

Research Proposal

Examining the Effects of Influencer Marketing on Customer Conduct

Social media's ascent has completely changed the marketing scene, and influencer marketing has become one of the most effective ways for companies to engage with their target demographic. The goal of this study is to better comprehend that influencer marketing affects customer behaviour by illuminating the fundamental processes that shape attitudes, perceptions, and purchase decisions. A new class of celebrities known as "digital influencers" has emerged as a result of the development of social media platforms. These individuals have a substantial number of followers. Influencer marketing is becoming a more popular strategy used by brands to advertise their goods and services. However, there is still a lack of research in academic publications regarding the effectiveness and long-term effects of influencer marketing. A representative study will be ensured by the recruitment of a varied sample of volunteers from a range of demographic backgrounds. Data on consumer perceptions, attitudes, and behaviours conducted to influencer marketing will be gathered through surveys and interviews, both quantitative and qualitative. Regression analysis and content analysis are two statistical techniques that will be used to examine the information gathered.

The research will be carried out in compliance with ethical principles, and participants' consent and privacy will be thoroughly respected. Marketers, brands, and academics looking to maximise their marketing strategies in the dynamic digital environment will find great value in the findings. This research proposal describes a thorough investigation into the way influencer marketing affects customer behaviour. The purpose of this study is to offer practical insights that can guide marketing plans in the ever-changing digital environment.