

Dissertation Proposal

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The Impact of Influencer Marketing on Consumer Purchase Behavior in the UK Luxury Sneaker Industry.

Introduction:

Recent technological breakthroughs and alterations in consumer behavior have led to a notable revolution in the luxury shoe market. Influencer marketing has been a popular tactic used by businesses to connect and convince prospective consumers as traditional marketing techniques have proven less successful in reaching younger consumer demographics. Influencer marketing is the process of using social media influencers—people with large followings and sway over large audiences—to market items and brands. Influencer marketing has been embraced by the luxury shoe business in the UK in particular as a way to raise brand recognition, encourage customer interaction, and eventually affect purchasing decisions. This dissertation proposal's primary research question looks at how influencer marketing affects luxury shoe buyers' decisions in the UK.

Objectives:

1. How much does influencer marketing affect UK consumers' perceptions of premium sneakers?
2. How does influencer marketing impact UK consumers' plans to buy high-end sneakers?
3. In the UK luxury sneaker market, what are the main variables that function as moderators in the interaction between influencer marketing and consumer purchasing behavior?

By answering these research questions, this study will provide scholars and practitioners with insights into the efficacy and consequences of influencer marketing in the luxury shoe sector.

Methodology:

We'll use a mixed-methods approach, fusing qualitative insights from interviews with quantitative survey data. This design makes it possible to thoroughly investigate how influencer marketing affects customer choice in the UK premium shoe market.

Techniques for Gathering Data

1. **Quantitative Data:** To collect quantitative data from a sample of customers in the UK luxury sneaker market, a survey questionnaire will be created. Customers' opinions about luxury sneakers, their plans to buy, and their exposure to influencer marketing initiatives will all be covered in the poll. Online communities that discuss sneakers and a variety of social media sites will be used to disseminate the study. The survey will aim to include 120 participants, since this is deemed a sufficient sample size to guarantee statistical reliability and the generalizability of results.
2. **Qualitative Data:** A portion of survey respondents will be the subject of in-depth interviews. The qualitative insights gained from the interviews will be extremely helpful in understanding the underlying motives, perspectives, and experiences of consumers with relation to influencer marketing and the acquisition of luxury sneakers. Based on their survey replies, about 20 to 30 participants will be chosen in order to guarantee a thorough comprehension of the research issue and a diversity of opinions.

Sampling Methodology and Estimating Sample Size

Convenience sampling, a non-probability sample technique, will be used for the survey, and participants will be chosen for it based on their availability and want to take part. Based on the suggested sample size for survey research, the target sample size of 120 participants will be chosen, guaranteeing a sufficient number of respondents to yield trustworthy results.

Methods of Data Analysis

Descriptive statistics will be used to examine the quantitative data from the survey and give the means, frequencies, and percentages of the survey replies. The study will employ inferential statistical methods, including regression analysis, to investigate the correlation between customer purchasing behavior and influencer marketing.

Thematic analysis will be employed to transcribe, code, and analyze the qualitative data obtained from the interviews. In order to gain a deeper understanding of the viewpoints and experiences of the participants, themes and patterns that emerge from the qualitative data will be discovered.

Research Limitations

Even with efforts to guarantee validity and rigor, there are still restrictions to take into account. Convenience sampling may limit the findings' generalizability and introduce potential biases. Furthermore, respondent biases may be introduced if self-reported survey replies are relied upon. To offer a thorough grasp of the research findings, these limitations will be recognized and covered in the final dissertation.

By using this methodology, the study hopes to gather qualitative and quantitative information that will enable a thorough examination of the influencer marketing's effects on consumer purchasing patterns in the UK luxury sneaker market.

Anticipated Findings:

The study is expected to show how influencer marketing significantly affects UK customers' judgments on what to buy. It is anticipated that a key factor in the success of influencer marketing initiatives would be trust, authenticity, relatability, and engagement.

Expected Contribution:

The aim of this research is to contribute to the growing body of knowledge regarding influencer marketing and its impact on consumer behavior. Companies can leverage the data to optimize their influencer marketing approach and enhance their digital marketing endeavors. In addition, the study will improve academic understanding of influencer marketing and shed light on its effectiveness in the UK market.

Literature Review:

Review of the Literature on Influencer Marketing's Effect on Consumer Purchasing Patterns in the UK Luxury Sneaker Sector

Introduction: Influencer marketing has become a potent tool for brands to engage with their target market and impact consumer behavior in recent years. This study of the literature attempts to investigate the research that has already been done on the effects of influencer marketing, particularly in the UK luxury sneaker market. It will also emphasize the novel elements and distinctive contributions of the suggested research.

The Function of Influencer Marketing: Influencer marketing is defined by the partnership between companies and users who have a sizable social media following. Within particular specialized marketplaces, these influencers have the power to affect the beliefs, mindsets, and purchase choices of their followers. Prior research has demonstrated the efficacy of influencer marketing across other industries; however, the luxury sneaker market in the United Kingdom has received relatively less attention.

Existing Research on Influencer Marketing: A number of studies on the subject have concentrated on the influence of influencers on customer decisions as well as general consumer behavior. But when it comes to the UK market's luxury sneaker market, there is a research vacuum. The suggested research helps close this gap by providing a new perspective by looking at this particular industry.

Differentiating Factors and Contributions: This research is distinguished by a number of important differentiators and contributions, including the following:

1. The UK Luxury shoe Industry: Although influencer marketing studies have been carried out in a number of industries, this research stands out due to its concentration on the UK luxury shoe market. In order for businesses to effectively communicate with their target consumers, it is imperative that they understand the effects of influencer marketing, particularly in the context of luxury shoes, which have gained substantial popularity in recent years.

2. Particular Consumer Behavior: The investigation of the impact of influencer marketing on consumer purchasing behavior in the luxury sneaker market is the special emphasis of this study. Through an analysis of the variables that impact consumer choices, including relatability, trust, authenticity, and engagement, the suggested study offers insightful information and useful recommendations to improve marketing tactics.

3. Mixed-methodologies Approach: This study combines quantitative and qualitative methodologies in a mixed-methods approach. This enables a thorough understanding of customer behavior by investigating through qualitative interviews not only the statistical relationship between purchase behavior and influencer marketing, but also the underlying reasons and attitudes.

4. Thematic Analysis: To find recurring themes and patterns in the qualitative data, the proposed study employs thematic analysis. This method allows for a more thorough investigation of how consumers view influencers in the luxury sneaker market, as well as how they perceive their legitimacy and ability to affect consumer behavior.

This literature analysis concludes by highlighting the distinctive qualities and distinguishing elements of the suggested study on the influence of influencer marketing on customer purchasing behavior in the UK luxury sneaker market. Through the application of thematic analysis, a mixed-methods methodology, and a market-specific focus, the study seeks to close the knowledge gap and offer insightful information to companies in this sector. The results of this study will help practitioners and academics alike by expanding our knowledge of the impact and efficacy of influencer marketing in the luxury sneaker market.

Limitations:

This study acknowledges a number of limitations. Because it is not possible to obtain a fully representative sample of the entire population of the United Kingdom, the study may run into problems with sample representativeness. Getting interviews with influential persons and their availability may be another study barrier. Self-reported survey data are also included in the study, which increases the risk of response bias.

Ethical Considerations:

Ethics will be taken into consideration at every stage of the study project. Every participant will give their informed consent, and no one will see their personal information disclosed. When displaying the findings, anonymity will be maintained to protect data security and privacy.

Timeframe:

Week 1

Define research objectives and questions,
Conduct preliminary literature review,
Develop research methodology

Week 2

Conduct in-depth literature review, Identify
relevant theories and models
Gather secondary data

Week 3

Design and pilot survey questionnaire, Recruit
and select representative sample,
Administer surveys to participants.

Week 4

Collect and compile survey data, Perform
quantitative analysis
Identify key findings and trends.

Week 5

Design interview guide, Select participants for
qualitative interviews

	Conduct in-depth interviews
Week 6	Analyze qualitative data using thematic analysis, Cross-reference interview findings with survey data Identify and compare themes.
Week 7	Incorporate quantitative and qualitative findings, Synthesize research findings Draw conclusions and implica
Week 8	Write dissertation report
Week 9	Revise and refine dissertation report
Week 10	Finalize dissertation report

Conclusion:

Influencer marketing's effect on consumer buying patterns in the UK luxury sneaker market is an important subject that has attracted a lot of attention lately. In order to fill this research void, this dissertation proposal examined the efficacy of influencer marketing tactics as well as how they affect consumer attitudes and buy intentions.

After a thorough examination of the literature, it was determined that influencer marketing has become a potent instrument for companies to interact with customers and advertise their goods.

Nevertheless, empirical proof is still required to fully comprehend its influence, particularly with regard to the UK's luxury shoe market.

A mixed-methods technique was suggested to solve this research dilemma, fusing qualitative insights from interviews with quantitative survey data. It was decided that a sample size of 120 respondents would be sufficient for the survey, guaranteeing accurate statistical findings. In order to gather information about the participants' opinions toward high-end sneakers, exposure to influencer marketing, and purchasing patterns, convenience sampling was employed as the method of recruitment. Furthermore, a group of participants underwent in-depth interviews with the goal of learning more about their experiences and motivations.

This research has the potential to significantly advance both academic understanding and useful marketing techniques. The results will provide insight into how much influencer marketing affects consumer perceptions of luxury shoes and how it influences their propensity to buy in the UK. Moreover, pinpointing the most important moderating variables will provide insightful information about the mechanisms behind the association between influencer marketing and customer behavior in this particular sector.

It is imperative to recognize the constraints of this study, though. Convenience sampling has the potential to generate biases and restrict how broadly the results can be applied. Additionally, biases from respondents may be introduced if self-reported survey replies are relied upon. In the final dissertation, these constraints will be carefully assessed and described in order to give readers a thorough comprehension of the research findings.

In conclusion, by examining the role of influencer marketing on consumer purchasing behavior in the UK luxury sneaker market, this dissertation proposal aims to fill a significant research void. The research endeavors to furnish researchers and practitioners with significant insights by employing a mixed-methods approach and taking into account the constraints inherent in the study. Ultimately, the study seeks to augment the current corpus of knowledge in the marketing domain.

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