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THE IMPACT OF SOCIAL MEDIA INFLUENCERS ON CONSUMER BEHAVIOUR A STUDY OF INFLUENCER MARKETING AND PURCHASE DECISIONS IN THE UK

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Thanking you.

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Master's Degrees by Examination and Dissertation
Declaration Form.

I, Gomtipura Dolly, declare that this dissertation has been composed by myself, that the work contained herein is entirely my own except where explicitly stated otherwise in the text, and that this work has not been submitted for any other degree or qualification, in whole or in part, except as specified.

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Abstract

The influencers in the contemporary social media platform have a sturdy impression on developing the procuring decisions of the board market in the United Kingdom. Based on this concept the basic research aims and objectives are generated. The individual research questions is also highlighted based on this aspect. In the literature review, the previous articles are illustrated to understand the existing characteristics of “social media influencers (SMI)” for generating innovative purchasing decisions. Additionally, the impact of different kinds of “social media influencers” like the popular celebrity is also highlighted in this literature review to ensure a deep knowledge regarding influencer marketing. The holistic knowledge about research onion and the successful application of the Framework is included in this chapter.

The individual justifications for choosing the different methods like research approach, research philosophy, Research design, and others are added to enhance the relevance. Similarly, the significant analysis of the data collection method and “data analysis method” is evaluated in this chapter to increase the thoughtful level for selecting the specific methods for conducting the analysis. On the other hand, the essential inclusion and exclusion criteria are also evaluated to provide clear knowledge about the strategic selection of the data. The data reliability, as well as validity, highlights the authentication of the information for upgrading the value of this research method that helps to provide the ultimate evidence. Regarding this, for executing the systematic approach and knowledge for continuous progress in this investigate the research onion is applied. Based on the methodological assessment the secondary qualitative and thematic analysis is executed. Through the critical assessment of the thematic analysis, the identification of the essential impact in the contemporary year of influential marketing in the United Kingdom is rectified. The interlink with the works review and individual objectives executes the justification of the study. Essential limitation and future recommendations for the development of research quality is included in this research for better understanding.

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Chapter 1: Introduction

1.1. Introduction

Consumers have benefited from social media and this has assisted them to choose brands to buy. “Social media influencers” with many followers on Instagram, YouTube, and TikTok, thus become the new variable of marketing tactics. These influencers can determine customers’ opinions and decisions based on the information they post, making them key stakeholders in the marketing world. Thus, the drive of this research is to investigate the given subject more thoroughly and reveal all the factors that contribute to the effect of “social media influencers” on British consumers’ decisions.

1.2. Background of the Study

This investigate seeks to establish the extent to which consumers rely on recommendations by social media influencers in today’s society. Often with millions of followers on Instagram, YouTube, and TikTok, such people occupy the leading position in current market trends. It is especially here in the UK that the effect of the influencers is felt most. A recent study by the Influencer Marketing Hub published in 2023 reveals that consumers in the United Kingdom have a 68% tendency to make a purchase based on the endorsements made by influencers (Geyser, 2024).

According to Ismail (2023), there is the availability of different influence classifications; micro (1,000-10,000 followers), macro (100,000-1 million followers), and celebrity (over 1 million followers). Each category has a dissimilar impression on the customers. Supporting the thought, Gerlich (2023) by 2022 micro-influencers who are believed to have a more authentic audience and limited number of followers tend to have higher engagement rates of up to 7% as compared to many followers’ influencers or celebrity ones. This higher engagement ultimately leads to better trust and thus the modalities are capable of having a more profound influence on the purchase decision.

Adisa (2023) added that the systems for particular social media platforms work equally in favour or against the visibility of an influencer’s content. Supporting thought, Lepenioti et al., (2020) opined that information about a user’s interests and several parameters related to the activity within the application help define which articles will be displayed in a feed. A 2023 survey done by Social Media Examiner indicated that 57% of marketers regard system changes

as a major issue since they can greatly impact the influence of marketing campaigns (Stelzner , 2024).

Such a background forms the basis for analysing how specific features of influencers and relations between them and the “social media platforms” affect consumers in the UK.

1.3. Research Aim and Objectives

Aim

The research aims to examine the specific effect of social media influencers on the buying decisions of UK consumers.

Objectives

1. To identify the specific traits and characteristics of social media influencers that most greatly affect UK consumer trust and purchasing decisions.
2. To analyse how different types of social media influencers (e.g., micro, macro, celebrity) influence purchasing behaviours differently among UK consumers.
3. To explore consumer attitudes towards sponsored content and the perceived authenticity of social media influencers in the UK market.

1.4. Research Question

RQ1: What are the key characteristics of social media influencers that improve consumer trust and influence purchasing decisions in the UK?

RQ2: How to do different categories of social media influencers (micro, macro, celebrity) differentially impact the purchasing behaviours of UK consumers and online collaboration through vlogging?

RQ3: How do UK customers perceive the authenticity and trustworthiness of sponsored content promoted by social media influencers which increases product visibility to customers?

1.5. Research Rationale

Marketers and customers need to realize and comprehend how “social media influencers” affect buyers’ buying conduct. As more of the UK audience looks to social media for recommendations, businesses must be using key influencers in their marketing mix correctly. As cited by Gillil (2022) a survey conducted by Econsultancy in 2023 with the subject targeting UK marketers specified that 49% of venders intended to boost their investment in influencer marketing because of its relevance to digital marketing.

Also, Chan et al. (2023) argued that the difference in effectiveness with various classifications of influencers, including micro, macro, and celebrities means that organizations are tactical in choosing influencers to work with. The report of HypeAuditor conducted in 2022 also showed that thus proving the efficiency of micro-influencers; in particular, micro-influencers have a 2.5 times higher engagement rate as compared to macro-influencers (Wei, Dai and Liang, 2021).

Besides, the impact of the system used in “social media platforms”, in determining the visibility of influencers and consumers’ attitudes, provides insights that businesses can use in the development of their strategies, with the potential of influencing the targeted consumer populace. But as social platforms are constantly developing, awareness of these processes will help to adjust further marketing efforts to be more in line with consumers’ habits.

1.6. Problem Statement

However Bhardwaj et al. (2024) argued that there is a research gap in the influence of the different characteristics of the influencers as applicable to consumers in the UK. Venciute et al. (2023) opined that the reason many businesses find it difficult to accurately decide on the right influencer to use is that the various types of influence; micro, macro, and celebrity do not affect behaviour change in the same way. For example, though celebrity endorsements expose a broader audience, micro-influencers usually provide higher engagement and relatability.

Hödl and Myrach (2023) added that the level of control that the system of social media platforms has on the visibility of the content posted by influencers and in turn, the effect on consumer choice is not well understood. Nielsen’s study (2022) shows that word of mouth in the form of online reviews, and social media has the highest impact of 70%, but the process of how an system influences this impact is still obscure to some extent (Nielsen, 2022).

However, Belanche (2021) counted that there is a lack of research knowledge about UK consumers' attitudes related to sponsored content and the genuineness of influencers. This absence of understanding poses problems to the campaign planning in question and thus diminishes the possibilities of influencer marketing achievement.

1.7. Significance of the Research

This research is important for at least the following reasons. Furthermore Bhardwaj et al. (2024) opined that the knowledge of the effect that such social media influencers have on UK consumers' buying behavior is significant to companies that intend to adjust how they market their products. Given the expenditure on influencer marketing is expected to grow to £1.6 billion within the UK by 2025 (Statista, 2023), understanding which characteristics make influencers trustworthy to consumers helps marketers generate better and cheaper campaigns (Statista.com, 2023).

Secondly, Marques et al. (2021) stated that a distinction needs to be made between micro, macro, and celebrity influencing to be able to properly apply different marketing strategies. For instance, as me mentioned by Walter et al. (2024), celebrity influencers are good for collecting large audiences, but the latter metrics are often much higher among micro-influencers, and they may be more believed to be genuine, especially if the type of market is small .

Thirdly, Matin et al. (2022) added that considering the problem of the impact of the systems of social nets on the observability of the influencers and consumers' behavior does not have sufficient coverage in the current academic field. In the Forbes (2023) study, it was established that 63% of social media users are influenced by recommendations from a particular application's system (Wong, 2023). Knowledge of these aspects enables organizations to work through the intricacies of digital marketing and boost the processes.

Lastly, Okonkwo and Namkoissem (2023) argued that there is an evaluation of consumers' perceptions towards the sponsored content and authenticity of the influencers and how these insights shall enhance influencer marketing practice to achieve both brand image and consumers' trust.

1.8. Scope of the Research

The following investigate aims to establish the influence of social media influencers on the buying behavior of trades in the United Kingdom. As cited by Marques et al. (2021), it considers both the conventional and the current approaches of using influencers such as micro, macro, and superstar influencers and the impression they have on consumers' trust and response. It will especially be centered on the ways these influencers make consumers view particular products and brands in the practice of social media apps like Instagram, TikTok, and YouTube.

The study will also involve the assessment of consumers' attitudes towards sponsored content and influencer recommendations.

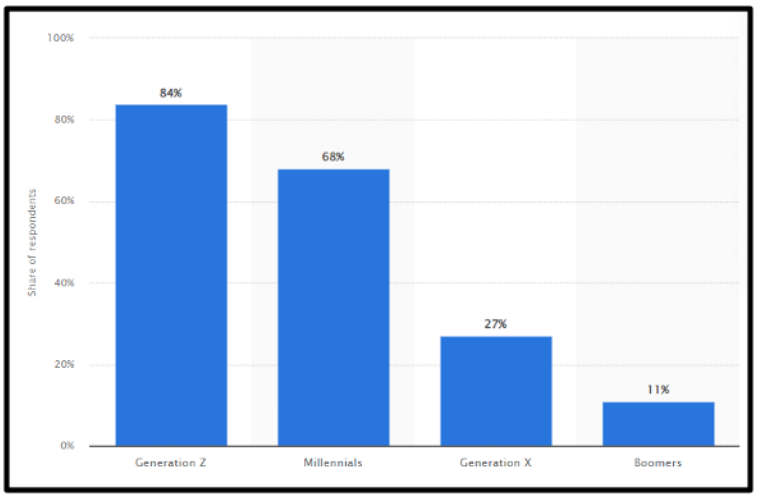


Figure 1.1: Popularity of influencers in UK in 2024

(Source: Statista.com, 2024)

For instance, a Statista report published in 2023 reveals that 74% of the customers from the United Kingdom have said to have bought products as per the recommendations made by the influencers, suggesting the fact that influencers hold great importance within the context of consumers (Statista.com, 2024). It will also assess the efficiency with which social media systems increase or decrease the visibility of an influencer's content, thus affecting its reach.

In doing so, the learning will shed light on how influencers' characteristics besides the platform's systems influence consumer decisions; thereby giving essential information to marketers and other businesses, that seek to harness social media platforms to their advantage.

1.9. Structure

Chapter	Name	Description
1	Introduction	Introduces the research topic, background, objectives, questions, rationale, problem statement, and significance.
2	Literature Review	Review existing literature related to "social media influencers", consumer behavior, and marketing strategies.
3	Methodology	Particulars the study design, data gathering methods, and investigative methods used in the learning.
4	Findings and Analysis	Presents the results of the research and analyses the data in relation to the research questions.
5	Conclusion and Recommendations	Recaps the key answers, discusses their inferences, and provides recommendations based on the research.

Table 1.1: Structure of the Research

1.10. Summary

Chapter 1 gives the research subject and presents the related to the learning, the purpose of the study, objectives, study questions, and relevance of the study. The next chapters will expand on this theme and separately examine the literature, the approach, the results, and the meaning of the study. In more detail, this research seeks to provide significant findings on how "social media influencers" touch consumers' buying behavior in the UK to enrich the academic literature and develop effective marketing approaches.

Chapter 2: Literature Review

2.1. Introduction

Literature review is a summary of the published works on a given subject in the given area of study. It is a manner in which one can be able to show that he or she understood a particular topic and also to defend the research questions.The current literature review will thus help in establishing significant knowledge regarding social media influencers' influence over the consumers of the UK. They discuss theoretical concepts, establish characteristic features of SMI, distinguish the conduit of various types of influencers, analyse the outcomes of influencer sourcing, and assess consumers' perceived motivations to interact with sponsored posts. To develop a baseline of analysis concerning the specifics of influencer marketing in the United Kingdom, the review employs a synthesis of existing academic literature, industry reports, and statistical data.

2.2. Theoretical Perspectives

Social Influence Theory

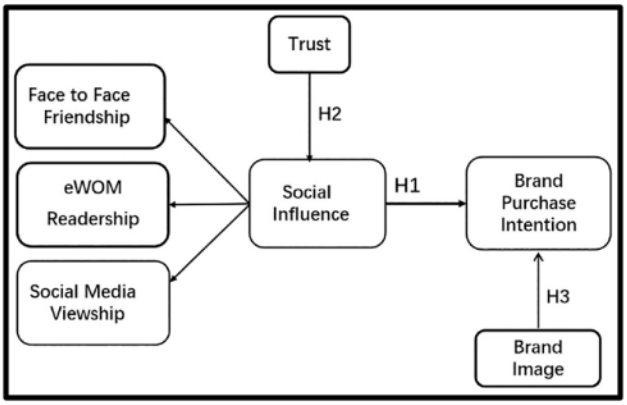


Figure 2.1: Social Influence Theory

(Source: Liang et al. 2024)

As can be discerned from the Theory under analysis, people's behavior and perceptions are heavily influenced by other people in their lives. According to Liang et al (2024), this theory helps explain the effects of social media influencers on the purchase decision. Subsequently, influencer's recommendations of a new skincare product can result in more consumer traffic mob and purchase, owing to their endorsement which most consumers see as credible. The

study by Lim (2022) shows that aspiration, identification, and internalisation are processes by which social influence occurs. When concerned with the topic of influencer marketing, people tend to follow the advised actions to achieve popularity or to be like those influencers they like, accordingly, converting the endorsements to their own.

Parasocial Interaction Theory

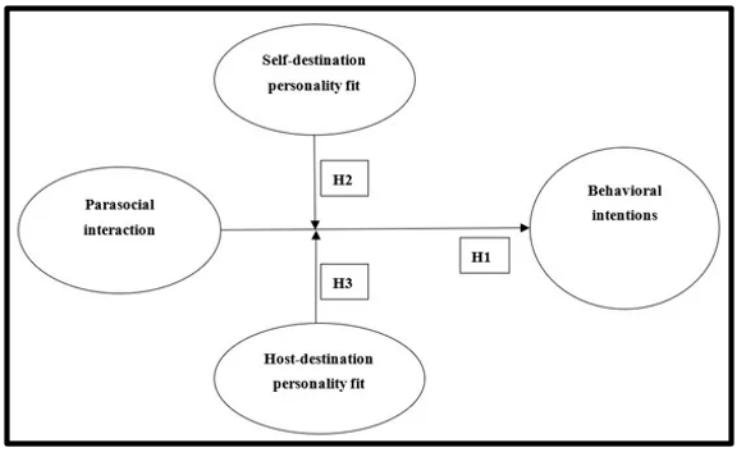


Figure 2.2: Parasocial Interaction Theory

(Source: Lu and Lu, 2022)

This Theory aims to describe the one-sided relationships that consumers build with media personalities including social media celebrities. From the theory articulated by Lu and Lu (2022), the greater friend or advisor perception entails a boost in the show's trust with followers. For instance, the workout guru recording a person's workout regimen and healthy meal plans builds trust and closeness, influencing the audience to adopt such behaviors and use suggested products. Lu and Lu (2022) said that these parasocial relationships tend to increase the consumers' loyalty and contribute to the decision the purchase as the consumers feel like they know the influencer.

Both of them are valuable in explaining how influence is driving consumption patterns. While Social Influence Theory looks into the general social factors that make people conform, Parasocial Interaction Theory gives a detailed view of the relationship people have with the material they are consuming that facilitates the development of trust.

The parasocial interaction theory is associated with behaviour assessment to identify the intention of customs on social media. Additionally, the personality of the customers can also

be rectified by the theoretical implementation. The self-destination and the relationship with the customer also can be detected especially to rectify the influence of social media for developing purchasing decisions. By this theory, the interlink between customer intentions in social media for developing purchasing decisions can be established. Therefore, the theory can rectify the basic characteristics that can influence the use of social media for developing the purchasing decisions of customers. Through the modification of self-destination personality as well as Parasocial interaction in social media the customer interaction can be developed and the closeness with customers can enhance they are trust for purchasing the product. The ***first Research question*** is justified for this theory.

On other hand, the ***second Research question*** focus on the particular categories of celebrity that helps to modify the purchasing decisions of target market. Through the implementation of theory that effective social media interaction ability can be rectified by particular celebrities in different location. Therefore, the category to interact with customer by influencing product promotion can be established by the theory. The t***hird Research question*** focuses on the authentication as well as the development of trust by the influence of social media towards customers. Through this theoretical implementation the effective interaction ability in social media through email can be established. This healthy communication and interaction with the target market in hand the trust as well as loyalty that helps to promote the parties in the decision of the target market in the United Kingdom. Therefore, the theory also ensures the authentication of the third Research question. To sum up, all these theories contribute to a proper assessment of possibilities and efficient implementation of influencer marketing.

2.3. Traits and Characteristics of Influencers Affecting UK Consumer Trust and Purchasing Decisions

The customer trust defines the confidence of particular customer towards a service that can ensure their promise for executing a successful business deal (Juwaini *et al.* 2022). Achievement of strong commitment from customer can be defined as customer trust towards of a specific service that can be achieved by social media as well. Executing good relationship among customer and business service is also a definition of customer trust (Cahaya *et al.* 2022). On the other hand, the purchasing decision define selection of a particular product for buying. Successful business deal and economic transaction is referring to the purchasing decision. Additionally, recognising a particular service or product of organisation to fill the satisfactory need also can be considered as purchasing decision from the customer. There is strong

relationship between customer trust as well as purchasing decision (Juwaini *et al.* 2022). As initially development of customer trust increases their purchasing decision towards the particular brand. The fact of purchasing decision and customer trust complements each other and complete each other by providing economic benefit.

As pointed out by Han and Balabanis (2023), depending on the traits and characteristics, social media influencers remain an essential factor affecting consumers' trust and their buying decisions in the UK. The trait defines the personality of social media used for developing customer trust. This particular trait defines utilizing the social media for attracting the customer to execute the loyalty (Ahn, and Kwon, 2022). Additionally, the characteristics of social media define the particular personality and surfaces that can be established by social media to develop customer relationship. The reliability of the foundation, relevance of the data, representativeness of the speaker, and audience interaction are evaluated as crucial in the literature.

Characteristics	**Traits**
Attractiveness towards social media advertisement.	Personality, Commitment of purchasing.
Searching of product quality and rating	Successful economic transaction
Communication with brand for relationship-building	Developing purchasing decision based on service quality
Utilising the services and searching for loyalty	Preparing authenticity and influence of social media celebrities.

Table 2.1: Characteristics and traits of customers

(Source: The Researcher)

It is vital to note that, dissimilar other forms of advertisements, ***authenticity*** is very vital when it comes to "influencer marketing". Authenticity is relevant to characteristics and traits a social media as in the contemporary are the cyber hacking and fake promotion has been increases. Therefore, executing authentic user id and official social media platform is necessary to maintain the authentication and genuine platform to interact with customer. According to Okonkwo and Namkoisse (2023), consumers' trust is more likely to be directed to influencers, who appear to be authentic. Some social media influencers who people tend to follow are more believable because of some factors; they have personal stories to tell, they are not afraid to own up to their shortcomings and their information is congruent.

For instance, Jones (2018) using the example of Zoella considered that the specified British makeup influencer who focuses on vlogs that reveal the everyday life and simple makeup looks she likes is highly trusted by her audience which equals purchasing power. The Research question focus on influence of social media for attracting the customer which is essential category of the social media. Additional Research question also focus on maintaining trustworthiness as well as authentication to use social media for establishing trust of customer. In relevance to the Research question, it is necessary to maintain the authenticity and genuine Ness to use the influencer marketing. Therefore, particularly authenticity is a essential part of characteristics as well as traits a social media that increase the customer trust which is highlighted in the Research question.

"***Expertise***" also bears its relevance in the issue. Another aspect that concerns consumers is mainly the profile of the influencer and his information in this particular part. Another study by Nafees et al. (2021) showed that endorser credibility is another determinant of consumers' persuasibility. Creditors 8 For instance, Ahmed et al. (2024) further noted that Joe Wicks, a fitness influencer originating from the UK, holds the predisposing attribute of a personal trainer and nutrition specialist, owing to which his followers tend to trust his recommendations while purchasing fitness and health-related products.

Adding to that, the factor of ***relatability*** helps in building trust and interest from the intended audience. The interest of the customer can be developed by influencing the social media by promoting the particular services. The interest of customer defines their probability of commitment to execute of successful deal and purchasing. A moral capability of influencing may look like this: the impact that an influencer makes in a community will be higher if he/she can address people as if the personally knows them. According to Ahmed et al. (2024),

relatability reduces the distance between the influencer and the follower because it creates friendship, and hence the followers are loyal to the influencer. According to Maguire (2023), influencers such as Grace Beverley, who lost their life as a successful businessman, find a better response from the audience and induce buying behaviour from them.

'Engagement' can also be named as one of the key traits. They noted that some of the assistances of "social media influencer" activities contain having more frequent communication between the influencer and the followers as a way of generating trust among users. According to Statista (2023), influencers registering higher engagement levels usually record greater influence on consumers' behaviour on the purchasing decision (Dencheva, 2023). Kondort et al. (2023) further noted that This is evident in fashion influencer Patricia Bright from the United Kingdom, who has many comments and answers questions from her fans which creates a strong fashion community and thus, relevant action from customers.

Still, these traits are important, but it is necessary to obtain an understanding of how they work together. Only those influencers who are both authentic and authoritative, close to the audience, and enjoying high rates of engagement can successfully influence consumer's trust and decision to purchase. However, some scholars reveal that such an approach threatens the 'post-organic' nature of influencers' content Han and Balabanis (2023). The first Research question shows the social media characteristics for developing the customer trust as well as their purchasing decision which is identified in this analysis. The strong commitment as well as trustworthiness of the customer base by social media influence is illustrated in this section that execute the elements with the first Research question to the analysis.

2.4. Types of "Social Media Influencers" and Their Differential Impact

To the credit of Dencheva (2023), "social media influencers" can be categorized in general as "macro-influencers", and "celebrity influencers". Both of them influence consumer behaviour in various ways due to their audience reach, interaction, and perceived popularity.

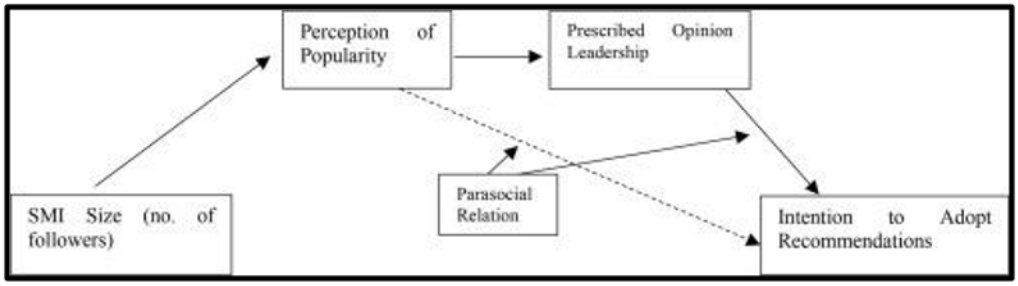


Figure 2.3: Factors depend on the type of social media influencers

(Source: Conde and Casais, 2023)

There are mainly two categories of influencers; the macro influencers and the micro influencers in which the ***micro influencers*** will have a followership of 1,000 – 100,000. Such influencers usually tend to receive absolutely higher engagement with customers, besides being perceived to be more authentic as compared to the glamorous ones. From Lim's (2022) analysis of the influence of micro-influencers, they established that such influencers have closer relations with their followers hence, the audience trusts them more. The promotion by the micro influencer its social media gain the loyalty and trust of the target market. Micro influencer has a strong fan based in a particular locality they are for by utilising this identity the trust level of audience if can be utilise to execute successful purchasing decision. For example, as cited by Peres and Silva (2021), a UK-based micro influencer promoting vegan recipes will have a relatively small following, though they can generate better engagement and arguably, much more impact on their followers' buying decisions because of the increased relevancy and audience loyalty.

On the other hand, Ismail (2023) noted that ***Macro-influencers*** have between 100,000 and one million persons in their following. They fall in between the two, micro influencers and celebrities, and are often capable of reaching a more general audience but a more specific one nonetheless. Generally, macro-influencers greatly affect consumer behavior since they boast high reach numbers and fairly elevated engagement rates. Ismail (2023) also established that macro-influencers are efficient in achieving both reach and influence, traits that make them suitable for brands that seek popularity and credibility. An example is Lydia Millen a fashion influencer from the United Kingdom who with many followers can bring huge traffic and sales for the brands that she is working with (Ismail, 2023).

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Impact difference and table of compare	
Micro celebrities (influencers) impact	**Macro celebrities (influencers) impact**
Micro influencer can influence 1000 to 1000,000 followers.	Macro influencer can influence 1000,000 population.
Higher engagement and customer trust are the basic outcomes.	Moderate engagement and specific customer trust can be achieved
A closer relationship with each audience can be ensured.	Fair and equal growth of market relationship can be ensured
Growth of website traffic and social media reputation is gradual	Rapid growth of website traffic and marketing sales can be resulted.

Table 2.2: Impact difference and table of compare

(Source: The Researcher)

From the above-mentioned table impact difference of macro and micro influencers and celebrities has been explained in the case of influencer marketing. In this context differentiate impact refers to that influencer marketing impact differs through audience size, authenticity, involvement, relevance, platform, influencing sales and awareness of the brand (Leung et al., 2022). Besides macro and micro influencers, it needs to be notify that celebrity influencers also capable to determine purchasing behaviour of customers in the UK. According to Marques et al. (2021), celebrities are considered as ***Celebrity Influencers*** when they have more than one million followers Majority of them are famous personalities outside the social media platforms. Although they give high impressions they get fewer engagements, and the authenticity of accounts is sometimes ambiguous. According to Min et al., (2019), flow, consumers may perceive celebrity endorsements as less credible because of it is more obvious commercial advantage. Nonetheless, personalities such as David Beckham can influence large purchase

decisions to a certain extent where the endorsement fits well with the celebrity's brand association (Vrontis et al. 2021).

Statistics do support these arguments to an extent. According to Influencer Marketing Hub (2021), micro influencers' rate of engagement stands at 7% whereas the macro influencers are 3%, and celebrity influencers are at 1.7% (Geyser, 2021). Thus, the distinction between the two shows that micro-influencers are focused on consumer interaction while macro- and celebrity ones aim at creating extensive exposure. The micro influence are ensuring personal level consumer Introduction by communicating and replying the comments in social media. On the other hand, the macro celebrity executes extensive promotion of services and influence the target customer for using a particular product. Therefore, the way of engagement with customer with macro as well as micro influencer is different but positive influence on target market for developing purchasing decision is effective.

Actions	**Micro celebrities' influencers' number**	**Macro celebrities' influencers' number**	**References**
Rate of engagement	7%	3%	Geyser, 2021
Brand Promotion	10,000- 100,000	Above 100,000	Szymiczek, 2024

Table 2.3: Number of micro-macro celebrities' influencers

(Source: The Researcher)

The above table represents the number of micro and macro celebrities who are associated with market engagement and brand promotion. This influencer by they are strategy characteristics as a illustrate enhance the market engagement. Through the increasing number of micro-celebrities as well as micro-celebrity the extensive exposure of market creativity increases (Szymiczek, 2024).

Critically (Geyser, 2021) suggested that with the micro-influencer's high engagement and authenticity, they have one primary demerit: they do not offer brand reach as extended as the post influencer. On the other hand, Vrontis et al. (2021) highlights that almost all celebrity influencers possibly have a broad reception level which again has the disadvantage of raising the question of credibility with the consumers. Therefore, brands have to properly choose the influencers depending on the purpose of the particular campaign while taking into consideration the reach, level of engagement, and acting in terms of consumers' purchasing decisions to maximise the result.

2.5. Role of Social Media Platform Processes

The fundamental purpose of analysing social media platform role to understand the strategy to influence the customer for developing trust is necessary. Additionally for executing the visibility as well as successful implication of social media influence by influencer marketing it is necessary to understand the basic role of social media platform that justifiers the Research question. In the Research question the impact of social media as well as the strategic to execute its characteristics has been highlighted that also focus on understanding the basic role of social media which is the key concern of the section. Cotter (2019) noted that the role of systems in platform profitability, visibility, and influencers' efficiency in social media applications cannot be over criticised. These systems determine the content ranking of various aspects of niches depending on the user interaction and the content relevance, timeliness, and so on, which greatly affect the degree to which the influencers interact with the audience.

Influence on Visibility

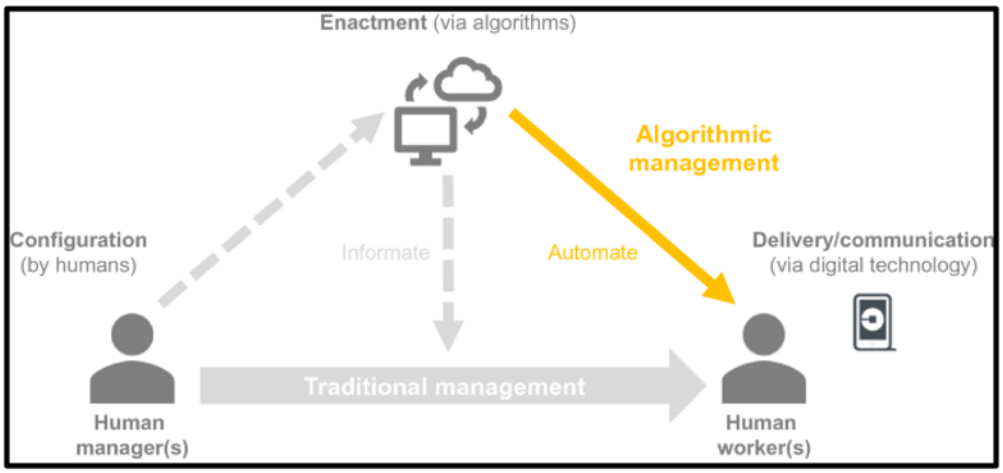


Figure 2. 4: Influence on Visibility

(Source: Benlian et al., 2022)

Of all the social media systems, those designed to present material to users are the ones formulated to present material that the users will like. In their research, Philp et al. (2022) found that social accounts such as Instagram and Facebook come with built-in systems that guarantee that posts with more engagements (likes, comments, shares) will be promoted. For instance, sharing such posts as photos or videos that garner a lot of comments will likely make the specific influencer's content appear on the follower's feed, hence, obtaining more engagement (Pfeuffer and Huh, 2020). It is possible to speak about such pathologies as vicious circles when the already popular influencers receive even more attention, and those who have only one level of attendance cannot improve.

Impact on Different Types of Influencers

It is clearer from the trio that the effects of these systems are not the same for all the classes of influencers. Thus, while micro-influencers have fewer followers in most cases, they have greater interaction ratios. West (2023) shows that micro-influencers have a 3.86% engagement rate on Instagram against 1.21% of mega-influencers. This higher engagement will enable their content to thrive well in environments that are guided by the systems. However, according to Ismail (2023), the proposition that micro-influencers are likely to struggle in replicating their improved engagement rates at the same level as macro or celebrity influencers will still pose a problem; the latter having more followers implies that their posts are always going to gain more visibility regardless of the poor engagement scores per each post.

Challenges and Criticism

Nevertheless, there is criticism concerning the systems used in these practices that are known to be obscure. Belanche (2021) says that this aspect of paid advertising is problematic because there is opacity related to system operations, which makes it challenging for influencers to fine-tune their content. It is a fact that in most platforms or apps, systems change frequently which may significantly hamper the influence of influencers and their reach and their engagement levels with their followers. For example, Tafesse and Wood (2021) noted that when Instagram changed the news feed to one that favoured posts receiving higher engagement in 2016, influencers' posts changed as well benefiting a few and hurting many.

System Manipulation and Ethical Concerns

Other ploys adopted by some influencers include buying fake likes or followers to manipulate the systems, but this is illogical and provokes the consumers' disbelief (Krasniak, 2019). Based on the Social Media Examiner report (2019), about 20% of the surveyed marketers complained of having had problems with influencers who use fake followers. This practice can be detrimental to influencer marketing campaigns because some brands are paying for influencers with more influence as they seem bigger than they are (Krasniak, 2019).

According to a study by Feng and Xie (2023), a majority of marketers, that is, 69% admitted that system shifts on social media hurt influencer marketing. This stresses the importance of brands as well as influencers to remain responsive to shifts as it is optimal for them.

Conclusively, as cited by Ong and Ito (2019) on a fair estimate, social media systems play dual roles — positively impacting the influencers' reach and engagement perspective while at the same time posing certain concerns, especially about ethics and transparency. Brands and influencers are to address these dynamics to enable the effective framing of the strategies and genuine interactions with the audiences.

2.6. Consumer Attitudes Towards Sponsored Content and Authenticity

The third Research question focus on establishing trustworthiness and authenticity in contact of promoting the product through social media influencer. Regarding this executing sponsored content by the social media influencer by maintaining the authentication is necessary. Tracking the customer attitude regarding the sponsored content need to be Asus to rectify their trusting level in social media that execute the consistent of the Research question. Aimed at consumers, sponsored content and the associated perceptions of "social media influencers" are the critical causal factors of "influencer marketing". The literature research shows that the consumer-influencer-brand relationship is rather intricate and honesty is considered as an essential virtue.

Perceived Authenticity and Trust

Authenticity was an essential component that affected the trust of consumers in social media influencers. Ahmed et al. (2024) emphasized that consumers have more trust in influencers if they are more genuine and they promote content related to the brand and their values. For instance, if an individual with an environmental conservation niche is always working with

brands associated with environmental conservation, his or her influence is considered genuine. Such perceived authenticity. The perceived authenticity can work by showing the affiliation of the official website of an organisation. Additionally, reference of authentic website in every social media post also shows the implication of authenticity that can gain the customer trust. This particular authenticity is important because it ensure the safety to execute successful conversation with social media influence and customer. Hence, builds trust which is essential in winning the hearts of consumers when making their choices.

Consumer Scepticism and Sponsored Content

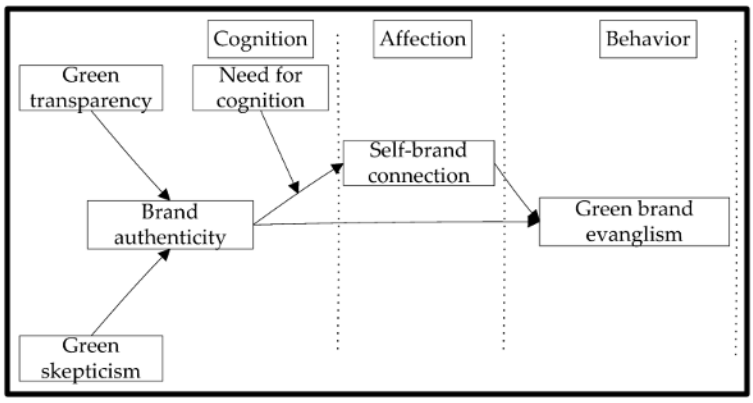


Figure 2.5: Consumer Scepticism and Sponsored Content

(Source: Li, Sun and Hu, 2022)

On the other hand, the social media advertising message can make the consumer feel sceptical about the business. According to the research done by Giuffredi-Kähr et al. (2022), consumers questioned the genuine of sponsorships looks at influencers, wondering whether these influencers are only advertising products because they are paid to do so. This scepticism can reduce the suitability of influencer marketing. For example, if an influencer after posting images, videos, blogs, etc. promotes a product that is contrary to the posted content, the audience loses trust in the endorsement.

Impact of Disclosure

The mandatory disclosure of sponsored content, as required by regulations like those from the "Federal Trade Commission (FTC)" in the US, affects consumer perceptions. Providing authentic advertisement and collaboration in social media effect the perception of customer. Another element is to use attractive content and collaboration with local celebrity also develop

positive customer perception that ensure from commitment to execute successful purchasing. Establishing strong tagline as well as using authentic website reference is and showing the genuine report in social media post also gain positive customer perception that helps to promote the influencer marketing.

Giuffredi-Kähr, Petrova and Malär (2022) note that while disclosure can enhance transparency, it can also increase consumer scepticism about the authenticity of the endorsement. Despite this, transparent disclosure is generally seen as a positive practice that can mitigate potential backlash and maintain long-term trust.

According to the statistics obtained from Geyser (2021), it was found that customers trust a post from an influencer, only when the influencer seems to use the product they appropriate and love. On the other hand, Giuffredi-Kähr et al. (2022) note that this proportion is observed when only 38% of them trust recommendations if they think that the influencer is motivated mainly by money. This stresses the need to ensure that influencer marketing is authentic as possible.

The literature indicates that there is a alteration in the shopper's response to various categories of influencers. For instance, Conde and Casais (2023) and in their study suggest that micro-influencers are most likely to appeal to customers with higher perceptions of authenticity because are more specialized and are in a better position to have a detailed interaction with their followers. Altruist influencers, on the other hand, have a more diverse reach but the problem lies in the portrayal of influence as more of a commercial one.

Ethical Considerations

Another ethical issue concerns the cases when sponsors are not declared, thus, misleading consumers. According to the United Kingdom's Advertising Standards Authority (ASA) report in 2019, it was established that 64% of influencers fail to disclose sponsorship in their posts, thus, leading to the question of ethicality within the Current Promotional Environment (Asa, 2019).

In conclusion, influencer marketing shows that buyer insolences toward supported content and perceived authenticity mostly regulate the efficiency of the marketing technique. The necessity of reporting sponsorships and, overall, endorsement messages' commercial nature can instil doubt. The dynamics of influence that transpire between influencers and brands are important

to understand to leverage this marketing strategy successfully while preserving the integrity of the strategy.

2.7. Evolution of Influencer Marketing Strategies

The fundamental purpose of this section is to rectify the basic strategies of the influencer marketing to ensure positive evolution for purchasing decision and generating customer trust. The section focusses on successful and practical implementation of digital marketing as well as collaboration with celebrities for operating the influential marketing successfully. According to Campbell and Farrell (2020), the approaches of influencer marketing have changed in the last ten years due to shifts in practices in digital marketing, consumers, and technologies. In the beginning, there was only a celebrity endorsement strategy where commonly known celebrity personalities were used to advertise products. As cited by Radoslav Baltezarević and Stavros Papakonstantinidis (2023), earlier campaigns including the Hollywood actors or sports personalities rely more on the popularity of the image icon but many times do not satisfy the basic spirit of the target group.

However, following the advancement in the custom of social webs the use of higher influencers also increased thus causing a dichotomy in the approaches. As cited by Ali (2024), formerly it became important to have millions of followers but with constantly declining engagement, influencers with smaller communities but with bigger loyalty rates gained value and that is why the rise of micro and nano-influencers started. These influencers avoid a mass following and therefore they tend to directly communicate with their audiences hence more engagement is observed. In detail, Teklehaimanot (2021), markedly discovered that the influencers with between 10000 and 100000 followers would yield 60 percent higher degrees of engagement than the popular or macro influencers with more than 100,000 followers.

Initially, as cited by Jin, Muqaddam and Ryu (2019), traditional influencer marketing mainly relied on single posts where the influencer would use a product once. This method mainly focused on the amount of followers that the influencer had rather than the quantity of likes or credibility. Eventually, brands understood that there’s a potential to develop influencer relations for long-term promotional strategies since short-term collaborations are seemingly inauthentic (Haenlein et al. 2020). For sample, as cited by Haenlein et al. (2020), daniel Wellington increased its growth through systematic cooperation with various bloggers, ranging from fashion to travelling ones.

In contrast, Gaire (2024) highlights that Instagram Stories, IGTV, TikTok, and YouTube Shorts are some of the platforms that have emerged and hence moving towards more interactivity. Long-form content is not as effective for it enables only displaying products in various creative ways, making consumers' engagement high. For instance, beauty bloggers incorporate these formats to provide live coverage and stay demonstrations, thus adding a real and credible impression of the merchandise (Haleem et al. 2022). Hämäläinen (2021) highlights that 89% of marketers stated that the ROI of influencer marketing is the same or even higher as far as other marketing channels are concerned.

Moreover, as cited by Haleem et al. (2022), there are better influencer campaigns due to the rise of data analytics and other related Artificial Intelligence tools. Now brands may analyse the list of candidates and choose the best influencers according to the audience's gender, age, activity rate, and the type of posts. Such practices lead to increased efficiency and effectiveness of the marketing campaigns conducted in line with the brands' target audience. Tools such as HypeAuditor as well as Traackr enable better pairing of influencers with the brand campaigns to increase coverage (Traackr, 2024).

However, Wehnert, Baccarella and Beckmann (2019) highlight that there is still an issue of how to achieve the right level of realism, while not compromising the marketing potential of the signaled product. According to Falls (2021), with the advancement in Influencer Marketing, it is slowly shifting to an insistence on relating well with the targeted audience and is making sure that all the advertisements created hit home. This evolution only proves the fact that digital marketing is not static and is continuously in search of more suitable models that would fit the consumers' attitudes and the available technological advancements.

2.8. Literature Matrix

Literature matrix is a tool that analyse particular research article to execute the elements with the existing Research and the current analysis. A systematic organisation and compare as well as contrast based on the fundamental research objective has been established by this literature matrix. The systematic organisation of particular article in relevance to the Research question as well as objective has been represented in this literature matrix for presenting the change and understanding of the research

Author(s)	Method	Description	Keywords
Ahmed et al. (2024)	Qualitative Interviews	Examines the role of influencer marketing in brand building and consumer engagement.	Influencer marketing, brand building
Belanche (2021)	Quantitative Survey	Analyzes how follower numbers and influencer popularity affect consumer perceptions and trust.	Social media, influencers, consumer trust
Hanand Balabanis (2023)	Experimental Study	Investigates the impact of influencer attributes on consumer purchase intentions and trust.	Influencer attributes, purchase intention
Kapitan et al. (2021)	Content Analysis	Studies the authenticity of influencers and its effect on consumer engagement.	Authenticity, consumer engagement
Pfeuffer and Huh (2020)	Experimental Study	Explores how transparency in sponsored content influences consumer trust and attitudes.	Sponsored content, transparency, trust

Klijnsma (2020)	Survey	Analyzes how different types of influencers impact consumer behavior differently.	Micro-influencers, macro-influencers
Peres and Silva (2021)	Qualitative Interviews	Examines the influence of celebrity endorsers versus micro-influencers on consumer behavior.	Celebrity endorsers, micro-influencers
Arora et al. (2019)	Quantitative Analysis	Evaluates the role of social media systems in the visibility of influencer content.	Social media, visibility
Ong and Ito (2019)	Case Study	Investigates the effectiveness of influencer marketing campaigns in various industries.	Influencer marketing, campaign effectiveness
Lee and Lee (2021)	Experimental Study	Looks at the impact of parasocial relationships on consumer purchase behavior.	Parasocial relationships, purchase behavior
Lee and Eastin (2021)	Survey	Analyses consumer attitudes towards influencers' authenticity and perceived sincerity.	Authenticity, sincerity, consumer attitudes
Vrontis et al. (2021)	Literature Review	Reviews the evolution of influencer marketing and its impact on digital advertising strategies.	Influencer marketing, digital advertising
Aydin, Uray and Silahtaroglu (2021)	Experimental Study	Investigate how system changes on social media platforms affect influencer	social media, consumer interaction

		reach and consumer interaction.	
M, Utami and Elizabeth (2023)	Mixed-Methods	Combines qualitative and quantitative approaches to study influencer credibility and its impact on consumer decisions.	Credibility, consumer decisions
Dekavalla (2020)	Content Analysis	Explores the strategies influencers use to build and maintain trust with their audiences.	Trust-building, influencer strategies
AlFarraj et al. (2021)	Survey	Analyzes the impact of influencer gender and attractiveness on consumer engagement and purchase intentions.	Gender, attractiveness, consumer engagement
Hudders and De Jans (2021)	Experimental Study	Examines the effectiveness of influencer endorsements in comparison to traditional celebrity endorsements.	Influencer endorsements, celebrity endorsements

Table 2.1: Literature Matrix

The literature matrix depicts a sort of visible pattern of the published work on the aspects of Social media influencers and consumer behaviour. Surveys and interviews, as well as experimental research, and satisfied analysis, are some of the study designs used. Other discussed topics include extra influencer trustworthiness, authenticity, themselves, audience, proximity, and the peculiarities of social media systems. Several of the sections could be explained, namely the contrast between the micro and macro influencers, the sponsorship declaration, as well as successful influencer marketing campaigns. The matrix shows such factors as the qualities of influencers, the functions of the platform, and the attitudes of buyers that provide a stable idea regarding the functions of influencer marketing.

2.9. Literature Gap

Some of the gaps identified in the literature regarding this subject of "social media influencers" are as follows. First, most of the works are based on large consumer segments and do not investigate significant variations within the UK (Kondort et al. 2023). Namely, various subgroups remain undefined in terms of their approach and needs, for example, millennials and Gen Z. It is easier to position and plan influencer marketing when some of these 'blurs' are known (Tafesse and Wood, 2021).

Second, despite the identification of the different categories of influencers including micro, macro, and celebrity influences, there is poor literature on the influence of the latest forms of influencers such as nano-influencers and virtual influencers (AlFarraj et al., 2021). Nano-influencers, with their extremely niche and targeted following, and virtual influencers, created with the help of artificial intelligence, are the directions that remain to be researched in the sphere of influencer marketing (Li, Sun and Hu, 2022).

Third, the various aspects of social media platform systems regarding the promotion of content are also investigated insufficiently (Kondort et al. 2023). Most previous researches revolve around the actual influencer content instead of the processes by which "social media" such as "Instagram", "TikTok", as well as "YouTube", amplify and share influencer content. Knowledge of these factors is important for maximal percentages of effective influence marketing (Radoslav Baltezarević and Stavros Papakonstantinidis, 2023).

Lastly, there is no experiential research that investigates the impression of influencer marketing in the long run with a focus on brand loyalty and consumers' trust. Because most studies address cross-sectional data, it is difficult to gain temporal insights into how consumers' perceptual and behavioral processes change as they are daily exposed to influencer marketing (Kondort et al. 2023). The following gaps can be filled to improve the theory and practice of the strategic usage of influencer advertising in the UK environment.

2.10. Conceptual framework

Conceptual Framework is a systematic model that generalize and simply mice The basic idea of a research. The review of conceptual Framework shows simplification of the complex idea that enhance understanding of the research by showing the relationship with different research variables.

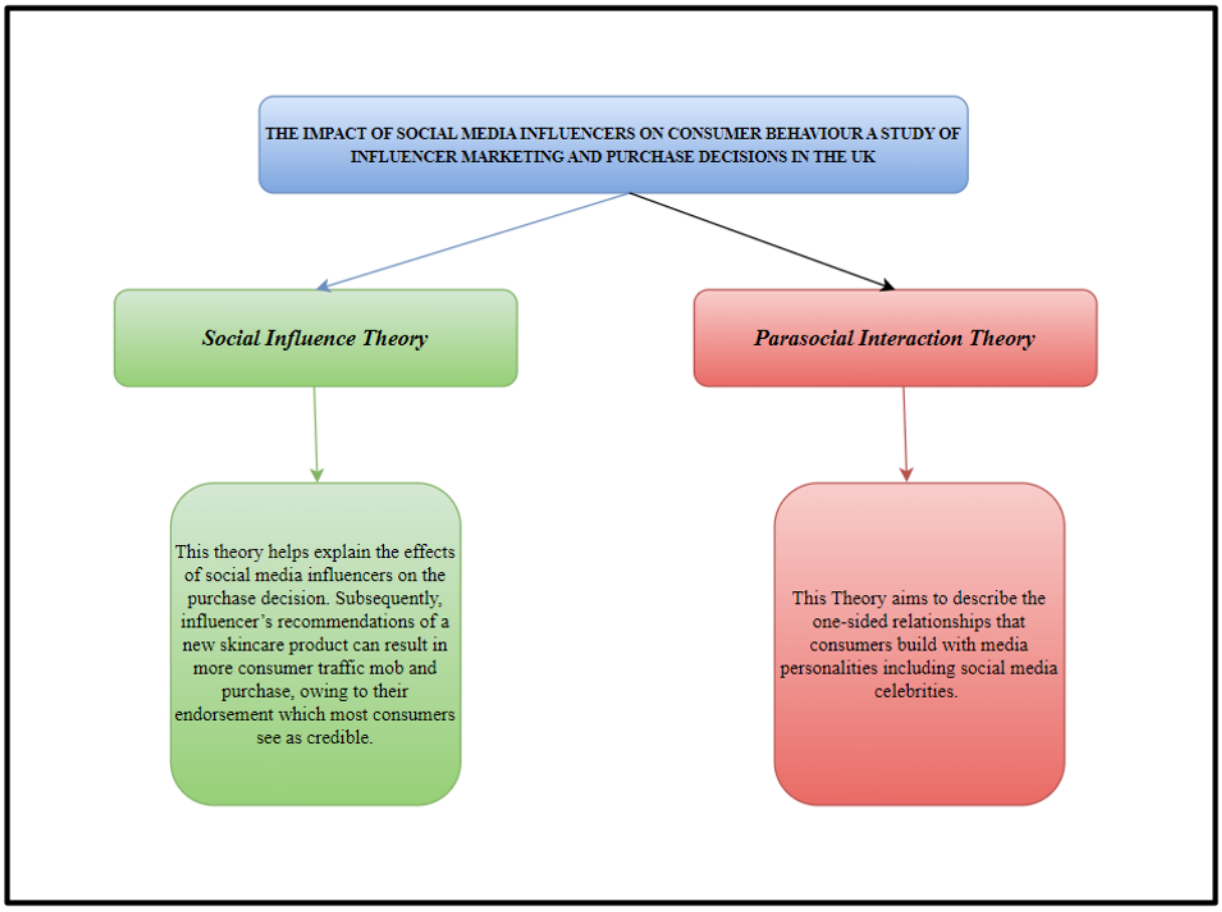


Figure 2.6: Conceptual Framework

(Source: the researcher)

The analytical framework utilised in this study is based on “Social Influence Theory” and “Parasocial Interaction Theory”. The “Social Influence Theory” defines the manners in which people’s behaviour, actions, and choices are influenced by others; thus, the theory is valuable for analysing the belongings that social media influencers produce on consumer results. Para-Social Interactions Theory reflects on the fact that there is a bonding between consumers and influencers in sharing opinions, consumers consider influencers as friends. Altogether, these theories offer an integrated framework to study the relationships between influencer characteristics, platform mechanisms, and consumers’ perception of reality that affect trust and buying decisions in the UK market. The analysis of the Research question covers the aspect of all the Research question. Individual research variables show the relevance with all the three Research question that execute the basic characteristics of customer purchasing decision that enhance the influencer marketing. As well as in context of maintaining authenticity special relationship with customer as well as influencer is also suggested in this conceptual Framework that enhance the match with the Research question.

2.11. Summary

This section discussed the existence of many theoretical frameworks concerning the impression of social media and also defined the features and profiles of “social media influencers” as well and distinguished the changes in the different categories of influencers on consumers of the United Kingdom. It also looked at the relevance of social media systems in influencing the effectiveness of influencers and also observed at consumers’ perceptions of sponsored content and realness. The literature matrix gave a preview of the studies to conduct, and the literature gap section enlightened the areas requiring research. This theoretical review lays the foundation for empirical research into these dimensions of UK consumers. In this literature review the critical measurement of each factor of the Research question has been evaluated for example customer trust, purchasing decisions, developing the authentication and others. All the elements of the research questions are effectively justified in this literature review that shows the influence of social media and influence and marketing that maintain the evaluation of sponsored content and increase economic benefit. The elements of the Research question has been analysed in this literature review with systematic method like literature Matrix that increase the understanding of the analysis.

Chapter 3: Methodology

3.1. Introduction

The chapter focus on developing the basic methodological outline for conducting the research. Adopting particular methodological tool by following the research onion is the fundamental concern of the chapter. The chapter is about applying different technique and methodological tool for implementing a systematic data assessment to provide evidences regarding the Research question. In this research systematic structure of research onion has been followed to execute chronological assessment. The ethical consideration of the chapter promotes the ethical aspects and Research dignity which is successfully applied during conducting the individual methods in this research. As a result, all the necessary information privacy and authentication are maintained while conducting this research for identifying the social media influencers' impact on modifying marketing behaviour as well as the purchasing decision, especially in developed Nations like the United Kingdom.

3.2. Research Onion

Research onion is a methodological model which was first initiated by Saunders and in this model, the systematic description of the different methodological techniques for evaluating and evidencing research was highlighted (Orth, and Maçada, 2021). On the other hand, systematic progress of a research by executing strategic and informative formulation is the key aspect of research onion that provides sufficient knowledge (Alturki, 2021).

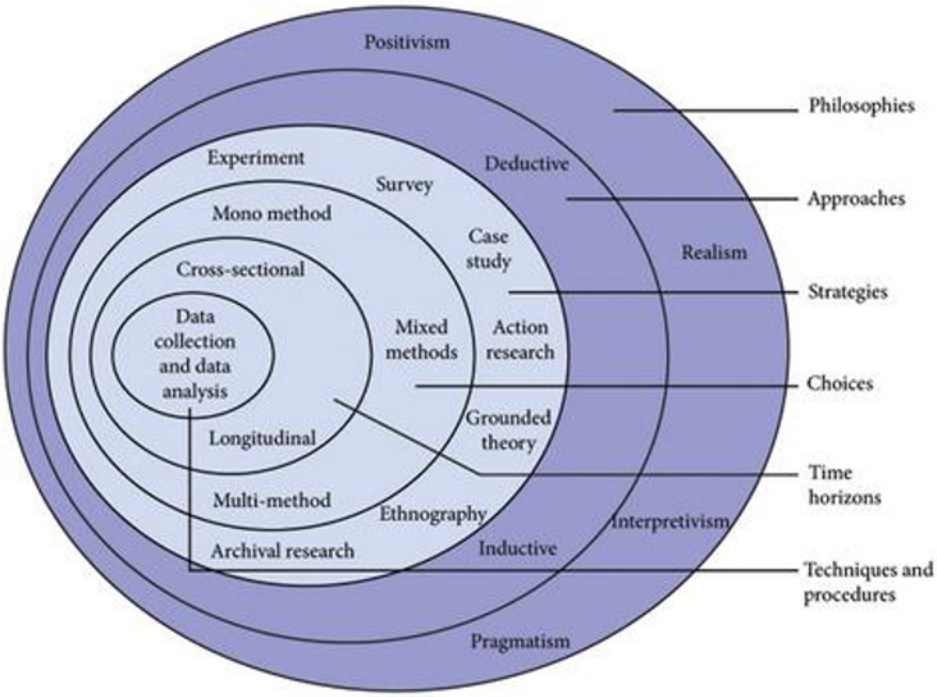


Figure 3.1: Research Onion

(Source: Alturki, 2021)

The above figure represents the 6-layer faces of the research onion where the different tools are elastic for executing a holistic assessment of research methodology. The six phases are associated with identifying specific research philosophies for developing the reality and the ultimate source of knowledge. The research approach supports collection of the relevant information for research (Cramer *et al.* 2021). On the other hand, execution of a systematic assessment and research design is necessary which is a crucial part of the research onion and Research strategy to identify the major and scientific aspects of research (Mardiana, 2020). Based on this critical assessment of the research onion in this research the individual stages of this model are applied. For example, in this research, the research philosophy followed by the research approach is executed. In the next stage for executing a chronological and explorative analysis Research design as well as the research strategy is also established. Besides that, the data collection and data analysis method is also selected based on this research onion model which enhances theoretical assessment and better understanding.

3.3. Research Philosophy

Research philosophy is the first player of the research onion and it executes a critical description of the existing belief. In the context of developing the prime and main foundation of a research accumulating the fundamental source is necessary which is the key concern of research philosophy (Tamminen, and Poucher, 2020). Basically, research philosophy is associated with two types of sources of knowledge such as epistemological source and ontological source. Identification of reality and cognitive knowledge by implicating the relevance with the research object is the key aspect of research philosophy which is followed in this analysis (Mbanaso *et al.* 2023). On the other hand, the research philosophy is associated with different types which is classified based on knowledge-based assumptions for example positivism philosophy, interpretivism philosophy, and pragmatism philosophy. The positivist philosophy transfers the knowledge from existing sources to the outside source and objectifies the existing knowledge. Evaluating the personal viewpoint by developing the reality is the key concept of positivism philosophy that mostly focuses on scientific assessment by quantitative information.

As compared to that interpretivism research philosophy evaluates the individual population's ideas and thoughts by signifying the cultural factors (Junjie, and Yingxin, 2022). The relevance of societal factors and establishing a holistic viewpoint with systematic interpretation based on the existing information is a key aspect of interpretivism research philosophy. Interpretivism research philosophy mostly focuses on qualitative assessment based on specific cases of society. Rather than that pragmatism philosophy establishes the practical assessment by including subject-based data. This research philosophy is not bound to a fixed source of knowledge and it highlights the ethical as well as psychological aspects that impact practical implications (Pervin, and Mokhtar, 2022). Therefore, as in this research the necessary concern is associated with identifying the social media influencers' contribution to modifying the purchasing decisions of the UK and generation of market growth it is essential for interpreting the existing information regarding social media marketing and the impact of the influencers. In this context, the interpretivism philosophy is followed in this research. Qualitative assessment and identifying the perception of the influencers regarding modifying the purchasing decisions are also covered by implementing the specific research philosophy.

3.4. Research Approach

Establishing a broader method in systematic manner is the fundamental fact of the research approach (Mulisa, 2022). The research approach identifies the informative decisions for accommodating the information of a research and it is the most significant layer of the research onion (Mulisa, 2022). Research Onion focuses on quality and quantitative assessment for understanding the community and the root cause for generating a reset question. Inductive approach, deductive approach, and abductive approach at the fundamental three classifications of the research approach. The inductive approach generates new theories by gathering innovative information that increases the quality of the research. On the other hand, deductive approach focusses on the investigation of the existing theories by establishing new facts and properties. Rather than that the abductive approach is a common method of inductive approach and deductive approach that executes a holistic viewpoint about the research approach. Hence for generating new theories in the context of modifying the purchasing decisions by involving the functions of social media influencers (De Oliveira, 2023), the inductive approach is implemented. The inductive approach established different patterns and themes for analysing the qualitative information that develops the relationship between beliefs and decisions.

3.5. Research Design

Research design defines the implementation of significant models for producing essential justifications and answers regarding the Research question. Adopting specific strategies for establishing the relationship between each factor of the research design is necessary to implement (Muzari *et al.* 2022). Based on that there is different types of research design for example exploratory Research design, correlational Research design, descriptive design, comparative design and others. Exploratory Research design identifies the key factor of research where suitable measurements are adopted based on empirical knowledge development (Mweshi, and Sakyi, 2020). As compared to that correlational Research design identifies the internal relationship of dependent and independent variables which is mostly followed for quantitative assessment where the primary accumulated statistical information is analyzed. However, in this recharge, the quantitative information a restricted and the fundamental focus of the research is accumulative on qualitative data. On the contrary descriptive design establishes a holistic and general view by following a systematic assessment of research. Rather than that the comparative design established the distinction between individual research variables for identifying the unique facts of each aspect of a research. Hence in this research

for identifying the unknown facts by highlighting the suitable measurements, exploratory Research design is implemented (Olawale *et al.* 2023). This Research design helps to identify the social media influencers' contribution to modifying the purchasing decisions in the target market of the United Kingdom. Additionally, the specific Research design helps to execute a preliminary approach for establishing new information that is manifested for evaluating the purchasing decisions of these developed Nations.

3.6. Research Strategy

Research strategy defines the practical assessment of existing information regarding research and through the implementation of research strategy holistic understanding of this practical understanding increases (Lavarda, and Bellucci, 2022). By highlighting the adapted Research design research strategy is implemented for executing systematic manipulation and utilisation of intangible aspects (Jiang *et al.* 2020). Regarding this action research, case study research, grounded theory, and ethnography at the basic classifications of research strategy that enhance a better understanding of research. Action research establishes a simplified way of resolving a specific problem by modifying the practical setting. However, in this research, the modification of practical setting is not required rather the research focuses on identifying the influence of the contribution of social media influencers in a competitive market. On the other hand, the case study research established an in-depth assessment by focusing on the singular motive of subject and executive generalization assessment (Jiang *et al.* 2020).

Besides that, grounded theory is another important research strategy that informs the structural development of qualitative information and generates a significant framework. The existing fitting of qualitative information is utilized in this research strategy. As compared to that ethnography strategy focuses on societal communities to identify their existence and contribution to the nation's society and economy. However, in this research, no specific societal community is involved in understanding the purchasing decisions of the United Kingdom. Therefore, for executing a systematic and informative Framework assessment ground theory strategy is implemented in this research. Through this research strategy, a typical assessment of common aspects of social media influencers that modify purchasing decisions in the competitive market of the United Kingdom is identified (Cepellos, and Tonelli, 2020).

3.7. Research choice

Research choice focuses on the fundamental subject of and analysis is which executes interpersonal experience for analyzing the essential evidence. The subject-oriented assessment in relevance to the research topic is associated with the research choice that increases the interest. Increasing the broader viewpoint by including informative analytics is the fundamental fact of research choice that ensures manageable aspects of research. Basically, the research choice can be classified into two type quantitative Research and qualitative research (Vaughn, and Jacquez, 2020). The quantitative research includes statistical information by conducting direct communication with specific communities. However, in this research, the quantitative information is not included they are for research the choice of quantitative research cannot be effectively executed.

On the contrary, qualitative research focuses on utilising informative and empirical evidence for executing holistic understanding of the research for resolving the research problem (Haghani *et al.* 2021). regarding this the qualitative research choice also can be classified into types such as mono-qualitative and multi-qualitative. The mono-qualitative method focusses on singular factors for conducting research by utilizing essential evidence. Besides that, when in a research multiple factors which are gathered from empirical research is utilized it is considered as multi qualitative method. Particularly in this research, the mono-qualitative research choice is implemented as the fundamental impact of the contribution of social media influencers for modifying the purchasing decisions in the target market of the United Kingdom is the fundamental fact of the research (Van and Hessels, 2021). Hence it is essential to verify the empirical evidence to identify the singular aspect of the research they are for the selection of mono qualitative method as a research choice is justified for this analysis.

3.8. Data Collection Method

Data collection method defines providing evidence against the individual Research question to optimize the research probability to ensure an organized and structured decision-making process (Lobe *et al.* 2020). The data collection method provides justifications and qualitative as well as quantitative support for proving the observation of the research that increases the relevance and better understanding. Primary data collection method and secondary data collection methods are the main classifications of research Data collection methods. The data collection method is a significant part of the research onion that is associated with different

stages. In the context of the primary data collection method, it is necessary to conduct or an interview process. most significantly collecting quantitative and statistical information is the fundamental concern of the primary data collection method and for that direct communication with specific respondents is necessary (Posada and Chon, 2020). As compared to that the secondary data collection method is focused on gathering the significant informative factors for proving the research facts in qualitative manner. Regarding this for conducting the secondary method collecting the most authentic research papers and information from pre-existing journals, government reports, and other academic sources is necessary. In this research to understand the essential impact of the contemporary social media influencer, it is necessary to establish quality analysis to understand the perception of purchasing decision modification in the target market of the United Kingdom. Based on this aspect in the research the secondary data collection method is implemented.

Regarding this, the secondary data collection method can be further classified in two types such as qualitative and quantitative. The quantitative method focuses on gathering statistical information as compared to that the qualitative method is associated with evaluating necessary empirical information for proving the individual research questions (Bauer *et al.* 2021). Therefore, to identify the modification factors of purchasing decisions in the context of social media influencers' contribution it is necessary to implement the secondary qualitative method in this research (Hughes *et al.* 2022). Regarding this for collecting the data regarding the research relevance different authentic sources with genuine identity is accessed and these are JSTOR, Ebsco, newspaper articles, Peer review journals, Google Scholar, researchGate, web of Science, and other academic sources where the element information regarding the impact of the most significant social media influence her included. Regarding this, only the last 5 years' academic sources are accessible for this research for identifying the unknown facts regarding modification of the purchasing decision based on the impact of social media influencers.

3.9. Data Analysis Method

The data analysis method for research focus on identify the basic result of a research based on the successful utilization of the collected data (Lester *et al.* 2020). Due to the successful execution of data analysis, the individual research questions can be answered by executing the contradiction and contrast with the literature review and the fundamental research objectives. The basic aim of the research can be justified by utilizing the data analysis method that identify the major and fundamental result of the research (Lester *et al.* 2020). Therefore, for majoring

the significant impact for modifying the purchasing decisions of the target market of United Kingdom in relevance to the social media influencers' contribution data analysis method is necessary to execute (Salmona *et al.* 2024). Thematic analysis, SPSS analysis, and interview transcript at the basic kind of data analysis methods in research which is an essential part of the research onion. The thematic analysis focus on generation of the most relevant theme for justifying the research questions which is executed by analysing the pre-existing research which are relevant to the research objectives and topic. In most of cases for analysing the qualitative assessment, thematic analysis is executed by generating a thematic coding assessment (Morgan, and Nica, 2020).

As compared to that SPSS data analysis method includes the statistical formulation in Microsoft Excel which is fundamental conduct for evaluating quantitative data analysis methods. In context of conducting a survey this SPSS method is implemented hence for this research; the SPSS method is not effectively followed. Besides that, the interview transcript analyse is another method where the individual perspectives of the selected respondent are analysed by using information from previous research. However, as in this research, the interview method is not followed therefore the interview transcript analysis cannot be executed. In this regard for conducting this research, the thematic analysis is implemented by generating the thematic coding assessment which is executed by keyword search method (Morgan, and Nica, 2020). Regarding this for selecting the specific articles to generate the theme based on the research aims and objectives data mining method and the specific inclusion and explosion criteria are implemented. In the context of generating the thematic analysis fourth themes are conducted which are effectively justified with the evidence from the previous research.

3.10. Time horizon

The time horizon of research is another significant fact of research onion that defines the strategy of collecting essential information by maintaining a specific time. Time horizon executes specific points and maintains the interprocedurally of research like the data collection and data analysis method for maintaining the convenience and consistency of the research (Ogg 2020). The time horizon can be classified into two fundamental types such as cross-sectional and longitudinal methods. The cross-sectional method is associated with a singular momentum where behaviour perspectives are established by one-time assessment. On the other hand, longitudinal time horizons focus on long-term assessment. Repeated collection of data and execution of compare and contrast is the fundamental characteristics of the longitudinal time

horizon method (Chen *et al.* 2021). Hence in this research to execute most relevant information by establishing compare and contrast for a long time the longitudinal time horizon method is implemented. Regarding this through the implementation of this time horizon method relevant research articles are assessed that identify the major impact of modifying the market and purchasing decisions through the contribution of the social media influencer.

3.11. Data Reliability and validity

Data reliability as well as validity is associated with evidence in the genuine relevance of the individual data for conducting the research. Regarding this to execute the relevance of the data for selecting the specific secondary sources the time frame has been maintained (Ledford, and Lane, 2024). All the collected information is not older than last 5 years which ensures the data validity and reliability. All the sources are authentic and all the academic journals are collected from genuine sources that ensure their reliability. All the individual sources are referenced effectively to execute the future accessibility of the individual information. Similarly for proving the research facts by evidencing the collected information from the secondary sources effective citation process is also included which also ensures the data's reliability and relevance.

3.12. Inclusion and exclusion criteria

The exclusion criteria of a research focus on the unnecessary facts that need to be avoided during the selection of the source of data. On the other hand, the inclusion criteria focus on the necessary aspects that need to be kept in mind during the selection of the particular articles and secondary evidence for evidencing the research facts (Yousefzadehfard *et al.* 2022). Based on that the inclusion criteria for the research is the information within last 5 years about social media influencers regarding the market and the strategic impact of purchasing decisions by the social media influencers' activity. On the other hand, the academic sources that focus on only marketing factors and traditional ways of business promotion are the exclusion criteria for the research to select the secondary evidence.

Criteria	Descriptions
Inclusion	Last 5 years' records, information on social media influencers, and impact of purchasing decisions
Exclusion	Other information on marketing facts, and business promotion other than influencer marketing

Table 3.1: Exclusion and inclusion criteria

(Source: The Researcher)

3.13. Methodological flowchart

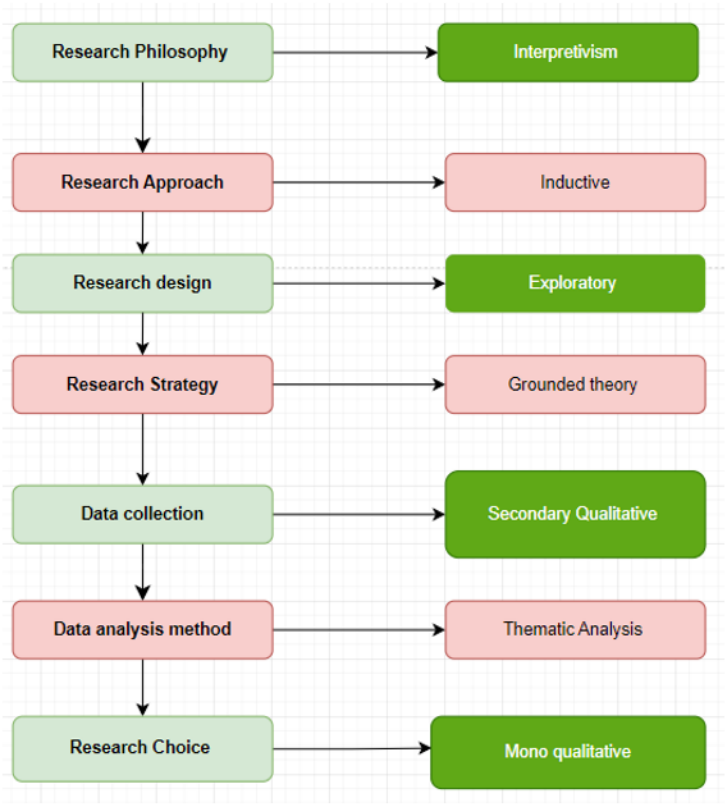


Figure 3.2.: Methodological flowchart

(Source: The Researcher)

The above methodological flowchart identifies the brief outline of the selected mythologist for the research. In this research, the interpretivism research philosophy is followed for identifying the ultimate source of knowledge in the context of modifying the purchasing decisions which is contributed by social media inference, especially in the United Kingdom (Mbanaso *et al.* 2023). On the other hand, the inductive research approach focuses on in-depth assessment by generating relevant theories. The exploratory Research design executes to identify the unknown facts regarding social media influencers' impact on the market. The grounded theory research strategy established systematic quality assessment that developed the understanding of the competitive market in the context of purchasing decisions (Cepellos, and Tonelli, 2020). The secondary qualitative Data collection method is implemented where the genuine source of articles are utilized for proving the contribution of social media influencers in the contemporary market of UK. Thematic analysis is followed for conducting the data analysis method for the research where strategic themes are developed in relevance to the thematic coding process. Hence the systematic outline of the methodology executes a holistic viewpoint of the analysis.

3.14. Ethical consideration

The ethical consideration of the research is associated with the maintenance of research dignity to ensure the authentication of the research. The implementation of the Data Protection Act 2018 is effectively followed in this research to maintain the ethical and authentic use of secondary information (Gorian, 2020)). Through the implementation of ethical consideration in the research the complete avoidance of analytical copy-paste of existing information is executed. Following a systematic reference process, the personal manipulation of the data is restricted in this research.

3.15. Chapter Summary

The methodology chapter of the research establishes a critical outline for impact assessment of the social media influencers of the United Kingdom to detect purchasing decision modification. The interpretivism philosophy and the inductive research approach ensure theoretical generalization and cognitive viewpoint. Additionally, the exploratory Research design identifies the unique aspect of the research and grounded theory optimise the quality of the assessment. The secondary quality method provides the evidence from the pre-existing Research and the thematic analysis of the research ensures the justification of the research questions and objectives. Additionally, the exclusion and inclusion criteria followed by the

reliability and validity ensure the relevance of the individual data of the research. Finally, the ethical consideration supports the dignity of the research that ensures the authentic assessment.

Chapter 4: Findings and Analysis

4.1. Introduction

In the context of identification of the contribution of influencers of social media for analysing consumer behaviour regarding purchasing decisions and influencer marketing thematic analysis is executed in this chapter. In the context of developing the thematic analysis, the thematic coding is evaluated by generating fundamental themes and subthemes. The main themes are illustrated and justified with the particular reference is which are described in the thematic coding. In this chapter, the fundamental findings and the relationship of the findings with research questions and literature are highlighted.

4.2. Presentation of result

In the context of presenting the result by analysing the thematic coding assessment four fundamental themes are generated. The themes focused on the characteristics of the influencers of social media for generating consumer trust and with impacts on the purchasing decision in the target market of the UK. The second theme focuses on the assessment of the behaviours of the target market which is modified by micro and macro celebrities who are popular influencers in social media. The third theme focuses on setting specific systems to ensure product visibility in the context of understanding the purchasing decision which is influenced by social media influencers. The fourth theme focuses on the generation of loyalty and trust in a product that is sponsored by the influence of social media. Through the critical assessment, the holistic understanding of influence and marketing is delivered and the strategy for understanding consumer behaviour is also highlighted. The particular references provide sufficient evidence with informative facts and illustrations that enhance the understanding of the characteristics of purchasing decision modification. The overall assessment of these results focuses on the influence of social media influencers in the contemporary year of the United Kingdom.

4.2.1. Thematic coding

Themes	Sub-themes	Reference	Description
Influencers of social media are characterized by generating consumer trust through positive modification of purchasing decisions in the target market of the United Kingdom	Influencer of social media developed consumer trust	Nafees *et al.* 2021	The research is associated with highlighting the brand altitude to ensure the power of the influence of social media. The fundamental role of influencers in social media to generate consumer trust is executed in this research in relevance to the critical assessment of digital business.
		Manzoor, *et al.* 2020	The article fundamentally focus on social media marketing and its impact in the contemporary year. The critical assessment of modification of customers' intention of purchasing by executing social media marketing is evaluated. The concern of the research is to assess the customer trust and relationship of social media marketing.
	Positive modification of purchasing	Alkharabsheh, and Zhen, 2021	The article measures the online convenience of customers regarding

Social media influencers modified the purchasing behaviors of the target market leading to macro and micro-celebrity influencers' impact on social media	The macro and micro-celebrity Influencers of social media modified the purchasing behaviors	Ali, and Anwar, 2021	Developing the marketing strategy through the contribution of reputed influencers of social media is highlighted in this research. The article focuses on generating essential decisions regarding purchasing through using the celebrity identity of the social media influencer.
		Aw, and Labrecque, 2020	In the research, the power of celebrities in social media is illustrated for attracting the target market. The strategic marketing interaction is evaluated in this research for positive modification of purchasing decisions.
	The macro and micro-celebrity gain huge market attention	Saima and Khan, 2020	In this journal the celebrity activity for attracting the huge target market is identified. The fundamental motive of the research is to rectify the major impact of social media influence our especially who are celebrities in the context of generating a higher purchasing frequency.

The systems of the different platforms of social media impact product visibility as a strategic promotion to increase the purchasing decisions of UK customers for a successful business deal	Social media ensures product visibility and strategic promotion by influencers' reputation	Kushwaha, *et al.* 2020	The research focus on executing the integration of digital media like different social media platforms for promoting product visibility. Additionally through the utilization of influencers reputations and social image advertising a product for market integration is also highlighted in this research.
		Febrian, *et al.* 2022	The research established the brand equity by establishing strategic activity in social media. Developing the brand visibility and advertisement of the product is also analyzed in this research by using social media platforms.
	Successful purchasing decisions are generated by social media influencers as a	Hasan, and Sohail, 2021	The article particularly focuses on target customers purchasing decisions through the established systems of social media advertisement. The national to international brands and products specific social

	fundamental impact		brands and products specific social media marketing strategies is also analyzed in this research to identify the impact of the influencer.
Trust executing and loyalty towards the product is the fundamental attitude of customers for the sponsored product by the influence of social media in the market of the United Kingdom	Market loyalty from the target market is the significant attitude of customer	Palalic, *et al.* 2021	The article particularly focuses on the buying behavior and the decision-making ability of the customer that identifies market loyalty. The reflection of the target market regarding the advertisement by the social media influencers is highlighted as well.
	Market trust is generated easily due to the promotion of social media influencers from customer	Lăzăroiu *et al.* 2020	In contacts of generating essential decisions for gaining market trust, this research is conducted. Probable risk is also identified by utilizing the influencer assessment of social media in this research.
		Moorthy *et al.* 2022	Customer attitude is associated with developing trust as well as strong engagement with the market. The research focuses on effective plan engagement to

Table 4.1: Thematic coding

4.2.2. Thematic analysis

Metric/Statistic	Value	Source
Social media users globally	4 billion	Nafees et al. (2021)
Growth in social media usage	35.7%	Nafees et al. (2021)
Active social media users	112.5 million	Nafees et al. (2021)
Increase in purchasing rate through active social media users	5.4%	Nafees et al. (2021)
Profit from effective purchasing decisions in 2020	$9.3 billion	Nafees et al. (2021)
Influencers with 10,000+ followers (Instagram)	The target market of 117.2 million	Nafees et al. (2021)
Daily follower interaction with influencers	15,000-100,000	Nafees et al. (2021)
Consumer trust generated by influencers	65.8%	Manzoor et al. (2020)
Consumers who modified purchasing decisions due to influencers	69.6%	Manzoor et al. (2020)

Increase in purchasing decisions from macro/micro-celebrities	5%	Ali & Anwar (2021)
Pricing value (from macro/micro-celebrities)	7.211	Ali & Anwar (2021)
Social news value (macro/micro-celebrities)	3.88	Ali & Anwar (2021)
Market information sharing impact on customer psychology	9.889	Ali & Anwar (2021)
Product visibility on Instagram	89%	Febrian et al. (2022)
Product visibility on Facebook	9%	Febrian et al. (2022)
Product visibility on YouTube	2%	Febrian et al. (2022)
Product visibility activity (4-12 months)	17%	Febrian et al. (2022)
Sales growth from product visibility and promotion	89%	Febrian et al. (2022)
Market loyalty increase (focused on particular characteristics)	79.4%	Moorthy et al. (2022)

Market interaction increase (focused on young customers)	62.9%	Moorthy et al. (2022)
Market interaction increase (emotional interaction with customers)	20%	Moorthy et al. (2022)
Customer trust and brand engagement increase (due to customer attitude)	20%	Moorthy et al. (2022)

Table 4.2: data summery

(Source: Self Developed)

Theme 1: influencers of social media are characterized by generating consumer trust through positive modification of purchasing decisions in the target market of the United Kingdom

The characteristics of the influencers of social media to ensure confidence of particular customer are associated with providing the image of brand attitude with strategic advertisement. The influencers of social media reinforce the quality of influencer marketing with different favourable strategies and provide an authentic review of the particular product that enhances consumer trust (Nafees *et al.* 2021). The fundamental characteristics of the influencers is Achievement of strong commitment that is associated with maintaining visibility and sharing the authentic features of the products. Near about 4 billion population use social media and 35.7% growth of social media use increase the probability of purchasing rate. 112.5 million active social media users can increase 5.4% purchasing rate as well as market trust utilizing the social media for attracting the customer. As a 9.3 billion dollars profit has been recorded from effective purchasing decision in 2020. The revenue can be generated from more than 500,000 social media user. In Instagram the influencer who have above 10000 follower helps to increase consumer trust and can develop market growth by ensuring a target market with 117.2 million population for developing the purchasing decision (Nafees et al. 2021). Currently, more than 3.8 billion population actively use social media and the influence on the

target market has increased by 81%. Every day 15000 to 100000 followers consume the influencer's advertisement on social media and make decision to purchase by showing trust towards the influencers (Nafees *et al.* 2021). The fundamental characteristics of the influencer are executing good relationship among customer and business and to avoid artificial editing and stating scripted lines that positively impact on customer behaviour.

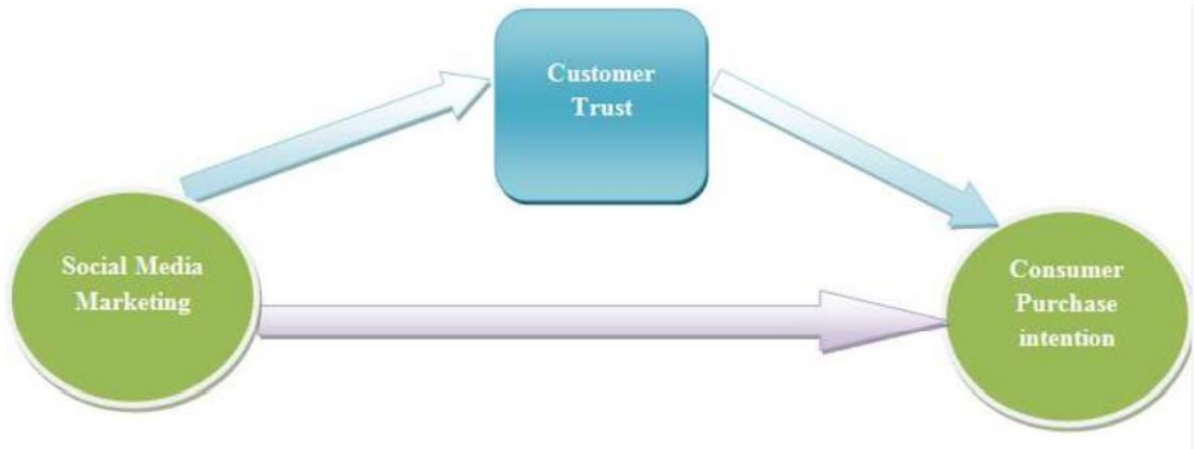


Figure 4.1: Influence of social media on consumer trust and purchasing decision

(Source: Manzoor *et al.* 2020)

The above figure represents that in context of generating consumer trust with authentic characteristics of influencers social media marketing is necessary. Informal communication and delivering the fundamental features of products is the basic characteristics of influence that gain the consumer trust that impacts purchasing decisions. The option of mobile marketing and influencer marketing by influencers enhance the introduction to the market that also enhances market trust and high rates of engagement can successfully influence consumer's trust (Manzoor *et al.* 2020). Research sure 65.8% of customer trust can be generated by the influencers and through the significant characteristics of influence 69.6% customers modified they are purchasing decisions (Manzoor *et al.* 2020).

Alkharabsheh, and Zhen (2021), argued that the influencers of social media authentically describe the product uses that increase consumer preference. Additionally, the clarity is authentically provided by the influencers that impact making decision to purchase. Some of the customers personally text the influencer to get references of specific products which is also a practice of gaining the trust of the target market by the trade of the influencers.

Theme 2: Social media influencers modified the purchasing behaviours of the target market led to macro and micro-celebrity influencers' impact on social media

Different types of social media influencers like macro and micro-celebrities impact consumer behaviour. In most of cases, positive influences are identified that increase 5% positive preference is for purchasing a product (Ali, and Anwar, 2021). The initiative of researching the pricing of products the customer prefers the differences of the macro and micro-celebrity's reference for higher engagement with customers. Popular celebrities offer specific coupon codes in social media for cost-effectiveness which impacts on target market's purchasing behaviour. The macro as well as micro level celebrity can increase 5% purchasing decision in social media. 7.211 value of pricing and 3.88 1 value of social news represents the effective impact of social media influencer and celebrities. As a result, in this research the market information sharing initiative is represented with 4.552-unit value that impact on customer psychology by 9.889 value (Ali, and Anwar, 2021). Additionally micro vlogging influence consumer behaviour as well as online collaboration of the celebrities also increase the dependency of the target market which is the positive impact to modify the purchasing decision. Therefore, consumer behaviour can be modified by above 5% to 10% due to this particular activity of macro as well as micro celebrities of social media execute successful purchasing decision (Ali, and Anwar, 2021).

Aw, and Labrecque, (2020), contradict that celebrity endorsement boosts the relationship with customers and increases the interaction of customers on social media. The concept of parasocial interaction with the target market is the fundamental strategy of the celebrity influencer in social media that increases the belonging with a specific product. The psychological connection and the personal favouritism towards particular celebrity works actively portable upping the influencer marketing credibility. As a result, the fan of a specific celebrity influences in society to purchase a specific product that actually develops the brand's attractiveness and profitability. Brand attractiveness and brand reputation increase by featuring in a product with micro and macro celebrities that support the parasocial interaction with customers. As a result, the product value and market-capturing strategy increases within a short time. Saima and Khan, (2020), stated that the fundamental celebrity role in modifying the purchasing intention is associated with influencer marketing by providing attractive photos and informal communication. The trustworthiness of customers is optimized by this influence and marketing by specific celebrities that increase the purchasing credibility affect consumer behavior. Besides that, the

social media celebrities who are the micro influencers share different videos for extensive promotion of services of using the product that gain the customer trust as well. Additionally, macro influencers like reputed National to International celebrities tag the product authority in social media enhancing the purchasing decision of the target market. Therefore, these practices in social media by the celebrity increase customer trust and loyalty towards the product and enhance a successful purchasing deal.

Theme 3: The systems of the different platforms of social media impact product visibility as a strategic promotion to increase the purchasing decisions of UK customers for a successful business deal

The basic system of the social media platform is to execute integrated marketing communication tools for reaching the individual customer. Establishing a valuable tagline and focusing on networking sites is another system of the social media platforms that improve the purchasing decisions of customers (Kushwaha *et al.* 2020). Through the process, the strategic promotion increases and that enhances brand awareness. Influence the customer for developing trust is necessary and sharing customer reviews through social media influencers and sharing ratings of high-quality products also belong to the system of social media platforms.

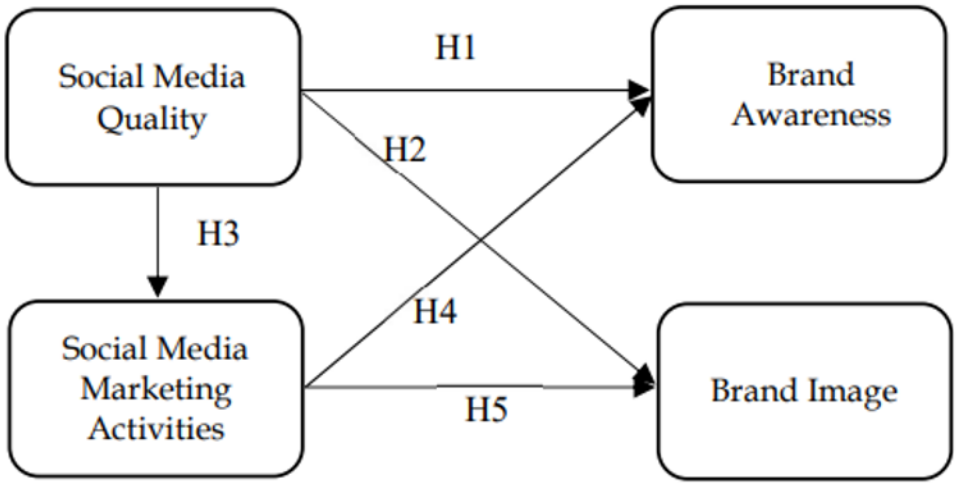


Figure 4.2: Relationship with product visibility to brand and social media platforms

(Source: Febrian *et al.* 2022)

The above figure shows the relationship of activity of social media marketing which is initiated by the platforms to ensure the brand image and brand awareness. Febrian *et al.* (2022), argued that in the context of setting the system social media platforms executed strong market searches

and content ranking regarding the influence number of followers. The product visibility is associated with executing effective promotion and business deal in the social media applications. In Instagram 89% of activity regarding product visibility and in Facebook 9% of activities are recorded (Febrian *et al.* 2022). Additionally, in YouTube two percent product visibility is implemented by effective promotion obtaining more engagement.

In every 4 to 12 months 17% activity regarding product visibility by executing systematic promotion has been recorded to achieve effective purchasing decisions (Febrian *et al.* 2022). 89% effective sales growth has been recorded by this promotion in the nation that maintains from target market. After that collaboration with the influencers occurs and based on that economic profits are provided by the social media platforms that improve engagement rates. Additionally, social media platforms modify the news feed by promoting the highest viewed and rated product to enhance the brand's reputation. Hasan, and Sohail, (2020), mentioned that the social media platform shows the most preferred advertisement for enhancing the purchasing intensity by the influence of the influencers for higher engagement. The fundamental motive of the platform is to generate a strong relationship between the brand and customers. Systematic investigation of personalized advertisement is identified as a basic system of the platforms that boost the intensity of influential marketing.

Theme 4: Trust executing and loyalty towards the product is the fundamental attitude of customers for the sponsored product by the influence of social media in the market of the United Kingdom

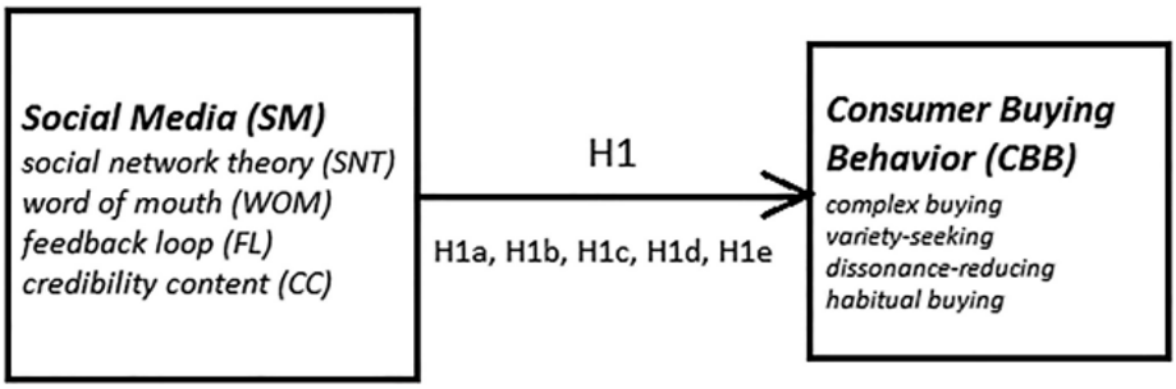


Figure 4.3: consumer trust and loyalty from influencers of social media

(Source: Palalic *et al.*2021)

The above figure shows the reaction of consumers regarding influencer marketing and the promotion of influencers in social media. Feedback providence and increase of credibility for purchasing decisions are enhanced by the mass custom. Consumer-influencer-brand relationship, trust generation and loyalty are identified as a basic attitude of customers towards influencer marketing (Palalic *et al.*2021). Lăzăroiu *et al.* (2020), argue that in the context of the attitude assessment of the customer regarding the sponsored content in social media the trust of social media influencers is the basic aspect. Most of the customers prefer to search the ratings, promote content and reviews of the influencer for investigating the authentication of promoted products. Searching in different social media is another tendency of customers to estimate the probable risk of purchasing.

Besides that the customer shows their attitude towards purchasing the online product as an outcome of influence and marketing is associated with the behaviour choice. In the context of establishing market loyalty, environmental conservation niche and the customer trust it is necessary to focus on particular characteristics of customer that can enhance 79.4% market loyalty (Moorthy *et al.* 2022). Additionally focusing on young customer also can increase 62.9% market interaction to develop the purchasing decision. The customer attributes are associated with online as well as offline marketing. The emotional interaction with customer also develops more than 20% market interaction. Brand engagement as well as customer trust also increase by developing this customer attitude by more than 20% (Moorthy *et al.* 2022). The accuracy of the product is another fact regarding the decision-making attitude of the target market. In the contemporary year, the generation of trust is associated with the preferences of a specific product by others on similar social media platforms (Lăzăroiu *et al.* 2020).

Regarding this, the fact of social networking services work and regulations of Federal Trade Commission (FTC) as the emotional and cognitive attitude of the customer. On the other hand, based on the product delivery services and supports of Advertising Standards Authority (ASA) the trust of customers also can be generated shaping the customer attitude based on the purchasing decision. In the contemporary year, the payment mode is another fact that works as a product feature which also executes the determination of purchasing of a product (Lăzăroiu *et al.* 2020). Therefore, the critical investigation of the product measures the trust and loyalty of the customer as a fundamental attitude in the context of purchasing decisions towards the sponsored product.

4.3. Analysis of Findings

Based on the above thematic analysis the basic finding is the optimum impact of the influencers in contemporary social media for modifying the purchasing decision of the customer by generating consumer trust and loyalty. It has been identified that most of the customers prefer influencer support and referred inches when purchasing online. Checking the reviews and preferences of popular celebrities is another preference of the target market for ensuring a successful purchasing deal (Nafees *et al.* 2021). Different customers search for a specific product in different social media platforms for critical investigation which is another measurement of trust toward the online product before purchasing. Hence social media influencers took an active part in promoting the brand image by ensuring a long-term customer base, especially in the United Kingdom.

4.4. Discussion

4.4.1. Clarification of findings

The fundamental findings of the research are diffractive impact of social media but developing customer trust. The basic clarity to develop customer trust in context of enhancing the purchasing decision is engagement with huge target market within shorter time. Additionally reaching to the target market within less cost that can execute strong market trust as a result above 80% market truth can be ensured to increase these cells record (Nafees et al. 2021). Beside that for developing purchasing decision executing systematic social media marketing as well as purchasing intention also justify the impact of social media to enhance the customer loyalty. As a result, above 70% customer can positively modify they are purchasing decision by this practice (Manzoor *et al.* 2020). The characteristics of social media influencers in the context of providing authentic reviews in a common language with minimum editing help to enhance customer trust. On the other hand, most customer purchases online products due to their favourites are micro and macro celebrities.

Based on these characteristics of social media influencers the social media platform established different systems like the providing of coupon codes and providing personalized news feeds to specific customers (Lăzăroiu *et al.* 2020). Tracking customer demand and showing the most preferred advertisement is another system of the social media platform to gain the customer's

trust and highest frequency of purchasing. Besides that, through the attitude of customers toward paid promotion and sponsored products loyalty and trust can be measured (Hasan, and Sohail, 2020). On the other hand, the impact of macro as well as micro celebrity also promote particular services and product to achieve customer trust and that ensure brand engagement as well as market trust. Similarly systematic and intelligent promotion in social media also in execute brand visibility and image. As a result, currently in Facebook as well as in Instagram more than 10% active user who are macro as well as micro celebrities promote different product with visibility and transparency that increase the purchasing decision.

Based on the above critical analysis the overall discussion regarding the impact of influencers on social media can be executed. In contacts of generation of consumer trust and enhancement of brand awareness, influencer marketing is necessary and can be optimized by the most popular influencers of social media (Manzoor *et al.* 2020). Collaboration with celebrities increases customer trust and enhances sales frequencies by generating a brand image in the comparative market of the UK. It is also can be interpreted that due to the regular consumption of social media by the huge target market of UK advertising the product features in different social media platforms like Facebook and Instagram can execute rapid economic gain. Regarding this for manifesting the growth of purchasing decisions of the target market and influence and marketing the social media platforms established different systems like modification of the newsfeed based on customer preferences product. Delivering the information of the highest-rated product (Kushwaha *et al.* 2020). Through this activity of the social media platform informal engagement increases and enhances the quality of influencer marketing.

4.4.2. Comparison of findings with literature review

The research on the investigation of influencers' impact on social media for modifying the purchasing decision of the customer of UK is associated with 4 Research questions. The ***first Research question*** focuses on the particular character of the influencers for gaining customer trust in the context of purchasing decisions (Manzoor *et al.* 2020). Based on that the first theme of the literature review focuses on maintaining the authentication, expertise, relatable aspects, and engagement as the major characteristics of the influence at 2 enhance customer trust. Additionally, these traits successfully achieve the purchasing decision of customers. The first research question represents the social media influencers' characteristics for developing customer relationships. The first theme also represents the characteristics of social media

influencer like visibility maintenance. The Research question shows the particular character for developing customer trust that he positively influences the purchasing decision in the nation. In the thematic analysis it has been identified that in the contemporary year, nearly 4 billion social media users actively consume the influential advertisements of the social media influencers. That results in 35.7% growth of influencer marketing and enhances customer trust (Nafees et al. 2021).

As a result, 5.4% increase in positive purchasing decisions has been resulted. The evidence of increasing purchasing rate with positive customer trust is evidenced by the achievement of 9.3 billion dollars profit from this influencer marketing by social media. Similarly, through this increasing rate of consumer trust, 81% target market increases which enhances the purchasing decision. As a result, through different social media platforms like Instagram and Facebook 117.2 million successful consumer interactions have been recognized which is the token of strong customer trust that proves the justification of the first Research question (Nafees et al. 2021). Additionally, the tracking of purchasing rate and tracking followers to execute regular communications another characteristic of influencer marketing that covers research question. On the contrary in the thematic analysis, it has been identified that informal languages and sharing authentic reviews with minimum editing are the basic trade and characteristics of influencers for enhancing customer trust regarding purchasing.

The ***second Research question*** focuses on the impact of different types of social media influences like the macro and micro-celebrities. The second research question focus on the particular category with associated with the social media influence that modified positive with a purchasing decision of customer. In the second thing of the analysis the particular influence of micro as well as macro influencer is having been identify that ensure cost effectiveness and positively modified the purchasing decision of customer. Strong relationship with customer also can be developed by this aspect that justify the second Research question. In the contemporary era, vlogging is an essential tool to execute online collaboration that execute market engagement and development purchasing decision by the micro as well as macro celebrities. Vlogging is an effective tool that enhance the connection with audiences and boost the purchasing decision. In the second theme of the analysis the strategic application of logging has been illustrated that boost the purchasing decision. Similarly in the literature review assessment enhancement of trust as well as purchasing intensity is resulted by vlog which is execute by the macro and micro influencer. Based on that the second team of literature review

focuses on the utilization of the popularity of micro and macro influencers that positively affect the behaviour of customers of the United Kingdom and increase website traffic as well as sales frequency (Ali, and Anwar, 2021). The second Research question shows the basic impact micro and the macro celebrity of social media. The second theme of the data analysis justify with the essential data that evidences the impact of the micro and micro celebrities. The data analysis section shows that 5% positive prefer in the target market can be recognised with the influence of micro as well as micro celebrity. On the other hand, positive growth of purchasing decision by 5% also can be recognise that ensure the purchasing value. Beside that the strategy of information sharing with customer can increase 4.55 to unit value and can impact positively on customer psychology by 9.889 value which is a positive impact of micro and macro celebrity actions (Ali, and Anwar, 2021). Therefore, these particular information's justify that there is strong impact of micro and the micro celebrities on social media that boost the purchasing behaviour of target market by the use of social media marketing.

The third research question shows perceives of customers regarding authenticity and trustworthiness of sponsored content that is promoted by social media influencers. To achieve authenticity and trust of customers the particular system of different platform of social media ensure product visibility and increase successful business through influencers marketing. Maintenance of visibility in different social media platforms like Facebook and Instagram is the major process. Using customized and personalized new speed and focusing on the most preferred advertisement of customers is the basic system of the social media platform (Kushwaha *et al.* 2020). The third Research question shows that then necessity of maintenance of authentication of the social media promotion specially to promote the sponsored content. In context of that the third theme of the research shows that product visibility can be established by social media that can enhance customer awareness as well as the trust. On the other hand, in contacts of promoting the sponsored product the social media can enhance the purchasing decision of the customer by establishing authentic collaboration with the target market as well as social media influencer the develop influencer marketing. In relevance to the similar identification is rectified in the data analysis where in theme 3 these systems are identified. The data analysis represents that through the strategic market integration and effective communication the brand awareness increases that is specific system of social media. As a result, the third theme of the data analysis shows 89% active growth of product visibility has been recognised in Instagram (Febrian *et al.* 2022). 9% activity of target mark has been recognised in Facebook which also shows the product visibility as a positive impact and activity

of the social media marketing. YouTube which is another effective social media platform also enhance market engagement to ensure product visibility which is also identified in the data analysis. On the other hand, 17% product visibility growth has been identified within 12 month which is a strong systematic promotion that boost the purchasing decision as well (Febrian *et al.* 2022). Therefore, these specific systems of the social media platform actually ensure higher engagement and improve market ranking.

4.4.3. Contrast of findings

In the research, it has been identified that the macro as well as micro-influencer influence on customer behaviours which is identified in this analysis. However, there is a contrast of the findings. In contradiction to that the second theme of the thematic analysis to the second research question identifies using the coupon code by popular celebrities and reference of the product increases the brand reputation and enhances the trustworthiness of customers. As a result, the purchasing intensity increases due to celebrity endorsement in influencer marketing. On the other hand, the 4th Research question identifies the essential customer attitude that executes differentiation with the findings and the existing literature. This contrast identifies the unique and uncovered facts of the research. In contradiction to that in the thematic analysis, the 4th theme focuses on only searching the ratings and reviews of the sponsored product before purchasing. The measurement of trust and loyalty is the fundamental attitude of customers of the UK for executing ultimate purchasing. Hence through this analysis, the contrast and contradiction between the literature review with the data analysis is evaluated. The systematic justification of all the Research questions is evaluated in this section stating the relationship with the findings.

4.5. Chapter Summary

In summary, it can be stated that there is a strong impact of influencer marketing for generating customer trust and a positive brand image. Additionally, in the context of developing market engagement with celebrities, loyal customer emergence can be developed. Besides that in the United Kingdom as most adults regularly consume advertisements in social media the probability of influence and marketing increases. The justification of research questions and the interpretation of the entire findings enhance the knowledge about the necessity of influencer marketing by collaborating with social media influencers for executing positive purchasing decisions by the customer.

Chapter 5: Conclusion and Recommendation

5.1. Conclusion

The in-depth assessment regarding the outcome of purchasing decisions through the impact of the intensity of social media influencers' advertisement on different social media platforms it can be concluded that there is a strong influence of this influencer for developing customer trust toward a particular product and brand (Chu *et al.* 2020). On the other hand, through the critical assessment of the thematic data from the pre-existing literature it has been realized that the influencers in different social media platforms are an essential part of social media marketing and influential marketing. In the contemporary age, most of customer prefers nonfiction and non-scripted advertisements by influencers. As the influential fundamentally share the authentic review by showing all the features critically to the target market. Therefore, in the United Kingdom, the preference of influencer promotion is highly demanded in the target market.

Research shows that 81% of customer satisfaction can be ensured by collaborating with the influential in different social media platforms that boost the purchasing decision. There is a strong link between customer trust and the contribution of influencers in social media. Besides that, the collaboration of famous celebrities in different social media also increases the purchasing decisions of the target market. Regarding this, the popular celebrity is associated with a huge fan club and strong customer preference. Therefore, the promotional activity in social media with a reported celebrity executes strong psychological attraction and relationship with the target market (Eid *et al.* 2020). Therefore, in the context of rapid Truss development in customer celebrity involvement for influence market is necessary. From the data analysis, it is also has been identified that for manifesting the influential marketing for upgrading the purchasing rate of particular brands the social media platform established different systems. Based on that personalized news feeds and ratings and specific information about products are presented on the social media platforms of individual customers.

5.2. Linking with research objectives

The research regarding social media marketing in influence to the popular influencer for modifying the purchasing decision is associated with a basic research model and objective. Based on that the ***first objective*** of the research focuses on a particular trade as well as

characteristics of influencers that focus on modifying the purchasing decision and customer trust. Based on that the first theme of thematic analysis identifies the ultimate rating and realistic feature of the product as the major characteristics of the influence that gain the trust of the customer (Nuseir *et al.* 2023). There is a direct link of customer trust and social media influence that enhances a holistic customer purchasing decision in the UK. In the thematic analysis, the strategic advertisement provided in social media is highlighted to reinforce the target market.

Additionally sharing the drawbacks of a particular brand is a characteristic of loyalty of the influencer in social media. In the thematic analysis, it has been identified that a more than 80% increase of target market trust in the context of purchasing decisions can be established by the authentic trade and utilization of characteristics of the influencers. Besides that the informal communication and replying to the traffic customer by the influencer also gain a strong relationship as a strategic part of influencer marketing (Vrontis *et al.* 2021). Showing the manufacturing record and beneficiaries of the brand by the influencer in common language and empathically is another fact of the social media influencers characteristics for gaining the customer satisfaction.

The ***second objective*** focuses on the influence of the macro and micro-influencers in social media. The second theme of the thematic analysis focuses on the celebrity impact on social media that enhances the customer base with loyalty. Most of the customer preferred their favorite celebrities' products which act as a positive effect for taking decision regarding purchasing. Besides that, for micro-influencers, informal communication with a customer increase their satisfaction towards a brand. On the other hand, the macro influencer established customer trust within a short time. Different type of influencers of social media is associated with the macro and micro influence which can be differentiated based on their number of followers (Martínez *et al.* 2020). The particular influence who has more than a million follower can interact with and modify the purchasing decision of the target market largely. On the contrary, the micro influencer who have thousands of followers can execute the market trust less than the macro influencer. However, for the micro influence at the probability of interacting with each customer is possible which is not possible for the macro influencer in social media (Ye *et al.* 2020). Therefore, both the macro and micro-celebrity influencers in contemporary social media take an active role for establishing trust and brand awareness in the target market of the UK.

The ***third objective*** focus on the particular system which executes by the social media platform. Regarding days developing a particular news feed for each customer preference is an example of a setting system. Showing the most relevant and most liked brand advertisement to individual customers is another fact of the system that increases the purchasing decision of UK customers as well (Farivar, and Wang, 2022). In the thematic analysis it has been identified that delivering the customer review even who are not the particular influencer in social media is another strategy of the social media platforms for modifying the customer decision regarding purchasing. Optimization of networking and social service development also increase customer awareness regarding particular brands that enhances the quality of marketing as well.

The research also developed its focuses on the attitude of the individual customer in response to the sponsored content in the United Kingdom market. Fundamentally the measurement of loyalty is the main characteristic of customer attitude towards the paid promotion and sponsored content of the influencer in social media. In most of cases, customer shows interest and trust in the sponsored advertisement. However, in some cases, customer hesitate to establish their trust due to the unethical practices with advertisements on social media. The thematic analysis fundamental is justified that the customer attitude is associated with providing different feedback that shows the credibility of executing successful buying decisions (Hudders, and Lou, 2022). The E-Commerce facilities and rating of online products on different websites are other facts of providing decision-making attitudes by the customers of the UK. Therefore, customer attitude is modified with time and a way of advertisement which is delivered in the social media by influencers. Therefore, it can be stated that all the objectives of the research are effectively justified by the research analysis that established the relevance of the research aim.

5.3. Limitations

One of the most significant limitations of the research is the insufficient information on the influencer statistics due to the privacy issue of different academic sources. Indifferent official and authentic sources most of the information regarding the record of influence and their impact on the purchasing decision of the target market of the UK is not accessible that restricts the ultimate quality of the analysis. Therefore, there is a shortage of economy that restricts the premium accessibility of different websites of the research. The poor knowledge to avail of academic scholarship is a fundamental reason for lagging the financial resources. On the other hand, in this research, only a secondary qualitative Data collection method is implemented

however the primary survey method is not executed which is another limitation of the research to identify the reality of the UK regarding the influence of marketing and customer preferences on the influencer impact in social media.

Hence it can be recommended that in the future for conducting secondary research it is necessary to gain academic scholarship that can be ensured by collaborating with National to International academic institutions. Additionally, collaboration with different research investors is another recommendation to gain financial support to conduct further research. Besides that, in the future conducting primary research with a questionnaire survey is also recommended for identifying the practical and realistic assessment regarding the concept of influencer marketing in the UK.

5.4. Research scope

The fundamental research scope is adding the customer of the United Kingdom regarding influencer marketing. Through this research, the target market of the United Kingdom can focus on taking decision to purchase by ensuring the ethical aspect (Karagür, *et al.* 2022). On the other hand in the contemporary era, the influencer in social media also can increase their understanding regarding the customer attitude for developing their trait and characteristics for promoting the brand. The modern influencer can focus on minimal editing and non-scripted promotional strategy to gain huge customer trust that can also enhance their popularity in social media. Through the increase of popularity in social media the probability of collaboration with reputed brands to ensure influence and marketing can increase for the individual influencer in social media. On the other hand, the reputed social media influencers who are local and national level celebrities also can gain they are knowledge about their impact on the target market.

Through this awareness, the celebrity can avoid unethical advertisements to ensure the wellness of the target market of the United Kingdom (Trivedi, and Sama, 2020). In most cases, different celebrities post advertisements in social media without knowing the consequences in the target market. Therefore, through this research essential information can be delivered to the celebrity before collaborating with a particular brand. The knowledge about taking decision to purchase from a customer site also can be delivered as a basic research scope. Critical assessment of product review and checking the information on the website of a product is necessary before establishing a strong purchasing deal with a brand. Therefore, the restriction of an ethical

advertisement and insignificant influence in social media also can be restricted through this research by developing the attitude of the target market.

5.5. Recommendation

Recommendation 1: Enhancing realistic product reviewing with influencers in social media

The main recommendation for developing the influence of the contemporary social media influencer is to focus on realistic product reviewing rather than scripted advertisement or product promotion. To gain the ultimate customer trust and to ensure a long-term economic benefit from influencer marketing in social media social media influencers need to focus on reality and genuine product reviewing (Martínez *et al.* 2020). Regarding this avoiding the artificial editing of product colour and quality and being truthful with reviewing is the major recommendation for the influencer to ensure a positive customer attitude that can manifest a successful product purchasing decision.

Recommendation 2: Connecting with customers in social media through influencers

Connecting with the target market through influencers is a major recommendation for a particular brand to adopt the strategy of social media marketing and influential marketing (Pradhan *et al.* 2023). As in the United Kingdom, most of the population consumes social media content therefore rather than focusing on traditional promotional activity collaborating with social media influencers is most convenient for enhancing brand image.

Recommendation 3: delivering manufacturing and other details to customers by influencer marketing

The current brand authorities need to focus on delivering all the manufacturing details to the customer with the help of influencer marketing to ensure our authentic and long-term customer trust (Boerman, and Müller, 2022). Delivery of the manufacturing details by availing influential marketing is also cost-effective for the recently launched brand. Also, this practice is a strategy to ensure customer trust in specific locations like the UK.

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