

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

I. INTRODUCTION

Social media has ingrained itself into users' daily lives as a resource that provides unrestricted access to a vast amount of information from around the globe (Pentina et al., 2018). Marketers began to view social media platforms as important avenues for communicating and interacting with customers as a result of the increasing use of social media (Bianchie et al., 2017). A few years ago, businesses would leverage celebrities' notoriety and social standing to promote their brands, but as social media platforms advanced, influencers began to get more and more respect (Xu (Rinka) and Pratt, 2018). Social media influencers, also known as opinion leaders or thought leaders, frequently share their everyday activities, knowledge, viewpoints, and suggestions based on their training, experience, and expertise (Freberg et al., 2011). Influencer marketing has emerged as a fast-expanding marketing strategy in various industries as a result of the unheard-of increase in the number of social media influencers' followers. Influencer marketing has been heavily discussed in the fashion industry in recent years.

Customers are becoming more fashion-sensitive as a result of the fashion industry's steadily increasing demands, and fashion trends have a significant impact on consumers' buying decisions (Lang and Armstrong, 2018). Fashion influencers (FIs) or trendsetters are typically responsible for driving such trends (Park and Kim, 2016). FIs are online personas with a significant following who create fashion content and have the ability to influence followers' opinions and purchasing decisions. As they draw customers who have a keen interest in fashionable clothing, they are regarded

as new players in the fashion industry (Park and Kim, 2016). Although, according to Lang and Armstrong (2018), there hasn't been much research done on the connections between fashion leadership and consumers' purchase intentions. This study has two goals in mind. We first want to pinpoint the key elements influencing consumers' perceptions of influencers. The effect of attitudes towards FIs on brand attitude and purchase intention is then looked at. To do this, we created a model that incorporates other theoretical findings from earlier research with Ajzen's (1991) theory of planned behavior (TPB). The following research questions (RQs) are what we came up with:

What are the main elements influencing customers' perceptions of fashion influencers?

- RQ2. Do customer perceptions of fashion influencers have an impact on brand perception?
- RQ3. Do the opinions of fashion influencers affect buyers' intent to buy?
- RQ4. Does brand attitude affect consumers' intentions to buy fashion?

There are two main applications of this research. First of all, it will serve as a reference for fashion industry marketers and advertisers to grasp the criteria to be taken into consideration when choosing acceptable influencers. Second, it offers insightful information on how influencer marketing affects consumer purchase intent, particularly in the fashion sector where empirical research is generally lacking. The structure of this article is as follows: The theoretical groundwork, including the idea of influencer marketing and buy intention, is covered in Section 2; Section 3 discusses the conceptual model. The research methodologies are then covered in Section 4. Sections 5 and 6, respectively, contain data analysis and discussion. This paper is concluded in Section 7.

II. THEORETICAL BACKGROUND

2.1 Influencer Marketing

Influencer marketing is one of the new marketing strategies that have emerged as a result of the introduction and rising popularity of social media (Li et al., 2012). Customers have always respected other people's opinions, but as social media platforms have become more popular, regular customers are now more able to share their thoughts and experiences with their peers. Because it gives marketers more insight and control over marketing outcomes, influencer marketing differs from conventional word-of-mouth marketing. Marketers can get data on how many people have viewed, liked, commented on, and given feedback on their products and services (De Veirman et al., 2017). TapInfluence (2019) emphasizes in their most recent study that influencer marketing may provide an ROI that is 11 times more than that of other conventional advertising platforms.

2.2 Purchase Intention

The likelihood that a consumer intends to purchase a particular brand in the future is known as purchase intention (Huang et al., 2011). The TPB contends that an increase in intention reflects an increase in the likelihood of carrying out the behavior. In the context of influencer marketing, prior literature contends that consumers' attitudes toward a specific brand directly impacts their purchasing intention (Pradhana et al., 2016). Erkan and Evans (2018) contend that E-word usage is a factor in purchase intention. According to Kudeshia and Kumar (2017), the volume of E-WOM might also affect consumers' intentions to make purchases. According to Lee et al. (2011), consumers are more likely to make a purchase when they believe internet reviews to be more credible. Given the foregoing, buy intention is frequently seen by marketers as a crucial factor in determining a consumer's choice to make a purchase (Raza et al., 2014).

2.3 The Theory of Reasoned Action

The Theory of Reasoned Action (Ajzen and Fishbein, 1980) was expanded upon by Ajzen (2011) and is known as the TPB. It was one of the first widely used theories to predict human behavior using people's beliefs (Hegner et al., 2017). The TPB contends that behavior control, attitude, and subjective norms all have an impact on a person's intention to engage in a specific behavior. A crucial concept in the theory is intention, which serves as a mediating factor between consumers' personal dynamics and behavior and is said to have originated before the behavior itself.

The TPB claims that control over behavior, subjective norms, and attitudes are all directly related to intention (Ajzen, 2011).

An individual's favorable or unfavorable evaluations of a specific behavior are referred to as attitudes toward the behavior. According to the hypothesis, a person's intention to engage in behavior increases proportionately to how they feel about it (Armitage and Conner, 2001). Behavioral control factors describe the perceived ability of particular elements to encourage or inhibit a particular behavior.

Relatively speaking, Ajzen (2011) admits that beliefs lead to emotions, which then influence intentions and behavior. One of the primary criticisms of the TPB is that it is entirely logical and ignores the emotive and cognitive components, which have a significant impact on human judgments and behavior (Hegner et al., 2017). Therefore, combining additional variables with the TPB's listed determinants in a single model provides an engaging research avenue for academics, advertisers, and fashion researchers.

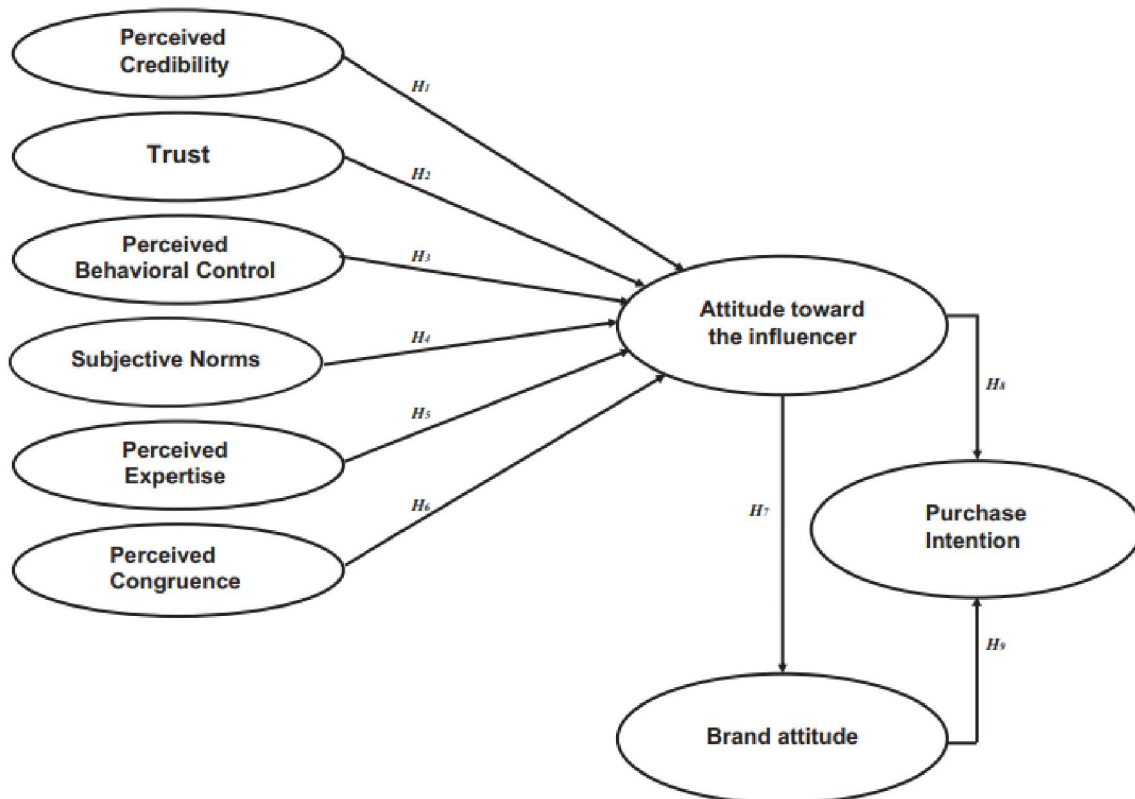
III. CONCEPTUAL MODEL

3.1 Conceptual Framework

The TPB (Ajzen, 1991) serves as the foundation for the proposed conceptual model, which is depicted in Figure 1. Additional pertinent constructs came from earlier research by Choi and Rifon (2012), Goldsmith et al. (2000), Jabr and Zheng (2017), Lee and Koo (2012), and Martins et al. (2017). The purpose of this study is to identify the elements influencing consumers' perceptions of FIs. The impact of the latter on consumer perceptions of brands and purchase intent is then explored.

Perceived behavioral control, subjective standards, and attitude have all been proposed as alternatives to Ajzen's (2011) TPB. According to Martins et al. (2017), Goldsmith et al. (2000), Choi and Rifon (2012), and Martins et al. (2017), we included influencers' perceived credibility, trust, expertise, and congruence. Customers' attitudes towards influencers have been demonstrated to be directly impacted by the influencers' perceived credibility, trust, expertise, and congruence (Bergkvist et al., 2016). Attitude has also been found to influence purchase intention, as suggested by the TPB.

Figure 1: Conceptual Model



3.2 Hypothesis

According to previous research (Nam and Dan, 2018), one of the most crucial factors in influencer selection/following is perceived credibility. Although attractiveness may have an immediate impact on effectiveness, Lagner and Eisend (2011) confirm that a celebrity's perceived credibility would have a much longer impact on a consumer's behavior towards a brand. Influencers must be viewed as trustworthy in order to persuade their followers because recommendations and E-WOM depend on these qualities (Kim et al., 2018).

As a result, a credible FI has a higher chance of influencing the followers' attitudes and intent to buy. Hence:

H1: Consumers' perception of the influencer's credibility is positively correlated with their attitude towards them.

Whether a claim is seen as accurate, honest, and objective depends on perceived credibility (Hass, 1981). In order to achieve an unclear goal, trust depends on how a person acts (Giffin, 1967). The degree to which consumers trust influencers—both in what they say and do—is characterized as trust in our study environment. In the contemporary digital age, building client trust is essential for effective marketing (Jabr and Zheng, 2017). Trust and attitude are positively correlated, according to previous studies (Macintosh and Lockshin, 1997; Ohanian, 1990; Suh and Han, 2002). A consumer who trusts an influencer in an internet marketing setting is more inclined to believe the influencer's recommendations, and as a result, both his attitude towards the product and purchasing behavior may alter (Hsu et al. 2013).

H2. Consumers' attitudes towards the influencer are favorably correlated with trust.

The TPB now includes perceived behavioural control as a crucial element. According to Fishbein and Ajzen (2010), it represents "people's perception of the extent to which they are capable of, or have control over, performing a given behavior." According to earlier research, perceived behavioral control was conceptually equivalent to self-efficacy, which Bandura (1997) described as "a judgement of one's ability to organize and execute given types of performances." According to Al-Debei et al. (2013), clients are more inclined to engage in a particular behavior if they feel in control of it. Perceived behavioral control, as of the TPB, has a direct favorable effect on both attitude and intention. Using the foregoing as a foundation, we created the following hypothesis:

H3. Consumer attitudes towards the influencer are favorably correlated with perceived behavioral control.

According to Rhodes and Courneya (2003), subjective norms are the social pressure that people experience when acting in a particular way. To put it another way, they are more inclined to act a specific way when they are under pressure from their environment or other people they know. Subjective norms are described by Hegner, Fenko, and Teravest (2017) as

the internalized urge to behave in a way that others will find pleasing. It largely concerns how a person interprets other people's opinions, particularly those of friends and family, on whether or not to engage in the behavior. The TPB states that attitudes toward the behavior, subjective standards, and perceived behavioral control all influence intention (Ajzen, 2011). It is anticipated that views towards FIs will be favorably correlated with subjective norms.

H4. Attitudes of consumers towards influencers are strongly correlated with perceived subjective norms.

Another important factor that influences consumers' perceptions of influencers and their propensity to make purchases is perceived expertise. Consumers are more likely to follow advice given by influencers who are seen as subject-matter experts (Yadav et al., 2013). An expert is typically thought of as being highly competent, making accurate and reliable judgements more likely. Numerous studies show that knowledgeable influencers can have a big impact on how consumers feel about a certain brand (Hayes and Carr, 2015; Bergkvist et al., 2016). Customers are more likely to trust an influencer when they consider them to be knowledgeable, which affects both their views towards the influencer and their intention to make a purchase (Smith et al., 2005).

H5. Consumer attitudes towards the influencer are favourably correlated with the perceived expertise of the influencer.

Congruence, according to Garretson and Niedrich (2004), is the degree to which motivations are similar to one another. Congruent motivations can help with impression creation and have an emotional impact on consumer reactions (Hosany and Martin, 2012). Similar results might be expected in the area of influencer marketing. Enhancing the congruence between influencers and potential customers may increase the likelihood that they will make a purchase and improve their perception of the influencer. Consumers frequently follow influencers because they share comparable personality

features, a common lifestyle, or shared preferences, according to Xu (Rinka) and Pratt (2018). Positive attitudes towards influencers are reflected in higher levels of congruence between influencers and potential customers, which increases purchase intentions (Choi and Rifon, 2012).

H6. Consumer attitudes towards the influencer are favorably correlated with the consumer's perceived congruence with the influencer.

According to Al-Debei et al. (2013), attitude is the degree to which a person approves or disapproves of a behavior before engaging in it. It represents people's positive or negative opinions on engaging in a specific behavior. In other words, people are more likely to adopt a behavior if their attitudes are favorable toward it (Armitage and Conner, 2001). According to earlier research (Amos et al., 2008; Silvera and Austad, 2004), attitudes toward celebrities and brands are positively correlated. According to Reed et al. (2012), consumers use brands to project their identities onto other people, and they also judge other people based on their purchasing habits. Therefore, the images that brands project are crucial. Hence:

H7. Consumers' attitudes towards the influencer and the brand are positively correlated.

According to earlier research (Mackenzie and Spreng, 1992), consumer perceptions of brands have a considerable influence on purchase intentions. The brand purchase intention is introduced as a direct effect of sentiments towards the brand in the Petty and Cacioppo (1986) elaboration likelihood model (ELM). Brand attitude is a reliable predictor of purchase intention, according to subsequent studies on the effectiveness of advertising (MacKenzie et al., 2006). As a result, the TPB contends that a person's attitude towards a behavior affects that person's behavioral intention. In addition to maintaining a preference for a brand, a good attitude toward it also has a positive impact on consumers' intentions to make purchases (Huang et al., 2011). Thus:

H8. Consumers' brand attitudes are favorably correlated with their purchase intention.

Cooke and Sheeran (2004) emphasize that when customers are very involved, the relationship between consumer attitudes and intents is typically more consistent. Utilizing popular influencers increases positive attitudes toward the brand and, as a result, purchase intention. According to more studies, an influencer's attitude can directly predict a consumer's desire to make a purchase (Bergkvist et al., 2016). In a similar vein, the TPB sees purchase intent as an immediate result of attitude (Ajzen, 2011). Therefore,

H9: Consumers' attitude of the influencer is positively correlated with their intention to make a purchase

IV. RESEARCH METHODOLOGY

4.1 Measurement Scale

All of the constructions were taken from earlier literature, with a few tweaks (see Appendix).

Respondents were asked to rate each proposed statement on a five-point scale ranging from 1 (strongly disagree) to 5 (strongly agree) in order to gauge the various research variables. The Appendix contains all structures and associated materials. The questionnaire's final section asked demographic questions on age, gender, education, income, and employment.

4.2 Sample & Data Collection

Due to the rising usage of social media, a sample of Indian customers in Northern areas was chosen to test the proposed model. To ensure that the questions were useful and understandable, 12 people with various backgrounds and linguistic abilities pretested the questionnaire in October 2022. When instructions or questions were unclear, test takers were asked for their opinion and suggestions. The analysis did not use the pilot study data that had been gathered.

We used a nonprobability sampling technique that combines judgemental and snowball sampling for the convenience of this investigation. As a technique of voluntary selection, a questionnaire was posted on Facebook asking people if they would like to participate in the study (Saunders et al., 2012). Contacts were requested to fill out the survey and distribute it to others when it was distributed via email. Given that the target group for this study includes members of generations Y and Z, who are known for being digital natives, the questionnaire's online administration was deemed appropriate (Magno, 2017).

Our sample consisted of North Indians who were familiar with FIs, which is why a filtering question was added to the questionnaire's opening to weed out respondents who weren't. A total of 650 respondents successfully finished the survey over the course of five months (October through February 2023). Only the Y and Z generations were targeted,

so approximately 610 valid responses were kept (93.84%), while 40 responses were disqualified due to a lack of understanding of FIs, age restrictions, or missing information. The validity, reliability, and suitability for testing hypotheses were evaluated for the valid responses. 249 male respondents (41%) and 361 female respondents (59%) made up the final sample.

A total of 517 respondents (84.75%) are under the age of 30, and 93 respondents (15.25%) are between the ages of 31 and 40.

Table 1: Profile of the Respondents

Measure	Item	N	Percentage (%)
Gender	Male	249	40.82
	Female	361	59.18
Age	18-25	371	60.82
	26-39	146	23.93
Education Qualification	Metric	114	18.69
	High School	39	5.57
	Undergraduate	274	45.74
	Postgraduate	234	38.36
	Doctorate	13	2.13
	Others	50	8.2
Employment Status	Employee	190	31.15
	Manager	22	3.61
	Self Employed	37	6.07
	Student	351	57.54
	Unemployed	190	31.15
Following any Fashion Influencer	Yes	610	100
	No	0	0

V. RESULTS

To examine causal links and evaluate the measurement model, structured equation modeling (SEM), based on a confirmatory factor analysis, has been used. SEM is an advanced statistical technique that combines quantitative causal hypotheses with qualitative data (Henseler et al., 2009).

Since the conceptual model for this study is thought to be complex, we chose to SEM-AMOS, which is the best method for models like this one.

5.1 Measurement Model

We evaluated the reliability of the indicator, as shown in Table 2. Our findings imply that all items have loadings over 0.7, confirming the achievement of indicator dependability (Hair et al., 2010). We employed composite reliability (CR) to test the construct's reliability; the findings in Table 2 demonstrate that all constructions had $CR > 0.7$, demonstrating that the construct reliability was attained (Hair et al., 2010).

The average variance extracted (AVE) was then used to evaluate the convergent validity; for all the constructs, the AVE is above 0.5, which ensures that our measurement model has achieved convergent validity (see Hair et al., 2010 and Henseler et al., 2009). Two criteria were used to evaluate the discriminant validity. First, we employed Fornell and Larcker's (1981) method, which emphasizes the need for each latent variable's root square of AVE to be greater than its correlation with any other latent variable. This is realized for all latent variables, as shown in Table 3. The second requirement is the cross-loadings of the indicators. According to Chin (1998), for an indicator to be legitimate, its loading must exceed all of its crossloadings. The constructs can be used to test the suggested conceptual model, according to the results of the examination of the construct reliability, convergent validity, and indicator reliability.

Table 2: Factor Loadings, Average Variance Extracted, and Composite Reliability

Constructs	Items	Loadings	AVE	CR
Brand Attitude	BRATT1	1	1	1
Attitude towards the influencer	INATT1	0.747	0.586	0.849
	INATT2	0.843		
	INATT3	0.714		
	INATT4	0.753		
Perceived Congruence	CONG1	0.889	0.8	0.923
	CONG2	0.927		
	CONG3	0.866		
Perceived Credibility	CRED1	0.813	0.656	0.884
	CRED2	0.797		
	CRED3	0.788		
	CRED4	0.839		
Perceived Expertise	EXP1	0.88	0.803	0.925
	EXP2	0.908		
	EXP3	0.901		
Perceived Behavioral Control	PBC1	0.731	0.625	0.768
	PBC2	0.846		
Subjective Norms	SBN	1	1	1
Purchase Intention	PI1	0.919	0.864	0.927
	PI2	0.94		
Trust	TRU1	0.839	0.678	0.863
	TRU2	0.843		
	TRU3	0.788		

5.2 Structural Model

The structural model can be tested now that the measurement model has been shown to be reliable. To calculate the statistical significance of path coefficients, our study bootstrapped 500 resamples (Hair et al., 2010). According to Chin (1998), the coefficient of determination (R-square) of the endogenous latent variables is the most important factor to consider when evaluating the structural model. For a model to be moderately specified, the latter must be greater than 0.33. Figure 2 displays the exogenous latent variables' R-square.

Figure 2: Structural Model Results

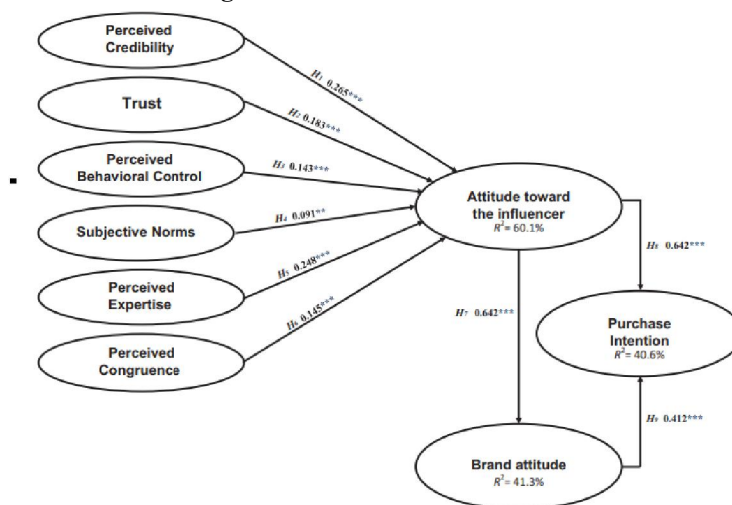




Table 3: AVE and Correlations

	Brand Attitude	Attitude towards the influencer	Perceived Congruence	Perceived Credibility	Perceived Expertise	Perceived Behavioral Control	Subjective Norms	Purchase Intention	Trust
Brand Attitude	1								
Attitude towards the influencer	0.642	0.766							
Perceived Congruence	0.262	0.345	0.894						
Perceived Credibility	0.633	0.664	0.279	0.81					
Perceived Expertise	0.529	0.62	0.184	0.56	0.896				
Perceived Behavioral Control	0.448	0.502	0.098	0.401	0.491	0.791			
Subjective Norms	0.597	0.553	0.351	0.572	0.436	0.356	0.929		
Purchase Intention	0.25	0.39	0.077	0.318	0.366	0.535	0.152	1	
Trust	0.581	0.617	0.319	0.726	0.505	0.365	0.588	0.193	0.824

As demonstrated in Table 4, results show that 60.1% of the variation in the attitude toward the influencer can be explained by the exogenous variables illustrated in the conceptual model. Hypotheses H1 of perceived credibility ($\beta = 0.265$; $p < 0.01$), H2 of trust ($\beta = 0.183$; $p < 0.01$), H3 of perceived behavioral control ($\beta = 0.143$; $p < 0.01$), H4 of subjective norms ($\beta = 0.091$; $p < 0.01$), H5 of perceived expertise ($\beta = 0.248$; $p < 0.01$) and H6 of perceived congruence ($\beta = 0.145$; $p < 0.01$) are all statistically significant and explain the variation of attitude toward the influencer. The conceptual model explains 41.3% of the variation in the attitude toward the brand (moderate). Hypothesis H7 of attitude toward the influencer ($\beta = 0.642$; $p < 0.01$) is also statistically significant and explains the variation in the attitude toward the brand (Table 4). Finally, the research model explains 40.6% of the variation in purchase intention (moderate). Hypotheses H8 of attitude toward the influencer ($\beta = 0.288$; $p < 0.01$) and H9 of attitude toward the brand ($\beta = 0.412$; $p < 0.01$) are statistically significant and therefore justify the variation in the purchase intention (Table 4). In summary, a total of nine hypotheses in the model have been strongly supported, which confirms that the conceptual model, proposed in the present paper, can explain the impact of influencers on customers' purchase intention in the fashion industry.

Table 4: Path Coefficients of Hypotheses

Hypothesis	Independent Variable -> Dependent Variable	Std. Beta	Std. Error	T-Value	P-value	Decision
H1	Perceived Credibility -> Attitude towards the influencer	0.265***	0.039	6.76	0	Supported
H2	Trust -> Attitude towards the influencer	0.183***	0.035	5.166	0	Supported
H3	Perceived Behavioral Control -> Attitude towards the influencer	0.143***	0.033	4.355	0	Supported
H4	Subjective Norms -> Attitude towards the influencer	0.091**	0.032	2.886	0.004	Supported
H5	Perceived Expertise -> Attitude towards the influencer	0.248***	0.035	7.102	0	Supported
H6	Perceived Congruence -> Attitude towards the influencer	0.145***	0.031	4.744	0	Supported
H7	Attitude towards the influencer -> Brand Attitude	0.642***	0.022	28.633	0	Supported
H8	Attitude towards the influencer -> Purchase Intention	0.288***	0.04	7.124	0	Supported
H9	Brand Attitude -> Purchase Intention	0.412***	0.041	9.986	0	Supported

VI. DISCUSSION

6.1 Theoretical Implications

There are three theoretical ramifications of this study. According to prior research (Ajzen, 2011; Choi and Rifon, 2012; Jabr and Zheng, 2017), consumers' attitudes towards FIs are first positively influenced by perceived credibility, trust, perceived behavioural control, subjective norms, perceived knowledge, and perceived congruence. Subjective norms had the least influence on consumers' sentiments towards FIs, whereas perceived credibility, expertise, and trust had the biggest effects on attitudes towards the influencer. According to earlier research (Kim et al., 2018), these findings show that an influencer who is regarded as credible is more likely to affect a follower's attitudes and buy intention. Second, this study has shown that attitudes towards FIs can account for a significant portion of the difference in brand attitude. This shows that brands that have been endorsed by well-known influencers are more likely to be appreciated or suggested by consumers. Finally, our findings show that attitudes towards FIs and brands can both be used to account for variations in purchase intention. This suggests that FIs not only shape consumers' opinions of a certain brand but also inspire them to make purchases.

These theoretical ramifications lead us to the conclusion that influencer marketing is a good substitute for fashion businesses looking to raise awareness of their services, enhance the market share of their items, and build buying intention among existing and potential customers.

6.2 Practical Implications

We are able to deduce two key practical consequences from the current research's findings. Customers have been proven to value perceived credibility, expertise, and trust as the most crucial elements while adhering to FIs. To a lesser extent, conformity to influencers' perceived behavioral control, and subjective standards also have an impact on consumers' attitudes towards FIs. When implementing influencer marketing, fashion marketers and advertisers may take these issues into account. Second, it has been shown that sentiments about FIs significantly affect attitudes toward brands and purchase intention. This leads us to propose that fashion marketers should be well aware of influencer marketing as an effective method to increase E-WOM related to their items and, consequently, develop client buy intents.

VII. FUTURE RESEARCH AREAS AND LIMITATIONS OF THE STUDY

This study still has numerous limitations in spite of its intriguing theoretical and practical implications. First, convenience snowball sampling was used to gather the data.

Although adopting a probability sampling method was impractical in our framework, the use of nonprobability sampling can be criticized. Second, only customers from one developing nation were included in the study. Similar studies must be carried out in various situations for comparison of results in order to address social, cultural, and economic inequities. As a last thought, it would be intriguing to carry out a qualitative study to evaluate how FIs affect consumers' purchasing intentions in future studies. Since qualitative research allows for more probing, different results may be obtained.

VIII. CONCLUSION

This study made a contribution by identifying the key elements influencing consumers' choice of FIs and analyzing the effect of customers' perceptions of influencers on perceptions of suggested brands and purchase intention. To do this, we created a model based on a TBP extension for influencer marketing. To build our conceptual model, additional variables were taken from earlier works of literature. Our study offers a fresh methodology for pinpointing the critical elements influencing FI fellowships and customer buying intentions. We empirically confirmed that, as suggested by earlier studies, consumers' attitudes toward influencers are significantly influenced by perceived credibility, trust, perceived expertise, perceived congruence, perceived behavioral control, and subjective norms based on a sample of 610 North Indian Respondents. It was found that perceived credibility, followed by perceived expertise and perceived trust, was the main driver of attitudes towards the influencer, with subjective norms having the least influence on customer attitudes towards the FI. Our findings show that FIs are more likely to affect followers' views and purchase intention when they are viewed as credible and trustworthy. It has been demonstrated that views towards FIs account

for a sizable portion of the diversity in attitudes toward the brand. This suggests that consumers are more inclined to enjoy or promote a brand that has received the endorsement of well-known influencers. Our findings also imply that views towards the brand and towards financial institutions (FIs) have a big influence on customers' purchasing intentions. Understanding consumers' perceptions of FIs and their influence on purchasing intentions and behaviors adds to the body of literature. The findings have a lot to do with the ongoing discussion about influencer marketing and how influencers affect how people perceive brands by endorsing them.

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