The Role of Social Media Influencers In Digital Marketing And Its Impression On Consumer Procure Intentions

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ABSTRACT

So as to attract younger audiences and increase brand exposure through increased "social media" involvement, advertising businesses give "social media influencers" a high priority. This study will analyse four aspects: source legitimacy, source appeal, product congruence, and message conveyance, to determine the usefulness of "social media" influencers. According to one theory, the attitude of consumers acts as a mediator among two different kinds of connections: one of these interactions is centred on external factors, while the other is centred on internal components. The PLS-SEM approach was utilised to conduct an analysis at dataset that had two hundred respondents after the creation of the data collection strategy employing a purposive sampling method. If we consider the credibility of the sources, we discover that none of our ideas are supported by any evidence. A further recognition is made of the mediating impressions of consumer mindset. They talk about the difficulties, the implications, and the suggestions for more research.

KEY WORDS: Social Media Involvement, Advertising Businesses, Social Media Influencers, External Factors, Strategy.

INTRODUCTION

The dissemination of information about a product or service within a certain demographic is the goal of influencer marketing, according to Smart Insights (2017). Increased revenue and improved brand recognition are the goals that need to be accomplished! (Freberg et al., 2011) In recent years, there erstwhile a rise in the importance of a substantial third party that used "social media" to recommend items and services. Immediately after the Internet was established, this development took place. Using "social media influencers on platforms such as YouTube, Instagram, Twitter, and Facebook", marketing activities were able to successfully gather considerable audiences and increase sales of new items, according to research conducted by Markethub (2016). According to Liu et al. (2012), the key approach that "social media influencers" use to engage their audience is to provide real-time updates on status updates. A company's financial performance and its public image may both be improved by "utilization of endorsements in advertising". As a result of the substantial attention that they have garnered over the course of the past few years, "social media influencers" have evolved into advocates who can be relied upon, in contrast to conventional "marketing tactics such as celebrity endorsement". There is a consensus among all three sources—"Harrison (2017), Patel (2016), and Talaverna (2015)"—that certain dispositions are not only productive but also cost-consequenceive. According to Booth and Matic (2011), "social media influencers" are having potential to generate considerable benefits in terms of media attention and positive impression on consumers. At other hand, there is not much research that focus on extremely prominent users of "social media" (Godey et al. 2016).

According to Tapinfluence (2017), businesses may use influencer marketing by soliciting endorsements from "influential bloggers or social media celebrities" that have followings that are large for "promoting their products or services". Consumers remain loyal towards brand when the recommendations they receive come from people they already follow on "social media", according to consumer surveys. This finding lends credence to the generally held idea that consumers view the communications from these individuals as more trustworthy and captivating (82% of followers' polls, 2015). Research conducted by "Berger et al. (2016)", - consumers have a tendency to place more credibility in recommendations generated by "social media influencers" as opposed to those generated by celebrities. This is as of the friendly connection that these influencers create with their followers. It is especially important for businesses who are aiming their marketing tactics towards younger people to keep this in mind. According to a survey conducted by Nielsen in the field of marketing (Tapinfluence 2017), the return on investment (ROI) that may be achieved through influencer marketing is eleven times higher than that produced by digital marketing. However, "social media influencers", who are skilled at engaging certain groups, are vital for driving product procures and cultivating brand loyalty (Tapinfluence 2017). Celebrity endorsements are a great way to raise awareness about a company. Companies view endorsements as a tool to assess the legitimacy of product information, as indicated by "Amoateng and Poku (2013) and Sassenberg et al. (2012)". Both of these studies were conducted in 2013. Utilization of "social media influencers" to promote a company's goods and services is becoming increasingly common among businesses of all sizes, particularly start-ups and small to medium-sized businesses that exist online. According to a survey by Media Kix marketing, eighty percent of internet marketers believe that endorsement deals with "social media influencers" have the potential to greatly improve their online companies (Forbes 2017). The finding presented here provides more support for the notion that "social media influencers" are able to successfully convince consumers to make procures. In a recent survey on influencer marketing, over fifty percent of the organisations that were questioned said that they intended to increase their spending on "social media influencers" (Forbes 2017). According to research conducted by Tapinfluence (2017), shoppers mean "social media influencers" as more genuine when they display the items that they advocate to their supports.

Research purpose is analyzing impression "social media influencers" have at attitudes & intentions of consumers at services & products they intend to procure. According to Morwitz (2014), determining whether or not a consumer intends to procure is one of the most efficient ways evaluating the efficacy towards marketing crusade & estimating future "sales & market share". Research purpose was evaluating consequence of "social media influencers" by exploratory them from four different perspectives: "source credibility (Hovland and Weiss 1951), source attractiveness (McGuire 1985), product match-up (Till and Busler 1998), and meaning transmission (McCracken 1989)". As a whole, four dimensions were utilized in this study. Taking into consideration aspects such as source attractiveness, credibility, message conveyance, product alignment, and influence, one may gain an understanding of the impression that "social media influencers have at attitudes and intents" of consumers on their consumption of services & products. When marketing professionals have this understanding, they may be better able to devise promotional strategies that encouragingly affect the decisions that consumers make regarding their services & products.

LITERATURE REVIEW

"The social learning theory developed by Bandura in 1963" erstwhile utilized to a significant degree at "advertising & communication" fields, as observed by "Bush et al. (2004)". The findings of "King and Multon (1996) and Martin and Bush (2000)" suggest that it has the potential to function as a theoretical framework for forecasting consumer actions by providing an analysis of the impression of socialization agents. It is possible for the socialization agents that an individual encounters in both direct and indirect social contacts to have a consequence at individual's attitude and motivation, as stated by the "social learning theory (Subramanian and Subramanian 1995; Moschis and Churchill 1978)". This theory erstwhile utilized at number of "marketing research", such as "North and Kotze (2001), Clark et al. (2001), and Martin and Bush (2000)", in order to investigate behaviour of consumers in a variety of socialization agents. There are a wide variety of people who have the potential to act as agents of socialization, ranging from close friends and family members to well-known members of society. As an example of a case study, see Makgosa (2010). Using the social learning theory as an example, she demonstrated that it is possible to persuasively argue that celebrities have a consequence at purchasing behaviour of consumers. Makgosa asserts that "social media influencers" perform the function of independent third-party advocates who are original and impartial. "Social media crusades", which are comparable to celebrity endorsements, have the ability to impress attitudes & actions of consumers. The utilization of social learning theory, which functions as a framework for attaining an understanding of this phenomenon, could prove to be highly advantageous. Therefore, according to the social learning theory, the legitimacy, attractiveness, product relevance, and importance that are transmitted by "social media" opinion leaders have significant impression at consumers' intents to procure.

RESEARCH HYPOTHESIS

H1: Reliability source is encouragingly associated towards propensity to procure.

H2: Reliability source encouragingly influences the consumer's mindset.

H3: The attractiveness of the source is encouragingly correlated with the propensity to procure.

H4: Consumer attitudes have a positive correlation with the appeal of the source.

H5: Celebrity endorsements of products are encouragingly correlated with procures intention.

H6: Consumer sentiment has a favourable correlation with celebrity endorsements of products.

H7: The intention to procure is encouragingly connected with the conveyance of meaning.

H8: The consumer's attitude is favourably connected with the transfer of meaning.

H9: Consumer emotion and purchasing intent have a favourable correlation.

H10: Relationship among source credibility & procure intention is influenced by consumer mindset.

H11: Relationship among source attractiveness & procure intention is influenced by consumer attitude.

H12: An individual's disposition mediates relationship among celebrity endorsement of product & their likelihood to procure it.

H13: Relationship among meaning transmission and procure intention is interceded by client attitude.

RESEARCH METHODOLOGY

In order to collect information, questionnaires at survey were sent out to individuals. Purposive sampling was used to choose candidates for participation in the study from among the students who were enrolled in public colleges in India. According to SPSS, a minimal of 129 samples is necessary for the completion of this research project "(Faul et al. 2007)". Total 200 questionnaires were sent in an effort to reduce the number of mistakes that were made in their completion. It is seen in Table 1 that the profiles of the respondents are distributed according to frequency. In this survey, the majority of respondents (90%) were Millennials, which are defined as those who are among the ages of 21 and 30. Of the Millennials, 56.5% were women and 43.5% were men members of this generation. The partakers' educational attainment was as follows: 85.5% of them had bachelor's degree, 8% of them had master's degree, and 4.5 percent were working towards doctoral degree. The percentage of students who were enrolled in diploma programs was among the lowest measures in the distribution.

Table 1: Respondents - Demographic Profiles

Demographic	Frequency	Percentage
Gender		
Female	113	56.5%
Male	87	43.5%
Age		
Upto 20 years	20	10.0%
21 - 30	180	90.0%
Education		
PhD	4	2.0%
Master	171	85.5%
Basic Degree	16	8.0%
Diploma	9	4.5%

MEASUREMENTS & QUESTIONNAIRE

In the beginning of the survey, a demographic profile was created, and then the recommended abstract variables for the study were discussed. Earlier validations served as the basis for evaluating all of the latent variables under consideration. Ohanian (1990) performed a study that indicates the initial dimension of source credibility. This dimension encompasses three aspects: competency "(α=0.89), trustworthiness (α=0.92), and source attractiveness (α=0.88)". For the second purpose, the research conducted by Ohanian in 1990 is utilised evaluating the product match-up (α=0.85). For the final evaluation, the study conducted by Goldsmith and colleagues in the year 2000 is employed to assess the metrics of meaning transmission (α=0.83) and consumer attitude (α=0.87). It is eventually the study conducted by Kumar (2010) that is employed to measure the intention to procure (α=0.92). It was decided to use a one-of-a-kind Likert scale in order evaluating the variables as a "procedural remedy" in order to reduce "common method variation" and discourage respondents from providing answers that were consistent with the outcome pattern. A Likert scale with five points was utilised in order evaluating all of the external features, which included "source legitimacy, attractiveness, product match-up, and meaning transfer". A Likert scale with seven points was utilised in order evaluating the endogenous variable known as procure intention, as well as the mediator known as consumer personality.

Common Method Variance

An analysis of variance using the common technique was carried out before any further analyses were carried out. According to "Harman's Single Component Method (Podsakoff et al., 2003)", initial component accounted for 46.272% of the full variance at data. "Podsakoff and Organ (1986)" found that "factor analysis" did not give a dominating component, which indicates that the findings show that common technique bias was not present in this dataset.

Measurement Model

For the purpose of analyzing the data that was gathered for this study, the software known as "Structured Equation Modelling (SEM)" was utilized. It is generally agreed that "Structured Equation Modelling (SEM) is a method" that belongs to the second generation (Gefen et al. 2000). It makes it easier to represent interactions going on simultaneously among a number of different components that are both independent & dependent. It was determined that the PLS-SEM approach was superior to the CB-SEM methodology (Hair et al., 2017). This was stated at accordance to the prediction purpose of the study. These findings, which are provided in Table 2, were imitative as an analysis result of measurement model. According to "Hair, Hult, Ringle, and Sarstedt (2017)", all five of reflective components were consequence in meeting their respective objectives. In addition to loading

values that are bigger than 0.708, "composite reliability (CR) values" that are bigger to "minimum threshold of 0.7, and average variance extracted (AVE) values that are bigger than 0.5 are included in these parameters". Furthermore, the criterion for reliability and convergent validity were met by each and every concept. "The Heterotrait-Monotrait (HTMT) ratio of correlations approach was utilized by Heseler et al. (2015) in order to assess the discriminant validity of their findings. As in Table 3, as observed that every single value of the reflective structures either exceeded or reached the "threshold values of HTMT <0.85 (Kline 2010) and HTMT <0.90 (Gold et al)". The measurement model must be valid if it is able to discriminate among a large number of diverse groups.

Table 2: Measurement Model for Reflective Constructs

Construct	Indicator	Loading	AVE	CR
Source Attractiveness	A1	0.798	0.622	0.908
	A2	0.772		
	A3	0.832		
	A4	0.724		
	A5	0.805		
	A6	0.799		
Product Match-up	PM1	0.827	0.686	0.897
	PM2	0.784		
	PM3	0.865		
	PM4	0.836		
Meaning Transfer	MT1	0.864	0.746	0.898
	MT2	0.877		
	MT3	0.850		
Consumer Attitude	CA1	0.820	0.759	0.940
	CA2	0.853		
	CA3	0.909		
	CA4	0.898		
	CA5	0.874		
Purchase Intention	PI1	0.926	0.858	0.960
	PI2	0.930		
	PI3	0.940		
	PI4	0.907		

Formative Measurement (Measurement Model)

According to Chin (1988), the formative assessments were validated through the utilisation of "redundancy analysis in order to establish convergent validity". In accordance with the findings of Sarstedt, Wilczynski, and Melewar (2013), the variables that are evaluated using formative assessments provide sufficient convergent validity when the path coefficient is more than 0.70. This can be observed in Table 4 of the report. Given that the sub-dimension (expertise and trustworthiness) had a variance inflation factor (VIF) of 1.649 (<5),

the model did not demonstrate any multicollinearity problems. There was a substantial result observed across all of the formative sub-dimensions.

Table 3: Discriminant Validity using Heterotrait-Monotrait (HTMT) Criterion (2015)

	1	2	3	4	5	6	7	8
1. CA								
2. EXP	0.644							
3. MT	0.737	0.788						
4. PM	0.685	0.748	0.870					
5. PI	0.855	0.653	0.765	0.751				
6. SA	0.665	0.754	0.838	0.773	0.666			
7. SC	0.605	Formative	0.771	0.713	0.600	0.731		
8. TW	0.478	0.768	0.641	0.574	0.460	0.602	Formative	

Note: CA (Consumer Attitude), EXP (Expertise), MT (Meaning Transfer), PM (Product Match-up), PI (Purchase Intention), SA (Source Attractiveness), SC (Source Credibility) and TW (Trustworthiness)

Table 4: Formative Construct - Measurement Properties

HOC Construct	LOC Dimension	Convergent Validity	Weights	VIF	t-value	Sig.
Source Credibility	i) Expertise	0.797	0.598	1.649	28.893**	0.000
	ii) Trustworthiness		0.509	1.649	28.193**	0.000

Note: Higher-Order Component (HOC); Lower-Order Component (LOC); *p< 0.05; **p<0.01; HOC (High order construct), LOC (Low order construct)

Structural Model

The collinearity problem needed to be investigated and evaluated before moving on to the structural model. This was a critical step. According to Hair et al. (2014), this model provided no evidence of lateral collinearity, as evidenced by VIF values that consistently ranged from 1.961 to 3.036 and were all lower than the criterion of 5. In order to analyze the route coefficient and investigate our hypothesis, we relied at bootstrap re-sampling method, which included a total of 5000 re-samples. It was determined that nine assumptions were made concerning direct links, and Table 5 reveals that six of those assumptions were accurate. Hypotheses H4, H6, and H8 were found to be supported by the outcomes of the study, which demonstrated a strong positive connection among consumer attitude and source attractiveness, product match-up, and meaning transmission". An analysis revealed that there is a noteworthy positive correlation among these variables (β=0.193, t=2.567, p<0.005). Subsequently, it was demonstrated that there was a positive association among procure intention (β=0.206,

t=2.722, p<0.005) and product match-up, transfer, and consumer attitude. Additionally, there was a substantial correlation among procure intention and consumer attitude (β=0.572, t=9.905, p<0.005), which led to the manifestation of significant results for hypotheses H5, H7, and H9. The examination of the data revealed that there was no statistically significant link among the credibility of the source and the consumer's attitude (β=0.108, t=1.395, p>0.005), the attractiveness of the source and the intention to procure (β=0.029, t=0.527, p>0.005), or the credibility of the source and the intention to procure (β=0.004, t=0.074, p>0.005). All three hypotheses, H1, H2, and H3, were consequently denied.

Table 5: Assessment of Path-coefficient

Hypothesis	Relationship	Std. Beta (β)	Std. Error	t-value	p-value	Result
H1	SC -> PI	0.004	0.054	0.074	0.470	Not Significant
H2	SC -> CA	0.108	0.077	1.395	0.082	Not Significant
H3	SA -> PI	0.029	0.055	0.527	0.299	Not Significant
H4	SA -> CA	0.193	0.075	2.567	0.005	Significant
H5	PM -> PI	0.206	0.076	2.722**	0.003	Significant
H6	PM -> CA	0.199	0.078	2.557	0.005	Significant
H7	MT -> PI	0.132	0.064	2.043*	0.021	Significant
H8	MT -> CA	0.295	0.081	3.657**	0.000	Significant
H9	CA -> PI	0.572	0.058	9.905	0.000	Significant

Note: CA (Consumer Attitude), MT (Meaning Transfer), PM (Product Match-up), PI (Purchase Intention), SA (Source Attractiveness), SC (Source Credibility)

This further investigation into the mediating influence was carried out with the utilization of bootstrapping techniques (Preacher and Hayes 2008). In Table 6, the results for Hypotheses 11, 12, and 13 provided evidence in favour of the indirect impression. In relation to these assumptions, the t-values were found to be 2.404, 2.461, and 3.349. At other hand, the indirect consequences that were derived from these assumptions were β=0.110, β=0.114, and β=0.169. According to Preacher & Hayes (2008), the fact that the bootstrap confidence interval for 95% did not include zero at either end of the range showed the existence of mediation consequences. It was determined that the criteria was significant for Hypothesis 11 (0.041, 0.190), Hypothesis 12 (0.042, 0.193), and Hypothesis 13 (0.092, 0.253) due to the fact that there was no value that fell among the two extremes. This indicates that mediation consequences are present in these three concepts. As a conclusion, all hypotheses, with the exception of H10, were proven to be correct, namely H11, H12, and H13.

Table 6: Hypothesis Testing For Indirect Relationship

Hypothesis	Relationship	Indirect Effect	Confidence Interval	t-value	Decision
H10	SC->CA->PI	0.062	(-0.012, 0.138)	1.363	Not Supported
H11	SA->CA->PI	0.110	(0.041, 0.190)	2.404	Supported
H12	PM->CA->PI	0.114	(0.042, 0.193)	2.461	Supported
H13	MT->CA->PI	0.169	(0.092, 0.253)	3.349	Supported

Note: CA (Consumer Attitude), MT (Meaning Transfer), PM (Product Match-up), PI (Purchase Intention), SA (Source Attractiveness), SC (Source Credibility)

The values of the R^2 (coefficient of determination) were then evaluated when that had been completed. These four ideas—source attractiveness, meaning transmission, product match-up, and source legitimacy—are responsible for around fifty percent of the variation in consumer sentiment. Source attractiveness is more important than meaning transmission. The attitude of the consumer accounted for seventy-eight percent of the variation in the intention to procure throughout the same period of time. An R^2 value that was more than 0.26, as observed by Cohen in 1988, was indicative of an extraordinarily high degree of explanatory power. It was via the utilization of the consequence size that we were able to assess the change in R^2 percentage that occurred after the exogenous variable was removed from the structural model. At other hand, the impression sizes for "source attractiveness (0.030), product match-up (0.032), and meaning transmission (0.060)" were shown to be rather small. Source credibility exerted a little influence on consumer attitude explanations (0.011), but they were not significant enough to be considered significant. The most significant influence on procure intention was exerted by consumer attitude, which had a value of 0.571. This was followed by product match-up, which had a value of 0.058, meaning transfer, which had a value of 0.020, source credibility, which had a value of 0.000, and source attractiveness, which had a value of 0.001, both of which had small consequences. In conclusion, "Stone-Geisser's Q2 (Geisser 1974; Stone 1974)" utilized in order to assess the extent to which the approach is predictive. By virtue of the fact that the Q2 scores for "consumer attitude (0.363) and procure intention (0.598)" are both bigger than zero, the model is considered to be relevant and useful for prediction.

DISCUSSION & FINDINGS

The research sheds light at ways in which consumers' perspectives and intents to make procures are influenced by a variety of elements, including the relevance of the product, the trustworthiness of the source, the alignment of the product, and the communication of meaning. We were forced to reject both hypotheses (H1) and (H2), which proposed that the legitimacy of "social media influencers" as sources altered the audience's attitudes and expectations. This was because there was not enough information to support either of the hypotheses. For the purpose of this poll, individuals who were seen to have a significant amount of authority on "social media" admitted that the items they sponsored did not have the credibility that they claimed to have. The lack of appropriate product expertise among "social media influencers" was determined to be the key factor contributing to the existence of the problem. The similar conclusion was reached by Evans (2013), who stated that endorsers who make statements that are not related to the product or service may influence consumer perceptions, which may result in unfavourable purchasing behavior. Consumers found it more challenging to view "social media influencers" as trustworthy when they were interacting with individuals who were not involved with the company. Secondly, the attractiveness of the sources that "social media influencers" use did not have a consequence at consumers' intents to procure (H3 was rejected). This result provided support for the findings of earlier research conducted by Ohanian (1991), which indicated that the provenance of beauty did not impression the consumers' intentions to procure. Till and Busler (1998) agreed with Obanian's results that physical attractiveness is not a substantial predictor of consumer behavior. They came to the conclusion that there is only a little connection among an appealing endorser and the propensity to make a buy. Despite the fact that it did not affect the respondents' intentions to procure, the attractiveness of "social media influencers" had a substantial impression at establishment of a positive attitude (H4). After further investigation, we found that Hypotheses 5 and 6 provide evidence of a strong connection among the products that are supported by "social media influencers" and the

opinions and intentions of consumers to procure these products. According to the product match-up hypothesis, which was put out by Kamins and Gupta in 1994, in order for an endorsement to be successful in advertising, the signals that the endorser conveys about the product must be consistent with one with the endorsement. There have been a great number of academics who have undertaken study on endorsements. Some of these individuals are Lee and Thorson (2008), Gurel-Atay and Kahle (2010), Fleck, Korchia, and Le Roy (2012), and Carrillat, d'Astous, and Lazure (2013). According to the findings of this research, the most important aspect in influencing the efficacy of advertising is the degree to which an endorser is emotionally connected to a particular brand or product. According to the findings of this study, the beliefs that Millennials have regarding the linkage of a product with "social media influencers" have a significant impression on their propensity to procure. The findings provide credence to the hypotheses that the transmission of information by "social media influencers" is linked to the attitudes of consumers and the chance that they would procure (H7 and H8). According to Escaleras and Bettman (2005), consumers have a tendency to identify endorsers with procures, so attaching symbolic meaning to the businesses that endorsing individuals support. People were more likely to follow product recommendations made by popular "social media influencers", according to the findings of the study.

The null hypothesis (H9) was validated, which indicates that the emotional states of clients do not influence the decisions that they make about procures. Research conducted by Ha and Janda (2012) indicates that the perceptions of individuals have a significant impression at chance that they would procure a product. According to the findings of the study, the perceptions that consumers have about "social media influencers" are favourably connected with their propensity to buy things that are supported by these influencers. It erstwhile proven in previous studies (Ha and Janda, 2012; López Mosquera et al., 2014) that attitudes have a favourable impression at intentions to procure. It was found that the findings were in agreement with those of previous study. A significant consequence at link among source attractiveness, product match-up, and meaning transmission is shown by the findings from Hypotheses 11–13, which imply that consumer attitude plays a significant role. The results of this research demonstrate that the attraction of "social media influencers" has an consequence at favourable impressions that consumers have of a brand or product, which in turn increases the likelihood that consumers would consider making a procure. Attitude is a crucial factor that plays a role in the alignment of products, celebrities, and the willingness of consumers to acquire items that are suggested, particularly with regard to "social media influencers". The research conducted by McCracken (1989) proposed that endorsements have a consequence at attitudes and behaviours of consumers about their procure decisions through the process of meaning transmission. According to the results of the mediation, this theoretical paradigm was consistent.

CONCLUSION

This study is relevant from a psychological point of view since the researcher utilized marketing-related social learning theory in order to shed light at impression that the efficacy of "social media influencers" has at procure habits of consumers. Increasing the likelihood of clients completing procure through their service was accomplished through the utilization of persuasive "social media influencers". The findings of this study were solidly supported by the social learning theory, which proposes that individuals acquire new behaviours and habits via observation of others (Bandura, 1963). This theory lends credence to the findings of this study. A substantial amount of support was provided by this idea for the conclusions of this investigation. The social learning theory serves as the foundation for this study's four components: source credibility, source attractiveness, product match-up, and meaning transfer. These components have the potential to influence consumer attitudes and, as a result, their intentions to make subsequent procures. The results of this study provide credence to the idea that consumer attitudes play a moderating role in the connection among the three aspects of "social media influencer" efficacy, which are meaning transmission, product match-up, and source attractiveness, as well as the intention to procure. By making it easier for managers to choose the "social media influencer" who is most appropriate for their marketing endeavours, Research purpose was to provide assistance to managers in attaining a competitive advantage. When it comes to advertising on "social media", companies have the ability to select influencers that they feel would be most consequenceive in engaging the people they are trying to reach. According to the findings of research, the attitude of the consumer is the most important component in determining the intensity of the influence on potential procurers. For marketers that want to improve the way consumers see their products and raise the possibility that they will procure, it is necessary to have a solid understanding of how to select the appropriate "social media influencer".

FUTURE SCOPE & LIMITATIONS

It is necessary for this study to collect data from a bigger sample size in order to conduct an exhaustive investigation of the subject matter and come up with comprehensive results. The sample was significantly limited due to the fact that the respondents were largely from low-income backgrounds. It is therefore questionable whether or not they can be relied upon as an indicator of purchasing power. In order to get more reliable findings, it is recommended that future research involve a larger and more representative sample of Millennials, in addition to maybe including members of other generations. In addition, the responses of the majority of respondents were influenced by procures they had made in the past. Take into consideration respondents who have a history of experiencing either positive or negative procures; it is quite likely that their opinions and intentions will be impression by the experiences they have had in the past. As of this, there is a large risk of adding bias into the replies to the questionnaire, which will consequently have a big influence at results that are obtained. For the purpose of mitigating any potential bias that may have influenced the responses of respondents, additional research may make utilization of a fictional brand or "social media influencers". Communication is an additional component that might be taken into consideration for inclusion in the model. According to Jaworski and Kohli (2006), communication is the key interaction that exists among businesses and their consumers during the process of value creation. For marketers to be successful in increasing sales, they need to devote a significant amount of work to participating in conversations with consumers in real time. A way that allows you to engage a larger audience than what is possible with regular advertising is to create promotional material that is designed specifically for your target demographic and that consequenceive connects with them.

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