

Influencer Marketing: An Impact of Online Fashion Influencers on Consumer's Purchase Intentions

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Citation: Arifa Singh et al., (2023), Influencer Marketing: An Impact of Online Fashion Influencers on Consumer's Purchase Intentions, *Educational Administration: Theory and Practice*, 29(4), 2184-2196, Doi: 10.53555/kuey.v30i6.5313

ARTICLE INFO

ABSTRACT

This research paper investigates the influence of online fashion influencers on consumers' purchase intentions by employing the Theory of Planned Behavior (TPB) as a conceptual framework. The study aims to unravel the intricate interplay between online influencers, consumer attitudes, subjective norms, and perceived behavioral control in shaping purchase decisions within the realm of fashion industry. The study employs a descriptive research design coupled with an experimental approach to examine the relationships between different variables. The study aims to know about the antecedents of attitude towards online fashion influencers and their consequences on purchase intention and consumer behavior.

Keywords: Online Fashion Influencers, Perceived Behavioural Control, Attitude, Subjective Norms, Purchase Intention, Purchase Behaviour, Theory of Planned Behaviour.

1. Introduction

Every aspect of our existence is affected by the new world of technological transformation. Recommendations from friends, relatives and celebrity endorsements have long been considered reliable sources that impact customer's decision-making (Lopes and Goulart, 2021; McCormick, 2016; Chen and Shen, 2015). Influencer marketing has progressively expanded as a tactic used by digital marketers to promote brand messaging using social media influencers during the last decade. As a result, influencer marketing is a technique that uses social media outreach and the micro-celebrity status of these opinion-makers or influencers to advertise services and products (Conick, 2018; Varsamis, 2018; Noyan, 2017). This marketing tactic has been the fastest-growing online consumer acquisition method since 2017 (Kaur and Singh, 2017). Influencer marketing has its roots in celebrity endorsement. However, it now incorporates influencers not well known in the offline world and integrates them into today's content-driven marketing campaigns (Bolstad and Holi, 2019). According to an academic search, "Influencer Marketing" was first used in a book in 2008 (Brown and Hayes, 2008). Marketing through social media is the latest and most popular trend in the market. Traditional marketing tools such as television, newspapers, and magazines have been expensive and cover a limited market (Todor, 2016). As a result, social media has become an essential component of people's daily lives. The widespread usage of social media in everyday life has resulted in the social media concept of society (Janssen, Schouten and Croes, 2022; Hernando and Martín, 2022; Yilmazdogan, Dogan, and Altıntas, 2021). The purpose of online social networks is to connect people on the network and share the content produced by them. Social networks such as Facebook, Instagram, Twitter, and LinkedIn are tools where people's content is shared, and information about customer services is included (Bawack and Bonhoure, 2022; Hernando and Martín, 2022; Ruh and Han, 2021). According to the Influencer Marketing Hub benchmark study (2020), there has been a 1500 percent increase in searches for the keyword –Influencer Marketing on Google alone from 2017 to 2019. Since 2019, the influencer marketing sector has grown by \$3.2 billion, with 60 new influencer marketing organizations joining the industry in less than a year (Ozeum and Wills, 2022; Yoon and Jung, 2017; Baiudet, 2017; Hong and Jeon, 2016). Many studies suggest that customers' purchase decisions are influenced more by their immediate surroundings and living environment than by traditional marketing techniques (Bawack and Bonhoure, 2022; Sulthana and Vasantha, 2019; Sudha and Sheena, 2017; Brown and Hayes, 2008).

The comprehensive review of the literature reveals that not much investigation has been done to unfold the concepts of influencer marketing. Therefore, the present study will contribute to the existing literature in two ways. Firstly, to provide a comprehensive analysis of fashion influencer marketing opportunities and to identify

critical dimensions of fashion influencers that influence consumer purchasing decisions. Even though influencer marketing is a relatively new strategy, it remains a viable solution for marketers willing to think outside the box while building relationships with their target Market. Secondly, to determine the impact of fashion influencers on Generation Y and Z (Kadekova and Holiencinova, 2018). Generation Y refers to young people born from 1981 to 1991. Generation Z is of young adult-born from 1992 to 2001. Social media is an ideal medium to link Gen Y and Z with influencers because they are more receptive to peer advice when making a purchase decision. Researchers want to examine whether influencers can draw potential customers and persuade them to buy, as well as determine if there are any differences in the intentions of different generations of consumers. There has been a thorough analysis of the most significant prior studies on the fashion business and the factors influencing customer behaviour. It is found that there exists a specific gap in the research area. There is lack of extant literature is available on the impact of influencers in the fashion industry targeting Gen Y & Gen Z. Moreover, there is a lack of research on how influencer marketing impacts millennials, particularly concerning the fashion industry in Punjab state

The structure of this article is as follows: The theoretical underpinning and the background, including the notion of influencer marketing and buy intention, are covered in Section 2; the conceptual model is explained in Section 3. The research methodologies are then covered in Section 4. Sections 5 and 6 provide the data analysis and explanations, respectively. This paper is concluded in Section 7.

2. Objectives the study

- To identify the antecedents and evaluate their impact on attitude towards fashion influencer.
- To identify and evaluate the relationship of outcomes of attitude towards fashion influencer with purchase intention.
- To study the impact of fashion influencers on purchase intention via attitude, subjective norms, and perceived behavioral control.
- To study the impact of consumers' purchase intention on consumer behavior.

3. Literature Review

Theory of planned behavior (TPB)

The conceptual framework is based on a theory of planned behavior (TPB) developed by Ajzen in 1991. TPB describes behavioral intentions regarding subjective norms, perceived behavior control, and attitude toward the behavior. It further asserts that intentions and these three variables predicted behavior. In the TPB model, with the impact of normative beliefs on subjective norms, behavioral beliefs are anticipated to influence attitude, whereas control beliefs serve as the cornerstone of behavioral control.

TPB asserts that an individual's behaviour is influenced by norms, past behaviour, and attitudes. The model was initially composed of factors like attitude, subjective norms, and perceived behavioural control. Later on, it was expanded to include variables like self-reported past behaviour, moral and injunctive norms, and previous behaviour (Ajzen, 2001). Attitudes in the context of the Theory of Planned Behaviour (TPB) denote an individual's positive or negative assessments of engaging in a specific behaviour. These assessments are influenced by the individual's beliefs concerning the potential outcomes or repercussions linked to the behaviour. A more favourable attitude towards a behaviour heightens the inclination to intend to enact that behaviour (Ajzen, 1991). Subjective norms, as delineated by TPB, encompass the perceived societal pressure or sway from significant social connections, such as peers, family, or societal expectations, regarding the execution or abstention from a behaviour. This facet of TPB underscores the significance of societal norms and the perceived anticipations of others in shaping an individual's intentions regarding behaviour (Ajzen, 2002).

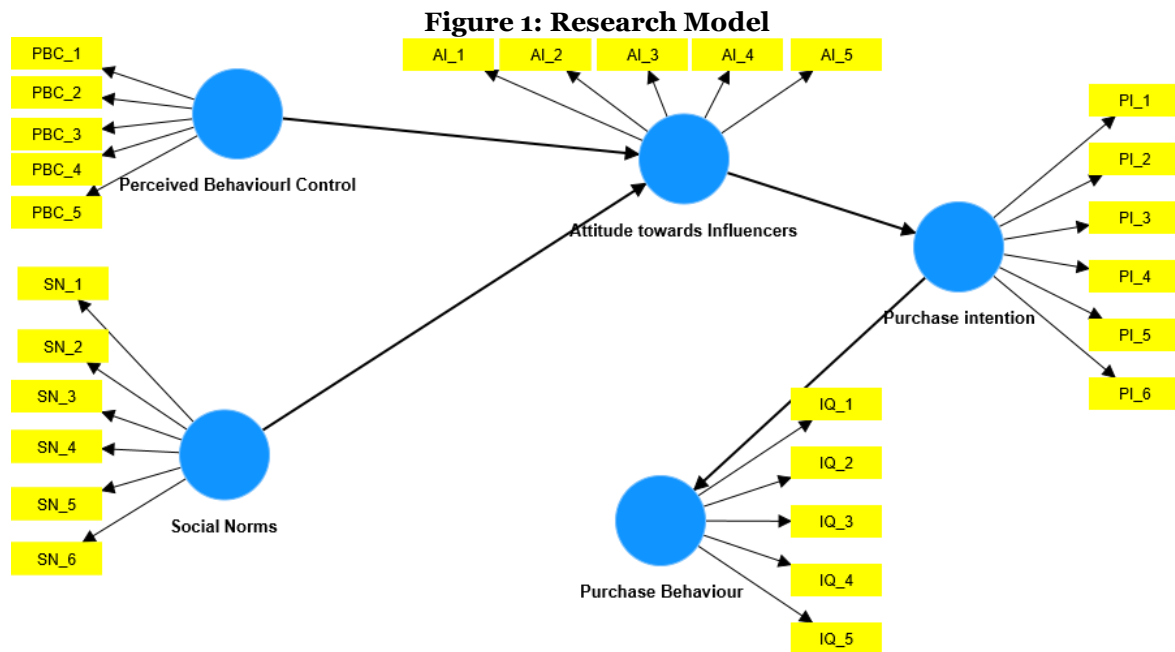
Influencer Marketing

Influencer marketing is of immense significance to many consumers. It is the process of social diffusion by which some group of consumers adopts a new style. Influencer marketing creates immense impact on our lives. It has economic and social value and provides individuals with a tool to express themselves and create an identity. Online fashion influencers are independent third-party endorsers who use social media networks to shape the audience (Graham, McCaughey & Freberg, 2011). Influencer marketing has recently received significant attention especially in the fashion industry (Lang and Armstrong, 2018). Customers are becoming more fashion-sensitive as a result of the fashion industry's steadily increasing demands, and fashion trends significantly impact consumers' buying decisions. An influencer has authority, knowledge, position, or relationship with his or her audience and has the power to influence others' purchasing decisions (Farivar, Wang & Turel, 2022). The authenticity of the source (such as dependability and honesty) affects the consumer's decision to buy products in the fashion sector. Celebrities' authenticity helps people connect with a brand's offering, encouraging them to make impulsive purchases (Chung and Cho, 2017). According to the Rakuten survey (2019) conducted in the United States, Australia, the United Kingdom, France, and Germany, more than 43 percent of respondents follow fashion influencers for their purchasing. Consumers in the digital age have become more self-reliant; they want to learn more about a company on their own and seek advice from someone

they can trust. Influencer marketing can be an efficient technique to achieve this human touch (Delbaere et al., 2021).

4. Conceptual Framework and Formulation of Hypotheses

Attitude and purchase intention are parallel in consumer studies (Ting & de Run 2015; Tarkiainen and Sundqvist 2005). The researcher proposed that a favourable attitude towards a specific product is a dominant predictor of consumers' purchase intention. Consumers who project a positive attitude toward the social media influencers' credibility have a relatively higher purchase intention (Chen, 2007). On the contrary, some researchers analysed no direct relation between attitude and influencers (Warme & Olsson, 2020). There is no statistically significant difference in effectiveness between using an influencer or an online advert regarding what affects consumers' attitudes and purchase intentions regarding energy drinks. TPB states that in some circumstances, one component may have a notable impact on intention, whereas, in other circumstances, a combination of two or all three variables is required to explain people's intents and behaviors.



4.1 Perceived Behavioral Control (PBC)

Perceived behavioral control refers to one's ability to organize and execute given types of performances (Fishbein and Ajzen, 1975). It is the perceived ease or difficulty of performing a particular behaviour (Ajzen, 1991). The individual perception is that most people who are important to him think he should or should not perform the behaviour. As per TPB, perceived behavioural control has a direct positive impact on attitude and intention. The Theory of Planned Behavior (TPB) originates from the Theory of Reasoned Action and integrates a crucial element, perceived behavioral control, to enhance its explanatory power (Ajzen, 1991). PBC has a positive influence on behavior intention, attitude, and actual behavior.

H₁: Perceived Behavioral Control positively influence attitude towards fashion influencer.

4.2 Subjective Norms (SN)

Subjective norms are the conviction about whether most people agree or disagree with the behaviour (Rhodes and Courneya, 2003). Subjective norm is a social factor that refers to the perception of social pressure to perform or refrain from performing a specific behaviour (Ajzen, 1991). It refers to an individual's social pressure when behaving in a certain way. It relates to a person's beliefs about whether peers and people of importance to the person think he or she should engage in the specific behaviour. Chang (1998) examined the link between behavioural attitude and subjective norms. The connection between attitude toward action and subjective norms was considerable. (Shepherd and O'Keefe, 1984; Shimp and Kavas, 1984; Vallerand et al., 1992).

H₂: Subjective norms positively influence attitude towards fashion influencer.

4.3 Attitude towards Fashion Influencer (AI)

An individual's favourable or unfavourable evaluation of a concerning behaviour is referred to as their attitude (Ajzen, 1991). A few pieces of research in this context have offered empirical support for a favourable correlation between attitudes toward influencer marketing and their purchase intentions. An increase in intention reflects an increase in the chance of executing the behavior. (Bataneh, 2015) concluded that quality, helpful and precise

information, credibility, and quantity positively impact purchase intention. Jalilvand and Samiei (2012) found that E- Word of mouth marketing (EWOM) was one of the most influential factors influencing brand image and purchase intention of brands in consumer markets. On the contrary, some researchers analysed no relationship between influencer marketing and purchase intention. Li and Ping (2021) explored that there is no direct effect on purchase intentions for influencer marketing and stated that the respondents did not actively seek out the influencer themselves, which can shed light on why the results stand in contrast to previous studies on the effectiveness of influencer marketing.

H₃: Attitude towards fashion influencer positively influences purchase intention.

4.4 Purchase Intention (PI)

Purchase Intention refers to the possibility that a customer will purchase a specific brand in the future (Huang et al., 2011). The role of fashion influencers has become increasingly prominent in shaping consumer preferences and purchase intentions (Smith, 2019). The Theory of Social Influence posits that individuals are more likely to adopt certain behaviors or attitudes if they perceive others, especially influencers, engaging in those behaviors (Cialdini, 2009). Applied to the context of fashion, consumers may be influenced by the attitudes and styles endorsed by their favorite fashion influencers. The reliability and authenticity of influencers contribute significantly to consumer trust and engagement (Johnson et al., 2018). Based on several research investigations, it has been observed that the inclination of individuals to engage in a purchase can be notably anticipated by their favorable perspectives toward a specific product (Jaiswal et al., 2021). It has been proven that perceived behavioral control and consumers' purchasing intentions are positively correlated (Summers et al. 2006 and Jain and Khan, 2017). Numerous research investigations have indicated a robust and significant correlation between perceived behavioral control and purchase intention (Ajzen, 2020; Jaiswal and Kant, 2018). Social norms, in addition to a positive perspectives, strong perceived behavioral control, and actual intention, are important factors in determining a behavior (Ajzen, 2011).

H_{4a}: Attitude towards fashion influencer mediates PBC and purchase intention.

H_{4b}: Attitude towards fashion influencer mediates SN and purchase intention.

4.5 Purchase Behavior (PB)

Previous research has suggested that when consumers identify with the endorser, there is a positive impact on purchase behavior (Daneshvary and Schwer 2000). The factors that may directly influence the purchase behaviour of followers in the context of influencer marketing, it is important to understand that traits, such as similarities and value closeness, in influencer-follower congruence may influence purchase behavior (Albert et al., 2017). Also, in the social media context, self-congruence between consumers and influencers affects consumer behaviour (Shan et al., 2020). Consumers express a greater intention to make a purchase, it is expected that they will exhibit a corresponding increase in their actual buying behavior (Fishbein and Ajzen, 1975). Bagozzi and Warshaw's (1992) research contributes to the understanding of the connection between intentions and consumption behavior, supporting the notion that intentions play a pivotal role in guiding actual consumption.

H₅: Purchase intention positively influences purchase behavior.

Ajzen's Theory of Planned Behavior establishes the theoretical groundwork indicating that intentions mediate the relationship between attitudes and behaviors. (Smith et al., 2018) study contributes to understanding how attitudes towards fashion-related content directly influences purchase intention and indirectly influences actual purchase behavior.

H_{5a}: Purchase intention positively mediates attitude towards fashion influencer and purchase behavior.

The more favorable the consumers' attitude toward the behaviour, the more strong and positive consumers' purchase intentions (Armitage and Conner, 2001). The TPB considers purchase behavior an indirect function of attitude (Ajzen, 2011). Additionally, within the realm of influencer marketing, studies, such as those conducted by Li and Peng (2021), have revealed that a positive consumer attitude is linked to a favorable purchase intention. Lim et al (2016) stated that PBC and online shopping behavior have weak positive relationships. Consequently, we have formulated the following hypotheses.

H_{5b}: There is significant serial mediation effect of attitude towards fashion influencer and purchase intention between perceived behavioral control and purchase behavior.

Ranga and Sharma (2014) investigated that consumers generally trust their friends and family more than banner or television advertisements. As a result, everyone can become an influencer in their respective field, which is established over time. Therefore, Facebook, Twitter, and Google+ are the most popular social media sites for business. In addition to a positive mindset, subjective norms greatly influence behavioral intentions

(Ajzen, 2011). Building on this assumption, we propose a hypothesis suggesting that subjective norms may indirectly impact consumers' buying intention and behaviour by acting as mediators through the influence of attitudes. Consequently, we have formulated the following hypotheses.

H_{5c}: There is significant serial mediation effect of attitude towards fashion influencer and purchase intention between social norms and purchase behavior.

5. Research Methodology

The authors chose "students" to represent Punjab's Gen X and Y in their study. The data collection method employed judgment sampling, which involved selecting students from different departments within a Punjab-based higher education institution. Data gathering was conducted via an online questionnaire survey, ensuring that every student had an equal opportunity to participate. In March 2023, the questionnaire was sent to students via their institution group email address, followed by a reminder two weeks later. Out of approximately 1,100 students, 209 responses were received, yielding a response rate of 19%. After excluding incomplete responses and outliers, 202 responses were suitable for analysis, resulting in an effective survey response rate of 18.4%. The majority of respondents were male (89%), with females comprising only 11% of the sample. In terms of age, 69% fell within the 15-25 age group, 26% were aged 26-30, and the remaining respondents were over 30. Regarding education, 44% were pursuing a BTech degree, 21% were enrolled in a master's program in science and technology, and 35% were pursuing a PhD.

Measures

To measure SN, a six-item questionnaire derived from Leong et al. (2023) was employed. To gauge PBC, five item scale that was adapted from Sembada and Koay (2021). Five- items adopted from Barta et al. (2023) and Chopra et al. (2021) in order to measure attitude towards influencer. Purchase Intention was measured using six-items scale from Weismueller et al. (2020 and Leong et al. (2022). Finally Purchase behaviour was evaluated using a five-item scale by Lee et al. (2017). A seven-point Likert scale, with 1 denoting "strongly disagree" and 7 denoting "strongly agree," was used to record responses to each scale item.

6. Results and Findings

Table 1: Reliability and Validity

Construct	Factor Loading	Cronbach's Alpha	ρ_A	Composite Reliability	Average Variance Extracted
Attitude towards Influencers AI1 AI2 AI3 AI4 AI5	0.719 0.750 0.711 0.789 0.875	0.789	0.745	0.763	0.524
Social Norms SN1 SN2 SN3 SN4 SN5 SN6	0.875 0.809 0.766 0.787 0.832 0.765	0.904	0.843	0.854	0.792
Perceived Behavioral Control PBC1 PBC2 PBC3 PBC4 PBC5	0.866 0.723 0.765 0.869 0.751	0.860	0.864	0.823	0.803
Purchase intention PI1 PI2 PI3	0.717 0.739 0.725	0.914	0.902	0.809	0.783

PI4	0.776				
PI5	0.771				
PI6	0.751				
Purchase Behavior		0.834	0.834	0.902	0.845
PB1	0.814				
PB2	0.817				
PB3	0.768				
PB4	0.734				
PB5	0.729				

Indicator reliability, internal consistency reliability, convergent validity, and discriminant validity of the constructs are all examined as part of the measurement model evaluation process. If the item loadings have a value of 0.707 or above, the indicator is considered reliable (Chin, 2010; Hair et al., 2019). By calculating composite reliability and Cronbach's alpha—the former a liberal metric and the latter a conservative one—the reliability of the constructs was investigated. As proposed by Dijkstra and Henseler (2015), the true dependability of a construct lies between these two and is represented by Rho A (ρA). It is advised to use the aforementioned measurements, which range from 0.70 to 0.95, to determine the constructions' dependability (Hair et al., 2022). According to Hair et al. (2010), a construct's convergent validity is demonstrated by its average variance extracted (AVE) being more than 0.5, which signifies that the construct accounts for more than 50% of the variation in the measured items.

The degree to which a construct is empirically different from other latent variables in the structural model is referred to as its discriminant validity. According to Hessler et al. (2015), the Heterotrait-Monotrait (HTMT) ratio is a more effective way to assess the discriminant validity of constructs than the Fornell-Larcker criteria (Fornell&Larcker, 1981). For this reason, the HTMT criterion was used to analyze the data. Discriminant validity is established for conceptually separate conceptions when the HTMT value is less than 0.85. To determine the importance of the HTMT value deviating from 1.00, bootstrapping was used. Table I displays convergent validity and reliability measures, while Table 2 illustrates the discriminant validity assessment using the HTMT criteria.

The findings show that all of the model's structures have been proven to be valid and reliable by the guidelines.

Table 2. HTMT Criterion for Discriminant Validity

	AI	SN	PBC	PI	PB
Attitude towards Influencers (AI)					
Social Norms (SN)	0.815 (0.723, .828)				
Perceived Behavioral Control (PBC)	0.523 (0.435,0.645)	0.745 (0.645, 0.845)			
Purchase intention (PI)	0.634 (0.531,0.734)	0.834 (0.765,0.856)	0.846 (0.785, 0.914)		
Purchase Behavior (PB)	0.746 (0.732,0.845)	0.845 (0.762, 0.894)	0.664 (0.597,0.753)	0.638 (0.586,0.754)	

Note: 5% and 95% bias corrected confidence intervals in parentheses.

Table 3. Explanatory Power and Model Fit

Explanatory Power: R²					
	R ²		R ² Adjusted		
Attitude towards Influencers (AI)	0.675		0.684		
Purchase intention (PI)	0.698		0.695		
Purchase Behavior (PB)	0.743		0.717		
Effect Size: F²					
	AI	SN	PBC	PI	CB
Attitude towards Influencers (AI)					0.154
Social Norms (SN)	0.953				0.165
Perceived Behavioral Control (PBC)	0.008		0.06		2.765
Purchase intention (PI)	0.004		0.374		
Purchase Behavior (PB)					
Model Fit					
SRMR	0.042				

Structural Model Assessment

To rule out any significant multicollinearity issues among the variables in the model, the inner VIF values were examined as the first step in the structural model analysis process. All inner VIF values were found to be below 5, which eliminated any serious multicollinearity issues (Hair et al., 2019; James et al., 2013). The model's explanatory power was evaluated using the coefficient of determination (R^2), and the path coefficients were determined before significance tests were conducted using a bootstrapping technique to evaluate the structural linkages. Additionally, the effect size (F^2) of each predictor construct was computed. The standardized root mean square residual (SRMR) value should be used to evaluate the model fit in PLS-SEM (Henseler et al., 2014), with an SRMR value of less than 0.08 suggesting a successful model fit (Hu & Bentler, 1998). The estimated model's explanatory power and model fit results are shown in Table 3. The findings show that all endogenous factors have a strong explanatory power, with R^2 values more than 0.68. The effect size of the independent variables on the dependent ones is shown by the F^2 value. The impact sizes of 0.02, 0.15, and 0.35 are regarded as modest, medium, and large, respectively, as proposed by Cohen (1988, 1992). Table 4 showed that PBC and SN showed a significant impact on attitude towards online fashion influencer, which in turn has a significant impact on purchase intention. While purchase intention has a significant influence on purchase behaviour.

Table 4: Structural Model

Path	Coefficient	T-statistic	p value	Confidence Interval (Bias Corrected)		Inference
				5%	95%	
PBC → AI	0.546	36.23	0.000	0.786	0.987	H ₁ Supported
SN → AI	0.708	1.909	.040	0.876	1.234	H ₂ Supported
AI → PI	0.855	1.869	.030	0.231	0.756	H ₃ Supported
PBC → AI → PI	0.619	5.44	.000	0.376	0.868	H _{3a} Supported
SN → AI → PI	0.408	2.654	0.013	.008	0.121	H _{3b} Supported
PI → PB	0.421	0.765	.0343	0.116	0.732	H ₄ Supported
AI → PI → PB	0.306	1.897	.006	0.875	0.234	H _{4a} Supported
PBC → AI → PI → PB	0.596	4.86	.000	0.434	0.872	H _{4b} Supported
SN → AI → PI → PB	0.698	4.765	0.015	0.023	0.543	H _{4c} Supported

7. Discussion

The main aim of the study is to empirically investigate using the PLS-SEM technique factors that affect buyer's intention and behaviour to buy fashion goods. The present study examined the impact of subjective norms and perceived behavioral control on attitude towards the influencer as well as on purchase intention and impact of attitudes toward on purchase intention by using direct path analysis. Table 4 shows that the strongest and most essential predictor of PI in the current study was SN (H_2 ; $b=0.708$, $p<0.05$) as compared to PBC (H_1 ; $b=0.546$, $p<0.05$). It was found that there is a significant impact of attitude towards online fashion influence on PI (H_3 ; $b=0.855$, $p<0.05$). By utilizing the consistent PLS method in SmartPLS- 4 software to run the model, bootstrapping was used to evaluate the significance of the coefficients using 5,000 subsamples. To test the mediation effects, procedure laid down by Zhao et al. (2010) was followed. The specific indirect effects were examined for the significance and compared with the direct effect between corresponding variables. Total indirect effects were examined for significance to assess the joint mediation effects in case of serial mediation are hypothesized in the model. All total indirect effects as well as total effects were found to be significant in the present model. The findings of the structural model for direct, indirect, and total impacts are shown in Table 4, and the model estimation results are displayed in Figure 1. All the direct path coefficients were found to be significant. The specific indirect effect of PBC to attitude towards influencer to PI are significant and in the same direction as the direct effects between the corresponding variables, partial complementary mediation is established (H_{4a} ; $b=0.619$, $p<0.05$). Similarly, attitude towards influencer is also partially complementary mediated between SN and PI (H_{4b} ; $b=0.408$, $p<0.05$). PI also partially complementary mediated between attitude towards FI and PB (H_{5a} ; $b=0.306$, $p<0.05$). The result revealed that direct effect of PI on PB is significant (H_5 ; $b=0.421$, $p<0.05$). Furthermore, it was also found that the specific indirect effect from PBC to attitude towards FI to PI to PB when compared with direct effects also establishes the partial complementary mediation relationship (H_{5b} ; $b=0.596$, $p<0.05$). Similarly, the specific indirect effect from SN to attitude towards influencer to PI to PB is significant along with the direct effects between the corresponding variables leads to partial complementary mediation (H_{5c} ; $b=0.598$, $p<0.05$). Thus, all of the hypothesized path coefficients were found significant and accepted. They showed a significant influence on purchase behaviour. It can be clearly seen in table 5 that hypotheses H₁, H₂, H₃, H_{4a}, H_{4b}, H₅, H_{5a}, H_{5b} and H_{5c} are well supported.

8. Conclusion

Scholars have begun to pay close attention to influencer marketing as a unique and developing phenomena. Prior studies have largely examined followers' perceptions of influencers and messaging, as well as followers' characteristics, to assess the efficacy of online fashion influencers. This research provides insightful information about the efficacy of influencers. For instance, research related with follower's perception of an influencers with respect physical and social attractions, trustworthiness, expertise, opinion leadership influence their behavioural intentions about the influencer's recommendations.

Few studies have focused on the effect of SMI on the purchase intentions of Indian customers. The researcher used the TPB in this study in an attempt to increase knowledge of the connection between customer purchase intentions and the dependability of fashion influencers. The current study looked at how PBC and SN affected customers' views regarding fashion influencers and used attitudes as a mediator to further explain consumers' buy intentions. The results of this study add to the corpus of existing literature and offer a comprehensive grasp of influencer marketing in the Indian fashion industry.

9. Theoretical Implications

This study uses an enhanced TPB framework to study customer behavior toward influencer marketing in the fashion industry and in developing markets such as India. This research has the following various theoretical ramifications. The results of this study agree with those of earlier investigations. First and foremost, the intention to buy is significantly influenced by subjective norms (Chetioui et al., 2019) and perceived behavioral control (Pena-Garcia et al., 2020). Second, attitudes regarding fashion influencers were found to be influenced by subjective norms and perceived behavioral control, which is in line with earlier research (Chetioui et al., 2019). The results of the study also illustrated the function of mediating variables. The study broadens our knowledge and comprehension of attitude's mediating function in influencer marketing. The results of the study support previous research by showing that the effects of subjective norms and perceived behavioral control are complimentary and are partially mediated by attitudes toward fashion influencers, purchasing intentions, and behavior (kim et al., 2013; Magano et al., 2022).

The results of the study also showed that individuals who felt positively about fashion influencers were more likely to intend to purchase the items that the influencers advertised. Based on these theoretical implications, we can conclude that influencer marketing is a useful strategy for fashion brands, marketers, and advertisers looking to enhance customer buy intentions.

10. Practical Implications

The study's conclusions have important ramifications for marketers, especially in the field of online fashion influencer marketing. Decision-making and communication methods can be strategically informed by having a thorough understanding of the dynamics behind customer behavior and purchasing intentions. Companies that fit their messaging and campaigns with the expectations and values of the prevailing society can use social norms to influence consumer perceptions and behaviors. Customers may feel more a part of the brand and more bonded as a result, increasing their affinity and loyalty. Recognizing how perceived behavioral control influences purchase intentions emphasizes how important it is for marketers to provide consumers with pertinent information and tools to help them make well-informed decisions.

Recognizing how perceived behavioral control influences purchase intentions emphasizes how important it is for marketers to provide consumers with pertinent information and tools to help them make well-informed decisions. Transparent product information, user-generated evaluations, and simple, user-friendly purchasing procedures can boost customer satisfaction and confidence, resulting in increased conversion rates and recurring business. Through an awareness of the pathways that mediate the relationship between social norms, perceived behavioral control, and purchasing behavior, marketers may tailor their approaches to best engage consumers and achieve their goals. Long-term buying intentions and behavior are positively impacted by investments made in programs that foster a positive attitude toward online fashion influencers.

This research makes three main practical contributions. First and foremost, it will act as a manual for marketers and advertisers in the fashion sector to understand the factors to be taken into account when selecting suitable influencers. Secondly, it provides valuable insights into the connection between consumer purchase intention and influencer marketing, especially in the fashion industry where there is a dearth of empirical data. Thirdly, the research by expanding the understanding of the factors influencing educated young in Punjab's fashion goods purchasing behavior. This research will help fashion marketers create tailored marketing strategies and plans, giving them the chance to capitalize on the enormous potential present in this market niche.

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