

IMPACT OF INFLUENCER MARKETING ON CONSUMER BEHAVIOR
WITH SPECIAL REFERENCE TO ONLINE COURSES.

Submitted in partial fulfillment of the requirements for the award of
Master of Business Administration

By

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SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

April – 2021



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **BHARAGATH NISHA S 39410033** who have done the project work entitled “**IMPACT OF INFLUENCER MARKETING ON CONSUMER BEHAVIOR WITH SPECIAL REFERENCE TO ONLINE COURSES**” under my supervision from January 2021 to March 2021.

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DECLARATION

I **BHARAGATH NISHA S 39410033** hereby declare that the Project Report entitled **“IMPACT OF INFLUENCER MARKETING ON CONSUMER BEHAVIOR WITH SPECIAL REFERENCE TO ONLINE COURSES”** done by me under the guidance of **Dr. BHUVANESWARI.G** at **SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY,CHENNAI** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

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ABSTRACT

Over the years due to the growth of social media, people are more influenced by what they see in social media platforms. Those who post their reviews and opinions about a product or service are the influencers. The popularity of influencers is continuous and does not have a limited window of influence. The paper emphasizes on the impact of influencer marketing on consumer behavior with special reference to online course platforms. The study is based on an exploratory study with the purpose of understanding how the factors of influencer's credibility-(trustworthiness, expertise and attractiveness) create an impact on the purchase intention of the consumers in terms of online courses. The Ohanian model of source credibility model is used for this study. The main instrument for this study is a structured questionnaire for the primary data collection which was distributed among students of various age groups in the Chennai city. The sampling technique used for the study is convenience sampling technique. The analytical techniques were employed using statistical package for social sciences (SPSS) version 26. In order to make certain conclusions regarding the hypothesis framed, certain statistical tool like correlation, Anova and Chi-square were employed. Through the use of different tools and testing, it is concluded that influencers play a great role in purchasing intention of the consumers with reference to online courses. The research findings confirm that the above stated factors play a important role in drawing attention, engaging and affecting a behavioral change in the minds of the customers in terms of online courses.

Keywords: Influencer marketing, social media influencers, influencer's credibility - trustworthiness, expertise, attractiveness and purchase intention.

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CHAPTER - 1

INTRODUCTION

1.1 Introduction:

Online learning also known as e-learning or electronic learning is a means of learning through the assistance of the computer and internet technology. The major components of online learning are internet and computer. Rapid growth and development in the technology and the advancement in the learning systems have provided a way for the online learning platforms. It facilitates the transfer of knowledge and skills through electronic networks to a large number of learners around the world at the same or different times. There are numerous online learning platforms in the market such as Udemy, Coursera, Lynda, Skillshare, Udacity that serve millions of people. The platforms are getting shaped by different user verticals as well. While Skillshare is mostly for creatives such as giving courses on animation, photography, lifestyle, Coursera is mostly academic with giving access to university courses. Top tier universities are also democratizing the learning by making courses accessible via online. Stanford University and Harvard University give access to online courses under categories of computer science, engineering, mathematics, business, art, and personal development. These all show one thing, there's a huge demand from people to learn online. The reason for this demand and rapid growth of the market with a wide variety of platform options for different groups of people may be the rapid change of the world. These online learning platforms are sometimes promoted by the influencers who have already aware of the platform and had an course purchase experience. These influencers through social media share their reviews and recommendations of the online courses platform to their followers. The consumers who want to do online courses in turn search for the reviews and opinions of the people whom they follow, they are the influencers for the online courses. Therefore the research deals with the impact of influencer marketing on consumer behavior with special reference to online courses. The research studies the factors of influencer's credibility such as trustworthiness, expertise and attractiveness and its impact on the purchase intention of the consumers. The research analysis how the consumer behavior is affected by the opinions and recommendations of the social media influencers for the online courses.

1.2 Industry Profile

A massive open online course (MOOC) is an online course aimed at unlimited participation and open access via the Web. In addition to traditional course materials, such as filmed lectures, readings, and problem sets, many MOOCs provide interactive courses with user forums or social media discussions to support community interactions among students, professors, and teaching assistants (TAs), as well as immediate feedback to quick quizzes and assignments. MOOCs are a widely researched development in distance education, first introduced in 2008, that emerged as a popular mode of learning in 2012.

Early MOOCs (cMOOCs) often emphasized open-access features, such as open licensing of content, structure and learning goals, to promote the reuse and remixing of resources. Some later MOOCs (xMOOCs) use closed licenses for their course materials while maintaining free access for students

The first MOOCs emerged from the open educational resources (OER) movement, which was sparked by MIT OpenCourseWare project. The OER movement was motivated from work by researchers who pointed out that class size and learning outcomes had no established connection, with Daniel Barwick's work being the most often-cited example.

Within the OER movement, the Wikiversity was founded in 2006 and the first open course on the platform was organised in 2007. Ten-week course with more than 70 students was used to test the idea of making Wikiversity an open and free platform for education in the tradition of Scandinavian free adult education, Folk High School and the free school movement. The term MOOC was coined in 2008 by Dave Cormier of the University of Prince Edward Island in response to a course called Connectivism and Connective Knowledge (also known as CCK08). CCK08, which was led by George Siemens of Athabasca University and Stephen Downes of the National Research Council, consisted of 25 tuition-paying students in Extended Education at the University of Manitoba, as well as over 2200 online students from the general public who paid nothing. All course content was available through RSS feeds, and online students could participate through collaborative tools, including blog posts, threaded discussions in Moodle, and Second Life meetings. Stephen Downes considers these so-called cMOOCs to be more "creative and dynamic" than the current xMOOCs, which he believes "resemble television shows or digital textbooks."

Other cMOOCs were then developed; for example, Jim Groom from The University of Mary Washington and Michael Branson Smith of York College, City University of New York hosted MOOCs through several universities starting with 2011's 'Digital

Storytelling' (ds106) MOOC. MOOCs from private, non-profit institutions emphasized prominent faculty members and expanded existing distance learning offerings (e.g., podcasts) into free and open online courses.

Alongside the development of these open courses, other E-learning platforms emerged – such as Khan Academy, Peer-to-Peer University (P2PU), Udemy, and Alison – which are viewed as similar to MOOCs and work outside the university system or emphasize individual self-paced lessons

As MOOCs developed with time, multiple conceptions of the platform seem to have emerged. Mostly two different types can be differentiated: those that emphasize a connectivist philosophy, and those that resemble more traditional courses. To distinguish the two, several early adopters of the platform proposed the terms "cMOOC" and "xMOOC".

cMOOCs are based on principles from connectivist pedagogy indicating that material should be aggregated (rather than pre-selected), remixable, re-purposable, and feeding forward (i.e. evolving materials should be targeted at future learning). cMOOC instructional design approaches attempt to connect learners to each other to answer questions or collaborate on joint projects. This may include emphasizing collaborative development of the MOOC. Andrew Ravenscroft of the London Metropolitan University claimed that connectivist MOOCs better support collaborative dialogue and knowledge building.

xMOOCs have a much more traditional course structure. They are characterized by a specified aim of completing the course obtaining certain knowledge certification of the subject matter. They are presented typically with a clearly specified syllabus of recorded lectures and self-test problems. However, some providers require paid subscriptions for acquiring graded materials and certificates. They employ elements of the original MOOC, but are, in some effect, branded IT platforms that offer content distribution partnerships to institutions. The instructor is the expert provider of knowledge, and student interactions are usually limited to asking for assistance and advising each other on difficult points.

1.3 Company Profile

The various MOOC that offers online courses include :

1. Coursera

Coursera officially launched in January 2012. and it was started by two Stanford professors by Andrew Ng and Daphne Koller, With over 25 million students and \$146.1 million raised in funding. Coursera is the biggest MOOC/online education provider in the world. It has over 150 university partners from 29 countries and 2000+ online courses. Beyond single courses. Coursera offers its own credential, which is known as a Specialization, and it also offers fully-online Masters degrees. Coursera is also expanding into B2B via its Coursera for Business product.

2. edX

Founded by Harvard University and MIT in 2012, edX is a non-profit organization. It's the second largest MOOC provider in the world with over ten million students. It offers over 1,500 courses and boasts more than 100+ university partners. EdX offers a number of different types of certificate programs: MicroMasters (which offer a pathway to credit), XSeries, Professional Certificate, and Professional Education. Earlier this year, edX got into the degree game with a new Online Masters in Analytics degree from Georgia Tech.

3. Futurelearn

FutureLearn is a UK-based MOOC provider. It is wholly owned by Open University. It was launched at the end of 2012 and now has more than six million registered users. Futurelearn has over 100 partners creating courses on its platform. Seventy-one of those partners are universities primarily located in Europe, but it also has a few universities in other countries, including the United States, Australia, and South Korea. FutureLearn offers its own credential program, which is known as FutureLearn Programs. Last year it also announced six completely online post-grad degrees in partnership with Australia's Deakin University.

4. SWAYAM

SWAYAM, short for 'Study Webs of Active-learning for Young Aspiring Minds,' is the official MOOC platform for India. Under SWAYAM, professors of centrally-funded institutions in India such as Indian Institutes of Technology (IITs), Indian Institutes of Management (IIMs), and central universities - will offer online courses to citizens of India. Currently, the SWAYAM platform hosts 350 free online courses.

5. NPTEL.

The National Programme on Technology Enhanced Learning (NPTEL) is a project funded by the Ministry of Human Resource Development (MHRD) of India. It has been putting video courses online from the IIT's (Indian Institutes of Technology) for a long time now. In some sense, this is similar to MIT's OCW. In fact, The NPTEL YouTube channel gets twice the number of views that MIT OCW gets. After MOOCs became popular, NPTEL also launched a separate MOOC-like platform on which it offers hundreds of free online courses, mostly in the field of engineering.

6. Khan Academy

Khan Academy is a non-profit educational organization created by educator Salman Khan with an aim of providing a free, world-class education for anyone anywhere. It produces short lectures via YouTube videos. All resources are free of cost to anyone around the world and its videos are translated into 36 languages including English as their main language. As of 2015, it has more than 5000 courses. In 2012 the founder of the Khan Academy was listed among the Time 100 Most influential People. Recently in 2015, it partnered with Disney & Pixar Animation Studios to launch Pixar in a Box on Khan Academy. They also partnered with NASA, The Museum of Modern Art, The California Academy of Sciences, and MIT to offer specialized content.

7. Tata Interactive Systems

Tata Interactive (TIS) has 25 years of experience in custom learning solutions and is one of the most reputed leaders as well in the same field. It is one of the top E-learning companies in India to provide all kind of online education at one place. With a team of over 350 multi-disciplinary specialists, it has won 100 international awards and was featured as the top 20 training outsourcing companies globally for the last 7 years.

8. Ask IITians

Aditya Singhal and Nishant Sinha of IIT Delhi founded askIITians, to cater primarily to students of India and Middle East who are preparing for engineering entrance exams like IIT-JEE or AIEEE. It is one of the parts of main online tutoring and educational website called Transweb Educational Services.

9. Vedantu:

Founded in the year 2011 by Anand Prakash, Vamsi Krishna, Pulkit Jain, and Saurabh Saxena. Vedantu aims to provide online tech-based education to students of

grade 6 to 12 coming from various backgrounds. The unique feature about Vedantu is the option available with students to choose from a number of teachers accessible.

10. Nayi Disha

Founded in the year 2012 by Kushal Bhagia and Kartik Aneja, alumni of BITS Pilani, the company Nayi Disha engages the pre-schoolers in various learning models. They make different involving education applications for students all over the world. They build educational games which can be played on the computer for pre-schoolers to promote learning while playing using motion sense technology.

11. EduKarl

Founders' being Mr. Ishaan Gupta, Mr. Vijay Shekhar Sharma, and Mr. Mayank Gupta, the app was founded in the year 2011 for the purpose of providing Indian and international courses such as MBA, Executive MBA, MSc, MCA, BA, BCom, BBA and others. The website is known for online distance learning. It offers various undergraduate and post graduate courses for high school students including several degrees, diploma courses for entrance examinations and certification classes from sundry recognised universities and other educational bodies.

CHAPTER – 2

REVIEW OF LITERATURE

2.1 Literature Review

As this study investigates how influencer's credibility play a role in the purchasing intention, it is therefore important to understand the influencer marketing, social media influencers and source credibility as a phenomenon.

2.1.1 Influencer Marketing

According to Brown and Hayes (2008) influencer marketing is referred as strategies and activities through which individuals influence and/or power over the actual or potential target customers.

Influencer marketing is a type of marketing that focuses on using key leaders to drive a brand's message to the larger market" (Byrne, Kearney, &MacEvill, 2017).

Extant research also believes that an Influencer is similar to an opinion leader, they define it as an Influential person with a strong personal brand. Furthermore, the Influencers are a person who is also being seen as trustable and brands use this person to spread product- and brand awareness (De Veirman, Cauberghe, &Hudders, 2017).

Consumers value other people review or judgments higher than an advertiser and this is considered as one of the keys to Influencer marketing (De Veirman et al., 2017).

The difference between a celebrity and an Influencer is that an Influencer is more accessible but also much easier to relate to since the Influencer often shares more of their personal life (Ledbetter, 2017). This can be perceived as a personal relationship between the Influencer and follower and therefore, the follower is more likely to follow the Influencer's opinions (Abidin, 2016).

2.1.2 Social Media Influencers

Since the world has shifted to social media in recent years due to technology development, instead of looking to the companies consumers are looking to the reviews of fellow consumers and favorite personalities (Talaverna 2015).

Over the years, companies are choosing social media influencers to promote their product or service since they generate eWOM (electronic Word-of-Mouth) compared to other marketing strategies (Forbes 2017; Patel 2016; Talaverna 2015).

Social media influencers are individuals representing an independent third-party endorser who use social media platforms to shape the audience (Freberg et al.

2011). These individuals are on the consumers' social graph and can directly or indirectly impact the consumers' behavior (Brown & Hayes, 2008).

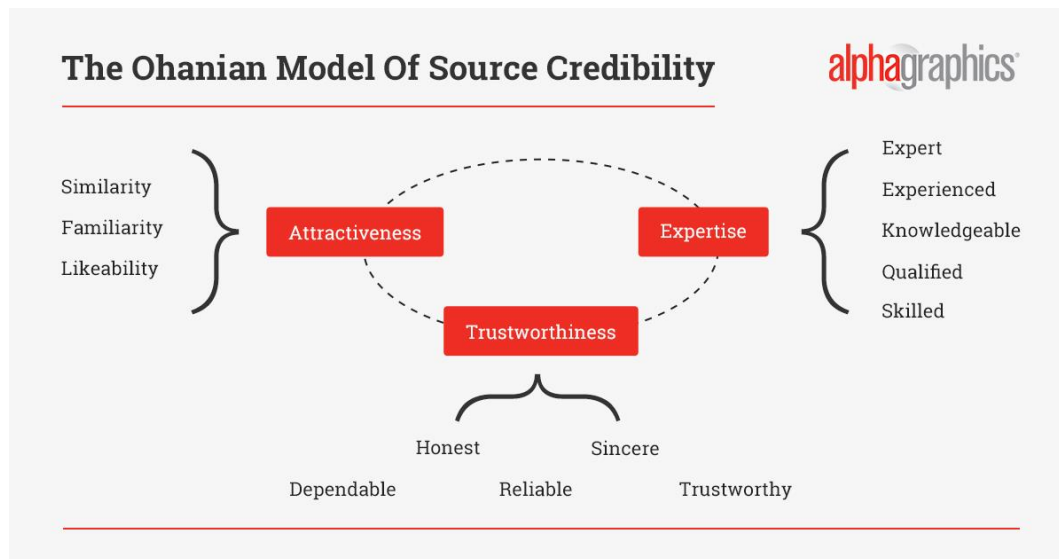
Due to their ability of persuasion, social media influencers are largely invited to be brand ambassadors, spreading information about the products and updating online followers about the latest products and services (Liu et al. 2012; Markethub 2016). Since social media influencers promote brand's products through their personal lives, consumers tend to perceive them as more sincere (Tapinfluence 2017), credible (Buyer 2016) and reliable (Talaverna 2015).

Overall, firms use these powerful people to create a grey zone between companies and consumers and to deliver the marketer's message more efficient and trustworthy. Several benefits of using social media influencers have been highlighted. Brands are increasingly focusing on these influencers to promote their products rather than traditional marketing (Veirman et al 2017). Consumers feel these endorsements as more credible eWOM (electronic Word-of-Mouth) rather than paid advertising (Abidin 2016). Also, due to their higher credibility and popularity, these opinions and reviews lead to higher message acceptance from consumers. (de Vries, Gensler, and Leeflang 2012). Since these personalities in social media have built a considerable social network of followers, they maximize the reach of the information among the followers (Weimann 1994; Keller and Berry 2003), influencing an extremely large number of consumers (Gladwell 2000).

2.1.3 Source Credibility

The literature shows various perspectives for what defines source credibility. The credibility of an influencer or endorser is an important factor in influencing the behavior of the consumers, and marketers over a long time feel that highly credible sources could enhance the persuasiveness of the message about product or service towards the customers (Desarbo & Harshman, 1985). The term 'source credibility' is commonly used to indicate positive attributes of a communicator that has an impact on the receiver's acceptance of a message (Ohanian, 1990). Source credibility's main dimensions can be listed as expertness, trustworthiness and likability (Hovland, 1953). McCroskey (1966), says that the two main dimensions of credibility are authoritativeness and character. In most of the case, credibility can be perceived as a multidimensional concept which is connected to different communication sources (Eisend, 2006). Ohanian (1990) states that all definitions of source credibility comprises some combination of expertise, trustworthiness and attractiveness, and these three dimensions form the perceived credibility of the endorser in the eyes of audience (Ohanian, 1990). In addition to the above mentioned factors (Gupta et al, 2017) have also added factors of popularity and relevance as the dimensions of credibility. Figure 2.1.3 shows three main factors of source credibility based on the research by Ohanian (1990).

Figure 2.1.3



Trustworthiness

Trustworthiness refers to the degree of confidence that a consumer is willing to place on the source, in regard to the information presented by the source in terms of believability, honesty, and integrity through advertising (Tripp, Jensen, & Carlson, 1994; Wang & Scheinbaum, 2018). Being dependable, honest, reliable, sincere and trustworthy are the five factors to be considered while measuring the trustworthiness dimension in the source credibility theory (Ohanian, 1990). Trustworthiness is the degree of confidence audience place in a communicator's intent to convey the opinion they consider most valid (Ohanian, 1990). Studies conducted by Li (2018) and Ayeh (2015), highlights the effect of source trustworthiness on numerous consumer decisions such as purchase intention, attitude towards brands and individuals, and information adoption.

Expertise

Expertise refers to "the degree to which the endorser is perceived to have the adequate knowledge, experience or skills to promote the product" (van der Waltdt et al., 2009).

Expertise refers to the consumer's perception of the source's knowledge, qualifications, and competency of the field about which the source is addressing (Wang et al., 2018). Consumers tend to prefer products and services that are recommended by influencers with higher expertise (Uribe, 2016). This is because the source understands the pros and cons of the endorsed product, which makes what they are conveying much more credible from a consumer's perspective (Uribe, 2016). Since audience perceive that opinion leaders have more knowledge of a certain product or service, they tend to be more involved with their opinion and

also make recommendations to others to follow them (Casaló et al., 2018). Followers of an influencers with high expertise would give opinion about the product or service to others who have same needs and desires (Casaló et al., 2018).

Attractiveness

Attractiveness can be referred in terms of likeability or physically attractive the endorser is to the audience (Eren-Erdogmus et al., 2016). Physical appearance, personality, likeability, and similarity of the endorser are the factors to be considered for the source attractiveness. Therefore these are perceived social value of the endorser (Schlecht, 2003). Erdogan (2008) argues that attractiveness is quiet just physical attractiveness and involves some other characteristics such as personality properties, lifestyles, or intellectual skills. Familiarity, likability and similarity of the endorser can be used to determine the attractiveness of an endorser (Gräve, 2017). Therefore, Consumers are more likely to accept the information when it comes from a source perceived as attractive (Wang & Scheinbaum, 2018).

2.1.4 Purchase Intention

The purchase intention is the willingness of a consumer to purchase a product or service based on impact of different factors (Carrillat, D'Astous & Lazure, 2013). Consumers' purchase intentions are reflected in their planned future behavior, and how these beliefs would translate into their buying behaviour (Carrillat et al., 2013). Recent marketing communication offers various new challenges and opportunities to companies to promote their product or service, as purchase decisions are mostly influenced by social media interactions. The research aims to study how the influencer's credibility creates impact in the purchase intention of the online courses.

CHAPTER - 3

RESEARCH METHODOLOGY

3.1 Need of the study

Online learning has shown significant growth over the last decade, because the internet and education combine to provide people with the chance to realize new skills and develop their knowledge. Many students are benefitted through this online courses learning as it is convenient, versatile and flexible. Therefore the research studies how the reviews and recommendations from the influencers in the social media platform influences them to require up the online courses.

3.1.1 Statement of the Problem

The purpose of this study is to gain knowledge about how factors of credibility-trustworthiness, expertise, attractiveness- in influencers have an impact on the purchasing intention. This study will investigate how the different factors of credibility in influencers impact consumer behavior and how it plays a role in the purchase intention of their followers.

3.2 Scope of the study

This study attempted to gain knowledge about influencer marketing and its impact on Consumer behavior with special reference to online courses. This research studies various variables of source credibility model of influencer -trustworthiness, expertise, attractiveness and their impact on purchase intention of the consumers. The research studies how these factors affect consumer attitude and perception towards online courses.

3.3 Objectives

3.3.1 Primary Objective

- To study the impact of influencer marketing on the consumer behavior towards online courses.

3.3.2 Secondary Objective

- To study customer behavior towards influencer's trustworthiness and its impact on purchase intention with reference to online courses.
- To study customer behavior towards influencer's expertise and its impact on purchase intention with reference to online courses.
- To study customer behavior towards influencer's attractiveness and its impact on purchase intention with reference to online courses.

3.4 Sources of Data

Data collection is done with the help of structured questionnaire on a 5-point scale that has questions related to the variables of the study. The questionnaire method is employed to record consumer perception about influencers and their behavior. The data for this study is solely primary.

3.4.1 Population

The study is about the impact of influencer marketing on consumer marketing with special reference to online courses platform. Therefore students of different age groups in Chennai city were taken as the population for the study.

3.4.2 Sample size

The data is collected from a sample of 140 respondents who are active in social media and aware of the online courses. Students of different age group were chosen as the sample for this study.

3.4.3 Sampling Technique

The sampling technique utilized in this study is convenience sampling technique.

3.5 Period of study

The study is carried out in the period of January 2021 to March 2021 which is a three month study.

3.6 Limitations of the study

- The research studied the views of the consumers on social media influencers in terms of influencer credibility other factors of influencer marketing was not taken into an account.
- The study aimed only the students of different age groups.
- The study did not cover entire region of the Chennai city.

3.7 Statistical Tools used for Analysis

The analytical techniques were employed using statistical package SPSS version 26. Different statistical tools like Correlation, Anova and Chi- Square have been used for meeting the desired objectives.

CHAPTER – 4

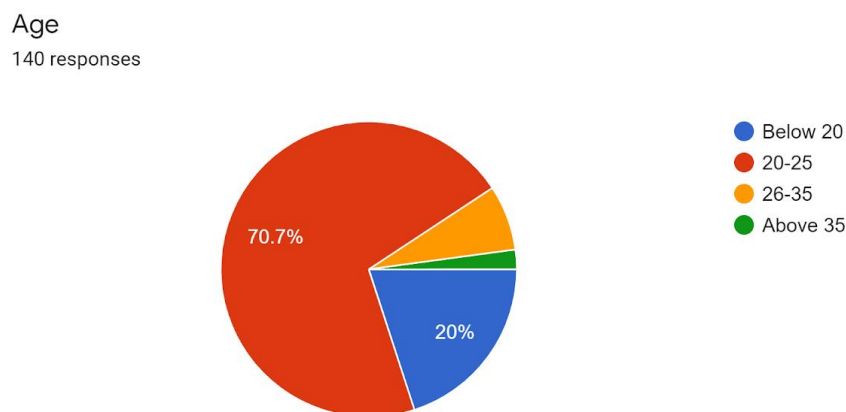
DATA ANALYSIS AND INTERPRETATION

4.1 Percentage Analysis

Table 4.1.1 showing the age wise classification of the respondents.

Age	Number of Respondents	Percentage
Below 20	28	20
20-25	99	70.7
26-35	10	7.1
Above 35	3	2.1
Total	140	100

Chart 4.1.1 showing the age wise classification of the respondents.



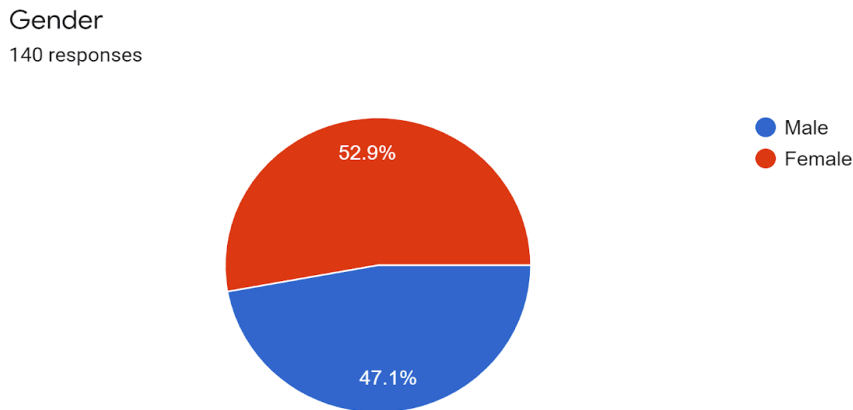
Interpretation

From the above chart it is interpreted that 20% respondents are below 20 years, 70.7% are between 20 -25 years, 7.1% are between 26-35 years and 2.1% are above 35 years of age.

Table 4.1.2 showing the gender wise classification of the respondents.

Gender	Number of Respondents	Percentage
Male	66	52.9
Female	74	47.1
Total	140	100

Chart 4.1.2 showing the gender wise classification of the respondents.



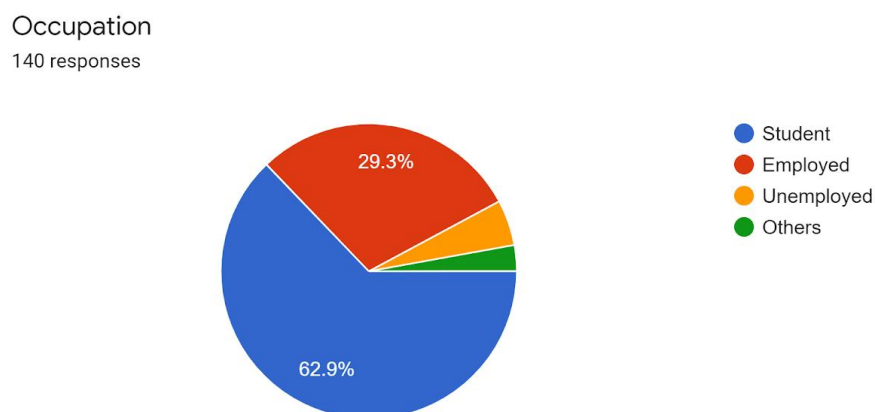
Interpretation

From the above chart it is interpreted that 52.9% respondents are Female and 47.1% are the male respondents.

Table 4.1.3 showing the occupation wise classification of the respondents.

Occupation	Number of Respondents	Percentage
Student	88	62.9
Employed	41	29.3
Unemployed	7	5
Others	4	2.8
Total	140	100

Chart 4.1.3 showing the occupation of the respondents.



Interpretation

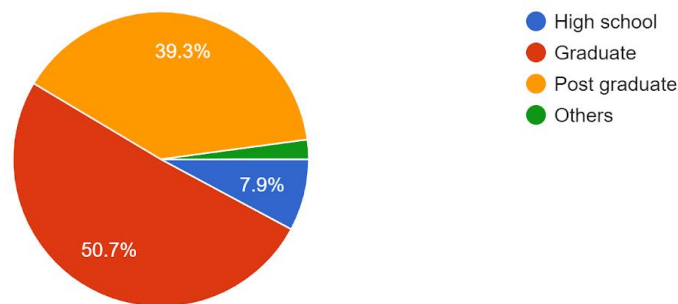
From the above chart it is interpreted that 62.9% respondents are students, 29.3% are employed and 5% are unemployed.

Table 4.1.4 showing the education wise classification of the respondents.

Education	Number of Respondents	Percentage
High School	11	7.9
Graduate	71	50.7
Post Graduate	55	39.3
Others	3	2.1
Total	140	0

Chart 4.1.4 showing the Education of the respondents

Education
140 responses



Interpretation

From the above chart it is interpreted that 50.7% respondents are graduates, 39.3% are post graduates and 7.9% are high school students.

Table 4.1.5 Showing the various social media platforms used by respondents.

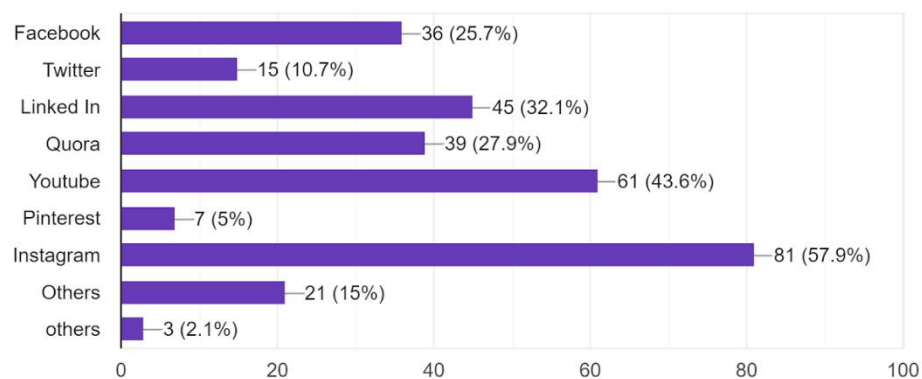
Social Media Platforms	Number of Respondents	Percentage
Facebook	36	25.7
Twitter	15	10.7
Linked in	45	32.1
Quora	39	27.9
Youtube	61	43.6
Pinterest	7	5

Instagram	81	57.9
Others	24	17.1

Chart 4.1.5 showing the various social media platforms used by respondents

Please choose the following platforms that you use to follow the recommendations about online course platform.

140 responses



Interpretation

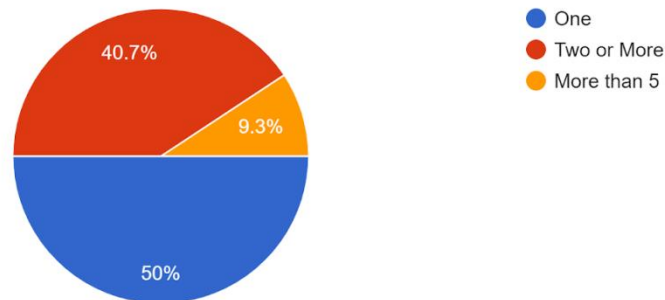
From the above chart it is interpreted that respondents use various social media platforms to seek reviews and recommendation about online courses from the influencer.

Table 4.1.6 showing the number of online courses done by respondents due to recommendation from an influencer.

Number of online courses	Number of Respondents	Percentage
One	70	50
Two or More	57	40.7
More than 5	13	9.3

Chart 4.1.6 showing the number of online courses done by respondents due to recommendation from an influencer.

How many online courses have you done due to recommendation from an influencer?
140 responses



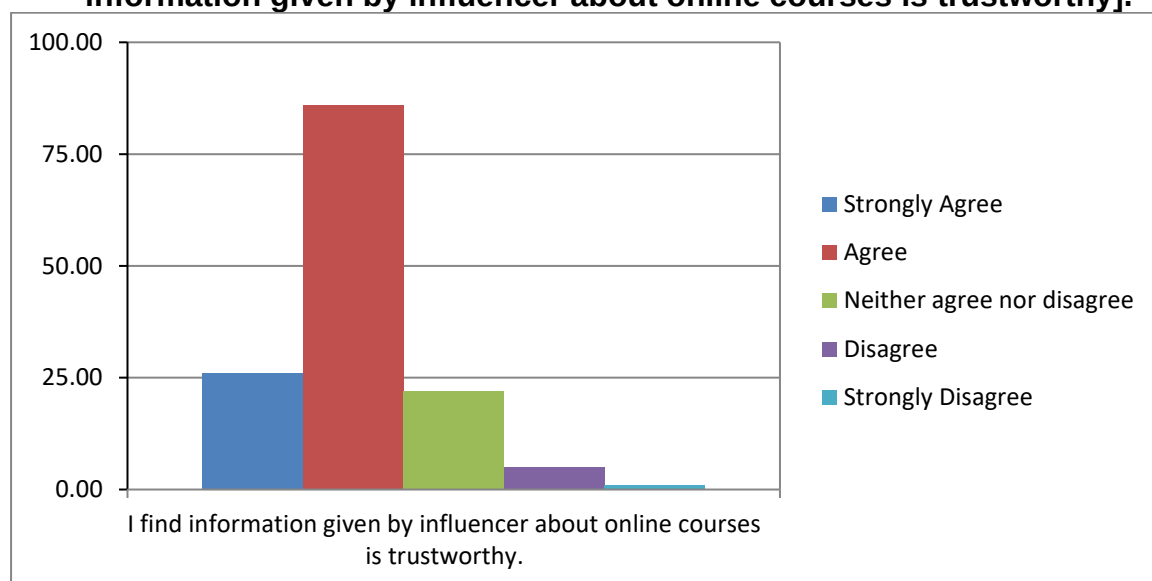
Interpretation

From the above chart it is interpreted that 50% of respondents have done one online course due to influencer's recommendation, 40.7% have done two or more online courses and 9.3% have done more than five online courses.

Table 4.1.7 Showing results for the trustworthiness of the influencer [I find information given by influencer about online courses is trustworthy].

Particulars	Number Of Respondents	Percentage
Strongly Agree	26	18.57
Agree	86	61.43
Neither agree nor Disagree	22	15.71
Disagree	5	3.57
Strongly Disagree	1	0.71
Total	140	100

Chart 4.1.7 Showing results for the trustworthiness of the influencer [I find information given by influencer about online courses is trustworthy].



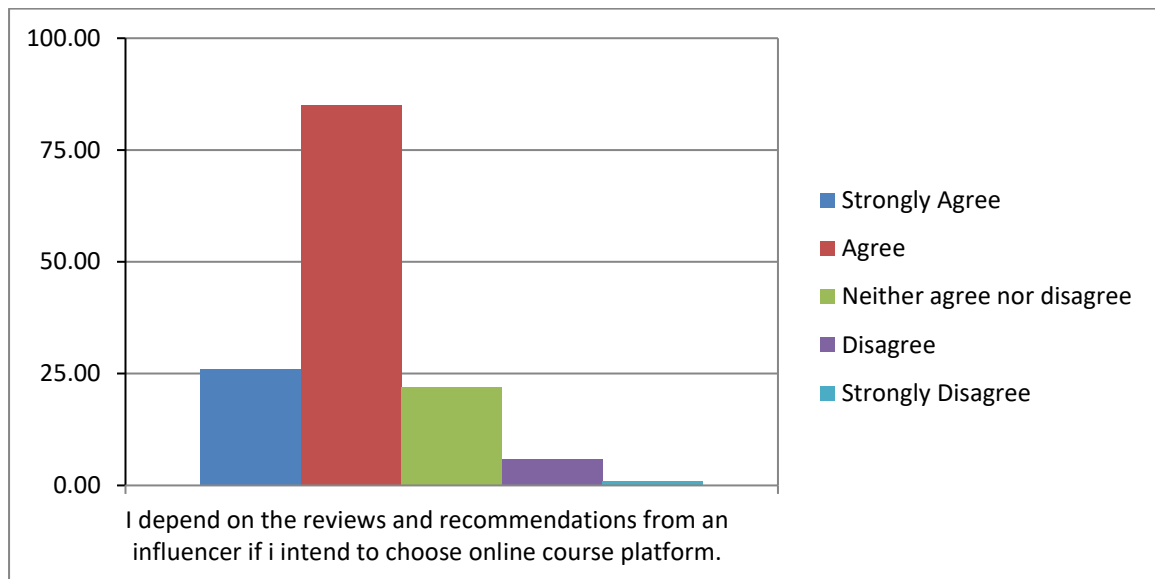
Inference

From the above table it is interpreted that 18.57% are strongly agree respondents, 61.43% agree, 15.71% neither agree nor disagree, 3.57% disagree and .71% are strongly disagree respondents. It can be inferred that majority of the respondents agree that they find information given by influencer about online courses is trustworthy.

Table 4.1.8 Showing results for the trustworthiness of the influencer [I depend on the reviews and recommendations from an influencer if i intend to choose online course platform].

Particulars	Number Of Respondents	Percentage
Strongly Agree	26	18.57
Agree	85	60.71
Neither agree nor Disagree	22	15.71
Disagree	6	4.29
Strongly Disagree	1	0.71
Total	140	100

Chart 4.1.8 Showing results for the trustworthiness of the influencer [I depend on the reviews and recommendations from an influencer if i intend to choose online course platform].



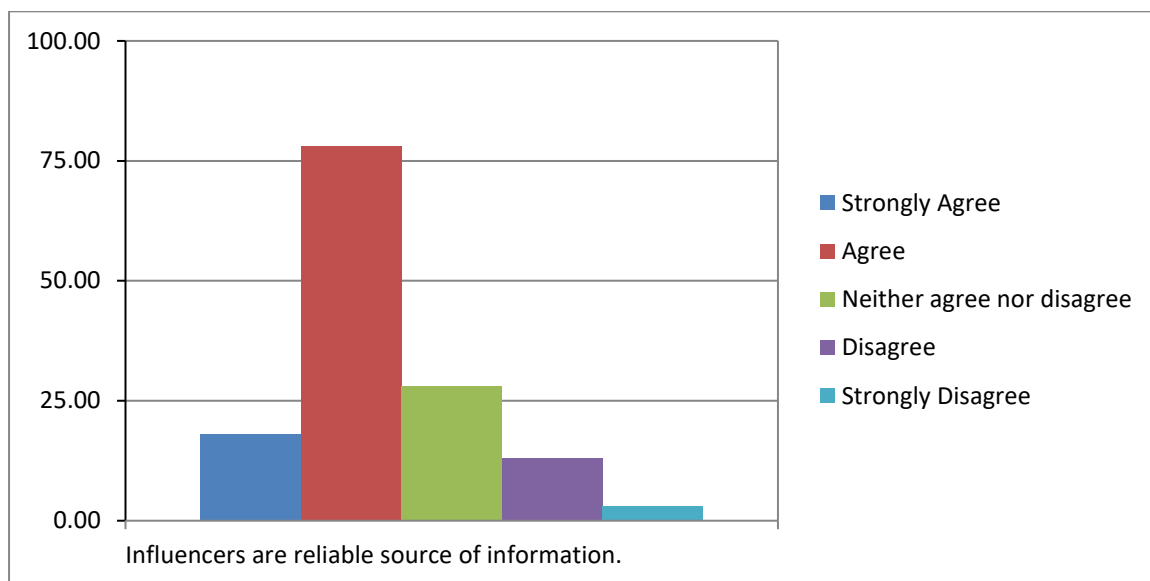
Inference

From the above table it is interpreted that 18.57% are strongly agree respondents, 60.71% agree, 15.71% neither agree nor disagree, 4.29% disagree and .71% are strongly disagree respondents. It can be inferred that majority of the respondents agree that they depend on the reviews and recommendations from an influencer if they intend to choose online course platform.

Table 4.1.9 Showing results for the trustworthiness of the influencer [Influencers are reliable source of information].

Particulars	Number Of Respondents	Percentage
Strongly Agree	18	12.86
Agree	78	55.71
Neither agree nor Disagree	28	20.00
Disagree	13	9.29
Strongly Disagree	3	2.14
Total	140	100

**Chart 4.1.9 Showing results for the trustworthiness of the influencer
[Influencers are reliable source of information].**



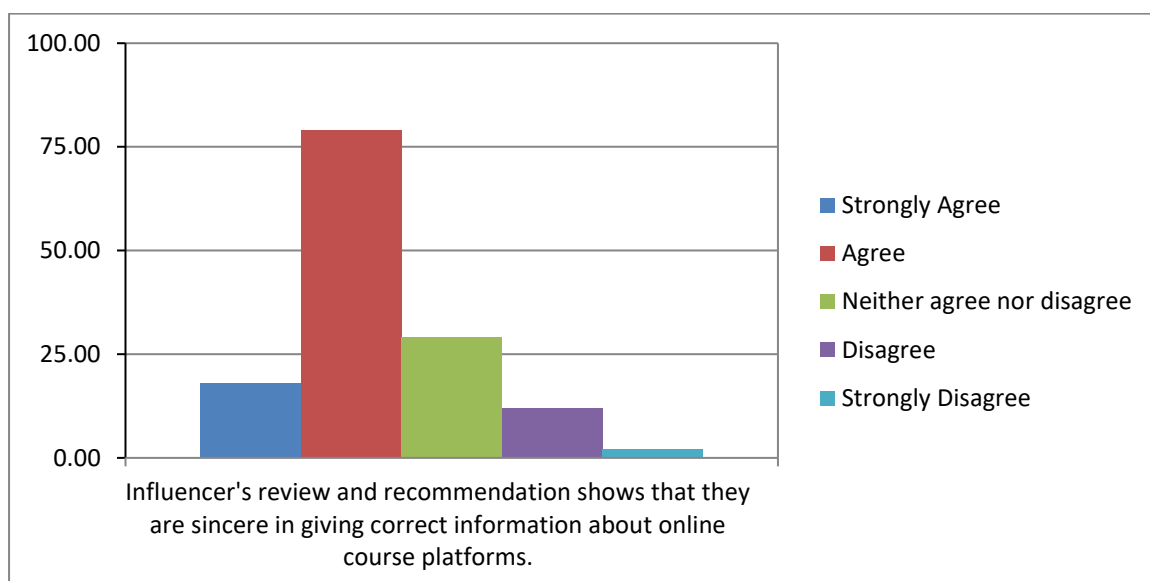
Inference

From the above table it is interpreted that 12.86% are strongly agree respondents, 55.71% agree, 20.00% neither agree nor disagree, 9.29% disagree and 2.14% are strongly disagree respondents. It can be inferred that majority of the respondents agree that they find Influencers are reliable source of information.

**Table 4.1.10 Showing results for the trustworthiness of the influencer
[Influencer's review and recommendation shows that they are sincere in giving correct information about online course platforms].**

Particulars	Number Of Respondents	Percentage
Strongly Agree	18	12.86
Agree	79	56.43
Neither agree nor Disagree	29	20.71
Disagree	12	8.71
Strongly Disagree	2	1.43
Total	140	100

Chart 4.1.10 Showing results for the trustworthiness of the influencer [Influencer's review and recommendation shows that they are sincere in giving correct information about online course platforms].



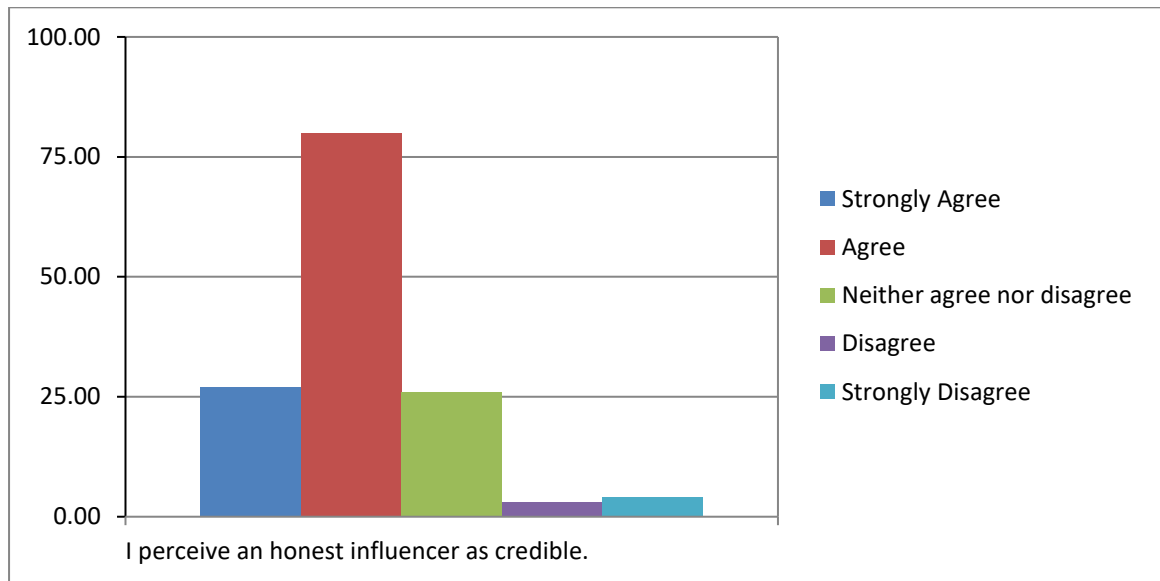
Inference

From the above table it is interpreted that 12.86% are strongly agree respondents, 56.43% agree, 20.71% neither agree nor disagree, 8.71% disagree and 1.43% are strongly disagree respondents. It can be inferred that majority of the respondents agree that Influencer's review and recommendation shows that they are sincere in giving correct information about online course platforms.

Table 4.1.11 Showing results for the trustworthiness of the influencer [I perceive an honest influencer as credible].

Particulars	Number Of Respondents	Percentage
Strongly Agree	27	19.29
Agree	80	57.14
Neither agree nor Disagree	26	18.57
Disagree	3	2.14
Strongly Disagree	4	2.86
Total	140	100

Chart 4.1.11 Showing results for the trustworthiness of the influencer [I perceive an honest influencer as credible].



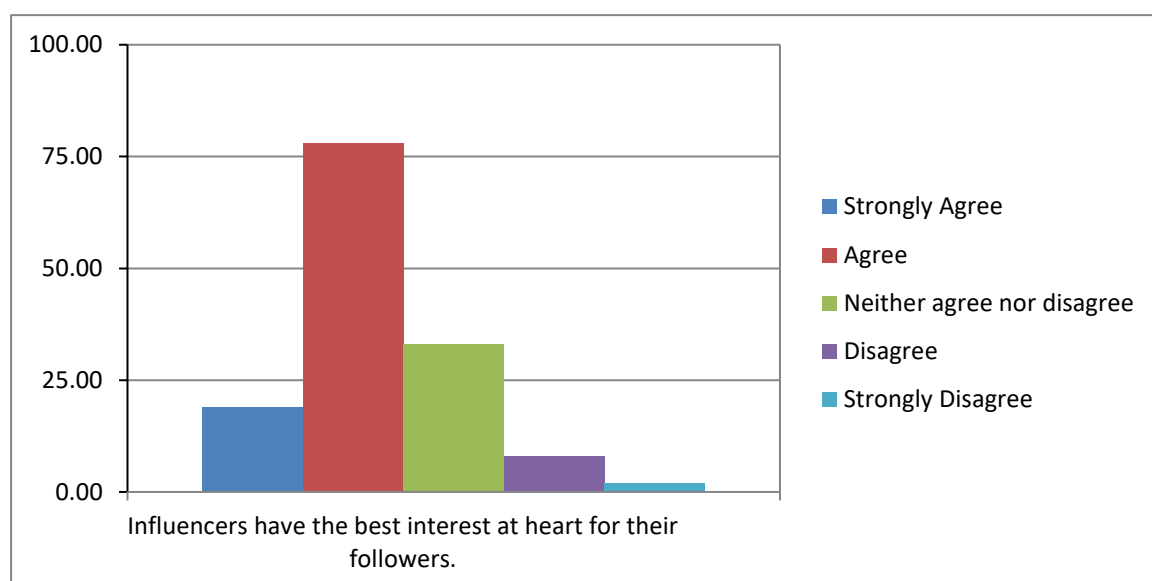
Inference

From the above table it is interpreted that 19.29% are strongly agree respondents, 57.14% agree, 18.57% neither agree nor disagree, 2.14% disagree and 2.86% are strongly disagree respondents. It can be inferred that the majority of the respondents agree that they perceive an honest influencer as credible.

Table 4.1.12 Showing results for the trustworthiness of the influencer [Influencers have the best interest at heart for their followers].

Particulars	Number Of Respondents	Percentage
Strongly Agree	19	13.57
Agree	78	55.71
Neither agree nor Disagree	33	23.57
Disagree	8	5.71
Strongly Disagree	2	1.43
Table	140	100

Chart 4.1.12 Showing results for the trustworthiness of the influencer [Influencers have the best interest at heart for their followers].



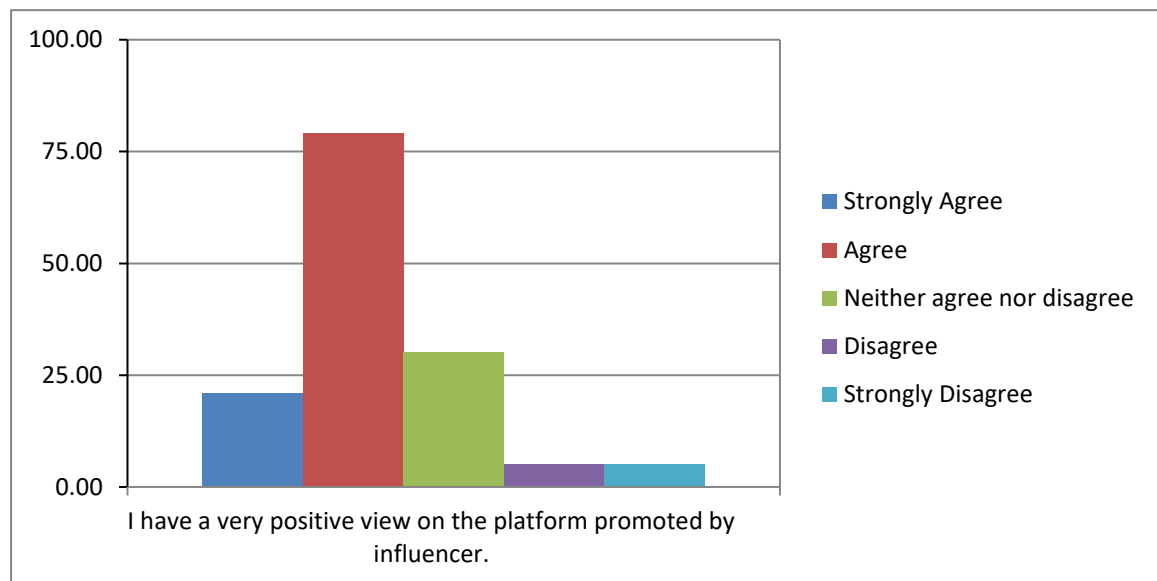
Inference

From the above table it is interpreted that 13.57% are strongly agree respondents, 55.71% agree, 23.57% neither agree nor disagree, 5.71% disagree and 1.43% are strongly disagree respondents. It can be inferred that the majority of the respondents agree that they find Influencers have the best interest at heart for their followers.

Table 4.1.13 Showing results for the trustworthiness of the influencer [I have a very positive view on the platform promoted by influencer].

Particulars	Number Of Respondents	Percentage
Strongly Agree	21	15.00%
Agree	79	56.43%
Neither agree nor Disagree	30	21.43%
Disagree	5	3.57%
Strongly Disagree	5	1.43%
Total	140	100

Chart 4.1.13 Showing results for the trustworthiness of the influencer [I have a very positive view on the platform promoted by influencer].



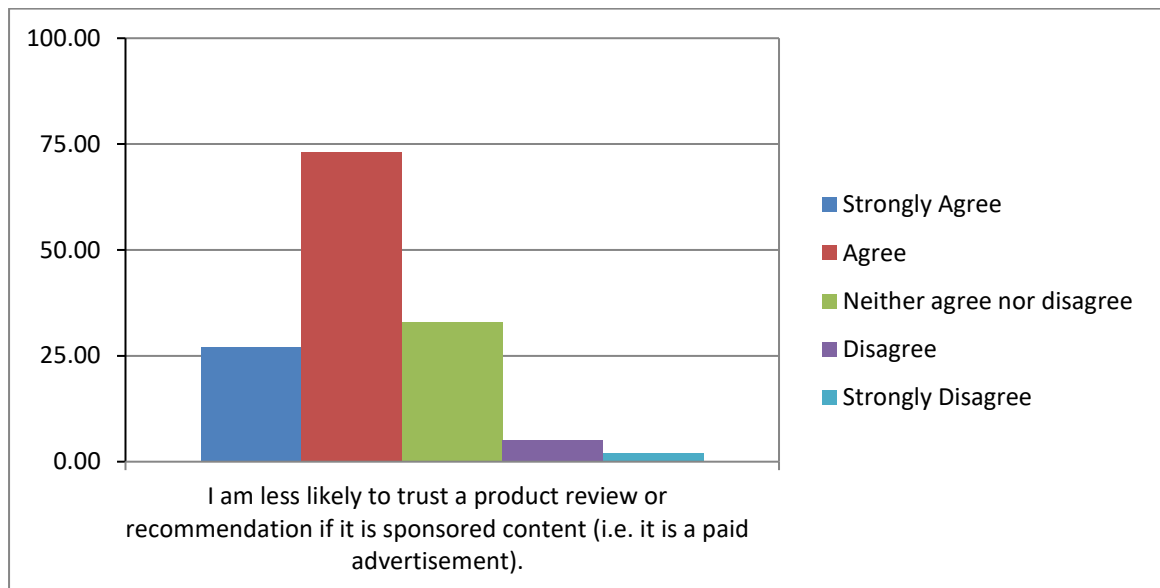
Inference

From the above table it is interpreted that 15.00% are strongly agree respondents, 56.43% agree, 21.43% neither agree nor disagree, 3.57% disagree and 1.43% are strongly disagree respondents. It can be inferred that majority of the respondents agree that they have a very positive view on the platform promoted by influencer.

Table 4.1.14 Showing results for the trustworthiness of the influencer [I am less likely to trust a product review or recommendation if it is sponsored content (i.e. it is a paid advertisement)].

Particulars	Number Of Respondents	Percentage
Strongly Agree	27	19.29%
Agree	73	52.14%
Neither agree nor Disagree	33	23.57%
Disagree	5	3.57%
Strongly Disagree	2	1.43%
Total	140	100

Chart 4.1.14 Showing results for the trustworthiness of the influencer [I am less likely to trust a product review or recommendation if it is sponsored content (i.e. it is a paid advertisement)].



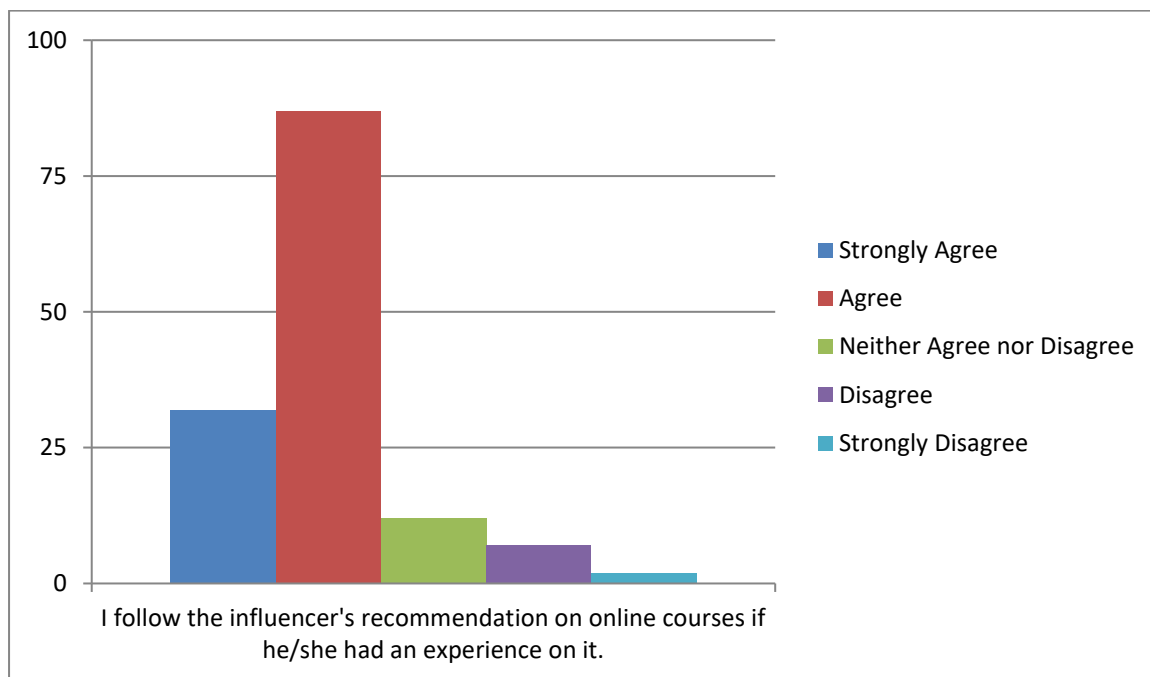
Inference

From the above table it is interpreted that 19.29% are strongly agree respondents, 52.14% agree, 23.57% neither agree nor disagree, 3.57% disagree and 1.43% are strongly disagree respondents. It can be inferred that majority of the respondents agree that they are less likely to trust a product review or recommendation if it is sponsored content (i.e. it is a paid advertisement).

Table 4.1.15 Showing results for the expertise of the influencer [I follow the influencer's recommendation on online courses if he/she had an experience on it].

Particulars	Number Of Respondents	Percentage
Strongly Agree	32	22.86%
Agree	87	62.14
Neither agree nor Disagree	12	8.57
Disagree	7	5.00
Strongly Disagree	2	1.43
Total	140	100

Chart 4.1.15 Showing results for the expertise of the influencer [I follow the influencer's recommendation on online courses if he/she had an experience on it].



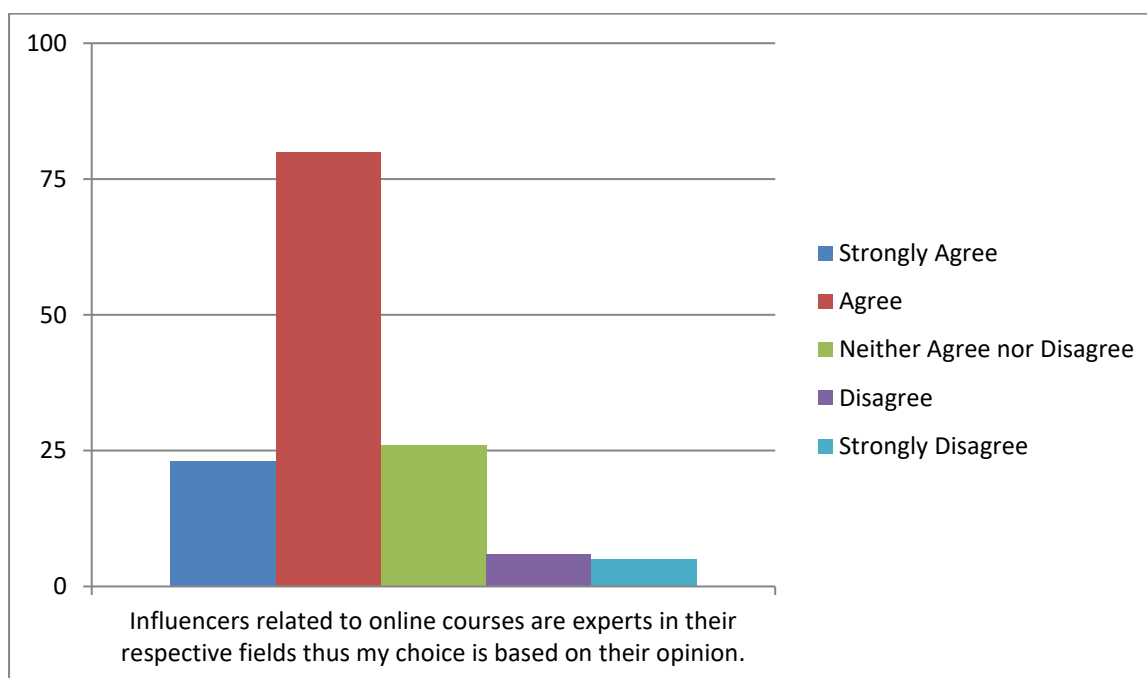
Inference

From the above table it is interpreted that 22.86% are strongly agree respondents, 62.14% agree, 8.57% neither agree nor disagree, 5.00% disagree and 1.43% are strongly disagree respondents. It can be inferred that majority of the respondents agree that they follow the influencer's recommendation on online courses if he/she had an experience on it.

Table 4.1.16 Showing results for the expertise of the influencer [Influencers related to online courses are experts in their respective fields thus my choice is based on their opinion].

Particulars	Number Of Respondents	Percentage
Strongly Agree	23	16.43
Agree	80	57.14
Neither agree nor Disagree	26	18.57
Disagree	6	4.29
Strongly Disagree	5	3.57
Total	140	100

Chart 4.1.16 Showing results for the expertise of the influencer [Influencers related to online courses are experts in their respective fields thus my choice is based on their opinion].



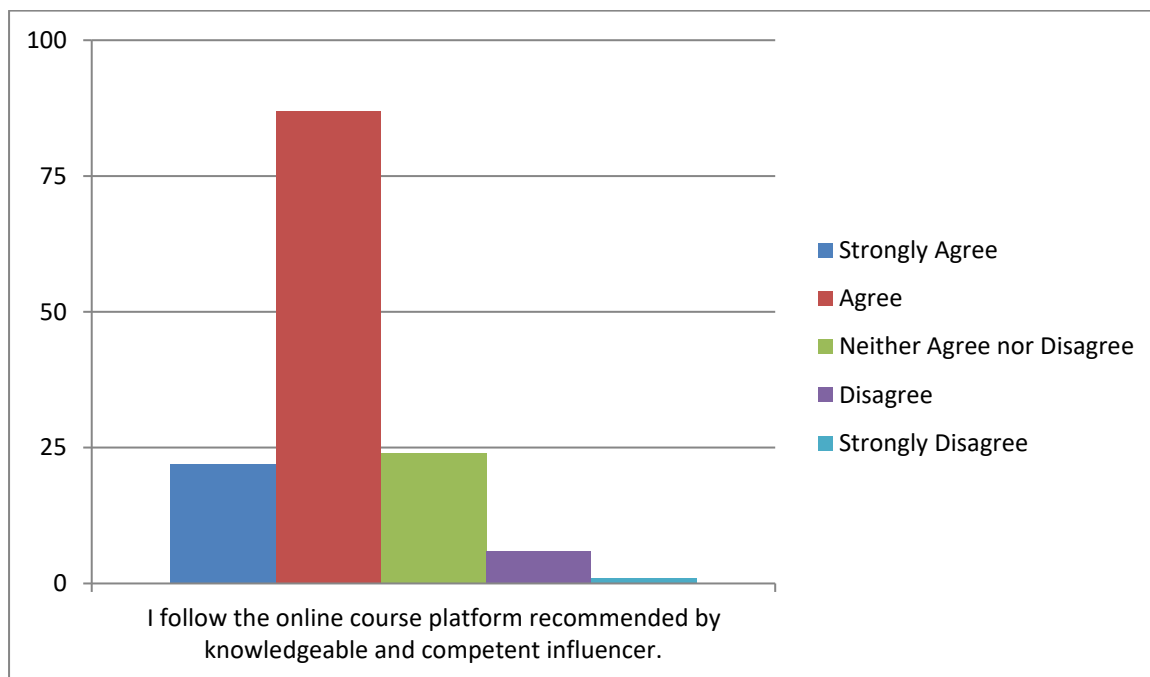
Inference

From the above table it is interpreted that 16.43% are strongly agree respondents, 57.14% agree, 18.57% neither agree nor disagree, 4.29% disagree and 3.57% are strongly disagree respondents. It can be inferred that majority of the respondents agree that they find Influencers related to online courses are experts in their respective fields thus my choice is based on their opinion.

Table 4.1.17 Showing results for the expertise of the influencer [I follow the online course platform recommended by knowledgeable and competent influencer].

Particulars	Number Of Respondents	Percentage
Strongly Agree	22	15.71
Agree	87	62.14
Neither agree nor Disagree	24	17.14
Disagree	6	4.29
Strongly Disagree	1	0.71
Total	140	100

Chart 4.1.17 Showing results for the expertise of the influencer [I follow the online course platform recommended by knowledgeable and competent influencer].



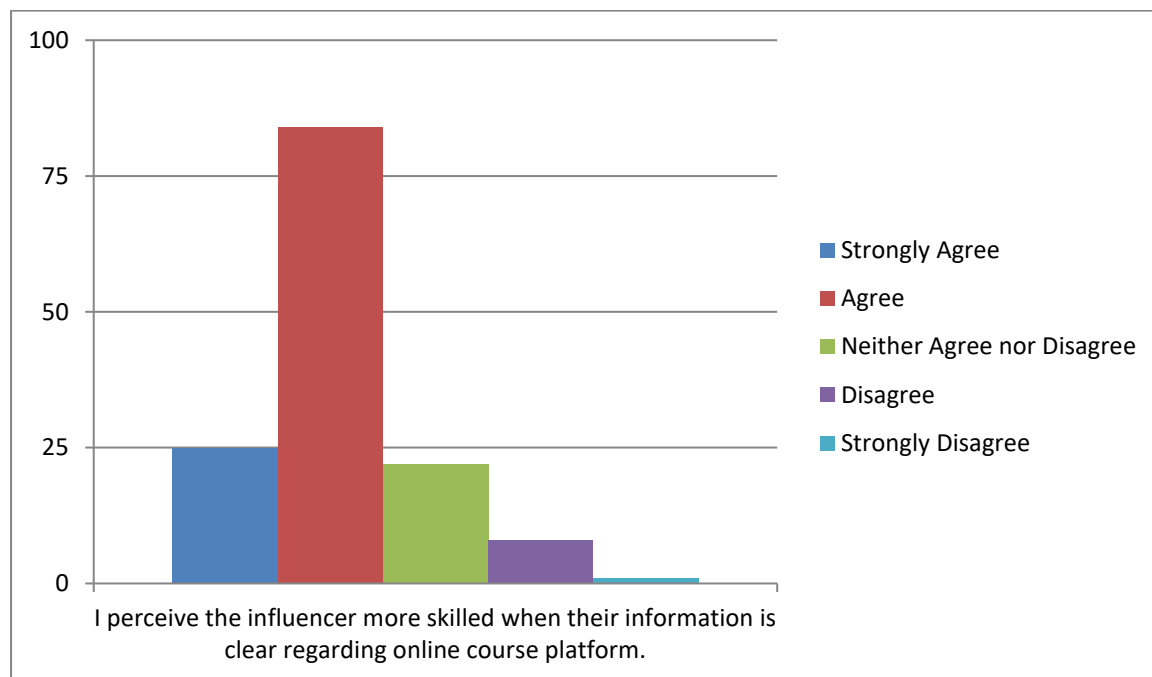
Inference

From the above table it is interpreted that 15.71% are strongly agree respondents, 62.14% agree, 17.14% neither agree nor disagree, 4.29% disagree and 0.71% are strongly disagree respondents. It can be inferred that majority of the respondents agree that they follow the online course platform recommended by knowledgeable and competent influencer.

Table 4.1.18 Showing results for the expertise of the influencer [I perceive the influencer more skilled when their information is clear regarding online course platform].

Particulars	Number Of Respondents	Percentage
Strongly Agree	25	17.86
Agree	84	60.00
Neither agree nor Disagree	22	15.71
Disagree	8	5.71
Strongly Disagree	1	0.71
Total	140	100

Chart 4.1.18 Showing results for the expertise of the influencer [I perceive the influencer more skilled when their information is clear regarding online course platform].



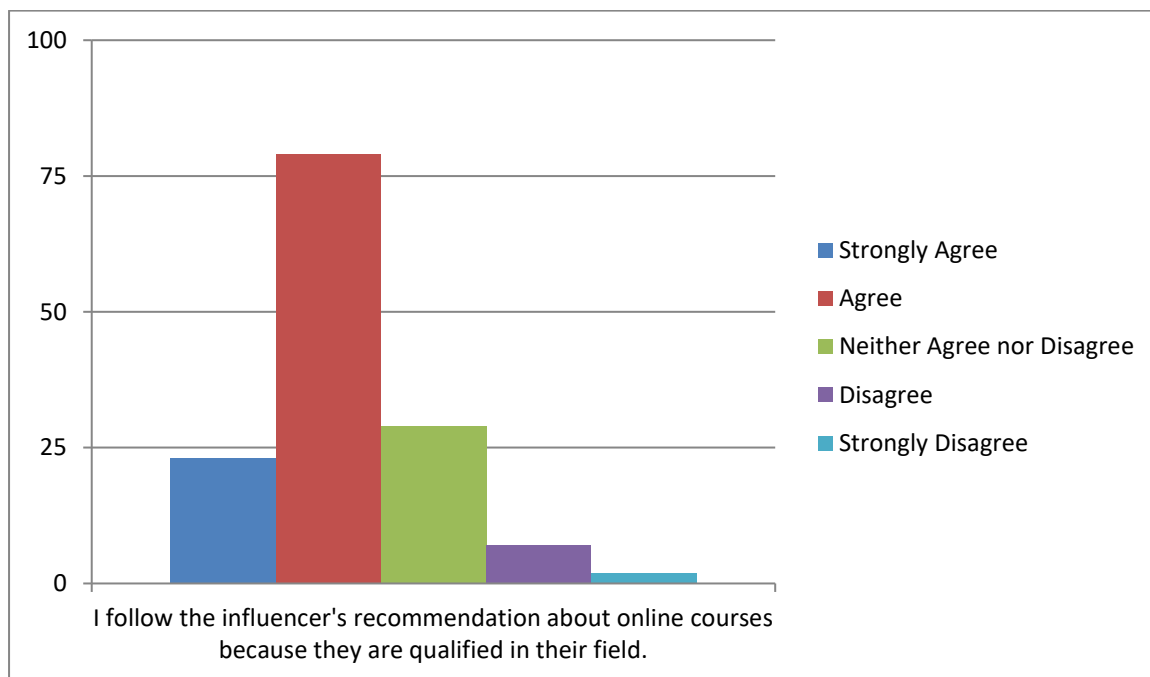
Inference

From the above table it is interpreted that 17.86% are strongly agree respondents, 60.00% agree, 15.71% neither agree nor disagree, 5.71% disagree and 0.71% are strongly disagree respondents. It can be inferred that majority of the respondents agree that they perceive the influencer more skilled when their information is clear regarding online course platform.

Table 4.1.19 Showing results for the expertise of the influencer [I follow the influencer's recommendation about online courses because they are qualified in their field].

Particulars	Number Of Respondents	Percentage
Strongly Agree	23	16.43
Agree	79	56.43
Neither agree nor Disagree	29	20.71
Disagree	7	5.00
Strongly Disagree	2	1.43
Total	140	100

Chart 4.1.19 Showing results for the expertise of the influencer [I follow the influencer's recommendation about online courses because they are qualified in their field].



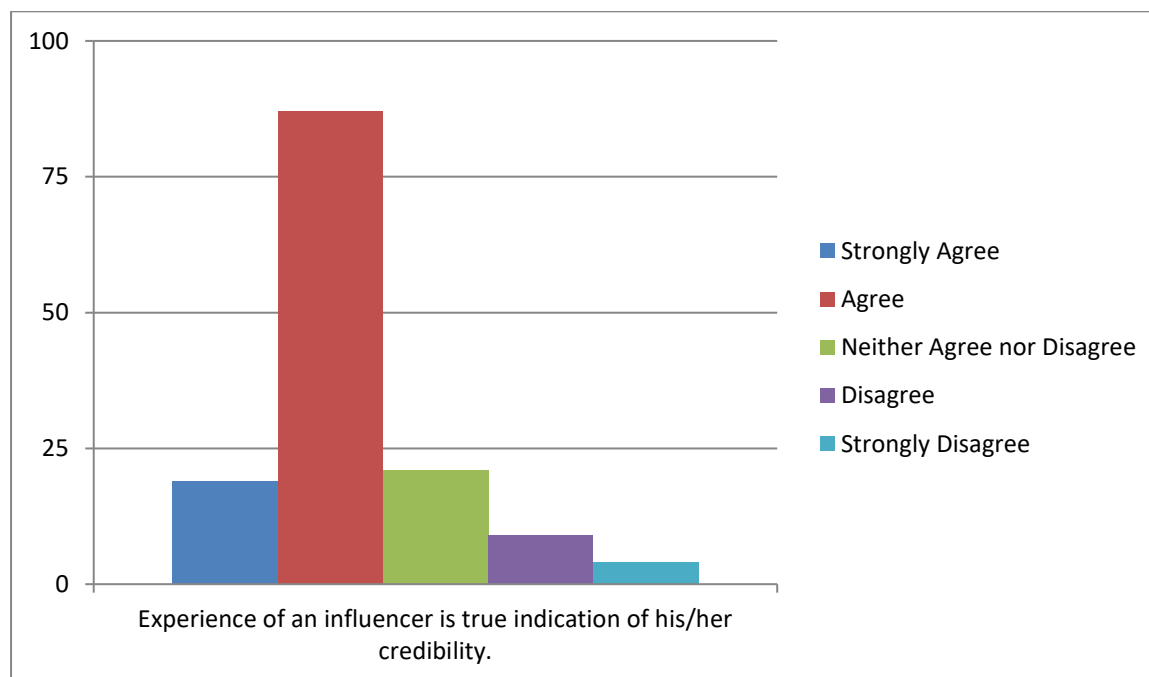
Inference

From the above table it is interpreted that 16.43% are strongly agree respondents, 56.43% agree, 20.71% neither agree nor disagree, 5.00% disagree and 1.43% are strongly disagree respondents. It can be inferred that majority of the respondents agree that they follow the influencer's recommendation about online courses because they are qualified in their field.

Table 4.1.20 Showing results for the expertise of the influencer [Experience of an influencer is true indication of his/her credibility].

Particulars	Number Of Respondents	Percentage
Strongly Agree	19	13.57
Agree	87	62.14
Neither agree nor Disagree	21	15.00
Disagree	9	6.43
Strongly Disagree	4	2.86
Total	140	100

Chart 4.1.20 Showing results for the expertise of the influencer [Experience of an influencer is true indication of his/her credibility].



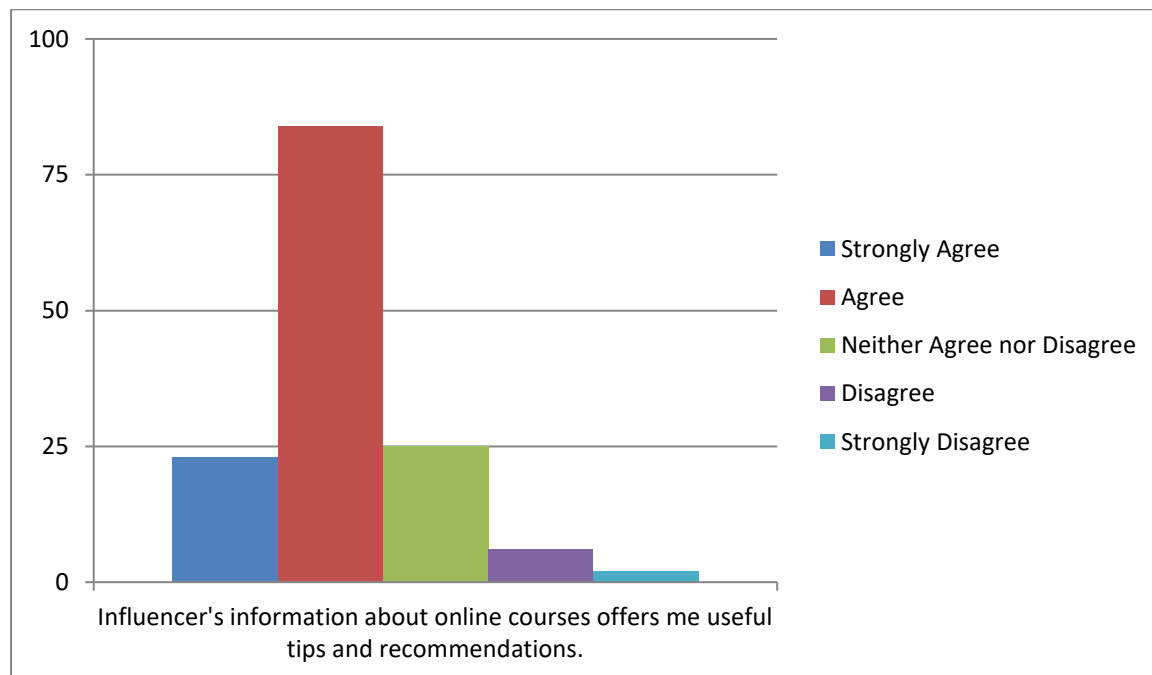
Inference

From the above table it is interpreted that 13.57% are strongly agree respondents, 62.14% agree, 15.00% neither agree nor disagree, 6.43% disagree and 2.86% are strongly disagree respondents. It can be inferred that majority of the respondents agree that they find experience of an influencer is true indication of his/her credibility.

Table 4.1.21 Showing results for the expertise of the influencer [Influencer's information about online courses offers me useful tips and recommendations].

Particulars	Number Of Respondents	Percentage
Strongly Agree	23	16.43
Agree	84	60.00
Neither agree nor Disagree	25	17.86
Disagree	6	4.29
Strongly Disagree	2	1.43
Total	140	100

Chart 4.1.21 Showing results for the expertise of the influencer[Influencer's information about online courses offers me useful tips and recommendations].



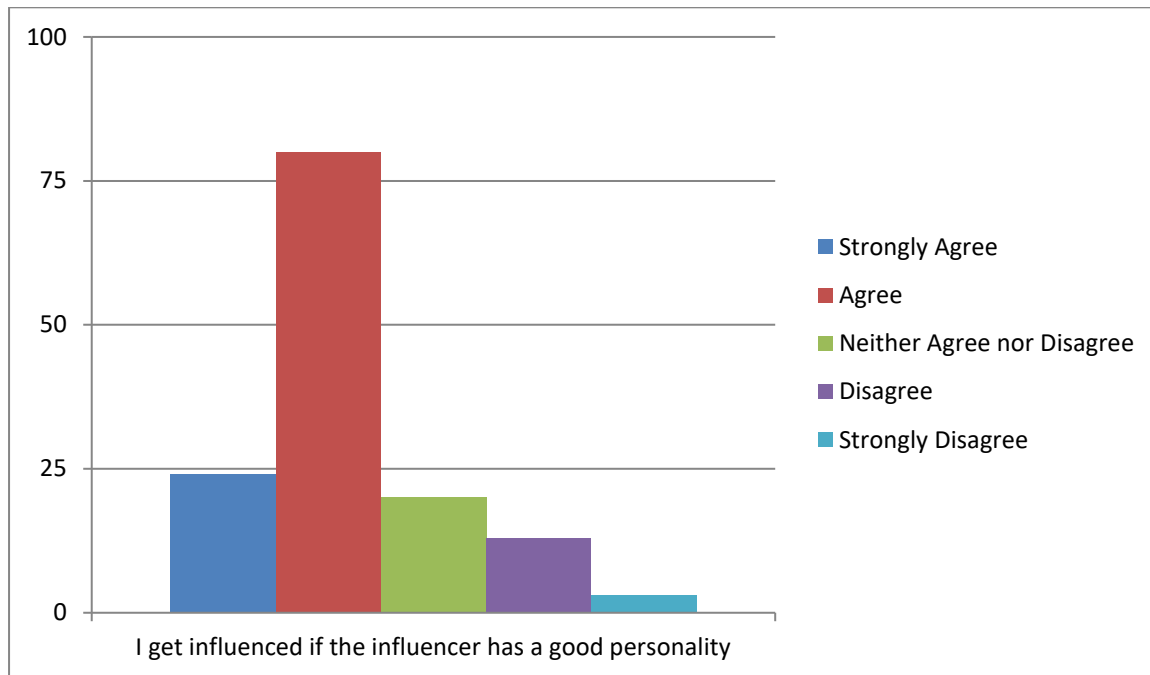
Inference

From the above table it is interpreted that 16.43% are strongly agree respondents, 60.00% agree, 17.86% neither agree nor disagree, 4.29% disagree and 1.43% are strongly disagree respondents. It can be inferred that majority of the respondents agree that they find Influencer's information about online courses offers me useful tips and recommendations.

Table 4.1.22 Showing results for the attractiveness of the influencer[I get influenced if the influencer has a good personality].

Particulars	Number Of Respondents	Percentage
Strongly Agree	24	17.14
Agree	80	57.14
Neither agree nor Disagree	20	14.29
Disagree	13	9.29
Strongly Disagree	3	2.14
Total	140	100

Chart 4.1.22 Showing results for the attractiveness of the influencer[I get influenced if the influencer has a good personality].



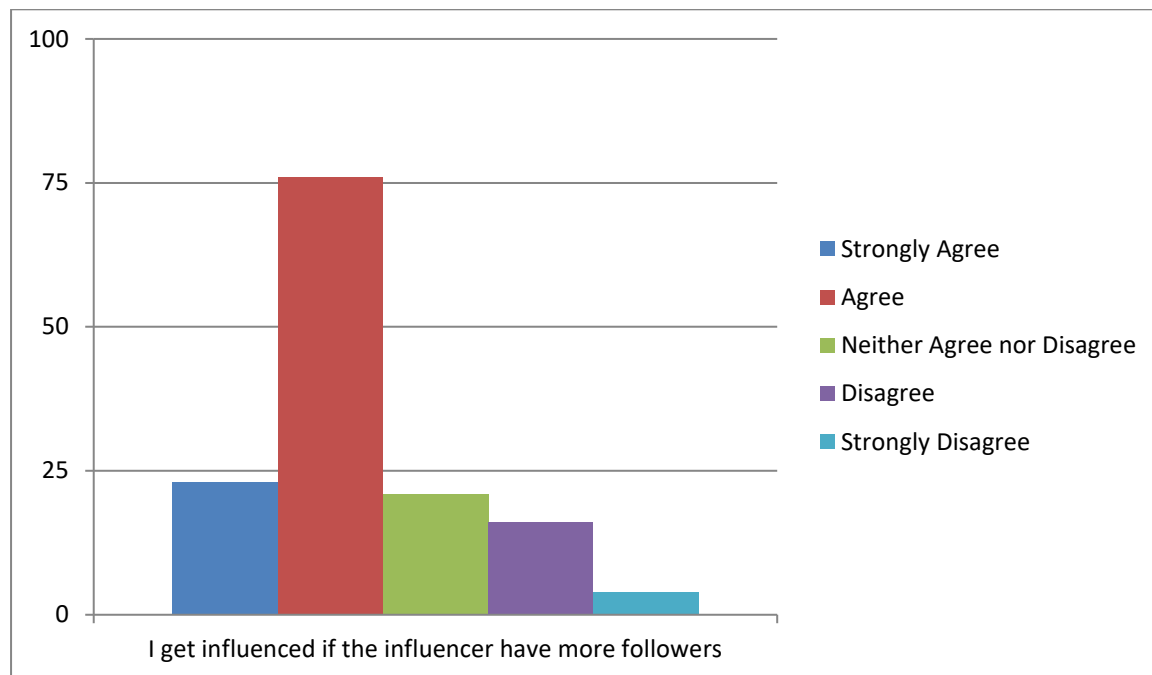
Inference

From the above table it is interpreted that 17.14% are strongly agree respondents, 57.14% agree, 14.29% neither agree nor disagree, 9.29% disagree and 2.14% are strongly disagree respondents. It can be inferred that majority of the respondents agree that they get influenced if the influencer has a good personality.

Table 4.1.23 Showing results for the attractiveness of the influencer[I get influenced if the influencer have more followers].

Particulars	Number Of Respondents	Percentage
Strongly Agree	23	16.43
Agree	76	54.29
Neither agree nor Disagree	21	15.00
Disagree	16	11.43
Strongly Disagree	4	2.86
Total	140	100

Chart 4.1.23 Showing results for the attractiveness of the influencer[I get influenced if the influencer have more followers].



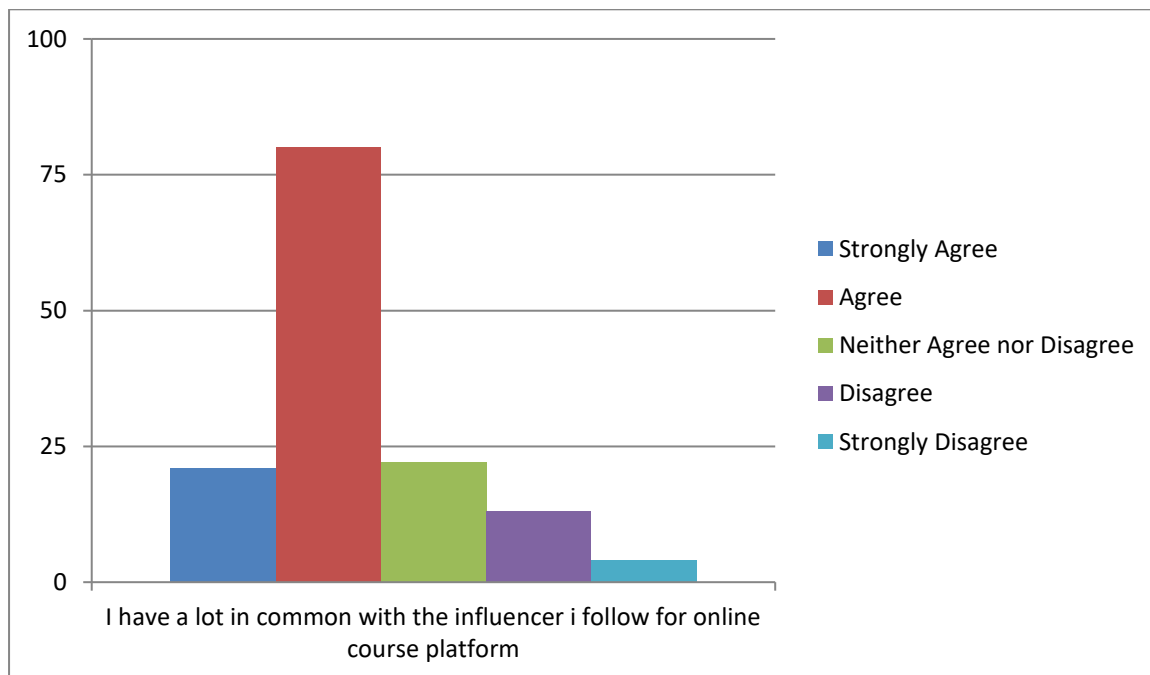
Inference

From the above table it is interpreted that 16.43% are strongly agree respondents, 54.29% agree, 15.00% neither agree nor disagree, 11.43% disagree and 2.86% are strongly disagree respondents. It can be inferred that majority of the respondents agree that they get influenced if the influencer have more followers.

Table 4.1.24 Showing results for the attractiveness of the influencer[I have a lot in common with the influencer i follow for online course platform].

Particulars	Number Of Respondents	Percentage
Strongly Agree	21	15.00
Agree	80	57.14
Neither agree nor Disagree	22	15.71
Disagree	13	9.29
Strongly Disagree	4	2.86
Total	140	100

Chart 4.1.24 Showing results for the attractiveness of the influencer[I have a lot in common with the influencer i follow for online course platform].



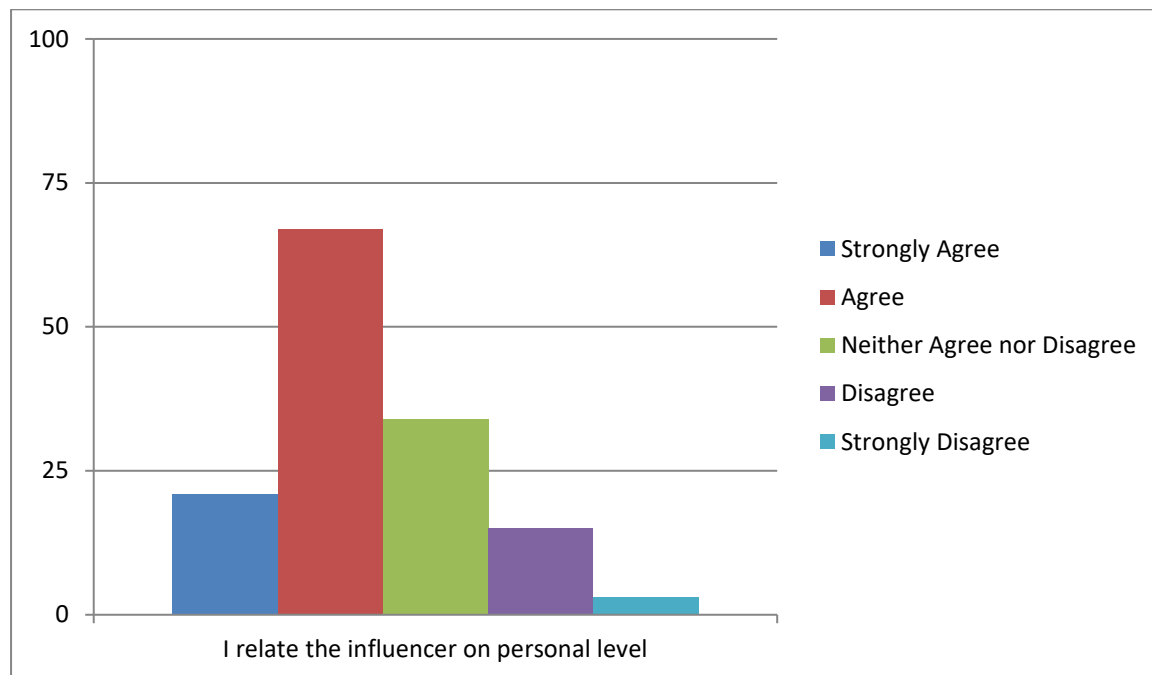
Inference

From the above table it is interpreted that 15.00% are strongly agree respondents, 57.14% agree, 15.71% neither agree nor disagree, 9.29% disagree and 2.86% are strongly disagree respondents. It can be inferred that majority of the respondents agree that they have a lot in common with the influencer they follow for online course platform.

Table 4.1.25 Showing results for the attractiveness of the influencer[I relate the influencer on personal level].

Particulars	Number Of Respondents	Percentage
Strongly Agree	21	15.00
Agree	67	47.86
Neither agree nor Disagree	34	24.29
Disagree	15	10.71
Strongly Disagree	3	2.14
Total	140	100

Chart 4.1.25 Showing results for the attractiveness of the influencer[I relate the influencer on personal level].



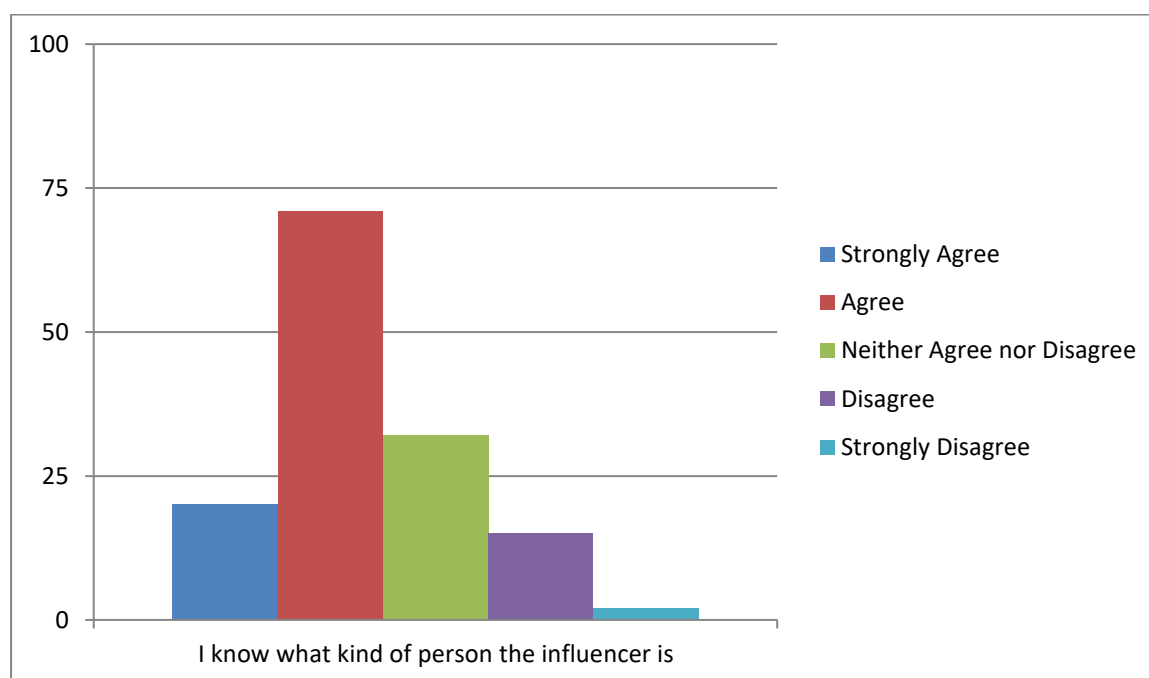
Inference

From the above table it is interpreted that 15.00% are strongly agree respondents, 47.86% agree, 24.29% neither agree nor disagree, 10.71% disagree and 2.14% are strongly disagree respondents. It can be inferred that majority of the respondents agree that they relate the influencer on personal level.

Table 4.1.26 Showing results for the attractiveness of the influencer[I know what kind of person the influencer is].

Particulars	Number Of Respondents	Percentage
Strongly Agree	20	14.29
Agree	71	50.71
Neither agree nor Disagree	32	22.86
Disagree	15	10.71
Strongly Disagree	2	1.43
Total	140	100

Chart 4.1.26 Showing results for the attractiveness of the influencer[I know what kind of person the influencer is].



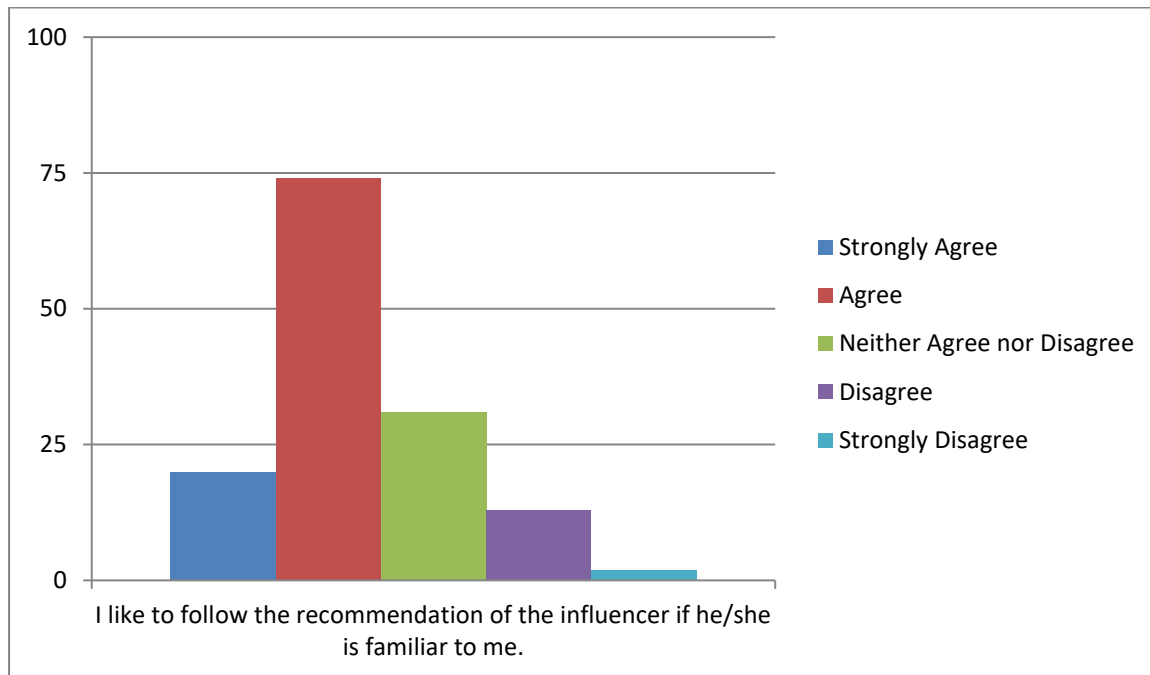
Inference

From the above table it is interpreted that 14.29% are strongly agree respondents, 50.71% agree, 22.86% neither agree nor disagree, 10.71% disagree and 1.43% are strongly disagree respondents. It can be inferred that majority of the respondents agree that they know what kind of person the influencer is.

Table 4.1.27 Showing results for the attractiveness of the influencer[I like to follow the recommendation of the influencer if he/she is familiar to me].

Particulars	Number Of Respondents	Percentage
Strongly Agree	20	14.29
Agree	74	52.86
Neither agree nor Disagree	31	22.14
Disagree	13	9.29
Strongly Disagree	2	1.43
Total	140	100

Chart 4.1.27 Showing results for the attractiveness of the influencer[I like to follow the recommendation of the influencer if he/she is familiar to me].



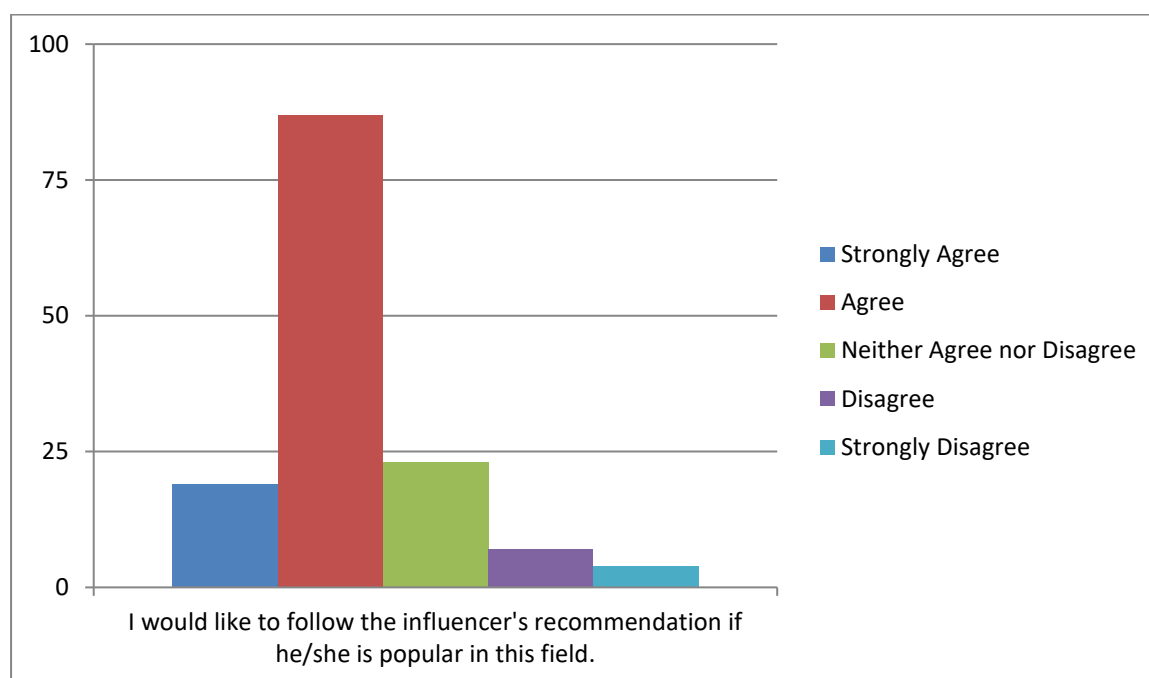
Inference

From the above table it is interpreted that 14.29% are strongly agree respondents, 52.86% agree, 22.14% neither agree nor disagree, 9.29% disagree and 1.43% are strongly disagree respondents. It can be inferred that majority of the respondents agree that they like to follow the recommendation of the influencer if he/she is familiar to them.

Table 4.1.28 Showing results for the attractiveness of the influencer[I would like to follow the influencer's recommendation if he/she is popular in this field].

Particulars	Number Of Respondents	Percentage
Strongly Agree	19	13.57
Agree	87	62.14
Neither agree nor Disagree	23	16.43
Disagree	7	5.00
Strongly Disagree	4	2.86
Total	140	100

Chart 4.1.28 Showing results for the attractiveness of the influencer[I would like to follow the influencer's recommendation if he/she is popular in this field].



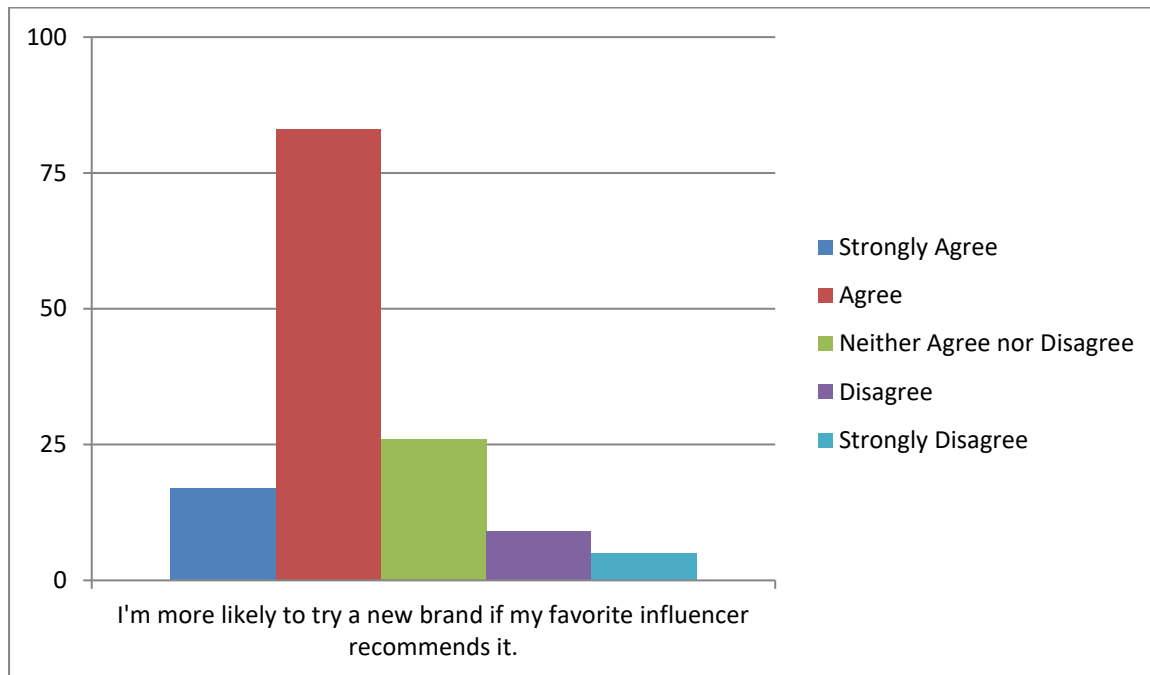
Inference

From the above table it is interpreted that 13.57% are strongly agree respondents, 62.14% agree, 16.43% neither agree nor disagree, 5.00% disagree and 2.86% are strongly disagree respondents. It can be inferred that majority of the respondents agree that they would like to follow the influencer's recommendation if he/she is popular in this field.

Table 4.1.29 Showing results for the attractiveness of the influencer[I'm more likely to try a new brand if my favorite influencer recommends it].

Particulars	Number Of Respondents	Percentage
Strongly Agree	17	12.14
Agree	83	59.29
Neither agree nor Disagree	26	18.57
Disagree	9	6.43
Strongly Disagree	5	3.57
Total	140	100

Chart 4.1.29 Showing results for the attractiveness of the influencer[I'm more likely to try a new brand if my favorite influencer recommends it].



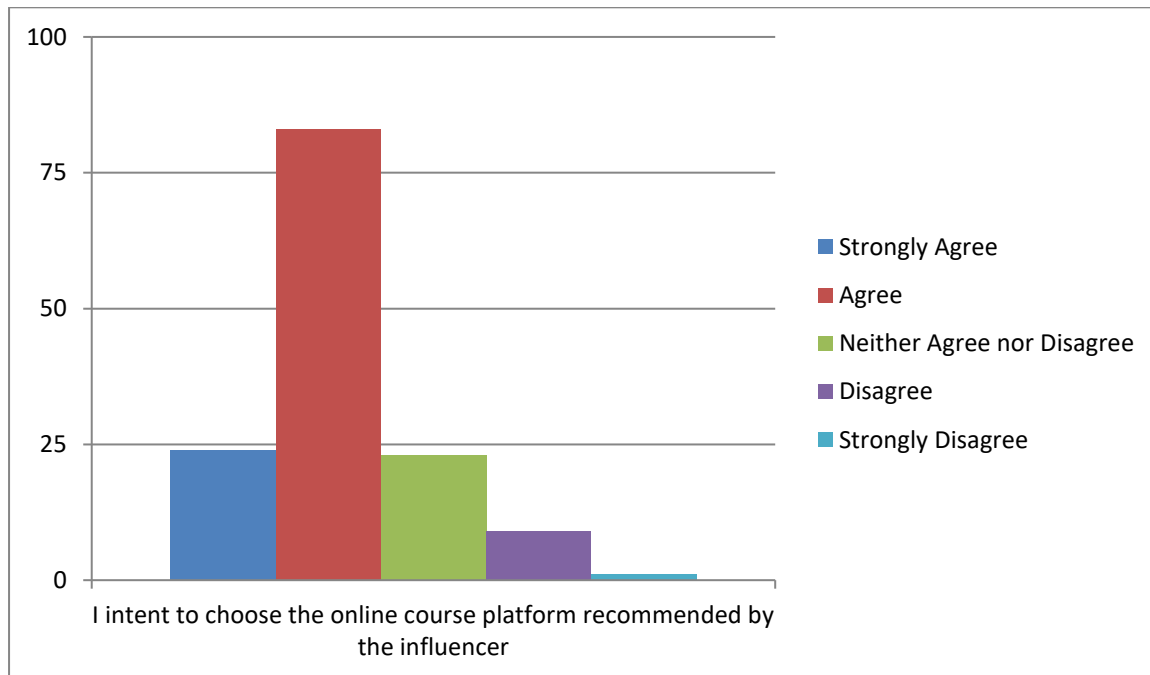
Inference

From the above table it is interpreted that 12.14% are strongly agree respondents, 59.29% agree, 18.57% neither agree nor disagree, 6.43% disagree and 3.57% are strongly disagree respondents. It can be inferred that majority of the respondents agree that they are more likely to try a new brand if my favorite influencer recommends it.

Table 4.1.30 Showing the results for the purchase intention of the consumers[I intend to choose the online course platform recommended by the influencer].

Particulars	Number Of Respondents	Percentage
Strongly Agree	24	17.14
Agree	83	59.29
Neither agree nor Disagree	23	16.43
Disagree	9	6.43
Strongly Disagree	1	0.71
Total	140	100

Chart 4.1.30 Showing the results for the purchase intention of the consumers[I intent to choose the online course platform recommended by the influencer].



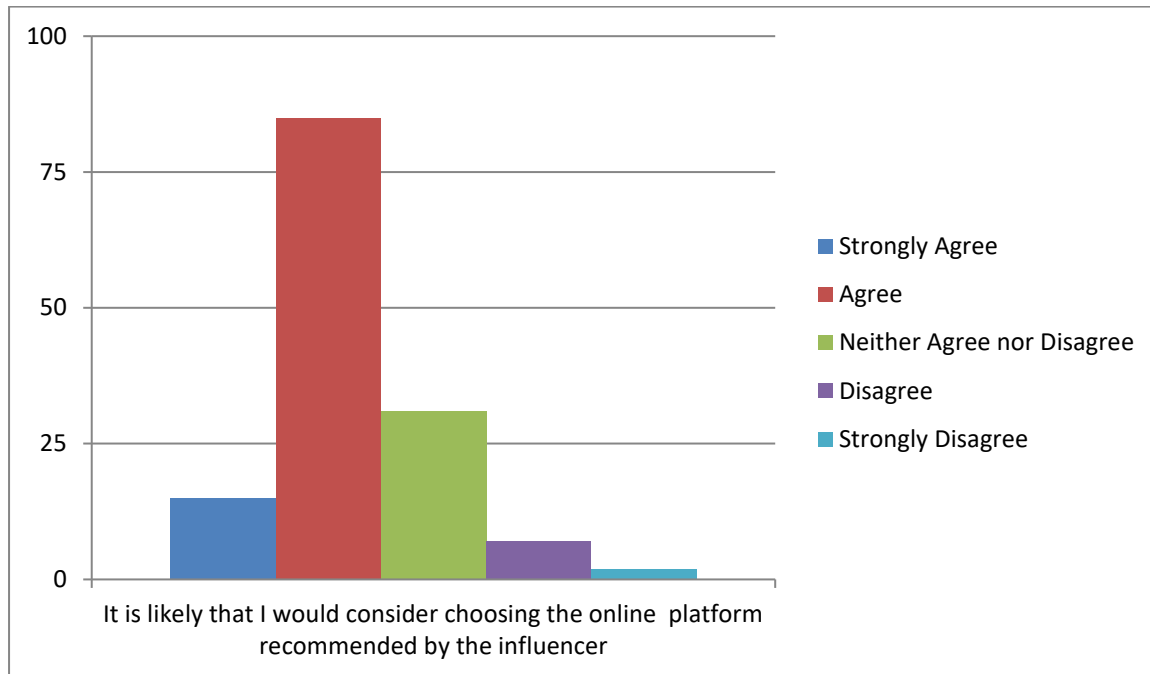
Inference

From the above table it is interpreted that 17.14% are strongly agree respondents, 59.29% agree, 16.43% neither agree nor disagree, 6.43% disagree and .71% are strongly disagree respondents. It can be inferred that majority of the respondents agree that they are intent to choose the online course platform recommended by the influencer.

Table 4.1.31 Showing the results for the purchase intention of the consumers[It is likely that I would consider choosing the online platform recommended by the influencer].

Particulars	Number Of Respondents	Percentage
Strongly Agree	15	10.71
Agree	85	60.71
Neither agree nor Disagree	31	22.14
Disagree	7	5.00
Strongly Disagree	2	1.43
Total	140	100

Chart 4.1.31 Showing the results for the purchase intention of the consumers[It is likely that I would consider choosing the online platform recommended by the influencer].



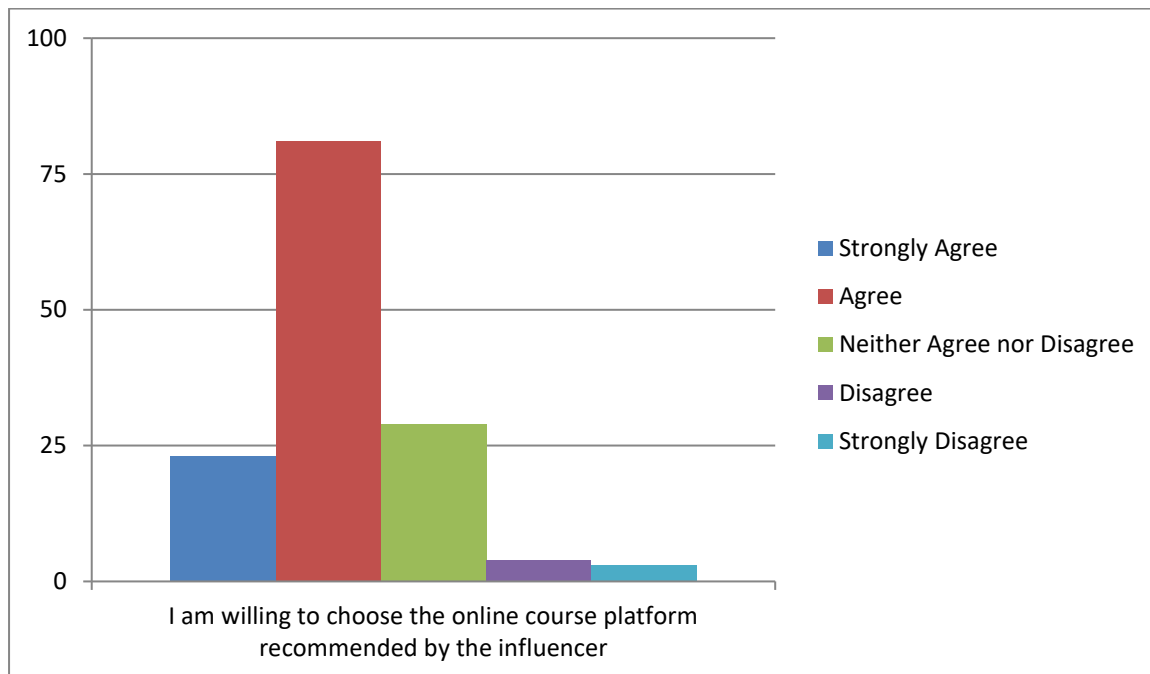
Inference

From the above table it is interpreted that 10.71% are strongly agree respondents, 60.71% agree, 22.14% neither agree nor disagree, 5.00% disagree and 1.43% are strongly disagree respondents. It can be inferred that majority of the respondents agree that they would consider choosing the online platform recommended by the influencer.

Table 4.1.32 Showing the results for the purchase intention of the consumers[I am willing to choose the online course platform recommended by the influencer].

Particulars	Number Of Respondents	Percentage
Strongly Agree	23	16.43
Agree	81	57.86
Neither agree nor Disagree	29	20.71
Disagree	4	2.86
Strongly Disagree	3	2.14
Total	140	100

Chart 4.1.32 Showing the results for the purchase intention of the consumers[I am willing to choose the online course platform recommended by the influencer].



Inference

From the above table it is interpreted that 16.43% are strongly agree respondents, 57.86% agree, 20.71% neither agree nor disagree, 2.86% disagree and 2.14% are strongly disagree respondents. It can be inferred that majority of the respondents agree that they are willing to choose the online course platform recommended by the influencer.

4.2 Correlation

Correlation analysis was performed to determine the direction of the relationship between each independent variable to the dependent variable. A correlation provides a table giving Pearson correlation coefficients (r) between the variables. The size of the Pearson correlation varies from -1.00 to +1.00. This indicates the strength of the relationship between the two variables, therefore a -1.00 means a perfect negative correlation, a +1.00 means a perfect positive correlation while 0 indicates no relationship.

Hypothesis

The research is carried out to study how the factors of source credibility in influencers has an impact on purchase intention of the online courses therefore the research hypothesis would be,

H0: There is no positive relationship between trustworthiness, expertise, attractiveness and Purchasing intention.

H1: There is a positive relationship between trustworthiness, expertise, attractiveness and Purchasing intention.

Table 4.2.1 : Spearman correlation coefficient of trustworthiness, expertise, attractiveness and purchasing intention.

			Correlations			
			Trustworthiness	Expertise	Attractiveness	PurchaseIntention
Spearman's rho	Trustworthiness	Correlation Coefficient	1.000	.635**	.579**	.559**
		Sig. (2-tailed)	.	.000	.000	.000
		N	140	140	140	140
	Expertise	Correlation Coefficient	.635**	1.000	.619**	.590**
		Sig. (2-tailed)	.000	.	.000	.000
		N	140	140	140	140
	Attractiveness	Correlation Coefficient	.579**	.619**	1.000	.682**
		Sig. (2-tailed)	.000	.000	.	.000
		N	140	140	140	140
	PurchaseIntention	Correlation Coefficient	.559**	.590**	.682**	1.000
		Sig. (2-tailed)	.000	.000	.000	.
		N	140	140	140	140

** . Correlation is significant at the 0.01 level (2-tailed).

Inference

The correlation coefficient between trustworthiness and Purchasing Intention is 0.559. This means that there is a positive relationship between the two variables.

While on the other hand, the correlation coefficient between expertise and Purchasing Intention is 0.590, which is greater than the trustworthiness and has a positive relationship between the two variables. And lastly the correlation coefficient between attractiveness and Purchasing Intention is 0.682, which also means that there is a positive relationship between the two variables.

This also means that when the trustworthiness, expertise and attractiveness of the influencers increases in the view of consumers, the purchase intention also increases. Spearman's correlation coefficient shows us that the Attractiveness has the highest connection to Purchasing Intention more than trustworthiness and expertise regarding online course platforms.

On the other hand, when the p-value is less than 0.01, there is a very strong significant correlation between the variables. Meaning if the p-value is less than 0.01 then the null hypothesis is rejected. In the case of this study, all three correlations resulted in a p-value of $p < 0.001$ or 0.000 at 1% level of significance, it indicates that there is very strong evidence against the null hypothesis (H_0). Therefore, there is a very strong positive relationship between trustworthiness, expertise, attractiveness and Purchasing intention.

4.3 ANOVA

Hypothesis :

H_0 : Age of the respondents is not influenced by influencer's credibility and purchase intention.

H_1 : Age of the respondents is influenced by influencer's credibility and purchase intention.

Table 4.3.1 showing one way anova of respondents age with trustworthiness, expertise, attractiveness and purchasing intention.

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Trustworthiness	Between Groups	3.921	3	1.307	1.772	.156
	Within Groups	100.335	136	.738		
	Total	104.257	139			
Expertise	Between Groups	1.186	3	.395	.455	.714
	Within Groups	118.246	136	.869		
	Total	119.432	139			

Attractiveness	Between Groups	2.036	3	.679	.767	.515
	Within Groups	120.370	136	.885		
	Total	122.406	139			
PurchaseIntention	Between Groups	6.327	3	2.109	2.193	.092
	Within Groups	130.771	136	.962		
	Total	137.098	139			

Inference

In the above table the p value of variables namely trustworthiness, expertise, attractiveness and purchase intention are more than 0.05 at 5% level of significance. Hence the null hypothesis for these variables are accepted. It concludes that the age of the respondents is not influenced by influencer's credibility and purchase intention.

4.4 Chi Square

Hypothesis 1

H0 : There is no relationship between trustworthiness created by influencers and gender.

H1 : There is relationship between trustworthiness created by influencers and gender.

Table 4.4.1 showing chi- square of gender and influencer's trustworthiness.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	21.522 ^a	21	.427
Likelihood Ratio	26.247	21	.197
Linear-by-Linear Association	1.306	1	.253
N of Valid Cases	140		

a. 37 cells (84.1%) have expected count less than 5.
The minimum expected count is .47.

Inference

According to chi square test .427 (P value is greater than 0.05. Hence, H0 is accepted. This implies that there is no significant relationship between

trustworthiness created by influencers and gender . This result clearly states that gender does not play a role when it comes to trustworthiness created by influencers.

Hypothesis 2

H0 : There is no relationship between expertise created by influencers and gender.

H1: There is relationship between expertise created by influencer and gender.

Table 4.4.2 showing chi- square of gender and influencer's expertise.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	35.321 ^a	18	.009
Likelihood Ratio	44.840	18	.000
Linear-by-Linear Association	.822	1	.365
N of Valid Cases	140		

a. 34 cells (89.5%) have expected count less than 5. The minimum expected count is .47.

Inference

According to chi square test .009 (P value is lesser than 0.05). Hence, H0 is rejected. This implies that there is a significant relationship between expertise created by influencers and gender . This result clearly states that gender play a role when it comes to expertise created by influencers.

Hypothesis 3

H0 : There is no relationship between attractiveness created by influencers and gender

H1: There is relationship between attractiveness created by influencers and gender

Table 4.4.3 showing chi- square of gender and influencer's attractiveness.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	29.284 ^a	21	.107

Likelihood Ratio	36.613	21	.019
Linear-by-Linear Association	.004	1	.947
N of Valid Cases	140		

a. 38 cells (86.4%) have expected count less than 5. The minimum expected count is .47.

Inference

According to chi square test .107 (P value is greater than 0.05). Hence, H0 is accepted. This implies that there is no significant relationship between attractiveness created by influencers and gender . This result clearly states that gender does not play a role when it comes to attractiveness created by influencers.

Hypothesis 4

H0 : There is no relationship between purchase intention and gender

H1 :There is relationship purchase intention and gender

Table 4.4.4 showing chi- square of gender and purchase intention.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	5.213 ^a	9	.815
Likelihood Ratio	6.015	9	.738
Linear-by-Linear Association	.144	1	.704
N of Valid Cases	140		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .47.

Inference

According to chi square test .815(P value is greater than 0.05. Hence, H0 is accepted. This implies that there is no significant relationship between purchase intention and gender . This result clearly states that gender does not play a role when it comes to purchase intention of the consumers.

Chapter – 5

Findings, Suggestions and Conclusion

5.1 Findings

- The total variation in the dependent variable that is 'Customer Purchase Intent' can be explained by the independent variables namely 'Trustworthiness', 'Expertise' and 'Attractiveness' (Ohanian model 1990).
- Consumers follow the influencers in various social media like Instagram, YouTube, Pinterest, Quora etc. A higher preference was against Instagram, Facebook, LinkedIn and YouTube.
- An influencers regarding online courses are extremely popular among the age group 20-25.
- More than 50% of respondents agree that influencers in social media are trustworthy and they make use of the review and recommendation from the influencer whenever they are in need of information about the online courses.
- Majority of the population feels that influencers provide a reliable source information and have the best interest at their heart so they can follow their opinion.
- Influencers expertise and experience contributes to their credibility where people believe that who are experts in the field of education can give them right and useful information about the online courses.
- Majority of the people follow the opinions of the influencers who are familiar, similar and whom they like in person. Where they feel that such influencers can provide them useful and right information.
- It is found that the more the trustworthiness, expertise and attractiveness of the influencers increases the purchase intention of the online courses also increases.
- It is found that among the variables of influencer credibility, attractiveness of the influencer has the highest correlation with the purchase intent.

5.2 Suggestions

- As social media influencers are getting more involved in marketing today, the more important it is to fully understand how the credibility of the influencers makes an impact on the consumers.
- As social media influencers are keeping themselves updated in the latest trends within their specialist areas, it is giving them the advantage in knowing what their followers want and are willing to purchase.
- This study suggested a theoretical model to understand the effect of influencer credibility – trustworthiness, expertise and attractiveness on purchasing intention of the online courses.
- Influencer marketing is getting evolved in recent times and there will be more questions to be examined regarding the ever-changing interaction between influencers and followers .
- The influencer's point of view of the product or service also can be studied and how they have an relationship with consumers and influence them in buying behavior could also be studied.

5.3 Conclusion

The main aim of this study is to understand the role of Influencer credibility, trustworthiness, expertise and attractiveness and its impact on online courses platform. The results were expectedly positive with considerable impact of these variables on purchase intent. This study also analyzed if there exist any relationship between gender and influencer's credibility variables and also with purchase intent. Again there wasn't any significant difference in the behavior of males and females with respect to trustworthiness, attractiveness and purchase intent but there exists a significance difference in case of expertise of the influencers. The influencer's credibility and purchase intent were also tested with the age of the consumers. The study implies that age of the consumers is not influenced by other all variables. This research explains the results of the survey with the help of ohanian influencer credibility model. Influencer marketing is most effective in the need recognition and information search as it creates awareness and positions the product or service in the minds of consumers. It also helps in evaluating alternatives among the various courses and is effective in purchase decision. The research finds that most of the consumers follow instagram for getting information related to online courses. This study has found that there is a very strong relationship between the factors of influencer's credibility – trustworthiness, expertise and attractiveness and purchasing intention. This means that the more a person

feels that the influencer is trustworthy and feels that they are experts in giving opinion about the online courses platform and also feels that they are attractive in terms of likability and familiarity , the more they that influencers are credible and follow their recommendation. However, it is important to note that this study did not take into account other factors of influencer marketing as well as the research did not study about influencers' point of view, integration etc. Therefore, further studies could investigate them with a larger respondent sample and with an expansion of other theoretical model. Also, further studies could investigate how influencers deal with sponsored ads and how they reach out to their followers as being credible.

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APPENDIX - I (QUESTIONNAIRE)

IMPACT OF INFLUENCER MARKETING ON CONSUMER BEHAVIOR WITH SPECIAL REFERENCE TO ONLINE COURSES.

1. Age :

- ☐ Below 20
- ☐ 20-25
- ☐ 26-35
- ☐ Above 35

2. Gender

- ☐ Male
- ☐ Female

3. Education

- ☐ High school
- ☐ Graduate
- ☐ Post graduate
- ☐ Other: _____

4. Occupation

- ☐ Student
- ☐ Employed
- ☐ Unemployed
- ☐ Other: _____

5. Please choose the following platforms that you use to seek recommendations on online course platform.

- ☐ Facebook
- ☐ Twitter
- ☐ Linked In
- ☐ Quora
- ☐ Youtube
- ☐ Pinterest
- ☐ Instagram
- ☐ Others : : _____

6. How many online courses have you done due to recommendation from an influencer?

- ☐ one
- ☐ two or more
- ☐ five or above

7. Please rate how do you perceive the influencer mentioned above in terms of trustworthiness.

Please rate how do you perceive the influencer mentioned above in terms of trustworthiness.	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree
I find information given by influencer about online courses is trustworthy.	☐	☐	☐	☐	☐
I depend on the reviews and recommendations from an influencer if i intend to choose online course platform.	☐	☐	☐	☐	☐
Influencers are reliable source of information.	☐	☐	☐	☐	☐
Influencer's review and recommendation shows that they are sincere in giving correct information about online course platforms.	☐	☐	☐	☐	☐
I perceive an honest influencer as credible.	☐	☐	☐	☐	☐
Influencers have the best interest at heart for their followers.	☐	☐	☐	☐	☐
I have a very positive view on the platform promoted by influencer.	☐	☐	☐	☐	☐
I am less likely to trust a product review or recommendation if it is sponsored content (i.e. it is a paid advertisement).	☐	☐	☐	☐	☐

8. Please rate how do you perceive the influencer mentioned above in terms of attractiveness.

Please rate how do you perceive the influencer mentioned above in terms of attractiveness.	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree
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I get influenced if the influencer has a good personality	☐	☐	☐	☐	☐
I get influenced if the influencer have more followers	☐	☐	☐	☐	☐
I have a lot in common with the influencer i follow for online course platform	☐	☐	☐	☐	☐
I relate the influencer on personal level	☐	☐	☐	☐	☐
I know what kind of person the influencer is	☐	☐	☐	☐	☐
I like to follow the recommendation of the influencer if he/she is familiar to me.	☐	☐	☐	☐	☐
I would like to follow the influencer's recommendation if he/she is popular in this field.	☐	☐	☐	☐	☐
I'm more likely to try a new brand if my favorite influencer recommends it.	☐	☐	☐	☐	☐

9. Please rate how do you perceive the influencer mentioned above in terms of expertise.

Please rate how do you perceive the influencer mentioned above in terms of attractiveness	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree
I follow the influencer's recommendation on online courses if he/she had an experience on it.	☐	☐	☐	☐	☐
Influencers related to online courses are experts in their respective fields thus my choice is based on their opinion.	☐	☐	☐	☐	☐
I follow the online course platform	☐	☐	☐	☐	☐

recommended by knowledgeable and competent influencer.					
I perceive the influencer more skilled when their information is clear regarding online course platform.	☐	☐	☐	☐	☐
I follow the influencer's recommendation about online courses because they are qualified in their field.	☐	☐	☐	☐	☐
Experience of an influencer is true indication of his/her credibility.	☐	☐	☐	☐	☐
Influencer's information about online courses offers me useful tips and recommendations.	☐	☐	☐	☐	☐

10. Please rate your purchase intention based on the influencer's recommendation..

Please rate your purchase intention based on the influencer's recommendation.	Strongly Agree	Agree	Neither agree nor disagree	Disagree	Strongly Disagree
I intent to choose the online course platform recommended by the influencer	☐	☐	☐	☐	☐
It is likely that I would consider choosing the online platform recommended by the influencer	☐	☐	☐	☐	☐
I am willing to choose the online course platform recommended by the influencer	☐	☐	☐	☐	☐

APPENDIX II (ARTICLE)

IMPACT OF INFLUENCER MARKETING ON CONSUMER BEHAVIOR

WITH SPECIAL REFERENCE TO ONLINE COURSES.

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ABSTRACT

Over the years due to the growth of social media, people are more influenced by what they see in social media platforms. Those who post their reviews and opinions about a product or service are the influencers. The popularity of influencers is continuous and does not have a limited window of influence. The paper emphasizes on the impact of influencer marketing on consumer behavior with special reference to online course platforms. The study is based on an exploratory study with the purpose of understanding how the factors of influencer's credibility-(trustworthiness, expertise and attractiveness) create an impact on the purchase intention of the consumers in terms of online courses. The Ohanian model of source credibility model is used for this study. The main instrument for this study is a structured questionnaire for the primary data collection which was distributed among students of various age groups in the Chennai city. The sampling technique used for the study is convenience sampling technique. The analytical techniques were employed using statistical package for social sciences (SPSS) version 26. In order to make certain conclusions regarding the hypothesis framed, certain statistical tool like correlation, Anova and Chi-square were employed. Through the use of different tools and testing, it is concluded that influencers play a great role in purchasing intention of the consumers with reference to online courses. The research findings confirm that the above stated factors play an important role in drawing attention, engaging and affecting a behavioral change in the minds of the customers in terms of online courses.

Keywords: Influencer marketing, social media influencers, influencer's credibility - trustworthiness, expertise, attractiveness and purchase intention.

I. INTRODUCTION

Online learning also known as e-learning or electronic learning is a means of learning through the assistance of the computer and internet technology. The major components of online learning are internet and computer. Rapid growth and development in the technology and the advancement in the learning systems have provided a way for the online learning platforms. It facilitates the transfer of knowledge and skills through electronic networks to a large number of learners around the world at the same or different times. There are numerous online learning platforms in the market such as Udemy, Coursera, Lynda, Skillshare, Udacity that serve millions of people. The platforms are getting shaped by different user verticals as well. While Skillshare is mostly for creatives such as giving courses on animation, photography, lifestyle, Coursera is mostly academic with giving access to university courses. Top tier universities are also democratizing the learning by making courses accessible via online. Stanford University and Harvard University give access to online courses under categories of computer

science, engineering, mathematics, business, art, and personal development. These all show one thing, there's a huge demand from people to learn online. The reason for this demand and rapid growth of the market with a wide variety of platform options for different groups of people may be the rapid change of the world. These online learning platforms are sometimes promoted by the influencers who have already aware of the platform and had an course purchase experience. These influencers through social media share their reviews and recommendations of the online courses platform to their followers. The consumers who want to do online courses intun search for the reviews and opinions of the people whom they follow , they are the influencers for the online courses. Therefore the research deals with the impact of influencer marketing on consumer behavior with special reference to online courses. The research studies the factors of influencer's credibility such as trustworthiness, expertise and attractiveness and its impact on the purchase intention of the consumers. The research analysis how the consumer behavior is affected by the opinions and recommendations of the social media influencers for the online courses.

II. METHODOLOGY

The present study aimed to find the impact of influencer marketing on consumer behavior with special reference to online courses. Therefore the research is based on an exploratory study with the purpose of understanding how the factors of influencer's credibility affects the consumer behavior to follow the influencers. Therefore the research design used for this study is exploratory research.

Data collection is done with the help of structured questionnaire on a 5-point scale that has questions related to the variables of the study. The questionnaire method is used to record consumer perception about influencers and their behavior. The data for this study is solely primary. The data is collected from a sample of 140 respondents who are active in social media and aware of the online courses. Students of different age group were chosen as the sample for this study. The analytical techniques were employed using statistical package SPSS version 26. Different statistical tools like Correlation, Anova and Chi- Square have been used for meeting the desired objectives.

OBJECTIVE OF THE STUDY:

Primary objective:

To study the impact of influencer marketing on the consumer behavior towards online courses.

Secondary objectives:

To study customer behavior towards influencer's trustworthiness and its impact on purchase intention with reference to online courses.

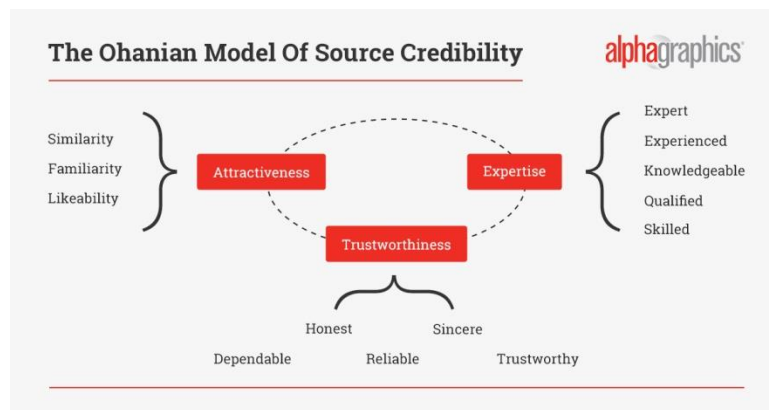
To study customer behavior towards influencer's expertise and its impact on purchase intention with reference to online courses.

To study customer behavior towards influencer's attractiveness and its impact on purchase intention with reference to online courses.

III. MODELLING AND ANALYSIS

CONCEPTUAL MODEL OF THE STUDY:

Three main factors of source credibility based on the research by Ohanian (1990).



ANALYSIS OF THE STUDY:

1. Correlation

Correlation analysis was performed to determine the direction of the relationship between each independent variable to the dependent variable. A correlation provides a table giving Pearson correlation coefficients (r) between the variables. The size of the Pearson correlation varies from -1.00 to +1.00. This indicates the strength of the relationship between the two variables, therefore a -1.00 means a perfect negative correlation, a +1.00 means a perfect positive correlation while 0 indicates no relationship.

Hypothesis

The research is carried out to study how the factors of source credibility in influencers has an impact on purchase intention of the online courses therefore the research hypothesis would be,

H0: There is no positive relationship between trustworthiness, expertise, attractiveness and purchasing intention.

H1: There is a positive relationship between trustworthiness, expertise, attractiveness and purchasing intention.

Table1.1 Showing Spearman correlation coefficient of trustworthiness, expertise, attractiveness and purchasing intention

Correlations			Trustworthiness	Expertise	Attractiveness	PurchaseIntention
Spearman's rho	Trustworthiness	Correlation Coefficient	1.000	.635**	.579**	.559**
		Sig. (2-tailed)	.	.000	.000	.000
		N	140	140	140	140
	Expertise	Correlation Coefficient	.635**	1.000	.619**	.590**
		Sig. (2-tailed)	.000	.	.000	.000
		N	140	140	140	140

	Attractiveness	Correlation Coefficient	.579**	.619**	1.000	.682**
		Sig. (2-tailed)	.000	.000	.	.000
		N	140	140	140	140
	PurchaseIntention	Correlation Coefficient	.559**	.590**	.682**	1.000
		Sig. (2-tailed)	.000	.000	.000	.
		N	140	140	140	140

** . Correlation is significant at the 0.01 level (2-tailed).

Inference

The correlation coefficient between trustworthiness and Purchasing Intention is 0.559. This means that there is a positive relationship between the two variables. While on the other hand, the correlation coefficient between expertise and Purchasing Intention is 0.590, which is greater than the trustworthiness and has a positive relationship between the two variables. And lastly the correlation coefficient between attractiveness and Purchasing Intention is 0.682, which also means that there is a positive relationship between the two variables. This also means that when the trustworthiness, expertise and attractiveness of the influencers increases in the view of consumers, the purchase intention also increases. Spearman's correlation coefficient shows us that the Attractiveness has the highest connection to Purchasing Intention more than trustworthiness and expertise regarding online course platforms.

On the other hand, when the p-value is less than 0.01, there is a very strong significant correlation between the variables. Meaning if the p-value is less than 0.01 then the null hypothesis is rejected. In the case of this study, all three correlations resulted in a p-value of $p < 0.001$ or 0.000 at 1% level of significance, it indicates that there is very strong evidence against the null hypothesis (H_0). Therefore, there is a very strong positive relationship between trustworthiness, expertise, attractiveness and Purchasing intention.

2. ANOVA

Hypothesis :

H_0 : Age of the respondents is not influenced by influencer's credibility and purchase intention.

H_1 : Age of the respondents is influenced by influencer's credibility and purchase intention.

Table 2.1 Showing one way anova of respondents age with trustworthiness, expertise, attractiveness and purchasing intention.

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
Trustworthiness	Between Groups	3.921	3	1.307	1.772	.156
	Within Groups	100.335	136	.738		
	Total	104.257	139			
Expertise	Between Groups	1.186	3	.395	.455	.714
	Within Groups	118.246	136	.869		
	Total	119.432	139			
Attractiveness	Between Groups	2.036	3	.679	.767	.515
	Within Groups	120.370	136	.885		
	Total	122.406	139			
PurchaseIntention	Between Groups	6.327	3	2.109	2.193	.092
	Within Groups	130.771	136	.962		
	Total	137.098	139			

Inference

In the above table the p value of variables namely trustworthiness, expertise, attractiveness and purchase intention are more than 0.05 at 5% level of significance. Hence the null hypothesis for these variables are accepted. It concludes that the age of the respondents is not influenced by influencer's credibility and purchase intention.

3. Chi Square

Hypothesis 1

H0 : There is no relationship between trustworthiness created by influencers and gender

H1 : There is relationship between trustworthiness created by influencers and gender

Table3.1 Showing chi- square of gender and influencer's trustworthiness.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	21.522 ^a	21	.427
Likelihood Ratio	26.247	21	.197
Linear-by-Linear Association	1.306	1	.253
N of Valid Cases	140		

a. 37 cells (84.1%) have expected count less than 5. The minimum expected count is .47.

Inference

According to chi square test .427 (P value is greater than 0.05. Hence, H0 is accepted. This implies that there is no significant relationship between trustworthiness created by influencers and gender . This result clearly states that gender does not play a role when it comes to trustworthiness created by influencers.

Hypothesis 2

H0 : There is no relationship between expertise created by influencers and gender.

H1: There is relationship between expertise created by influencer and gender.

Table 3.2 Showing chi- square of gender and influencer's expertise.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	35.321 ^a	18	.009
Likelihood Ratio	44.840	18	.000
Linear-by-Linear Association	.822	1	.365
N of Valid Cases	140		

a. 34 cells (89.5%) have expected count less than 5. The minimum expected count is .47.

Inference

According to chi square test .009 (P value is lesser than 0.05). Hence, H0 is rejected. This implies that there is a significant relationship between expertise created by influencers and gender . This result clearly states that gender play a role when it comes to expertise created by influencers.

Hypothesis 3

H0 : There is no relationship between attractiveness created by influencers and gender

H1: There is relationship between attractiveness created by influencers and gender

Table 3.3 Showing chi- square of gender and influencer's attractiveness.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	29.284 ^a	21	.107
Likelihood Ratio	36.613	21	.019
Linear-by-Linear Association	.004	1	.947
N of Valid Cases	140		

a. 38 cells (86.4%) have expected count less than 5. The minimum expected count is .47.

Inference

According to chi square test .107 (P value is greater than 0.05). Hence, H₀ is accepted. This implies that there is no significant relationship between attractiveness created by influencers and gender . This result clearly states that gender does not play a role when it comes to attractiveness created by influencers.

Hypothesis 4

H₀ : There is no relationship between purchase intention and gender

H₁ : There is relationship purchase intention and gender

Table 4.4 Showing chi- square of gender and purchase intention.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2- sided)
Pearson Chi-Square	5.213 ^a	9	.815
Likelihood Ratio	6.015	9	.738
Linear-by-Linear Association	.144	1	.704
N of Valid Cases	140		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .47.

Inference

According to chi square test .815(P value is greater than 0.05. Hence, H₀ is accepted. This implies that there is no significant relationship between purchase intention and gender . This result clearly states that gender does not play a role when it comes to purchase intention of the consumers.

IV. RESULTS AND DISCUSSIONS

- The total variation in the dependent variable that is ‘Customer Purchase Intent’ can be explained by the independent variables namely ‘Trustworthiness’ , ‘ Expertise and ‘Attractiveness’ (Ohanian model 1990).
- Consumers follow the influencers in various social media like Instagram, YouTube, Pinterest, Quora etc. A higher preference was against Instagram, Facebook ,Linkedin and YouTube.
- An influencers regarding online courses are extremely popular among the age group 20-25.
- More than 50% of respondents agree that influencers in social media are trustworthy and they make use of the review and recommendation from the influencer whenever they are in need of information about the online courses.
- Majority of the population feels that influencers provide a reliable source information and have the best interest at their heart so they can follow their opinion.
- Influencers expertise and experience contributes to their credibility where people believe that who are experts in the field of education can give them right and useful information about the online courses.

- Majority of the people follow the opinions of the influencers who are familiar, similar and whom they like in person. Where they feel that such influencers can provide them useful and right information.
- It is found that the more the trustworthiness, expertise and attractiveness of the influencers increases the purchase intention of the online courses also increases.
- It is found that among the variables of influencer credibility, attractiveness of the influencer has the highest correlation with the purchase intent.

V.CONCLUSIONS

The main aim of this study is to understand the role of Influencer credibility, trustworthiness, expertise and attractiveness and its impact on online courses platform. The results were expectedly positive with considerable impact of these variables on purchase intent. This study also analysed if there exist any relationship between gender and influencer's credibility variables and also with purchase intent. Again there wasn't any significant difference in the behaviour of males and females with respect to trustworthiness, attractiveness and purchase intent but there exists a significance difference in case of expertise of the influencers. The influencer's credibility and purchase intent were also tested with the age of the consumers. The study implies that age of the consumers is not influenced by other all variables. This research explains the results of the survey with the help of ohanian influencer credibility model. Influencer marketing is most effecting in the need recognition and information search as it creates awareness and positions the brand in the minds of consumers. It also helps in evaluating alternatives and is effective in purchase decision. The research finds that most of the consumers follow instagram for getting information related to online courses. This study has found that there is a very strong relationship between the factors of influencer's credibility – trustworthiness, expertise and attractiveness and purchasing intention. This means that the more a person feels that the influencer is trustworthy and feels that they are experts in giving opinion about the online courses platform and also feels that they are attractive in terms of likability and familiarity , the more they that influencers are credible and follow their recommendation. However, it is important to note that this study did not take into account other factors such as influencers' point of view, integration etc. Therefore, further studies could investigate them with an expansion of the theoretical model and a larger respondent sample. Also, further studies could investigate how influencers deal with sponsored ads and how they reach out to their followers as being credible.

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