

# Contribution of Influencers on Consumers' Purchase Intention – A Study of Attitude of Consumers towards fashion influencers

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**Abstract:** *Purpose:* This study explores the relationship between brand perceptions, consumer purchase intentions, and attitudes toward fashion influencers (FIs). It also seeks to pinpoint elements influencing consumer perceptions of FIs.

*Methodology:* The authors suggest a conceptual model accomplish this by fusing the theory of planned behavior (TPB) and theoretical findings from earlier research on influencer marketing. The authors empirically assess the conceptual model using 610 North Indian respondents' data and an SEM-AMOS.

*Findings:* This study demonstrates how consumer purchase intention and brand perceptions are positively impacted by attitudes about FIs. The authors also show how attitudes towards FIs are favorably impacted by perceptions of expertise, congruence, behavioral control, perceived subjective standards, credibility, and trust.

*Practical Implications:* The study's findings aid fashion industry marketers and advertisers in their understanding of how influencer marketing influences consumer purchase intent. They also help marketers better choose the influencers who can inspire buy intents among current and potential customers by helping them understand the characteristics that underlie attitudes towards FIs.

*Originality:* The current paper fills a vacuum in knowledge about the antecedents and variables that influence consumer purchase intention and attitudes towards FIs. This study is the first of its type, as far as the authors are aware, to look into how attitudes toward influencers affect brand attitudes and purchase intentions in the fashion business.

**Keywords:** Fashion influencers, Attitudes toward the influencer, Brand attitude, Influencer marketing, Purchase intention, Social media

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