

**A study on The Impact of Influencer Marketing on Consumer Attitudes**

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MBA in Marketing

By

**MS. RICHITA ALINA VAZ**

Roll No: 2166

Under the Supervision of

**Dr. PRIYANKA U. NAIK**

Goa Business School  
Discipline of Management Studies



**GOA UNIVERSITY**

**Date: 27<sup>th</sup> April 2023**

Examined by:

A handwritten signature in blue ink, appearing to read 'Richita', is written over a horizontal line.



Seal of the School

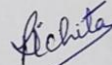
### DECLARATION

I hereby declare that the data presented in this Internship report entitled, "The Impact of Influencer Marketing on Consumer Attitudes" is based on the results of investigations carried out by me in Management Studies at the Goa Business School, Goa University under the Mentorship of Dr. Priyanka U. Naik and the same has not been submitted elsewhere for the award of a degree or diploma by me. Further, I understand that Goa University or its authorities will not be responsible for the correctness of observations / experimental or other findings given the dissertation.

I hereby authorize the University authorities to upload this dissertation on the dissertation repository or anywhere else as the UGC regulations demand and make it available to any one as needed.

Date: 27th April 2023

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Miss Richita Alina Vaz

Roll Number: 2166

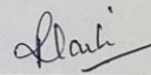
Management Studies

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### COMPLETION CERTIFICATE

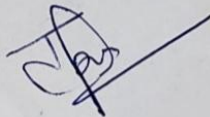
This is to certify that the internship report "**The Impact of Influencer Marketing on Consumer Attitudes**" is a bonafide work carried out by **Miss Richita Alina Vaz** under my supervision/mentorship in partial fulfillment of the requirements for the award of the degree of **Master of Business Administration** in the Discipline of Management Studies at the Goa Business School, Goa University.

Date: 27th April 2023



DR. Priyanka U. Naik

Management Studies



Prof. Jyoti Pawar

Dean,

Goa Business School



School Stamp

Date: 27th April 2023

Place: Goa University



**Growth Gravy**

401, Nizmar Centre,  
Atmaram Borkar Rd.  
Panjim, Goa. PO: 403001  
+91-9423431339

**28th April 2023**

**To Whomsoever It May Concern**

This is to Certify that **Ms. Richita Vaz** has interned with Growth Gravy for the role of a **Social Media Marketing- Intern** from **1st March 2023 to 26th April 2023**

During this period, she has worked in social media marketing, content planning & creation, client servicing as well as coordinated with various departments in the team. We have found her to be sincere, hardworking and fully satisfied with the dedication that she has expressed toward the tasks assigned to her. She quickly understood the guidelines and work process for the projects assigned to her.

Along with her creative abilities and technical skills, She is a good team player and also always ready to lend a helping hand to her teammates. We appreciate her contribution & wish her all the best in his future endeavors.

**Vienna Da Costa**  
HR Associate- GrowthGravy

## Acknowledgement

I am deeply grateful to the Vienna HR department for their unwavering dedication and commitment to facilitating a positive work environment. Her continuous efforts in onboarding, and ensuring a smooth transition into the company has been instrumental in shaping my professional journey. Her guidance and assistance enabled me to thrive in my role and contribute effectively to the organization's goals.

Firstly, I would like to express my sincere appreciation to Viresh, who extended his trust and faith in my abilities by offering me the opportunity to work with him. His mentorship and guidance have been invaluable in honing my skills and expanding my knowledge within the field. His leadership and support has played a significant role in my professional development, and I am truly grateful for the chance to work under his guidance.

Moreover, I would like to express my sincere gratitude to Dr. Priyanka U. Naik for her invaluable guidance and unwavering support throughout the preparation of this internship report. Her expertise and assistance have been instrumental in helping me produce a quality report. I am truly grateful for her dedication and commitment to ensuring my success, and I acknowledge her contributions with the utmost appreciation.

Lastly, I want to express my gratitude to all my colleagues who have been there for me every step of the way. Their unwavering support, willingness to share knowledge, and collaborative spirit have created a conducive work environment where I have been able to learn, grow, and contribute to the best of my abilities.

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## 1 PROFILE OF THE COMPANY

Growth Gravy is a digital marketing company based in Panjim, Goa. They specialize in providing growth marketing services and strategies to businesses. They focus on helping their clients achieve sustainable growth and maximize their online presence.

Services they provide:

1. **Digital Marketing Strategy:** Growth Gravy assists businesses in developing effective digital marketing strategies tailored to their specific goals and target audience. This includes identifying key performance indicators (KPIs), conducting market research, and developing a comprehensive plan for online growth.
2. **Search Engine Optimization (SEO):** The company employs SEO techniques to optimize clients' websites for better search engine rankings. This involves keyword research, on-page optimization, link building, and content development to increase organic traffic and visibility.
3. **Pay-Per-Click Advertising (PPC):** Growth Gravy helps businesses create and manage PPC campaigns on platforms like Google Ads and social media channels. They optimize ad targeting, bidding strategies, and ad copy to generate quality leads and maximize ROI.
4. **Social Media Marketing:** The company assists clients in developing and executing social media marketing strategies to engage their target audience, build brand awareness, and drive website traffic. This includes content creation, community management, and social media advertising.
5. **Conversion Rate Optimization (CRO):** Growth Gravy focuses on improving the conversion rates of clients' websites and landing pages. They analyze user behavior,

conduct A/B testing, and implement strategies to enhance user experience, increase conversions, and optimize funnels.

6. Content Marketing: The company provides content marketing services, including content creation, blog writing, and content distribution strategies. They aim to produce valuable, shareable content that attracts and engages the target audience, establishing thought leadership and driving organic growth.

Overall, Growth Gravy aims to partner with businesses of all sizes and industries to help them achieve sustainable growth through data-driven strategies and effective digital marketing techniques.

## 2 INTRODUCTION

### The Impact of Influencer Marketing on Consumer Attitudes

An influencer is regarded as a person who has built up a lot of followers on a social media platform such as Instagram, and companies are today widely using these people as a marketing tool to reach out to their target audience in an effective way. Influencer marketing involves collaborating with these social media influencers to promote products or services to their followers. It taps into their credibility, authenticity, and ability to engage with their audience, ultimately influencing consumer attitudes and purchase decisions. After its rise in 2016, a new marketing regulation was introduced to make consumers aware of the content on social media that is regarded as paid partnership, which has changed how people perceive influencer marketing.



### 3 Need

In the digital age, the power of influencer marketing in shaping consumer attitudes and behavior has become increasingly evident. Influencers, individuals with a substantial following on social media platforms, have the ability to sway consumer perceptions, preferences, and purchase decisions. This study will investigate the influence of influencer marketing on consumer attitudes, specifically focusing on awareness, liking, preference, intention-to-purchase, and purchase decision. By examining these variables, Growth Gravy can gain insights into the effectiveness of influencer marketing campaigns and their potential to drive consumer behavior.

The findings of this study will provide valuable information for them to optimize their marketing strategies and allocate resources effectively. By understanding how influencer marketing impacts consumer attitudes, Growth Gravy can tailor their campaigns to enhance brand awareness, increase consumer liking, and ultimately drive preference and purchase decisions.

### 4 LITERATURE REVIEW

(Çiçek and Erdoğan) This paper describes two studies related to the influence of Instagram influencers on consumer behavior. In Study 1, it was found that having more followers positively affected an influencer's likeability, mainly because it led to higher perceptions of popularity and to some degree influenced the beliefs, attitudes, and behaviors of others.. However, the study also found a negative relationship between an influencer's number of followers and likeability when the influencer followed very few accounts, which was mostly noticed for female Instagram users. In the second study, the researchers aimed to examine the impact of an influencer's number of followers on consumers' attitudes towards the brand of the promoted product. They also investigated how this relationship varied for products with standard versus divergent designs. They wanted to understand if the influencer's popularity and credibility would have a greater

impact on consumer attitudes towards products that are different from the norm (divergent designs) or those that are more similar to what people are used to (standard designs). By understanding this relationship, the researchers hoped to help brands make more informed decisions about which products to promote with influencers and how to design their marketing campaigns effectively. This study suggests that an influencer's number of followers can impact consumers' attitudes towards the influencer and the brands they promote. While having a large following can increase an influencer's perceived popularity and influence, it may also negatively impact their likeability if they follow very few accounts. Brands must carefully consider these factors when selecting influencers to partner with and designing their marketing campaigns to achieve maximum effectiveness.

(Grafström et al.) According to this paper, Influencer marketing can affect consumer attitudes positively or negatively, depending on the relevance and trustworthiness of the collaboration. Too many paid partnerships can decrease authenticity, and it is important for influencers to maintain their inspirational and entertaining posts. The concept of an influencer is still relatively new, and businesses should ensure that the influencer has good quality content and the right target audience. To conclude, Creativity and innovativeness seem the most crucial for companies and influencers to stand out in the digital society.

(Sama and Trivedi) This study looked at the impact of expert influencers and attractive celebrity influencers on consumers' choice of electronics products. The results showed that consumers were more likely to trust the opinion of an expert influencer than an attractive celebrity influencer. Brand attitude was found to be an important factor in influencing purchase intention, and message involvement played a moderating role. The study also found that brand admiration played a mediating role in the relationship between brand attitude and purchase intention. This

research provides new insights into the effectiveness of influencer marketing in the consumer electronics industry and sheds light on the importance of brand admiration in the consumer-brand relationship.

(Saima and Khan) This study evaluated the effect of influencer's attributes on consumers' purchase intention through the mediation of credibility in India. The study found that influencer's credibility and trustworthiness had the most significant direct effect on purchase intention. Influencer's credibility partially mediated the relationship between trustworthiness and purchase intention, and fully mediated the relationships between information quality as well as entertainment content and purchase intention. According to the author's conclusion, influencers should maintain the quality and credibility of the content they post to establish a successful long-term relationship with consumers and brands. However, it also stated that the purchase intention is dependent on several factors other than the influencer's characteristics.

(Veirman et al.) This study aimed to investigate the effect of social media marketing on brand loyalty formation from the perspective of consumers. The study found that advantageous campaigns on social media are the most significant drivers of brand loyalty, followed by the relevancy of the content, popularity of the content, and appearing on different social media platforms. The study also analyzed what types of content are shared and preferred by social media users, finding that people share music, funny and extraordinary things online, along with technological and instructive information. The study suggests that brands and campaigns around brands should be entertaining, fun, and provide unique content that other brands have not thought of when engaging with customers on social media platforms. Relevancy is the second most important factor affecting brand loyalty, and companies need to keep themselves updated about what customers are interested in, their activities, and current perspectives in life.

## 5 RESEARCH GAPS & QUESTIONS

- Research is needed to compare the effectiveness of influencer marketing across different industries. This would involve investigating how consumer characteristics and preferences in different industries influence the impact of influencer marketing on brand perception, purchase intention, and brand loyalty. Such research would provide valuable insights for Growth Gravy in understanding how influencer marketing can be effectively leveraged in various industry contexts.
- This study hasn't been done before by Growth Gravy. By conducting a survey on this topic, Growth Gravy can collect data directly from consumers and analyze their attitudes towards influencer marketing. This survey will provide valuable information about how consumers perceive influencer marketing, the effectiveness of different influencer strategies, and the impact of influencer endorsements on their purchasing decisions. The findings from the survey can guide Growth Gravy in developing more targeted and effective influencer marketing campaigns, understanding consumer preferences and behaviors, and making informed decisions to drive brand growth.
- This research will be done on 5 top influencer categories being Travel, food, fashion, artist and fitness with 2 eligibility criterias, the first being that the respondent needs to be an instagram user for a minimum of 1 year and needs to be following an influencer from the above categories for the same time period.

## 6 PROJECT OBJECTIVE

The Aim and Objective of this study is to:

- To understand the effect of instagram influencer marketing on consumer attitudes.
- To analyze the effect of influencer category types on consumer attitude.

## 7 PROJECT METHODOLOGY

The following section presents data collected through a survey conducted on individuals who have been active users of Instagram for the past year and have been following at least one influencer in the categories specified. All statements were rated on a 5-point Likert-type scale, ranging from 1, indicating "strongly disagree," to 5, indicating "strongly agree."

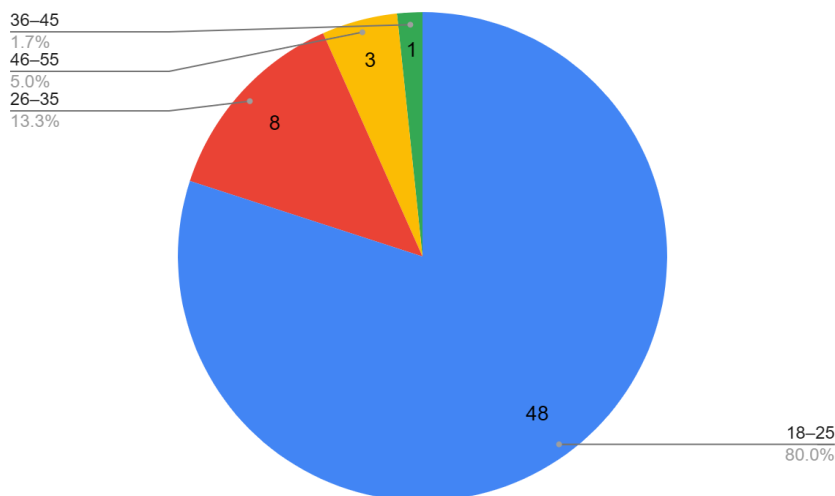
The number of respondents in total were 56 out of which 54 qualified for the survey as per the eligibility criteria. The questions are divided based on 5 factors being awareness, liking, preference, intention-to-purchase, and purchase decision.

### 7.1 Research Instrument

The data was collected using an online questionnaire method via Google Forms.

## 8 DATA ANALYSIS & DISCUSSION

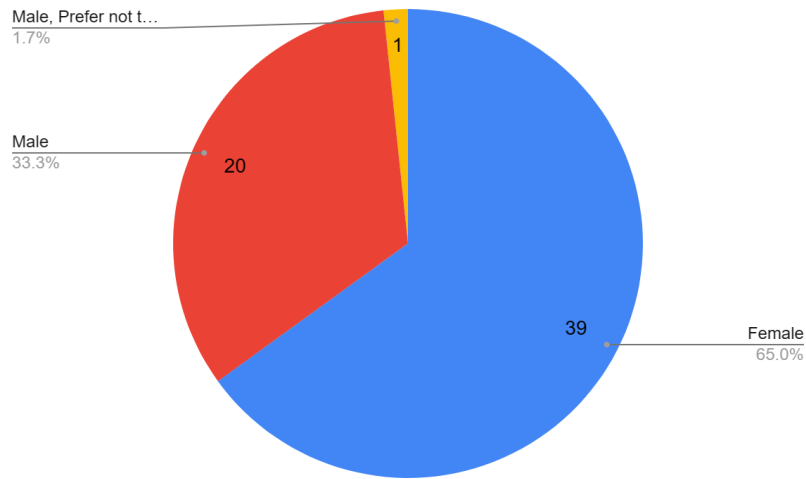
Age



As per the above pie chart, a majority of 80% respondents were from the 18-29 age group.

Around 8 were from 25-35 while the rest were 35 and above.

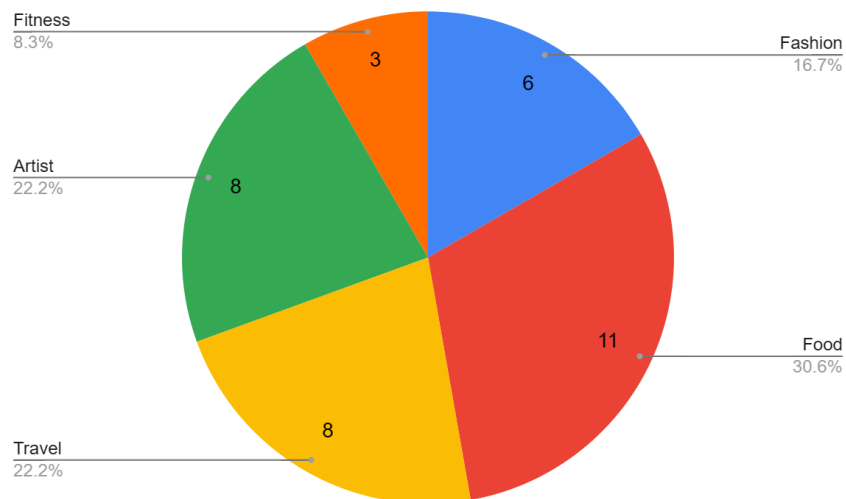
## Gender



Almost an equal number of respondents , 20 and 39 respectively, were male and female respondents.

## Influencer category

The pie chart below represents data from 5 different influencer categories being Food, Travel, Fashion, Fitness and Artist where:



1. **Food Influencers:** Food influencers specialize in creating and sharing content related to food, such as recipes, cooking tutorials, restaurant reviews, and food photography. They often have expertise in culinary arts and showcase their culinary skills, restaurant recommendations, and food-related experiences to their followers.
2. **Travel Influencers:** Travel influencers focus on sharing their travel experiences, recommendations, and insights with their audience. They typically document their adventures, provide travel tips, share destination reviews, and highlight unique cultural experiences, aiming to inspire and guide their followers in their own travel endeavors.
3. **Fashion Influencers:** Fashion influencers primarily focus on fashion trends, styling tips, and showcasing different clothing brands or fashion accessories. They often share outfit inspirations, fashion hauls, fashion event coverage, and collaborate with fashion brands for sponsored content. Their goal is to provide fashion inspiration and influence their followers' style choices.
4. **Fitness Influencers:** Fitness influencers are dedicated to promoting a healthy lifestyle, exercise routines, workout tips, and wellness-related content. They often share workout videos, nutrition advice, fitness challenges, and personal fitness journeys to motivate and inspire their followers in achieving their health and fitness goals.
5. **Artist Influencers:** Artist influencers encompass a wide range of creative disciplines, including painters, illustrators, photographers, musicians, and other artistic talents. They showcase their artwork, creative processes, and share insights into their artistic journeys. Artist influencers may collaborate with brands, participate in art events, and offer their expertise and creative services to their followers.



The above pie chart shows the distribution of respondents who follow influencers across different categories, namely food and travel, artists, fashion, and education. It indicates that the highest proportion of respondents, approximately 27%, follow influencers in the food and travel category. Similarly, artists account for around 25% of the respondents' influencer following.

From this data, we can conclude that food and travel influencers have a significant impact on consumer behavior and play a crucial role in shaping consumer attitudes and preferences within that category. Their content, which often showcases culinary experiences, travel destinations, and lifestyle choices, resonates strongly with consumers, leading to a higher following.

The second-highest category, artists, also garners a substantial following of around 25%. This suggests that influencers in the creative arts industry, such as musicians, painters, or photographers, have a significant influence on consumer attitudes and preferences related to art, music, and creative expression.

On the other hand, the data indicates that the fashion and fitness categories have the least number of influencer followers among the respondents. This could imply that influencers in these categories may have a relatively lower impact on consumer attitudes compared to food, travel, and art influencers. It is important to note that the provided information does not specify the total number of respondents or the exact percentages, which limits the scope of the analysis.

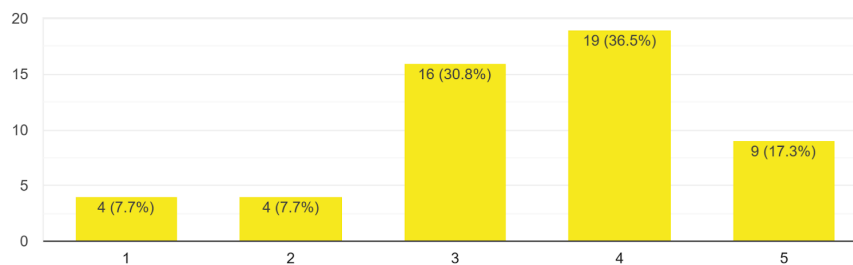
## 8.1 Objective 1

This section of the survey aims to examine the impact of Instagram influencer marketing on consumer attitudes. By investigating the relationship between influencer's promotional activities and consumer perceptions, this research seeks to enhance our understanding of the effects of influencer marketing on consumer behavior.

## AWARENESS

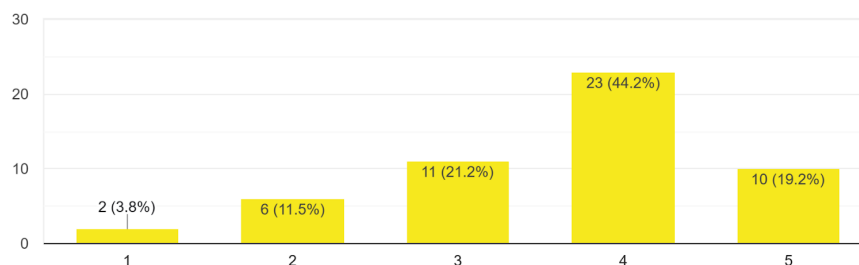
This section of the questionnaire examines the impact of influencer marketing on consumer attitudes, focusing specifically on the role it plays in generating awareness and influencing consumer perceptions.

### 1) Promotions by them alert me to new company offerings



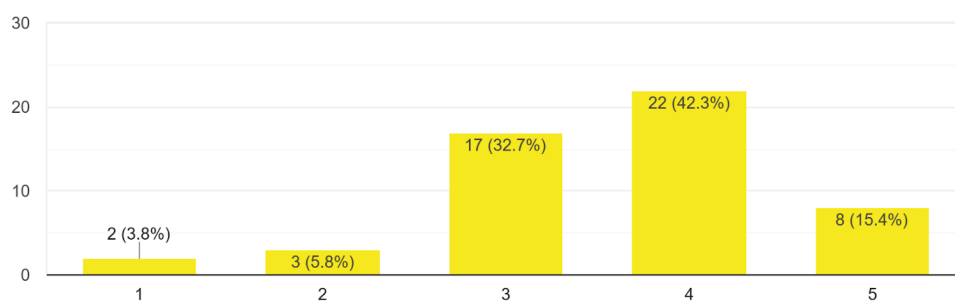
While a majority of 19% and 17% of the total respondents respectively agreed and strongly agreed to being alerted by promotions by them to new company offerings, there were quite many in the percentages of 15%, 75% and 7% who were not sure, disagreed and strongly disagreed with the statement respectively.

### 2) Brands that collaborate with them attract my attention



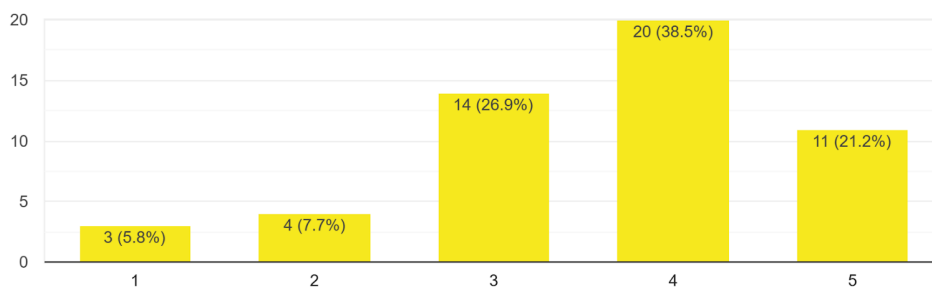
In the above bar graph, a majority of 44.2% respondents have agreed that brands that collaborate with the influencers they follow attracted their attention. While there were a few 21% and 11% that weren't sure and disagreed with it.

3) I view/click on promoted posts that feature them because their content attracts my attention



Again, a majority of 42% respondents have agreed to viewing/clicking on posts that feature the influencers they follow because they tend to grab their attention. While 32% of the respondents were not sure about it, there were about 5% and 3% that disagreed and strongly disagreed to it respectively.

4) I can remember brands better that collaborate with them



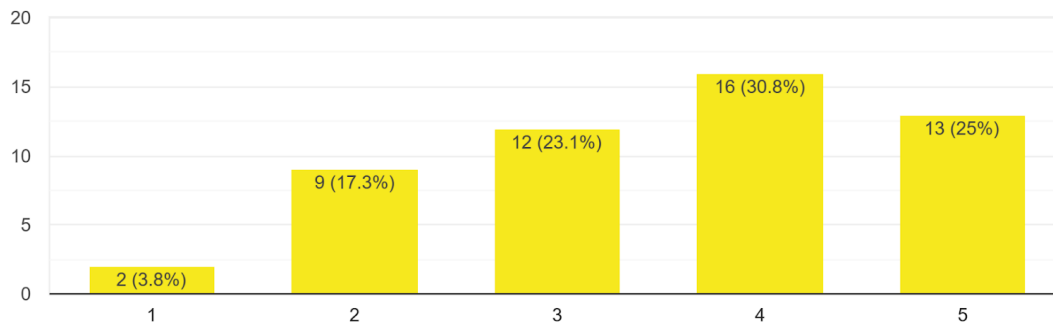
As seen in the above bar graph, a majority of 38% and 21% respectively have agreed and strongly agreed to remembering brands better when they see the influencers they follow as collaborators in them. While a similar percentage of 26% respondents were not sure. There are a few who have disagreed and strongly disagreed with it.

Conclusion: Overall, majority of the respondents agreed and strongly agreed with being more aware about a company, the products they offered when they did collaborations/paid promotions with the influencers they followed.

## LIKING

This section of the questionnaire examines the positive feelings and affinity that consumers develop towards influencers and their promoted products or services. This factor plays a crucial role in shaping consumer perceptions, preferences, and purchase decisions.

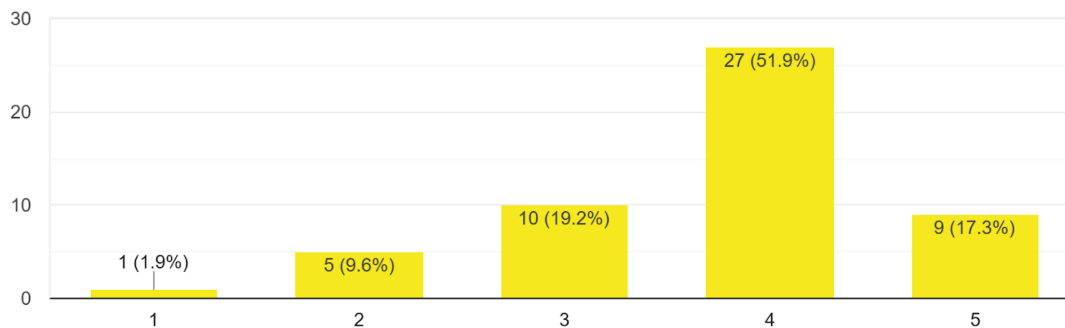
### 5) I have more liking towards the brands promoted by them



As per the above bar graph, a majority of 30% and 25% respectively have agreed and strongly agreed with having more liking towards the brands that are promoted by the influencers. While a

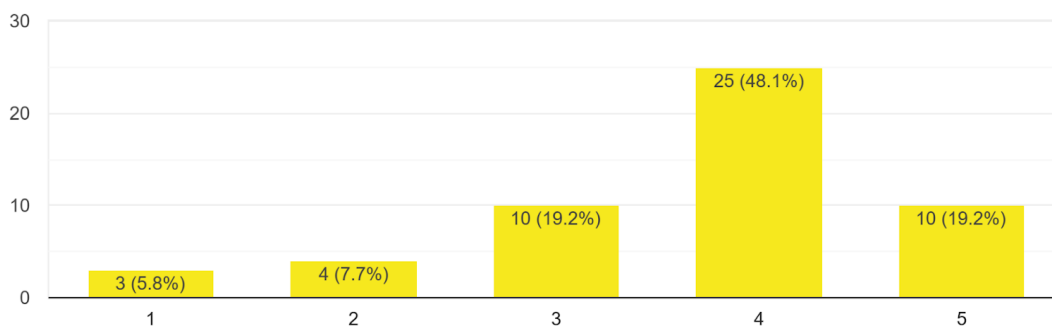
nearly high percentage of 23% didn't know what to say. An equal percentage of 17% of the respondents disagreed with the statement, while a few 3% strongly disagreed with it.

6) I plan to purchase the products/services that are promoted by them



As per the findings in the above graph, a little more than half the percentage of the total respondents i.e. 51% agreed they planned on purchasing products/services that are promoted by the followers. While a minority of 19%, 9% and 1% were either not sure or disagreed with the said statement.

7) I have positive feelings for brands that are promoted by them



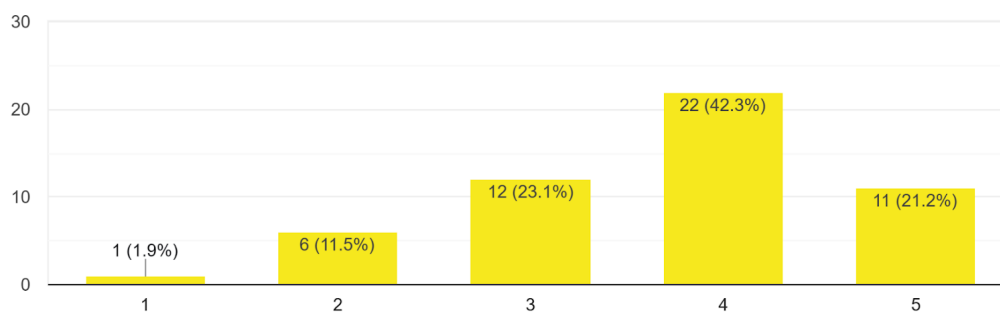
A large percentage of 48% and 19% of the total respondents agreed and strongly agreed that they had positive feelings towards brands that were promoted by the chosen influencers respectively. While a few percentage of respondents being 19%, 7% and 5% were not sure, disagreed and strongly disagreed with the said statement.

Conclusion: A majority of the respondents agreed and strongly agreed that they had more liking towards brands, products/services that were in collaboration with the influencers they followed.

## PREFERENCE

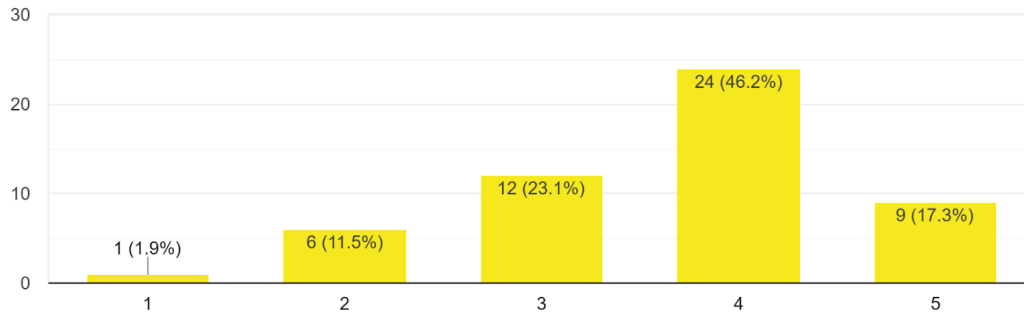
This section of the questionnaire provides valuable insights into how consumers are swayed towards certain brands or offerings.

8) Brand collabs associated with them have increased my preference for those products/services



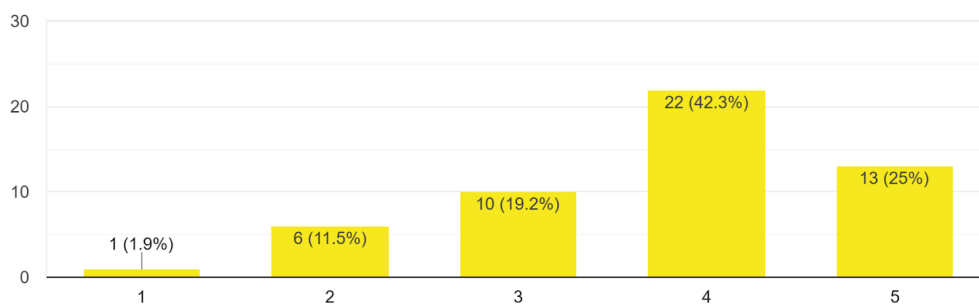
As per the above observations, nearly half the number of respondents, that is 42% of the respondents have agreed with brand collabs with the influencers they follow have increased their preference towards the products?services of those brands. While a small percentage of 23%, 6% and 1% were not sure, disagreed and strongly disagreed with the statement respectively.

9) Promotions by them improves a company's brand image for me



As seen in the above bar graph, again nearly half of the respondents, that is 46% and 17% of the respondents respectively agreed and strongly agreed with the question stating that products/services of a company promoted by them increased the company's brand image for them. While a few percentage of 12%, 11.5% and 1% were not sure, disagreed and strongly disagreed to it respectively.

10) Promotions by them are effective in stimulating my preference for those brands



In the above bar graph, a majority of 42% and 25% of the total respondents agreed and strongly agreed that promotions by the chosen influencers stimulated their preference towards the promoted brands. While 19% of the respondents, which is around 10 respondents out of the total



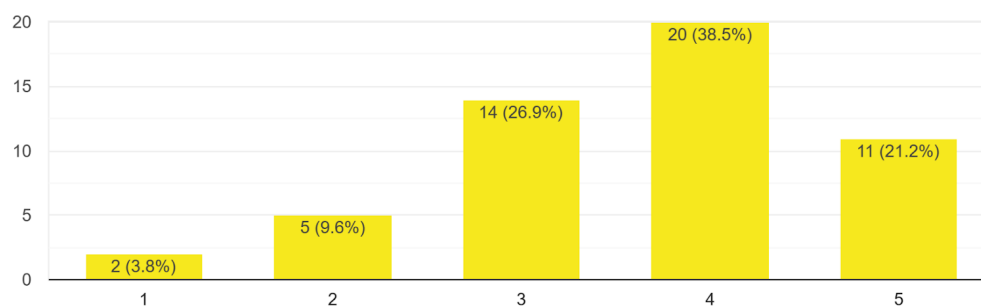
52 responses, were not sure. A few 11% and 1%, disagreed and strongly disagreed with the said statement.

Conclusion: A majority of the respondents agreed and strongly agreed that brands that collaborated with the influencers they followed increased preference for their products/services, improved a company's brand image for them and was effective in stimulating preference for those brands.

## INTENTION-TO-PURCHASE

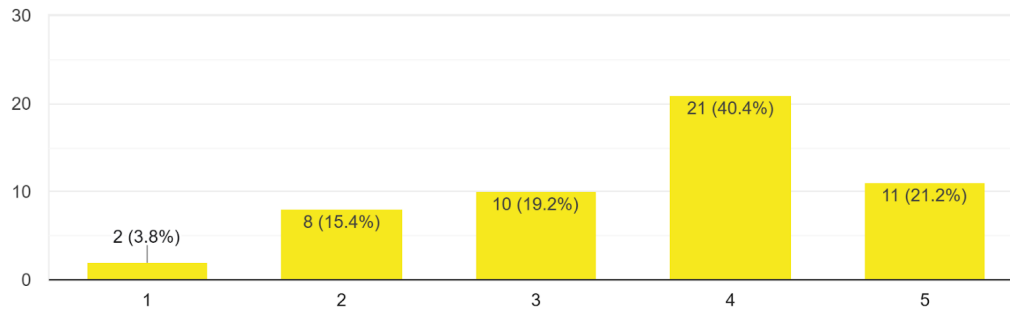
This section of the survey examines how influencers have the ability to influence consumer preferences, build trust, and create a desire to buy products or services among their followers.

11) I desire to buy products/services that are promoted by them



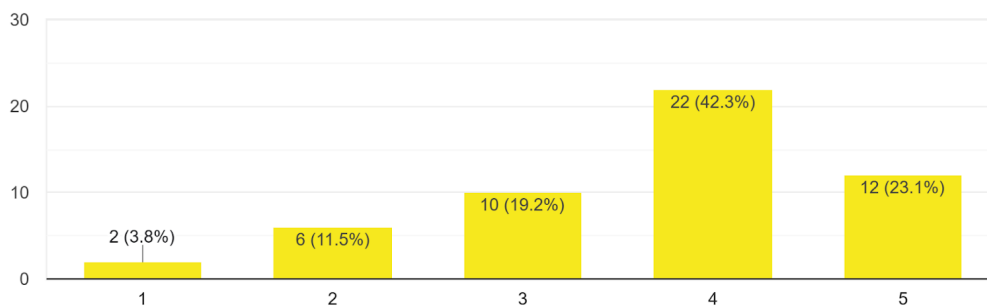
As per the findings of the above bar graph, a majority of 38% and 21% agreed and strongly agreed that they desired to purchase the products/services that were promoted by the influencers. While 26% of the respondents, which is quite a lot, were not sure, there were a few 9% and 3% who disagreed and strongly disagreed with the statement.

12) Promotions by them have a positive influence on my purchase decisions



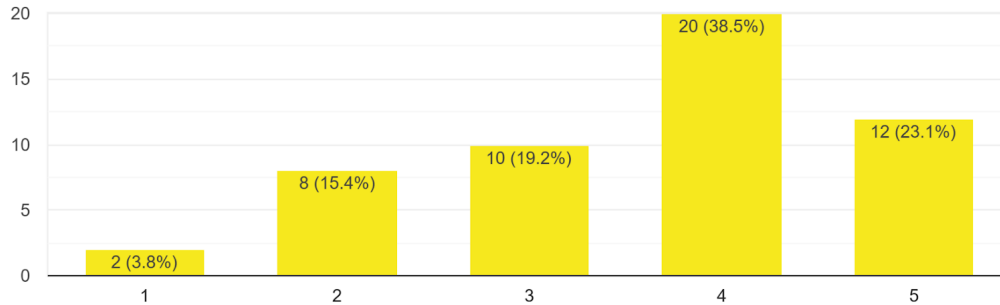
In the bar graph above, A majority of 40% and 21% of the total respondents respectively agreed and strongly agreed that promotions by the influencers they had been following had a positive influence on their purchase decisions. While 19% of them were not sure, there were a few 15% and 3.8% respectively who disagreed and strongly disagreed with the statement.

13) I would buy the products/services that are promoted by them if I had the money



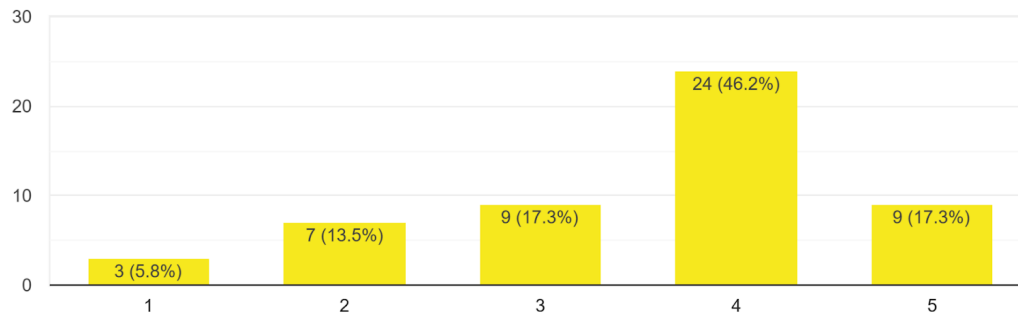
As per the above observations, a majority of 42% and 23% of the respondents respectively stated that they would purchase the products/services promoted by those influencers if they had the money to purchase them. While there were many 19% who were not sure and others with a percentage of 11% and 3% who disagreed and strongly disagreed with the statement.

14) I am likely to buy some of the products/services that are promoted by them



From the findings of the above bar graph, we can conclude that the respondents are quite likely to purchase the services/products that are promoted by the influencers they follow. Other 19%, 15% and 3% of the total respondents respectively were not sure, disagreed and strongly agreed with the statement.

15) I plan to purchase the products/services that are promoted by them



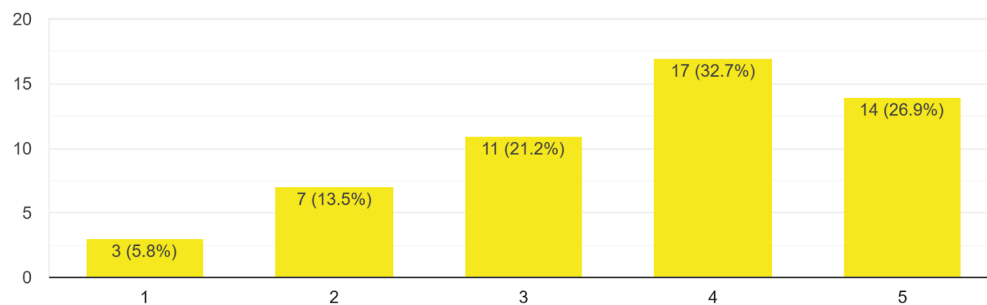
As per the above bar graph, again a majority of 46% and 17% of the total respondents respectively agreed and strongly agreed that they planned on purchasing products/services that were promoted by the influencers they followed. Other 17%, 13% and 5% were not sure, disagreed and strongly disagreed with the statement.

Conclusion: A majority of the respondents said that they desired, positively influenced and were likely to buy products that were promoted by the influencers they followed. They even agreed to planning on purchasing the products/services.

## PURCHASE

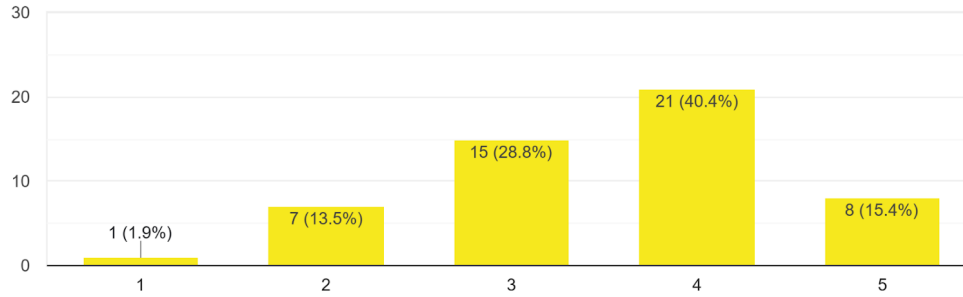
This section of the survey will help understand how influencers have the ability to influence a consumer's intention to purchase and ultimately drive their actual purchase behavior.

16) I have purchased/used products/services that they have collaborated with



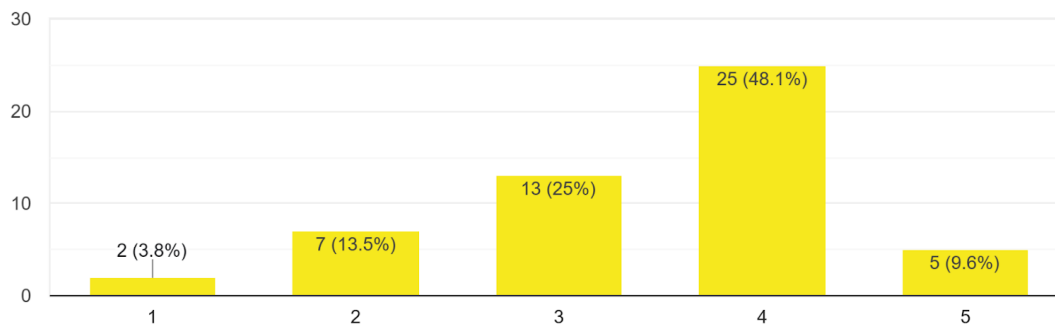
From the above bar graph, we can conclude that a majority of 32% and 26% have purchased/used products/services that had done collaborations with the influencer they followed. While there were many other respondents in the percentages 21%, 13% and 5% who were not sure, disagreed and strongly disagreed with the statement.

17) Promotions by them help make me loyal to that Brand's products/services



From the bar graph above, we can conclude that a majority of 40% respondents agreed that promotions by the influencers they followed positively affected their buying actions. While 28% of them were not sure about it, there were a few 135 and around 2% respectively who disagreed and strongly disagreed with the said statement.

18) Promotions by them affect my buying actions positively



As per findings from the above bar graph, a majority of 48% and 9% respectively agreed and strongly agreed that brands that were promoted by the influencers they followed had them more loyal towards their products/services. While the other 25% were not sure about it. A few 13% and 3% respectively disagreed and strongly disagreed with the said statement.

Conclusion: A majority of the respondents agreed to having purchased products/services that were promoted by the influencers they followed and reacted positively to them contributing towards building their loyalty to the brand.

19) Is there anything else you would like to contribute towards this survey?

- One respondent stated that she acknowledged when the influencers mentioned which content was paid and which wasn't.

Summary: In summary, the analysis reveals that a majority of the respondents are open to being alerted about promotions and new company offerings by influencers. They agree that collaborations between companies and influencers increase their awareness of the company and its products. Moreover, they have a more positive perception of brands that collaborate with influencers they follow and agree that it improves a company's brand image. The respondents express a desire to positively influence their purchasing decisions and are likely to buy products/services promoted by influencers they follow. Many have already purchased such products/services and reacted positively, leading to increased brand loyalty. These findings highlight the significant impact of influencer collaborations on consumer awareness, perception, preference, and purchasing behavior.

## 8.2 Objective 2

Based on the survey findings, it is evident that a majority of 26.9% gravitated towards following food and travel influencers i.e 14 respondents in each of the two categories, positioning it as the most popular influencer category in comparison to fashion, education, and art. This highlights

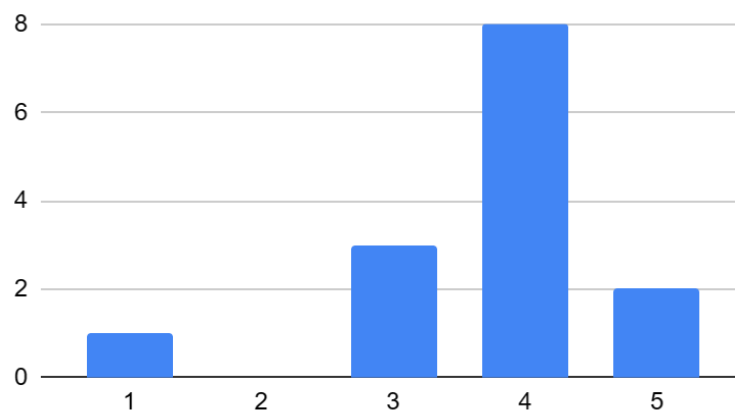
the strong influence and appeal of content related to culinary experiences and travel destinations, as these influencers shape consumer attitudes and preferences in these domains.

The following analysis has been done on the respondents who choose influencers from the food or travel category under each of 5 factors being awareness, liking, preference, intention-to-purchase and purchase, which will help analyze the second objective of the survey i.e “Effect of Influencer Category Types on Consumer Attitudes” better.

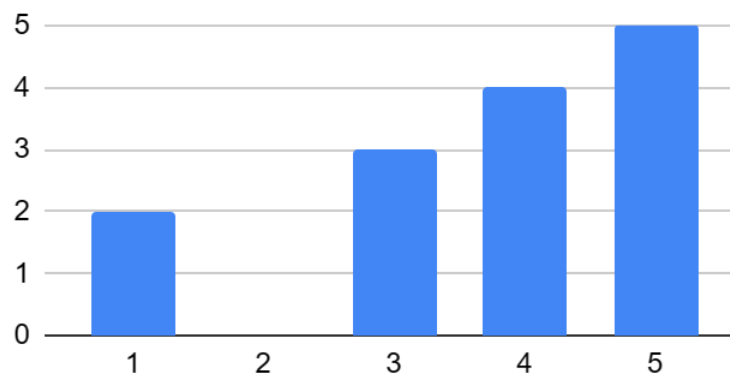
### 8.2.1 Food

#### Awareness

1) Promotions by them alert me to new company offerings

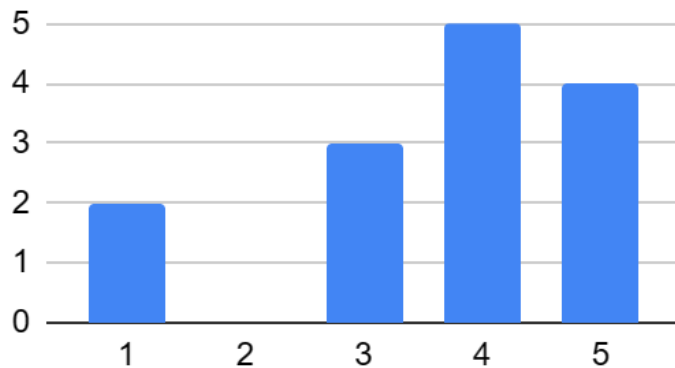


2) Brands that collaborate with them attract my attention

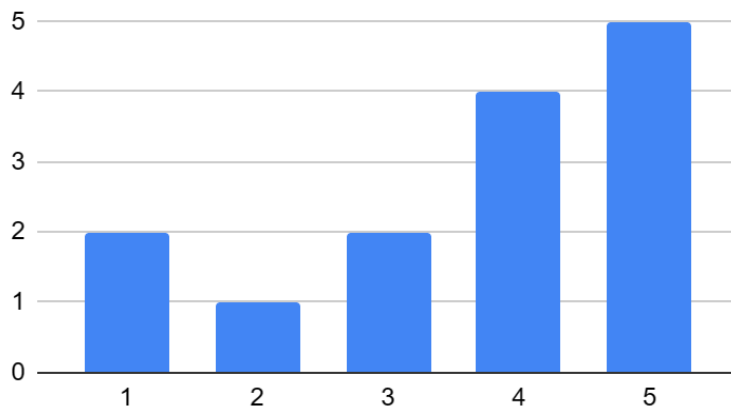




3) I view/click on promoted posts that feature them because their content attracts my attention



4) I can remember brands better that collaborate with them



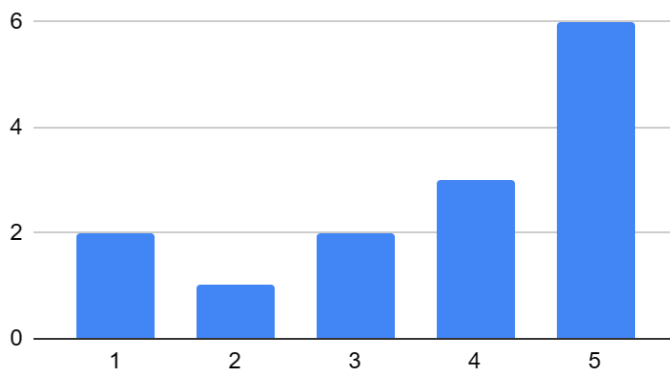
Conclusion: Based on the data above, it can be concluded that a majority of the respondents agreed or strongly agreed with being more aware about a company and the products they offered when they engaged in collaborations or paid promotions with food influencers they followed. This indicates that the involvement of food influencers in promoting products and brands has a positive impact on the awareness levels of consumers.

This finding highlights the importance of influencer marketing in the food industry. By strategically partnering with influential figures in the food community, companies can enhance their brand visibility, increase product awareness, and potentially drive sales. However, it is

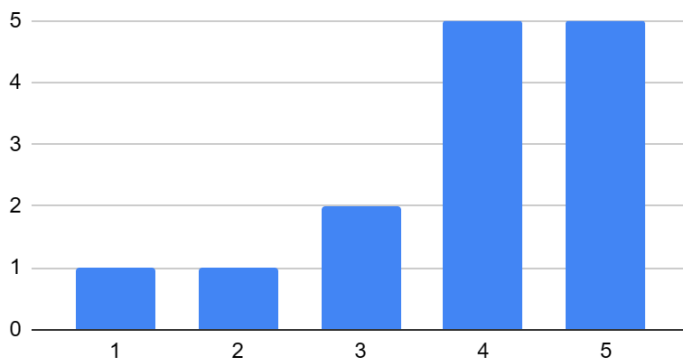
important for companies to choose influencers who align with their brand values and maintain transparency in their collaborations to maintain the trust of their audience.

### Liking

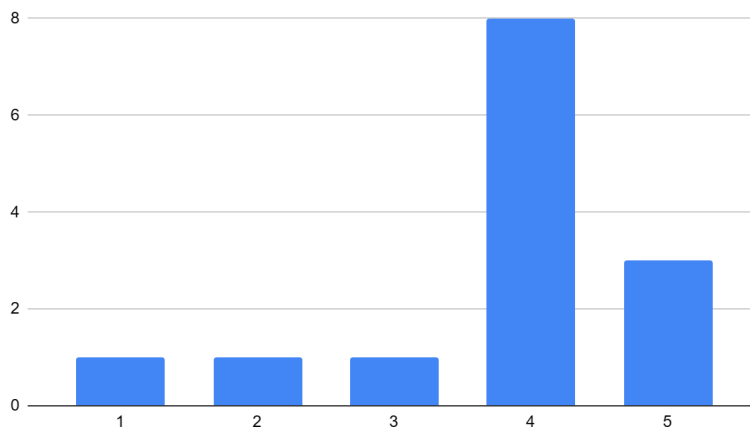
5) I have more liking towards the brands promoted by them



6) I plan to purchase the products/services that are promoted by them



7) I have positive feelings for brands that are promoted by them



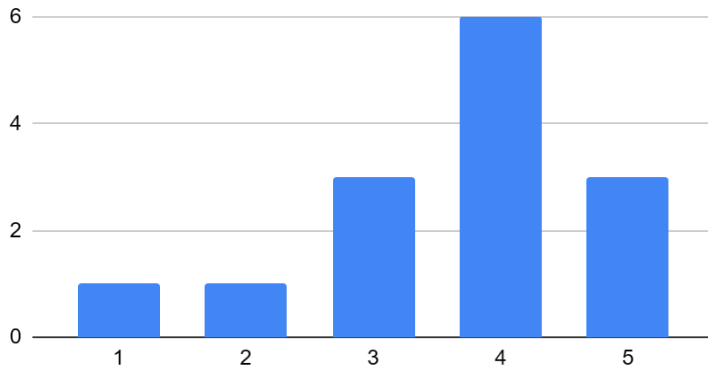
Conclusion: Based on the data provided, it can be concluded that a majority of the respondents agreed and strongly agreed that they had a greater liking towards brands, products, or services that were in collaboration with the food influencers they followed. This suggests that collaborations and paid promotions by food influencers play a significant role in shaping consumer preferences and perceptions.

The positive response from the respondents indicates that they trust and value the recommendations and associations made by the food influencers they follow. This finding highlights the potential impact of influencer marketing strategies in the food industry, as collaborations with popular food influencers can positively influence consumer behavior and increase their liking towards the brand.

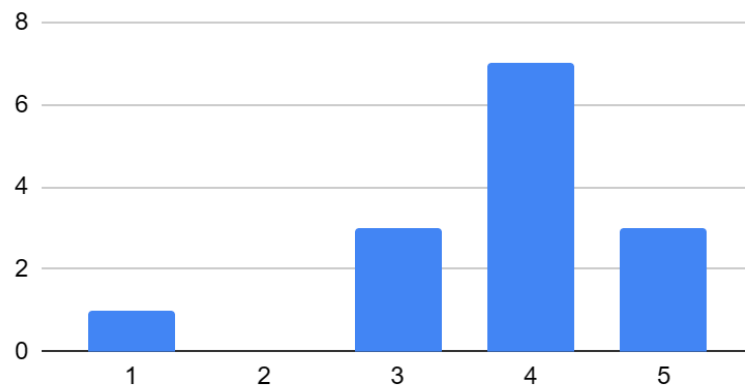
By collaborating with influencers who align with their brand values and target demographic can help Growth Gravy effectively promote a brand's products or services, leading to increased customer engagement, brand loyalty, and ultimately, higher sales.

## Preference

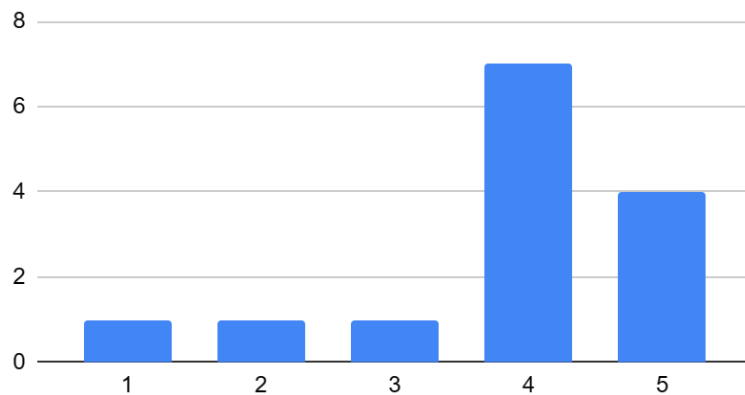
8) Brand collabs associated with them have increased my preference for those products/services



9) Promotions by them improves a company's brand image for me



10) Promotions by them are effective in stimulating my preference for those brands



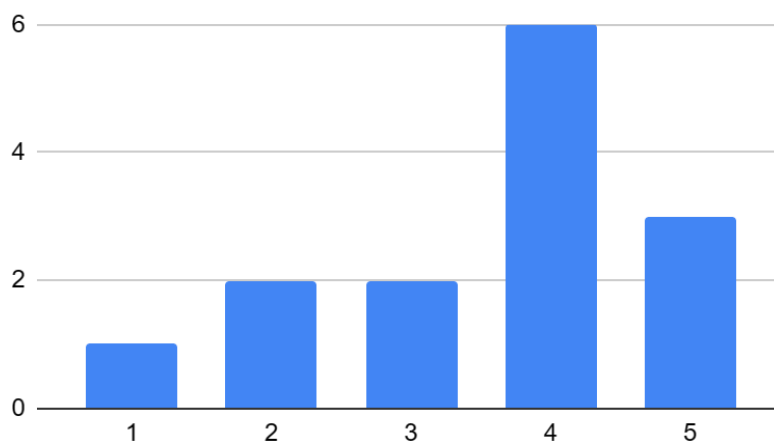
Conclusion: Based on the data above, it can be concluded that a majority of the respondents agreed and strongly agreed that brands collaborating with food influencers they followed had several positive effects. These effects include increasing their preference for the products or services, improving the company's brand image, and effectively stimulating their preference for those brands.

This analysis suggests that influencer collaborations in the food industry have a significant impact on consumer behavior and brand perception. By partnering with food influencers, Growth Gravy can use it on brands to maximize their reach and credibility to enhance their reputation and generate positive associations with their products or services.

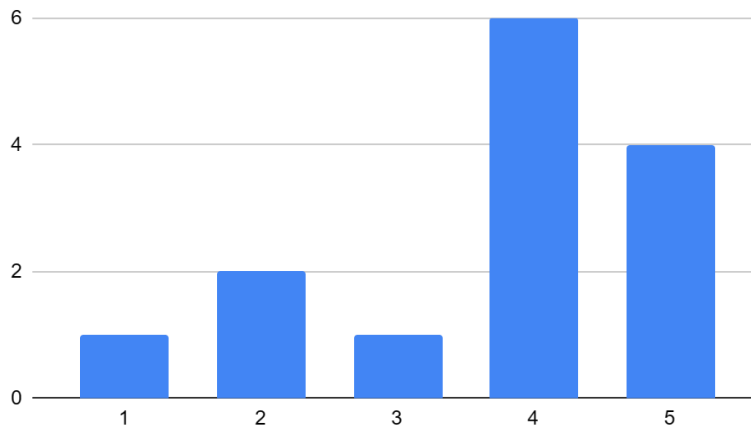
The findings imply that influencer marketing can be an effective strategy for brands looking to engage with their target audience and drive preference for their offerings. By aligning with influencers who resonate with their target market, brands can tap into the influencers' influence and connection with their followers, ultimately leading to increased preference and improved brand image.

#### Intention-to-purchase

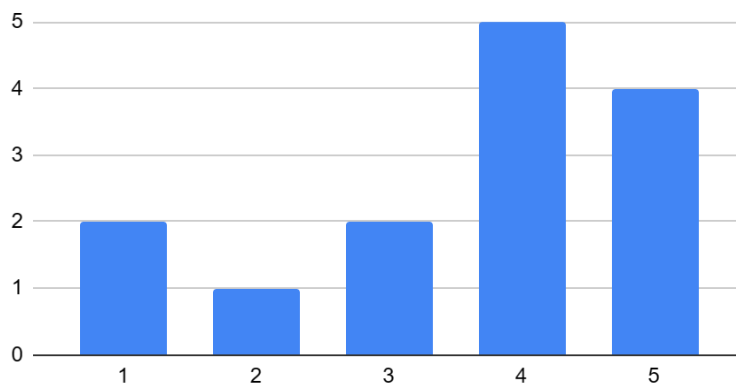
11) I desire to buy products/services that are promoted by them



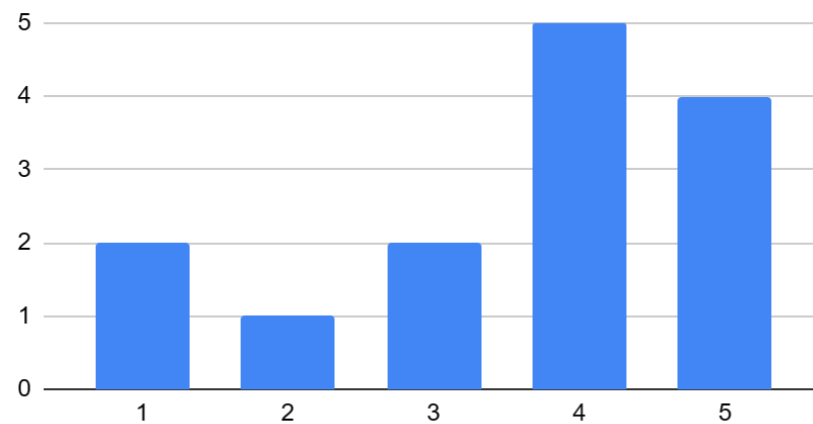
12) Promotions by them have a positive influence on my purchase decisions



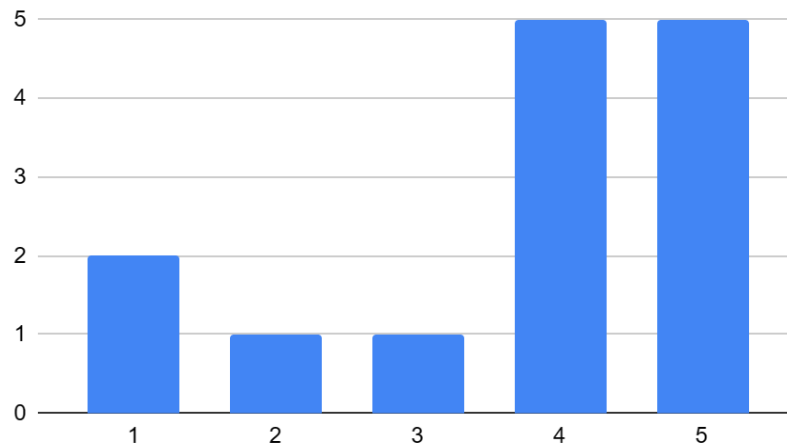
13) I would buy the products/services that are promoted by them if I had the money



14) I am likely to buy some of the products/services that are promoted by them



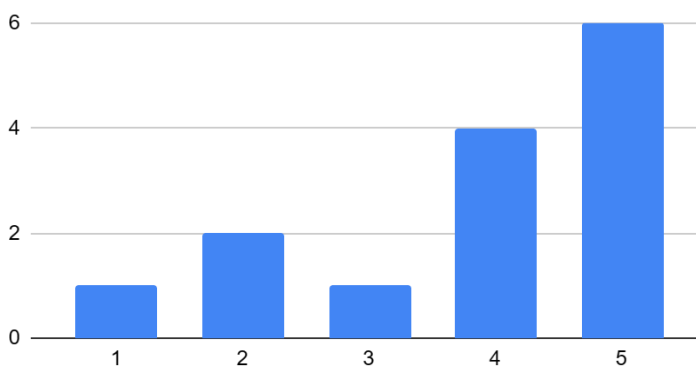
15) I plan to purchase the products/services that are promoted by them



Conclusion: Based on the data provided, the analysis concludes that a majority of the respondents expressed a desire to purchase products that were promoted by the food influencers they followed. Additionally, they reported being positively influenced by these influencers and indicated a likelihood of buying the promoted products or services. This suggests that food influencers have a significant impact on the purchasing decisions of their followers in the specific domain of food-related products.

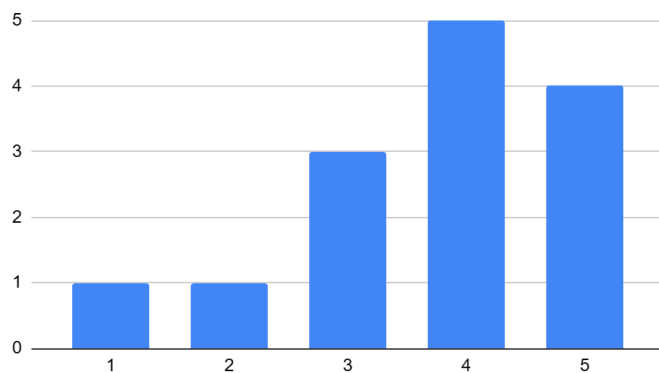
#### Purchase

16) I have purchased/used products/services that they have collaborated with

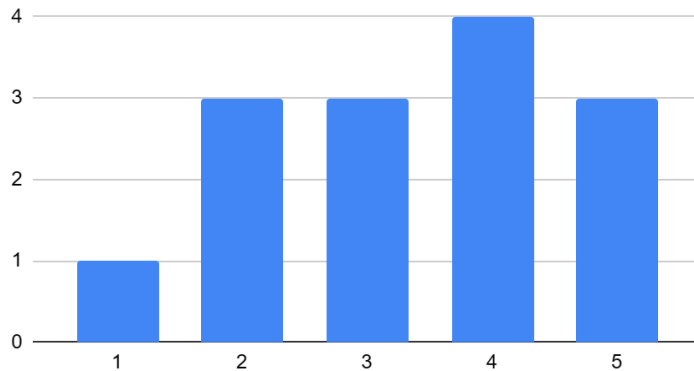




17) Promotions by them help make me loyal to that Brand's products/services



18) Promotions by them affect my buying actions positively



Conclusion: Based on the data provided, the majority of respondents agreed that they have purchased products or services promoted by food influencers they followed. Moreover, they reacted positively to these promotions, which further contributed to building their loyalty to the brand.

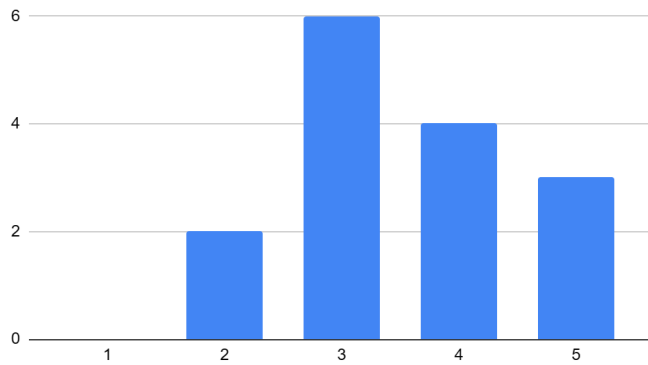
This analysis suggests that food influencers have a significant impact on consumer behavior and brand loyalty in the food industry. The positive reactions from consumers indicate that the recommendations and endorsements made by food influencers carry weight and influence their purchasing decisions. By leveraging the trust and credibility of these influencers, Growth Gravy

can help brands enhance their visibility, attract new customers, and cultivate brand loyalty among existing customers.

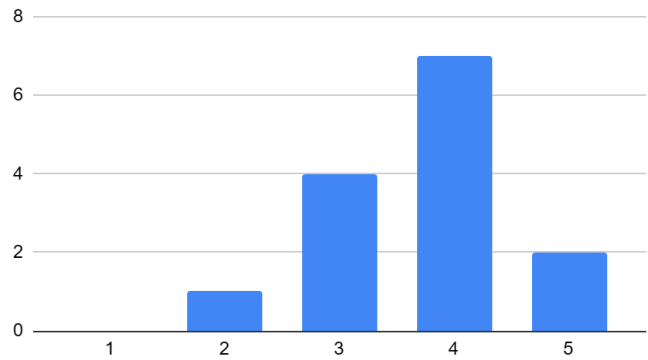
### 8.2.2 Travel

#### Awareness

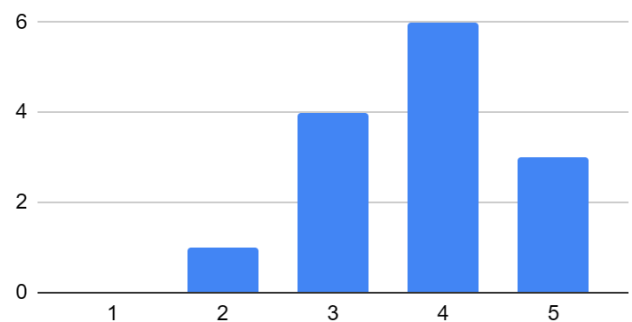
1) Promotions by them alert me to new company offerings



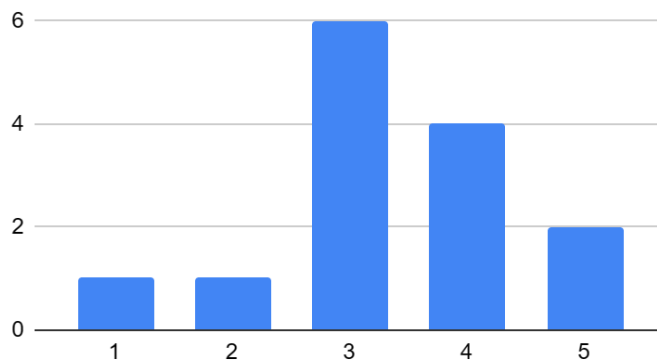
2) Brands that collaborate with them attract my attention



4) I view/click on promoted posts that feature them because their content attracts my attention



5) I can remember brands better that collaborate with them

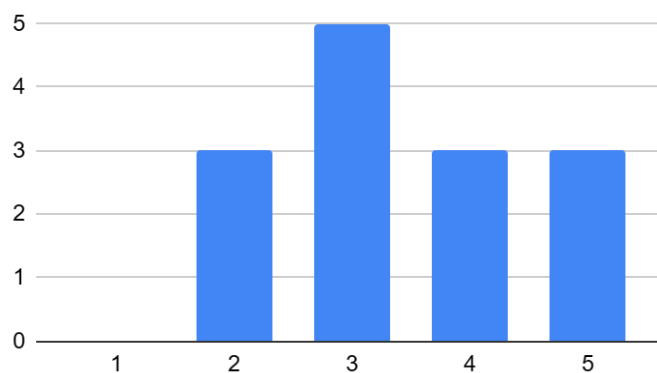


Conclusion: Based on the given statement, it seems that there was a survey or study conducted regarding the impact of travel influencers collaborating with companies and promoting their products. The majority of the respondents agreed or strongly agreed that they became more aware of the company and their products when they saw collaborations or paid promotions with travel influencers they followed.

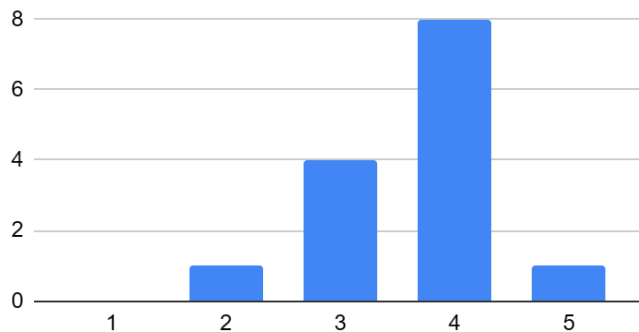
This suggests that travel influencers have a significant impact on the purchasing decisions of their followers. By promoting certain products or brands, they are able to increase awareness and interest in those products among their audience and for the brands.

Liking

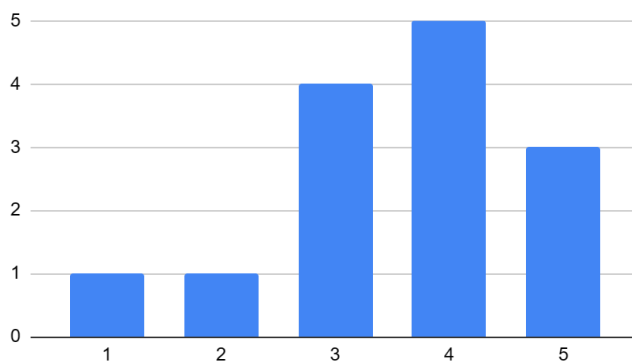
6) I have more liking towards the brands promoted by them



7) I plan to purchase the products/services that are promoted by them



8) I have positive feelings for brands that are promoted by them



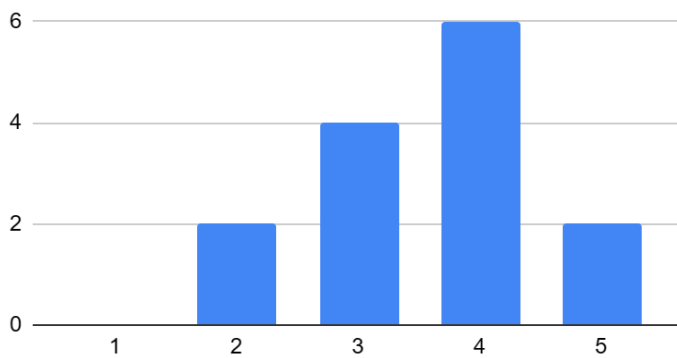
Conclusion: Based on the survey results, it can be concluded that a majority of the respondents had a stronger preference for products or services associated with brands that collaborated or engaged in paid promotions with the travel influencers they followed. The agreement and strong agreement from the respondents indicate a positive correlation between influencer collaborations and consumer preference.

This finding suggests that the influencer's endorsement or association with a brand positively impacts consumer perception and liking towards the brand's offerings. It indicates that the influencer's influence and credibility play a significant role in shaping consumer attitudes and purchase decisions.

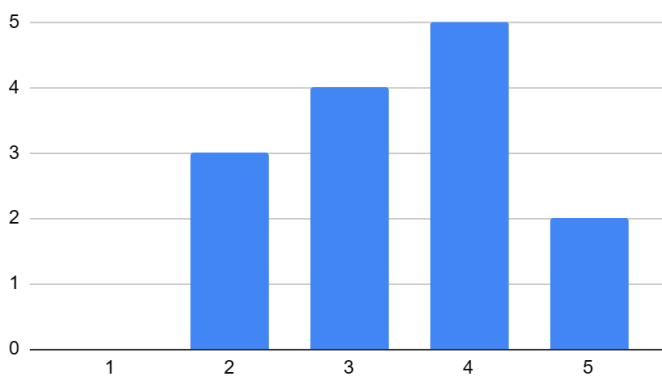
The results highlight the potential effectiveness of influencer marketing strategies, particularly within the travel industry. By leveraging collaborations with popular travel influencers, brands can tap into their followers' affinity and trust for the influencer, thereby increasing the likelihood of consumer engagement and purchase.

#### Preference

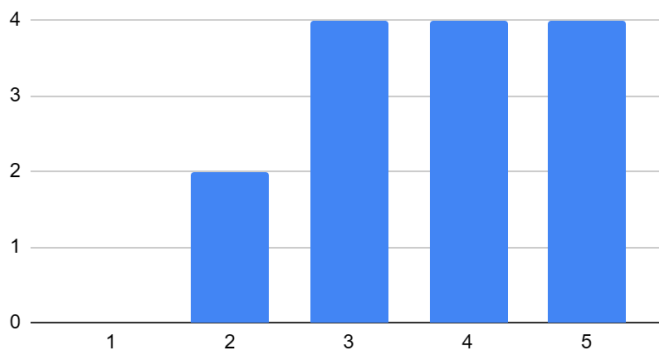
9) Brand collabs associated with them have increased my preference for those products/services



10) Promotions by them improves a company's brand image for me



#### 11) Promotions by them are effective in stimulating my preference for those brands



Conclusion: The above data states that a majority of the respondents agreed or strongly agreed with the idea that when brands collaborate with travel influencers they follow, it has several positive effects. These effects include increasing the respondent's preference for the products or services offered by the brands, improving the brand image of the companies in their eyes, and effectively stimulating their preference for those particular brands.

This analysis suggests that there is a strong relationship between travel influencers and consumer behavior. When brands partner with influencers who specialize in travel content, they can leverage the influencer's audience and influence to positively impact consumer's perceptions and preferences.

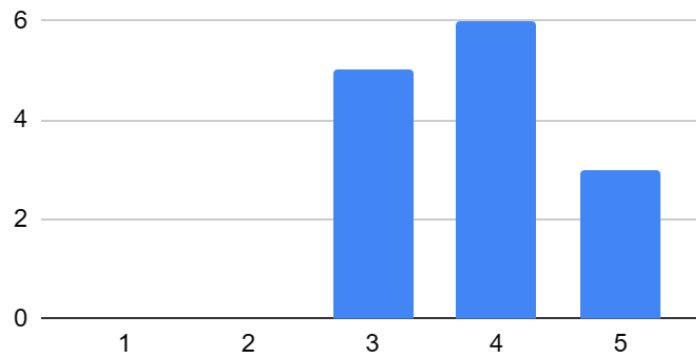
The finding that a majority of the respondents agreed or strongly agreed with this idea indicates an agreement among the survey participants. It suggests that collaborating with travel influencers has gained significant recognition and acceptance among consumers. This finding can be valuable for Growth Gravy while looking to enhance the reputation of the brand's they work with and increase consumer engagement.

By collaborating with travel influencers, Growth Gravy can help brands tap into the influencer's expertise, authenticity, and engaged audience. Travel influencers often have a loyal following

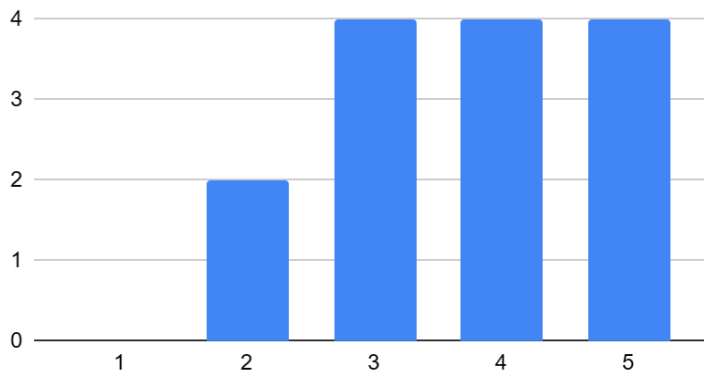
who trust their recommendations and look to them for inspiration and guidance on travel-related topics.

#### Intention-to-purchase

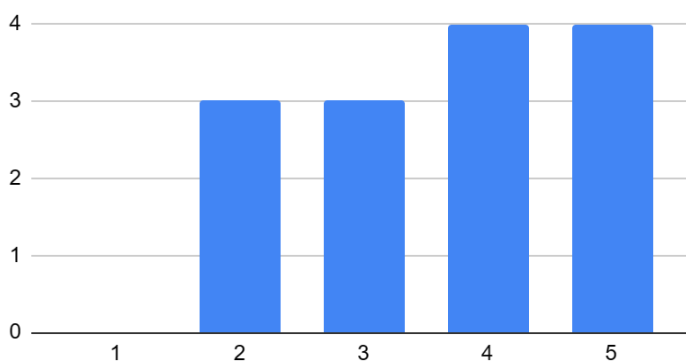
12) I desire to buy products/services that are promoted by them



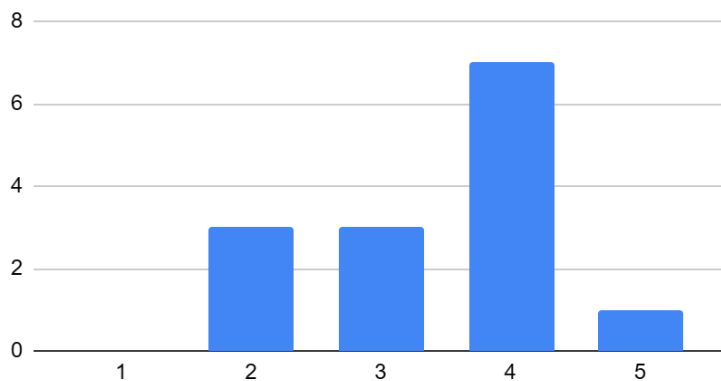
12) Promotions by them have a positive influence on my purchase decisions



14) I am likely to buy some of the products/services that are promoted by them



15) I plan to purchase the products/services that are promoted by them



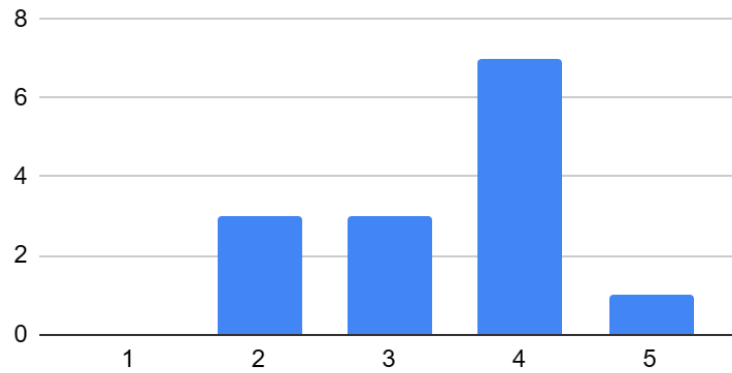
Conclusion: The analysis suggests that a significant portion of the survey participants expressed a strong interest in purchasing products that were endorsed or promoted by travel influencers whom they follow. The respondents reported being positively influenced by these influencers and expressed a desire to acquire the products or services being promoted. Additionally, the majority of participants stated that they were likely to follow through with their plans and actually make a purchase.

This analysis implies that travel influencers hold a considerable amount of sway and persuasive power over their followers' consumer behavior. The respondents' positive sentiments and inclination to buy suggest a level of trust and credibility attributed to these influencers, leading them to have a significant impact on purchasing decisions. The endorsement of products or services by travel influencers appears to carry weight and influence the buying intentions of their followers.

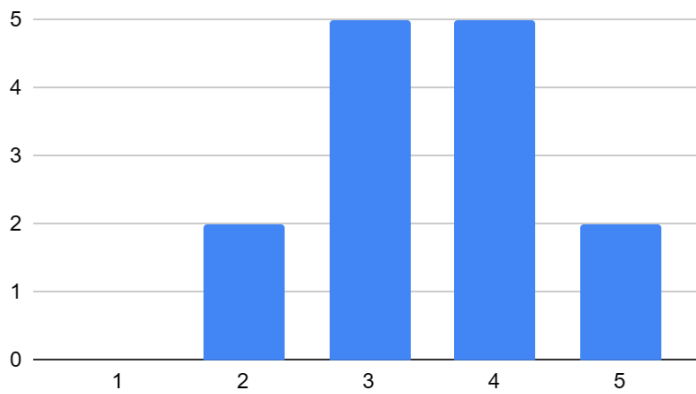


## Purchase

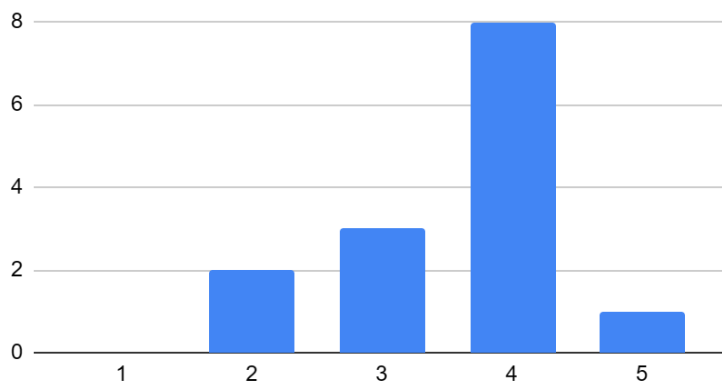
16) I have purchased/used products/services that they have collaborated with



17) Promotions by them affect my buying actions positively



18) Promotions by them help make me loyal to that Brand's products/services



## Conclusion:

- Based on the provided data, the analysis concludes that a majority of the respondents have expressed their agreement in purchasing products or services that were promoted by travel influencers they followed. Furthermore, these promotions had a positive impact on building their loyalty towards the brand. This finding suggests that travel influencers play a significant role in influencing consumer behavior and purchasing decisions within the target audience. By effectively promoting products or services, travel influencers are able to generate a sense of trust and credibility among their followers, leading to increased brand loyalty.
- By recognizing the potential impact of travel influencers in their marketing strategies, Growth Gravy can collaborate with influential travel personalities and can provide access to a highly engaged and receptive audience, thereby enhancing brand visibility and driving sales.

## 9 PROJECT FINDINGS & CONCLUSION

Influencer marketing has become an increasingly popular strategy for businesses to reach their target audience and promote their products or services. Based on the provided data, the key findings can be summarized as follows:

1. Consumer Awareness: The majority of respondents agreed or strongly agreed that collaborations or paid promotions with food and travel influencers increased their awareness about a company and its products. This indicates that influencer marketing has a positive impact on consumer awareness levels.
2. Brand Preference and Likability: A majority of respondents expressed a greater liking towards brands, products, or services that collaborated with the food and travel

influencers they followed. This suggests that influencer collaborations play a significant role in shaping consumer preferences and perceptions, influencing their likability towards the brand.

3. **Positive Effects of Collaborations:** Respondents reported several positive effects of brands collaborating with food and travel influencers, including increased preference for products/services, improved brand image, and effective stimulation of brand preference. This indicates that influencer collaborations have multiple beneficial outcomes for brands.
4. **Purchase Intent and Influence:** Respondents expressed a desire to purchase products promoted by the food and travel influencers they followed. They reported being positively influenced by these influencers and indicated a likelihood of buying the promoted products or services. Food and Travel influencers have a significant impact on the purchasing decisions of their followers in the food and travel industry.
5. **Brand Loyalty:** Respondents stated that they have purchased products or services promoted by food and travel influencers they followed. These promotions contributed to building brand loyalty among the respondents, indicating the influential power of food influencers in cultivating loyalty.

Overall, the findings highlight the importance and effectiveness of influencer marketing in the food and travel industry. Collaborating with these influencers can enhance brand visibility, increase product awareness, shape consumer preferences, influence purchasing decisions, and build brand loyalty. It is crucial for Growth Gravy to choose influencers who align with the brand's values and maintain transparency to maintain trust and credibility with their audience.

## 10 RECOMMENDATIONS TO THE COMPANY

- **Identify Relevant Influencers:** When selecting influencers for collaborations, it's important to consider their relevance to the particular brand's industry and their alignment with Growth Gravy's brand's values. Look for influencers who have a genuine interest in the brand and whose audience matches the target market.
- **Build Authentic Partnerships:** Focus on building authentic and long-term partnerships with influencers. This approach helps to establish trust and credibility with the influencer's audience. Encourage influencers to create genuine and engaging content that showcases the brand's products or services in an organic way.
- **Prioritize Transparency:** Ensure that both the influencers and the brand's Growth Gravy manages maintain transparency throughout the collaboration. Disclose any paid promotions or sponsorships to maintain the trust of the audience.
- **Monitor and Measure Results:** Implement a system to monitor and measure the impact of influencer collaborations. Use metrics such as reach, engagement, website traffic, and sales to evaluate the effectiveness of the campaigns. This data can help optimize future collaborations and guide decision-making.
- **Engage with the Audience:** Actively engage with the audience on social media platforms or through influencer partnerships. Respond to comments, answer questions, and address concerns promptly. This level of engagement shows that brand's value their customers and is dedicated to providing excellent customer service.
- **Diversify Influencer Strategy:** Consider collaborating with a mix of micro-influencers and macro-influencers. Micro-influencers often have highly engaged and niche audiences, while macro-influencers can provide broader reach. Diversifying the influencer strategy allows for a wider reach and access to different audience segments.

- Continuously Adapt and Evolve: Stay updated on emerging trends, shifts in consumer behavior, and new platforms in the various industries. Continuously adapt the influencer marketing strategy to align with the evolving landscape and consumer preferences.

## 11 WORK DONE & LEARNINGS DERIVED DURING THE INTERNSHIP PERIOD

During my internship, I gained valuable experience in content creation and various aspects of digital marketing. One of the key skills I developed was the ability to analyze audience preferences and engagement metrics to perform my content strategy. By carefully studying data on user interactions, I was able to identify trends and patterns that helped me design and tailor content to better resonate with the brand's target audience.

Keyword research played a crucial role in optimizing the content for search engine visibility. I learned how to conduct thorough research to identify relevant keywords and incorporate them strategically into the content.

In addition to creating engaging content, I also learned how to reach out to influencers and build mutually beneficial relationships. I developed skills in identifying influencers who aligned with our brand and values, and successfully collaborated with them to promote our content and products.

Another important aspect of my internship was planning and executing photoshoots. I gained hands-on experience in organizing and coordinating photoshoots to create visually appealing content for our social media platforms and website. This involved preparing moodboards and managing coordinating with photographers and models, and ensuring the smooth execution of

the entire process. To evaluate the success of our social media efforts, I learned how to analyze and interpret social media reports. This involved tracking key metrics such as reach, views, engagement, and using this data to identify areas for improvement and refine the social media campaign strategy.

Lastly, I developed skills in designing creatives that aligned with the brand's identity and effectively communicate the intended message to the respective brand's target audience. By understanding design principles and utilizing relevant tools and software, I created visually appealing and impactful creatives for content plans.

Overall, my internship provided me with a comprehensive understanding of content creation, audience analysis, keyword research, influencer marketing, photoshoot planning, social media reporting, and creative design. These skills have equipped me with the knowledge and expertise to create compelling content and effectively engage with audiences in the digital marketing landscape and build a brand on social media.

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<https://www.semanticscholar.org/paper/Marketing-through-Instagram-influencers%3A-the-impact-Veirman-Caubergher/407271afa64ad92b813b44d743f510f5af31c86d>.
- <https://growthgravy.com/>

## Questionnaire

Dear Participant,

I am Richita Vaz, a Goa Business School, Goa University student interning at Growth Gravy. I’m conducting a survey on The Impact of Influencer Marketing on Consumers Attitudes as a part of my summer internship project. The purpose of this survey is to understand and analyze the effect of instagram influencer marketing category types on consumer attitudes.

By participating in this survey, you will help me gain insights on whether or not consumer attitudes are affected by Instagram influencer marketing and also analyze if the different influencer categories play any role in influencing consumer attitudes.

Disclaimer:

- Eligibility: You need to be an active Instagram user for a minimum of 1 year
- Your responses will remain 100% confidential

Thank you!

Age

- ☐ 18–25
- ☐ 26–35
- ☐ 36–45
- ☐ 46–55
- ☐ 55 and above

Gender

- ☐ Female
- ☐ Male
- ☐ Prefer not to answer

How long have you been a social media user

- ☐ Less than 1 year
- ☐ More than 1 year



Have you been following any influencer for at least a year?

☐ Yes

☐ No

If yes, please choose the influencer category from the list below?

☐ Food

☐ Travel

☐ Artist

☐ Fitness

☐ Fashion

Please rate your level of agreement with the following statement on a scale of 1 to 5, with 1 being strongly disagree and 5 being strongly agree.

#### AWARENESS

1. Promotions by them alerts me to new company offerings

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

2. Collaborations by them attract my attention to certain brands

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

3. I view/click on posts featured by them because their content attracts my attention

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

4. I can remember several promotions better than I see by them

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

LIKING

5. Promotions by them have made me like the brands more

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

6. Collaborations by them have a positive influence on me liking the advertised products/services

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

7. I have positive feelings for brands that are promoted by them

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

#### PREFERENCE

8. Brand collaborations by them have increased my preference for specific products

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

9. Promotions by them improves a company's brand image for me

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

10. Promotions by them are effective in stimulating my preference in brands

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

#### INTENTION-TO-PURCHASE

11. I desire to buy products/services that are promoted by them

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

12. Promotions by them have a positive influence on my purchase decisions

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

13. I would buy the products/services that are promoted by them if I had the money

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

14. I am likely to buy some of the products/services that are promoted by them

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

15. I plan to purchase the products/services that are advertised by them

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

## PURCHASE

16. I have purchased/used products/services that are advertised them

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

17. Promotions by them affect my buying actions positively

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5

18. Promotions by them help make me loyal to that Brand's products/services

☐ 1

☐ 2

☐ 3

☐ 4

☐ 5