Influencer Marketing and Purchase Intention on Social Media: RoleofBrand Awareness,Brand TrustAnd Brand LoveAmongYouth.

PranavUnni, DivyaSingh, VikramPratap Singh, AnchalLohiyal,

Student, Mittal School of Business, Lovely Professional University, Jalandhar, Punjab.
Student, Mittal School of Business, Lovely Professional University, Jalandhar, Punjab.
Student, Mittal School of Business, Lovely Professional University, Jalandhar, Punjab.
Student, Mittal School of Business, Lovely Professional University, Jalandhar, Punjab.

I. INTRODUCTION

Influencers

Influence a person or group with personal authority, position, expertise, or relationship thatinfluences the purchasing decisions of others. The impact could be a well-known person in aparticular industry, topic area, or niche that collected the following. The key to influence isthat they build relationships with their audience through technology or experience. In termsof marketing, products have the potential to work with influencers to provide an experiencethatbenefitsitsaudience. These are people who are considered to be the leaders of ideas in their particular field.Marketing that influences the process of finding and activating people who influence thetargetcategoryinaparticularsocialmediachannel,beingpartofacampaignwiththegoalofreaching that part, engaging them and increasing promotional product sales. Another way todescribe marketing influences is that promoters act as content creator. Influential marketingis a type of marketing that focuses on using key leaders to deliver your product message to alarger market. Instead of marketing directly to a large group of consumers, instead youencourage / hire / pay promoters to take your name. Impact marketing emphasizes the use ofinfluencers to drive the product message to the target audience. In the years of the globalInternet, social media promoters have emerged as powerful third-party sponsors. Anja Skrbain the First Site Guide says, "Influence is about connecting, and that's what marketing is allabouttoday-whichmakesusfeelconnectedtotheproductandthepeoplewhouse/promotethat product." There are two sub-categories of marketing influences - Marketing of powerfulinfluencersandmarketingofpaidinfluences.Impactmarketingisimportantforyourproduct.

Influentialmarketing

Typeofmarketingthatfocusesonusingkeyleaderstodeliveryourproductmessagetoalarger market. Instead of marketing directly to a large group of consumers, instead youencourage/hire/paypromoterstotakeyourname.Impactmarketingemphasizestheuseof influencers to drive the product message to the target audience. In the years of theglobal Internet, social media promoters have emerged as powerful third-party sponsors.Highlights:Purchasepurpose,hypermarket, socialinfluence,economy,productimage and product quality. The purpose is used to describe customer loyalty Leveragingon a wide range of social media platforms such as Facebook, Instagram, Twitter andYouTube, social media promoters are appropriately used to inform product informationand the latest promotions for online fans. Social media activists often engage with theirfollowers by constantly updating them with the latest information. We use every socialmedia platform to promote the Product and Brand. And make it honest. In recent years,social media promoters have established themselves as sponsors by building a list ofbuzzwords when compared to other marketing strategies, and are considered to be themost expensive and effective trends. The impact of the approval of the social mediainfluence on the purpose of the purchase, in particular, the disclosure of advertising andthe impact and reliability of the source on the process. The proposed framework statesthatadvertisingdisclosurehasasignificantimpact onthecredibilityofthesource,thesizeof the appeal, the credibility and professionalism; lower size which has a positive effecton consumer purchasing

intentions. Product awareness is important because it is the first step in marketing, and it is an important basis for finally finding customers. Product awareness means people's ability to remember and know your business. There are a number of reasons why it is important to build and increase brand awareness. First, brand awareness helps keep your product high in mind with your audience. If people know your product, they can get used to it and be comfortable with it. Then, when you are faced with a decision to buy from you or a competitor, they are more likely to buy from you.

InfluencerMarketingGoalsforBrand1-BrandAwareness

One of the most important influencer marketing goals a brand should focus on is to increase their brand awareness. People will only convert into your customers when they begin to recognize and see your brand. To find the reach and the audience of an influencer, you can leverage influencer marketing platforms like FourstarzzMedia. The tool provides a comprehensive influencer report that can help brands ascertain if a particular influencer is suitable for them or not. Once you find the right influencer, what's the next step? You need to focus on influencer marketing strategies that will get you brand mentions, followers, and shares. Influencers can encourage followers to share your branded content using relevant and effective hashtags.

SocialMediaInfluencer

Over the last decade, we have seen social media grow rapidly in importance. According to the January 2019 3.484 billion people actively use social media - that's 45% of the world's population. Inevitably these people look up to influencers in social media to guide them with their decision making. Influencers in social media are people who have built a reputation for their knowledge and expertise on a specific topic. They make regular posts about that topic on their preferred social media channels and generate large followings of enthusiastic, engaged people who pay close attention to their views. Brands love social media influencers because they can create trends and encourage their followers to buy products they promote, Social media influencer is the mainstream, influential person in social media networks, who promote products and services of a brand. You can also define social media influencer as a person who works in a certain industry and collaborate with followers in it. It is also an individual who is able

to impact the individual's purchases because of his authority or relationship with target customers. He can have his own blog with a reliable audience or a social media account, providing specific content interesting for his subscribers. The goal of each business is to attract experts to the promotion of their Brand.

II. LITERATURE REVIEW
BrandAwareness

In any case, brand awareness refers to the extent of a brand's market appreciation, acceptance and recall (Percy and Rossiter, 1992; Perreault et al., 2013:199). According to Aaker (1991:61), brand recognition is "a potential buyer's ability to recognize or remember that a brand is part of a certain category of product". Keller (2009) claimed that brand recognition in customer memories is about track or crowd power that represents the willingness of customers to recall or identify a brand under various circumstances. Brand recognition decreases the time and risk of customers looking for the product they are going to purchase (Verbeke et al., 2005:7). In this respect, it is expected that customers will prefer the brand they have knowledge about. Aaker (1996: 10-16) claimed that there are four stages of brand awareness: brand recognition, brand recall, top brand of the mind and dominant brand. Brand recognition is synonymous with customer brand awareness, while brand recall is the concept of the brand when arrange of items is first launched (Farjam and Hongyi, 2015). Becoming a brand that first comes to mind refers to being the most conscious of the brand in the group of goods. The level of brand supremacy refers to the level at which the product category is replaced by the brand (Aaker, 1996: 15). When making a decision to buy a product or service, there must be a brand consideration, if there is nothing to be considered, the likelihood is that there is nothing to be selected (Baker W, J, & Nedungadi, 1986). Brand awareness for a specific brand generates a great connection in memory of (Stokes, 1985). The development of a positive brand image in the mind of the customer depends on creating an ambitious brand evaluation, an attainable brand strategy and a credible brand representation (Farquhar, 1989). At different points, e.g. identification, memory, top of mind, brand superiority (they just call that particular brand), brand awareness (what brand means to you), the value of brand perception in the mind of customers can be measured (Aaker D. , 1996). Brand awareness is very important because no contact and no transaction can take place if there is no brand awareness (Percy, 1987).

Someconsumersmaydecidetobuyonlythosebrandsthatarecommononthemarket(Keller,1993).Brand recognition is connected to the influence of a brand node in the memory of consumersandcanbereflectedbytheabilityofconsumerstorememberthebrand indifferent contextsorcircumstances (Rossiter & Percy, 1987). Brand awareness consists of two components: brandidentificationandefficiencyofbrandrecall(Keller,1993).Brandrecognitionisdefinedastheabilityofconsumersto confirmtheirpreviousexposuretothebrandwhengiven asacuetothebrand;brandrecallreferstowhether customerscanrecallthebrandfrommemorywhengivenasacuetotheproductcategory(Keller,1993).

BrandTrust

Brandtrustprovidesanimportantcomponent ofeffectivemarketingpartnerships(e.g.Morganand Hunt, 1994), a central construct of relational marketing (Garbarino and Johnson,

1999).Trustreflectsexpectationsaboutreliability,authenticityandaltruismthatconsumersassignto productsinthesenseofaconsumer-brandrelationship(Hess,1995).Thisframeworkincludescognitive and affective components as well as (Delgado-Ballester et al., 2003). The cognitivedimensionshowsthatthebrandmeetsstandardsandhonoursitscommitments(ChaudhuriandHolbrook,2001);alternatively,theaffectivedimensionisbasedonperceptionsoffairnessandaltruism (Delgado-Ballesteretal.,2003).Borrowingthewords ofBainbridge(1997),atrustworthy brand puts the customer at the centre of its universe and relies more on theunderstandingandsatisfactionofactualconsumerneedsthanonthespecificserviceorproduct.Brand trust goes beyond customer satisfaction with the product's practical efficiency and itscharacteristics(Aaker,1996).Brandtrusthasbeendescribedas'asenseofsecurityretainedbythe customer in his/her relationship with the brand, so that it is based on the belief that thebrand is trustworthy and accountable for the consumer's interests and welfare' (Delgado-Ballester, 2001). Brand trust has been defined as the willingness of the average consumer torely on the ability of the brand to perform its stated function. The creation and maintenance ofconsumerbrandtrustonthewebseemstobecriticallyimportantinanonlineworld,especiallyinthefaceofhighlyvolatilemarketswithdecreasedproductdifferentiation(FournierandYao,1997; Papadopoulou et al., 2001; Urban et al., 2000). Familiarity with a business or brandcreates feelings of greater faith, according to Ha (2003). In addition, Ha's (2003)

study showsthat a high degree of brand interaction means that, in order to gain brand loyalty, dot.combusinesses sustain long-term relationships with their consumers. In relationship marketing,brandconfidencehasbeen widelystudied,especiallyitsbridgingeffectson favourableresponses from customers, such as brand loyalty (Chaudhuri and Holbrook, 2001; Laroche etal.,2012;Sirdeshmukhet al.,2002).Brandtrust isdescribedas'asenseofsecurityheldbytheconsumerin his/herrelationshipwiththebrand,basedonthebeliefthatthebrandistrustworthyand accountable for the consumer's interests and welfare' (Delgado-Ballester, E., et al., 2003).Whenconsumerspurchaseabrandedproduct,theyhavevariousexpectationsfromit(Larocheetal.,2012).Consumerstrustthosebrandsthatmeettheirexpectations(Karjaluoto,Munnukka&Kiuru,2016).Thethree majorantecedentstobrandtrustarebrandcharacteristics(Loureiro,Gorgus& Kaufmann, 2017), company characteristics (Jain &Bagdare, 2011) and consumer-brandcharacteristics.Allthethreecomponentsofbrand experienceindividuallyandcollectively affect brand trust. Hwang, Han, and Choo (2015) stress that experience-trustrelationshipisimportantinbothserviceandnon-serviceindustry.Pastresearchhasdocumentedthatconsumers'pleasantexperiencestimulatesasustainablerelationshipandtrustwith the brand (Kahneman, 2011). Similarly, it has also been found that consumers who havea bad experience with a brand, will neither trust nor repurchase it. Consumers may also sharetheirnegativeexperiencesaboutsuchbrands(Heinrich,Bauer,&Mühl,2008)Consumerstrustinabrandalsodependsonbrandattributesandconsumers'personalitytraits.Likeanyongoingrelationship, brand love must go beyond the transaction itself – it's about the content you'reengaging with, the creativity that keeps the relationship fresh, and the trust that is built andreinforced over time.Brand trust is inclusive of all those aspects that enhance consumer perception towards a brand(Leventhal,Wallace,Buil,&Chernatony,2014). Paststudieshavedocumentedthatasustainable buyer and seller relationship significantly depends on brand trust (Wong & Zhou,2005).Thus,trustisdefined asconsumerconfidence inthebrandtodelivervalueinline withexpectations (Agustin & Singh, 2005). Thus, brand trust reflects the credibility of the brandedproduct and motivates consumers to make regular purchases (Chaudhuri & Holbrook, 2001).Moreover, it has also been argued that consumers develop a sustainable relationship with thebrand that delivers higher than

expected value (Agustin & Singh, 2005). Urban, Sultan andQualls(2000)arguethattrustnotonlybuildconsumer-brandrelationship,butitalsostimulatesbrand loyalty. Therefore, consumers develop an affinity with branded products that offer apleasant and memorable experience (Bairrada, Coelho, & Coelho, 2018). Thus, firms tend toallocateampleresourcesforuplifting brand trust and brandloyaltyamong consumers.

BrandLove

Adefinitionfromsocialscienceisbrandlove. ByapplyingSternberg's(1986)triangulartheoryof love, Shimp and Madden (1988) suggest the first work, while Ahuvia (1993) proposes thefirst empirical analysis. Fournier (1998) also indicates that in BRQ, love/passion is a majordimension. However, few studies on brand love have been published in marketing journals(Ahuvia, 2005; Albert et al., 2008; Batra et al., 2012; Whang et al., 2004), and its generallyacceptedmeaningand measurementsarestillrequiredforthisbuild.Brandlove,beingdistinctfrom happiness, love and trust, is therefore defined in this study as an affection involved withan object (Carroll and Ahuvia, 2006). Brand love is described as "the degree of emotional andpassionate affection for a specific brand by a satisfied consumer" (Carroll and Ahuvia, 2006,p.31). Brand love involves affection for the brand, loyalty to the brand, positive appraisal ofthebrand,positivefeelingsinreactiontothebrandand declarationsofloveforthebrand,basedonliteratureabouttheidea ofself-love(Belk,1964).

Acustomercanloveabrand(Albertetal.,2008;Batraetal.,2012;Bergkvist&Bech-Larsen,2010; Carroll &Ahuvia, 2006; Keh et al., 2007; Roy, Eshghi& Sarkar, 2012; Sarkar, 2011;Shimp& Madden, 1988; Thomson et al., 2005). Brand love was described by Carroll andAhuvia (2006) as emotional and passionate feelings for any brand and created a scale tomeasurebrandlove.Itissurprisingthatthisscaleisunidimensional,asthemajorityofprevious research has been unidimensional (Albert et al., 2008; Batra et al., 2012; Brakus et al., 2009;Hendrick&Hendrick,1986,1989;Kehetal,2007;Lee,1977;Sternberg&Grajek,1984;Sternberg,1986,1997;Thomson,1939;Thomsonetal., 2005;Thurstone,1938;Whangetal.,2004;)   It suggests that multidimensional meanings are both interpersonal and brand love. Theunidimensional brand love scale of Bergkvist and Bech-Larsen (2010) also suffers from thesame conceptuallimitations

Ahuvia and Ahuvia (2006)believe that when a brand maintains and develops a sustainabletrading relationship with its customers, knowing whether it can satisfy the emotional needs ofcustomers will help it to predict or explain customer behavior and generate high satisfaction.Onthebasisofthetriangulartheoryofinterpersonallove(Sternberg,1997),andreferencing astudy by Heinrich et al. (2012), we use "brand commitment," "brand closeness," and "brandenthusiasm" as variables to measure brand love. We suggest that the relationship between thecustomer and a brand will change from satisfaction to love when a customer connects to thebrandandconsidersitamanifestationoftheirself-identification(AhuviaandAhuvia,2006; Unal and Aydin, 2013). Since the customer believes the brand to be reliable and trustsinthepromisesthebrandmakes(Sirdeshmukhetal.,2002),brandtrustcanreduceuncertaintyrelatedtocustomers'purchases(Gommansetal.,2001)andstrengthentheemotionalantecedents(Heinrichetal.,2012).

PurchaseIntentions

AccordingtoAykaç&Yilmaz(2020),thepurposeofthepurchaseisdefinedasthe"intentionof the consumer to take the purchase action of the product". Purchasing intent is part of thedecision-making process that analyzes why a consumer buys a particular product. The buyingprocess is very complex and is often accompanied by the ideas, attitudes and attitude oftheconsumer.Usingthepurposeofthepurchaseasatoolisconsideredtobeeffectiveinpredictingthe behavior of consumers. (Mirabi et al., 2015). As a result, several models have beendevelopedtodefinerelationships.Inthissense,AjzenandFishbein's viewofreasonableaction(TRA)willalsobeused.

eWOM'simpactoninfluencermarketing

Promoters these days are able to influence others through their social media platforms whichhas alsosparked eWOM (Erkan and Evans, 2016). Used by contributors topromote itsproducts, it has grown so much that 75% of all product marketing today takes place throughinfluential marketing (De Veirman et al., 2017). The increasing proliferation of social mediaas a result has contributed to the spread of eWOM (Lim & Chung, 2011). According to Erkanand Evans (2016), eWOM is considered a powerful marketing tool because 9 consumers wantwhatpreviousbuyersthinkofaparticularproductorservicebeforebuying.InfluencesimpressconsumersthrougheWOMforitshighreliability,reliability,andval

uetoconsumers,compared to other forms of digital marketing (Gruen, Osmonbekov&Czaplewski, 2006;KellerFayGroup&Berger,2016).IthasbeenshownthateWOMcanaffectconsumerpurchasing intentions (Erkan& Evans, 2016; Lou & Yuan, 2019). According to Erkan andEvans(2016),thequalityandreliabilityofinformationiscriticaltoconsumerpurchasinggoals,promoters have seen fit to offer (Keller Fay Group & Berger, 2016). Degrading practices,which are the belief that people will accept or reject behavior, play an important role when itcomes to the purpose of customer acquisition (Ajzen&Fishbein, 1980). EWOM has evolvedinto an important business opportunity as people have been able to discuss products andservices on social media (Erkan& Evans, 2016). Research has also shown that marketing bypromoters is interpreted as a reliable high-end eWOM, compared to paid advertising (DeVeirmanetal.,2017).Influentialmarketingisusedandthereforemayappeartoaffectcustomeradherencepracticesinapositiveway,whichmayaffectthepurposeof customer purchases.

Attitudes

Attitudescanbedefinedinanumberofways.TheofficialdefinitionsofattitudesvarybutthecharacteristicsofmostsocialscientistsagreeisthestateofmindisthestateofmindisthestateofmindassessmentThe official definitions of attitudes vary, but the characteristics of most social scientists agree, is the state of mind assessment (Ajzen, 2005).Ajzen (2005) defines attitude as the tendency to respond positively or negatively to an object,institution, person or event. Also, it has been shown that a person with a positive attitude willfollow a moral path rather than a person with a negative attitude (Ajzen, 2005).

The definitionofAjzen'sattitudes(2005),istheonethatwillbeusedinthisconcept.Attitudescanbedividedinto three different responses; (1) understanding, (2) touch and (3) communication (Ajzen,2005). Insightful responses express ideas of an object and are expressed through beliefs, theaffected responses reflect emotions in the object. Finally, conation responses indicate thepurposeofbehavior.(Ajzen,2005).

Attitude towards influencers according to De Veirman et al. (2017) appear to be positivelycorrelatedbetweenanattitudetowardsinfluenceandanattitudetowardsaproduct.Theauthors'comments were also confirmed by Schemar, Matthes, Wirth &Textor (2008), who found thata personality that fits well with a product will lead to a positive attitude towards the product.As a result, celebrity expertise and celebrity attraction appear to have a positive impact onconsumer purchasing intentions and attitudes towards advertising (Amos, Holmes

&Strutton,2008). Relationship marketing can be defined as a marketing function that aims to establish,develop and maintain relationships (Jones, Reynolds, Arnold, Gabler, Gallison& Landers,2015).AccordingtoJonesetal.(2015)withregardtoconsumerattitudestowardsrelationshipmarketing,onecanconcludethatthemajorityofrespondentshad apositiveviewofrelationshipadvertising.Inviewofthis , itcanbesaidthatusingthistypeofmarketingcanleadto a positive impact on consumers' attitudes. Moreover, since influential marketing can bedefined as relationship marketing, the positive relationship between influential marketing andpositive attitudes can be unknown (Grafström, Jakobsson&Wiede, 2018). Further researchexamined the influence of social media marketing on Generation Z on their psychological,affective and behavioral structures. The result of the study was that the social media had apositive relationship in each part of the respondent's situation, which could also be related totheir purchase. (Duffett, 2017). Since the use of social media is associated with effectiveadvertising, this study strengthens the positive relationship using influential marketing as amarketingtool(Grafströmetal.,2018).

Attitudestowardsadvertisement

There are previous research and many models that show the relationship between attitudetowardsadvertisingandthepurposeofpurchase.Oneofthemisthedual-mediationhypothesismodelthatMacKenzie,Lutz&Belch(1986)exploredasthebestmarketingtechniques. Dual-mediation hypothesis model Source: Adapted from Karson & Fisher (2005). The model hasfive elements; (1) a reasonable or relevant response to the ad, (2) the attitude to the ad, (3) theproduct'sbeliefs,(4)theattitudetowardtheproduct,and(5)thepurposeofthepurchase.Whenconsumers are exposed to an ad, they can have both logical and relevant responses, accordingto the dual-mediation hypothesis model. These responses can cause consumers tocreatepositiveornegativeattitudesaboutadvertising .Attitude inadvertisingcanhavetwoeffects;itcanmakethemmorereceptiveorlessreceptivetotheproduct'sbeliefs,orthey mayhavetheirownattitudetowardadtransfer totheproduct.Bothoftheseinfluencesleadtoachangein thepurpose of thepurchase,Thedual-mediationhypothesismodel assumesthatconsumers'attitudetoadvertisingcanaffecttheirattitudetowardstheproductbylikingtheproduct, whichcan affect consumers' consumer intentions (Hoyer, MacInnis&Pieters, 2013). According

tosome studies, it is not a guarantee that adherence to advertising means a positive attitudetowards the product and the purpose of the purchase, but the effect of ad favors has a negativeeffect on the attitude towards the product and the purpose of the purchase (Fleck, Korchia andLe Roy, 2012). Next, the ad and consumer attitudes towards the ad can play a role in shapingtheirattitudetowardsproductandpurchase purposes(Hoyeretal.,2013).

TheoryofReasonedAction

In Theory of Reasoned Action (TRA), the relationship between behavior and attitude isexploredwithinthecontextofhumanactions.Itisoneo fthemostpopulardoctrinalframeworkfor human behavior based on theoretical and social contexts, and was developed by MartinFishbein and IcekAjzen. The theory suggests that the behavior of 12 individuals can bepredictedbytheirattitudeto behaviorandgeneralperceptionsaboutthebehaviorsin question.People'sintentionsthatleadtobehavioraccor dingtotheTRA.(Ajzen&Fishbein,1980).partsof TRA: Theory of Reasoned Action Source: Adapted from Madden, Ellen &Ajzen (1992)Opinion covers; (1) a person's intention to behave, (2) a morally upright attitude, and (3) amoralcode.Individualmoralgoalsaredeterminedbya ttitudesandbehavioralnorms.Behavioral attitudes refer to a holistic assessment of behavioral performance, and subordinatepracticesrefertotheapparentpressurefrom relevantcommunicationnetworks.TheTRAstatesthat the people who are most likely to show the highest moral values are those who have apositiveattitude and whodevelopstrongmoralvalues(Ajzen&Fishbein,19 80).

Influencer characteristics
General

Influencershavethepowertoenhanceaprodu ctbysharingcontentsociallymediachannels.Theeffect isaffectedbynetworksignalsbutischallengingsothatc ompaniescanidentifyandapproachthepersonwhohast hepowertopromotethedistributionofconsumernews(Gensler,Völckner, Liu-Thompkins &Wiertz, 2013). It's a way of a complex process to find the rightperson for the right cause because of all the different factors that will make it work affects theresult. Among these features can be many posts, followers, social structure and the company'sintention to use force (Neves, Vieira, Mourão& Rocha, 2015). In addition, Schwartz et al.(2013) to highlight the same messages sent by different users on social media people are seenin a

very different way because of the various signs that this is everyone has it. Among thesequalitiescanbe defined:age,gender,psychologyandexternalfeatures.

Integrity

Secrets are not intended to be known by others, no matter what they are facts, feelings orperceptions.Peoplekeepsecretssincethedetailsaren otknownbecompassionate,butsharingprivacy with others can remove the burden and stress no matter how much it often puts you atgreater risk. A group of people identified to benefit from disclosure secrets are social mediapromoters and bloggers because they share privacy strengthens relationships.They haveexcellent reasons for public disclosure personal and sensitive information online rather thanfeeling free from stress. Previous research suggest that online promoters share their secrets inexchangeforexpansionandconsolidationaudience, growingcredibilityandastrongpersonalproduct(Kim, Pai,BickartandBrunel,2014).SeidmanandGwendoly n(2014)havedescribedthemoderntendencytoexposea ndexposeI"Myself'online.Theauthorsclaimthatsuch openbehavior on social media helps to build close relationships with others via the Internet. Inaddition, Seidman and Gwendolyn (2014) state that online users who are honest and open-minded are considered to be the most effective at their communication even more than face toface.

Activity

Influencer'slevelofactivityinfluencestherec ipient'swillingnesstocommunicatewithtweetsandpo sts.Studieshavefoundthatinfluencershaveahighlevel ofcontinuousactivityinsocialmedia is more likely to be rewritten (accessed) because the content is visible to make new andmodern. It is a common way for advertisers to identify influences with a high number offollowers to get high access but the level of activity and communication is and it is importanttoconsider(Stephen,Dover,Muchnik&Gol denberg,2017).Moreonfile.Thelevelofactivityand the number of followers, another feature of the work is the number of followers the userhas, where the maximum number indicates the maximum level of impact (Lahuerta-Otero &Cordero-Gutiérrez,2016).Frequencyofpostingonsoc ialmediaplaysamajorroleinrebuilding trust strengthen loyalty. There is a significant correlation between post productionfrequency and self-disclosure that should be measured to be more reliable online environment(Dennen, 2014; Ledbetter and Redd, 2016). In addition, many celebrities these days they areattracted by companies to sell or promote products online. It's

for it is very important forcelebrities to gain the trust of fans, the right attitude to send celebrities can contribute toincreasingcredibility,however,peopledifferintheir perceptionofpostingfrequencyandself-disclosure (LedbetterandRedd,2016).

Socialstatusandcredibility

Historically some people have been more honest than others. Leaders are different contextssuch as politics, economics or other areas of expertise are considered to be more they arereliablebecausetheyhavehigherknowledgethanav erage.Itwillgivepeopleasenseofsafetyandreassuranc ewhentheyknowwhatothersaroundthemaredoing.Th esepeopleforexamplethey could be column writers, artists, scientists, early recipients or celebrities as well oftenideologicalleaderswhoenjoytheaspectgainrespe ctintheir fieldoftechnology.Inthecontextofsocialmediainfluen tialpeoplehavegreaterpotentialthanaveragetoaffectss ocialnetworkingduetoitswideaccessibility(Zietek,20 16).14LedbetterandRedd(2016)haveexplained that loyalty in social media depends on many personality traits, especially socialstatus, because social status is easy to assess after testing communication profile of any user.Socialstatusincludesmanyfactors,suchaspopula rity,wealth,maritalstatus,job,hobbiesetc.However,th eauthorssaythatthecredibilityofthecelebrityisverydif ficulttoachieve,becausemostpeopledonot knowassociatetheirliveswith the livesoffamouspeople.

III. RESEARCHMETHODOLOGY

Research Methodology is a process or process used to select, identify, process and analyzeinformation related to a topic. A research approachis a way to solve a problem systematically. It is the science of learning how research is donescientifically. The main purpose ofthis method is to be able to get the first and most important result that will contribute to thefieldofyourresearch.

3.1 Significance OfThe Study:

The current study investigates three factors of the purchasing power of a quality consumerrelationshipmodel.Researchexplainsnatur e.Itfocusesonunderstandingtheroleofpurchasing consumer product relationships through communication providers, and secondlyemphasizesthe coherenceoftheinteractionbetweenallthreeaspectsof product reliability.

3.2 ResearchDesign:

The research design is a framework for research methods and techniques chosen by theresearcher. The design allows researchers to hone the research methods that are best for thesubjectandtoplantheirstudiesforsuccess.The design of the research topic describes the type of research (experimental,experimental,relational,subtests,revie ws)anditssubtype(teststructure,researchproblem,des criptivecasestudy).

The research design is similar to a comprehensive program or model that outlines how allresearch work will be done. It is desirable that it should be written down and should be simpleandclear. Itisacomprehensiveprogramthatsetsouttheobjectives oftheresearchprojectandprovidesguidelinestobedeve lopedto determinethepurposeofconsumerpurchasesonsocial media.Theresearchdesignisaproductframeworkthato utlinesthecompletepatternfordoinga research project. It identifies objectives, data collection and analytics methods, social mediausers,purchasingpower,productlove,resultsan dpotentialactions.

3.2.1   SamplingTechnique:

Itisoneofthemostimportantfactorsindetermi ningtheaccuracy of your research / survey result. If anything goes wrong with your sample it will bereflected directly in the final result. There are many strategies that help us collect a sampleaccording toneedand situation.Populationisagroupofobjectsthathaveoneo r moresimilarcharacteristics.Thenumberofobjectsinac ensusis thesizeofacensus. Thesampleisasubsetofpeople.Thesampleselectionpr ocessisknownassampling.Numberofitemsinsamples ize.

3.2.2 Sampling:

Purposivesampling iswhentheresearcherselectsspecificpeoplewithinthe peopleto beusedfor a particular study or research project. Unlike random studies, which deliberately includedifferentagegroups,backgrounds,andcultures ,theideaofasampleistofocusonpeoplewithspecific characteristics who will be better able to help with relevant research. Quality research usually includes many different categories, with each category structureprogressively from the first. This, of course, purposeful sampling is helpful for the researcherbecausetheycanuseavarietyofmethodstobu ildandexpandtheirresearchdata.This is based on the purchase intension of

theyoungstersonsocialmediaplatformontheroleofbrandawareness, brandtrustandbrandloveamong youth. Only the active users (youngsters) of social media will be selected from thepopulationwhichsuits thebestforthepurposeofourstudy.

3.2.2   SampleSize:

Sample size is a term used in market research to describe the number of studies involvingsample size. By sample size we can understand a group of subjects selected from a largepopulationandconsideredasa representative ofrealpeopleina particularstudy.

Inordertodoresearchwefocusonalltheaudienceswehaveonsocialmedia.Wewilltakeatleast200participantsMediauserswillbeconsidered inthisstudyandmostofthemarenewtosocial media. The sample will be collected in PAN India in all the provinces of Jammu andKashmir, Himachal Pradesh, Uttarakhand, Uttar Pradesh, West Bengal, Tripura, Telangana,Tamil Nadu, Sikkim, Rajasthan, Punjab, Odisha, Nagaland, Mizoram, Meghalaya, Manipur,Maharashtra, Madarya Kerala, Karnataka, Jharkhand, Haryana, Gujarat, Goa, Chhattisgarh,Bihar, Assam, Arunachal Pradesh, Andhra Pradesh as all young people use social media topurchase products and the availability of various products that are heavily influenced bycelebrities.

3.2.3   SampleDesign:

The sample is made up of two elements. The random sample from the limited people refers tothat sample selection method that gives each sample combination an equal chance of beingpromotedandeachitemtothegeneralpopulation hasanequalchanceofbeingincludedinthesample.
This applies to the sample without modification i.e., if an item is selected for thesample, it cannot appear in the sample again (Replacing the sample is often used when theprocessoftheselectedsampleisreturnedtohumansbeforethenextitemisselected.

3.3 DataCollection:

Data collection is the process of collecting data from all relevant sources to find answers to aresearch problem, to test hypothesis and to evaluate results. Data collection methods can bedivided into two categories: secondary data collection methods and primary data collectionmethods.

PRIMARYDATACOLLECTION

Theprimarydatacollection methodscanbedividedintotwo groups:quantityand quantity.
Appropriateresearchmethods,however,donotinclude numbersormathematicalcalculations.Quality research is closely related to words, sounds, hearing, emotions, colors and otherintangibles.

Appropriatecoursesaimtoensurethelevelofcomprehensionanddepthofrelevantinformation including interviews, open-ended questions, focus groups, observations, drama orrole-playing,casestudies etc.Your choice between the calculation methods or the quality of the data collection depends onthe areaofyourresearchandthe type ofobjectivesandobjectivesofthe research.

SECONDARYDATACOLLECTION

The secondary data is the type of data that has already been published in books, newspapers,magazines, journals, online etc. There is a wealth of information available from these sourcesabout your research area in business studies, almost regardless of the type of study area.Therefore,theuseofanappropriatesetofselectionsforsecondarydatatobeusedinthe studyplaysanimportant roleinincreasing researchperformance and reliability.These processes include, but are not limited to, the date of publication, author authentication,source credibility, interview quality, depth of analysis, the extent of the text's contribution tothe developmentoftheresearchenvironmentetc.

An online survey was conducted among online users. The questionnaire link was distributedthrough social media, the Marketing Department's Web site, and your contacts. This time theyoungpeople readit,responded,andsentusa reply.

3.3.1   QuestionnaireMethod

The set of different design of questions are distributed to the respondent. In this we haveprepared the single questionnaire for the different sections that is role of brand awareness,brand trust and brand love and purchase intention were distributed in the google forms amongyouth. The questions are printed in the definite order on the form.In this form there arequestionsfromallthesectionsandtheyweremergedintosingleform.Thesetofquestionsaremailed to the respondent. In this the youth should read, reply and subsequently return thequestionnaire. The questions are printed in the definite order on the formAquestionnaireisaformpreparedanddistributedtorespondentssecureresponsestocertainquestions.Itis adeviceforsecuringanswersquestionsby using a form which the respondent fills by himself. It is a systematic compilation ofquestions that are

submitted to a sample drawn the population from which information isdesired. It is an important instrument in normative survey research, being used to gatherinformationfromwidely scatteredsources.

3.3.2 ScalingTechnique:

In the Likert scale, the researcher provides some statements and ask the respondents to marktheir level of agreement or disagreement over these statements by selecting any one of theoptions from the five given alternatives. In this study as we have adopted the 5-point Likertscale technique for the youngsters who are using social media for shopping. The purpose is toknowtheagreementordisagreementoftherespondents.

1 – StronglyDisagree
2 – Disagree
3 – Neither Agree Nor Disagree
4 – Agree
5 – StronglyAgree

3.3.3 DataAnalysis:

The relationships of brand love, brand trust, brand awarenessand purchase intention wereempiricallytested usingstructuralequationmodeling(SEM)techniqueAMOS16.0.

3.4 SoftwareUsed:

SmartPLS is the workhorse for all PLS-SEM analyses - for beginners as well as experts. Herewe have used the SmartPLS for the relevant calculation and algorithm. SmartPLS is theworkhorseforallPLS-SEManalyses-forbeginnersaswellasexperts.Thelistofallavailablecalculation methods. Relevant innovative algorithms will also be made available in SmartPLSwithinashorttime.Partial least squares (PLS) path modeling, Ordinary least squares (OLS) regression based onsumscores, Consistent PLS (PLSc), Weighted PLS (WPLS), weighted OLS (WOLS) andweighted consistent PLS (WPLSc), Bootstrapping and the use of advanced bootstrappingoptions,Blindfolding,Importance-performancemapanalysis(IPMA),PLSmulti-groupanalysis (MGA): Analyses the difference and significance of group-specific PLS path modelestimations,Higher-orderModels,Mediation:Estimationofindirecteffects andtheirbootstrap-based significance testing, Moderation: Estimation of interaction effects and theirbootstrap-based significance testing, Nonlinear relationships: Estimation of quadratic effectsandtheirbootstrap-basedsignificancetesting,Confirmatorytetradanalysi

s(CTA):Astatistical technique which allows for empirical testing the measurement model setup, Finitemixture (FIMIX) segmentation: A latent class approach which allows identifying and treatingunobservedheterogeneityinpathmodels,Prediction-orientedsegmentation(POS):Anapproach to identify groups of data, PLS Predict: A technique to determine the predictivequalityofthePLSpathmodel,Prediction-orientedmodelselection.

3.6Implications:

ManagerialImplications

Thisstudysuggeststhattheorganizationalleadershipandplanninghasthestrongestinfluenceon the employee engagement at Creative mine. One of the managerial implications from theresults and discussion is the needfor the organization to provide employees with betterleadership and planning. The managers play a vital role in enhancing engagement within anemployee and they should care about the employees' well being by providing appropriatefeedback to the employees' input and suggesting them some ideas to progress in their careerby using the opportunities within the organization. The managers should also appraise theirperformance levels and should introduce some incentives and bonuses to the better performersothattheycontinuewiththis effortlongterm.

The managers need to help in creating an environment where the employees become engagedemotionally and cognitively. The managers can make the employees emotionally engaged bybuildingstrongbondwiththemanagers,colleaguesandwork.Theemployeescanbecognitively engaged by understanding the clear mission and purpose of the organization; andby receiving information and appropriate feedback. If the employees have a strong bond withthe managers, then they feel that they are being valued by their managers and their opinionsarebeingconsidered.Thisallowsthemtointernallydevelopemotionalengagementwhichhelps the organization to succeed in its goals. Similarly, the employees who better understandthelong-termgoalsoftheorganizationandtheimportanceoftheir jobroletotheorganization'ssuccesswillalwaysfeelmore cognitivelyengaged.

Inadditiontothis,theemployeesfeelmoreengagediftheorganizationprovidesthemwiththenewlearningandtrainingopportunitiestonoticetheirtalents.Forthistohappen,theorganizationneedstoprovideenoughresourcesforthejobsothattheemployeeswouldbeableto meet the targeted deadlines and accomplish their organizational and personal objectiveseffectivelyandefficiently.Theresultsfromt

hisresearchconfirmsthepast perceptionofsomeorganizations, managers and employers that if the employee is engaged in his/her work, thenhe/shewouldbemoreenthusiasticandwilling to accomplishevenaverydifficulttask.

PracticalImplications

The word "practical" means the actual results. Practical implication is the reality that wouldoccur if certain conditions are fulfilled. An instance is, when analysts conduct behavioralexperiments, the reliability of the data they collect would have practical implications on howcliniciansaccuratelydeterminetheeffectivenessofspecificbehavioralremedies.Determining the practical implications of a range of options can help decide which onesproducethedesiredresults,Forinstance,studyingtheimplicationsofsocialmediainfluencerson consumers which reveal that these are more effective in the purchasing intension ofcustomer'sdecisiontobuyproductsonline.

VI. CONCLUSION

The study had three objectives, first to investigate the direct effects of social mediamarketingfor purchasing purposes, secondly to investigate the direct effect of Brand Love, Brand Trust,Brand Awareness on purchasing purposes and thirdly to assess the effect of Influencer, inrelationships between social media marketing and purchase purposes. The result of socialmediamarketingandcustomerrelationshipsforpurchasingpurposes.In today's competitive worldwheremany organizations areinvolvedininnovationnewproducts and services to gain wider market access and earn more money, building BrandAwarenessandBrandTrustisoneofthecoregoalsofallorganizationstobeaneffectivemarketleader.Awarenessofthisproductplaysasignificantrolewhilepurchasingaproductorserviceandmaybeabletoassesspotentialrisksofconsumersandtheir levelofcertaintyaboutthe purchase decision due to information via product and its variations. Product awareness isvery important because when it is not there Brand awareness is no communication and notransactionwilltakeplace(Percy,1987). TheincreasinguseofsocialmediaaroundtheworldhasledtothebeliefthatthisisanimportanttoolinsupportingBrandLoveBrandAwarenessBrandTrustconsumerengagement.Companiesarealwayslookingfornewwaystoreachconsumersandbuildconsumercharacter,including product loyalty and purchasing intentions. The changing age of technology has ledto an increase in activity on social media platforms such as Facebook, YouTube and Twitter,all of which have created ways for consumers to improve relationships and build product-specificlinksandcontent.   Companiesthat haveexpertiseinintegratingsocialmediaplatformscan beveryeffectiveinreaching,engagingand maintaining a customer base going forward. Factors that influence product visibility andpurpose of purchase include such things as the social process that drives consumer feedback,and the opinions of others posted are reflected in social media posts.

The strategic focus thatemerges is the use of user-generated content, content generated by consumers in response tospecific products or product requests and influences the views of other consumers. This typeof strategy requires high maintenance and companies using this method should be prepared todesign an advertising service in online customer management.   Social media communicationaffectsproductequity,productstatusand,asaresult,influenceconsumerpurchasingintentions,overtimeandsector-specificdifferencesareassessed.Ourfindingshaveaprofoundeffectonthismarketerswhoinvestinsocialmedia.SocialnetworkingsitessuchasFacebook,YouTube and Twitter offer opportunities so that Influencer can partner with consumers toincreasethevisibilityofbrand(Smith,Fischer,andYongjian2012).Becauseconsumersoftenjudge Information provided to other people is reliable and trustworthy (Pornpitakpan2004),user-generatedsocialmedialinkshaveahugeimpactonconsumers'holisticviewofproductsratherthansolidsocial media connections.

4.1 LIMITATIONS

In this study, the social media users are considered mainly youth from PAN India from whichtheimpactofinfluencercharacteristicsonthepurchaseintensionamongyouththatmediatesthe role of brand love, brand awareness and brand trust in the relationship between influencercharacteristics and their purchase intensions of the youth. Through this we can extract that theconsumersgetinfluencedbythecelebritiesonvarioussocialmediaplatformsnowadaysastheyoutharemoreactiveonsocialmediaplatformslikeFacebook.Instagram,twitter,etc.andtheyalso prefer to shop online more rather than traditional shopping malls and stores. It is alsohelpful for the marketers to expand their businesses online as per the choice of youngsters inIndia.

REFERENCES
[1].   Aaker, D. A. (1996).Measuring brand equity across products and

markets.CaliforniaManagementReview,38(3),102−121.

[2]. Aaker, D. A., Myers, J.G., (1987), Advertising Management (3rd ed.). Prentice-Hall,Ohanian, R., (1991), "The impact of celebrity spokespersons' perceivedimageonconsumers'intentiontopurchase",JournalofAdvertisingResearch,vol.31, no.1,pp.46-54

[3]. Aaker, J. L. (1997). Dimensions of brand personality. Journal of Marketing Research,34(3),347-356.

[4]. AluriA, PriceBS,McIntyreNH.Usingmachinelearning tococreatevalue

[5]. Ashley, C., &Tuten, T. (2015). Creative strategies in social media marketing: Anexploratorystudyofbrandedsocialcontentandconsumerengagement.PsychologyandMarketing,32(1),15-27.DOI:10.1002/mar.2076

[6]. Barkus, J. J., Schmitt, B. H., &Zarantonello, L. (2009). Brand experience: What is it?Howisitmeasured?Doesitaffectloyalty? JournalofMarketing,73(3),52-68

[7]. behavior:Investigatingthemoderatingeffectof customercharacteristics.JournalofMarketing Research.2001;38(1):131-142.

[8]. Berton, P., Pitt, L., & Campbell, C. (2008). Ad lib: When customers create the ad.California ManagementReview,50(4),6–31.

[9]. BloemerJM,KasperHD. Thecomplex relationshipbetween consumer satisfactionandbrandloyalty.JournalofEconomicPsychology.1995;16(2):311-329.

[10]. Bruhn, M., Schoenmueller, V., & Schafer, D. (2012). Are social media replacingtraditionalmediapsychologicalbrandequitycreation?Management ResearchReview,35(9),770–790.

[11]. BusinessExcellence.2019;17(4):439-455.

[12]. Campelo,A.,Aitken,R.,Thyne,M.,&Gnoth,J.(2014).mediaofplace:Theimportancefordestinationbranding.JournalofTravelResearch,53(2),154-166.

[13]. Chaudhuri A,Holbrook MB. Thechainof effects from brand trust and brand affectto brand performance: The role of brand loyalty. Journal of Marketing. 2001;65(2):81–93.

[14]. Christodoulides, G. (2009). Branding in the post-internet era.Marketing Theory, 9(1),141–144.

[15]. Fulgoni, G. (2014). Uses and misuses of online-survey panels in digital research:Diggingpastthe

[16]. Fuller, J., Muhlbacher, J., Matzler, K.&Jawecki, G. (2009). Empowerment throughinternet-based co-creation.Journal of Management Information Systems, 26(3), 71–102.

[17]. Hautz, J., Fuller, K., Hutter, K., &Thurridl, C. (2013). Let users generate your videoads? The impact of video source and quality on consumers' perceptions and intendedbehaviors.JournalofInteractiveMarketing,28(1),1-15.

[18]. Ho-Dac, N., Carson, S., & Moore, W. (2013). The effects of positive and negativeonline customer reviews: Do brand strength and category maturity matter? Journal ofMarketing,77,37-53.

[19]. Hollebeek, L., Glynn, M., & Brodie, R. (2014). Consumer brand engagement in socialmedia: Conceptualiztion, scale development, and validation. Journal of InteractiveMarketing28(2),149-165.

[20]. Hoyer,W.D.,&Brown,S.P.(1990).Effectsofbrandawarenessonchoiceforacommon,repeatpurchaseproduct.JournalofConsumerResearch, 17(2),141−148.

[21]. identification,brandcommunity,andbrandloyalty.Journal ofRetailingandConsumer.

[22]. JacobyJ,ChestnutRW.Brandloyaltymeasurementandmanagement;1978.Journalofthe AcademyofMarketing Science.1994;22(2):99-113.

[23]. Kamins, M. A., (1990), "An investigation into the "match-up" hypothesis incelebrityadvertising:Whenbeautymaybeonlyskindeep",JournalofAdvertising,vol.19,no.1 ,pp.4-13.

[24]. Kamins, M. A., and Gupta, K., (1994), "Congruence between spokesperson andproducttype:

[25]. Keller,K.L.(1993).Conceptualizing, measuringandmanagingcustomer-basedbrandequity.JournalofMarketing,57(1), 1−22.

[26]. Keller, K. L. (1993).Conceptualizing,measuring,andmanagingcustomer-basedbrandequity.JournalofMarketing,57(1), 1–22.

[27]. Keller,K.L.(2008).Strategicbrandingmanagement:Building,measuring,andmanagingbrandequity(3rded.).UpperSaddle River: Prentice Hall.

[28]. KhanI,FatmaM.Connectingthedots betweenCSRandbrandloyalty:themediatingro

leofbrandexperienceandbrandtrust.Internatio nalJournalofKim, H.-B., & Kim, W.G. (2005).Therelationshipbetweenbrandequitya ndfirms' performance in luxury hotels and chain restaurants. Tourism Management, 26,549–560.

[29]. Lewis BR,Soureli M. The antecedents of consumer loyalty in retail banking.JournalofConsumerBehaviour:AnIn ternationalResearchReview.2006;5(1):15-31.

[30]. McCracken, G., (1986), "Culture and consumption: A theoretical account of thestructure and movement of the cultural meaning of consumer goods", Journal ofConsumerResearch,vol.13,no.1,pp.71-84.

[31]. McCracken, G., (1989), "Who is the celebrity endorser? Cultural foundations oftheendorsementprocess",JournalofConsum erResearch,vol.16,no.3,pp.310-321.

[32]. Till,B.D.,andBusler,M.,(1998),"Matchingpro ductswithendorsers:attractiveness versus expertise", Journal of Consumer Marketing, vol. 15, no. 6,pp.576-586.

[33]. Till,B.D.,andBusler,M.,(2000),"Thematchup hypothesis:physicalattractiveness, expertise and the role of fit on brand attitude, purchase intent andbrand beliefs",JournalofAdvertising,vol.29,no.3,pp .1-13.

[34]. UndergraduateStudents",SportMarketingQu arterly,vol.13,no.3,pp.141-150.

[35]. Wang, S. W., Kao, G. H. -Y. and Ngamsiriudom, W., (2017), "Consumers'attitude of endorser credibility, brand and intention with respect to celebrityendorsement of the airline sector", Journal of Air Transport Management, vol.60,pp.10-17.