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# Influencer Marketing: Social-media-Influencer On Shopper stress Deviation and Purchase Intention

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**Abstract:** The purpose of the study is to analyse the social media influencer influence on the shopper stress deviation and purchase intention. As the use of the social media there is abundant of data available in those consumers are communicated with lots of unwanted or substitute products. We are trying to analyse the influencer can deviate the users stress and create purchase intention in social media platforms. The social media influencer endorsed products the communication should be easy to understand, and the message content should be valid as users communicate with brand happens through the posts of the influencer and it will lead to the consumer brand engagement and at the same time marketers are able to reduce the cost of promoting as the influencer marketing will create wom and creates interaction with the consumers. This study is empirical in nature and the influencer and purchase intention studies are hand in hand in the social media context.

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## 1.Introduction:

Shopping online has been increased since from the past decades by the increase of internet and the use of user friendly apps and these online shopping has been more crowded with the frequent substitutes and the environment has been more stressful compared to the retail environment and the same time online shopping has been lead to increase the customer satisfaction, willing to participate, intendency to purchase (Agnihotri et al., 2015; Aksoy et al., 2013; Al Karim, 2013; BILGILI & OZKUL, 2015; Dwivedi, 2015; Gündüz & Gündüz, 2020; Hong et al., 2016; Schumm et al., 1986; Veasna et al., 2013). Influencers in the social media can create customer satisfaction by creating a user manual to guide them in the social media platform, these influencers are treated as the celebrities in the social media platforms as they create their own online image through continuous engagement to increase their followers by grabbing attention. And currently at least 5000 messages are transferred per second in the social media platform. and 90% of the messages are from the influencer posts and these brands are communicating their message through the influencer (Akhal, 2019) in the form of paid endorsements as recommendation from the influencer through the online review.

As the previous studies indicates that social media as a source to deviate stress (Adnan, 2019; Boursier et al., 2020; Franco & Carrier, 2020; Fu et al., 2020) and by using it creating an interaction between the social media influencer and stress and purchase intention. As per the previous studies states that social media marketing techniques has significant influence on the consumer purchase intention (Adnan, 2019; Arora et al., 2019; Aydin, 2019; Chatzigeorgiou, 2017; Ilich & Hardey, 2020; Jin et al., 2019; Ki & Kim, 2019; Sokolova & Kefi, 2020; Xu, 2014). Previous studies on the social media use will increase acculturation related information will relieve the stress and anxiety copping up in the users and there is no research on the influencer impact on the shopper stress deviation to purchase intention.

Our main aim is to analyse the significant impact of social media influencer on purchase intention and shopper stress by taking influencer post as the stimulus to gather data through the social media platform (Chatterjee, 2020). In our study we will also analyse the parallel mediation effect on the model we proposed by applying structural equation modelling (SEM) and the main objective of the study is to 1. To study the impact of social media influencer on the shopper stress deviation and 2. To examine the influencer impact on the purchase intention of the consumers while examining the shopper stress along with the purchase intention. Data were collected via survey through the social media by convenience sampling.

## 2. Literature review

### 2.1 Influencer Marketing and Social media Influencer

The phenomenon of Influencer marketing was first stated by Andrew Garrod Bosworth, San Mateo, CA (US); Michael Patrick Murphy, Palo Alto, (2011); Bakshy, Hofman, et al., (2011); Bakshy, Mason, et al., (2011); Deirdre & Volinsky, (2008); Neystadt et al., (2011) that influencers are key participants in the influencer marketing and bridge between brand to consumers in digital platforms, as they create word-of-mouth diffusion in the by manipulating the public opinions by their personal attributes like credibility, expertise and networking attributes (Bakshy, Mason, et al., 2011) and the study Stubb & Nyström, (2019) signifies that Influencer credibility has significant command on the consumer brand attitude by justifying the post as the sponsored content to the audience gain popularity and results in more credibility of the influencer. The rise of influencers in the social media platform termed as the demotic turn (Susie Khamisa, Lawrence Angb, 2017) by the narrative structure and steady fashion by their own autonomous authored brand they rise their fame in the social media platforms (Neystadt et al., 2011), the most common platforms for these influencers are Facebook, YouTube, Twitter and Instagram and they are also termed as the legacy media by their increasing popularity in the young generations. (Lou et al., 2019) this study investigates the role of Influencers in the relation between the consumer engagement and brand promoted ads as the influencer promoted ads are perceived with a less negative sentiment as the consumers are engaged with the Influencers the brand message directly delivered to the viewers in a positive manner and at the same influencer promoted ads gain positive comments from his followers. O'Meara, (2019) as the study suggests that Influencer is an engagement pod and is termed as the grass root for the communities in the social media platforms as he is a mediator that helps in the generation of likes and comments in the social media platform. Influencer marketing uses the influencers in the social media to interact with the consumers in a fast track medium to increase in-flow traffic to the brand pages by reach a large audience in an instance (Bashari & Fazl-ersi, 2020). Hughes et al., (2019) study signify the influencer's endorsements in the social media platform as the trail campaigns shows insignificant relation to the consumer attitude and brand engagement with the

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influencers as the interactive campaigns will work more effectively (S. Park et al., 2019), the number of followers of the influencer will also effect the campaign on the consumer's (influencer followers) the hedonic values, campaigns and interactions will create engagement (Dwivedi et al., 2016) in the social media platforms

Fig: 1
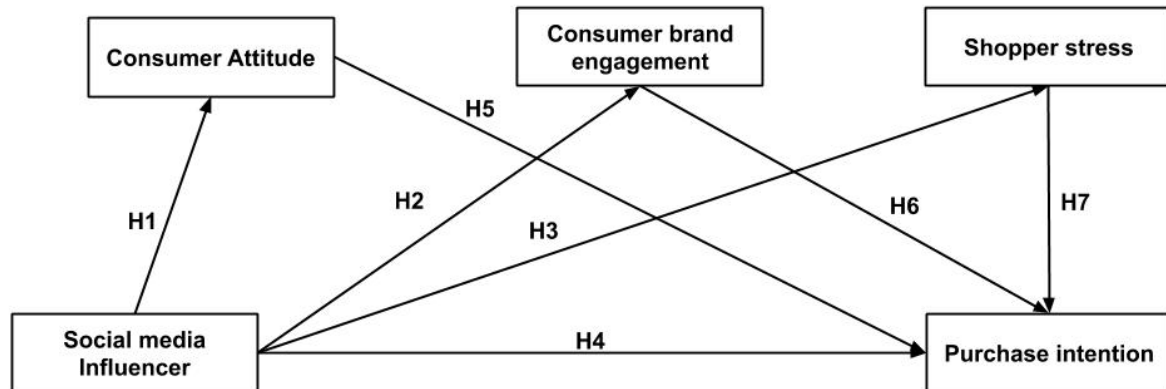


## 2.2 Identifying knowledge gaps, research contributions.

### 2.2.1 consumer attitude

In marketing product placement and performance is implemented by endorsement as it plays a significant role to build a reputation, by the recent studies influencers are compiled in the brand's endorsements and consumers perceived them as a valid source of information (Abzari et al., 2014) consumer attitude shows a parallel relation between the consumer brand engagement and purchase intention as the study (Lim et al., 2017) influencer has a significant impact on the consumer attitudes and purchase intention. Consumer attitude plays a major role in the marketing dimensions as the consumer attitude towards a product waiver on the bases of the price substation effect and other brand endorsers (Khandelwal & Bajpai, 2013). Park & Lin, (2019) study shows that internet celebrities can influence consumer attitudes towards buying products as the consumer attitude towards the content of the influencers has positive relation as the content is interactive towards the brands by this the attitude of the consumers due to changes in the perception of the consumers. The consumer preference to buy a product (Camilleri, 2017)will be considered on the base of the brand endorsement, advertisements and attitudes towards the brands to adopt a brand (Orlov & Kallbekken, 2019) as the consumer attitude and personal norms have a significant impact on the adoption. Liao & Cheung, (2002) consumer willingness to adopt a brand based on the aspects of consumer attitude, involvement as they will perceive the information of the brand, attitudes of consumer imply (Sagoo & Khalfan, 2017) to buy a product based on the brand's past performance. Influencer message credibility has shown a positive relation towards the consumer attitude in the previous study (Wu & Wang, 2011) as it is the continuous loathing tendency of consumers towards a certain brand and the evaluations of the brands are also made on the bases of

the attitudes of the consumer. Guritno & Siringoringo, (2013) consumer attitudes have been analysed with perceived ease of use, usefulness and trust which as show positive relation for the online shopping as the consumer attitude towards the use of online shopping modified by using the ease of use, usefulness and trust variables.

### 2.2.2 Consumer stress and sustainable marketing practices

The study Dyck & Manchanda, (2021) stated as the marketing practises are evolved at an unexpected rate flexible to the consumers, and the sustainability in market is achieved by concentrating more on the consumers by making possible relationships to reduce stress on the consumers. The consumers in the social media platforms are stressed by the decisions need to buy a product from the social media platform and departmental stores as the most the products that are available are more identical with an unfriendly environment to make decisions (Al Karim, 2013; Aylott & Mitchell, 1998), however consumers behaviour in social environment can be polished through the credible resource to help them to make decisions through the interaction of the Influencers with the consumers it is moderately arguable to provide a sustainable environment to make decisions and the consumer relation is more helpful to the organisation and brand to promote in the virtual space (Lubowiecki-Vikuk et al., 2021). The stress in the social media platforms is due to the volatility of the available necessities, consumer attitude and behaviour (Lubowiecki-Vikuk et al., 2021; Singh & Pathak, 2020). These things finally impact on the behaviour of the consumer on their mental health and wellbeing and on the sense of happiness and the studies reflect that through the sustainable marketing practises it will impact on the hedonic factors of the consumer experience of happiness and quality of life (Chung, 2020; Lubowiecki-Vikuk et al., 2021; Tsai et al., 2020). And the decisions of the social media users are intervened with the natural environment will impact on the surrounding factors by the poor decisions made by the unsatisfied consumer and the social media Influencer provide information of the products in the social media platforms (Ruby et al., 2020). By the availability of the surplus the consumer face stress while shopping with "what and what not" we termed it as the shopper stress .and Torres, (2014) the study address the impact on the sustainable marketing practises impact on the society to provide a clean environmental friendly supply of products through the online purchases the amount of the stress consumers are and there is an huge impact on the supply chain and it showing an huge impact on the carbon foot print,  by the utilisation of the social capital study determined that there is an huge change in the product supply chain (Torres, 2014). The study Zhang & Watson IV, (2020) and stated that by adopting the traditional actors to deliver message to consumer to maintain sustainable advantage on the ecosystem by applying board thinking, humble and agile approach to capture the future markets by specifically targeting the niche markets by the use of influencers.

### 2.2.3 Consumer brand engagement

The consumer brand engagement was introduced by Brodie et al., (2011) as refer to the consumer interaction with the brands by the perspective of service domain and goods-domain as the study broader aspects are to understand the relational aspects of the consumer behaviour in online platforms are either centred on the customers or either stakeholder's interactive experience taking place in complex, co-creative environments, the study stages the consumers actively engage with brands in the social media platforms. The further study Hollebeek et al., (2016) went step further analysed through the existing literature review stated the customer engagement in online platforms has been modified into consumer brand engagement through the consumer involvement, participation and self-expressive differential effects on the consumer brand engagement, while cognitive affection, processing, activation and brand loyalty acts as dimensions. The brand attributes effects the consumer brand engagement while the

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endorsers play a major role for the brand engagement in the online platforms (Malik & Sudhakar, 2014), the study (Dessart et al., 2015) related the brand community size with consumer brand engagement with brand loyalty, as the consumers participate in brand communities engage with both brand and focal agent as well as analysing the previous works of Brodie et al., (2011), Hollebeek et al., (2014), and the study states that consumer loyalty to the brand engagement has a significant relation (Subbaraj & Venkatraman, 2018). The engagement occurs with advertisement medium as the content associated with the advertisement will drive consumers to engage with brands the study (J. E. Kim et al., 2016) identifies that two types of engagements have been observed concerning online media (personal) and socially interactive, the engagement is the source for the brands to actively participate with the online conversations, the terms engagement and involvement differ as the engagement meant personal attachment with the brands an active relationship, while involvement as individual interest in a product category as the study states that luxury brand marketing communication plays an actively dependent on the consumer engagement and consumer engagement with brands with valid content and interactive ads provided by the brands. France et al., (2016) the study states that consumer brand engagement has emerged into influential marketing, as the author developed a conceptual model for the consumer brand, While the brand quality has a strong impact on the marketing activities, the concept of brand interaction is more relevant to the engagement domain, communication to inform customers to relate them with the brand as to commence drive perception of brand willingness and desire for integration (France et al., 2016) and (Argyris et al., 2020; Arora et al., 2019; Backaler, 2018; Byrne et al., 2017; Chatzigeorgiou, 2017; Deirdre & Volinsky, 2008; Dhanesh & Duthler, 2019; Emerald, 2018; Freberg Karen, Graham Kristin, McGaughey Karen, 2011; Himelboim & Golan, 2019; Kiss & Bichler, 2008; Martensen et al., 2018; Martínez-López et al., 2020; Navarro et al., 2020; Ranga & Sharma, 2014; Scheer & Stern, 1992; Stoldt et al., 2019; Trivedi & Sama, 2020; Uzunoğlu & Misci Kip, 2014; Wiedmann et al., 2010; Woods, 2016) as the consumer brand engagement involved there will be significant relation between the users and brands (Ki & Kim, 2019). The influencers in the social media platform drive significant relation when the consumers are actively participating in the influencer podcasts will conceptualise the relation where the influence interactive message will direct them to the brand pages (Recuero et al., 2019). The consumer brand engagement has been viewed through the psychological aspects till now by many authors (Dwivedi et al., 2016) as the consumer brand engagement study will define the consumer behaviour in the social media platforms using the consumer data to identify the consumer willingness to pay and frame brand engagement (Gómez et al., 2019) in the social media platforms. The actual brand engagement offers the potential markets stake hold as it predicts consumer actions involvement (Gómez et al., 2019), and advocacy (Sashi et al., 2019) of a consumer on brands, the brand engagement to the purchase intention has been studied by many authors stated the high consumer engaged brands have highly likeable to being purchased in the market place (Jiménez-Castillo & Sánchez-Fernández, 2019).

### 2.2.4 *Shopper stress*

The research on shopping has been going concerned since from the last three decades as the market increase the consumer purchase power has also increased drastically, as shopping which often characterised as the task-related or rational decision to acquire acquisition mission as accomplished (Arnold & Reynolds, 2003), the stress related to shopping has been first analysed by the Aylott & Mitchell, (1998) on retail markets in great Britain on household expenditure, as the study suggested that household shopping is more often associated with stress as the availability of multiple options will lead to the invariable decision related to positive stress as the literature review of the study states that availability of multiple products (Tansakul et al., 2018) will often vary in making poor decisions as the respondents of the study stated that shoppers reported positive stressor, the implies that measure the stress on the individual difference to perceive distress as women better cope then men with the distress

of grocery. The empirical study states the consumer buy as a diversion to release stress Hama, (2001) as the study state that women buy more often than men as to cope with stress as the elements of effective acquisition of the product and expenditure, results stated that women felt stress while purchase due to availability of frequent substitute and the women who spend less on shopping are less stressed to compared to that of the high expenditure. The topology of McGuire's 1974 the 16 fundamentals of the human motivation suggesting that shopping behaviour arises for three fundamental reasons to acquire, to satisfy non-product-related needs, and the fundamental of shopping has been further diversified into seven dimensions in the study (Arnold & Reynolds, 2003). The study Baker & Wakefield, (2012) focuses on the conceptual framework development relating the shopping intimacy with stress to patronage intention while mediating them with perceived crowding showing a significant relationship as the consumers are often felt stress while shopping as the perceived crowding may exhibit either or both utilitarian and hedonic characteristics during shopping, while making decisions to purchase the consumer often felt stress as the availability of the product through online the decision to purchase and to make a purchase based on the brand attributes (Al Karim, 2013). Albrecht et al., (2017) state that research on shopping stress was defined as a "particular relationship between the person and the environment that is appraised by the person or exceeding his or her resources (Koźlak, 2020; Tindowen & Bagalayos, 2018; Valek, 2017) and endangering his or her well-being", the situations that trigger stress on the bases of beliefs and thoughts of the person about the situation and the stress of the individual experience will relate to having negative implications (Lucia-Palacios et al., 2018) and leading them on the brand incongruency (Adnan, 2019) and stress theories further suggest that stress makes a person initiate coping (Fernandes et al., 2020). Consumer research has suggested that stress will influence on the purchase intention and it will reduce the mental stress on the consumers when the consumers are engaged with the Influencers and the consumers that are engaged with the influencers has shown significant relation towards the purchase intention (Dhanesh & Duthler, 2019).

### 2.3 Conceptual model and hypotheses

On the bases of the literature review, we developed a conceptual model by representing the Semi's as independent variable and purchase intention as a dependent variable. Here in this study, we will measure the social media influencer significant impact on the purchase intention by using the consumer attitude, consumer brand engagement and shopper stress as mediating variable to analyse the relation in between social media influencer and purchase intention of the social media users.

H1: SMI's credibility is positively related to consumer attitude (ca)

The study Abzari et al., (2014) suggest that social media influencers can manipulate the consumer attitude and the study has shown the positive relationship along with comparing them with the relative two media types to analyse on the purchase intention of social media users, the attitude of the consumers are more specific and dynamic (Stolz et al., 2011).

H2: SMI's credibility is positively related to consumer brand engagement (cab)

The consumer brand engagement in social media platforms is reflected on the brand pages if the message is delivered to the users through a reliable medium and the response from them will be shown in the form of liking or disliking the post while expressing (Valek, 2017) the feelings in the form of comments, the study (Aydin, 2019) has analysed the influencer and consumer brand engagement in the social media platform has shown significant relation by using the post vividness and content of the influencer (Dessart et al., 2015).

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H3: SMI's credibility is positively related to shopper stress (sa)

The previous studies have shown that users stress may be relieved by either shopping (Adnan, 2019; Albrecht et al., 2017; Arnold & Reynolds, 2003; Aylott & Mitchell, 1998; Baker & Wakefield, 2012; Fernandes et al., 2020; Hama, 2001; McKimmie et al., 2020) or through the time spent on social media (Fernandes et al., 2020; Franco & Carrier, 2020; Fu et al., 2020; Hayes et al., 2020; Hsu & Lin, 2020; Lucia-Palacios et al., 2018; McKimmie et al., 2020; Rasmussen et al., 2020; Stockdale & Coyne, 2020; Wong et al., 2020) but none the fewer studies didn't mention the social media influencer significant impact on relieving shopper stress and studies suggested that social media as a significant stress reducer (Adnan, 2019; Franco & Carrier, 2020; Fu et al., 2020; Gündüz & Gündüz, 2020).

H4: SMI's credibility is positively related to purchase intention (pi).

The social media influencer has been mentioning as the celebrity endorsement and acts as brand endorsers in the social media platform to create argue and manipulate the psychological constraints of the social media users, as the influencer has a significant impact on the purchase intention of consumers (Arora et al., 2019; Chatzigeorgiou, 2017; Dhanesh & Duthler, 2019; Jin et al., 2019; Ki & Kim, 2019; Lăzăroiu et al., 2020; Lim et al., 2017; Lou & Kim, 2019; Prentice et al., 2019; Sanny et al., 2020; Sokolova & Kefi, 2020; Stubb & Nyström, 2019; Trivedi & Sama, 2020) as these studies analyses the influencer to purchase intention by using attitude, trust and awareness and content related and post vividness as mediating variables.

H5: consumer attitude is positively related to consumer brand engagement.

H6: consumer brand engagement is positively related to shopper stress.

H7: shopper stress is positively related to purchase intention.

In this construct model each variables influence each other or not by a cue which often calculated as parallel predictor, in this study we are trying to implement the parallel mediation (Kane & Ashbaugh, 2017; Lefringhausen et al., 2020; Nivedhitha & Manzoor, 2020; Ul Haq et al., 2020) to analyse the relation in between the social media influencer and purchase intention by using the variables shopper stress, consumer brand engagement and consumer attitude, in previous studies multiple parallel mediation are applied and analysed (Ul Haq et al., 2020), from the literature review we are applying these three hypothesis to study the parallel mediation.

H8: social media influencer to purchase intention is positively mediated by shopper stress.

H9: social media influencer to purchase intention is positively mediated by consumer brand engagement.

H10: social media influencer to purchase intention is positively mediated by consumer attitude.

### 3. Methodology

As we are working on the social media Influencer influence on purchase intention, we distributed questionnaires to the social media users who are actively participating in the social media and we selected an influencer with more than 3 three followers and attached his posts to the survey distributed it among his followers, as the Influencer is an tech savage with his recent post we collected the questionnaire. The questionnaire was anonymous, and we asked participants about their demographics we asked them to fill the questionnaire with the influencer in mind. For this study the researcher observed the social media Influencers for over more than a month in all the social media platforms and choose the posts where the brands are endorsed or promoted, and influencer promoted ads. The

researcher excluded self-endorsed brands, brand featured in-house models, brand fan interaction or giveaways were excluded. For the study we applied non-probability sampling method convenience sampling as the previous studies applied same method for data collection in social media survey (Abzari et al., 2014; Al Karim, 2013; Hanaysha, 2016; Kivunja, 2015; Lin & Ching Yuh, 2010; Thakur, 2016; Warner-Søderholm et al., 2018).

## 4. Analysis and Results

Based on SEM (structural equational Modelling) by using PLS (partial least square) method-based path analysis was applied to the data. By applying various steps such as outer and inner model evaluation models were applied for this technique of PLS-SEM (Leguina, 2015) as the outer model construct consists of reliability and validity of the construct. The reliability values of both composite reliability and Cronbach alfa is more than 0.7 and the validity of construct through the AVE (average variance extracted) is more than 0.5 as shown in the table: 1, hence both the reliability and validity of all the constructs are established (Fornell & Larcker, 1981).

Table:1 estimates of the measurement model.

| Construct | Item | Outer loading | AVE | CR | Cronbach's alpha | rho_A |
|---|---|---|---|---|---|---|
| consumer attitude | ca1 | 0.878 | 0.845 | 0.942 | 0.908 | 0.909 |
| | ca2 | 0.932 | | | | |
| | ca3 | 0.947 | | | | |
| Purchase intention | pi1 | 0.871 | 0.828 | 0.95 | 0.93 | 0.939 |
| | pi2 | 0.954 | | | | |
| | pi3 | 0.949 | | | | |
| | pi4 | 0.862 | | | | |
| consumer brand engagement | cab1 | 0.89 | 0.848 | 0.943 | 0.91 | 0.914 |
| | cab2 | 0.935 | | | | |
| | cab3 | 0.936 | | | | |
| shopper stress | sa1 | 0.872 | 0.761 | 0.905 | 0.843 | 0.846 |
| | sa2 | 0.877 | | | | |
| | sa3 | 0.867 | | | | |
| social media influencer | smi1 | 0.878 | 0.763 | 0.942 | 0.922 | 0.934 |
| | smi2 | 0.823 | | | | |
| | smi3 | 0.837 | | | | |
| | smi4 | 0.88 | | | | |
| | smi5 | 0.945 | | | | |

*Discriminant Validity*

The average variances extracted from the analysis we adopted (Ul Haq et al., 2020) and Heterotrait-Monotrait (HTMT) (Chuah et al., 2020; Henseler et al., 2014; Nayal et al., 2021) by comparing the square roots of AVE in diagonal with correlation coefficients for the each constructs in relevant rows
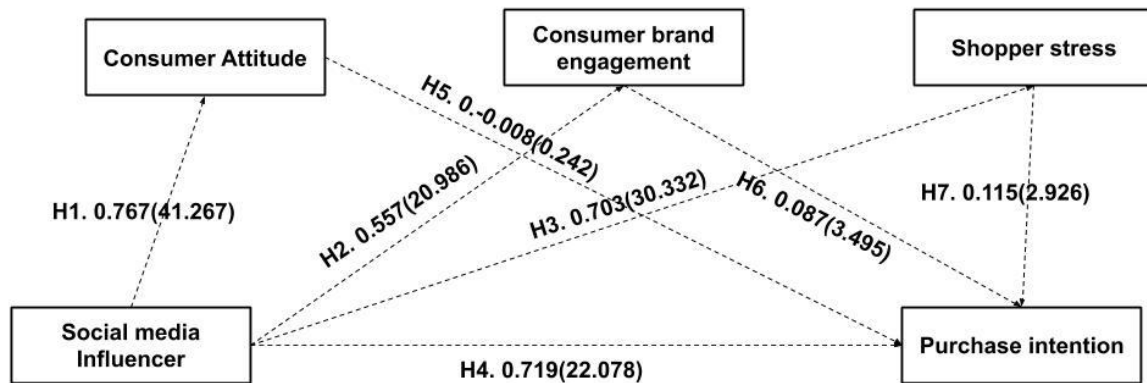
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and columns to assess the discriminant validity, HTMT results the construct value found  below the threshold value of 0.9.

Table: 3

| Heterotrait Monotrait (HTMT) | | | | | |
|---|---|---|---|---|---|
|  | CA | CAB | PI | SA | SMI |
| CA |  |  |  |  |  |
| CAB | 0.598 |  |  |  |  |
| PI | 0.704 | 0.587 |  |  |  |
| SA | 0.582 | 0.593 | 0.745 |  |  |
| SMI | 0.824 | 0.591 | 0.802 | 0.789 |  |

*Assessment of the structural model*

*Fig: 2*



In the study the constructs coefficient of determination $R^2$ value to access the models predictive capability, as the model has higher value than that of 0.42, except consumer brand engagement shows less than the 0.42 and the endogenous construct of model values are as follows consumer attitude (0.588), consumer brand engagement (0.311), purchase intention (0.724) and shopper stress (0.495) as the value of $R^2$ value greater the model's explanatory power is (Sarstedt et al., 2019) and the predictive relevance to evaluate $Q^2$ value are larger than 0, indicating the model's predictive relevance and validity as shown in table: 5. We applied bootstrapping procedure with 5000 subsamples to test the significance levels to hypothesized mediated and main effects as discussed below. In the study we applied mediation analysis to analyse the data with 95% bias-corrected interval of the indirect effects were used for the classification of mediation analysis through bootstrapping.

Table: 4; results of reflective higher order constructs.

| Construct | items | Reflective | outer loadings | AVE | CR |
|---|---|---|---|---|---|

| consumer attitude | ca1 | Reflective | 0.878 | 0.845 | 0.942 |
|---|---|---|---|---|---|
| | ca2 | | 0.932 | | |
| | ca3 | | 0.947 | | |
| Purchase intention | pi1 | Reflective | 0.871 | 0.848 | 0.943 |
| | pi2 | | 0.954 | | |
| | pi3 | | 0.949 | | |
| | pi4 | | 0.862 | | |
| consumer brand engagement | cab1 | Reflective | 0.89 | 0.828 | 0.95 |
| | cab2 | | 0.935 | | |
| | cab3 | | 0.936 | | |
| shopper stress | sa1 | Reflective | 0.872 | 0.761 | 0.905 |
| | sa2 | | 0.877 | | |
| | sa3 | | 0.867 | | |
| social media Influencer | smi1 | Reflective | 0.878 | 0.763 | 0.942 |
| | smi2 | | 0.823 | | |
| | smi3 | | 0.837 | | |
| | smi4 | | 0.88 | | |
| | smi5 | | 0.945 | | |

Table: 5 predictive analysis

| Endogenous latent constructs | R-Square | R-Square Adjusted | $Q^2$ | $Q^2$ _predict | Effect size |
|---|---|---|---|---|---|
| CA | 0.588 | 0.588 | 0.493 | 0.587 | 1.430 |
| CAB | 0.311 | 0.309 | 0.253 | 0.308 | 0.450 |
| PI | 0.724 | 0.722 | 0.593 | 0.709 | 0.517 |
| SA | 0.495 | 0.494 | 0.367 | 0.493 | 0.979 |

The results of the analysis are depicted in table 6 and fig. 2 to reveal the pathway runs from social media influencer to purchase intention are as follows, H1, hypothesis social media influencer to the consumer attitude is significant as the results indicate ($\beta = 0.767$, $p < 0.05$) therefore H1 supported and H2, social media Influencer to consumer brand engagement is significant results indicates ($\beta = 0.557$, $p < 0.05$) therefore H2 supported, for the H3, social media Influencer to shopper stress results are ($\beta = 0.703$, $P < 0.05$) and H4 social media influencer to purchase intention results are as ($\beta = 0.719$, $p < 0.05$) both of them are showing significant as the results, therefore both H3 and H4 are supported the hypothesis. From the construct model path from the H5, consumer attitude to purchase intention showing non-significant results are as ($\beta = -0.008$, $p > 0.05$), therefore H5 not supported the hypothesis, from the H6, consumer brand engagement to purchase intention ($\beta = 0.087$, $p < 0.05$), H7, shopper stress to purchase intention showing significant as results indicated as ($\beta = 0.115$, $p < 0.05$), therefore both the hypothesis H6 7& H7 supported the hypothesis.

Table: 6 hypothesis testing

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| Hypothesis | Path | Path Coefficient | SE | t-statistics | p-values | Bca CI | Decision |
|---|---|---|---|---|---|---|---|
| H1 | SMI -> CA | 0.767 | 0.019 | 40.6 | 0 | [0.728; 0.802] | supported |
| H2 | SMI -> CAB | 0.557 | 0.027 | 20.861 | 0 | [0.500; 0.607] | supported |
| H3 | SMI -> SA | 0.703 | 0.023 | 30.112 | 0 | [0.656; 0.746] | supported |
| H4 | SMI -> PI | 0.719 | 0.033 | 22.036 | 0 | [0.658; 0.786] | supported |
| H5 | CA -> PI | -0.008 | 0.035 | 0.241 | 0.81 | [-0.075; 0.059] | not supported |
| H6 | CAB -> PI | 0.087 | 0.025 | 3.487 | 0 | [0.038; 0.136] | supported |
| H7 | SA -> PI | 0.115 | 0.039 | 2.939 | 0.003 | [0.039; 0.191] | supported |

*Mediation analysis*

Through the bootstrapping procedure with 95% confidence interval model was construct in the form of parallel mediation to analyse the path from social media influencer to purchase intention, with the mediating variables consumer attitude, consumer brand engagement and shopper stress, from the analysis results indicating that H8 and H9 are supporting the hypothesis and H10 not supporting the hypothesis as the results as follows H8, ($\beta = 0.081$, $p < 0.05$) and H9, ($\beta = 0.049$, $p < 0.05$) and for the H10, ($v = -0.006$, $p > 0.05$) and as the thumb of rule bootstrapping confidence interval did not need to straddle 0 in between lower limit and upper limit (Hair Jr et al., 2016) as the result are shown in the table: below.

Table: 7 mediation analysis

| Hypothesis | Path | Path Coefficient | SE | t-statistics | p-values | Bca CI | Decision |
|---|---|---|---|---|---|---|---|
| H8 | SMI -> SA -> PI | 0.081 | 0.028 | 2.871 | 0.004 | [0.028; 0.138] | supported |
| H9 | SMI -> CAB -> PI | 0.049 | 0.014 | 3.391 | 0.001 | [0.021; 0.077] | supported |
| H10 | SMI -> CA -> PI | -0.006 | 0.027 | 0.241 | 0.81 | [-0.057; 0.046] | not supported |

## 5. Discussion and Managerial implications

The main aim of the study is to find social media influencer influence on purchase intention while taking the consumer attitude, consumer brand engagement, shopper stress and purchase intention. As the previous studies suggest that influencer influence the users or consumers or followers in the social media platform where the users felt envy and agony by watching the influencer (Abidin, 2017; Chae, 2018; Jin et al., 2019) where the shopper has significant stress while purchasing and in this study we are trying to understand weather the social media influencer are able to deviate stress through their posts in the social media platform and will it lead to purchase intention. The results indicates that social media influencer has significant influence on shopper stress and purchaser intention (Sokolova & Kefi, 2020).

Influencer Marketing: Social-media-Influencer On Shopper stress Deviation and Purchase Intention

Martínez-López et al., (2020) the influencer endorsement has significant influence on consumer (followers) in the social media platform as the adaption of influencer marketing will create a potential positive marker. In our study we used influencer posts as the stimulus and a fashion brand has been endorsed in that post by using it, we conducted survey. And the results H1 from the study suggest that social media influencer has significant on the consumer attitude, as the consumer attitudes are modified from the past two decades purchasing products through online (Aggarwal, 2004; Mccole et al., 2010; Orlov & Kallbekken, 2019) as the attitudes are formed on the bases of trust and the user experience, while the influencers are constantly engage with the followers consumer attitudes will be modified if the tastes of the influencer matches with the users. the same for the following H2 social media influencer to consumer brand engagement while the influencer interpreting the endorsed brand if the influencer able to communicate and deliver the message users will be able to engage with brands in the social media platforms and the previous studies suggest that social media and influencer ad content has significant relation (Ajzen, 2008; Baldus et al., 2015; Batra et al., 2000; Dessart et al., 2015; Hartmann & Apaolaza-Ibáñez, 2012; L. Hollebeek et al., 2014; Hughes et al., 2019; Lou et al., 2019), H3 shopper stress and social media influencer as the results indicate that influencer has significant relation on mediating shopper stress while the previous studies the stress can be deviated through the use of social media (Baker & Wakefield, 2012; Franco & Carrier, 2020; NARANG & Research, 2020) and also the studies indicate that shopping sometimes indicates to stress (Albrecht et al., 2017; Arnold & Reynolds, 2003; Fu et al., 2020; Hama, 2001), H4 and influencer to purchase intention previous studies states the more engaged users will purchase products as they are committed with the influencer (Abzari et al., 2014; Albrecht et al., 2017; Fam & Ting, 2020; Fernandes et al., 2020; Guritno & Siringoringo, 2013; Hartmann & Apaolaza-Ibáñez, 2012; Ilicic & Webster, 2011; A. J. Kim et al., 2012; Kuang Chi et al., 2009; Lim et al., 2017; Prentice et al., 2019; Sokolova & Kefi, 2020; Tiruwa et al., 2016). H5 consumer attitude on purchase intention as the influencer communities are with a lots of information as it will suffices the consumer attitude (Liu & Zhao, 2015; Loader et al., 2014) and influencer credibility and technicality will create engagement in between the influencer and consumer (Tiruwa et al., 2016) and H7 shopper stress to purchase intention as the stress has been deviated by the influencer with the product endorsement and the communication has been established with the users to be able to make decisions regarding the purchasing the product (Adnan, 2019; Albrecht et al., 2017; Aylott & Mitchell, 1998; Le, 2020; Lucia-Palacios et al., 2018; Zuhri & Ghozali, 2020). The hypothesis H5 didn't supported as there is no significant relation in between the consumer attitude to purchase intention as the studies has given a consistent view on consumer attitude to purchase intention as the previous studies states that stress is coping behaviour will create an uneasy if the desired choice haven't been fulfilled (Arnold & Reynolds, 2003) and the consumer brand engagement as the users are more frequently engaging with brands and influencer these days as the use of social media has been increased and they are able to migrate from one page to another by the use of user friendly application and further studies can explore on consumer brand engagement and stress through a qualitative survey, As for both the H8 and H9 shopper stress and consumer brand engagement show a significant relation in between the social media influencer and purchase intention, whereas H10 consumer attitude didn't supported, (Algharabat et al., 2019; Aydin, 2019; France et al., 2016; Ho & Ito, 2019; L. D. Hollebeek et al., 2014; Naeem, 2019; Uzunoğlu & Misci Kip, 2014) and reasons might may be that consumers aren't engaged enough with the influencer and brand to make purchase.

The managerial implications of the study as the marketers should use the influencer to create engagement at a specific time to create engagement. And the influencer can deliver the brand message and it should be easy to communicate with the followers. Overall, our study investigates the influence of social media influencer (influencer marketing) on purchase intention by using the influencer posts as

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the stimulus as the users are actively engaging with the influencer and our study complements the research investigates influencer impact on purchase intention and finally this research has only been conducted in India using the an Indian influencer as the stimulus we conducted the research and future studies should use to extent to further levels across the countries to attain an understanding on the influencer marketing.

The study has limitations on the respondent's bias, sample fame work and the collection of the data has a huge impact on the consumer attitude. By the qualitative aspects, the results of the consumer attitude have shown a significant relation with the influencer and purchase intention.

## 6. Conclusion

The overall study establishes a new insight son the influencer marketing a new emerging area in the social media marketing by providing an important foundation for the understanding and practice as well as for the future studies and researcher contribution in this area by demonstrating the capabilities of social media influencers endorsing brands in social media platforms leads to a greater outcomes like consumer brand engagement and purchase intention. through the posting and able to create awareness in the social media platform in terms of the sustainable consumption by fair and equitable social media posting (Ruby et al., 2020). The social media influencer and the influencer with large followers will bring more beneficial outcomes to the brand and the consumer attitudes are also satisfied by these types of influencers.

## 7. Future scope

The future studies can focus on the sponsorship disclosure and non-disclosure outcomes on the brand performance on the social media platforms.

## 8. Conflict of Interest

The authors of this manuscript confirm that there is not any conflict of interest is associated with this following research study.

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