageable to confirm whether customers are subconsciously persuaded in making their purchasing decisions through online marketing being influenced by celebrity or influencer endorsers.

The limitation in this research study is such that electronic survey with distribution of questionnaire through e-mails has been performed however face-to-face could not be performed. Such process provided fastest approach of gathering responses. Another limitation is the time restraint.

This study will be delimited into customer perspective, as the intention is to identify impact of influencer or celebrity involvement in changing the form of online marketing. For properly conducting the research, the effects of influencer marketing or celebrity endorsement on online marketing has been selected. The reason behind such choice is that online marketing have recently become the potential arena in which almost all brands are engaged. The online marketing sphere is making a stronger influence on customers; purchasing behaviour through its assumptions in associating promotional messages at wider level by accumulating the audiences across the world by their passions. Hence, influencer marketing or celebrity endorsement is playing a vital role in differentiation of various brands and enhancement of customers' willingness to purchase and pay. In addition, the methodology and data collection in this study would be delimited to online customers who will be the primary source of data.

1.12 Dissertation Structure

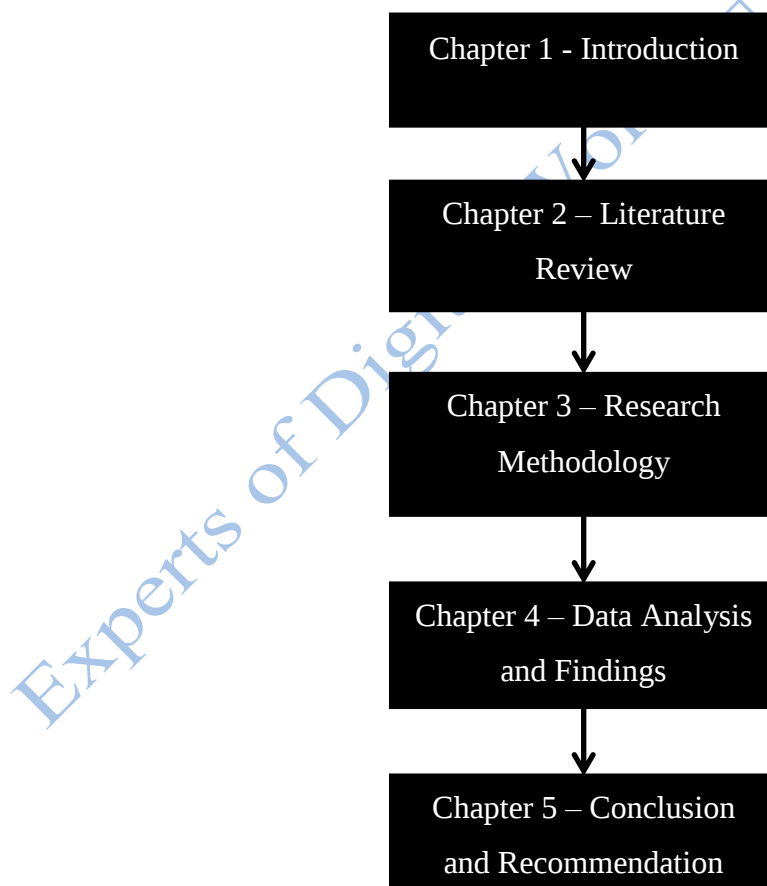


Table 1: Dissertation Structure

(Source: Created by Learner)

1.13 Summary

This chapter prominently talked about the context of the research and identified the research problem. Further, the research aim, objectives, questions and hypothesis has been properly proposed which would opportune in proper advancement with the study through the following chapters. Apart from mentioning the key terms, the chapter has clearly revealed the limitations, assumptions and delimitations that have been considered in this present research study.

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CHAPTER TWO – LITERATURE REVIEW

2.1 Introduction

The literature review chapter has enfolded perfect documentation of earlier sources of literature about celebrity endorsement and influencer marketing. Based on the research topic the author has strategized to implement thematic literature review but chronological literature review is avoided. Implementation of this literature review strategy has prominently opportune in appropriate understanding of previously research information depending on impact of celebs or influencers in transforming the overall sphere of online marketing. Further, such strategy has been effective in understanding the influence of online marketers in encouraging the intention of customers in purchasing branded products. While engaging in critical review of preceding literature sources, two explicit strategies has been followed which are systematic literature review and meta-synthesis literature review. Application of systematic literature review strategy has prominently been preferential in explaining specific and well-structured research questions. Moreover, integration of meta-synthesis literature review has convincingly enabled perfect assessment as well as evaluation of outcomes from qualitative research studies for perfect interpretation in addition to formal conceptualisation. Several variables has been studied and considered in the present research work. However, the most important ones are celebrity endorsement, influencer marketing, online marketing and customers purchasing behaviour. To find the former peer-reviewed journals, scholarly articles, research papers and relevant other literature sources, Googlescholar database have been accessed. For acquirement of most recent facts and information based on celebrity and influencer endorsement in changing the echelon of online marketing by various brands journals, newspapers or articles from last 5 years are profoundly investigated to gain essential knowledge.

2.2 Fundamentals of Online Marketing

Ahrholdt, Greve, and Hopf (2019), state that marketing during the contemporary era is taking over as the most critical function in promotional activities. Due to the fact that the internet is becoming more and more integrated into our lives, the demands of consumers are increasing and becoming more complicated. Segmentation/targeting, differential positioning, product, value in addition, collectively customer relationship management are some of the ways it helps spice up traditional marketing. Up to this point, online marketing has been established as a response to the worldwide success of sites like Amazon.com, eBay, Apple and Google. They enjoy the convenience and the fact that they do not have to walk around and hunt for

the items they have in stock. As a result of this dynamic, e-marketing must grow and evolve in order to please clients. Chaffey and Smith (2017), state that some of the phrases used in internet marketing may be viewed as tactics since they could be used to enhance a company's marketing performance.



Figure 1: Fundamentals of Online Marketing Strategy

(Source: Created by Learner)

Digital advertising relies heavily on personalisation. The use of effective recommendation systems by various advertisers is rising as they share their customers' online feedback regarding their goods and services. Creating content together benefits both consumers and companies. Customers can benefit from recommendation engines by learning different goods they enjoy, while companies can increase engagement by offering a tailored purchasing experience. Kingsnorth (2019), states that when consumers leave a website, they are retargeted with appropriate advertising. In order to track online (and mobile) users, they employ cookies. Since Google AdSense offers commercial information that may appeal to internet consumers, it is one of the most successful contextual marketing companies. Apps, such as digital gaming technology may also utilise contextual marketing techniques to place advertising in them.

2.3 Role of Celebrity Endorsement in Online Marketing

The authors Adam and Hussain (2017), has carried out an extensive research to study the correlation of brands using reputed celebrities to endorse their products and the associated increase in sales. The focus of the research aims to develop the direct association between celebrities endorsing products and their ability to cause positive impacts on online marketing strategies. The authors have further mentioned that the criteria for achieving success in online marketing endeavours do not focus entirely on sales but also maintains success criteria such as an increase in online traffic and an increase in attention for brick and mortar type stores of the same organisation. According to the model proposed by Knoll and Matthes (2017), advertising works to effect three rudimentary psychological dimensions, which are the cognitive, the conative and the affective. Advertising's cognitive functionality prominently offers facts and information for making customers knowledgeable and aware regarding their sponsored brand. Advertising's affective functionality produces preference and liking for the sponsored brand fondness, which apparently refers to attitudes that are more favourable. Advertising's affective functionality, hence, is to motivate. Finally, advertising's conative functionality is for stimulating cause and desire for customers for purchasing the sponsored brand.

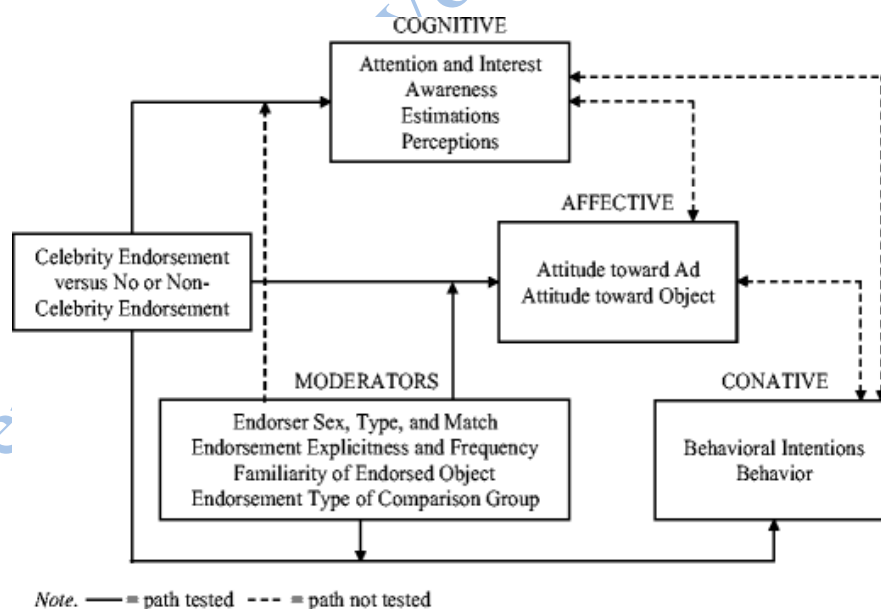


Figure 2: Celebrity Endorsement Effectiveness

(Source: Knoll and Matthes, 2017)

Moraes *et al.* (2019), has explained that marketing strategies that focus on online section of organisations via celebrity endorsements differ significantly from celebrity endorsements for

products. The former leads to engagement on the website and online platforms, whereas the second aims to develop increased sales for a specific product. Therefore, the author states that through celebrity endorsements that focus primarily on attracting online traffic of potential consumers to the online platforms of organisations, companies gain a significant ability to benefit. This is due to the fact that online traffic on their social media or online platforms leads to indirect benefits for the organisation. An online presence allows small and medium-sized company platforms to gain attention on their online presence, which attracts the ability for additional income via advertisements. Furthermore, the author states that online traffic benefits online platforms of stores due to increased ability to showcase other products as well.

Dar and Tariq (2021), has implemented research that analysed celebrities' conduct in relation to their own brand image from a quantitative research method. According to the study, the article was primarily concerned with how many of celebrities' endorsements are helpful in influencing word-of-mouth from consumers, which led to their purchase decisions. As a result, in order to assess the intensity of the goals, the study was broken down into three sections. To begin with (followers), the number of consumers (followers) is followed by a look at how they behaved. When it comes to their audience followed by the influence of In terms of celebrities' messages on social networking platforms engaging their audience (consumers) with their postings. The authors concluded that Celebrity Endorsements, as well as eWOM referrals and brand trust, were the most influential variables that affect customers' purchasing decisions when they buy online Brand attachment and purchasing decisions are heavily influenced by brand trust and buy intention as a by-product of the study's findings.

2.4 Role of Influencer Advertising in Online Marketing

Kollusu and Pitta (2020) establish the fundamental difference between the impact of celebrity endorsements for online marketing against the impact of influencer marketing on the aspect of online marketing. The authors indicate the fact that celebrities that are implemented in marketing strategies to bring value for investment in return for their brand image and ability to gain greater reach. However, influencers are known as individuals with a significant reach on social media platforms. The primary difference and unique aspect that influencers have are that even though they have a significant following on social media platforms, they exercise a significant quality of interaction with their following population. This interchange of communication leads to an improved quality of trust among the target population and leads to a higher likelihood of product purchase decision-making as a result of influencer marketing.

Furthermore, the author claims that influencers have critical knowledge in regard to the various factors that affect their social media presence and their ability to affect consumer behaviour.

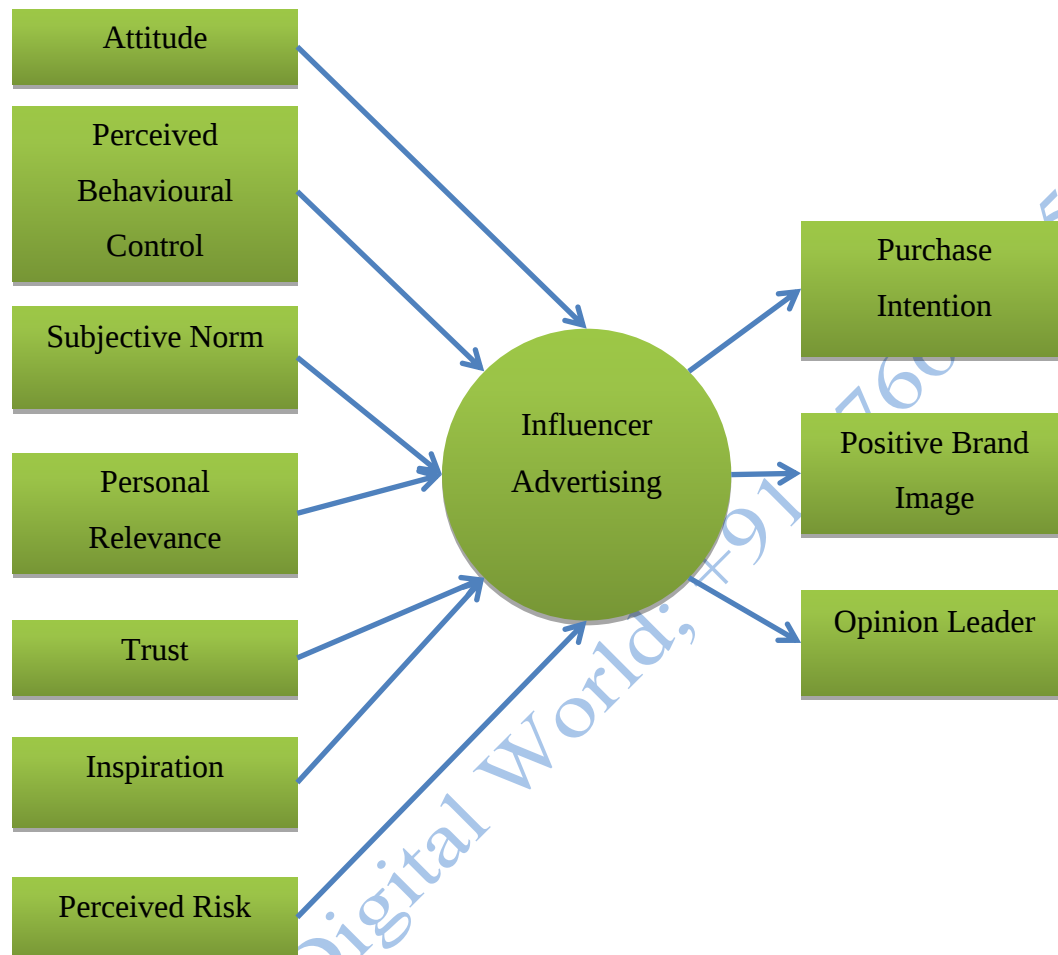


Table 2: Role of Influencer Advertising on Online Marketing

(Source: Created by Learner)

Affiliate marketing, which is a crucial aspect of influencer marketing strategies, is one of the primary sources of earnings for influencers. Therefore, according to the author, influencers have the ability to shape consumer consumption behaviour to a much greater extent compared to celebrities. Fundamentally, while celebrities have the ability to communicate product placements to a higher quantity of consumers, influencers have the ability to communicate products to much more excellent quality. Sudha and Sheena (2017), aimed to bring increased standards of clarity regarding the term 'influencers'. In the phase that sees the introduction to the process of digitalisation, the research will provide significant clarity

regarding the various factors that determine the success factors associated with influencer marketing for upcoming brands and companies. According to the authors, social media influencers are viewed as virtual angels for companies. They are a fraction of the cost of traditional marketing methods. A brand's reach from its target consumers to its prospective customers is at the heart of influential marketing.

Role of influencers in online marketing are a boon to companies looking for virtual presence. Stubb, Nyström, and Colliander (2019), aimed to develop necessary evidence that indicates pertinent study suggesting that influencer marketing is the future of companies in the digital era. Female influencers' "outfit-of-the-day" trend was seen as meaningful confirmation for users who are becoming affected by influencers' dressing in Singapore, according to the research. Because of their incredible effect, the study concluded that influencers are like walking talking billboards and can change the marketing sector if appropriately used.

Farivar, Wang, and Yuan (2021), have stated that the necessity for social media marketing as part of an effective online marketing plan for any brand. The researcher examined the online behaviours of 236 social media users and found the pattern that led them to follow a brand. They discovered that participants who follow a business's social media page are more likely to be influenced by an "influencer" who has raved about that brand. Brand's affiliated influencers are members who indirectly drive visitors to its website and therefore impart crucial part to its success in online marketing and social media presence.

2.4 Popular Platforms for Celebrities and Influencers

The marketing platforms for celebs and influencers are a software solution that has been designed for assisting brands in their marketing campaigns. Marketing platforms ensure celebrity and influencer discovery tools for agencies and brands a few offer huge searchable databases to potential celebrities and influencers using ingenious algorithms (Geyser, 2021). Since the emergence of social media platforms, celebs and influencers are aggressively using such platforms for recommendations, which influence their target customers' purchasing behaviour. As discussed by Einarisdóttir (2017), social media has been a quite innovative form of media however it is having an extensive amount of day-to-day users through multiple platforms such as Instagram, Twitter and Snapchat to name a few. Alike other popular marketing platforms, social media has been expansively used with the purpose of connecting and communicating with customers, building brands and promoting a product in the most creative fashion. Nowadays the outmoded word of mouth marketing strategy has been

transformed into electronic word of mouth (eWOM) marketing, which takes place in virtual world on numerous various review platforms, blogs, comment sections and discussion forums. Over the years, several varieties of social media platforms have emerged that allow celebrities and influencers accessibility to millions of future clients.

Platforms	Descriptions of Online Platforms
Buzzstream	This platform is used for accurately finding and managing celebs and influencer contacts identified through the brands' favourite content sites.
GroupHigh	This is a powerful search tool, which help the brands in finding bloggers from above 15 million online blogs worldwide. GroupHigh has been a vital content marketing platform, which allows influencers or celebs in quickly finding any celebs or influencer's contact information. The tool is effective in researching blog and social posts and hence building up in targeting outreach lists.
ClickCease	This platform is used for detection as well as protection of click fraud. ClickCease spontaneously send fraudulent IP addresses to Google in real time, which actually makes sure competitors, bots or any other harmful sources do not acquire the opportunity of clicking on the ads.
Inkybee	The age-old difficulty for start-ups is that their every business is unlike and each targeted market place is continually changing that means there has been no clear blueprint for attainment of success. As discussed by Influencers and Power (2018), this platform scours the web for finding perfectly relevant content in the blog for the brands.
Contactually	This online marketing platform helps in managing the celebrities or influencers contacts with an effective Customer Relationship Management system. Contactually is proficient in automation as well as simplification of personal communication with the overall network.
Discover.ly	This is an extension in chrome browser that allows brand managers or leaders in seeing the information reflected by content providers from social media networks.
ContactOut	This platform helps the brand in finding contact details of most reputed celebrities or influencers from their social media profiles. ContactOut stores, sources and refreshes their data first hand. Other vendors buy contact lists, which have been resold several times.
IMA	This is a leading agency, which is effective in sourcing celebrities or influencers. IMA assists brands in engaging as well as activating target audiences across the world through topmost level celebrities and influencers. This marketing platform

Talkwalker	develops as well as executes innovative online marketing strategies for amplifying the brand story at large scale and hence reaches millions of online audience.
	This is considered as the most effective social media analytical tool. This software centralise all the social media data using one particular tool. Centralisation of all social media accounts in addition to that of the competitors is enabled for facilitating celebs or influencers in choosing the statistics, which matter comparisons.

Table 3: Popular Online Marketing Platforms

2.6 Issues and Challenges of Celebrity Endorsement and Influencer Marketing

According to Vrontiset *al.* (2021), the process that determines adherence to the product with the choice of influencer may be complex in nature. A range of brands might not make the perfect decision, and as a result, they suffer from this issue. Marketers that are not well versed in the realm of influencer marketing may encounter several challenges in locating the ideal influencer to promote their product or business. As discussed by Martinez-Lopez *et al.* (2020), influencers having rapidly growing followers may persuade a company to pick them over someone with a smaller audience however, a better match for the brand. Scouting for right celebs may be a time-consuming and daunting task, especially if marketer is unfamiliar with the primary message they are putting forward. Furthermore, many talent agencies are not doing an extraordinary job of linking influencers with businesses, resulting in more friction and turmoil than is required.

Improved authenticity has become a significant issue in terms of influencer marketing and celebrity endorsement. The online marketing industry is aggressively changing and hence the customers. As the customers are catching on the financial relationship in between influencers, celebs and brands, they are eventually becoming more authenticity savvy. Brands necessitate working harder in finding the appropriate influencer or celeb for online marketing, which perfectly integrates believably with their parenting brand. Apart from this, the online marketing strategy in collaboration with influencers and celebs would be further challenging with the integration of more regulation. The brands are expecting more legal regulation coming from different advertisement bodies while racing to catch up with celeb or influencer trends.

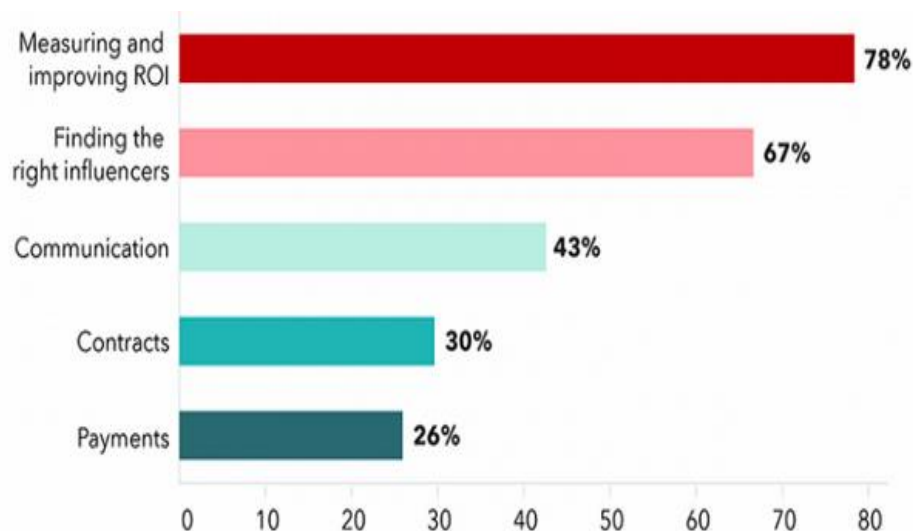


Table 4: Issues of Celebrity Endorsement and Influencer Marketing

(Source: Created by Learner)

Grafström, Jakobsson, and Wiede (2018), establish research of which the findings indicate that many influencer networks have devolved into competitive marketplaces in which businesses must compete on the purchase price to find the ideal influencer for their campaign. Of course, many platforms have advantages, one being that managers can quickly scan the population of influencers in one location. Consideration for alternate influencer integrated instead of influencer networks for the ability to negotiate better rates. There is no need for a business to face competition with another company for the same influencer when using these platforms. While the huge majority of celebs and influencers are dedicated as well as hardworking people, just like in any other industry, the brands may come across only a few less-honest persons, which is reliant on misleading strategies of driving traffic and clicks. The brand managers can evidently monitor manifold clicks from a specific source by using Click Fraud Detection software. Such strategy would be helpful to the managers in deciding in case it is the social media marketing celebs and influencers or their audience that is clicking with the brand.

In the research conducted by Osei-Frimpong, Donkor, and Owusu-Frimpong (2019), the findings established that there are often various challenges present in the form of the ratio that specific influencers bring to organisations with the comparison of their content rate and response rate. This may be done by using bot accounts, even if they have a similar number of likes and comments to the number of followers. Instagram influencers who publish images

that do not typically generate a lot of interaction and responses should be taken seriously. There is no way an influencer can receive thousands of likes and comments on poor images and videos unless they are a significant star.

Not all celebs or influencers are as much business-focused as the brand managers. They might be proficient in what they are doing, however numerous of them would never be used to integrate their work in an outer environment. Hence, do never always anticipate a 9-to-5 mind-set as it can be done from a freelancer or employee. As opined by Formentini (2020), the reliability of a source is connected with experience as well as valuable in measuring the credibility of online communication. The managers can avert this by systematically vetting the celeb or influencer right from the beginning. An agency may be helpful, however see in case they have engaged in working with other brands on a comparable scale at prior. In addition, communication holds the key to overall project. It must be ascertained that the managers set perfect deadlines during the briefing stage as well as liaise with the celeb or influencer often for ensuring that they are hit. A calm reminder now and then must be helpful in keeping the project on right track.



Table 5: Challenges of Celebrity Endorsement or Influencer Advertising

(Source: Google Images)

Walthernath (2021), have argued that the positives of being an online marketing influencer might be undone from an advertising point of view under circumstances, which indicate an unsatisfactory volume of response on the posts. Hence, the audience seems uninterested in what the brand have to say in case the influencer has a low level of interaction, for which businesses should still pay attention to the influencer's overall demographics. If the majority of social media users are youngsters, businesses have no business marketing a product that does not appeal to them. As brand marketers are extensively getting savvier now-a-days regarding the beneficial aspects of social media celeb endorsement and influencer marketing, so are the celebs and influencers. They are acquiring a prominent idea of the influence they are having on their marketing strategies for the parenting brand, and hence, expect a bigger bite on company budget. As discussed by Influencers and Power (2018), in this regards UK has already witnessed significant intensification in celeb or influencer costs and they expect such trend to endure across the world in the upcoming years.

As described by Jackson (2018), as publishers, there is a presence of inside knowledge, which has been submitted to the present journal. Hence, the authors are well enough to offer a reasonable answer to those questions. The popular press, in particular advertising trade magazines and various business periodicals, is crucial in a field such as public relations in order to know what developments are creating a need for additional research that really can help educate real-world management teams in furthermore to progressing theory. The factors inculcate the contemporary issues that have arisen as a result of an increased volume of investment towards celebrity endorsements to improve the factors of sales. However, the author states that growing concerns are present with the perspective among customers regarding the ingenuity of a product's value based on celebrity endorsements for online marketing. Due to the fact that consumers are aware of the business relationship that defines a celebrity's endorsement of a specific product, consumers claim that it loses value in meaning and often does not affect their choice for the purchase of a product.

2.7 Impact of Celebrity Endorsement on Customers' Online Purchasing Behaviour

Gupta, Kishor, and Verma (2017), aimed to analyse brands by simply picking the ideal celebrities by using a five-dimensional structure as well as validity scale. While reading literature, the factor becomes clear that choosing a celebrity to endorse a business is not enough; however the key is to find a celebrity who will be effective in promoting a brand's specific product line. A survey was carried out in India. As a result of this poll, 692 people participated, and the conditions for choosing a celebrity were clarified. A celebrity's PATER

(Popularity, Attractiveness, Trust, Expertise, Relevance) score was determined to be the most critical factor in a respondent's decision-making process. In the case of a marketer who wants to increase their online sales, then it is highly beneficial to follow the PATER model of celebrity endorsements in order to achieve established goals and enhance brand image.

Fathet *al.* (2017), conducted an extensive research in which New Zealand have been chosen as the case study destination. When Tourism New Zealand (TNZ) launched its social media campaign employing a Chinese actor from a foreign country, the authors thoroughly looked at the impact of that. A closer look at New Zealand's social media activity revealed that visitors who were new to New Zealand were drawn to the country by TNZ's star power. Brands that utilise a foreign celebrity to advertise their products, however, must also consider linguistic issues.

Chung and Cho (2017), has examined the elements that influence the efficacy of businesses' social media sites. Using parasocial interactions and celebrity endorsements, a theoretical framework was developed and tested. That is because one has called a dependent variable while the other is called a non-dependent variable. The research implemented internet questionnaires, 400 Koreans were polled, and the results revealed that parasocial interactions between celebrities and respondents had a significant influence on one another. It is more convenient and trustworthy for respondents to believe a brand (supported by a celebrity) once they have interacted with them on their social network.

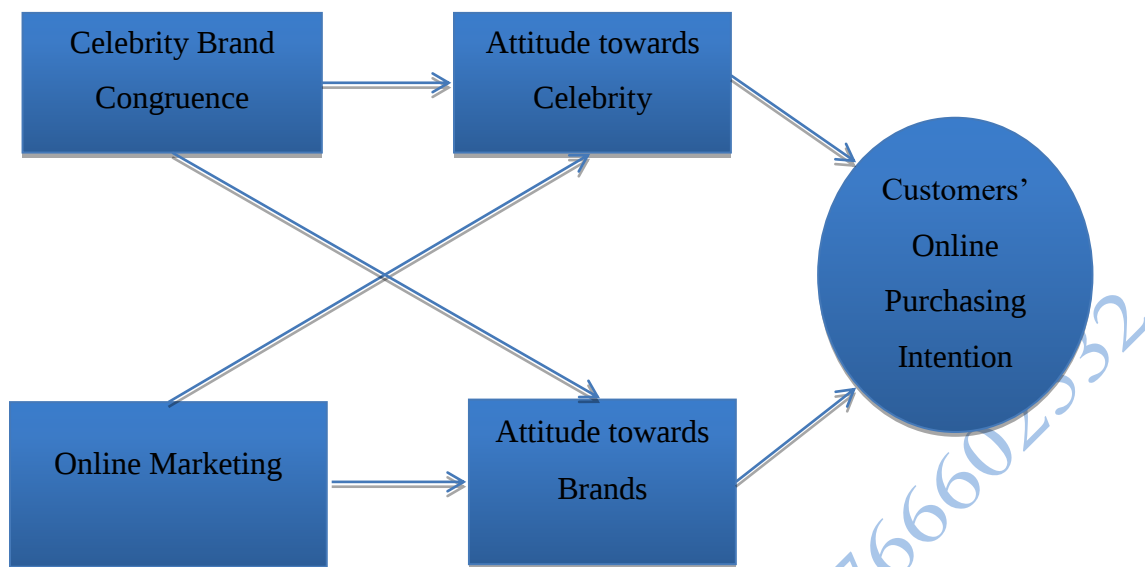


Figure 3: Celebrity Endorsement's Impact on Customers' Attitude and Purchasing Behaviour

(Source: Created by Learner)

Herjantoet *al.* (2020), has studied the influence of fame on the consumers' repurchasing intentions. Brand trust and brand image were studied as mediators in the link between celebrity endorsements and customer (re)purchase choices. Researchers have established a hypothesis that celebrity endorsements have an influence on (re)purchase decisions in order to prove the study's importance. Zhang, Xu, and Gursoy (2020), found that in addition to promoting products, celebrities are able to promote locations by portraying them as part of their lifestyle. The authors found that destination brand liking was connected to celebrity endorsements. To examine the nature of the tourists' parasocial interactions, Hong Kong was chosen as a mediating participant.

2.8 Impact of Influencer Marketing on Consumers' Online Buying Intentions

Pick (2020), found that marketing executives from all around the world. It was not long before researchers concluded that "influencers" would be the best answer for internet marketing challenges. An online spokes model is essential in the era of internet promotion, according to the authors, because these online social media influencers can relate to the target market on several dimensions. As a result, both businesses and influencers may connect with their consumers in a simple and persuasive manner. Researchers proposed a study in which

they discovered strategies to maximise viral/online/digital marketing influence to persuade customers' online purchasing intentions. According to the writers, "influential leaders" are those who work as online ambassadors for the companies and help their viral marketing methods to succeed in every way imaginable. Although the report is dated, it does not identify influencers' traits that companies should seek in order to thrive in their viral marketing efforts.

As stated by Kadekova and Holienčinova (2018), internet marketing, which relies on influencers, is another effective form of online marketing that is prominent in social media. Some of these influencers are internet users who are endorsing items or businesses in front of their target audiences. Influencer marketing and eWOM advertising are hence closely connected. However, in this situation, the influencer may be a well-known person, such as a celebrity. Someone with a lot of social media following is called a figurehead or an athlete. Influencers might be compared to online social networks' celebrities. These reputed personalities are acting as personal branding experts. As a result, social media influencers were born. In the same way, a company advertises its brand image.

As opined by Deges (2018), due to the emergence of their aesthetic appearance and wealthy lifestyle, Instagram fashion influencers are viewed as more authentic when they match the symbolic value of luxury companies they will be more likely to buy a premium brand when they see an Instagram star posing with it if they identify with the source. People's good feelings about an easily recognisable person or brand would translate into a more positive attitude towards the brand. They will be more accepting of their fashion advice and the brands/products they support when they regard influencers as trustworthy. Bogнар, Puljic, and Kadezabek (2019), have stated that various studies revealed that when conventional celebrities appear in advertisements for various businesses, audiences would think that they are doing so for commercial gain. In case it is looked at the difference between Instagram celebrities and conventional celebrities, the observations clearly clarify the fact that Instagram celebrities have higher criteria when it comes to choosing which businesses they support since they are more likely to attach significance to them.

Özsaçmacı and Dursun (2020), in a suggested investigation indicated that their research findings revealed strategies to maximise the effect of viral marketing. Considering online marketing and viral product promotion, in order to achieve the goal, following an analysis of major social media sites, the authors discovered that influential marketers include members

with a considerable amount of advertising expertise following on social media platforms such as Facebook and Instagram, among others. They are the ones that represent the brands online with their viral marketing strategies to outperform their competitors. It is a possibility. In any case, this study is a bit out of date. Since influencers' qualities are not mentioned, viral marketing is an area where businesses should strive to thrive.

Burgess and Burgess (2020), has aimed to recognise the ability of companies to identify their "Influential consumers" through a research study. The focus of the study was on the value of influential internet users for brands, according to the report. Literature review shows that online brand ambassadors are a must-have. Due to its focus on solving the problem of how to pick influencers, the study identifies the number of followers as being the only criterion that businesses should consider when selecting influencers. The research further suggest that the researchers' online activity be planned, including tweets, re-tweets, and comments schedules. As indicated by Ki *et al.* (2020), influencers function as personal brands for customers, according to a new study. This is because they become open and honest with the audience, according to the study. It concluded that companies and their virtual communities benefit from using influencers.

2.9 Common mistakes of Celebrity Endorsement and Influencer Marketing

The overall valuation of online marketing through reputed celebs and influencers has been a billion dollar plan who thinks that positioning Santa Clause as the foreface of Coca-Cola about a century ago have sparked the foundation of such potent industry (Simonova, 2021). However, even with its entire billion-dollar worth and potential, online marketing through celebs and influencers has still been a moderately new branch of marketing. Numerous brand owners, and marketers are day-after-day making mistakes in their campaigning endeavours, which cost them millions of dollars. Never to remark the incalculable cost of a wicked campaign for the business in terms of destroyed image, brand reputation and even trust of audience. However, never the whole kit and caboodle is lost. Brand owners and marketers are extensively learning to circumvent making critical mistakes and henceforth elevate their possibilities of developing a successful and memorable campaign. This study would reflect a few of the most common brand mistakes.

Mistake 1: Not properly developing Vibrant Campaign Goals at prior

Each one of the business activities are created with coherent goal keeping in mind, and the celeb endorsement or influencer marketing campaign should never be an exception.

However, an astonishingly outsized number of brand marketers totally overlook such critical action and henceforth they culminate in unsatisfactory outcomes such as poor engagement rates as well as low ROI (Return on Investment) or even ROAS (Return on Advertising Spend). As identified by Huguelet (2021), celebs or influencers on few occasions seek to outdo campaign goals that are outlined by their respective parenting brands. It is hence necessary to have evidently defined business objectives afore launching the marketing campaign. In case the brand marketers miss out in defining organisational goals, then they are just merely shooting for the stars with the hope for the best outcome. As marketers might know, that is not an operative plan for getting closer in achieving business goals.

Mistake 2: Not Considering Competition

Knowing the campaign goals or category of celebs and influencers, the companies want to collaborate with places a significant step into the future of the competitors. However, not performing market research on preceding professional collaborations while choosing the influencer or celeb could ultimately leads to a deal-breaker. Celebs or influencers are interested in working with any brand they desire. It is up to the concern of parenting brand as a prospective client in doing detailed and proper research about the celeb or influencer. The brand's marketing managers can never certainly hire anybody who has previously worked for their market competitors. In that stance, the brand manager is actually risking with looking for unprofessionalism just by initiating signing of contact, allow alone proposing a likely collaboration.

Mistake 3: Consequences of Overly Detailed Briefs or Poor Briefs

Even though influencers are always creative creatures, however they also want some sort of guidance for developing as well as launching a topmost level online marketing campaign. In case the brands provide them with an ailing fabricated brief, they will obviously fail to enforce appropriate advertisement of the brand and its products or services. Influencers or celebs necessitate knowing the beneficial aspects and the characteristics of the parenting brand products prior to promote it, and in case the brand managers' brief does not deliver that, they are most certain to miscarry in properly performing their part of the job. As stated by (Simonova, 2021), in regards to desperately detailed briefs, the brand managers may think that conflicting to ill constructed briefs, comprehensive briefs are never too problematic, however; they actually are. Too much terms and conditions in marketing brief can draw limitations on creativity level of any celeb or influencer. These personalities are, after all,

artistic creatures. Numerous celebs and influencers have been seen to reject an offer just because the briefs are too detailed.

Mistake 4: Inaccurate using of Hashtags and Ailing Written Descriptions

Most of the work in every celebrity endorsement or influencer marketing campaign is all regarding the appropriate usage of images and hashtags in addition to video description. This is the reason behind the way the online target audience can find the brand and hence learn more about the online marketing campaign through catchy hashtags or in the form of proper descriptions. On making such mistake, the brand is actually risking its image to the target audience in not being seriously taken which is not at all preferential to build a proper brand image. In addition, these features are available freely on any social media platforms however; it is a missed chance in not using those for benefit of celebs and influencers to the parenting brand.

Mistake 5: Not Engagement of influencers on celebs With Followers

The variance in between great and good celebs or influencers has never been dependent on the number of followers however, it is on the way they treat them. In every post they publish, each campaign they run or each video they share, these celebs or influencers are actually connecting with them and which is not something the celebs or influencers should be underestimating or even take for granted. However, numerous celebs and influencers, especially the ones who have millions of followers, fail to consider how significant it is to construct long lasting rapport with their key followers. Of course, after a considerable point, it definitely becomes unbearable to response each message or each comment however the celebs or influencers must at least put in some serious effort while marketing online.

Mistake 6: Lack of following proper guidelines provided by FTC

FTC represents Federal Trade Commission, which is an institute that perfectly protects customers' rights. Over the last couple of years, with the emergence of numerous influencers alongside celebs there has been a huge violation of customer rights while marketing through social media channels. Celebs or influencers who have promoted services or products did never disclose that on their social media profiles which eventually created huge confusion amongst the customers as well as social media users. That is the reason behind making everyone to be obliged with FTC rules and regulations. Celebs or influencers are made bound

to disclose the sponsored collaboration or even paid partnership by mentioning that in all their online marketing posts' description.

2.10 Difference between Celebrity Endorsement and Influencer Marketing

Although the world might have been paused for Covid-19 pandemic situation, marketing has certainly not. All the brands have significantly jumped on to the digital movement and henceforth amplified their endeavours in online marketing. With people being stuck within the four boundaries of their home, Out-Of-Home (OOH) marketing has gone significantly down. The necessity for influencers and celebrities for helping in creation of awareness has considerably risen up. As brands are engaged in working with various influencers as well as celebrities for promoting their products or services, this research wonders, which would be the better spending. Whichever way the brands engage with, there has been a huge cost involved and the questions then arise in terms of return on investment (ROI), way of choosing celebs or influencers and so on.

Reliability and knowledge-The most specific factor that strictly differentiates influencer from celebrities is their knowledge base regarding the product that they are endorsing. A celebrity does not necessarily and certainly would not possess in-depth knowledge regarding the brands they are promoting and their followers know this reality very well. They might not even have used that brand's products however can provide a pronounced review. As indicated by Rani and Singla (2019), reliability depends on trustworthiness, expertise and physical attractiveness, which further suggests moderate level of reliability from celebrities. On the contrary, influencers are mostly having lesser number of followers however; reality is that they provide authentic opinions right after using brand products they are speaking for. This actually makes influencers to some extent more reliable in comparison to celebrities.

Impact and Reach-Celebrities undeniably have huge mass appeal as well as much greater reach. Whether it is movie actor, sportsperson, YouTuber or music sensation, they are recognized for their immense talent and having numerous fans that are always aspiring to be just similar to them. This actually makes their opinions and choices extremely valuable. For instance, in case Tom Cruise is to purchase a car as well as promote it, there would be a high probability that his fans would definitely desire to purchase the same car. Hence, the consciousness developed by a celebrity's endorsement is much higher in comparison to influencer marketing. Contrariwise, an influencer holds a smaller reach however can impart a tremendous role of a friend for those who are interested in a specific brand. As studied by

Lokithasan et al. (2019), female consumers are aggressively influenced by influencer marketing that promotes beauty products whereas male consumers are drawn by their affinity towards gaming and technology based products. The most vital factor that influences in social media influencers' marketing posts are entertainment factor followed by information.

Cost Involved- Without any kind of doubt, the cost involved in celebrity advertising has always been much higher in comparison to influencer marketing. Whether it has been photo-shoots or simple social media shout-out, endorsing a famous celebrity is never going to be low-cost. However, in case inspiration and awareness is what the brands are looking after, it could definitely work out to be good for the brand. As discussed by Guruge (2018), he motives behind working with an influencer could be enlisted as presence of trust, personal touch, no hidden agendas, no incidence of politics, online marketing made easy, justly powerful paid content rather than just a celebrity advertisement and cost effectiveness. Influencers' are well known to be faintly literate regarding their cost involvement however; the concerning drawbacks in influencer marketing are found in terms of engagement and content development.

Even though traditional celebs are having greater influence on the society's pop cultural trends over the past couple of years however, new social media influencers are having the capability of gaining more audience as well as influence pop culture to huge extents rather than traditional celebs. This can be elucidated by their capability of creating communities where social media users feel more attached with influencers for high level of authenticity, relatable aspects and authenticity. As argued by Nouri (2018), Instagram and YouTube influencers are capable of influencing beauty and fashion stuffs more rather than traditional celebrities, which is primarily due to the qualities linked with celebrification or upbringing on today's social media platforms and social media's capability of creating interpersonal rapport in between influencers and users. Considering implications of social media influencers intense amount of impact on customers, the author preferred concluding that online product marketing endeavours must prioritise usage of social media influencers as their prime advertising platforms because of more effective audience penetration as well as influencing customers' intention to purchase. This would ultimately outcome in attainment of substantial grasp on customer attention as well as spending to drive high sales and hence bring utmost attention towards the brand image of the company.

2.11 Theoretical Framework of the Research

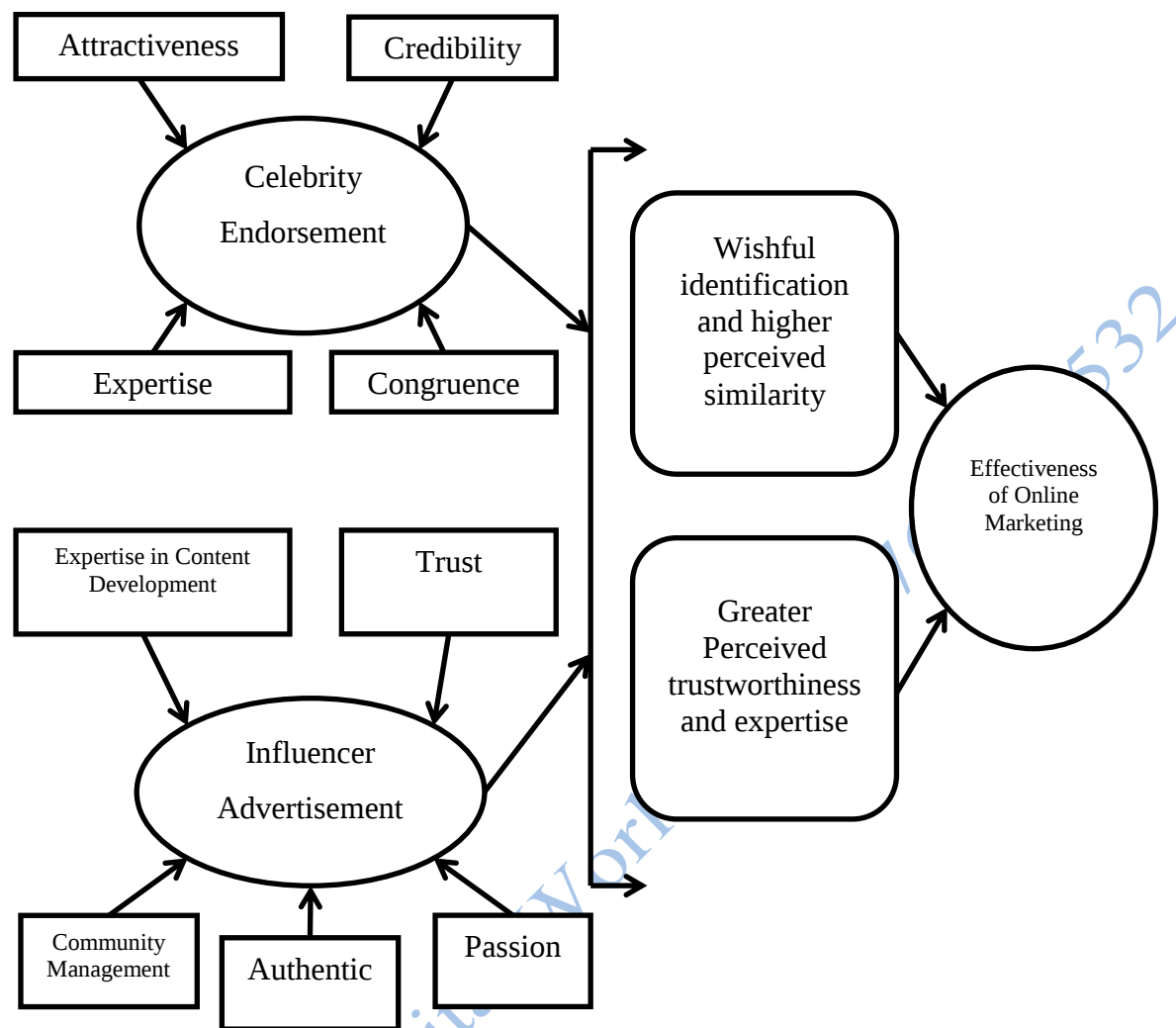


Figure 4: Theoretical Framework

(Source: Created by Learner)

2.12 Research Gap

Over the past couple of years there has been extensive number of research studies conducted based on the impact of celebrity endorsement or influencer marketing on customers' purchasing behaviour however there is considerable lack in investigating the impact of such marketing strategies in changing the approach of online marketing. The influence of influencer endorsement or celeb advertisement as marketing communication strategy has been expansively studied by numerous authors however there has been deficit of academic research on the effectiveness and credibility of various types of celebrities and influencers in

online marketing through social media networks. Moreover, the previous research works lack exploration of online user's engagement with celebrities and influencers. Furthermore, there is immense knowledge gap in identifying the type of online marketing that are suitable for celebrity endorsement and influencer marketing in driving the shape of online marketing strategy and persuasion of customers purchasing interest towards the endorsing brand.

2.13 Summary

From the review of previous literature sources, it has been understood that numerous researchers have endeavoured in understanding the modern online marketing strategies with involvement of celebs and influencers. Numerous studies have concentrated on various factors in relevance to celebrity endorsement and influencer marketing. Furthermore, this chapter has opportune in understanding the various research methods that can be applied in the present research. Precisely this chapter has been purposively performed to define primary objectives of the research for examining the impact of influencer marketing and celebrity endorsement in changing the facet of online marketing alongside identification of issues linked with the research topic and gaps in the existing literature text.

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CHAPTER THREE – RESEARCH METHODOLOGY

3.1 Introduction

Research methods is inclusive of all the methods and techniques which have been engaged to conduct research whereas research methodology defines the tactic by which research difficulties are solved methodically (Mishra and Alok, 2017). The research methods aim to develop as well as collect data that can provide critical insight regarding various factors that contribute towards the motivation of consumption patterns as a result of influencer marketing or celebrity endorsement. In order to gain the necessary information, the research methodology is concerned with the implementation of effective techniques for gaining measurable data from chosen respondents that is online users. The critical approach of the research process includes gathering and analysis of data from active social media users that can further create an improved idea regarding the impact of celebrity endorsements and influencer marketing on their choice of a particular product.

3.2 Research Philosophy

The philosophy inculcated in the given research utilises positivism. Positivism as an approach incorporates factors that provide empirical data. Like quantitative research, the philosophy of positivism holds relevance as it allows the researcher to gather quantifiable data that is measurable via human senses. In order to recognise the impact of celebrity endorsements and influencer marketing on changing customer behaviour towards the organisation, positivism provides a coherent flow of logic (Ryan, 2018). The importance of a positivist research philosophy is pertinent to the research, as it will support the collection and analysis of quantifiable data representing the changing trends in marketing strategies. In order to effectively recognise the degree to which celebrity endorsements and influencer marketing contribute towards consumer behavioural patterns, it is important to analyse statistical data that correlates to consumption among customers as a direct result of celebrity endorsements.

Positivism research philosophy will enable the research process to gather extensive quantifiable data in regard to consumer behaviour for the evaluation process. Quantifiable data acquired from sales that have occurred as a direct result of factors such as affiliate marketing that utilises social-media influencers can provide key insight in regard to the effectiveness of social media marketing strategies and the various impacts it has on affecting consumption patterns among customers (Park, Konge, Artino, 2020). Furthermore, in efforts to differentiate the impact on marketing strategies and its desired outcome between celebrity

endorsements and influencer marketing, will gain an increased quality of clarity through the analysis of statistical data that represents consumption behaviour as a result of each element of marketing strategy.

3.3 Research Approach

As part of deductive research method, the process includes the creation of hypotheses, then constructing a research strategy to evaluate the hypotheses. As with conditional reasoning, deductive reasoning connects specific premises with appropriate conclusions. Due to the fact that a conclusion can only be reached if all the considered premises are true, words are explicit and deductive logic principles are followed, the ultimate conclusion must be proper. It is a method of arriving at conclusions based on-premises or propositions. As stated by Kim (2021), deductive research approach narrows down the information from a general to some more precise level. With the application of deductive research approach, specific hypotheses has been derived from the premises of the theory based on perceived trustworthiness and expertise of influencer and celebrity endorsement in online marketing, which can be used to explain such marketing strategies' effectiveness in shaping up the sphere of today's online marketing.

The deductive approach holds critical value within the sphere of quantitative research due to the fact that it allows the researcher to study the interaction of various measurable data that represent relevant statistics in order to establish the effective statements that define a specific trend (Azungah, 2018). In context of this research, the research questions that aim to identify the impact of online marketing via inculcation of celebrity endorsements and influencer on marketing strategy trends and consumer behaviour trends, there is significant importance in acquiring logical statements. This has been preferred to execute following deductive analysis of statistical data acquired from the study that highlights the data regarding social media marketing impact on consumer behaviour.

3.4 Research Design

The demographic, social, and cultural descriptions are the goal of descriptive research. The aim of descriptive research design is to be able to correlate various factors that hold relevance to the research process. To study one or more variables in descriptive research, a broad number of research methodologies can be used. As stated by Sileyew (2019), research design is always intended to provide appropriate framework for academic research studies. When it comes to a certain group of people, the aim of descriptive research is, of course, to describe,

as well as explain, or validate any type of hypothesis or objective. Describing the behaviour of celebrity endorsement and influencer marketing has been the prior goal behind selection of descriptive study design.

Due to the ability of a descriptive research design to be able to correlate an established hypothesis in relation to a range of pertinent variables, the design holds critical relevance to the research. As described by Rahi (2017), descriptive research design refers to the category of research, which aimed at procurement of information on present state of phenomena. The descriptive research design has facilitated the researcher to undergo critical analysis of the responses from online social media users being influenced by celebrity or influencer endorsement. In relevance to the research, the population group consists of consumers and especially the group that participates in the online purchasing of products. This crucial element interrelates to descriptive designs as it results in the ability to gain a wide-range understanding of various factors that define behavioural patterns among customers. The research will be able to use the descriptive design in order to establish various elements that collectively contribute towards the efficacies of celebrity endorsements of products and the impact of influencer marketing on consumer behaviour and motivation of choice.

3.5 Research Strategy

The research utilises a quantitative strategy in order to improve understanding and ability to analyse consumer behaviour that holds relevance to the research objectives and aims. According to the definition of quantitative research, it is the detailed evaluation of phenomena using measurable data as well as statistical and mathematical tools. Using sample methodologies, online surveys, online polls, questionnaires, etc., quantitative research collects information from present and future consumers that can be expressed numerically. As described by Basias and Pollalis (2018), quantitative research strategy typically involves empirical and systematic examination of phenomena through mathematics and statistics with the processing of numerical data. This information is used to anticipate the future of a product or service and to make modifications as necessary as a result of this.

A research strategy is an approach that inculcates priorities of objective, detailed, and in some cases even investigative. This research approach yields logical, statistical, and impartial conclusions. As part of a systematic approach, most extensive samples of the total population have been considered for gathering data. To acquire quantitative data from a study, statistical approaches are employed to collect quantitative data from the research study in the social

sciences (Bryman, 2017). Researchers and statisticians use mathematical frameworks and ideas that relate to the quantity under consideration in this research approach.

In relation to the research aims and objectives of the research that aim to evaluate the impact of online marketing strategies in correlation to emerging trends such as celebrity endorsements and influencer marketing, quantitative research strategy holds great significance in providing relevant data. Measurable as well as quantifiable data in regards to shaping the approach of online marketing and consumer behaviour such as intention or motivation towards purchasing a particular product has been gathered using quantitative strategy. With the enforcement of survey process, the effectiveness of online marketing has been assessed as a result of a celebrity endorsement or due to their preferred social media influencer promoting it is a crucial form of information that will elaborate on the success factors of online marketing strategies.

3.6 Data Collection Instrument

The primary instrument that has been utilised in the research process for data collection is the questionnaire system. In order to obtain primary data, questionnaires are the most common as well as extensively utilised method. Almost every sort of research challenge may be solved with it. The questionnaire has become an essential instrument in present online marketing research to understand the effectiveness of celebrity and influencer endorsement in changing the romp of online marketing. As asserted by Raj (2020), questionnaire is a written set of questions whose answers are recorded by the chosen respondents involved in the research. In view of requiring quantifiable data, the questionnaire system of data collection provides the researcher with necessary data acquisition that can be further utilised to develop pertinent findings in relation to the research aims and objectives. As a research tool, the questionnaire instrument consists of a set of questions, together with a choice of responses, written or typed in a specified order on a form intended to collect specific information from participants.

The chosen respondents must read and comprehend the questions before they respond to them such that the needed information may be translated into a series of questions that informants can and will answer. The questionnaire format provides further relevance to the procedures such as the survey method of data collection as it allows widespread participation from an increased volume of respondents (Krosnick, 2018). The completion of questionnaires that hold closed-ended questions is a process that respondents consider simpler, and it is more likely for them to complete the necessary criteria.

3.7 Data Collection Technique

The data collection process for the research will acquire information that is primary in nature. According to Voleti (2019), primary data is obtained directly from source and are considered the excellent form of data in research, which is tailored specifically with the questions posed by research project. To fulfil the unique needs of given research, primary data sources have been carefully selected and customised. In addition, before picking a data collecting source, the study goal and target population must be determined. The importance of primary data gathering in relation to the research process holds value due to the fact that it provides first-hand information regarding consumer behaviour. In order to critically understand the various factors that determine consumer choices and motivation behind specific purchases, the primary data collection process provides information directly from the consumers in the form of respondents. In comparison to secondary data collection methods, the process of primary data collection will allow consumers to personally answer questions within a survey or questionnaire, in which case the acquired data will hold a greater degree of reliability and authenticity.

3.8 Sampling Technique

The sampling technique that holds relevance to the research process is convenience sampling. Convenience sampling is a research approach in which researchers collect market information from a number of ways, like surveys that are easily accessible. It is the most often used sample technique because it is swift, simple, and cost-effective. Members are often accessible and willing to participate in the study (Andrade, 2021). In instances when there are enormous populations, several sampling approaches are used. Testing the entire population is nearly impossible in most situations since they are difficult to contact. In cases where extra inputs are not required for the main study, convenience sampling is extensively used. To be a member of this sample, no specific requirements must be met. As a result, including components in this example becomes very simple. All members of the population are eligible to participate in the study; however, their participation is contingent on the researcher's proximity. With the application of convenience sampling technique, in total 125 respondents have been chosen who are extremely active in various social media platforms. The chosen participants also have a great affinity towards online purchasing by following influencer marketing and celebrity advertisements as campaigned by various brands.

3.9 Data Analysis Method

The data acquired from the survey process as responses to the questionnaire data collection technique will be analysed based on a cross-tabulation and graphical analysis method. The findings of the data acquired from the respondents will be converted to a percentage and further evaluated based on a representation with tabular format. Additional methods of analysis will include a wide range of graphs and charts such as pie chart, line graphs, bar graphs and table chart will be used to represent the relevant data. Even though simple, the groundwork of graphs as well as tables must be following essential recommendations that make it much easy to apprehend the data considered under analysis and promote perfect communication.

3.10 Data Validity and Reliability

It is important to note that Validity and Reliability are key factors in defining the quality standards that are maintained all through the research project.

Reliability is an important factor that contributes to the relevance of a study and its conclusions. As stated by Mohajan (2017), reliability is concerned with the trust that the readers can have in the data gained from the usage of a particular instrument, which is, the notch to which any assessing instrument controls for arbitrary error. The notion of reliability is described as the consistency seen in a researcher's conclusions under a variety of conditions. The relevance of reliability as a criteria for determining the quality of the present research study has been emphasised since it assures that the researcher is never prejudiced and that there are no aspects of variation among the study participants.

The existence of reliability within a test is determined by comparing element to many forms of dependability that have been developed, such as the following.

1. Internal Consistency: The principles entailing research process itself, the test for dependability that indicated adherence to correlation of study findings. This sort of reliability test was created to guarantee that measurements from different portions of the study are consistent.

2. Inter-rater: The most common form of reliability test, which aims to uncover any discrepancies in study results that may emerge as a result of variation among research participants as well as responses. This sort of reliability test ensures that results are consistent across a wide range of study participants.

3. **Test-retest:** The type of reliability test designed to ensure that the findings of a research finding are consistent regardless of intent that exists at the time the study is conducted. The significance of this sort of dependability test is that it verifies that a difference in time span has no impact on the study findings (Noble, Scheinost and Constable, 2019). This is particularly true as significance in evaluations, which attempt to assess students' academic competency in a specific subject. The absence of test-retest as a form of dependability test might result in poor findings at various points in time.

As part of the research process, validity is an essential criterion for evaluating how well a study meets its research goals in a way that is relevant to the results. Indeed, results from the validity test have been conclusive enough that the conclusions can remain true to their original intents. As stated by Andrade (2018), validity describes wellness of an instrument, which is supposed to perform. A lack of validity in research testing will result in a lack of accurate measures of what the study is attempting to uncover. The validity of the present study is determined by a number of factors, including content validity, predictive validity, and concurrent validity.

Comparing the outcomes of a research to known ideas in comparable studies is the key to understanding the quality of validity standards of the research. The following factors are considered the most essential forms of validity testing.

1. **Criterion Validity:** They were designed to recognise the correlation between a given measurement's results and other existing and established measures of findings within comparable criteria-related aspects that have been conducted in the past.

2. **Content Validity:** If the research findings are consistent with the study's core components, then they are considered legitimate.

3. **Construct Validity:** The capacity of research findings to correspond to known knowledge and academic discoveries related to study issues define construct validity (Mathieu *et al.*, 2020). In this research, construct validity for a measure has been established by correlating it with other measures and further arguing from that pattern of correlations, which the measure is related with these concerned variables in hypothetically predictable ways.

The issue or aspect of academic results that the research study is attempting to identify is effectively compared to findings from comparable or related areas.

3.11 Ethical Consideration

Ethical Consideration in relation to the research process at both the individual and social levels, ethical concerns may be addressed. Individuals' reactions to other people's actions are worth thinking about ethically. While determining what information is to reveal and how to release it, the risk of harm to that individual becomes a critical ethical concern. This danger must be weighed against the ethical considerations of respecting the affected person's autonomy and choice of whether or not to be informed. Some of the critical aspects that are considered as primary ethical considerations are the following factors.

1.Informed Consent: The term "informed consent" refers to the fact that the person taking part in the assessment is entirely aware of the nature of the evaluation. Participants must be informed about the project's objective, who or what the research study is sponsoring, how the findings will be utilised, any potential negative consequences of their involvement and who would have access to the findings (Manti and Licari, 2018). The fundamental goal of the informed consent is for the participant to be able to make an educated decision about whether or not they want to participate in the study. In the case that the participant feels disturbed in any manner throughout their involvement in research, more information should be supplied.

2.Confidentiality: The factor emphasises the fact, which no other than the programme coordinator has access to or given access to any personally identifiable information. Confidentiality also guarantees that such identifiable information is not included in any reports or papers that are released (Ferreira and Serpa, 2018). Given tiny number of respondents involved in peer-to-peer programmes, it is critical to think about how reports are written to guarantee that no one can be recognised even if names are not used

3.Anonymity: The element defines a more stringent kind of privacy than confidentiality because the study team is unaware of the participant's identity. Because participants in social research are generally known to the programme organiser, this is more difficult to establish than secrecy (Coffelt, 2017).

4.Voluntary Participation: The term refers to those who engage in the evaluation without being forced to do so. Participants can quit their participation at any time without affecting their ability to participate in future services or the current program as well as their connections with any of the researchers or research organisations participating. It can be challenging to persuade high-risk adolescents to participate in a programme, and it is even more complicated when participants decide not to do so (Dooly, Moore and Vallejo, 2017).

Participants chosen in present social science research have the right to leave programme at any time, so no pressure should be put on those who do not wish to continue. Explanations are not necessary either.

3.12 Research Limitation

Given various factors that contribute towards research process in order to gain relevant information regarding the impact of online marketing on organisations and retail companies, the various limitations that have been identified include the following:

1. Respondents that have been identified in order to gain necessary data comprised entirely of customers that use online retail. However, the factor holds a significant drawback due to the fact that it does not include any managers. Therefore, the data that will be acquired through the research process will represent only a particular perspective that holds relevance but will be unable to create a holistic perspective. Acquiring managers of online retail organisations as respondents to the questionnaire and survey would provide a more inclusive structure of information that holds relevance to the research process.
2. The research process includes aspects of quantitative data that holds the research philosophy of positivism. However, the overall approach to determine the efficacies of online marketing via aspects such as celebrity endorsements and influencer marketing requires interpreting interview data as well. The widespread phenomena within online retail that arise from the degree of motivation for the purchase of products via influencers and celebrities require information that represents the subjective behaviour of humans as well.

32

3.13 Time Horizon

Progress of Research Plotted Against Time	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8	Week 9
Finalization of Research Topic									
Presentation of Research Proposal									
Research Draft Formalization									
Designing Research Framework									
Review of Literature Sources									
Finalization of Research Methodology									
Formalization of Appropriate Procedures for Research									
Data Analysis									
Data Interpretation									
Results Inferred from the Analyzed Data									
Conclusion Development Based on Accumulated Data									
Presentation of Final Work									

Table 6: Timeline of Research

3.14 Summary

The overall research process includes a wide range of data processes, which hold much relevance to the quantifiable and measurable data relevant to the research aims and objectives in order to create a practical understanding of the wide range of factors that are correlated with the modern development of online marketing with factors such as celebrity endorsements and influencer marketing. Therefore, the utility of the chosen research methods has been appropriately used in order to gain relevant data essential for conductance of the present research.

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CHAPTER 4 – DATA ANALYSIS AND FINDINGS

4.1 Introduction

In the present research study, application of survey analysis has been effective to analyse the responses from participants. The analytical process has provided meaningful outcomes which helped in making decisions that ultimately opportune in meeting the research objectives and questions in addition to establishment of proposed hypothesis. As discussed by Rahi, Alnaser and Ghani, 2019), sampling survey involves well-structured questionnaire for evaluation of respondents' preferences, attitudes and beliefs. The questionnaire has been formed based on close-ended questions with offering multiple-choice options to the respondents. The questions are designed based on online marketing, celebrity endorsement, influencer advertising and customers purchasing intentions, which facilitated in creation of data that are easy to code and quantifiable. Such technique has ensured proper categorization of respondents in specific groups depending on options they have chosen.

4.2 Analysis of Survey Data

1. How would you describe your gender?

Options	Number of Respondents	Percentage of Respondents	Total Respondents
Female	65	52%	125
Male	60	48%	

Table 7: Gender Specification

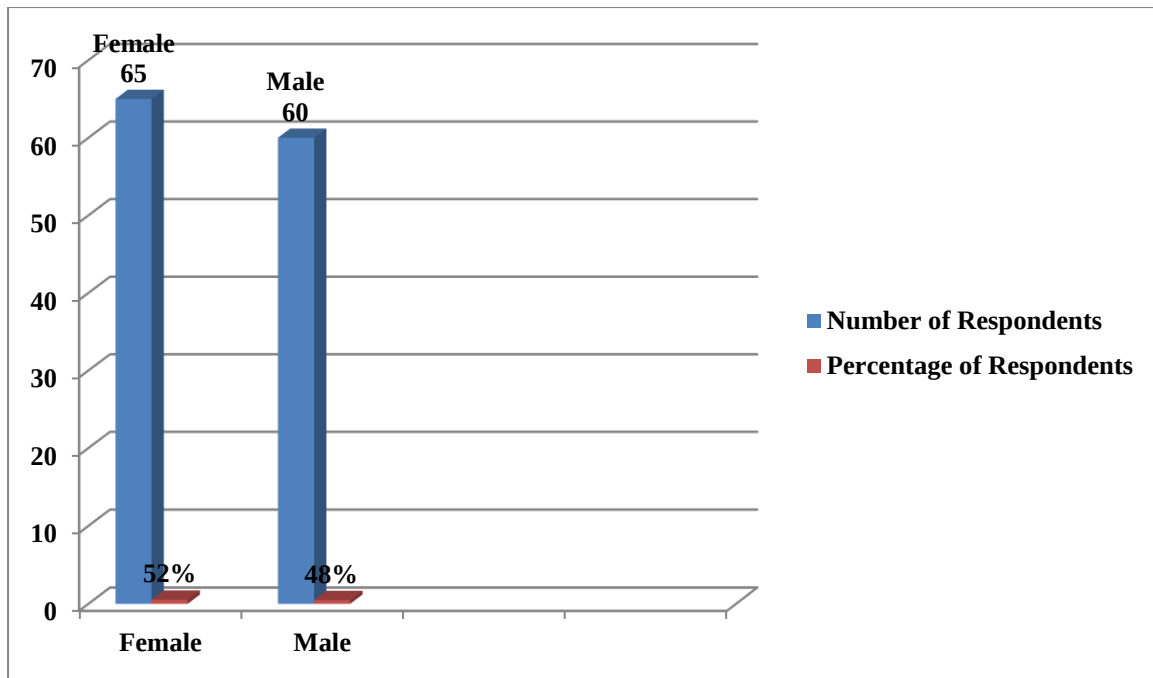


Figure 5: Gender Specification

Analysis- The survey results shown above in tabular format clearly reveal intense interest and participation of more number of females accounting to 52%. Extending further, 48% of male respondents shared their opinions through survey process.

Findings- The ratio of male to female participants illustrates that females are significantly more probable rather than male participants. The close enough percentage of male and female selection in survey process for gaining different gender perspectives and gender balance has opportune in enhancement of social relevance and scientific quality of research. Based on the research topic, selection of more number of females has been helpful in understanding the effectiveness of celebrity endorsement and influencer marketing as it edifies that females are more prone to spend more time in social media platforms as well as have high intention towards online purchasing.

2. What is your age?

Options	Number of Respondents	Percentage of Respondents	Total Respondents
20 years or Below	35	28%	125
21-35 years	45	36%	
36-50 years	25	20%	
Above 50 years	20	16%	

Table 8: Age Specification

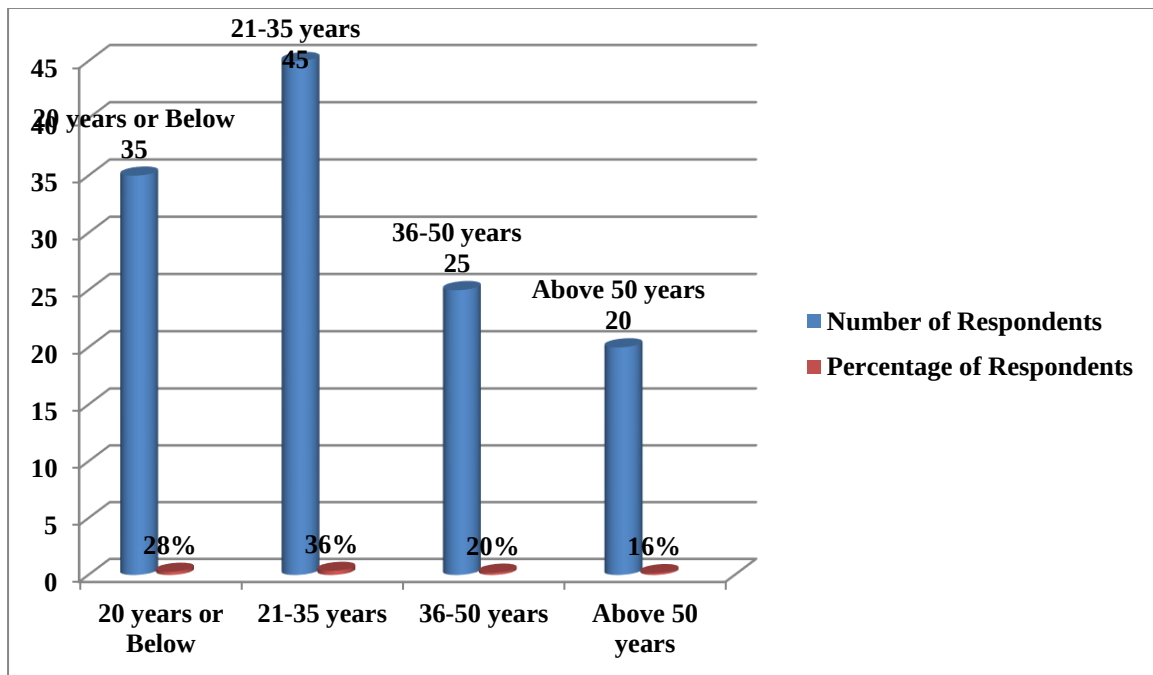


Figure 6: Age Specification

Analysis-The survey outcomes exposes that 28% of respondents are below 20 years, 36% are in between 21-35 years, 20% are in the age group of 36-50 years and finally rest are above 50 years. The diverse selection of respondents' age group would ensure better understanding about the sentiments of different people towards online marketing.

Findings-The selection of respondents from different generations has been effective as it offers an idea about the preferences of various age groups towards celebrity endorsement and influencer advertising in regards to online marketing. Consideration of different age categories facilitates differences in life experience among various ages and people's changing behaviour and tastes, as they grow older. The respondents below 20 years showed high affinity towards online marketing. By surveying such wide age range as well as using perfect survey questions for identification of age demographics of various people that participated in the survey has potentially helped in gaining lot of valuable details while analysing their feedbacks for revealing effectiveness of celebrity or influencers' involvement in online marketing. The millennial generation has also revealed their high preference towards following influencers and celebrities' online marketing for different brands. Their likings influenced the purchasing behaviour of mid age and old age persons.

3. What is your annual household income?

Options	Number of Respondents	Percentage of Respondents	Total Respondents
Below £25k	36	29%	125
£25k - £50k	44	35%	
£50k - £100k	27	22%	
£100k - £200k	13	10%	
Above £200k	05	04%	

Table 9: Annual Household Income

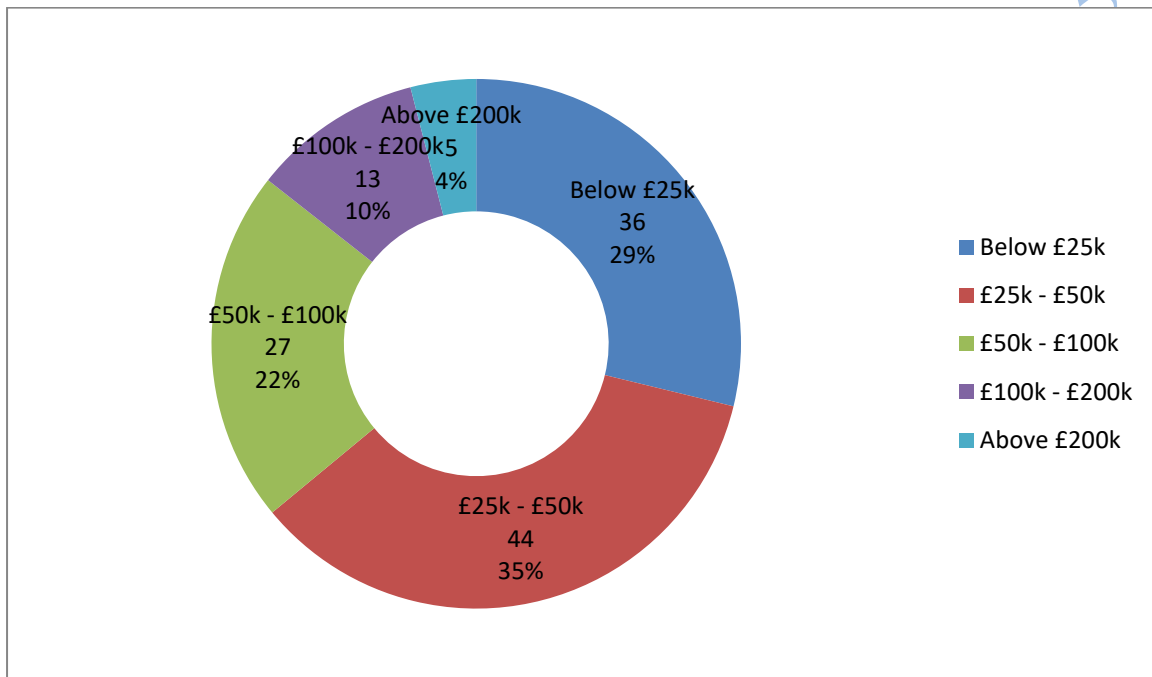


Figure 7: Annual Household Income

Analysis- The survey results clearly bring to the revelation that 29% of people have an annual income below £25k, 35% of respondents earn £25k - £50k, 22% of participants' annual income is £50k - £100k, 10% of respondents earn £100k - £200k, and merely 04% have a household income above £200k.

Findings- The income level prominently impacts on the acceptance of online marketing and their purchasing intention based on celebrity endorsement and influencer advertising for their parenting brands. The responses clearly indicate that a high income level causes social media users to perceive low implicit risks for undertaking online purchasing and hence affects their demand for online marketed services and products. However, low income significantly discourages online marketing as well as purchasing.

4. Which social media platform you prefer most for following online marketing by various brands?

Options	Number of Respondents	Percentage of Respondents	Total Respondents
Instagram	34	27%	125
Facebook	36	29%	
YouTube	21	17%	
TikTok	14	11%	
Twitter	20	16%	

Table 10: Preference of Social Media Platform

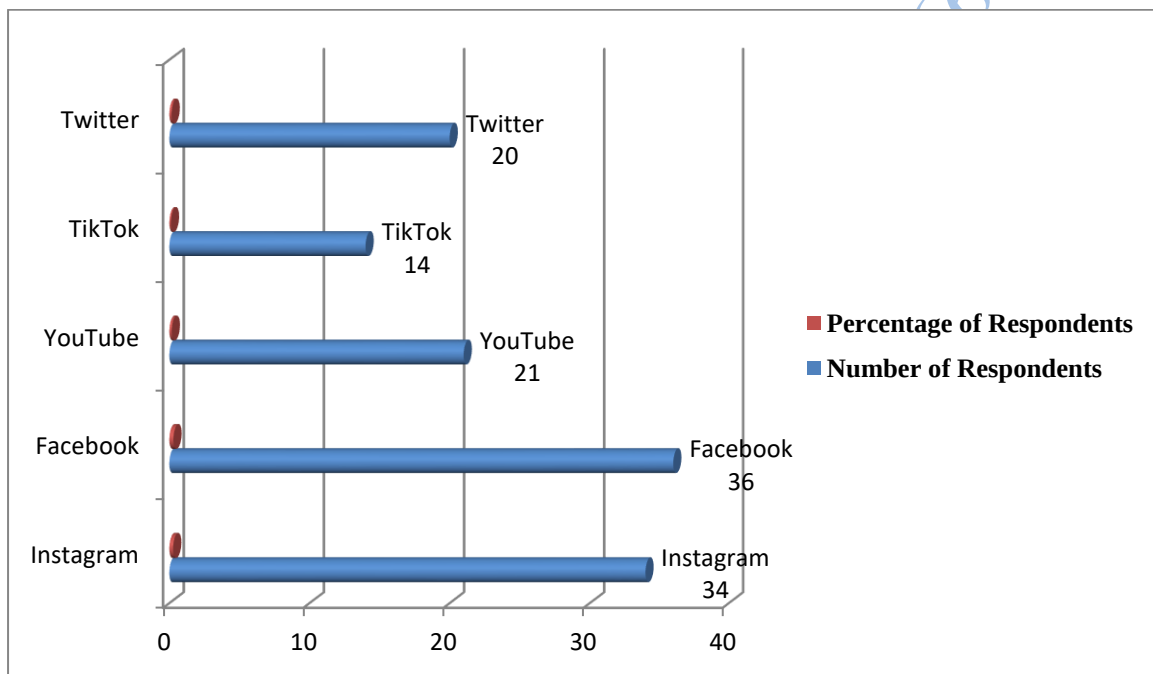


Figure 8: Preference of Social Media Platform

Analysis- The survey results clearly signified that 27% of participants are interested in using Instagram, 29% people favours using Facebook, 17% prefers YouTube, 11% uses TikTok and 16% uses Twitter.

Findings- The social media platforms such as Facebook, Twitter, Instagram, YouTube and TikTok seems to be extensively used by celebs and influencers for online marketing however each appealed to slightly diverse types of users. The variations in selecting different social media channels for following celebrity endorsement or influencer advertising are found to be dependent on the unique features and services offered by these platforms to end users.

Facebook is having the broadest appeal to respondents chosen from all age groups and income levels due to its features such as local news feeds, making event plan, sending messages to marketers, create live videos and asking for recommendations while purchasing products or services. Instagram has been favoured by mainly millennial and Generation Z because of simplistic photo sharing application with extended features such as creating community, connecting with diverse people, sharing diverse media and creating native advertising. YouTube has been chosen by all categories of respondents, as videos are mobile friendly alongside offering best attributes such as stable performance and picture-in-picture. Twitter has been preferred by respondents as it provides simplistic platform for interacting with celebs or influencers and ensures safest platform. TikTok has been primarily preferred by generation Z and millennial respondents for seeing video contents, which are very short in length in addition to no text or image sharing options.

5. Do you follow any celebrities or influencers on online platforms?

Options	Number of Respondents	Percentage of Respondents	Total Respondents
Yes	97	78%	125
No	28	22%	

Table 11: Influencer or Celebrity Followers

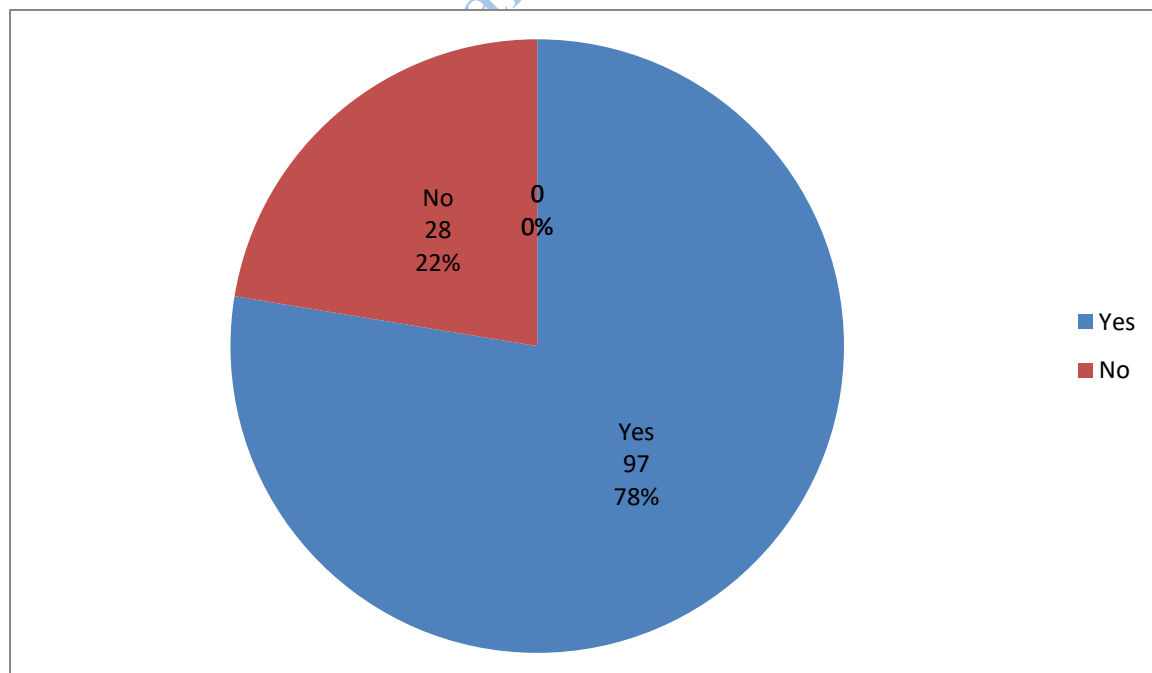


Figure 9: Influencer or Celebrity Followers

Analysis-Answering to this question 97 out of total respondents selected “Yes” while the rest 28 participants said “No”. The high percentage of 78% clearly reflects high affinity of following celebrities or influencers on online platforms. However, merely 22% respondents are not bothered about it.

Findings-The respondents agreeing to follow celebs or influencers on online platforms clearly reveal their interest in information network. The participants follow them for being informed about new developments, new products and even breaking news. Social media influencers and celebrities are important to young generation as they are in that phase wherefrom they start to compare their behaviour with famed personalities. On the contrary, the age old and low earning respondents are not fascinated in following celebs’ high status flaunted on online platforms. Moreover, people are highly concerned that influencers can fake their reputation or fabulous lifestyle by buying followers.

6. How far do you believe that the celebs and influencers plays vital role in online marketing?

Options	Number of Respondents	Percentage of Respondents	Total Respondents
Definitely No	07	06%	125
No	09	07%	
Uncertain	24	19%	
Yes	35	28%	
Definitely Yes	50	40%	

Table 12: Acceptance of Celebs or Influencers Role in Online Marketing

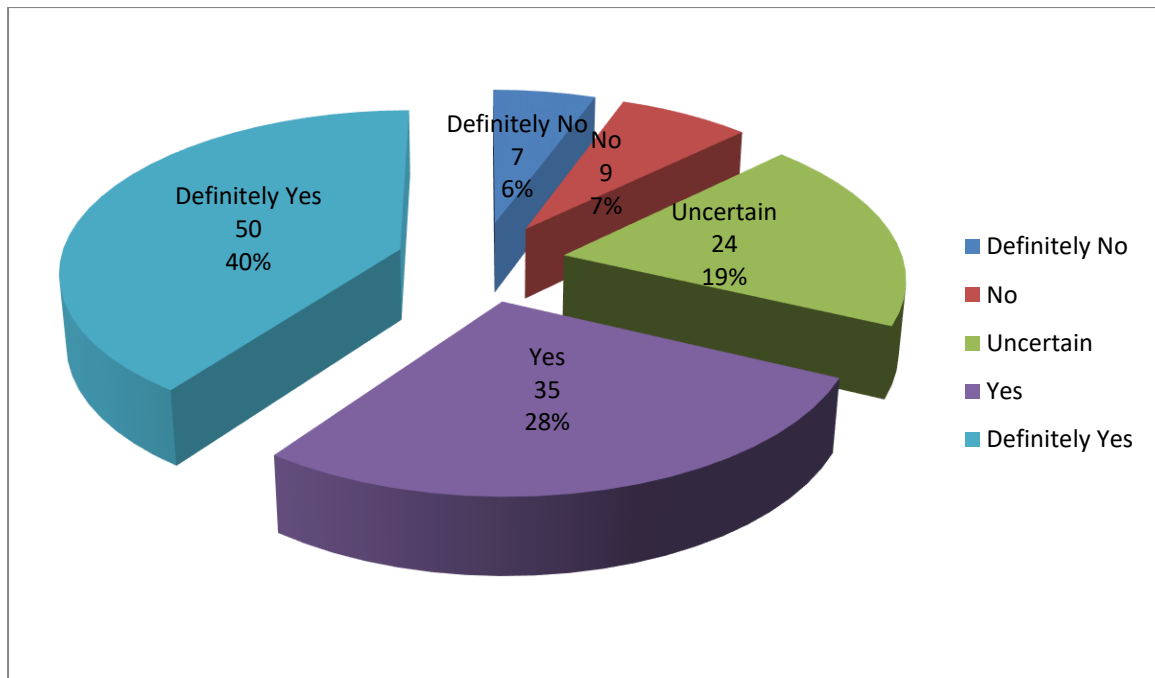


Figure 10: Acceptance of Celebs or Influencers Role in Online Marketing

Analysis-While answering to this query, 6% respondents exposed their strong disagreement, 7% also disagreed while 24% remained uncertain. However, 28% respondents agreed by choosing “Yes” and rest 40% responded to “definitely yes”, which actually reflects their belief on influencers and celebs doing online marketing.

Findings-Most of the respondents feels that influencers hold the power of driving more people towards their parenting brands goods or services. Actually, the Generation Z and millennial customers trust recommendations made by their favourite celebs or influencers. The high percentage of agreeing respondents clarifies that even older generations are active on social media platforms and tend to look around for new brands, search products online and follow influencers or celebs just as younger generations.

7. How often do you purchase products advertised online by influencers or celebrities?

Options	Number of Respondents	Percentage of Respondents	Total Respondents
Hardly Ever	11	09%	125
Rarely	23	18%	
Sometimes	26	21%	
Often	30	24%	

Very Often	35	28%	
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Table 13: Purchasing Online Advertised Products

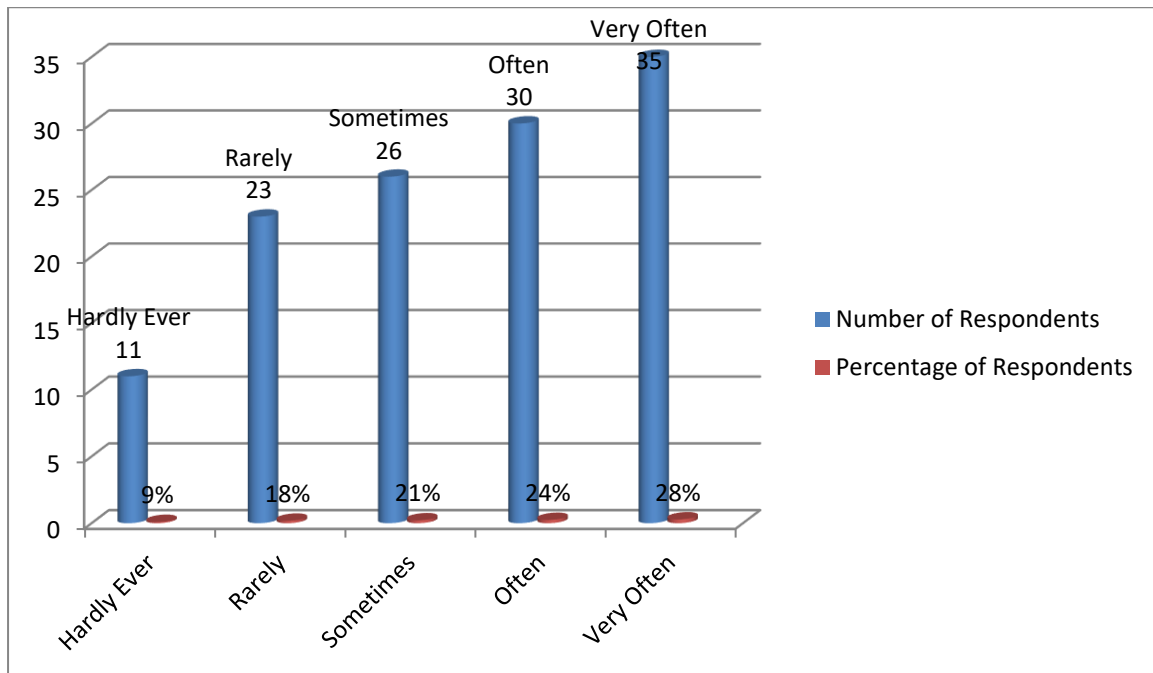


Figure 11: Purchasing Online Advertised Products

Analysis-The survey outcomes disclose that nearly 30% of respondents hardly ever or rarely purchase influencer or celeb marketed products. Exactly 21% of celebs prefer such products some times. Over 50% of respondents showed their preference in purchasing products marketed online by celebs or influencers.

Findings-The results indicates that people are aggressively turning towards their movie stars, Twitter personalities, YouTubers and Instagram stars for recommendations and advices on their purchasing decisions. Millennial generation and women seems to be mostly attracted towards purchasing goods advertised and promoted by celebs or influencers through online platforms. Through online marketing, celebs and influencers are boosting brand awareness by credibility enhancement and gaining visibility for brands. Celeb or influencer online marketing are influencing people to purchase products rather than repairing products or trying to fix they already possess. Involvement of reputed personalities in online marketing works on both subconscious and conscious mind in persuading people to purchase products online. Associating a brand product with lifestyle a customer prefer to have against the life they are presently leading causes purchasers to associate living their lifestyle with purchasing the advertised product.

8. How far do you think promotional and advertisement activities done by influencers and celebs are important during product purchasing?

Options	Number of Respondents	Percentage of Respondents	Total Respondents
Extremely important	43	34%	125
Very important	30	24%	
Important	27	22%	
Somewhat important	14	11%	
Not at all important	11	09%	

Table 14: Importance of Influencer Promotion or Celeb Advertisement during Product Purchasing

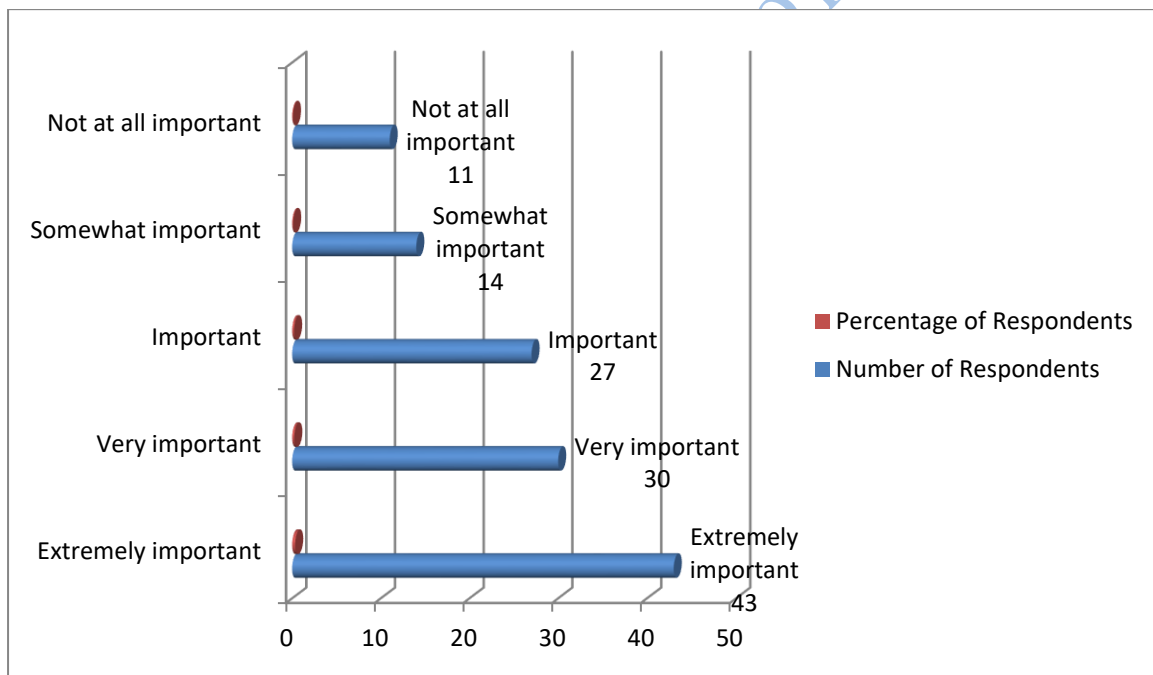


Figure 12: Importance of Influencer Promotion or Celeb Advertisement during Product Purchasing

Analysis-To this question around 34% respondents reflected extreme importance, 24% responded to very important, 22% answered just important, 11% agreed to somewhat important and such perception is not at all important to 9% participants.

Findings-With celebs promoting or vouching for their products, brands prominently increase familiarity, awareness and trust. All these are significant variables in online users purchase decision-making process. Customers feel sympathetic towards the advertising brand in case their goods or services are promoted by celebs they relate to or admire. Celebrity endorsement influence customers' behaviour to purchase a particular product through cognition. Such perceptions are perceived by online users through their discernment, senses, recall, attention, language, reasoning and others. On the other hand, influencers are shaping online marketing by influencing customers' perception about their parenting brands or its products and services through videos, photos and other effectual updates on online platforms. Influencers' promotional and advertising activities directly affect customers' product or service purchasing intention due to their intense credibility and trustworthiness.

9. How far do you believe that products endorsed by celebrities are more effective as compared to influencers?

Options	Number of Respondents	Percentage of Respondents	Total Respondents
Definitely	65	52%	125
Maybe	45	36%	
Doesn't matter	15	12%	

Table 15: Effectiveness of Product Endorsement by Celebs against Influencers

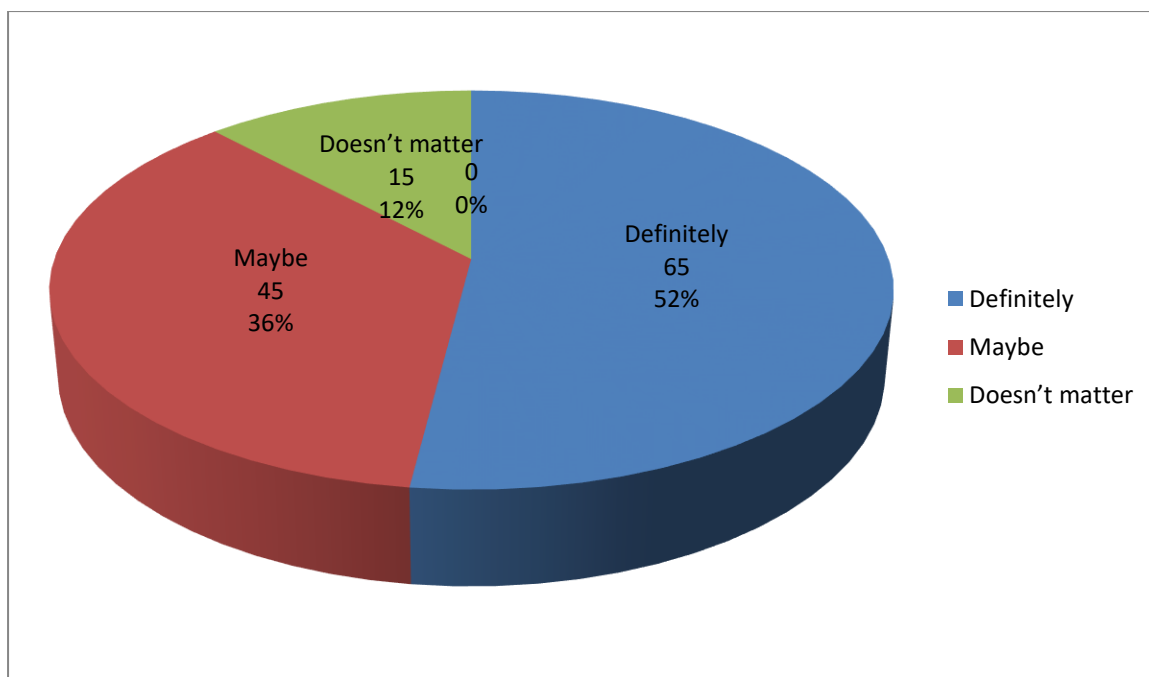


Figure 13: Effectiveness of Product Endorsement by Celebs against Influencers

Analysis- The survey results disclosed that 52% respondents agree with the asked question whereas 36% are hesitant and merely 12% feels it does not matter.

Findings- The widely accepted fact is that brands representing celebrities helps in differentiating their brands from competitors. Involvement of celebs is more effective as it improves ad recall, making customer memorise the ad and that the brand is connected with their preferred celeb. Celebrity branding and endorsements can definitely enhance sales. Celebrity endorsement is more effective as it may cause the stock value to rise high and thereby increase customer experience and loyalty. However, numerous people believe that influencers gained esteemed status because of their capability of creating content, which engages online users by their appeal. Hence, by creating sponsored content, influencers can generate huge engagements for their parenting brands.

10. How far do you think that influencers are mostly compatible with endorsing local product rather than that of celebrities?

Options	Number of Respondents	Percentage of Respondents	Total Respondents
Strongly agree	27	22%	125
Agree	23	18%	
Indifferent	39	31%	

Disagree	19	15%	
Strongly disagree	17	14%	

Table 16: Congruence of Influencers on Local Product Endorsement against Celebs

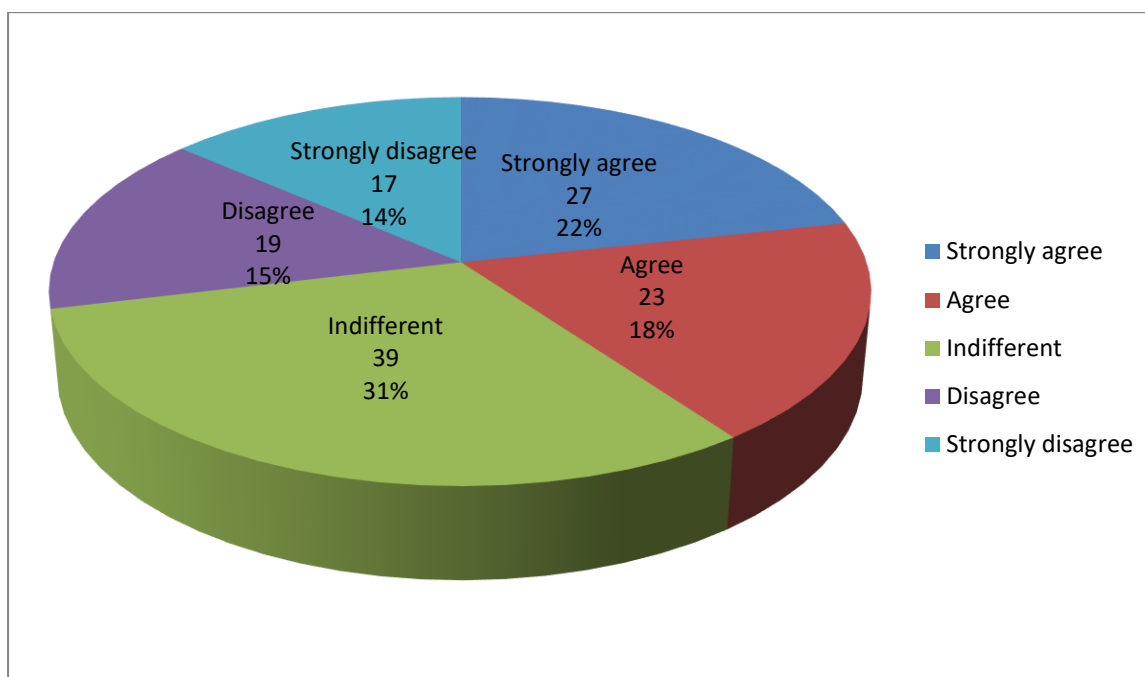


Figure 14: Congruence of Influencers on Local Product Endorsement against Celebs

Analysis-The responses clarify that 22% participants strongly agree, 18% just agree, 31% remained indifferent having no comments, 15% clearly disagreed and 14% strongly disagreed.

Findings-People have a perception that influencers specifically target to collaborate with local brands. However, in this regard the high percentage of respondents staying indifferent clarifies that celebrities are also having high preference towards endorsing local brand products. This must be notified that celebrities are often seemed to endorse international brands as well where influencers considerably lag. Precisely, online marketing by local brands with celebs or influencers largely depends on company's budget allocation. Furthermore, depending on the target audience the brands take decision of choosing celeb or influencer to market their goods or services online.

11. How far do you think that physical attractiveness flaunted by influencers and celebrities through online marketing entails greater impact on buying intention of customers?

Options	Number of Respondents	Percentage of Respondents	Total Respondents
Definitely	44	35%	125
Maybe	57	46%	
Doesnot matter	24	19%	

Table 17: Physical Attractiveness of Influencers or Celebs Impact on Purchasing Behaviour of Customers

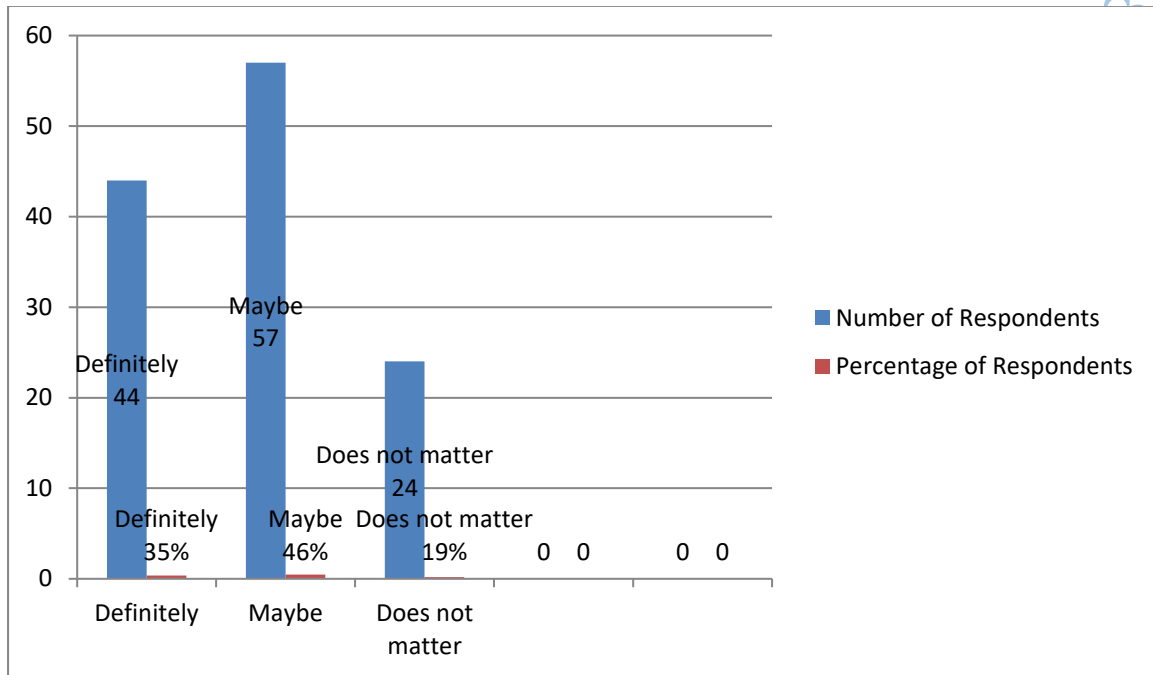


Figure 15: Physical Attractiveness of Influencers or Celebs Impact on Purchasing Behaviour of Customers

Analysis-To this question, 35% of respondents “Definitely” agree, while 46% thinks “Maybe” and 19% thinks it “Does Not Matter”.

Findings-Physical attractiveness of celebs or influencers is a well-talked about and most important element. Physical appearance is vital as most participants’ response indicates that they are influenced by influencers or celebs’ style and looks, which in turn impact on their purchasing intention through online platforms. The influencers and celebs’ attractiveness and likeability change the purchasing attitude of customers towards their online advertisements in positive way and for the product or services as well.

12. Which factor related to celebrity endorsement do you think most important in enhancing the essence of online marketing?

Options	Number of Respondents	Percentage of Respondents	Total Respondents
Celebrity Attractiveness	33	26%	125
Celebrity Credibility	29	23%	
Celebrity Expertise	37	30%	
Celebrity Congruence	26	21%	

Figure 16: Factors of Celebrity Endorsement to Enhance Online Marketing

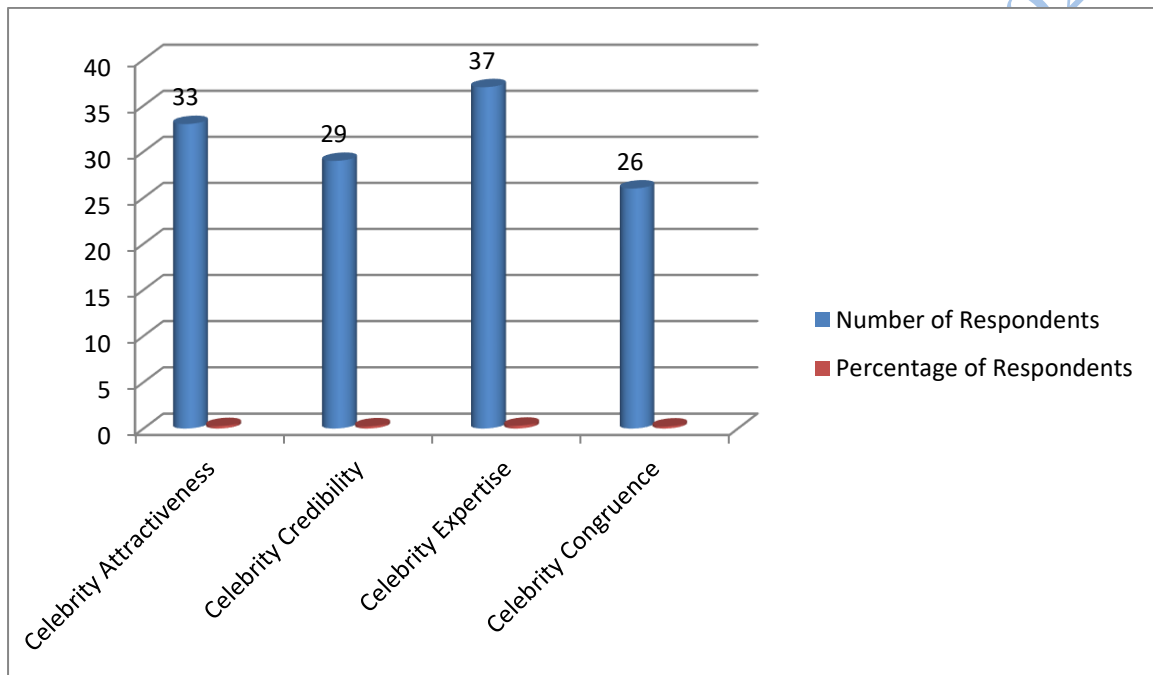


Figure 17: Factors of Celebrity Endorsement to Enhance Online Marketing

Analysis- The results showed in the graph shows that 26% prefer celebrity endorsement for attractiveness, 23% for credibility 30% for expertise and 21% for congruence.

Findings- While engaging in online marketing, the most effective strategy followed is celebrity endorsement. Such tactic is considerable to attract target audience towards the brand by the celebs' attractive and credible characteristics. The out further reveals expertise and congruence are effective to create higher purchasing intention and favourable attitudes. The magnitude to which celebrity endorsement is perceived to be the ultimate source for valid assertions, which makes the customers believe and think that the celeb possess expertise. Specifically youngster and female respondents seemed to be persuaded by celeb endorser's

congruence due to the highly relatable characteristics, which are consistent with extremely relevant attributes of the marketed product or the brand.

13. Which factor in influencer advertising do you think as essential for increasing the effectiveness of online marketing?

Options	Number of Respondents	Percentage of Respondents	Total Respondents
Expertise in Content Creation	31	25%	125
Trust	19	15%	
Passion	26	21%	
Community Management	34	27%	
Authenticity	15	12%	

Figure 18: Factors of Influencer Advertising to Enhance Online Marketing

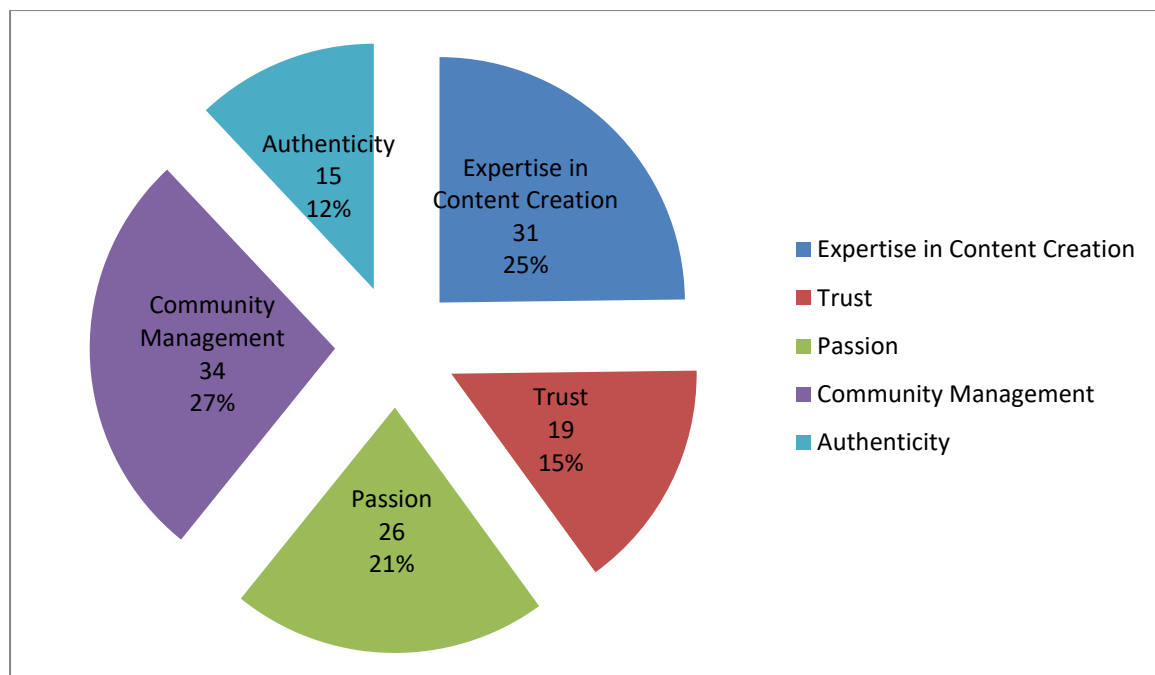


Figure 19: Factors of Influencer Advertising to Enhance Online Marketing

Analysis- The answers received from this question indicates 25% of respondents are persuaded by influencers' expertise in content development, 15% by trust, 21% by their passion, 27% by community management and 12% for their authenticity.

Findings-In regards to online marketing, most of the respondents are deviated to a certain brand or product advertised by influencer because of the content development in terms of texts, images or videos. Moreover, the respondents believe influencers are more trustable and they respond to messages, provide opinions regarding products and easy accessibility. The passion expressed by influencers towards the brand or its products considerably draw the attention of millennial and Generation Z respondents. Moreover, the effectiveness of community management by influencers creates more appealing to the targeted online users. Furthermore, the authenticity provided by influencers while doing online marketing is highly appreciated and perceived by the target audience base.

14. As a purchaser, what is your perception regarding celebrity endorsements strategized by the contemporary brands?

Options	Number of Respondents	Percentage of Respondents	Total Respondents
Celebrity endorsement is an effective technique for persuasion of customers to purchase	21	17%	125
It catches public attention which helps boost sales	18	14%	
It creates confidence regarding a brand on people's mind	25	20%	
Creates belief regarding quality of particular brand product	20	16%	
Creates a sense of familiarity of brand	22	18%	
One's self-image is boosted by purchasing a brand	19	15%	

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Table 18: Purchaser's Perception regarding Celebrity Endorsement

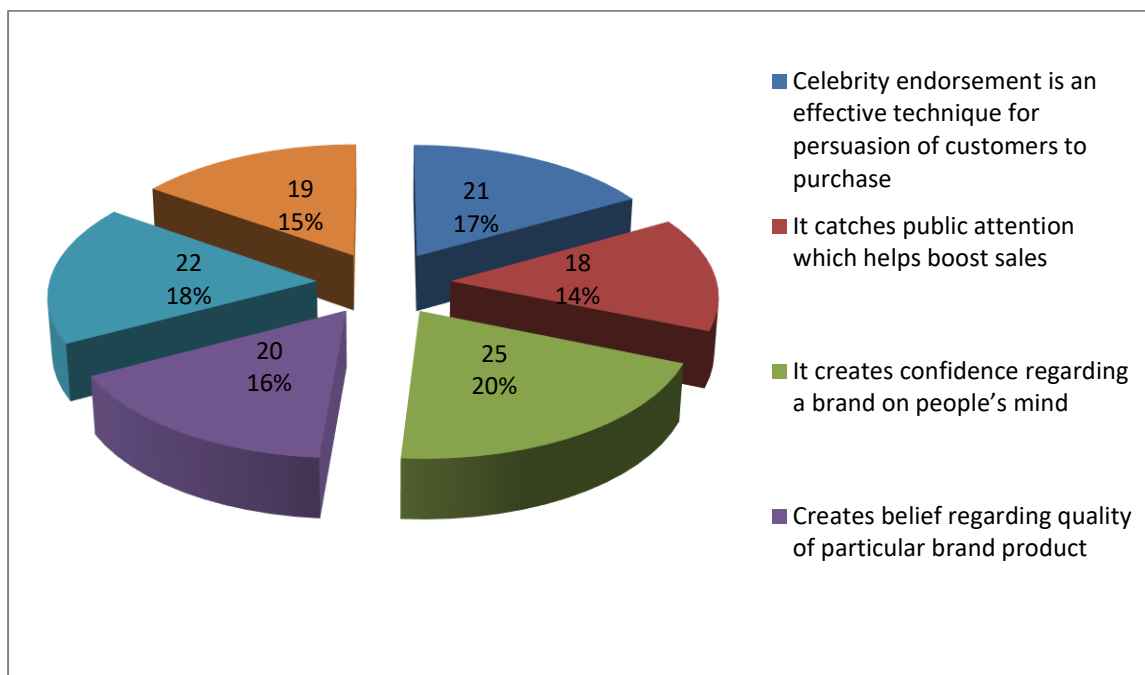


Figure 20: Purchaser's Perception regarding Celebrity Endorsement

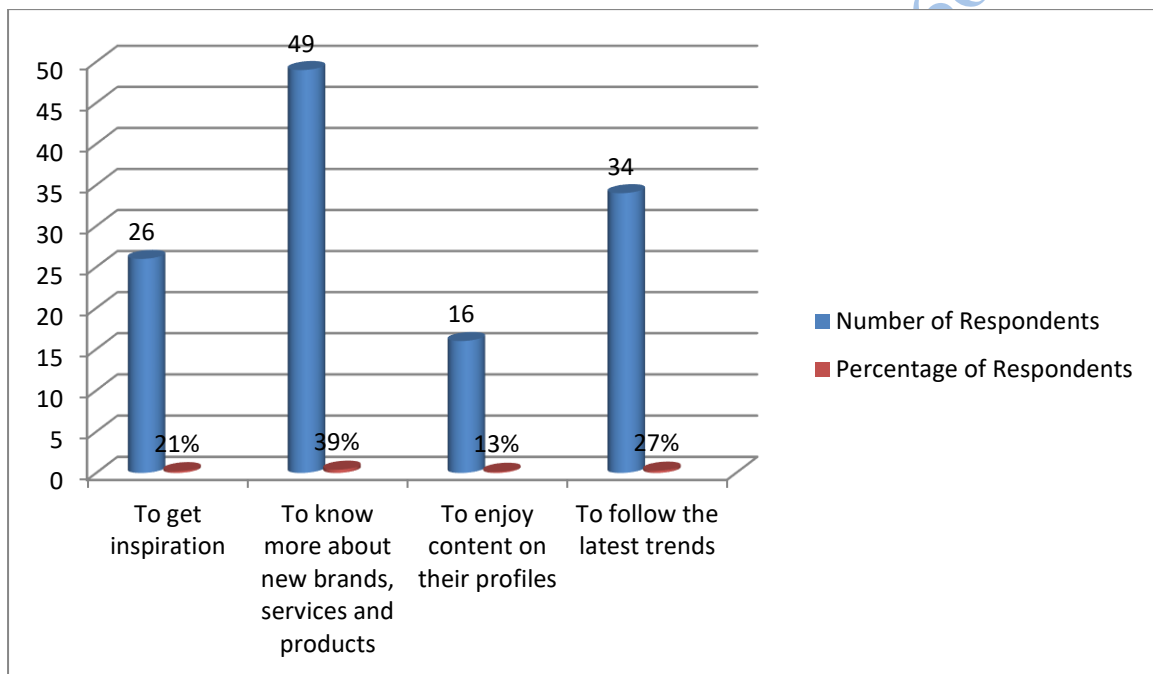
Analysis-The table shown above clarifies that 17% of respondents follow celebrity endorsement for the 1st option, 14% respondents agreed to the 2nd option, 20% of participants indicated to the 3rd option, 16% settled on the 4th option, 18% preferred 5th option and finally 15% showed their interest towards the 6th option regarding their perception.

Findings-Various respondents have perceived celebrity endorsement in different way. Their endorsement by various brands in online marketing makes the customers remember advertisements while seeing the celebs. Such strategy brings customers to purchase or try new goods or services. Celebrity endorsement considerably drives public attention by their glamour and credibility, which in turn results in boosting sales. The sense of familiarity infused among the online users through online marketing by celebs increase their desire towards the endorsed product or services. Purchasing or using the goods or services endorsed by celebs creates a sensation of boosting self-image among the online customers.

15. Why do you follow influencers doing online marketing for their parenting brands?

Options	Number of Respondents	Percentage of Respondents	Total Respondents
To get inspiration	26	21%	125
To know more about new brands, services and products	49	39%	
To enjoy content on their profiles	16	13%	
To follow the latest trends	34	27%	

Table 19: Reasons for Following Influencers doing Online Marketing



Analysis-The survey revealed that 21% of respondents follow influencers for getting inspiration, 39% of respondents track to be knowledgeable about new goods, services, brands, 13% of participants enjoy content on influencers' profile, and 27% prefer following the latest trends.

Findings-A few respondents follow influencers for their mastery in long-preached art. Most of the online users follow influencers to get updates regarding new products, brands and services. The content developed by influencers is collaborated with industry authorities and subject matter experts. Social media influencers most often post their content based on the current trends, which drive the interest of customers towards their parenting brands.

16. How far do you agree that celebrity endorsement or influencer advertising as online marketing strategy is extremely beneficial for earning consumer loyalty?

Options	Number of Respondents	Percentage of Respondents	Total Respondents
Definitely Agree	56	35%	125
Maybe	44	45%	
Does not matter	25	20%	

Table 20: Impact of Influencer Advertising or Celebrity Endorsement on Customer Loyalty

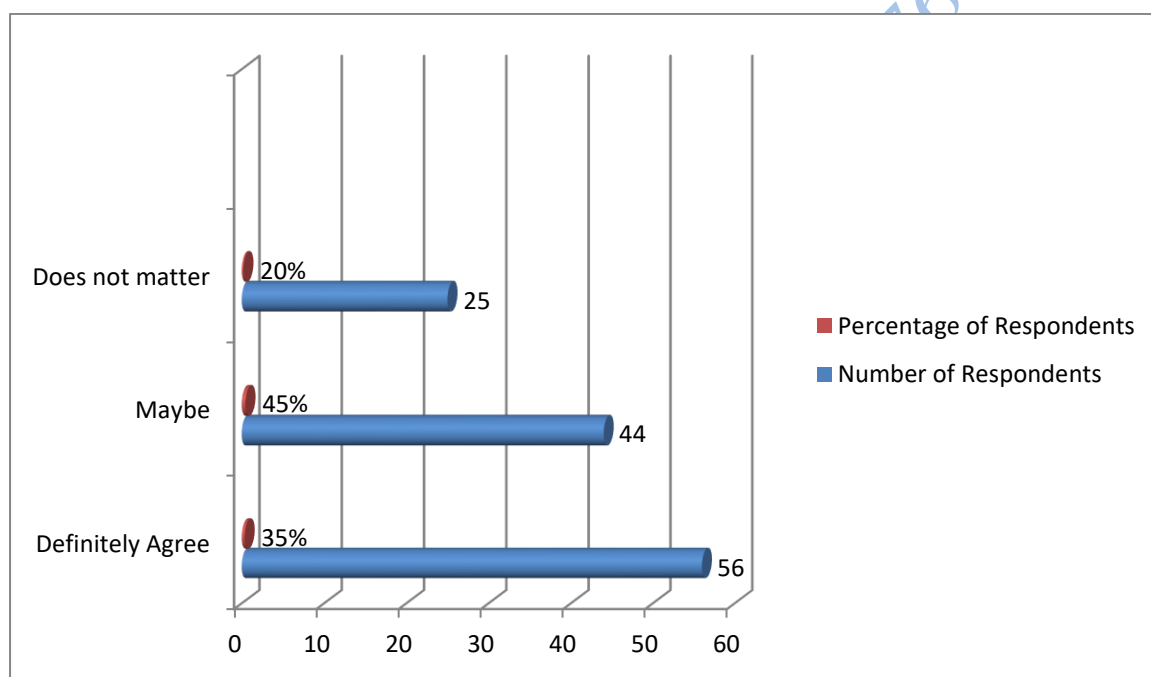


Figure 21: Impact of Influencer Advertising or Celebrity Endorsement on Customer Loyalty

Analysis- The survey results show that 35% respondents agree to the asked question while 45% respondents are partially interest and remaining 20% of respondents feel it does not even matter.

Findings- Influencers and celebs acts like corporate character or mascots in the sphere of online marketing. They are known faces for latching on to and hence create personified voice by which brand messages are expressed, cultivate communication, which is arguably more

humanised. The brands also feel that they get loyal customers with the involvement of celebs and influencers. Their promotion and advertisement creates a genuine connection to customers. Numerous influencers and quite a few celebs respond to every comment on social media posts and further engage in one-on-one private message conversations with followers, which in turn enhance customer loyalty considerably.

17. Do you subscribe to the concepts or products that are promoted by celebrities or influencers?

Options	Number of Respondents	Percentage of Respondents	Total Respondents
To great extent	43	34%	125
To some extent	33	26%	
Not at all	25	20%	
Not able to decide	24	19%	

Table 21: Concept or Product Subscription by Online Users

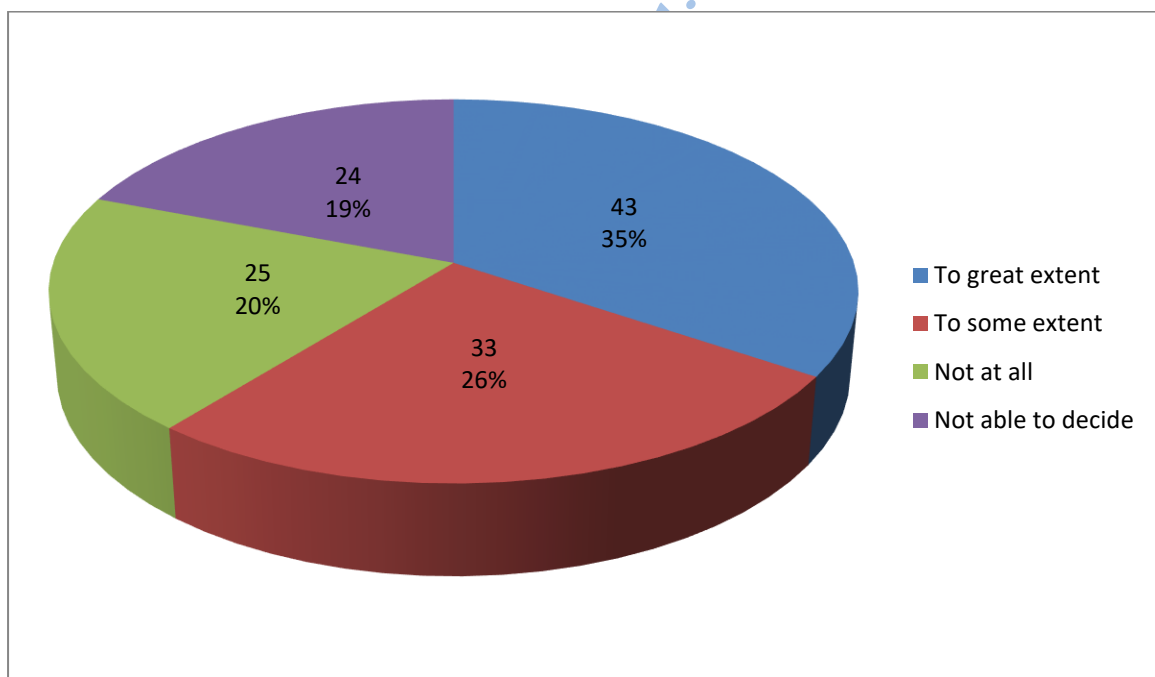


Figure 22: Concept or Product Subscription by Online Users

Analysis-The survey results reveal that 34% respondents agreed on asking this question, 26% partly showed their interest, 20% totally avoided and remaining 19% could not decide on this notion.

Findings-Product subscription is gaining much prominence in today's online marketing sphere. Specifically the high-income people prefer to subscribe to products or concepts promoted by influencers and celebs. However, there are many on social media platforms who just prefer following the post and acquire knowledge but not get subscription to that brand, products or services.

18. What challenges do you think brands faces in online marketing with influencers or celebrities?

Options	Number of Respondents	Percentage of Respondents	Total Respondents
Finding Pertinent Influencer or Celeb	29	23%	125
Negotiating Terms and Conditions	12	10%	
Budgets and Rates	17	14%	
Communication During Assignment	22	18%	
Timely delivery of content	16	13%	
Controlling messages and content	18	14%	
Uncertain ROI	11	09%	

Table 22: Challenges faced by Brands

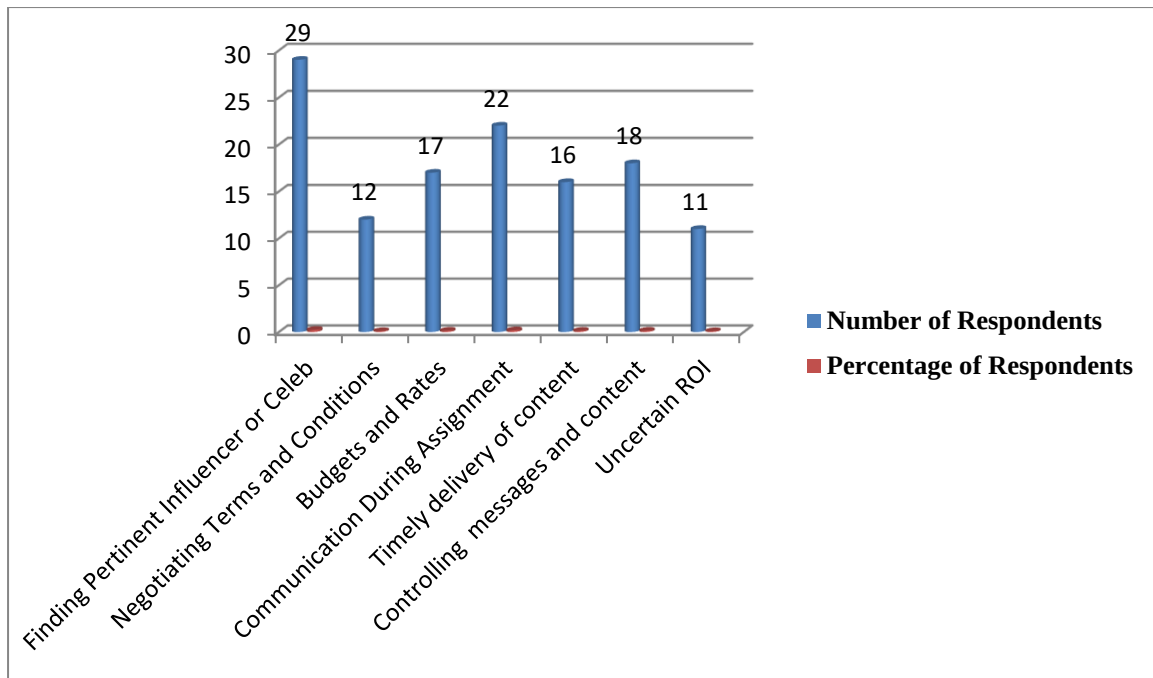


Figure 23: Challenges faced by Brands

Analysis-While asking this question, 23% respondents answered to the 1st option, 10% participants chose the 2nd option, 14% reflected their opinion with 3rd option, 18% respondents preferred 4th option, 13% chose 5th option, 14% selected 6th option and finally 9% chose the 7th option.

Findings-Answer to this question clearly reveals that the brands are also extremely conscious and thoughtful while choosing the celebs or influencers for online marketing. Understand various types of celebs or influencers in relevance to the brand image and product is highly essential. Furthermore, now-a-days celebs and influencers' demand are exceedingly increasing which impact on the negotiation of terms and conditions while signing up. Their rates and budgets are considerably increasing. Moreover, they remain busy all the time, which makes brands hard to communicate. The brands mostly prefer influencers or celebs who deliver content on scheduled time. Moreover, the brands expect proper controlling of online content and social media messages to drive the attention of online platform users. The high uncertainty on return on investment makes the brands thoughtful while selecting and offering online marketing proposals to celebs and influencers.

19. How far do you agree that the celebrity endorsement or influencer advertising affects the minds of the youngsters to a considerable extent?

Options	Number of Respondents	Percentage of Respondents	Total Respondents
Strongly agree	46	37%	125
Agree	35	28%	
Indifferent	14	11%	
Disagree	12	10%	
Strongly disagree	17	14%	

Table 23: Impact of Celebrity Endorsement or Influencer marketing on Youngster's Mind

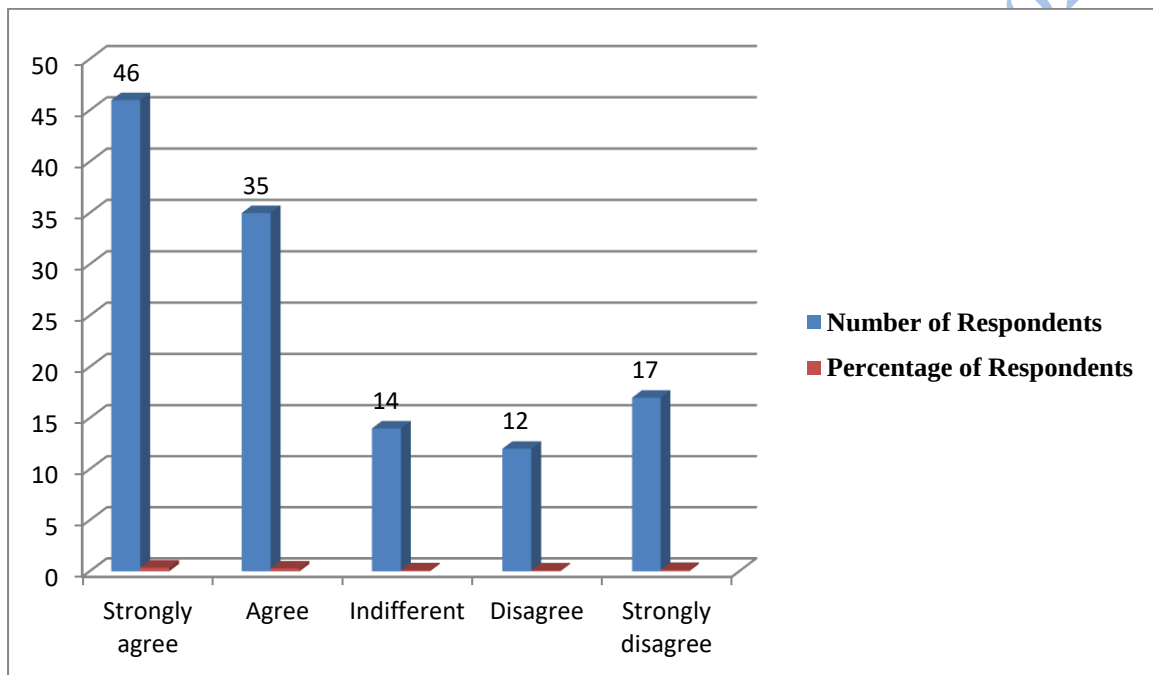


Figure 24: Impact of Celebrity Endorsement or Influencer marketing on Youngster's Mind

Analysis-In answering to this question, 37% of respondents strong agreed, 28% of respondents partially agreed, 11% respondents remained indifferent, 10% of respondents showed disagreement and 14% respondents strongly disagreed.

Findings-Social media influencers or celebs are considerably responsible for ramping up extent of peer pressure over anything. All social media platforms used for online marketing bombard youngsters with relevant information regarding their dressing sense, way of acting in public, kinds of music, brands and foods they prefer. Moreover, youngsters have more preference to research brands, goods and services marketed online by their favourite celebs or

influencers prior to making a purchasing decision. The involvement of celebs and influencer in online marketing drive engagement, set cultural trends and generate conversation with specifically the youngster generation.

4.4 Discussion

While engaging in the discussion the worth mentioning fact is that influencer advertisement and celebrity endorsement holds the potentiality of unifying public relation, marketing aspects, social media platforms and digital marketing through their relevant and powerful relationship based communication. Their involvement in online marketing is specifically boosting brand awareness among target audience. However, main factor that differentiates celebs from influencers is subjected to their utmost knowledge regarding the products or services they are endorsing. Influencers are generally having fewer followers but they provide honest opinions right after using the services or goods they are speaking. Such behaviour makes them a slightly more reliable in comparison to celebrities. Most of the celebs and influencers are now-a-days becoming synonymous with authenticity and transparency with their reviews on different goods and services. The transparency factor is maintained by them through discussion of unbiased cons and pros, updating online users with any kind of mistake that might have occurred during reviewing and so on. Authenticity imparts a tremendous role in developing brand image that is provided by celebs or influencers through their advertisements, promotional activities or reviews to their millions of followers. Further, it has been identified that for making the influencer advertisement and celebrity endorsement investment by the brands more realistic, celebs or influencers as well as the brands themselves necessitate coming altogether for developing the most authentic, transparent and accurate tool for measuring the ROI of brands. This survey is self-evident for justifying how online marketing has influenced traditional marketing and eventually how celebs or influencers are controlling the online marketing sphere.

4.5 Summary

This chapter clearly verifies all the research objectives, questions and hypothesis that have been formed in the first chapter. The outcomes showed in this chapter would provide all readers updated information about the effectiveness of celebrity endorsement and influencer advertising in online marketing. The advertisement and promotions of products or services develops a humongous response in relevance to generation of millions of likes that in turn generate businesses for endorsed brands, which has been scrutinised.

CHAPTER 5 – CONCLUSION AND RECOMMENDATION

5.1 Conclusion

The phenomenon of influencer advertisement or celebrity endorsement is nothing new. However, the present research brings to revelation about the drastic modifications in the process of such online marketing strategy. The understandings from the literature review chapter and outcomes from the survey process discloses that the online marketing strategy has witnessed immense changes in terms of personalisation where celebs and influencers has become much more approachable than ever before. With numerous customers being trusted towards celebs or influencers, it has become to no surprise that such marketing technique is presently becoming mainstream and is extensively used. The fact is that the consciousness of inspiration has made all such things possible.

5.2 Linking with Objectives

This section provides relevance of the research findings and reviews from various literature sources such that the perception of celebrity endorsement and influencer advertising is better understood in relevance to change strategy of online marketing.

Linking with Objectives 1-The impact of celebrity endorsement through social media platforms have drastically transformed the manner online users consumes content as well as interacts with each other. Literature review clearly reveals that the celebs are actually nurturing connection through online platforms and increasing accessibility to as much information as demanded by their followers. The survey process revealed that involvement of celebs is maximising brand reach where traditional marketing techniques are losing their shine.

Linking with Objective 2-The research while investigating this objective has identified that for pulling up an incredible influencer advertising campaign brands are incessantly working with experienced social media influencers who are effective in sharing their brand values. The understandings from literature review clarifies that influencer advertisement is something, which wields online marketing through social media platforms. The survey questions clearly affirm the fact that the attributes possessed by influencers are playing a tremendous role in driving the responsiveness of their followers towards online purchasing.

Linking with Objective 3-The research project has prominently investigated the behaviour of online users towards product or service purchasing which in turn confirms the effectiveness

of celebs or influencers' involvement in online marketing. Survey process brings to revelation about the fact that having an enormous number of followers, influencers and celebrities are considered as the most trusted voices in online marketing through digital space.

5.3 Recommendation

Based on the survey outcome and learning from the literature review various recommendations can be made. These suggestions would opportune the industries and brands in becoming more effective while engaging with celebs and influencers for online marketing in digital era.

Budget Adequately- The bitter truth is celebs and influencers are becoming highly expensive now-a-days. Hence, brands must be considerate about budget allocation prior to engage celebs and influencers. Offering proper budget would make the influencers or celebs satisfactory. Brands must follow pay-per-post model to make the celebs or influencers pleased.

Shaping conversation properly- This is recommended to the influencers and celebs to shape their conversation with their followers such that they feel more prioritised. Such strategy would bring more followers towards the influencer or celebs and their parenting brands. Proper connection with followers increases tendency of online followers or consumers to purchase products or services marketed by celebs and influencers.

Innovative strategies for celebs and influencers- The celebs and influencers must know the worth to the brands while seeking to hire them for online marketing. Furthermore, they must make posts as branded content as well as tag their partnering brand. Usage of right hashtags and texts increase the attractiveness of online marketing. Furthermore, the celebs and influencers should never promote services and products only for the sake of money making whoever they must be authentic as it is the most sustainable approach to work professionally and hence keep high-quality profile while engaging in online marketing.

5.4 Limitations in the Study

The research is conducted with only online customers. Due to shortage of time, the researcher could not conduct an interview process, which would have provided further detailed information about the concepts of online marketing with involvement of celebs and influencers.

5.5 Future Scope of the Study

The study has been conducted with considering only online users. However there is enough scope of extending this research further with conducting interview rounds with brand managers or if possible the influencers or celebs. This will opportune in getting a real time data based on the concerned topic and hence the analytical outcomes can be made more accurate and precise.

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