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## A Study on Influencer Marketing and its Impact on Purchase Intentions of Customers at Harkin Global Solutions

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### ABSTRACT:

This study examines consumer perceptions of influencer marketing strategies, focusing on their effectiveness, authenticity, and impact on purchasing decisions. Using a Descriptive Research design, 185 participants who recently engaged with influencer campaigns were surveyed. Quantitative analysis revealed gender differences in Campaign Reliability and Information Adequacy, with age and education also affecting satisfaction levels. While generally effective, influencer marketing campaigns require enhanced customization and information sharing to meet diverse consumer needs.

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### INTRODUCTION:

In today's rapidly evolving digital landscape, influencer marketing has emerged as a game-changing strategy in the realm of digital advertising. As traditional advertising methods struggle to capture consumer attention, businesses are turning to social media influencers individuals with substantial online followings and persuasive power—to connect with their target audiences. This study explores the various strategies employed in influencer marketing and their profound impact on consumer buying behavior. We delve into why influencer marketing functions differently from conventional advertising, creating alternative channels for companies to engage with clients. The research also examines the case of GEEK, a home appliance brand that successfully leveraged influencer marketing to revolutionize the Indian kitchen appliance market, demonstrating the strategy's effectiveness in product launches and brand awareness.

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### OBJECTIVES OF THE STUDY

#### PRIMARY OBJECTIVE:

- A study on influencer marketing and its impact on purchase intentions of customers at Harkin global solutions

#### SECONDARY OBJECTIVES:

- To Identify the impact of influencer credibility and authenticity on customer trust on purchase intentions.
  - To Analyze the role of social media platforms in shaping the effectiveness of influencer marketing campaigns
  - To Evaluate the impact of influencer marketing on customer decision-making processes, including awareness, consideration and final purchase stage.
  - To Examine the effectiveness of influencer marketing in introducing and promoting new product launches and innovation.
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### NEED OF THE STUDY

Understanding how influencer marketing directly impacts customer behavior and purchase intentions is crucial for refining marketing strategies and gaining essential business insights. By analyzing various social media platforms, we can determine which is most effective in attracting customers to our brand, looking at metrics and strategies that resonate with our audience. Evaluating the effectiveness of influencer marketing in driving purchases helps us allocate resources more efficiently.

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## SCOPE OF THE STUDY

This research explores various influencer marketing techniques across diverse social media channels, aiming to comprehend their immediate influence on consumer purchasing inclinations. It examines how these campaigns shape customer behavior and decision-making processes, focusing on the crucial role of influencer credibility and authenticity in fostering trust. The study also investigates the societal repercussions of influencer marketing, the efficacy of different influencer categories, and ethical considerations to foster responsible practices.

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## REVIEW OF LITERATURE:

**Álvarez-Monzoncillo (2023)** states that influencers are now seen as opinion leaders in society, playing a pivotal role in introducing new products, behaviors, or services. They are like actors in a social setting, followed and listened to by many, and can be identified as semi-celebrities with a wide audience base. Unlike past practices where brands reached out to celebrities for advertisements, they now engage both celebrities and influencers to post products on their blog pages or Instagram profiles.

**Aspire (2023)** explores the growing desire among young adults to become social media influencers. With increased social media use, users are more frequently exposed to influencers. The study investigates the rationale behind this aspiration and explores it in relation to perceptions of influencers and social media use.

**Kendra Fowler (2023)** addresses the challenge of keeping up with current research in the rapidly growing field of influencer marketing. Through a framework-based scoping review of 150 articles, she examines publication trends, theories, contexts, and methodological approaches. The findings facilitate a discussion of knowledge gaps, emerging themes, and future research directions.

**McKinsey & Company (2023)** defines influencer marketing as a social media strategy where brands leverage influencers' audiences to drive awareness and sales. This tactic, evolving from traditional brand ambassadorships, has gained trust from companies seeking to engage specific communities. It's particularly effective in fashion and luxury sectors, where influencers' lifestyle promotion aligns with brand messaging.

**Álvarez-Monzoncillo (2022)** notes that market research now identifies influencer marketing as a principal and sensational approach. Data on youth consumer behavior shows influencers are gaining significance, working to maintain consumer engagement. A study by the Association of National Advertisers in 2018 found that 75% of consumers corresponded through influencer marketing, with 36% considering it most efficacious.

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## RESEARCH METHODOLOGY:

### RESEARCH DESIGN

A research design is the arrangement of condition for collection and analysis of data in a manner that aims to combine relevance to the research purpose with economy in procedure. It is concerned with decision regarding what, were, when, how much, by what means covering and inquiring for a research study constitutes a research design.

### PRIMARY DATA

Primary data was collected from respondents through well-structured physical questionnaire

### SECONDARY DATA

Secondary data was used in the introduction part of the company profile and was collected from the website

### SAMPLING TECHNIQUES

Convenience sampling method is used for this research.

Convenience sampling, a non-probability method, is chosen for its ease and accessibility. Researchers select participants based on their availability and proximity, often leading to a more convenient data collection process.

### SAMPLE SIZE:

Sample Size is determined using the pilot study.

### PILOT STUDY:

A pilot study can be defined as a 'small study to test research protocols, data collection instruments, sample recruitment strategies, and other research techniques in preparation for a larger study.

It is determined using the following formula:

$$N = \frac{Z^2 (PQ)}{e^2}$$

$$N = \frac{1.96^2 (34/40 \times 6/40)}{(0.05^2)}$$

$$= 185$$

Hence, I conclude it by **185** which is derived from the population (N) Whereas,

$$Z = 1.96$$

$$P = 34/40 = 0.867$$

$$Q = 6/40 = 0.133$$

$$E = \text{Error Term } 5\% = 0.05$$

$$\text{Confidence Level} = 95\%$$

Hence, the sample size determined is **185**.

**TABLE SHOWING THE RESPONDENTS' SOURCES OF DISCOVERING GEEK**

SL.NO	FACTOR	NO.OF.RESPONDENTS	PERCENTAGE (%)
1.	Social media	78	42.2
2.	Advertisement	47	25.4
3.	Search engine	41	22.2
4.	Word of mouth	10	5.4
5.	other	9	4.9
<b>TOTAL</b>		<b>185</b>	<b>100</b>

**SOURCE: Primary data**

**INFERENCE:** It is clearly shown that majority of the respondents became aware of geek brand through Social media

**3.2.5. TABLE SHOWING RESPONDENTS' PURCHASES OF A PRODUCT OR SERVICE BASED ON RECOMMENDATIONS FROM INFLUENCERS**

SL.NO	FACTOR	NO.OF.RESPONDENTS	PERCENTAGE%
1.	YES	141	76.2
2.	NO	44	23.8
<b>TOTAL</b>		<b>185</b>	<b>100%</b>

**SOURCE:** Primary data

**INFERENCE:**

It is clearly shown that majority of the respondents have purchased a product or service based on a recommendation from an influence.

**TABLE SHOWING THE TOP FACTOR INFLUENCING RESPONDENTS' PURCHASE DECISIONS AFTER SEEING AN INFLUENCER'S RECOMMENDATION**

SL.NO	FACTOR	NO.OF.RESPONDENTS	PERCENTAGE%
1.	influencer's credibility in the industry	57	30.8
2.	authenticity of the influencer's content	60	32.4
3.	engagement level (likes, comments, shares) on the influencer's posts	24	13
4.	relevance of the product to your interests or needs	25	13.5

5.	clarity of the influencer's communication about the product	19	10.3
<b>TOTAL</b>		<b>185</b>	<b>100</b>

**SOURCE:** Primary data

#### **INFERENCE:**

It is clearly shown that the top factor based on how much the respondent is influenced for a purchase decision after seeing an influencer's recommendation

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#### **FINDINGS:**

1. Majority of the respondents (27%) are in the age group between 25-34
2. Majority of respondents (73%) are female
3. Majority of the respondents (27.6%) earn between 3,00,000-3,50,000
4. Majority of the respondents (42.2%) became aware of Geek brand through Social media
5. Majority of the respondents (76.2%) have purchased a product or service based on a recommendation from an influencer.

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#### **SUGGESTIONS**

1. Consistently post and keep the Instagram audience updated on everything by sharing engaging content across social media platforms.
2. Expand the company's social media presence to other platforms, such as Snapchat, to broaden the brand's reach and connect with audiences on emerging channels.
3. Conduct regular review sessions with customers to gain insights into their expectations and preferences for the brand, enabling data-driven decision-making.

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#### **CONCLUSION:**

To improve efforts, GEEK should enhance influencer vetting, streamline content collaboration, and bolster campaign management for data-driven insights. By promoting genuine connections, transparency, and tailoring strategies per social platform, GEEK can foster consumer trust and engagement. Adapting the approach to diverse needs, seeking feedback, and aligning with innovation goals allows GEEK to boost awareness, drive sales, and maintain a competitive edge in smart home appliances.

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