IMPACT OF SOCIAL MEDIA INFLUENCERS ON THE CONSUMER'S PURCHASE INTENTION: REFERENCE TO THE FOOD INDUSTRY

Dissertation Submitted to Mahatma Gandhi University, Kottayam in Partial Fulfillment of the Requirement for the Degree of
MASTER OF COMMERCE

Submitted by

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DECLARATION

I hereby declare that the project work titled **"IMPACT OF SOCIAL MEDIA INFLUENCERS ON THE CONSUMER'S PURCHASE INTENTION: REFERENCE TO THE FOOD INDUSTRY"** is a bonafide record of the project work done by me under the supervision of Dr.Nimmy A George, Assistant Professor,School of Commerce and Management Studies , Bharata Mata College Thrikkakara for the partial fulfillment of the requirement for the award of master of Commerce. This project report has not been submitted previously by me for the award of any degree, diploma, fellowship or other similar titles of any other University or Board.

Place: Thrikkakara   MARY P.M

Date:

BHARATA MATA COLLEGE, THRIKKAKARA
DEPARTMENT OF COMMERCE

CERTIFICATE

This is to certify that the dissertation titled **"IMPACT OF SOCIAL MEDIA INFLUENCERS ON THE CONSUMER'S PURCHASE INTENTION: REFERENCE TO THE FOOD INDUSTRY"** submitted by Mary P.M in partial fulfillment of Master of Commerce to Mahatma Gandhi University, Kottayam is a bonafide record of the work carried out under my guidance and supervision at Bharata Mata College, Thrikkakara, Cochin.

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Date:

Place: Thrikkakara   MARY P.M

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ABSTRACT

In the contemporary digital landscape, Social media influencers now play a significant role in influencing consumer behaviour, especially when it comes to the food industry. This study investigates the dynamic relationship between consumers' purchase intentions and social media influencers, with a focus on the food business especially. This study advances our understanding of the influence that influencer marketing has on consumer behavior while also paving the path for foreseeing upcoming trends and breakthroughs in the fast-paced food business. Social media user's pervasive influence is still evolving, and social media platforms are evolving along with it. The study's target audience is the Ernakulam district's social media users. A sample size of 105 was chosen using convenience sampling for an unlimited population. The validity and reliability tests were performed, and SPSS was used to compute the data. The results of this experiment demonstrated that purchase intention is significantly and positively impacted by engagement and expertise, whereas trustworthiness is insignificant to purchase intention.

Keywords: Engagement, Trustworthiness, Expertise, Purchase intention

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

It is undeniable that the way business activities are carried out has changed as a result of the spectacular advancements in communication and information technologies in recent years. Since more and more people are adjusting to the convenience of the digital environment, marketers are embracing digital technology to look for new methods to connect and engage with potential customers (Kim et al., 2021). Social media platforms, which make it simpler to generate and share information across virtual communities and networks, are fundamentally built around interactions. Social media provides numerous opportunities for marketers to connect and engage with consumers while enabling people to freely interact with one another (Appel et al.,2020).

The definition of a social media influencer is "someone who has a substantial and engaged following on social media platforms, which one would not know unless one follows them." Influencers post content on social media sites like Facebook, YouTube, Twitter, and Instagram that focuses on a particular topic, such as food, travel, fitness, or fashion (Haenlein et al., 2020). A social media influencer (SMI) is a new class of user, distinct from a celebrity endorser, who shapes how users perceive brands on social media platforms (Freberg et al., 2010; Aziz et al., 2019) .The primary benefit of using social media influencers as a platform for marketing is that businesses may communicate directly with both current and potential customers while also gathering input on specific items (Kolarova, 2018). Given that India has an anticipated 467.0 million social media users in January 2023 (Social media statistics for India in 2023) it is not unexpected that marketers have chosen social media as one of the most important marketing communication channels. According to www.modern restaurant management.com's list of 10 social media marketing recommendations for restaurants, social media was the most effective marketing communication channel employed by 63 percent of restaurants in 2018. This study's goal is to learn more about the impact of social media influencers on the food industry. It specifically aims to investigate how social media influencers effect consumers' propensity to purchase in the food industry.

1.2 STATEMENT OF THE PROBLEM

This study examines how social media influencers and consumer behavior interact in complex ways when it comes to food Consumption. By investigating the impact of social media influencers on consumers' intentions regarding food product purchases, the current study seeks to close these gaps. The food and beverage business garnered very little attention despite the fact that there have been countless studies conducted all over the world exploring the impact of social media influencers' trustworthiness on purchase intention. The majority of studies concentrated on the tourism, fashion, and other industries. In the limited studies of food sector, this study was undertaken with a focus on impact of Social Media Influencers on consumer's purchase intention of the food industry in Ernakulam.

1.3 SIGNIFICANCE OF THE STUDY

The study "Impact of Social Media Influencers on Consumer's Purchase Intention: Reference to the Food Industry" is quite relevant in today's technologically advanced society. Social media platforms are becoming more and more popular, and their impact on consumer behavior cannot be understated, particularly in the context of the food sector. This study's main focus is undoubtedly on how social media influencers effect people's decisions to purchase food.The results of this study could offer useful information to companies looking to improve their food industry marketing plans, product launches, and engagement initiatives. Companies may modify their strategies to efficiently use the power of influencer-driven marketing campaigns by understanding the mechanisms through which influencers change consumers' purchase decisions. This will eventually boost sales and develop closer relationships with their customers. They also enable marketers to better select influencers capable of creating purchase intentions among existing and potential customers.

1.4 SCOPE OF THE PROBLEM

The study's scope about social media influencers and their impact on what people buy in the food industry in Ernakulam is focused on learning how prominent people on social media influence our choices about what food to purchase. It's similar to assessing whether their food-related posts and videos compel us to make a purchase. This study will examine the extent to which these influencers affect our food purchasing decisions in Ernakulam. It's about determining whether what we see online from these well-known people alters our opinions of the food we want to purchase.

1.5 OBJECTIVES OF THE STUDY

GENERAL OBJECTIVE

- To study the impact of social media influencers on consumer's purchase intention of food industry

SPECIFIC OBJECTIVE

- To identify the impact of social media influencers engagement on purchase intention of food industry

- To identify the impact of social media influencers trustworthiness on purchase intention of food industry

- To identify the impact of social media influencers expertise on purchase intention of food industry

1.6 HYPOTHESIS OF THE STUDY

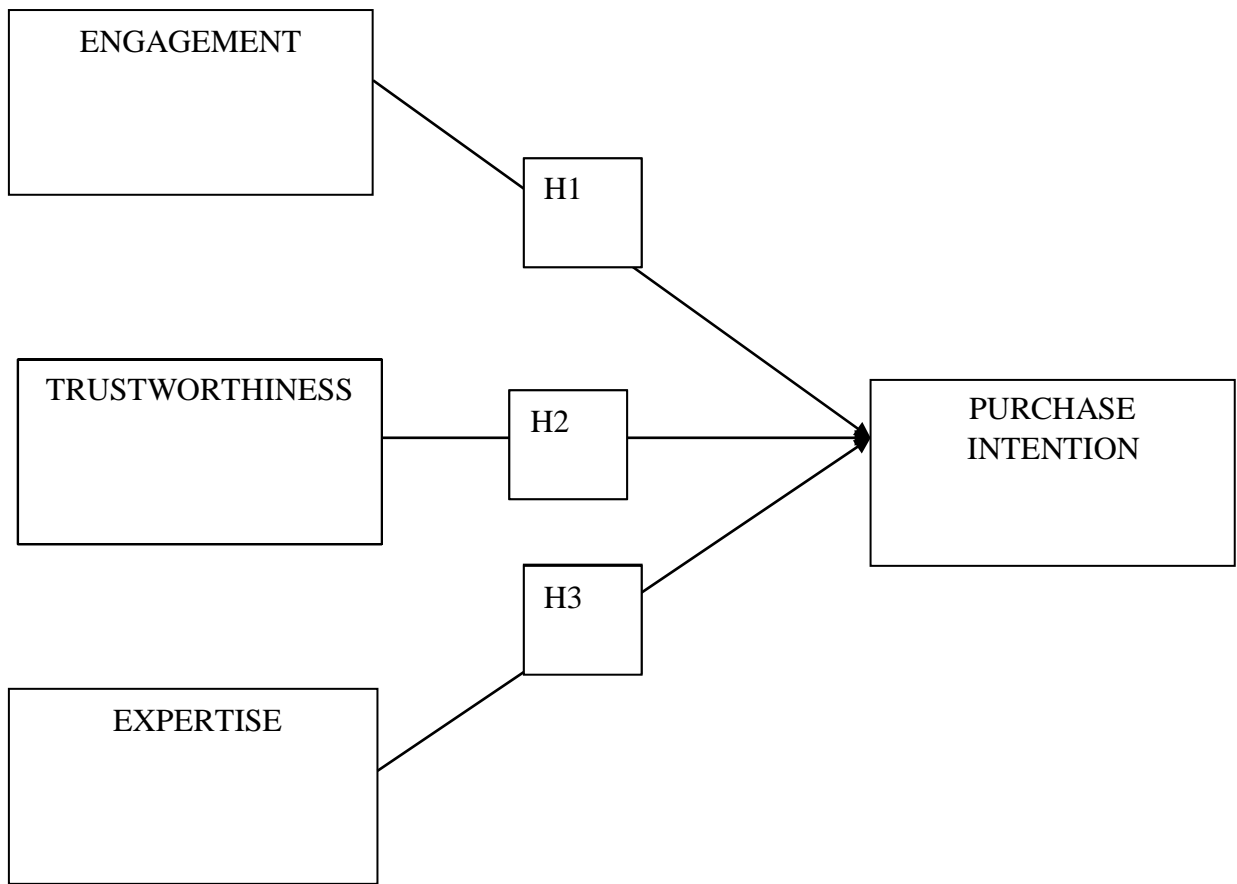Following are the alternative hypothesis for the study:

H1: There is significant relationship between Engagement and Purchase intention.

H2: There is significant relationship between Trustworthiness and Purchase intention.

H3: There is significant relationship between Expertise and Purchase intention.

Figure 1.1 Hypothesized Model

Source: Compiled by the researcher based on extensive review

1.7 RESEARCH METHODOLOGY

Sample

A sample is a finite subset of population, selected from it with the objective of investigating its properties. A sample of respondents, who use social media in Ernakulam, is taken for the study.

Sample Design

Sampling design is a design that specifies the sample frame, sample size, sample selection and estimation method in detail. For this study, the 105 samples were selected by using the convenience sampling method from the total population.

Data Collection

Data was collected from the respondents irrespective of the age and gender using structured questionnaire prepared digitally in Google forms. Google Forms Questionnaire was sent to the respondents and responses were taken from the Google response sheet.

Tools used for analysis

The primary data collected were statistically coded, processed, classified, tabulated and analysed by using statistical and mathematical tools and techniques like percentages, mean, median, mode and standard deviation. In this study, table and statistical results were derived with the help of the software called Statistical Package for Social Science (SPSS).

1.8 LIMITATIONS OF THE STUDY

Some of the limitations of the study:
- Time and resources factors are the most limiting one for the study.
- The sample size was limited to 105 respondents only.
- It is assumed that the information given by the respondents is true as per their knowledge and hence the chances of biased information is remote but definitely cannot be rules out.

1.9 CHAPTERISATION

For the convenience of the study and the analysis the work is divided into four different chapters.

1st chapter – Introduction

This gives an introduction to the study. It gives details including the statement of problem, relevance, scope, objectives, hypothesis, research methodology, limitations, method of analysing of data of the study and scheme of chapter presentation.

2nd chapter – Review of literature and Theoretical Framework

It includes various previous studies related to the topic and also includes the concept, definition, meaning of Social media and purchase intention which has been obtained from various published sources and act as secondary data for the study.

3rd chapter – Data Analysis and Interpretation

This explains the examination and analysis of the data to obtain objectives of the study. Analysis of the study is carried out with the help of software called Statistical Package for Social Science (SPSS).

4th chapter – Findings, suggestion and conclusion

This section covers the findings , suggestions, and conclusions derived from this study

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CHAPTER II
REVIEW OF LITERATURE
AND
THEORETICAL FRAMEWORK

THEORETICAL FRAMEWORK AND REVIEW OF LITERATURE

2.1: THEORETICAL FRAMEWORK

SOCIAL MEDIA–MEANING

Users can connect, share, and post content on "social media" websites and online platforms, which enable them to interact with one another in a virtually social context. These platforms' increasing use has had a big impact on how individuals connect, communicate, and exchange information. Marketers began seeing social media platforms as important avenues for communication and interaction with their consumers as a result of the increasing use of social media, which impacts marketing trends and tactics (Bianchi et al., 2017). According to social media statistics for India in 2023, there were reportedly 467.0 million social media users there in January.As aresult; it is evident that social media usage is rapidly expanding in India as well.

HISTORY OF SOCIAL MEDIA

The origins of online social networking and engagement may be found in the early years of the internet, which is where social media's history begins. Here is a quick rundown of the significant turning points in social media history:

1. **Bulletin Board Systems (BBS):** which were popular from the 1970s through the 1980s:BBSs were among the first types of online communities. They allowed users to post messages, share files, and play multiplayer games by dialing in using modems. They created the foundationfor online connection even though they weren't quite like modern social media**.**

2. **Usenet: -** Late 1970s: Usenet served as a platform for worldwide communication that allowed users to submit and read messages in different newsgroups. It made it easier for users withrelated interests to exchange ideas and information.

3. **CompuServe and AOL:** -Late 1970s to the 1990s: CompuServe and AOL were the first commercial websites that offered users access to chat rooms, forums, and email. They had a significant role in the acceptance of online communication by a larger audience.

4. **Six Degrees**: which launched in 1997, is regarded as the first popular social networking platform. One of the first systems to approximate contemporary social networking was this one since it allowed users to establish profiles and add friends.

5. **Friendster** - 2002: One of the early social networking sites to experience considerable growth was Friendster. The idea of networking with friends and friends-of-friends was introduced,laying the groundwork for later platforms.

6. **MySpace** - 2003: As one of the first social networking sites to let users to modify their profiles with HTML and CSS, MySpace quickly attracted a large following. Particularly amongmusicians and artists, it was well-liked.

7. **Facebook** - 2004: Created by Mark Zuckerberg and his undergraduate roommates, Face book was initially only accessible to students at Harvard University. Later, it expanded to other colleges and opened to the general public. With its emphasis on genuine identities, news feeds, and the ability to connect with friends and family, Face book transformed social media.

8. **YouTube** – 2005: Although not a standard social media platform, YouTube allowed usersto share and discover videos, having a big impact on online social interaction and content sharing.

9. **Twitter** - 2006: Twitter established the idea of micro blogging, allowing users to publish 140-character messages (called tweets) in short bursts. For real-time updates, news sharing, and celebrity involvement, it quickly gained popularity.

10. **Instagram** - 2010: In 2010, Instagram, mobile photo-sharing software, was introduced. Users could add filters to their photographs and share them with followers. 10. Instagram - Launched in 2010, Instagram is mobile photo-sharing software that lets users edit their photos with filters and share them with followers. Later, it was expanded to incorporate Stories and shortvideos.

11. **Snapchat** - 2011: Snap chat popularized the idea of vanishable images and videos, which made it popular among younger users due to its fleeting nature.Since these early turning points, the social media environment has continued to change quickly asnew platforms appear, old ones get better, and social media is more incorporated into many facets of daily life, commerce, and communication. Later, it evolved to incorporate Stories and brief films.

SOCIAL MEDIA INFLUENCER

According to Lou and Yuan (2019), SMIs are social media influencers who are well-known in a particular industry, have a large following, and have the ability to persuade those followers to follow their recommendations. The designation of SMIs was formerly limited to people who gained to famous through social media, omitting traditional celebrities who achievedrecognition through performing and/or singing (Khamis et al., 2016).Today, however, there is noclear line that separates a SMI from a traditional celebrity because one person can hold both identities (Statista, 2020b).Therefore, SMIs encompass anyone who shares information on

products, health, and lifestyles on social media platforms, including bloggers, traditional celebrities, and online entrepreneurs (Zhou et al., 2020).

A person who has established a name, credibility, and a sizable following across several social media platforms is referred to as a social media influencer.In a particular field, such as fashion, beauty, food, fitness, travel, technology, gaming, or any other area of interest, influencers are known for their expertise, knowledge, or personality. Key characteristics of influencers in social media include the following:

Content Creation: Influencers regularly create and share content that resonates with their target audience, such as videos, images, blog entries, or live streams. This content frequently highlights their personal experiences, thoughts, suggestions, or expertise in their chosen sector.

Monetisation: Partnerships, sponsorships, affiliate marketing, sponsored promotions, and other revenue streams are used by many influencers to monetize their online presence. They can earn money by cooperating with brands, endorsing items, and providing their fans with exclusive material.

Authority: Successful influencers are frequently viewed as real and authentic. Their audience appreciates their openness, relatability, and the impression that they share genuine experiences rather than simply marketing items or services.

Engagement: Influencers actively interact with their followers via comments, responses, likes, and shares. This contact aids in the development of a deep and genuine relationship with their audience, establishing a sense of community and trust.

Trendsetters: Influencers frequently set trends and drive conversations in their respective fields. They influence popular culture and consumer behavior by introducing new ideas,trends, products, or thoughts to their fans.

Followers Base: Influencers have a large and loyal following on social media platforms. Their followers are frequently interested in the influencer's lifestyle, experiences, and opinions, and they are looking for inspiration or direction in the influencer's chosen area.

Persuasion and Influence: Influencers have the power to affect their followers' views, behaviors, and purchasing choices. Influencers and brands frequently work together to promote goods, services, or campaigns, use their capacity for persuasion to connect with a particular audience.

Platform Diversification: Influencers may be active on several social media platforms, including Instagram, YouTube, TikTok, Twitter, and others. Each channel enables them to engage with different groups of their audience and personalize their material to their needs.

It's important to understand that the term "influencer" has developed over time, and the landscape is ever-changing. Influencers are classified into three types:

Macro-Influencers:

Macro-influencers typically have a larger follower base, with hundreds of thousands to millions of followers on their social media platforms. They have a vast reach and have the capacity to reach a large and diversified audience. Because of their widespread visibility, macro-influencers frequently have a major impact on trends, opinions, and consumer behavior. They typically work with well-known brands and may take part in large-scale influencer marketing efforts. Celebrities, popular bloggers, and established content creators with a large following areall examples.

Micro-Influencers:

Micro-influencers have fewer followers than macro-influencers, often ranging from several thousand to a hundred thousand followers. They frequently specialize in a specific area or interest, which allows for a more targeted and engaged audience. Because they can maintain a personal contact with their followers and are more engaged with them, micro-influencers have higher engagement rates. Their smaller fan base frequently lends to a sense of authenticity and reliability. Micro-influencers work with brands that share their specialization and ideals. Specialized bloggers, content makers focused on specialized hobbies, and local influencers are some examples.

Nano-Influencers:

Nano-influencers have the fewest followers of any of these groups, often ranging from a few hundred to a few thousand. They frequently have a hyper-local or hyper-specific emphasis, targeting an extremely niche and tightly knit population. Because of their close personal connections with their followers, nano-influencers have the greatest engagement rates. Nano-influencers are regarded as very authentic and trustworthy information providers. They may work with local businesses or brands whose interests are closely aligned with those of their community. Local enthusiasts, community leaders, and persons with competence in specific subjects are some examples. Depending on the goals of a company or campaign,each type of influencer has different strengths and advantages. Social media influencers' influence and impact can be both positive and negative, and they play a vital role in creating online and offline trends.

PURCHASE INTENTION-MEANING&DEFINITION

Purchase intention refers to a customer's likelihood or propensity to make a future purchase of a specific good or service. Although the purchase has not yet taken place, it is a psychological concept that expresses a consumer's intention or desire to make a buy. A key component of consumer behavior is purchase intention, which is routinely used to forecast actual purchasing behavior. In the context of the impact of social media influencers on purchase intention in the food industry, it refers to how the content and recommendations made by influencers on social media platforms affect a consumer's choice to purchase particular food products, try new recipes, dine at particular restaurants, or engage in other food-related activities. Consumer attitudes, perceptions, and preferences can be significantly shaped by social media influencers, which in turn can affect consumers' intentions to buy food-related goods or services.

FOOD INFLUENCER

An individual who has developed a sizable following and presence across a number of social media platforms by producing and sharing content about food, cooking, recipes, dining out, and culinary culture is considered to be a social media influencer in the food sector. The Medium Corporation defines food influencers as people who make suggestions through articles about restaurants, convenience goods like snacks and drinks, and sweet and healthful meals (Dower, 2019).These influencers use their knowledge, originality, and likable personalities to draw in and engage a loyal following of food lovers. Food influencers inform and inspire their followers about a variety of cuisines, ingredients, and cooking methods through interesting material including images, videos, recipes, and cooking advice. By promoting conversations, encouraging participation, and reacting to remarks and inquiries, they frequently establish a sense of community. Although food influencers have a good effect on culinary culture, it's vital to remember that their content should be analyzed critically, taking into account any cultural sensitivity as well as dietary requirements and nutritional data. Influencers in the food industry have a big impact on how people view cooking and food as the digital landscape develops.

2.2 REVIEW OF LITERATURE

Author	Title	Sample	Findings of the study
Rida Azim et al.,(2021)	Social Media Influencers and Electronic Word of Mouth: The Communication Impact On Restraunt Patronizing.	White collar employees and students were primarily targeted.	The findings demonstrate that familiarity with the source and the ease of access to information had a significant impact on customers' intentions, although there was little association between source expertise and source popularity.
Faizan Alam et al.,(2022)	Let's Buy With Social Commerce Platforms Through Social Media Influencers: An Indian	Indian consumers	The findings showing a beneficial relationship between the characteristics of SMIs, community trust, and s-commerce intentions.
Tahirah Abdullah et al.,(2021)	Impact Of Social Media Influencer On Instagram User Purchase Intention Towards The Fashion Products: The Perspectives Of Students	Students of Malaysia	According to research, likability, trustworthiness, and familiarity are important variables that affect Instagram users' decision to buy fashion products.
R.A.S.D.Rathnayake et al.,(2022)	Impact Of Social Media Influencers' Credibility on The Purchase Intention: Reference to The Beauty Industry	Instagram users between the ages of 18 and 34 who live in Colombo, Sri Lanka	According to the results, there is a positive correlation between credibility dimensions and purchase intention, with "trustworthiness" having the most influence.
Ebuka Christian et al(2021)	Social Media Influencers and Purchase Intention amongst Social Media Users in developing African economy	Social media users in Anambra state	According to the findings of this study, influencer product matching, attractiveness, and trustworthiness all have positive and significant effects on consumers' propensity to buy.
Kian Yeik Koay et al(2021)	Social media influencer marketing: the moderating role of materialism	Instagram users of Malaysia	It demonstrates that SMIs' trustworthiness and expertise are important indicators of followers' propensity to make purchases.

2.3 REVIEW OF VARIABLES

ENGAGEMENT

According to Brodie et al. (2013), social media engagement is a type of customer engagement that is context-specific and reflects the individual attitudes of customers toward a particular business or community (Dessart, 2017).Social media engagement can develop in relation to a variety of things, including the brand, other customers represented in the network, and the community (Dessart, 2017).Social media engagement has also been studied as brand-user interaction on social media platforms (Barger et al., 2016; De Vries & Carlson, 2014)According to Alam et al(2022) it indicates a positive connection between the features of SMIs, which the social media engagement, and s-commerce intentions. Based on information from earlier studies, Engagement has a favorable and substantial impact on consumers 'purchase intention. The following hypothesis will test the relationship between engagement and purchasing intention.

H1: There is significant relationship between Engagement and purchase intention

Table No. 2.2.1 Measure of Engagement

SI.No	Measures/Items	Reference
1	This social media influencer is fun to watch	
3	This social media influencer is entertaining	Todd and Melancon, 2018
4	This social media influencer is enjoyable to watch.	

Source of existing Literature

TRUSTWORTHINESS

According to Ohanian (1990), trustworthiness is "the listener's degree of confidence in, and level of acceptance of, the speaker and the message." The question of whether or not a particular person is credible is addressed by the concept of trustworthiness (Wiedmann & Von Mettenheim, 2020). When a SMI is regarded as trustworthy, followers are more likely to find the information it provides on product endorsements to be credible (Cheung et al., 2008).

Several past studies have shown that trustworthiness and purchase intention((Weismueller et al., 2020; Wiedmann and Mettenheim, 2021). According to the findings of a study by Weismueller et al. (2020), source trustworthiness was a favorable and substantial predictor of consumers' purchase intention .In the same way, Wiedmann and Mettenheim(2021) study discovered that trustworthiness was the best predictor of intention to buy goods and services. However, according to other studies (AlFarraj et al., 2021; Hakimi et al., 2011), trustworthiness was not a reliable indicator of consumers' propensity to buy.The study by Lou and Yuan (2018) discovered a negligible influence of the source's credibility on customers' purchasing intentions.In the same way, the study by Balabanis and Chatzopoulou(2019) failed to detect a substantial impact of the influencer's credibility on consumers' intention to make a purchase. The variation may be brought on by cultural differences or by customers' ambivalent or suspicious opinions. Because of this, previous research has generally shown a positive and significant association between trustworthiness and purchase intention, however other studies have shown different results. As a result, the following hypothesis will be empirically tested:

H2: There is significant relationship between Trustworthiness and Purchase intention

Table No. 2.2.2 Measure of Trustworthiness

SI No.	Measures/Items	Reference
1	I think the influencer when endorsing food products has a good knowledge	initially developed by Ohanion (1990) and further confirmed by Rebelo (2017), Rachibini (2018)
2	I think the influencer is sincere when endorsing food products	
3	I think the influencer is honest when endorsing food products	
4	I think the influencer can be trusted when endorsing food products	
5	I think the influencer become the main reference when endorsing food products	

Source: From existing review literature

EXPERTISE

The definition of expertise is a high level of ability or knowledge. According to Hovland, Janis, and Kelley(1953), expertise is the second aspect of source credibility. This dimension is also known as "competence" (Whitehead 1968), and "authoritativeness" (McCroskey 1966). To quantify this dimension, terms like "trained-untrained," "informed-uninformed," and "educated-uneducated" have frequently been used. According to several scholars (Hovland et al., 1953; Ohanian, 1991), it is not necessary for an endorser to be an expert; rather, it depends on how the audience perceives him.

Numerous earlier studies have demonstrated that expertise is related to consumers' propensity to purchase. According to the study by Chekima, and Adis (2020), consumer attitudes about advertising and brands were significantly and favorably impacted by the source credibility dimension of expertise. Customers' purchase decisions were further influenced by this. According to a different study by Lou and Yuan (2018), there is a favorable correlation between the knowledge of influencers and the advertising that ultimately affects consumers' intent to buy. But according to certain studies (Balabanis and Chatzopoulou, 2019; Schouten, Janssen, and Verspaget, 2020), the influencer's knowledge did not significantly and favorably affect customers' purchasing decisions. The influencer's knowledge of the consumer's intention to purchase was not demonstrated in a study by Balabanis and Chatzopoulou (2019). As a result, when compared to past studies, the conclusions addressing the impact of expertise on customers' propensity to purchase are contradictory. Consequently the following hypothesis is put forth:

H3: There is significant relationship between Expertise and Purchase intention

Table No. 2.2.3 Measures of Expertise

Sl No.	Measures/Items	Reference
1	I think the influencer has experience food products	initially developed by Ohanion (1990) and further confirmed by Rebelo (2017), Rachibini (2018)
2	I think the influencer has a good knowledge on food products	
3	I think the influencer has qualifications on food industry/products	

4	I think the influencer has a skill in applying food Products	
5	I think the influencer has an expertise on beauty products when endorsing food products	

Source: From existing review literature

PURCHASE INTENTION

According to Spears and Singh (2004) and Goyal (2014), the purchase intention is the deliberate choice to buy a specific brand or a plan to buy specific goods or services. Because of its connection to purchasing behavior, customer purchase intention is one of the marketing concepts that have received the most attention. Experts use this idea to forecast potential product sales (Morwitz, 2012). Previous studies show that there is a positive relationship between social media influencers and the purchase intention (McCormick, 2016; Lisichkova & Othman, 2017).

More specifically, a customer's propensity to purchase the same goods based on prior experiences is defined as purchase intention. Additionally, a buyer may be motivated by a necessity to make aspecific purchase (Bhasin, 2018).

Table No. 2.2.4 Measures of Purchase intention

Sl No.	Measures/Items	Reference
1	I want to know about the food product after viewing content uploaded by influencer	initially developed by Ohanion (1990) and further confirmed by Rebelo (2017), Rachibini (2018)
2	I am interested to try the food product after viewing content uploaded by the influencer	
3	I consider buying the food product after viewing content uploaded influencer.	
4	I will have to have the food product after viewing content uploaded by influencer	

5	I get motivated to purchase after Influencer appearance in the advertisement on the food products	

Source: From existing review literature

2.4 MODEL FOR VALIDATION

Based on the above identified variables and review, the following model was developed for validation.

Figure 2.4.1 Model for validation
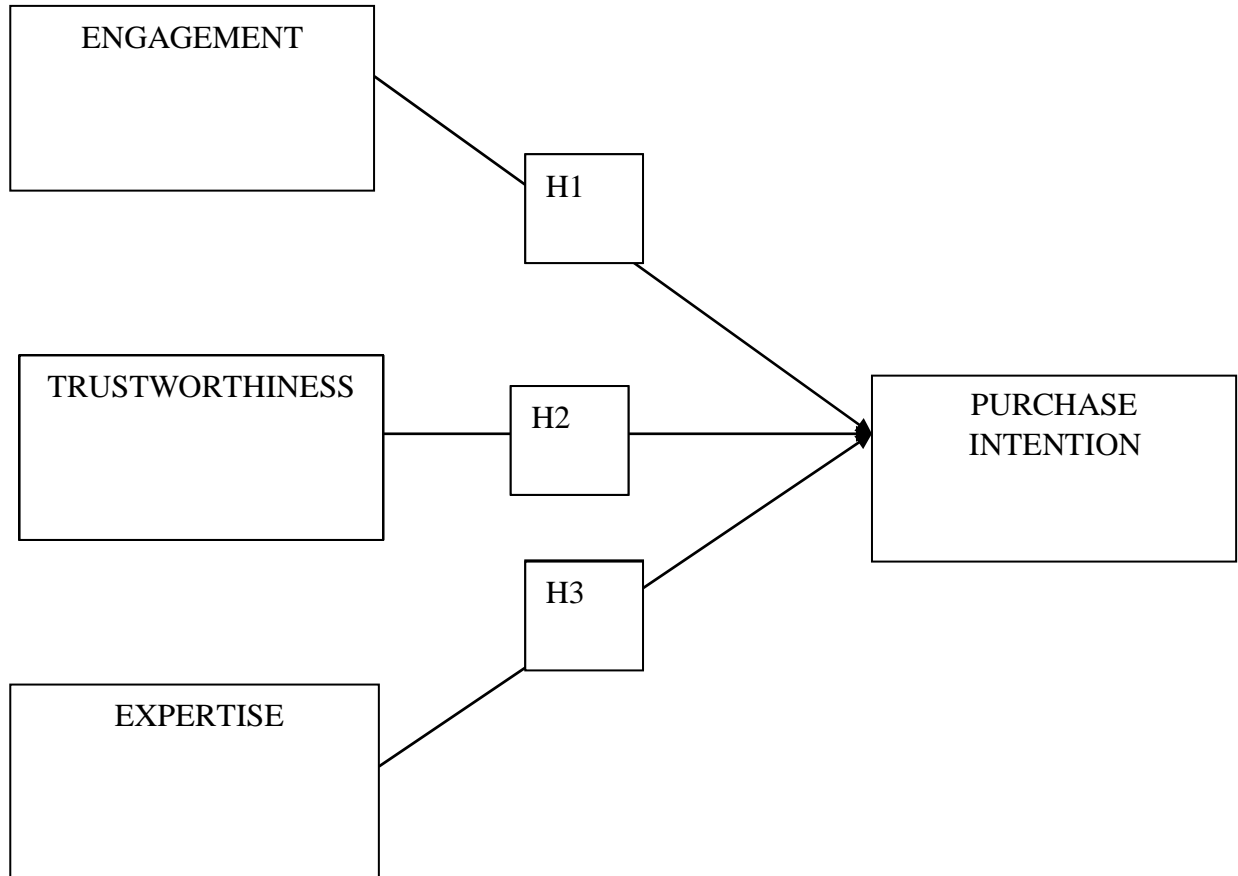
Source: Compiled by the researcher based on extensive review

CHAPTER III
DATA ANALYSIS AND INTERPRETATION

DATA ANALYSIS AND INTERPRETATION

This chapter deals with the analysis of the data collected. The data is analyzed in three different stages. The first section is the profile analysis which includes a brief analysis of the Demographic profile of the sample respondents. In the second section the descriptive analysis and reliability test of the measure of the measures are done. In the third section the hypothesis formed at the outset were tested and model validation.

Section I

3.1 DEMPGRAPHIC PROFILE OF THE RESPONDENT

Table 3.1.1

Demographics	Category	Frequency	Percentage
Gender	Male	39	37.1
	Female	66	62.9
	Total	**105**	**100**
Age	Below 18	7	6.7
	18-24	69	65.7
	25-34	18	17.1
	35-44	11	10.5
	Total	**105**	**100**
Monthly Family Income	10,000-20,000	34	32.4
	20,001-30,000	21	20.0
	30,001-40,000	16	15.2
	40,001-50,000	13	12.4
	Above 50,000	21	20.0
	Total	**105**	**100**

Source: Primary Data

Table 2 summarizes the participants' characteristics .All the participants were Indian nationals, ofwhom 37.1% were male, 62.9% were female. 6.7% of participants were under the age of 18, 65.7% were between the ages of 18 and 24, 17.1% were between the ages of 25 and 34, and 10.5% were between the ages of 35 and 44. Concerning Monthly family income, 32.4% had monthly family income of 10,000 – 20,000, 20% held a20, 001-30,000 income, 15.2% had 30,001-40,000 income, 12.4% held a 40,001-50,000 income and 20% held above 50,000 incomes.

Mostly used Social media platform

Table 3.1.2social media platform

SOCIAL MEDIA	Frequency	Percentage
Instagram	69	65.7
YouTube	22	21.0
Face book	9	8.6
Others	5	4.8
Total	105	100.0

Table3.2.4 presents the social media usage composition of respondents. It can be concludethat from the total of 105 respondents, respondents who use Instagram were 65.7 percent, YouTube were 21.0 percent, Face book were 8.6 percent and others were 4.8 percent. Majority of the respondents use Instagram.

Section II

3.2 RELIABILITY ANALYSIS

Internal consistency of the scale was examined using Cronbach's Alpha. Table 3.2.1 shows   the Cronbach's alpha values of each variable are above 0.70; the minimum threshold value for reliability suggested by Nunally (1978).

Table 3.2.1
Reliability Analysis of Scale

Factors	Number of items	Cronbach's Alpha
Engagement	3	.813
Trustworthiness	5	.835
Expertise	5	.841
Purchase intention	5	.829

Source: Author's calculation

3.3 DESCRIPTIVE ANALYSIS
Table 3.3

Measures	N	Mean	SD
ENGAGEMENT	105	3.9365	.72368
TRUSTWORTHINESS	105	3.7029	.73595
EXPERTISE	105	3.6229	.82337
PURCHASE_INTENTION	105	3.8343	.71061

The Mean, Standard Deviation of all the constructs in the study are shown in Table 3.3.

ENGAGEMENT

According to Brodie et al. (2013), social media engagement is a type of customer engagement that is context-specific and reflects the individual attitudes of customers toward a particular business or community (Dessart, 2017).Social media engagement can develop in relation to a variety of things, including the brand, other customers represented in the network, and the community (Dessart, 2017).Social media engagement has also been studied as brand-user interaction on social media platforms (Barger et al., 2016; De Vries & Carlson, 2014)According to Alam et al(2022) it indicates a positive connection between the features of SMIs, which the social media engagement, and s-commerce intentions. Based on information from earlier studies, Engagement has a favourable and substantial impact on consumers 'purchase intention.

Table 3.3.1 Measures of Engagement

Measures	Item Acronym	Mean	Mode	SD
This social media influencer is fun to watch	EN1	3.92	4	.851
This social media influencer is entertaining	EN2	3.91	4	.786
This social media influencer isenjoyable to watch.	EN3	3.97	4	.904

Source: Primary data

The mean, mode and SD for EN1, EN2, and EN3 are given in the table 3.3.1. Mean for the EN3 is the highest. Mode value is same for all the three measures. From the above statisticswe can

conclude that respondents are of the opinion that social media influencer is enjoyable to watch, but they not much entertaining.

TRUSTWORTHINESS

According to Ohanian (1990), trustworthiness is "the listener's degree of confidence in, and level of acceptance of, the speaker and the message." The question of whether or not a particular person is credible is addressed by the concept of trustworthiness (Wiedmann & Von Mettenheim, 2020). When a SMI is regarded as trustworthy, followers are more likely to find the information it provides on product endorsements to be credible (Cheung et al., 2008).

Several past studies have shown that trustworthiness and purchase intention ((Weismueller et al., 2020; Wang and Scheinbaum, 2018; Wiedmann and Mettenheim, 2019). According to the findings of a study by Weismueller et al. (2020), trustworthiness was a favorable and substantial predictor of consumers' purchase intention. In the same way, Wiedmann and Mettenheim(2019) study discovered that trustworthiness was the best predictor of intention to buy goods and services.However, according to other studies (AlFarraj et al., 2021; Hakimi et al., 2011), trustworthiness was not a reliable indicator of consumers' propensity to buy. The study by Lou and Yuan (2018) discovered a negligible influence of the source's credibility on customers' purchasing intention. In the same way, the study by Balabanis and Chatzopo ulou(2019) failed to detect a substantial impact of the influencer's credibility on consumers' intention to make a purchase. The variation may be brought on by cultural differences or by customers' ambivalent or suspicious opinions. Because of this, previous research has generally shown a positive and significant association between trustworthiness and purchase intention, however other studies have shown different results. As a result, the following hypothesis will be empirically tested:

Table 3.3.2 Measures of Trustworthiness

Measures	Item Acronym	Mean	Mode	SD
I think the influencer when endorsing food products has a good knowledge	TW1	3.77	4	.869
I think the influencer is sincere when endorsing food products	TW2	3.61	4	.925
I think the influencer is honest when endorsing food products	TW3	3.70	4	.972

I think the influencer can be trusted when endorsing food products	TW4	3.60	4	.947
I think the influencer become the main reference when endorsing food products	TW5	3.84	4	1.020

Source: Primary data

From Table 3.3.2 it is understood that majority of the respondents is Agree towards trustworthiness that all measures has a mean nearing 4. The highest mean was reported for TW5 which indicate influencer become the main reference when endorsing food products. The least mean was found on TW4 which indicate respondents are neutral towards the influencer can be trusted when endorsing food products. Standard deviation is lowest for the measure TW1.

EXPERTISE

The definition of expertise is a high level of ability or knowledge .According to Hovland, Janis, and Kelley (1953), expertise is the second aspect of source credibility. This dimension is also known as "competence" (Whitehead 1968), and "authoritativeness" (McCroskey 1966). To quantify this dimension, terms like "trained-untrained," "informed-uninformed," and "educated-uneducated" have frequently been used. According to several scholars (Hovland et al., 1953; Ohanian, 1991), it is not necessary for an endorser to be an expert; rather, it depends on how the audience perceives him.

Several past studies have shown that source expertise is associated with consumers' purchasing intention. According to the study by Chekima, Chekima, and Adis (2020), consumer attitudes about advertising and brands were significantly and favorably impacted by the source credibility dimension of expertise. Customers' purchase decisions were further influenced by this. According to a different study by Lou and Yuan (2018), there is a favorable correlation between the knowledge of influencers and the advertising that ultimately affects consumers' intent to buy. But according to certain studies (Balabanis and Chatzopoulou, 2019; Schouten, Janssen, and Verspaget, 2020), the influencer's knowledge did not significantly and favorably affect customers' purchasing decisions. The influencer's knowledge of the consumer's intention to purchase was not demonstrated in a study by Balabanis and Chatzopoulou (2019). As a result, the findings regarding the influence of expertise on customers' intention to purchase are inconsistent when compared to earlier studies. Consequently, the following hypothesis is put forth:

Table 3.3.3 Measures of Expertise

Measure	Item Acronym	Mean	Mode	SD
I think the influencer has experience food products	EP1	3.93	4	.943
I think the influencer has a good knowledge on food products	EP2	3.71	4	.896
I think the influencer has qualification on food industry/products	EP3	3.34	3	1.167
I think the influencer has a skill in applying food Products	EP4	3.56	4	1.073
I think the influencer has an expertise on beauty products when endorsing food products	EP5	3.56	3	1.160

Source: Primary data

The mean, mode and standard deviation of the measure of the variable Expertise are displayed in the table. Mean stands the highest for EP1 with a value of 3.93. Standard deviation is lowest for the measure EP2 with a value of .896.

PURCHASE INTENTION

According to Spears and Singh (2004) and Goyal (2014), the purchase intention is the deliberate choice to buy a specific brand or a plan to buy specific goods or services. Because of its connection to purchasing behavior, customer purchase intention is one of the marketing concepts that has received the most attention. Experts use this idea to forecast potential product sales (Morwitz, 2012). Purchase intention is more clearly described as a customer's likelihood, based on past experiences, to make the same purchases. Additionally, a buyer may be motivated by a necessity to make a specific purchase (Bhasin, 2018).

Table 3.3.4 Measure of Purchase intention

Measure	Item	Mean	Mode	SD
I want to know about the food product after viewing content uploaded by influencer	PI1	4.10	4	.936
I am interested to try the food product after viewing content uploaded by the influencer	PI2	3.85	4	.806
I consider to buy the Food product after viewing content uploaded influencer.	PI3	3.82	4	.928
I will have to have the food product after viewing content uploaded by influencer	PI4	3.62	4	1.004
I get motivated to purchase after Influencer appearance in the advertisement on the food products	PI5	3.79	4	.927

Source: Primary data

The above list of items was used to measure the purchase intention. This table shows the mean, mode and standard deviation of the different measures of purchase intention. The measure PI1 with a value of 4.11 has the highest mean. Mode value is same for all measures. Standard deviation is lowest for the measure PI2 with a value of .806. From the above statistics we can conclude that respondents want to know about the food product after viewing content uploaded by influencer

SECTION III

3.4 HYPOTHESIS TESTING AND MODEL VALIDATION

3.4.1 CORRELATION ANALYSIS

Correlation analysis is carried out before conducting regression analysis in order to quantify the strength of relationship between variables. It tests the linear relationship between the variables. Each correlation appears twice: above and below the main diagonal. The correlation on the main diagonal is the correlation between each variable itself.

Table 3.4.1 Correlation between independent and dependent variable

Variable	Engagement	Trust Worthiness	Expertise	Purchase Intention
Engagement	1			
Trust Worthiness	.355**	1		
Expertise	.245*	.701**	1	
Purchase intention	.391**	.459**	.466**	1

Source: Compiled by the researcher

**Correlation is significant at the 0.01 level
*Correlation is significant at the 0.05 level

The correlation coefficients between the independent variables like Engagement, Trustworthiness, Expertise, and dependent variable Purchase intention are reported in the table 3.5.1. Then correlation coefficients are always be in the range -1 to 1. A correlation is statistically significant if its P value < 0.005 and P value <0.01. Hence it can be concluded that there exist a positive correlation between the independent and dependent variables.

The correlations between various variables are as follows:

➢ The correlation between engagement and trustworthiness is 35.5percent
➢ The correlation between engagement and expertise is 24.5 percent
➢ The correlation between engagement and purchase intention is 39.1 percent
➢ The correlation between trustworthiness and expertise is 70.1percent
➢ The correlation between trustworthiness and purchase intention is 45.9 percent
➢ The correlation between expertise and purchase intention is 46.6 percent.

3.4.2 REGRESSION ANALYSIS

Regression analysis conducted to measure the influence of Engagement, Trustworthiness and Expertise on Purchase Intention. The independent variables are Engagement, Trustworthiness and Expertise and dependent variable is Purchase Intention . The main objective of regression analysis is to explain the variation in one variable (called dependent variable) based on the variation in one or more other variables (independent variables.) If multiple independent variables are used to explain variation in a dependent variable, it is called a multiple regression model. The output of linear regression was used to test the hypothesis.

Table 3.4.2 Model summary

Model	R	R Square	Adjusted R Square	Standard error of the estimate	Durbin Watson
1	.558[a]	.312	.291	.59822	1.814

a. Predictors: (Constant)

R square is the percent of the variance in the dependent explained uniquely or jointly by the independents. The R square and adjusted R square will be same when used for the case of few independents. The R square and adjusted R square shown in Table 3.5.3 is almost the same. Hence, adjusted R square value is used for interpreting the results.

Table 3.4.2 shows that 31.2 percent variation in PI is explained by Engagement, Trustworthiness and Expertise. For Durbin-Watson statistic tests for autocorrelation as rule of thumb, the value should be between 1.5 and 2.5 to indicate independence of observation(Garson 2010). The value of test is 1.814, which indicates the independence of observation.

Table 3.4.3 ANOVA

Model		Sum of square	df	Mean square	F	Sig.
1	Regression	16.372	3	5.457	15.250	.000*
	Residual	36.144	101	.358		
	Total	52.517	104			

a. Predictors : (constant) Engagement, Trustworthiness and Expertise
b. Dependent variable : Purchase Intention

*denotes significant at 5 percent level

ANOVA table showing the regression model fit presented in Table 3.4.3 shows that the model is statistically significant at 5 percent significance level (F= 15.250)

Table 3.4.4 Coefficient of Regression analysis

Factors (constructs)	Item Acronym	Standardised Beta coefficient (β)	Sig. (P value)
Engagement	EN	.262	.004*
Trust worthiness	TR	.166	.168
Expertise	EX	.285	.015*

Source: Compiled by researcher

*Denotes significance at 5 percent level

Table 3.4.4 percent the standardized Beta coefficient values and the significant values of independent variables engagement, trustworthiness, and expertise. The independent variable Engagement and Expertise are statistically at 5 percent significance level. The results support the first hypothesis stating that engagement positively influences the purchase intention (β =.262, p<0.01). Further, Expertise have significant relationship with consumer's purchase intention (β =.285, p<0.01). Thus the third hypothesis stating that expertise of social media influencers positively influences the consumer's purchase intention is also supported. In contrary to the above results, trustworthiness towards consumer's purchase intention was found to have no significant effect (β =.166, p=.168). Thus the second hypothesis stating trustworthiness positively influence the consumer's purchase intention was not supported in the study. Therefore, it is clear that these two independent variables have significant relation on purchase intention and one independent variable have no significant effect on purchase intention. **Hence, H1, H3 are accepted and H2 rejected.**

From the standard Beta coefficient values of the independent variables, we can understandthat all independent variables have positive effect on purchase intention.

The beta coefficients give a measure of the contribution of each variable to the model. Higher the beta value, greater the effect of independent variable on the dependent variable. Among the independent variables expertise has the greatest effect.

3.5 VALIDATED MODEL

Figure 3.5.1: Validated model
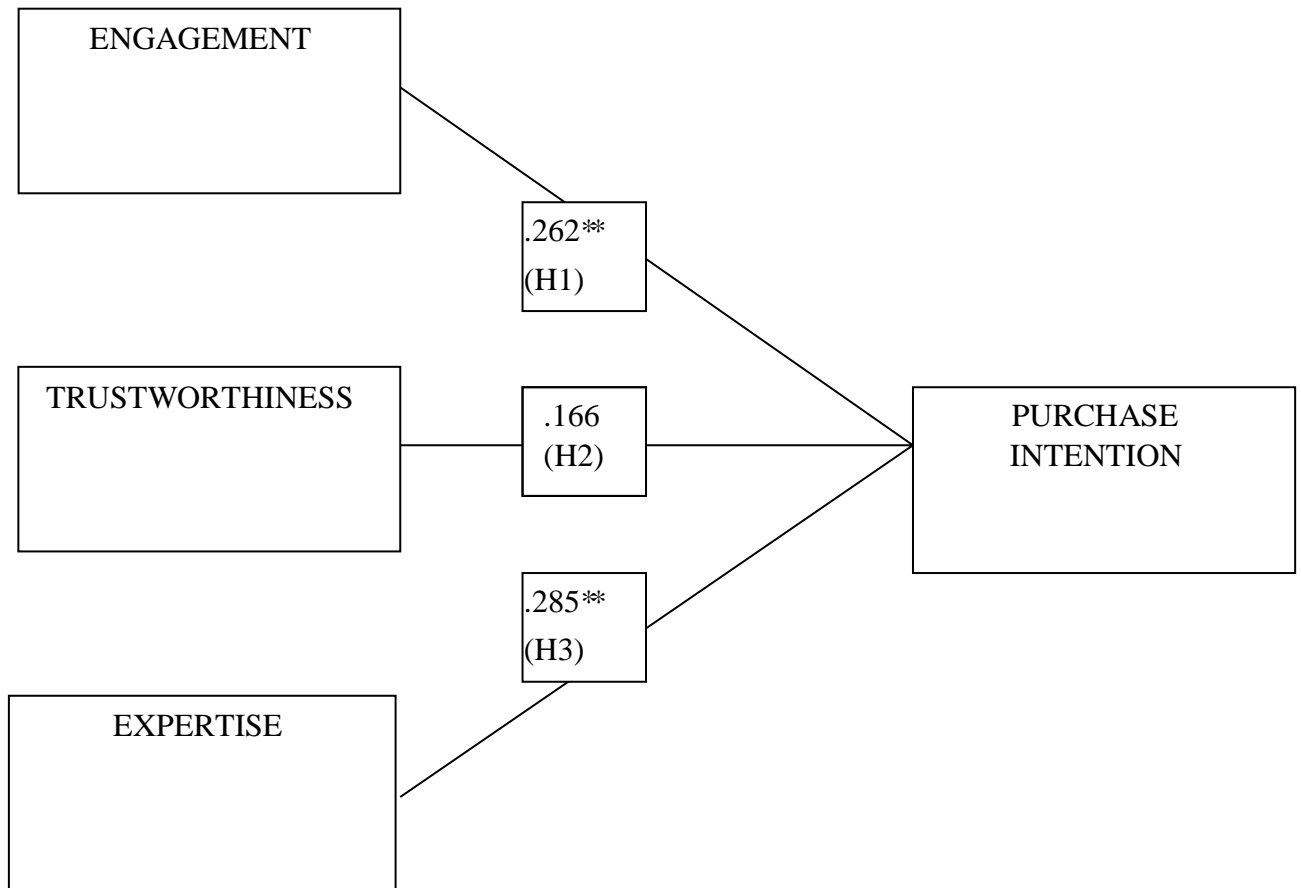
Empirically validated model in figure 3.1 expertise (β =.285) has the highest beta coefficient followed by engagement (β =.262), trustworthiness (β =.166). The beta coefficient of independent variable Engagement and Expertise are statistically significant at 5 percent significance level (P<0.05) and independent variable Trustworthiness is not significant at 5 percent significance level. Based on the above model it is understood that 2 alternative hypotheses are accepted and 1 alternate hypothesis rejected. Based on the standardised beta co efficient given in the above table following interpretations can be made:

➢ H1: Engagement– Purchase intention: Since the P value is .004, the beta coefficient of the variable is significant and the coefficient (.262) being positive proves there exist positive relation between engagement and purchase intention. In short engagement has positive relationship of 26.2 percent over purchase intention.

- ➢ H2: Trustworthiness – Purchase intention: Since the P value is .168, the beta coefficient of the variable is not significant and the coefficient (.166) being positive proves there exist positive relation between trustworthiness and purchase intention. In short stating trustworthiness positively influence the consumer's purchase intention was not supported in the study.

- ➢ H3: Expertise – Purchase intention: Since the P value is .015, the beta coefficient of the variable is significant and the coefficient (.285) being positive proves there exist positive relation between expertise and purchase intention. In short expertise has positive relationship of 28.5 percent over purchase intention.

3.6 SUMMARY

This chapter deals with the analysis of the data collected. The data was analyzed in three different stages. The first section displays the profile analysis which includes a brief analysis of the demographic profile of the respondents. In the second section the reliability of the measures was tested and found satisfactory. Descriptive analysis of the measures was done as Descriptive analysis I . The Linear regression analysis of the measures was done in the third section and hypothesis formed at the outset were tested.

It was found that the Independent variable Engagement, Trustworthiness and Expertise has effect on purchase intention of food products.

CHAPTER IV

FINDINGS, RECOMMENDATIONS AND CONCLUSIONS

4.1 INTRODUCTION

In today 's online world, social media influencers have a big say in what we decide to buy, especially when it comes to food. This study explores how these online personalities influence our thoughts about food products and whether we want to buy them. We are examining several food categories and influencers to determine if there is a correlation between the what they discuss and what we want to purchase. We want to understand why we occasionally feel compelled to try a new meal or pick one brand over another just because someone on social media suggested it. This research may aid business in better understanding how to use influencers while assisting us in selecting food more wisely. Understanding how social media influencers and consumers' purchase intentions interact in the context of the food sector was the main objective of this study. This study sought to illuminate the complex forces that explain the influence of influencer-generated material on consumer behavior.

In this section, we describe the main conclusions drawn from our investigation, which collectively shed light on the complex influences that social media influencers have on customers'purchasing intentions. These findings include a wide range of observations, including the methods through which influencers influence consumer choices as well as the significance of authenticity, credibility, platform dynamics, and content forms.

This study advances our knowledge of consumer behavior by analyzing how these variables interact. It also identifies useful tactics that influencers, businesses, and marketers can use to maximize their efforts in the rapidly changing digital environment of the food industry

4.2 OBJECTIVE OF THE STUDY

GENERAL OBJECTIVE

- To study the impact of social media influencer's on consumer's purchase intention of food industry

SPECIFIC OBJECTIVE

- To identify the impact of social media influencers engagement on purchase intention of food industry

- To identify the impact of social media influencers trustworthiness on purchase intention of food industry

- To identify the impact of social media influencers expertise on purchase intention of food industry

4.3 FINDINGS OF THE STUDY:

4.3.1 Demographic findings

i.   Majority of the respondents were Female as compared to male respondents.

ii.   Majority of the respondents have monthly family income around 10000-20000.

iii. Majority of the respondents have age around 18-30.

iv.   Majority of the respondents uses Instagram.

4.3.2 Descriptive Findings

Reliability Test was carried out shows the Alpha values for all the three factors and it can be concluded that the scale has internal consistency and reliability.

Engagement

i.   Most of the respondents are opinioned that the social media influencer is enjoyable to watch.

ii.   All the mean scores are above three shows their high perceptions regarding the variable Engagement.

iii. The mode value of majority of the measures shows the highest perception of respondents regarding engagement.

Trustworthiness

i.   The highest mean was reported for TW5 which indicate the influencer become the main reference when endorsing food products

ii.   The least mean was found on TW4 which indicate respondents are neutral towards using social media influencer can be trusted when endorsing food products

iii. Most of the respondents find social media influencer has a good knowledge about the food products.

Expertise

i.   All the mean values are above 3 which clearly indicate that respondents have   high expertise towards social media influencer.

ii. Majority of the respondents are in the opinion that they think influencer has experience on food products.

Purchase Intention

i.   Majority have the opinion that they want to know about the food product after viewing the content uploaded by influencer.

ii. The least mean was found on PI4 which indicate respondents are have to have the food product after viewing the content uploaded by influencer.

Regression Analysis

Linear regression analysis was conducted to measure the influence of independent variable engagement, trustworthiness and expertise on purchase intention. Following are the results and findings:

i.   The correlation coefficient between the independent variable (Engagement, Trustworthiness and expertise) and the dependent variable(Purchase Intention) exhibits a positive correlation.

ii.   The R square adjusted R square were almost the same. The adjusted R square shows that 29.1 percent variation in purchase intention is explained by engagement, trustworthiness and expertise.

iii. The model is statistically significant at 5 percent significance level with F value at 15.250

iv.   The beta coefficient of engagement and expertise are statistically significant at 5 percent significance level ($p<0.05$).

v.   The beta coefficient of trustworthiness is insignificant at 5 percent significance level ($p<0.05$).

vi.   Expertise is found to be strong positive impact on purchase intention. It is evident from the beta coefficient of 28.5percent. Thus, Expertise establishes strong positive relation over purchase intention of food products.

vii. There exist a positive effect of engagement over purchase intention with its beta coefficient of 26.2 percent

4.4 THEORITICAL CONTRIBUTION

There is a scarcity of literature addressing the relationships between social media influencers and consumer purchase intention, particularly in the food industry. As a result, the current study adds to the pool of information by conducting research on social media influencers impact on purchase intentions with particular reference to the food business. In addition, research on influencers has been focused on a small number of nations, however, in the Indian context; research on this topic is quite scarce. This study offers insightful information especially for digital marketers working to develop more effective digital marketing strategies for various brands. Influencer marketing is becoming more and more popular, and brands are becoming more interested in investing in it. Even if influencer marketing is now used by digital marketers for advertising and promotions, the results of this study will help them choose the ideal influencer for campaigns promoting food products.

4.5 SUGGESTIONS

1. The majority of respondents use Instagram as a social media platform, hence it is preferable if the businesses concentrate on the Instagram social media influencers.

2. The study concentrates on the direct link between social media influencer and purchase intention; however, additional variables may mediate and moderate the relationship. These moderating or mediating variables like perceived risk can be inculcated to have a holistic view of such extended study.

3. Only one dependent variable and three independent variables that affect purchasing intention were taken into account in the current study. However, there may be more factors, such as likability, familiarity, likeness, and entertainment, among others. As a result, it is advised that the study expand utilizing more variables.

4. In addition to expertise, attractiveness, and trustworthiness, social media influencers need to develop strong relationships and connections with their followers. When it comes to purchase decisions, customers trust those who are close to them. So, if the social media influencers are closely associated with their followers, it will increase the effectiveness of their marketing message

5. Another option would be to do a comparable study for a certain sort of eatery, such as a bar, cafe, pizza restaurant, etc.

6. It could be interesting to reverse the research process and look at what motivates people to follow a particular influencer in order to try and generate a variety of consumer profiles with various demands.

7. In a few years, when there will already be a new understanding of influencers, the same research may be conducted. This market's communication channel could be looked at due to changes   in   attitudes,   tastes,   habits,   and   expectations   about   them.

4.6 CONCLUSIONS

A Study on "IMPACT OF SOCIAL MEDIA INFLUENCERS ON THE CONSUMER'S PURCHASE INTENTION: REFERENCE TO THE FOOD INDUSTRY" was done to identify the relationship between Social Media influencer and Purchase Intention. In addition to this, factors contributing to Purchase Intention like Trustworthiness and Expertise are identified.

The study is mainly conducted as four chapters namely Introduction, Theoretical Framework and Literature Review, Analysis and finally Findings, suggestion and conclusion. First chapter is the introduction part which mainly dealt with overall view of the topic of study and it includes objectives of the study, statement of the problem, scope, methodology, hypothesis and chapterisation.

The second chapter is divided into three sections as Theoretical Framework, Literature Review and Model Development. Theoretical framework mainly includes the concerned theory of the subject which is under the study. Theories were framed and collected from various secondary sources. From the theory portion one can simply get the subject very clearly. The second section of the chapter contains various review of past studies connected with the area of our topic. And it also includes review of variables which is used for conducting this research. All this literature review is been framed by reading and searching various articles published in journals. Third section of the chapter contains Model Development of the research. Model Development is done from the extensive literature review.

Third chapter is mainly divided into three as Analysis of Demographic profile, Descriptive analysis and Regression Analysis, Model validation and Hypothesis testing. In analysis of demographic profile various demographic measures used in the study were analysed. And for that frequencies were framed out to show the number of respondents belongs to each demographic feature. Reliability analysis was carried out using Cronbach's Alpha which proved the internal consistency of the research constructs. The Descriptive analysis includes the analysis of the variables used in the study. It is carried with identifying the mean, mode and standard deviation.

In the final section we conducted Correlation analysis to quantify the strength of relationships between variables. And from the analysis we understood that there exists a high positive correlation between all variables. Then Regression analysis is done to measure the influence of independent variables with the dependent variables. After testing the proposed hypothesis, it was discovered that some of the hypotheses were supported while others were not. Based on the results, H1 was confirmed, which is consistent with the research that has already been done and revealed that engagement influences purchase intention in a favorable and significant way(Alam et al.,2022). It has been demonstrated that influencer engagement significantly predicts consumer purchase intention. Second, the results indicate that trustworthiness has no impact on purchase intention, hence hypothesis 2 was not validated. This is consistent with retrospective research that revealed trustworthiness is not a predictor of purchase intention (Lou and Yuan, 2018; Balabanis and Chatzopoulou, 2019).Finally, H3 was supported because social media influencer expertise can forecast the purchasing intentions of social media users. The results of this study are consistent with previous research (Chekima et al., 2020; Lou et al., 2018). From the regression analysisit was proved that two independent variables Engagement and Expertise have significant relationship with purchase intention and Trustworthiness have no significant relationship with purchase intention . As the result of all these analyses H1 and H3 are accepted and H3 is rejected.

The fourth chapter of the study denotes Findings, Suggestions and Conclusions. It includes the demographic findings, descriptive findings and regression analysis findings. The study makes significant contribution to the existing literature by examining the measures of purchase intention. In this context the present study attempts to unearth the answers to the research questions factors influencing purchase intention. It was purchase intention found that is dependent on various measures such as Engagement, Trustworthiness and Expertise. Hence, the study is quite relevant and timely from the view of both academics and authorities.

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APPENDIX

IMPACT OF SOCIAL MEDIA INFLUENCERS ON THE CONSUMER'S PURCHASE INTENTION: REFERENCE TO THEFOOD INDUSTRY

I'm Mary P.M, final year M.Com student of Bharatha Mata College, Thrikkakara. I conduct this survey as a part of my final year PG project and the data collected will be used for academic purpose only. I request you to kindly fill the questionnaire.

QUESTIONNAIRE

I DEMOGRAPHIC PROFILE

1. Gender
   - Male
   - Female

2. Age
   - Below 18
   - 18-24
   - 25-34
   - 35-44
   - Above 44

3. Monthly Family Income
   - Below 10,000
   - 10,000-20,000
   - 20,001-30,000
   - 30,001-40,000
   - Above 40,000

4. Which social media do you use the most?

- Instagram
- Facebook
- YouTube
- Others

For the following statements, Please choose the options given below to state your agreements/disagreements

II ENGAGEMENT

Sl No	Measure	Strongly agree	Agree	Neutral	disagree	Strongly disagree
1	This social media influencer is fun to watch					
2	This social media influencer is entertaining					
3	This social media influencer is enjoyable to watch.					

III TRUSTWORTHINESS

Sl No	Measure	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1	I think the influencer when endorsing food products has a good knowledge					
2	I think the influencer is sincere when endorsing food products					
3	I think the influencer is honest when endorsing food products					
4	I think the influencer can be trusted when endorsing food products					
5	I think the influencer become the main reference when endorsing food products					

IV EXPERTISE

Sl No	Measure	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1	I think the influencer has experience food products					

2	I think the influencer has a good knowledge on food products					
3	I think the influencer has qualifications on food industry/products					
4	I think the influencer has a skill in applying food Products					
5	I think the influencer has an expertise on beauty products when endorsing food products					

V PURCHASE INTENTION

Sl No	Measure	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1	I want to know about the food product after viewing content uploaded by influencer					
2	I am interested to try the food product after viewing content uploaded by the influencer					
3	I consider to buy the food product after viewingcontent uploaded influencer.					

4	I will have to have the food product after viewing content uploaded by influencer					
5	I get motivated to purchase after Influencer appearance in the advertisement on the food products					