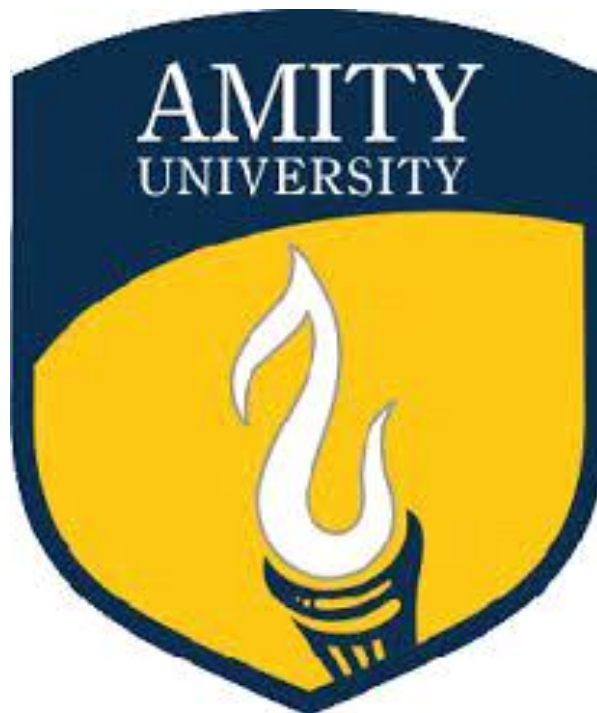


DISSERTATION REPORT
ON
ANALYZING THE INFLUENCE OF INFLUENCER MARKETING ON
LUXURY/PREMIUM BRANDS AND ITS IMPACT ON CUSTOMER
PURCHASING PATTERNS

SUBMITTED TO
AMITY UNIVERSITY, UTTAR PRADESH



FOR THE AWARD OF DEGREE OF
BACHELOR OF BUSINESS ADMINISTRATION

(Amity School of Business)

Batch 2021- 2024

Under the supervision of-

Dr. Ruchika Jeswal

(Faculty Supervisor)

Submitted by-

Ishika Gupta

A3914721034

DECLARATION BY STUDENT

I, ISHIKA GUPTA student of BBA M&S in Amity School of Business, Amity University Uttar Pradesh, hereby declare that I have completed the BBA project report on 'ANALYZING THE INFLUENCE OF INFLUENCER MARKETING ON LUXURY/PREMIUM BRANDS AND ITS IMPACT ON CUSTOMER PURCHASING PATTERNS', in partial fulfilment of the requirements for the award of the degree of BBA. I declare that it is an original work and has not been submitted so far in part or in full, for the award of any other degree or diploma of any University or Institution.

ISHIKA GUPTA

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ACKNOWLEDGEMENT

First and foremost, I would like to thank my teacher at Amity School of Business who worked effortlessly in order to give me opportunity and idea to start working on this report. Needless to say, it has been a riveting experience.

Furthermore, its worth mention that I would like to thank all those people who have helped me through the course of my journey and assisted me on the successful completion of the report.

Submitted by: ISHIKA GUPTA

Place: Amity School of Business

E.no- A3914721034

FACULTY APPROVAL

On the basis of the declaration submitted by ISHIKA GUPTA a student of BBA-M&S, I hereby certify that the BBA project report on ‘ANALYZING THE INFLUENCE OF INFLUENCER MARKETING ON LUXURY/PREMIUM BRANDS AND ITS IMPACT ON CUSTOMER PURCHASING PATTERNS’, which is submitted to Amity School of Business, Amity University Uttar Pradesh, Noida in partial fulfilment of the requirement for the award of the degree of bachelors of business administration is a contribution of existing knowledge and faithful record of work carried out under my guidance and supervision.

To the best of my knowledge, this work has not been submitted in any part or full for any degree or diploma to this university or somewhere else.

Dr. Ruchika Jeswal
Amity School of business

Amity School of Business

Amity University Uttar Pradesh

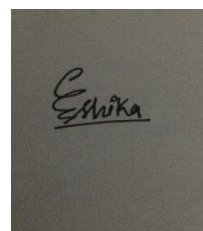
Completion Certificate

It is hereby attested that I, **ISHIKA GUPTA**, a student of programme BBA M&S of 2021-2024 Batch, Amity School of Business, Amity University Uttar Pradesh, Noida have completed an Academic Project under the guidance and supervision of Dr. Ruchika Jeswal for NTCC Dissertation in my Semester – VI.

The Topic of the research is **“ANALYZING THE INFLUENCE OF INFLUENCER MARKETING ON LUXURY/PREMIUM BRANDS AND ITS IMPACT ON CUSTOMER PURCHASING PATTERN.”**

The research report meets the ascertained criteria and all requisite standards for the partial fulfilment of the Bachelor of Business Administration of which I am a student. I affirm that the submitted project report is original and is not reproduced or falsely claimed. I have abided by the utmost level of research ethics and institutional norms.

I am aware that in case of any non-compliance, Amity School of Business is entitled to cancel the report and project hereafter.



ISHIKA GUPTA
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ABSTRACT

This study investigates the influence of influencer marketing on luxury/premium brands and its impact on customer purchasing patterns. Primary data was collected through surveys distributed to consumers who have engaged with influencer marketing campaigns of luxury/premium brands. The research aimed to examine the correlation between influencer marketing strategies and sales performance, identify effective tactics driving consumer engagement, and evaluate consumer perceptions towards influencer endorsements. Findings suggest a significant association between influencer marketing and purchasing behavior, highlighting the importance of authenticity and credibility in influencer-brand partnerships. The study contributes to a deeper understanding of the dynamics between influencer marketing and consumer preferences in the luxury/premium segment, providing valuable insights for brand managers and marketers.

Keywords: marketing, on-line advertising, and patron attains influential marketing, celebrity endorsement, influencer marketing etc,

CHAPTER 1: INTRODUCTION

Making an exquisite product isn't the difficult component; the proper project is in getting out approximately it. Logo fairness is typically pressured with product alternate with the aid of advertising professionals. At a time while international contention is heating up in every sector, every business enterprise has a responsibility to provide something greater to its prospective customers similarly to their own particular set of functions, advantages, and benefits (FABs). Traditional and popular right now, "TV ads" are the springs to thoughts whilst the time period "advertising and marketing" is spoken. Advertising via tv classified ads has usually been the maximum robust and captivating form of marketing. On the alternative side, as an increasing number of objects and services are purchased online, TV advertising are losing their credibility. There are numerous reasons for this. The usage of virtual advertising is a possible opportunity to traditional advertising techniques. Greater inclined to put on items they see on the runways while clients relate with celebrities' characteristics on social media structures like YouTube and Instagram, this tendency is becoming more ordinary. We do not have to depend upon conventional celebrities like actors, singers, and fashions in defining our aspirations due to the rise of "micro-celebrities," or non-conventional celebrities made well-known by digital media. Regular people who have gathered tens of hundreds or even hundreds of thousands of fans on numerous social media web sites are called "micro-celebrities" with the aid of their admirers. Folks who are to the general populace for reasons such as adoration, association, ambition, or popularity are probably used to help pinpoint their whereabouts. Any celeb's effect on a client's wants and aspirations is quite valued within the advertising and marketing industry. Being able to use these structures, reduce marketing fees, and pull in massive audiences is essential for each installed and new corporation. The "micro-movie star" phenomenon, which has emerged in latest years, is a brand-new advertising and marketing method that is more a success than relying on the energy of a traditional movie star so as to attract new clients (Duthie, 2017)

On its own, digital advertising is a whole new kind of marketing. Only digital marketing can be done via social media. Contemporary problems need modern answers, and the modern world is no exception. This is why digital marketing is preferred by companies over conventional marketing since it is only after studying the target audience's preferences and convenience that a product can be sold or promoted. Internet usage has become a frequent pastime for most

individuals because of the convenience and frequency that they may gain access to the internet through their smartphones. Advertising products at a place where clients spend more than half of their day is both reasonable and predictable as a consequence of this. Television commercials have long been an important part of marketing and a tried-and-true approach for getting product. Until the advent of color television, black-and-white television was the sole source of information and pleasure. Advertising on television and social media may have an effect on a brand's image. The product's nature, size, and investment all have a role to play. As a result, the public tends to assume that any product or service promoted on television by a "celebrity" is a good one. **(Fath, 2017)**

Traditional advertising is a great way to get the word out about your business. We must be aware of the potential advantages that any of these media may provide.

Influential Marketing

Problem solvers are now known as influencers in today's society. People that utilize social media applications in order to improve their communication and persuasive skills are nothing more than random individuals. When compared to conventional marketing, Influential Marketing is more cost-effective and less time-consuming.

Brands use social media influencers to promote their products. When businesses find the right influencer to sell their product, they generate the practical impact of niche marketing. Mainly because target audience preferences and market segmentation may always retain significance in making an essential impact when pushing their intended goods in any era. **(Zareie, 2019)**

It's now necessary to examine the possible interaction between the modules of online and conventional methods of marketing after a quick examination of these notions. Celebrity endorsements are no longer as popular as they once were, which begs the issue of where this tendency came from.

The general vocabulary of "Online Marketing" must be addressed here in order to establish a seamless transition in understanding the link between both marketing particulars, before going into celebrity endorsement and influential marketing.

Online Marketing

In the perspective of online marketing, the word refers to the usage of the internet as a marketing tool. This kind of marketing relies heavily on social media, websites, blogs, and articles to advertise and promote products. Online marketing, instead, has a plethora of instruments at its disposal to aid in online promotion. Brands employ Influential Marketing as their primary and most prevalent method of spreading the word about their products. **(Raza, 2016)**

As a result, firms using online marketing may look to Influencers for guidance, which is a win-win situation for everyone. As previously said, influencers are better able to connect with consumers since they are themselves a customer. Customers' psychics, instead, are used by businesses to play with their brand equity by picturing a celebrity engaging in powerful marketing.

The role of identification and credibility

This study has highlighted two primary processes that may explain the efficacy of endorsement marketing: identification also with endorser and perceived endorsement legitimacy. Both processes have indeed been proposed to have an effect on influencer endorsements, thus we will study to what degree identification and trustworthiness may account for influencer vs celebrity endorsements.

It's possible to identify with someone based on both genuine and perceived similarity—the degree to which one perceives that one has features in common with someone else—and desire to resemble someone else. In the case of celebrity endorsements, identification is mostly based on a person's goal to be like the celebrity they're endorsing. Instead, we anticipate that a person's sense of likeness to an influencer will play a larger role in their desire to identify with that person. Influencers are seen as more approachable and relatable than celebrities, like having a long-distance pal. In their postings, influencers often speak directly to their fans, evoking a sense of intimacy and camaraderie among those who follow them. One might understand more connected with an influencer if they can remark on their social media postings and communicate with them. **(Cuevas, 2020)**

The use of a well-known Celebrity Branding person to promote a product may be a very successful marketing approach. Many different products and services, including social causes, are marketed by celebrities. A wide range of companies seek out celebrities because they can shine a light on their products or services. An official definition of celebrity branding is the practice of using well-known individuals to create excitement about a certain product or service. Using celebrities to promote a product or service is known as "celebrity branding." Nowadays, it typically means creating buzz or attracting followers on social media.

Branding yourself via celebrity endorsements is a form of celebrity marketing. Because celebrities have enormous social networks, people are always interested in what they have to say regarding the latest trends and fads. More individuals can be reached via social media celebrity branding than through more conventional forms of advertising.

Celebrification on Instagram vs YouTube

Instagram and YouTube permit the common man or woman to get to the pinnacle of the social media international. We not see the procedure of celebrification being restricted to huge media companies inside the age of the internet; as an alternative, "we witness the manner of celebrification trickling down" from non-media to popular media. The "narrowing of the gap" among celebrities & their fanatics or fans is a term used to describe how on line celeb sports evolve in keeping with a certain temporal and geographical common sense. Instagram and YouTube, for all their similarities, appear to have a wonderful feeling of community that Instagram lacks, and YouTube has in spades. There are numerous parallels and differences among Instagram's celebrification and YouTube.

Being a micro superstar is "taking into account you as a celebrity and treating others as such". Trendy internet celebrification approaches combo commercialization and branding seamlessly with intimacy and authenticity, creating the self as a emblem and a commodity. It's feasible to use both Instagram and YouTube to draw interest and construct a following in this manner. Internet systems, where both aspiring and set up celebrities compete for the attention of on-line users, have created an "attention economic system," wherein the really worth of merchandise is decided by their ability to draw in viewers' eyes. The eye financial system consists of both Instagram and YouTube but in terms of style and beauty content, the two systems appear to emphasize awesome attributes. (Yu, 2020)

Many Instafamous are conventionally handsome, paintings in trendy areas like modelling or tattooing, and replicate the tropes and emblems of old movie star culture, consisting of glittering self-images, expensive devices and luxury vehicles. Considering the abundance of excessive-give up objects like Valentino pumps, Chanel purses, and Céline shades that have been covered in Erin Duffy & Hund's research plus the rare thrift shop buy or item associated with a good buy retailer like Kohls or old army, it is no longer sudden. Instagram stars are more likely to focus on the luxuries of existence and splendor that allows you to get extra followers than they are to reveal their proper selves (ex. bad images, struggles of existence). however, Instagram influencers may additionally nonetheless talk with their audience through comments, making them appear greater authentic and handy, and taking advantage of the Instagram consumer's inclination to recall these influencers as celebrities and preserve their opinions in high regard. But YouTube's interface's visual and linguistic qualities allow for the development of emotional bonds, making it a better instrument for intimacy. The active processes of clarification in the YouTube beauty community are connected with self-branding, gaining high status, and maintaining a favorable public image as a professional, responsible, and renowned figure.

The principles of authenticity and honesty are particularly valued and even required on YouTube, a commercial site built on 'delivering attention to advertisers.' Because video allows us to see more of a person's personality than photographs can, YouTube superstars frequently find success on the site due to the quality of their comedy or their ability to connect with their audience.

Although these two platforms are quite similar, we can see that there is a variation in what is considered to be positive material because of the nature of the platforms themselves. While YouTube is mostly a multimedia platform that focuses on behind the scenes activity and distinct personalities, Instagram is primarily a photo-sharing platform that places an emphasis on producing perfection because of the appeal of aesthetics. By identifying the similarities and differences between these approaches, we can better determine which is the most effective.

Influencer marketing and Luxury brands

Influencer marketing has become a cornerstone strategy for luxury brands seeking to connect with their target audience in an authentic and relatable manner. By leveraging the influence of individuals who embody the aspirational lifestyle associated with their products, luxury brands

can effectively communicate their values, craftsmanship, and exclusivity to a wider audience. These influencers often possess a dedicated following that trusts their opinions and seeks their recommendations, making them powerful advocates for luxury brands.

One of the key advantages of influencer marketing for luxury brands is its ability to create personalized and immersive experiences for consumers. Influencers have the capacity to showcase luxury products in real-life scenarios, providing their followers with a glimpse into the coveted lifestyle associated with these brands. Whether it's through curated content on social media platforms, product endorsements, or behind-the-scenes access to exclusive events, influencers have the ability to captivate their audience and drive engagement with luxury brands.

Moreover, influencer marketing allows luxury brands to tap into niche markets and reach demographics that traditional advertising methods might overlook. By collaborating with influencers who resonate with specific segments of their target audience, luxury brands can effectively tailor their messaging and offerings to meet the unique preferences and tastes of different consumer groups. This level of personalization not only enhances brand affinity but also fosters a sense of community among consumers who share similar interests and values.

However, it's essential for luxury brands to carefully select influencers whose personal brand aligns with their own image and values. Maintaining authenticity and exclusivity is paramount in the luxury market, and partnering with influencers who genuinely appreciate and embody the essence of the brand is crucial for building credibility and trust with consumers. Additionally, establishing clear guidelines and expectations for influencer collaborations ensures that the brand message remains consistent and resonates with its target audience, ultimately driving brand awareness, loyalty, and sales in the competitive luxury landscape.

CHAPTER 2: LITERATURE REVIEW

Influencer Endorsement

This research article relies on **(Kingsnorth, 2019)**, a study of celebrities' behavior in response to their businesses' negative image, to support its impartiality. The emphasis of the article was on the influence that celebrity endorsements have on customer word-of-mouth and subsequent purchase choices. As a result, the research was fragmented down into three components in order to determine the degree where goals were being realized. Celebrities' statements on social media platforms have an influence on consumers (followers) in terms of their interaction beneath their postings, beginning with how many consumers (followers) follow the celebrity. The research was intended to be strictly quantitative. A total of 241 people, both men and women, took part in the research process. There were 119 males who participated in the research, and the scientists found that females were more likely to be affected by celebrities and their promoted items (of the population size). Among other things, the study's results showed that men were more impacted by e-WOM (Electronic Word of Mouth) than celebrity endorsements in particular.

Additionally, **(Danniswara, 2020)** investigated the influence of social media platforms on customers' future purchase choices. He picked Instagram as the site from which he gathered data for his study because of the specific nature of the topic. Additionally, questionnaires were prepared, and 350 respondents were requested to fill out the data collecting instrument in order to meet the research's objective narrations. After that, SEM was used to clean up the data, and the findings showed that Celebrity Endorsements, e-WOM referrals, and brand trust were the most important influences on online shoppers' purchase choices. According to the findings, brand attachment and purchasing choices are mostly influenced by confidence in the brand and the desire to acquire it.

Indonesian research by **(Herjanto, 2020)** found that celebrities had a favorable effect on client repurchase intent. The authors of this study looked at brand trust and brand image as a mediator between celebrity endorsements and consumer (re)purchase decisions. To bolstering their theory, the researchers turned to celebrity endorsements for support.

Celebrities are also able to promote locations by portraying such destinations as a way of life for them. In a similar vein, **(Zhang, 2020)** performed similar research in which celebrity

endorsements were linked to brand love. As a mediating participant and Hong Kong, we chose to focus on the nature of tourists' para social interactions. There was a decision made to gather data in Guangzhou. A wide range of impacts were examined throughout the data analysis phase, when the findings were addressed. When it comes to developing a romantic attachment to a location, visitors of all demographics are successful; nonetheless, the brand destination experience is the major factor in determining whether or not this happens. As a result, the effects of para social interactions differ among celebrities who endorse destination businesses. They should have more reputation and skill than other visitors who are not sponsored by a celebrity. Other para-social connections with celebrities who promote the brand destination pale in comparison to the positive impressions tourists have of the brand place.

Similarly, **(Fath, 2017)** studied New Zealand as a case study location. The authors looked at the effect of Tourism New Zealand (TNZ) launching a social media campaign using a Chinese actress from outside the country. After analyzing the TNZ social media event, the writers discovered that visitors who had never been to New Zealand were drawn to the country due to the obvious actress. For firms using a foreign celebrity to represent their goods, linguistic concerns are necessary, according to the writers.

Celebrity endorsements are also mentioned in the setting of internet marketing, according to recent research **(Raza, 2016)**. The focus of this investigation is on commercials that appear on television. Thus, it is linked to a well-known marketing module. The research was done in Pakistan, and Multan's geographic area was selected to gather data. It turns out, after polling more than 500 people, that celebrity endorsements do have an effect on young people, but only when taken in context with the respondent's own personality. Such consumers are more likely to be swayed by the endorsements of their favorite celebrities than they are by the endorsements of just about anybody else.

(Yu, 2020) cleaned up and proven a social media promotion challenge in which local celebrity endorsements were tested to operate imperatively on social media companies. China was investigated and superstars from China were chosen to be examined based on their followers' para social interactions. In China, the effect of celeb endorsements was examined by polling luxury brand loyalists who were also well-versed in technology. The effect of high-profile celebrities on luxury brand consumers is now well-established, and their endorsements are no longer considered insufficient by those consumers. The authors were able to assert that the

issue of standardized (local) vs. high-prestige celebrities also has an influence on the endorsements campaign they execute, as a result of this evidence.

Additionally, celebrities may have a substantial impact on public perceptions of the environment via their endorsements. Similar cross-sectional research was conducted by **(Duthie, 2017)** to examine if UK-based non-profits and welfare groups appreciate the option of using celebrities to promote conservation efforts. NGO CEOs and their promotional activities were studied as part of an experimental study design by the researchers. It emerged from the research that UK-based non-profits rely heavily on conservational marketing to attract consumers and other constituents. An additional finding of the study was that advertising promoting environmentally friendly living become more successful when a popular celebrity supports them.

Research by **(Chung, 2017)** shed fresh insight on the phenomena of celebrity endorsements and the potential advantages they provide. There are several elements that put pressure on the performance of businesses' social media accounts, according to **(Chung, 2017)**. Using Para social interactions and celebrity endorsements, a theoretical framework was provided. Dependent and independent variables have been defined in this experiment. More than 400 Korean respondents were surveyed online, and their responses indicated that celebrities and their fans had a significant influence on each other. Respondents are more likely to put their faith in a company after connecting with a celebrity endorsement through social media (endorsed by the celebrity).

A good resource for firms and marketers interested in expanding their brand's reach and visibility via celebrity endorsements will be this research. Brands may simply choose the correct brand ambassador using a five-dimensional construction & validity scale established by **(Gupta, 2017)**. It's not enough to just choose any celebrity to be your brand's spokesperson, as he pointed out in their literature analysis, but rather to pick the proper celebrity for your specific product. As a result, the survey was conducted in India. The factors for identifying the suitable celebrity were explained to 692 people in this study. It was shown that the most important characteristics that people search for in a celebrity are their popularity, beauty, trustworthiness, expertise, and relevance (PATER). As a consequence, in order to achieve their intended outcomes and enhance their brand's image, marketers that are striving to excel their online sales must follow the PATER model of celebrity endorsements.

There will be more discussions of Influential Marketing as a result of the previously discussed literature on celebrity endorsements.

Influential Marketing

For the most part, research in internet marketing was given, which found that social media influencer marketing is beneficial. There is a necessity for social media marketing in every effective online marketing plan, according to **(Vinerean, 2013)**. The researcher analyzed the online activity of 236 social media users and discovered a trend that led them to follow a brand. Following a business's social media page, participants were shown to have a common interest in the "Influencer" who has been raving about the brand, according to a systematic study. A brand's success in internet marketing may be achieved by deliberately adhering to its relevant "influencers" who, in turn, attract visitors to the brand's social media page.

According to a study by **(Leefflang, 2014)**, 777 marketing executives throughout the globe were polled by the writers. Researchers came to the conclusion that "influencers" were the final answer to online/digital marketing issues. According to the writers, a "virtual brand ambassador" is essential in the age of internet marketing since these "Influencers" can connect with the general target audience on several levels. This helps companies and influencers connect with their customers/followers more easily and effectively.

According to a study conducted by **(Byrne, 2003)**, the researchers explored techniques to maximize the effect of viral/online/digital marketing by revising a basic notion of viral marketing. "Influential leaders" are those people that serve as online ambassadors for firms and assist their viral marketing plans succeed in every possible manner after doing extensive research on popular social media platforms like Facebook and Instagram. But the study is out-of-date since it does not cover the characteristics of influencers that firms should look for in order to succeed at viral marketing.

Nevertheless, a study by **(Zareie, 2019)** suggested a research topic that might assist businesses in identifying the core group of "Influential consumers" for them. Study #1 focused primarily on the significance of influential online users to companies. Authors in the literature did stress the importance of having an online brand ambassador. Thereby addressing marketers' challenge of how to choose influential people, the research emphasized that the number of followers a person has should be the only criterion taken into consideration by brands when evaluating an

influential user. Before focusing on a certain group of powerful users, researchers were urged to plan their own online behavior, including tweets, retweets, and comments.

The increase in word-of-mouth (WOM) rates that companies get by using persuasive marketing is a long-term contributor to their brand image. To assist companies, discover their most powerful and influential reviewers, comparable research by **(Li, 2010)** was presented. After constructing a data mining framework employing PRM measures and an adaptive RFM model, the goal was attained. Studying the design ratios of certain "influencers" on social media was used to gather data, and the findings were based on that. Influencers take a more holistic approach to word-of-mouth marketing (WOM) than brands do since their platform is more effective, less complex, and more customer focused.

Similar to this, **(Strauss, 2008)** provided a technique for assessing the ideal group of influencers for every business. The primary goal of this study was to illustrate the importance of influencers for companies looking to grow their online reach. OSNs, or Online Social Networks, were noted by the academics. Consequently, they emphasized that a brand's ideal influencer is determined by the influencer's reach and OSN working together as a team.

In addition, **(Freberg, 2011)** provided a simple but straightforward study in which the researchers cleared the air and uncertainty around the word "Influencers". Despite the study's importance, it serves as a guidance for firms that are still acclimating themselves to digitalization. The authors came to the conclusion that Influencers are the brand's "virtual angels" after considering a perception-based research approach. They're a lot less costly than the correct methods of advertising. A brand's influence is first and foremost applied from its target consumers to its prospective customers in influential marketing. Consequently, influencers and influencer marketing are a boon to organizations seeking a digital existence.

According to **(Goodman, 2011)**, it is not necessary to identify who these "influencing individuals" are because the researchers conducted a comprehensive analysis of "influencers" existing vitality and concluded that it is not necessary to identify who these "influencing people." The author discovered that influencers in the client base are the ones who use the internet in a more efficient and effective manner to promote their talents. In addition, the research found that influence marketing may entirely replace conventional methods of marketing if it is redesigned successfully.

A new age of digitization, according to **(Abidin, 2016)**, calls for Influential marketing as a way for businesses to succeed in the future. Women's fashion trends are used as semantic evidence

for followers who are impacted by influencers' attire in Singapore, where the research was suggested. According to the study, Instagram influencers are "walking talking billboards" that may alter the marketing sector when used correctly. Their persuasive power is extraordinary.

A thorough assessment by Cuevas and colleagues found that influencers serve as personal brands for customers and do nothing more than shape or break a brand's reputation. The researchers came to the conclusion that the reason influencers are able to connect so well with the general public is because they are open and honest with their followers. It concluded that influencer marketing is a win-win approach for companies and their online communities. **(Cuevas, 2020)**

CHAPTER 3: METHODOLOGY

Objective of the Study

- To examine the correlation between influencer marketing campaigns and the sales performance of luxury/premium brands, assessing the direct impact on customer purchasing behavior.
- To identify key factors within influencer marketing strategies that effectively drive consumer engagement and loyalty towards luxury/premium brands, aiming to understand the underlying mechanisms influencing purchasing patterns.
- To evaluate consumer perceptions and attitudes towards influencer endorsements of luxury/premium brands,

Research Methodology

Research technique is a part of the process of doing a comprehensive investigation in order to get an understanding of the people's viewpoints and the existing literature on the subject at hand. Because the focus of this study is on tactics for retaining employees, the goals of the firm in question were analyzed using existing literature, and employee perspectives on the organization were gathered utilizing a primary research approach. The data was gathered using the questionnaire approach. All respondents were given numerous questions. The interpretation of outcomes has been developed and the final results have been computed.

Tools Used

The instruments considered for the analysis of the collected data with the help of questionnaire are:

- Microsoft Excel
- Normal calculation method

Type of Data

This study relied on primary data gathered via the use of an online survey that was sent out to a wide range of people throughout the country. Additional answers have been gathered. An analytic tool was used to look into the replies further.

Sampling Technique

In order to choose the sample for responding to the questions posed in the questionnaire, the random sampling approach was significant. The majority of those selected were either employed or enrolled in a post-secondary education programme.

Sample size

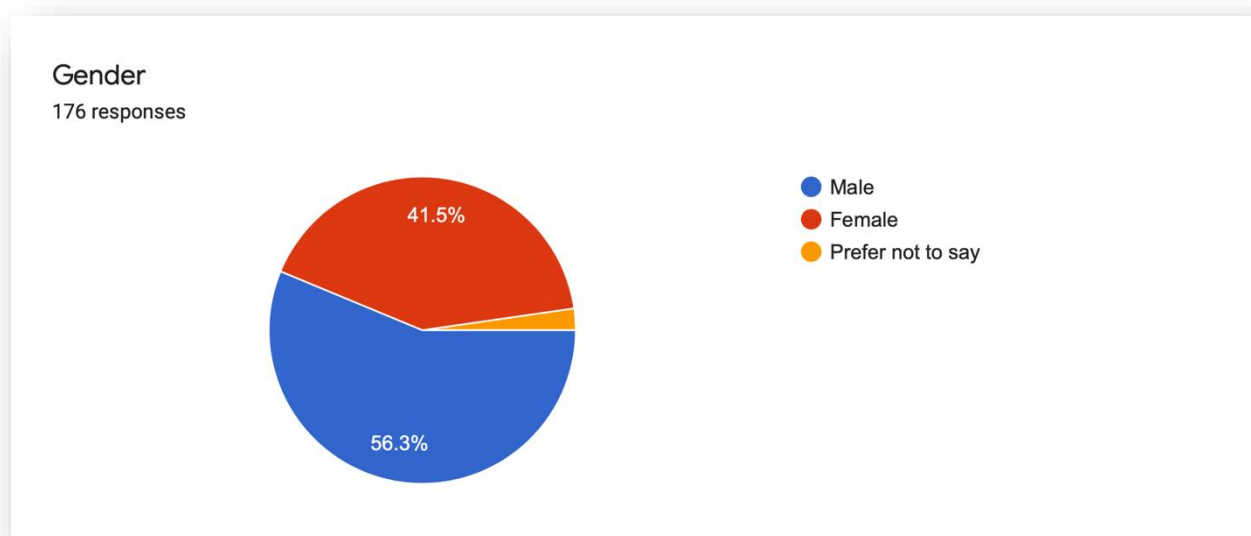
Responses to the survey questions came in from 176 individuals, and the data has been compiled and is now being analyzed.

Analysis Tools

The basic data analysis was done using regular Excel computations, and further statistical analysis was done using Microsoft Excel in tabular and graphical form. In order to facilitate further investigation, all of the data has been provided in the form of a graph. Previously, data was gathered in tabular form via Microsoft Excel and then shown as a pie chart.

CHAPTER 4: DATA ANALYSIS AND INTERPRETATION

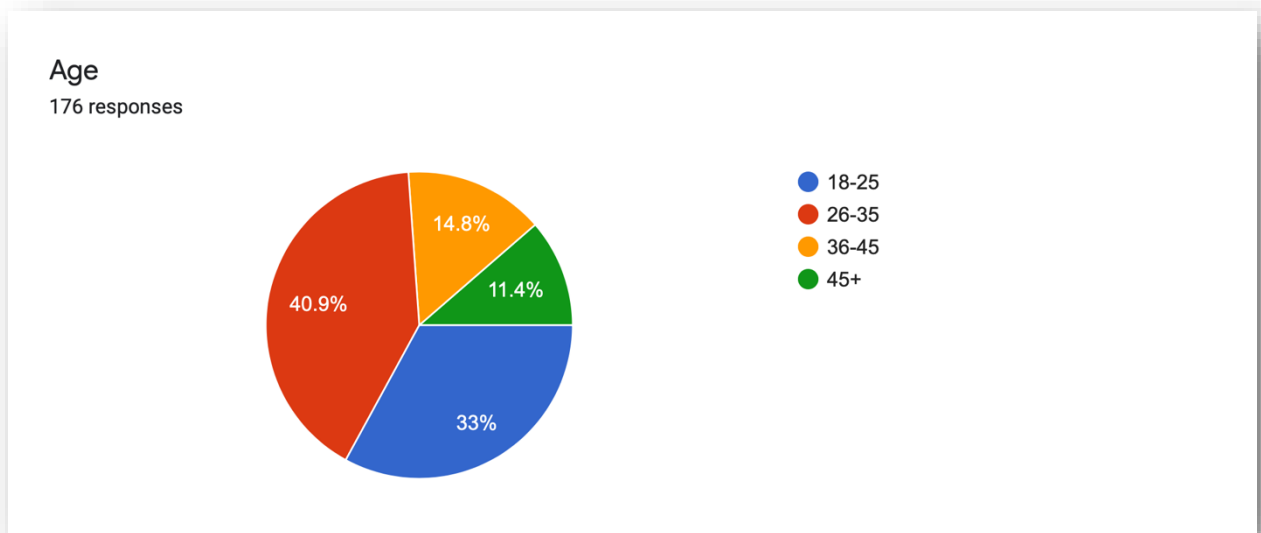
Gender		
	Number of respondents	Frequency
Male	99	56.25
Female	73	41.47
Prefer not to say	4	2.27
Total	176	100



INTERPRETATION

Of the total participants, 99 were men, 73 were women, and four chose not to disclose their gender.

Age		
	Number of respondents	Frequency
18-25	58	32.954
26-35	72	40.90
36-45	26	14.77
45+	20	11.36
Total	176	100

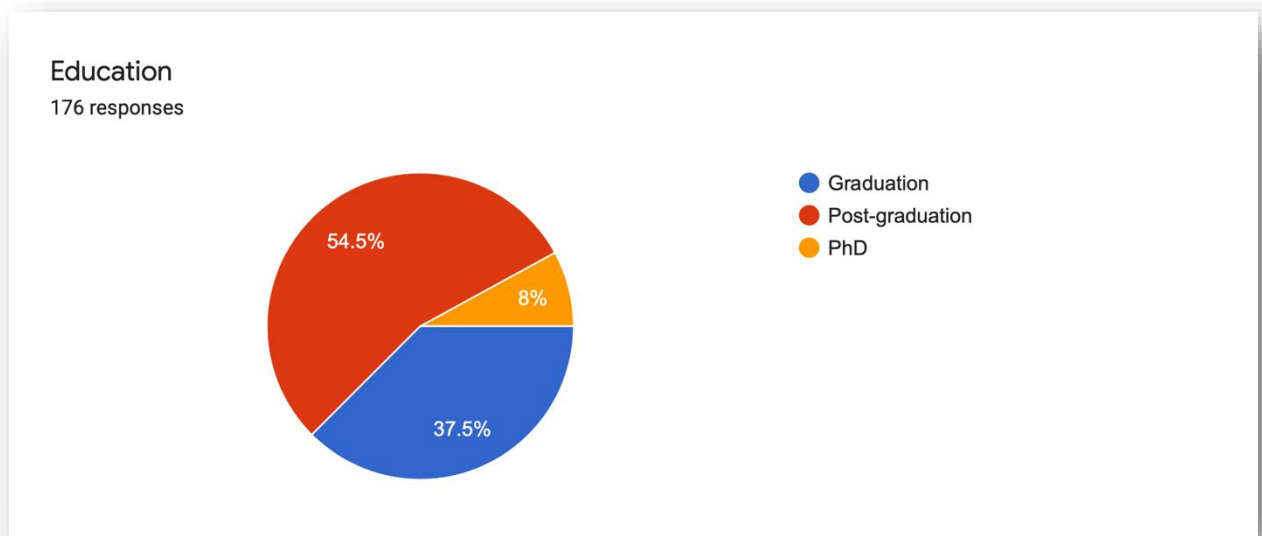


INTERPRETATION

The majority of responders are between the ages of 26 and 35, followed by those between the ages of 18 and 25, according to the graph above.

Education

	Number of respondents	Frequency
Graduation	66	37.5
Post-graduation	96	54.5454545
PHD	14	7.95454545
Total	176	100

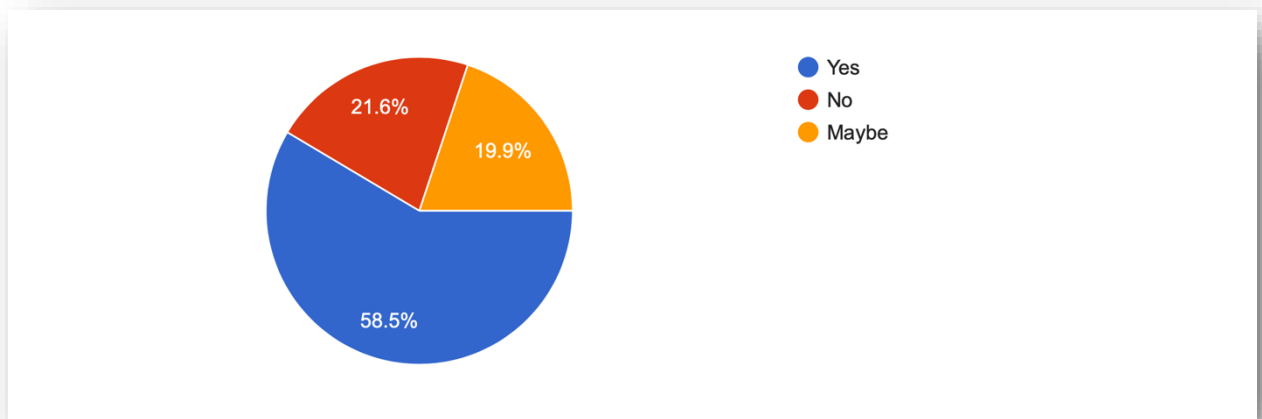


INTERPRETATION

Out of overall respondents, 66 people belonged their graduation, 96 people were in their post-graduation, 14 people were pursuing PhD.

Do you get influenced after by Luxury brands advertised by celebrities?		
	Number of respondents	Frequency

Yes	103	58.5227273
No	38	21.5909091
Maybe	35	19.8863636
Total	176	100



INTERPRETATION

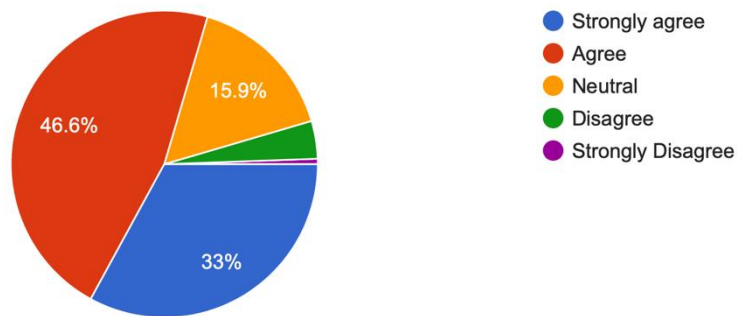
In agreement with the above graph, the bulk of the respondents stated yes for the aspect that they get influenced after the luxury brands are being advertised by celebrities followed by the 38 people who stated no for the fact.

Celebrities have been influencing the world of online marketing very strongly?		
	Number of respondents	Frequency
Strongly Agree	58	32.9545455
Agree	82	46.5909091
Neutral	28	15.9090909
Disagree	7	3.97727273
Strongly Disagree	1	0.56818182

Total	176	100
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Celebrities have been influencing the world of online marketing very strongly?

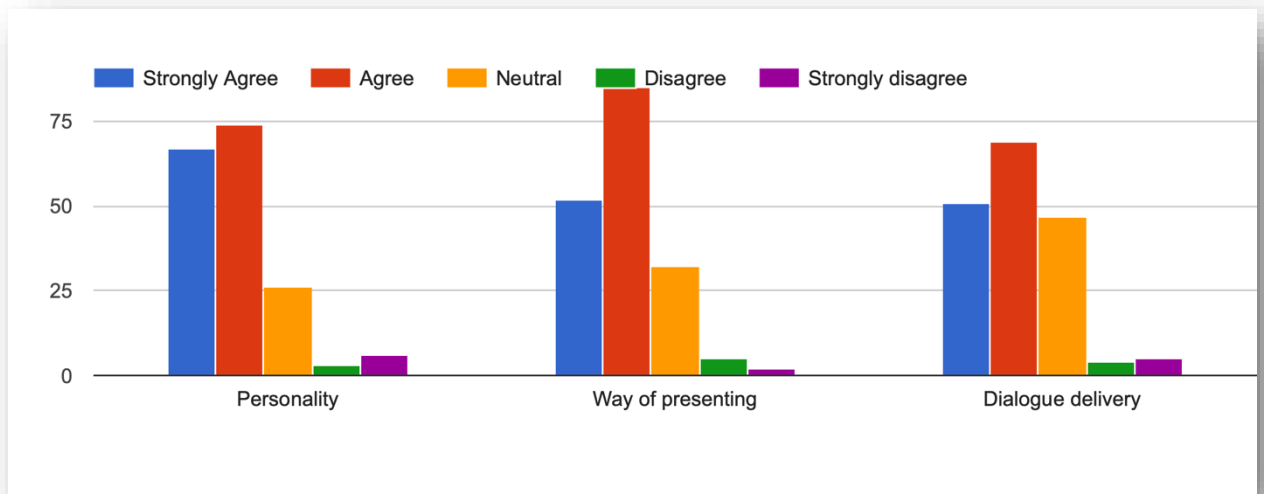
176 responses



INTERPRETATION

Of the total participants, 82 individuals agreed with the statement, followed by 28 people who strongly agreed, and seven people who opposed or strongly disagreed with the statement.

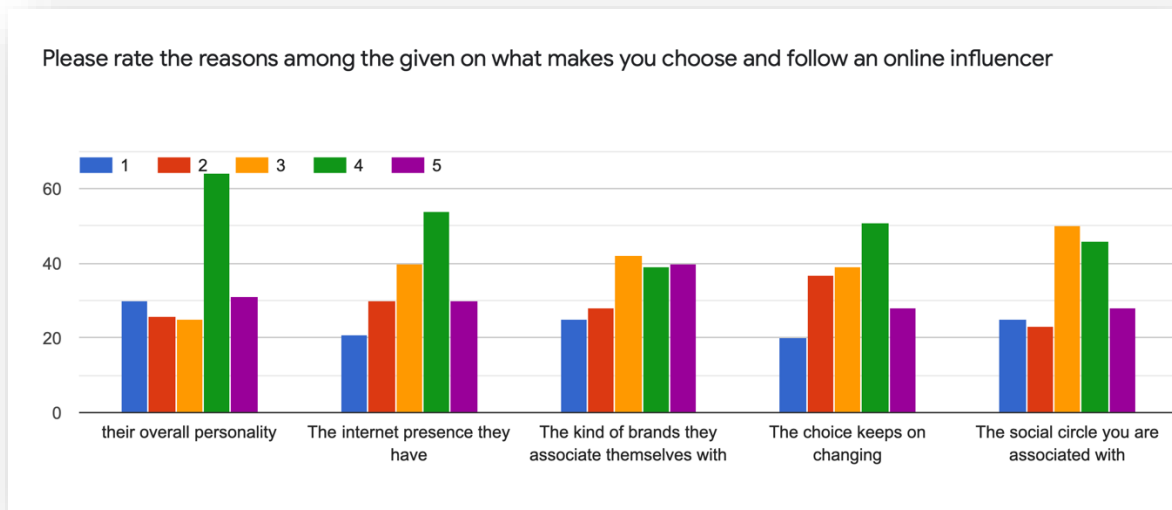
Factors affecting the perception of the consumer by the celebrities and influencers with respect to luxury brand.					
	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Personality	67	74	26	3	6
Way of presenting	52	85	32	5	2
Dialogue delivery	51	69	47	4	5
Total	176	176	176	176	176



INTERPRETATION

From the above graph, it can be clearly interpreted that personality has been strongly agreed by 67 people and agreed by 24 people as the factor which affects the perception of the consumers by the celebrities and influencers with respect to luxury brands, way of presenting was agreed by 85 people as well as strongly agreed by 52 people, and finally the dialogue delivery as the factor was agreed by the majority of the respondents.

Please rate the reasons among the given on what makes you choose and follow an online influencer					
	1	2	3	4	5
Their overall personality	30	26	25	34	31
The internet presence they have	21	23	40	54	30
The kind of brands they associate themselves with	25	28	42	39	40
The choice keeps on changing	20	37	39	51	28
The social circle you are associated with	25	23	50	46	28
Total	176	176	176	176	176

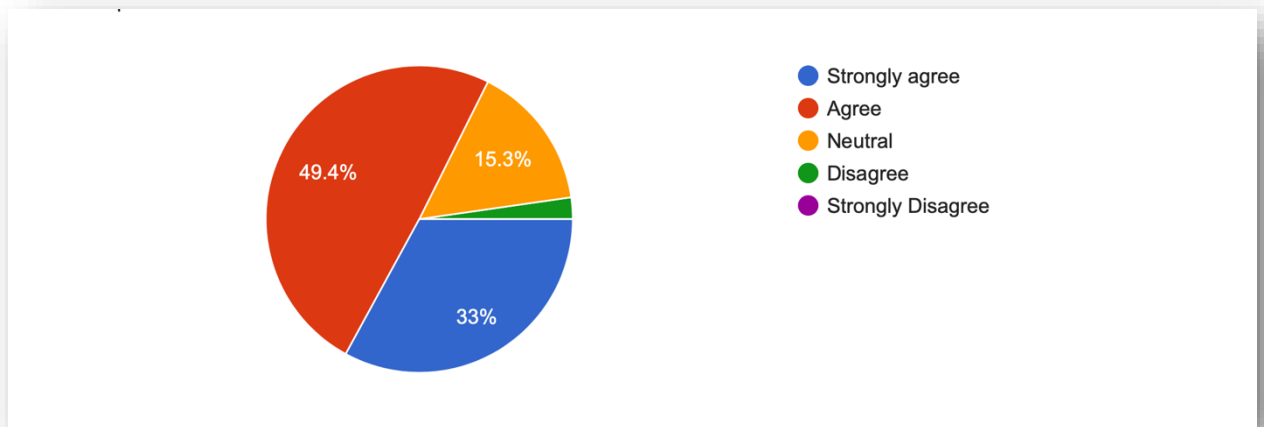


INTERPRETATION

From the above graph, this overall personality 34 people rated it 4 on the scale of 5 followed by the people who rated it 1. The internet presence they are having the majority of the respondents rated 4 on a scale of 5. The kinds of brands they are associated with themselves were rated 3 on the scale of 5 for their importance of what has been making them chooses as well as following an online influencer. The choice keeps on changing was rated 4 on the scale of 5 by majority of the respondents, the choice keeps on changing was rated 4 on the scale of 5 by majority of the respondents, the social circle you are associated with was rated 3 on the scale of 5 by majority of the respondents.

Social media presence of various influencers has an impact on perception of luxury brand.

	Number of respondents	Frequency
Strongly Agree	58	32.9545455
Agree	87	49.4318182
Neutral	27	15.3409091
Disagree	4	2.27272727
Strongly Disagree	0	0
Total	176	100

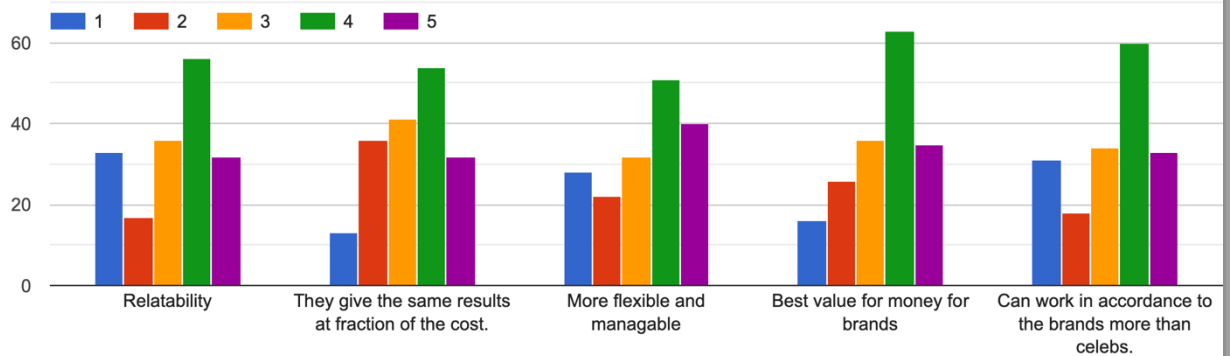


INTERPRETATION

According to the graph above, the majority of respondents felt that the social media presence of different kinds of influencers had influenced customers' perceptions on luxury brands.

Please rate the reasons among the given on what makes you choose and follow an online influencer					
	1	2	3	4	5
Relatability	33	17	36	56	32
They give the same results at fraction of the cost	13	36	41	54	32
More flexible and manageable	28	22	32	51	40
Best value for money for brands	16	26	36	63	35
Can work in accordance to the brands more than celebs	31	18	34	60	33
Total	176	176	176	176	176

On a scale of 1 to 5 please rate the reasons you think why non Bollywood influencers are getting more brand deals? (1 being the lowest level of importance and 5 being the highest level of importance)



INTERPRETATION

In accordance with the above graph, relatability was rated 4 on a scale of 5, they give the same results at fraction of the cost was chosen 4 on the scale of 5, more flexible and manageable was rated 4 on the scale of 5, regarding the option of best values for money for the brand majority of the respondents chosen 4 on the scale of 5 and can work in accordance to the brands more than celebs was chosen 4 on the scale of 5.

FINDINGS

- There were 99 men, 73 women, and four persons who did not identify themselves as male or female.
- Based on the graph above, it is evident that most respondents are between the ages of 26 and 35, followed by those between the ages of 18 and 25.
- Out of the total respondents, 66 people belonged their graduation, 96 people were in their post-graduation, 14 people were pursuing PhD.
- Many respondents said yes to the idea that they are affected by celebrity endorsements with respect to lacunar brands, followed by 38 persons who stated no.
- From the above graph, it can be clearly interpreted that personality has been strongly agreed by 67 people and agreed by 24 people as the factor which affects the perception of the consumers by the celebrities and influencers in luxury brands, way of presenting was agreed by 85 people as well as strongly agreed by 52 people, and finally the dialogue delivery as the factor was agreed by the bulk of the respondents.
- The majority of respondents believed that social media influencers had had an effect on customers' perceptions of luxury products and services.
- In accordance with the above graph, 97 people agreed to the fact that celebrity endorsements are no longer as popular as they once were, which has been begging the issue of where this particular tendency came from.

CHAPTER 5: CONCLUSION

Conventional and popular at once, "television commercials" are the primary issue that springs to mind when the time period "advertising" is spoken. Television ads have long been the most effective form of advertising. On the alternative side, as increasingly more gadgets and offerings are purchased on line, television marketing is losing their credibility. Alternatives to extra conventional marketing strategies encompass the use of digital media. This makes it rational and predictable to promote it products in vicinity wherein clients spend greater than half of their day. Television advertisements have long been a vital part of advertising and an attempted-and-true approach for purchasing the word out approximately a product. Until the arrival of color television, black-and-white tv changed into the only supply of records and delight. Marketing on TV and social media may additionally have an impact on a logo's image. The product's nature, length, and funding all have a position to play. Brands use social media influencers to promote their products. Whilst corporations locate the right influencer to promote their product, they generate the sensible impact of niche marketing. Especially due to the fact target market options and marketplace segmentation may additionally constantly hold significance in making a crucial impact whilst pushing their intended goods in any technology. Those who discover with an endorser's ideals and hobbies are more likely to undertake their ideas, attitudes, and behaviors. it is feasible to become aware of with someone based on each authentic and perceived similarity—the degree to which one perceives that one has features in common with someone else—and choice to resemble a person else. in the case of celeb endorsements, identity is commonly based totally on someone's goal to be just like the celeb they're endorsing. It's that superstar endorsements and branding help merchandise promote more than they otherwise might. by means of negotiating a superstar endorsement deal, organizations may additionally see a four% growth of their stock value and sales. Product income has lately been boosted through social media. It really is primarily due to the reality that social media may additionally deliver tailor-made insights into the everyday lives of superstars. Celebrity endorsements are a large hit with purchasers. Celebrities frequently come from both conventional and new media, which includes social media or video-sharing web sites like YouTube. Traditional examples of well-known famous people encompass actors and actresses inside the amusement industry, as well as athletics. Influencers on social media or on line stars are examples of new media superstars.

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ANNEXURE

Do you get influenced after by brands advertised by celebrities?

- Yes
- No
- Maybe

Celebrities have been influencing the world of online marketing very strongly

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

Factors affecting the perception of the consumer by the celebrities and influencers with respect to luxury brand.

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Personality					
Way of presenting					
Dialogue delivery					

Please rate the reasons among the given on what makes you choose and follow an online influencer

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
Their overall personality					

**The internet
presence they
have**

**The kinds of
brands they
associate
themselves with**

**The choice keeps
on changes**

**The social circle
you are
associated with**

Social media presence of various influencers has an impact on perception of luxury brand.

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

**Please rate the reasons among the given on what makes you choose and follow an
online influencer**

1	2	3	4	5
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Relatability

**They give
the same
results
at fraction of
the cost.**

**More
flexible and
Manageable
themselves
with**

**Best value
for money
for
brands**

**Can work in
accordance
to
the brands
more than
celebs.**
