



**National
College *of*
Ireland**

**ROLE OF INFLUENCER MARKETING TO GAIN CUSTOMER
LOYALTY IN THE NEW AGE MARKETING PROCESS OF
INTERNATIONAL BUSINESSES**

By

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ABSTRACT

Direct social media influence is tough for the company to proceed so they use paid promotion by the influencer in social media, to develop the marketing of the automobile industry in a better way. Marketing agents can bring social changes to the organisation by developing social interaction with the customer as well as with the stakeholders. This research has evaluated the impact of the influencer marketing process by assessing the strategies for improving brand loyalty and purchase intentions. The rapid growth rate of the influencer market has been useful in attracting consumers from diverse market segments. After the pandemic, the situation was a little better but not like the previous one. For the maintenance of covid protocols, the industry has to spend more on the safety and security of the industry in the working environment, which has effectively created problems. Good quality customer service can improve the reputation of the company in the intermodal market of the automobile industry. Suspects, first-time customers, prospects, repeat customers, advocates, and clients can increase the customer loyalty of the automobile industry in the market.

The research Methodology section has reported an appropriate choice of methodological aspects associated with the whole research process. Interpretive research philosophy along with deductive research approach has presented band followed and it has helped in meeting research objectives and aim. In addition to this, other methodological aspects such as the data collection process, analysis method, and research design selection for presenting research findings properly have been highlighted in this methodology chapter.

The findings and analysis have been discussed through primary and secondary quantitative data collection processes during the study. The responses have collected based on 51 participants and secondary data has collected through *thematic analysis*. The themes have developed based on the desired research objectives of the study.

In discussion, chapter qualitative, as well as quantitative data have been discussed along with compared with the previous presented literature section. In this case, theme, based discussion has been done properly.

Submission of Thesis and Dissertation

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(Thesis/Author Declaration Form)

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Chapter 1- Introduction

1.1 Introduction

The rapid rate of growth in the segment of “digital marketing” can be evidenced by its global market value of about “\$305 billion”, motivated by the increasing preference of consumers for the use of digital channels. The forecasted CAGR of the digital market is about 17.6% in the period between 2021 and 2026, mainly because of the growth of various online advertising platforms. The annual growth rate of a company that has invested for a specified period is more than one year. It helps to calculate the accurate return from the individual assets (Hannu *et al.* 2020). In the automobile industry, the company has effectively increased the market's brand awareness. It has effectively produced amazing value for the audience which has also been helpful in terms of winning partnerships with the stakeholders. “Compounded annual growth rate “is used for the forecasting of growth rates in the future and can help a company to see what the need of the company is and where the company should invest for a better return policy. An increase in the number of consumers accessing and utilizing content across digital channels has been effective in the steady growth of this market in the automobile industry. (expertmarketresearch.com, 2020).

1.2 Background

The involvement of the individuals in the planning of automobile industry development through the use of influencer marketing has become an integral part of the marketing process and most renowned automobile industries are very likely to use influencer marketing in the development process. Conducting brand endorsement and attracting customers by developing specific kinds of products in the automobile industry has become a trend for customer attraction. In most cases, the brands appear in the content of influencers as seamless and implied advertisements. These strategies are useful in terms of drawing better customer services in the origination. The uses of these strategies are useful in terms of drawing the attention of the consumer toward the brand. The digital content has focused primarily on the automotive industry of car influencers. This strategy utilizes the “source effect”, which is the role played by an information source in promoting a suitable brand message (De Veirman *et al.* 2019). In this context, for the development of the automobile industry new-age methods of marketing are preferred to develop the international market of the automobile industry.

Resources are necessary to utilize the influence of content in the process of the market. The mutual collaboration among content creators and brands is useful in enabling organizations to improve engagement with their consumer personas. At the same time, there is an increasing reliance of customers on their admired personalities for product reviews during the process of selecting suitable brand products in the development of the automobile industry.

During the pandemic period, the industry faced a lot of problems and most of the companies were stopped from maintaining covid precautions and the employment rate was also very low. After the pandemic, the situation was a little better but not like the previous one. For the maintenance of covid protocols, the industry has to spend more on the safety and security of the industry in the working environment which has effectively created problems. Another important trend that has been driving the influencer marketing process is the shift towards the use of video and audio content by different kinds of audiences.

Automobile industries nowadays are very attracted to using video and audio marketing content on social media and also with the help of influencer marketing. That has attracted a lot of new customers to their industry and they have significantly gained advantages regarding those services that they provide. In the automobile industry, the company has effectively increased the market's brand awareness by developing customer satisfaction. The accessibility of influencers across these platforms has been effective in enabling them to reach out to a large consumer base. The influencers have therefore sustained a “long-term partnership” with brands and have been instrumental in improving brand awareness.

1.3 Aim

This research has aimed to evaluate the impact of “influencer marketing” in influencing the brand loyalty of consumers. This research will effectively discuss the impact of influencer marketing and the importance of social media marketing in the automobile industry in terms of developing better customer service in the international market as well.

1.4 Research Objectives

The objectives of this research can be enumerated as follows:

1. To determine the significance of the influencer to develop customer loyalty in the automobile industry

2. To determine the impact of influencer marketing to improve consumer purchase behaviour
3. To determine the challenges that is faced by the automobile industry for developing better customer service
4. To determine the strategies that can effectively mitigate the challenges regarding customer services and customer loyalty in the automobile industry

1.5 Research Questions

1. What is the significance of influencer marketing in the modern automobile industry for the development of customer service and customer loyalty?
2. What kind of impact does influencer marketing give on the improvement of consumer purchase behaviour?
3. What are the relevant challenges that can be faced in the automobile industry, which for developing better services for the customer?
4. What are the strategies that can be used by the automobile industry to develop customer loyalty and support through the implementation of influencer marketing in the industry?

1.6 Problem Statement

The research on “influencer marketing” is essential given the increase in media use during the pandemic and the different trends in media consumption among consumers worldwide in the automobile industry. The main problem lies in assessing the methods that promote the media engagement of customers and the effectiveness of different influencers across advertising platforms (Taylor, 2020).

Explanation on CAGR

CAGR can be defined as “the mean annual growth rate of an investment over a specified period of time longer than one year” and at same time it also denoted by the term “Compound annual growth rate”. At same time it can be said that having the rate of “CAGR in sales of 5-12%” is considering significant good for company when it runs business in international market. On the other hand, it has come into an observation that significantly for small companies in automobile industry CAGR rate needs to be between 15 to 30% and CAGR between these particular percentages ranges is considered good as well as beneficial for sustaining organizational growth. On the other hand, Jaxa-Rozen and Trutnevyte (2021), has

reported that having beneficial percentage rate of CAGR value of company mainly helps in ensuring sustainable business growth as well as operational activities within business organization. Having beneficial CAGR value are very much required for those companies especially which are significantly operating in international market.

1.7 Rationale

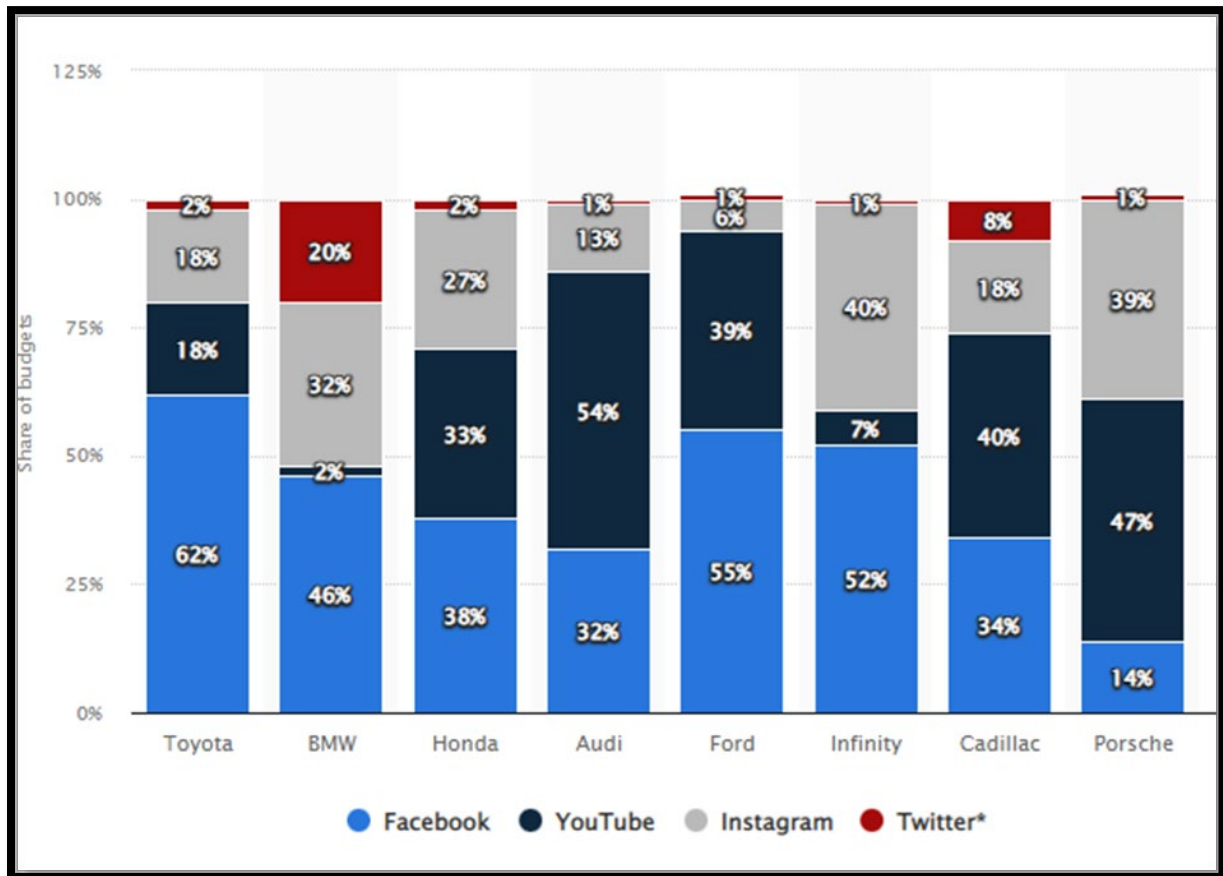


Figure 1.1: Distribution of social media marketing budgets of selected automotive brands worldwide

(Source: Statista.com, 2019)

The above graph shows that the involvement of Toyota Company in Facebook was 62% and 18% involvement was marked on YouTube. Again 18% were on Instagram and 2% were on Twitter. The involvement was more on Facebook compared to the other social networking sites. For BMW, 46% of involvement was on Facebook, 2% was on YouTube, 32% was on Instagram and 20% was on Twitter. Twitter involvement is less compared to the other social media services. For Honda, 38% involvement was on Facebook which was less than Toyota and BMW (statista.com, 2019). However, 33% were on YouTube, 27% were on Instagram

and 2% were on Twitter. Twitter is not that much active for influencer marketing. For Audi, involvement in Facebook is less than other companies as it was 32%.

YouTube involvement is much better than other involvement as it was around 54%. Instagram involvement was 13% and Twitter involvement was only 1%. For Ford, Facebook involvement was around 55% which is more than other many companies in the industry. 39% involvement was on YouTube, 6% involvement was on Instagram and 1% was on Twitter as Twitter is not that effective for the development of influencer marketing in the automobile industry. For infinity, 52% of involvement was on Facebook, and 7% was on YouTube which was shockingly very low compared to the other companies in the industry. However, Instagram involvement was around 40% which is good and 15% was on Twitter. For Cadillac, the involvement in Facebook was around 34%, 40% was on YouTube, 18% was on Instagram and 8% was on Twitter which is higher than many other companies' twitter involvement in the market. For Porsche, Facebook involvement was 14% which is lower than many other companies' Facebook involvement, 47% involvement was for Facebook, 39% was for Instagram and 1% was for Twitter.

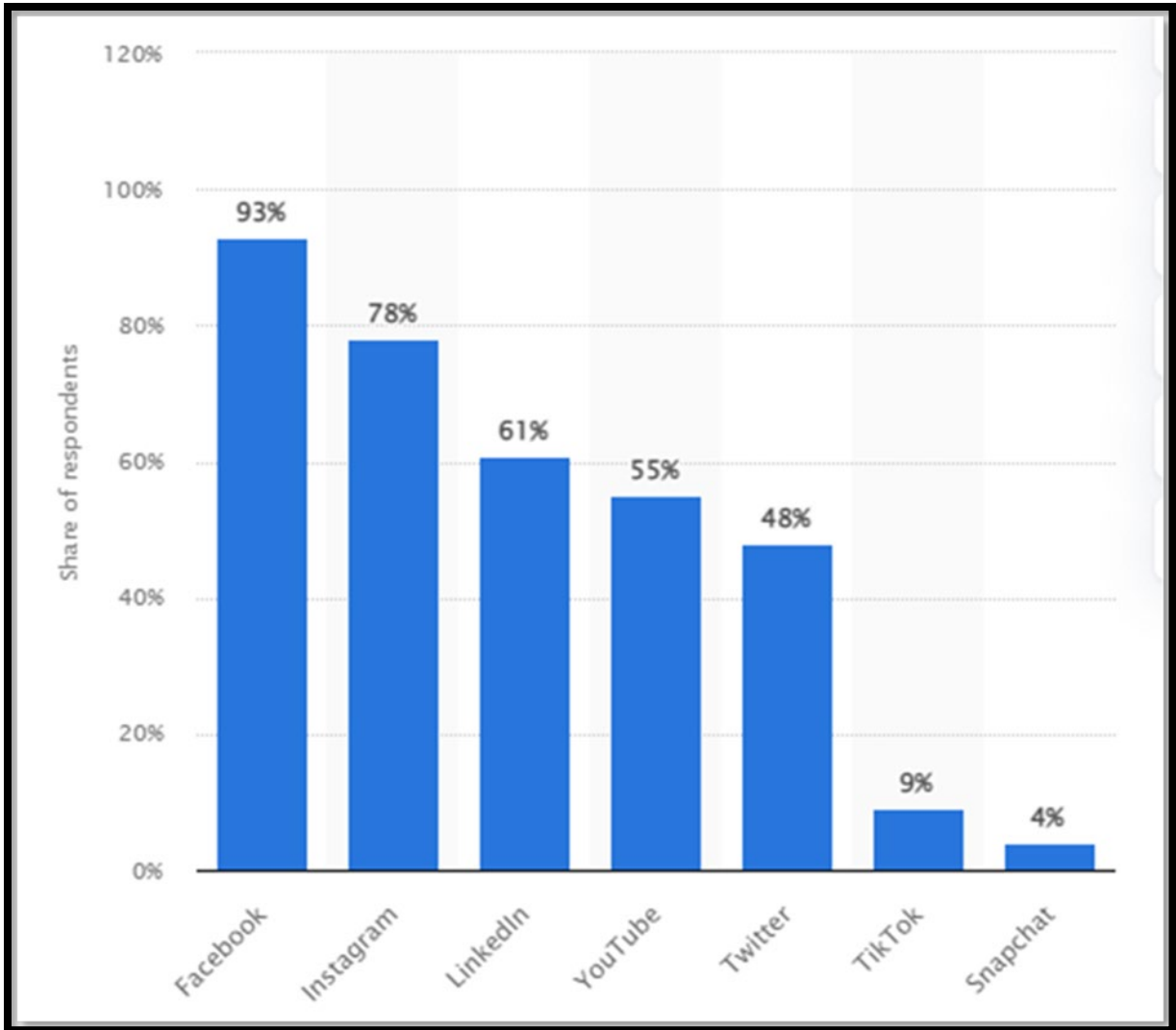


Figure 1.2: Media platforms popularly utilised by marketers

(Source: statista.com, 2021)

Social media is one of the most active platforms through which the content generated by influencers and their brand endorsements reach consumers. According to the results of a global survey conducted in 2021, Facebook is the most popular media platform, which has been used by about 93% of marketing heads globally. Instagram and LinkedIn are next on the popularity list and are used by about 78% and 61% of global marketing heads. YouTube is used by 55% of marketers and Twitter has been used by about 48% of marketers globally (statista.com, 2021). The popularity of these platforms among marketing managers makes it particularly crucial to assess the strategies used by influencers to access these platforms and for improving consumer loyalty.

1.8 Research Scope and significance

The significance of this study is that it is beneficial in assessing the suitable strategies that can be used by global businesses in using influencers for developing the marketing process. This research study will be useful to develop customer service and customer loyalty by evaluating challenges that are associated with influencer marketing in the automobile industry. The strategies that can mitigate those problems are also developed in this study for developing better customer service in the automobile industry. The accessibility of influencers across these platforms has been effective in enabling them to reach out to a large consumer base. The influencers have therefore sustained a “long-term partnership” with brands and have been instrumental in improving brand awareness.

1.9 Customer loyalty in the new age market process

The lifecycle of a customer is a term that describes the different steps that a customer goes through to consider, buy, use and remain loyal to the product or purchased product. It helps to reach the acquisition, retention, reach, conversion and loyalty. Different steps of customer acquisition refer to the acquiring steps of new customers by offering products and services that can satisfy customer needs. Good quality customer service can improve the reputation of the company in the intermodal market of the automobile industry. Suspects, first-time customers, prospects, repeat customers, advocates, and clients can increase the customer loyalty of the automobile industry in the market. The accessibility of influencers across these platforms has been effective in enabling them to reach out to a large consumer base. The first step of customer loyalty is awareness which is considered the most important factor of the organization in the market of the automobile industry. Customer loyalty can help a company to be competitive in the international market as well. Product quality and product services are maintained by the use of customer loyalty in the international market of the automobile industry. Attraction, conversion, follow-up, and repetition of rewards to the customer are steps of increasing customer loyalty in the international market of the automobile industry.

1.10 Explanation of new age marketing

New-age marketing helps a company to grow their reputation in the international market. Companies can apply the strategy of new-age marketing to draw the attention of the customer to their business and to offer better services that will help the company to increase customer satisfaction. Artificial intelligence, chatbots, and visual researches are parts of new-age

marketing to develop better services in the company. New-age marketing tools are used for the promotion of the products in the market. People are more likely to use the internet rather than using traditional media so new age marketing is helping them in this context. Promotion of products through the use of new-age marketing will help the company to gain customer satisfaction.

1.11 Summary

This chapter has begun with a brief background discussion on the current status of the influencer market and the factors that have influenced market growth, along with the main research aim and objectives. Evaluation of the importance of influencer marketing and the role of social media marketing to develop the current internal automobile business in the industry has been done in this study. The trend for the development of artificial intelligence in the development of the automotive industry in the international market has become useful and effective for the successful development of the automobile industry in the market (Holtkamp, 2018). The research rationale has been presented in the form of the growing popularity of media platforms and the increasing use of influencers for different media campaigns. Good quality customer service can improve the reputation of the company in the intermodal market of the automobile industry. Suspects, first-time customers, prospects, repeat customers, advocates, and clients can increase the customer loyalty of the automobile industry in the market. Improvement in brand loyalty and brand image have successfully increased customer retention in the automotive industry, segmentation of audience, personalization, and decisive role of customer service have been increased by the use of influencer marketing for influencing customer loyalty in the international market as well.

Chapter 2: Literature Review

2.1 Introduction

In social media marketing, influencer marketing has a huge demand in the market and the development of a company. New products, features, and development ways all are created by the use of social media influencers. This research needs to study the impact of influencer marketing to influence the intention of the purchase of the consumer in the automobile industry. Direct influence via social media can sometimes be too expensive for the automobile industry so the industry prefers influencer marketing to develop its market

properly. In this chapter, a detailed discussion will be done on the development of digital marketing, influencer marketing, the effectiveness of endorsements, and types of consumer marketing behaviour. In the introduction chapter, it also needs to be mentioned the importance and effectiveness of social media marketing in the development of the automobile industry business is helpful. The role of influencer marketing in the development of customer loyalty and customer services will be derived in this chapter.

In addition, the impact of influencer marketing to develop the loyalty of consumers will be done along with the challenges and mitigating strategies of the issues that are faced during influencer marketing to gain better customer service in the market of the automobile industry. Influencer marketing can build the trust of the consumer quickly, which can develop the health of the organization in the market of the automobile industry. The development of new products and features to develop the quality of the automobile industry is helpful in this context. Also, the development of new features and innovative ideas can help to improve the market ground of international business as well as the automobile industry (Jin *et al.* 2020). It is also helpful in terms of providing an amazing market value to the audience by attending to the needs that the customer wants from the company. Influencer marketing has a huge contribution in terms of developing partnerships with other automobile industries that can help to grow the company in the future also.

2.2 Conceptual Framework

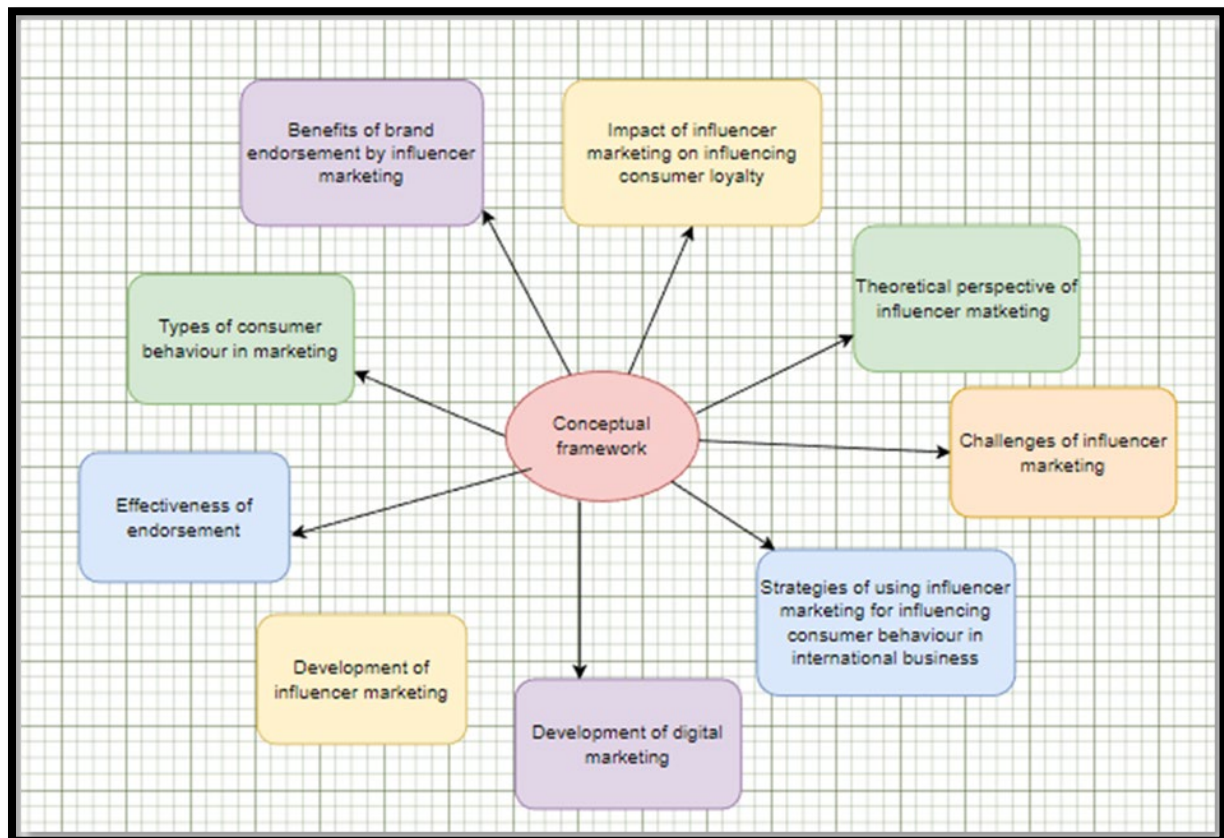


Figure 2.1: Conceptual framework

(Source: Created by the learner)

2.3 Theoretical perspective of influencer marketing

Influencer marketing theories are very helpful in terms of developing the cinematic health of an organisation as it helps to increase brand advertisement as well as the brand value of a company. By the use of different theoretical perspectives of influencer marketing in the automobile industry, the companies have gotten several advantages regarding customer services and customer loyalty in the international market as well. Mass media is also influenced by the use of this kind of theory, which effectively helps to provide better transformation in the conditions of a company in the international market in terms of developing customer loyalty by providing better customer services (Argyris et al. 2020).in the automobile industry. The role of different peers and experts can be effectively justified by the use of a social theory that can help to bring customer services and customer loyalty to the market as well.

Marketing agents can bring social changes to the organisation by developing social interaction with the customer as well as with the stakeholders through the use of these theories. Direct influence via social media can sometimes be too expensive for the automobile industry so the industry prefers influencer marketing in terms of developing its market properly (Lunetta, 2021). Different kinds of threads are helpful in terms of attracting the attention of the customer in the organisation in terms of developing customer satisfaction in the automobile industry market (Boerman *et al.* 2022). Four P's therapy is helpful in terms of developing social media marketing in the company or organisation in terms of developing the loyalty of the customer. Key benefits of products, services, or behaviour changes are maintained by the use of this theory in the development of the automobile industry. These four Ps strategies help to remove unhealthy behaviour in the organisation and help to attract healthy ones in the organisation.

The opportunities of accessing different types of valuable products that are unique and attractive can help the organisation in terms of attracting the attention of the organisation and eventually will increase its sales value for the organisation (Claesson *et al.* 2018). Market mixing is helpful and useful in terms of developing better customer service and customer loyalty in the automobile industry as well. Marketing mix also helps to plan product offerings that can be successfully executed (Haenlein *et al.* 2020). The assessments of the challenges that are faced by the automobile industry in terms of developing influencer marketing in the international business.

It helps in planning and developing an effective marketing strategy that can automatically improve customer loyalty in the market. It helps the business to make their strength and avoid the unnecessary costs that can create problems to the orientation. Proper planning according to the provided plan and execution of that plan can help to attract customer loyalty in the automobile industry (Misra *et al.* 2019). Also, it needs to be mentioned that a welcoming attitude to the customer and helpful intention is helpful in terms of developing better customer service. Customization in the automobile industry is also a useful strategy that can be helpful for the successful development of the industry.

2.4 Development of Digital Marketing

Digital marketing refers to the advertisement that is offered by the digital channels in terms of developing the reputation of the organisation. Developments of some strategies that are relevant and helpful in terms of mitigating those challenges that are related to the automobile

industry while developing influencer marketing in the industry (Hejlová et al. 2019). It offers an exchange policy and returns policy also that effectively increases the customer satisfaction of the company. The opportunities of accessing different types of valuable products that are unique and attractive can help the organisation in terms of attracting the attention of the organisation and eventually will increase its sales value for the organisation. Current trends in the industry, analysis of consumer behaviour, facilitation of performance monitoring systems, increment of customer satisfaction, and continuous improvement in the industry can be improved by the use of digital marketing in the automobile industry (Nagarajan, 2020).



Figure 2.2: Types of digital marketing

(Source: Lee et al. 2020)

Content marketing, Social Media Marketing, Search engine marketing, Email Marketing, Influencer Marketing, Mobile Marketing, and Affiliate Marketing are helpful in terms of developing digital marketing in the organisation (Jin et al. 2021). Paid search advertising is used by many reputable companies in terms of building their influencer marketing in the international market that can effectively help to improve their customer loyalty in the new age marketing process of international business. In every field of business, digital marketing

has a huge demand in the development of an organisation. It is helpful in terms of connecting the customers with the industry, effectively increasing the interaction between them and helping them to provide better services to the customer (Ki *et al.* 2020).

Artificial intelligence, chatbots, and visual researches are parts of new-age marketing in terms of developing better services in the company. New-age marketing tools are used for the promotion of the products in the market. Websites, mobile apps, Search engines, and email all are helpful in this matter in terms of developing the automobile industry. Global reach, local reach, lower cost, effective targeting, easy-to-learn policy, multiple development strategies, increasing engagement with the customer, and types of connections all are the benefits of applying digital marketing theory in the automobile industry that has helped a lot to get customer satisfaction in the international market as well.

Digital marketing helps the audience to be connected with the company always. Especially in the covid period, it has helped the company a lot in terms of developing better business digitally. Proper planning according to the provided plan and execution of that plan can help to attract customer loyalty in the automobile industry. Through the digital marketing process, the companies have successfully maintained their brand value by providing digital connections and interactions with their customers that have automatically increased customer service and customer loyalty in the market (Lee *et al.* 2020). Digital marketing significantly has conveyed different types of methods that are presented in the market as different types of the key concepts of an organisation. Mass media is also influenced by the use of this kind of theory, which effectively helps to provide better transformation in the conditions of the automobile industry.

It is also helpful in terms of providing an amazing market value to the audience by attending to the needs that the customer wants from the company. Influencer marketing has a huge contribution in terms of developing partnerships with other automobile industries that can help to grow the company in the future also (Thilina *et al.* 2021). In the current situation, influencer marketing in the automobile industry has become a trend as it has effectively increased customer loyalty and customer service in the automobile industry. Acknowledgement of different types of digital mediums is helpful in terms of developing better customer satisfaction in the market by developing the interaction with the customer.

2.5 Development of Influencer Marketing in the Automobile Industry

Nowadays as most people are used to digital marketing as it has a huge variety and also helps to save the time of people who are addicted to their marketing process which significantly helps to increase the sales percentage of the organisation. Autonomous Vehicles, Big Data & Analytics, Vehicle Connectivity, Human-Machine Interfaces, Electrification, 3D Printing, Shared Mobility, and Artificial Intelligence are the new trends in the automobile industry.

The use of different types of digital applications has helped people to connect with the companies. In this context, it needs to be mentioned among different kinds of digital marketing processes that the use of influencer marketing is helpful and effective for the overall development of a company in a short time. In every field of business, digital marketing has a huge demand in the development of an organisation (Lin et al. 2019). Customization in the automobile industry is also a useful strategy that can be helpful for the successful development of the industry (VONGURAI *et al.* 2020).

Social Media Marketing, Affiliate Marketing, Content marketing, Search engine marketing, Mobile Marketing, Email Marketing, and Influencer Marketing are equally important for the development of social media marketing and influencer marketing in the automobile industry as well (Masuda *et al.* 2022). Online customer support has been increased by the use of automotive manufacturers. They should get proper skill enhancement guidance and skills development guidance for the successful development of this project work in the international market as well for the successful development of customer loyalty in the automobile industry. It is helpful in terms of connecting the customers with the industry effectively increases the interaction between them and helps them to provide better services to the customer.

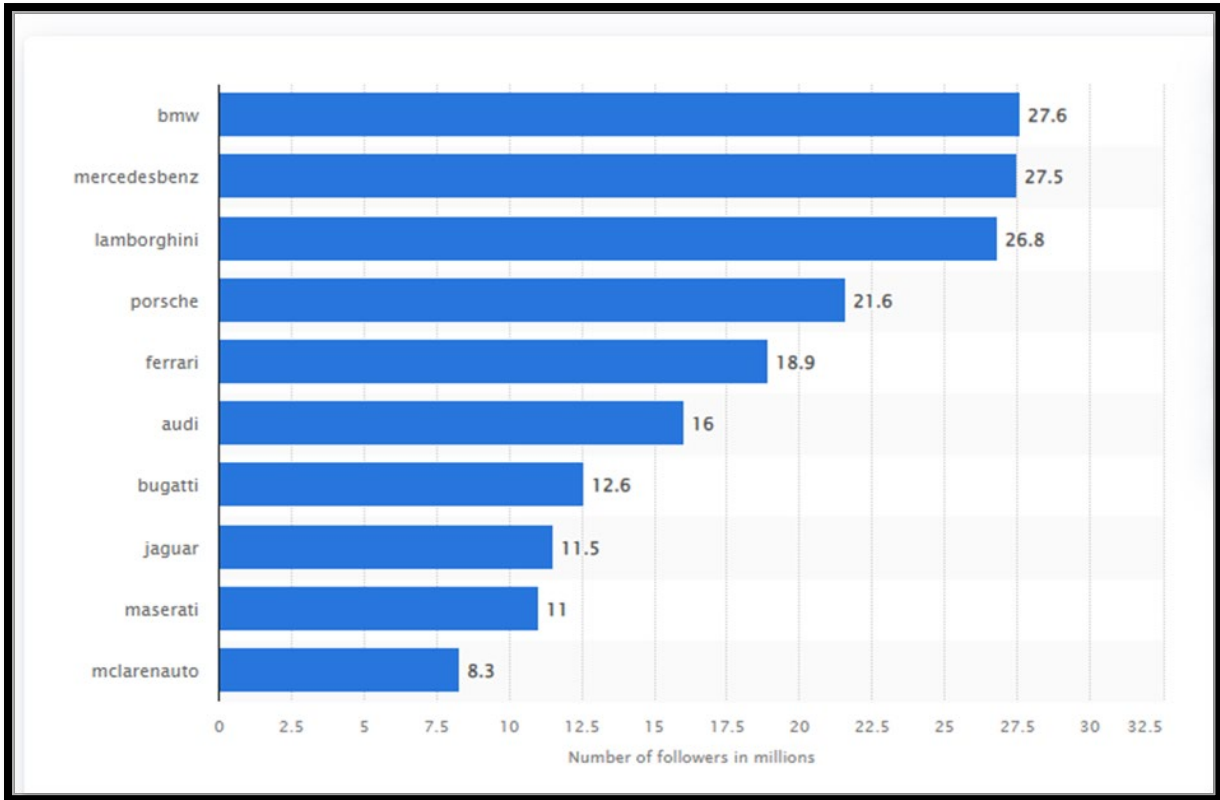


Figure 2.3: Most-followed automotive brands on Instagram throughout the world

(Source: statista.com, 2020)

The above-mentioned graph shows the ranking of cars as well as motorbike influencers throughout the world. This ranking is fixed through the number of followers that each of the brands has on Instagram. BMW currently works with 27.6 million followers throughout the world (statista.com, 2020). Mercedes-Benz comes second in the list of followers as they have 26.8 million followers throughout the world.

2.6 Effectiveness of Endorsements

One of the most critical factors, in terms of building a brand image of an organisation, is building a brand image for the company (monetMcglynn et al. 2022). In terms of developing the economic sales of the manufacturer, influencer marketing is helpful and critical as well. A survey has been conducted for identifying the role of influencer marketing in terms of developing better customer loyalty and customer services in the automobile industry. Influencer marketing adheres to those marketing grants who can return goods to the automobile industry as well (Abou Ali *et al.* 2021). The communication of different types of

products is sharper as influencers have smaller segments to perform. In terms of measure, the effectiveness of proper brand image is important and necessary as well. In the current scenario, influencer marketing is important for the successful development of brand image in the industry. Marketing influencers are achieving excellent outcomes by providing services to the company. Local reach, effective targeting, multiple development strategies, global reach, lower cost, easy-to-learn policy, increasing engagement, and types of connections with the customers are some types of benefits that the industry gets from the automobile industry development process (Chopra *et al.* 2021). The congruence between the marketing influencers and the product has effectively achieved important results by developing services in the company. Influencers have understood better the needs and demands of the consumer. In the current situation, influencer marketing in the automobile industry has become a trend as it has effectively increased customer loyalty and customer service in the automobile industry. In the international exposition, the construction of new-age marketing research has an effective impact on the development of influencer marketing strategy in the market so that customer loyalty can be improved.

2.7 Types of Consumer Behavior in Marketing

Influencer market helps to monitor the satisfaction regarding customer behaviour and also identify their needs in terms of developing the automobile market better. The digital application that is based on different questionnaire rounds is helpful in terms of carrying out the measures. On the other side, the marketing influencers are successful in terms of building a one-by-one customer interaction medium in the market in terms of developing customer satisfaction (DK *et al.* 2021). Several studies have suggested that it has helped to intensify the intention of the repurchase, which has significantly built higher customer satisfaction in the market (Pekkanen *et al.* 2022). The structural procedures in terms of developing influencer marketing are concerned with the process of marketing on the ground of international business. The consciousness tendency of buyers has significantly helped to engage in a relationship with the customer so that the product category can be well observed by both the buyers and sellers.

2.8 Role of influencer marketing in the automobile industry

Influencer marketing in the automobile industry helps to improve the current trends, consumer behaviour, and their needs for the product. They need customization in their cars

for enjoying better services. Performance monitoring, incensement in customer satisfaction, and continuous improvement of customer loyalty in the organisation are developed by the use of influencer marketing in the automobile industry. Digital marketing has helped the industry in terms of improving its supply chain management technology. The industry has helped the industry to serve its consumer in a better way. Digitalization in the supply chain management system has effectively helped to involve more consumers in the industry for the development of the business properly. Autonomous Vehicles, Big Data & Analytics, Vehicle Connectivity, Human-Machine Interfaces, Electrification, 3D Printing, Shared Mobility, and Artificial Intelligence are the new trends in the automobile industry.

These all have been used in the automobiles of different companies in terms of developing their automobile business people in the market. That has also helped the company to develop its marketing strategy as well as mitigating strategies for facing challenges significantly. It has been observed that overall 23% of consumers use social media marketing and digital marketing platforms in terms of discussing their problems regarding their purchased products for better development of their products in the market. That has also increased the trends of influencer marketing in the industry in terms of developing the business ground. Through the digital marketing process, the companies have successfully maintained their brand value by providing digital connections and interactions with their customers that have automatically increased customer service and customer loyalty in the market of the automobile industry. Around 38% of people are eager to take advice via social media and digital marketing when they will purchase a car. This has also helped to improve customer satisfaction and customer loyalty in the international market as well. 84% of automotive shoppers are active on Facebook and 24% use Facebook as their medium to communicate with their respective automobile companies in the industry. Digital transformation in the automobile industry has effectively increased the efficiency and effectiveness of automotive which has proved helpful in terms of attracting customer satisfaction and customer loyalty in the market. It has also effectively provided new experiences to the customer and also helped to increase their demands in the market.

Online customer support has been increased by the use of automotive manufacturers. They should get proper skill enhancement guidance and skills development guidance for the successful development of this project work in the international market as well for the successful development of customer loyalty in the automobile industry. Intensification of

mergers and acquisitions, EV growth, EV startups, autonomous drive, and micro-mobility have become trends in the development of the automobile industry in the market. The trend for the development of artificial intelligence in the development of the automotive industry in the international market has become useful and effective for the successful development of the automobile industry in the market. Application of robotic automation including AI technologies, machine learning, and computer vision all are the trend in the automotive industry in terms of developing the market ground in the industry.

2.9 Impact of influencer marketing on influencing consumer loyalty

Consumer loyalty has been improved enough to the impact of influencer marketing in the international market. It has helped the number to interact with the automobile industry in a better way so that unique and better ideas can be come out by the use of their innovative ideas. A two-dimensional conceptual framework has been developed in terms of understanding the need of the consumer in the global market as well (Santiago et al. 2020). The communication of different types of products is sharper as influencers have smaller segments to perform. Several kinds of celebrity purses are important in terms of measuring the impact of influencer marketing in terms of developing customer loyalty. As an impact of influencer marketing in the automobile industry, customer loyalty, and customer services have been developed in a better way in terms of developing the overall industry (Holtkamp *et al.* 2018). Improvement in brand loyalty and brand image have successfully increased customer retention in the automotive industry, segmentation of audience, personalization, and decisive role of customer service have been increased by the use of influencer marketing for influencing customer loyalty in the international market as well. Convenience, expectation, customer service, rewards, personal relationships, and community outreach all are factors in the automobile industry that can affect customer loyalty and customer satisfaction in the automobile industry as well. Customer loyalty can increase the value of the industry in the international market, product quality in terms of matching the demands of the customers, price of automobiles, people satisfaction, and promotion of employees. Accessibility, empathy, language, choice, quality, simplicity, convenience, and response time all can influence and increase customer satisfaction in the market.

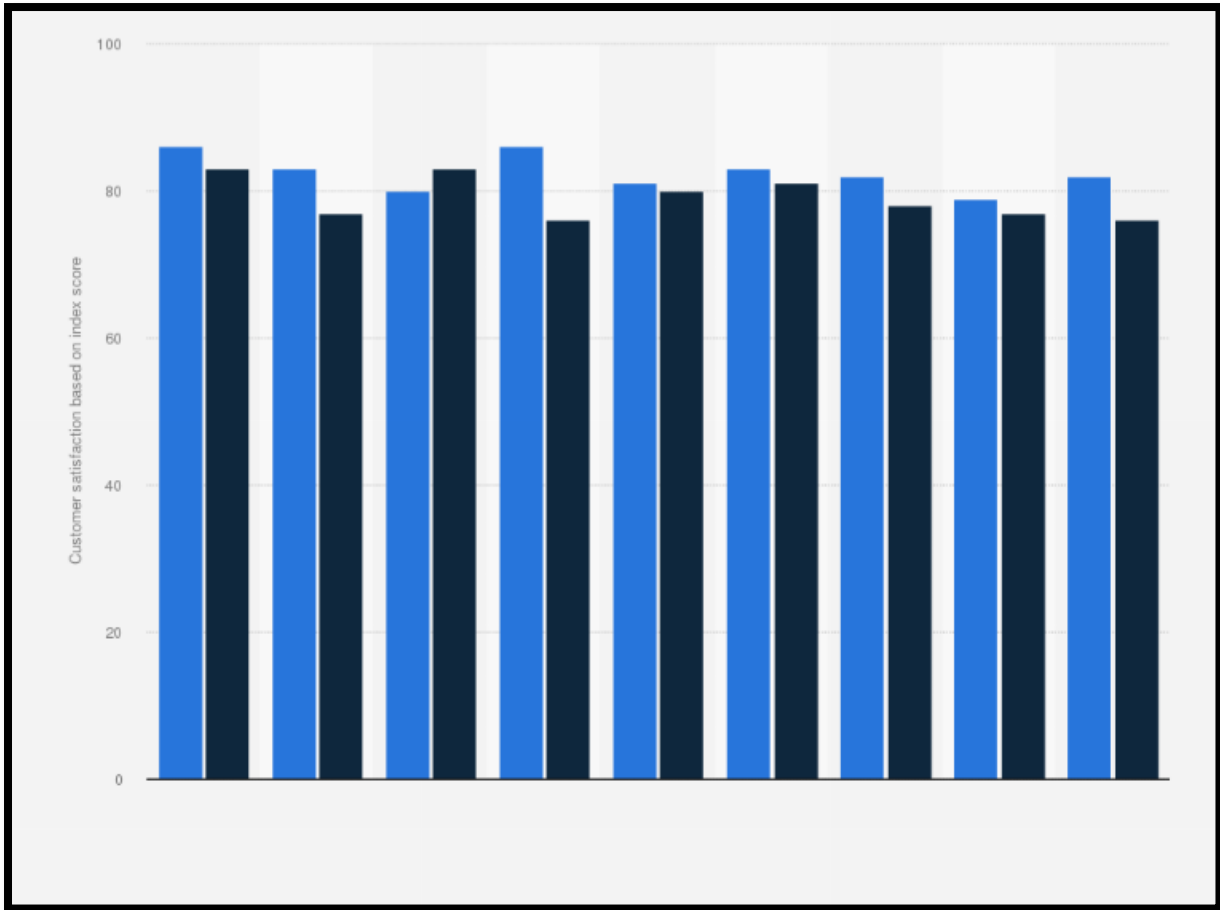


Figure 2.5: Consumer satisfaction with selected Honda brands in the United States from 2013 to 2021

(Source: statista.com, 2020)

From the above graph, it can be concluded that in 2021 the Honda Company has achieved the highest customer satisfaction in the international market of the automobile industry with a score of 82. The lowest satisfaction score that the company had gained till now is 79 which was gained by the company in 2020. Honda always has higher customer satisfaction than Acura. However, in the history of the automobile industry it has been seen that only in 2015, the Honda company had gained lower customer satisfaction than Acura which reached a score of 78 in that year. It can also be concluded that in the international automobile industry Honda company already gained a reputation and its brand image has also been increased by the improvement in customer satisfaction.

2.10 Challenges that are faced in the automobile industry while developing customer loyalty and customer support in the industry

One of the most critical challenges lies in evaluating the impact of using different social communication networks for customers. The organizations that utilize influencer marketing do not have sufficient control over the content that is generated by influencers and their use in the advertising process. The KPIs for determining the success of influencer marketing are also not uniformly spread out across businesses, leading to difficulties in measuring success strategies. The growth and development of new marketing features also remain a crucial challenge concerning the selection of the most relevant strategies for communicating with customers (Gräve, 2019). The awareness of consumers regarding unauthentic brand campaigns also increases with the availability of “influencer marketing”, making it difficult for certain brands to promote their messages to customers (Belancheet al. 2021). At the same time, the availability of user information across platforms makes it difficult to maintain the privacy requirements of consumers.

Social media platforms are also the breeding ground for different unethical activities and practices, making the task of “influencer marketing” particularly challenging. Manufacturing shutdowns, fewer vehicle sales, massive layoffs, liquidity, disrupted supply chain, and changes in customer behaviour are some challenges that the automobile industry has faced especially after covid 19 periods. Fuel economy and bad gas emissions are two main factors or challenges that the automobile industry faces in terms of developing better organizational support. Especially after the covid 19 period, the industry has suffered a lot from the problems that have occurred due to covid related issues to organizational issues. After the covid 19 periods, the suppliers have shut down the covid related plants, Logistic problems that have occurred due to a shortage of ships, shortage of shipping containers, and truck drivers have also created issues regarding the development of customer loyalty in the organisation.



Figure 2.4: Challenges in the automobile industry

(Source: Created by the learner)

2.11 Strategies of using influencer marketing for influencing consumer behaviour in international business

An evaluation of the strategies for influencing consumer behaviour through influencer marketing is essential about the rising expenditure on this method of marketing. According to Lou and Yuan (2019), improving the credibility and message value of content across media platforms can be considered in improving the trust of customers. According to the “Social Media Value Influencer Model”, the content value of advertisements is effective in influencing the purchase decisions of customers. At the same time, advertisements that have a high creative value and are able to entertain specific consumer categories are crucial in motivating purchase intentions. The entertainment and informative value of the content developed by influencers and different brand advertisements are crucial in attracting a large consumer base. The utilisation of different cues for information processing and the use of popular user platforms like Youtube are also useful strategies for influencing consumer purchase intentions (Xiao et al. 2018).

Among the different types of influencers, the use of celebrity influencers for conducting brand endorsements is crucial in motivating consumer purchase behaviour. This is mainly because, in comparison to mega and macro-influencers, the celebrity influencer group has the maximum popularity among customers. Apart from this, marketing heads to determine the possible outreach of different influencers provide certain “organic-reach metrics”. The strategy of designing relevant posts for customers is also useful in attracting their attention to a particular brand name (Campbell and Farrell, 2020).

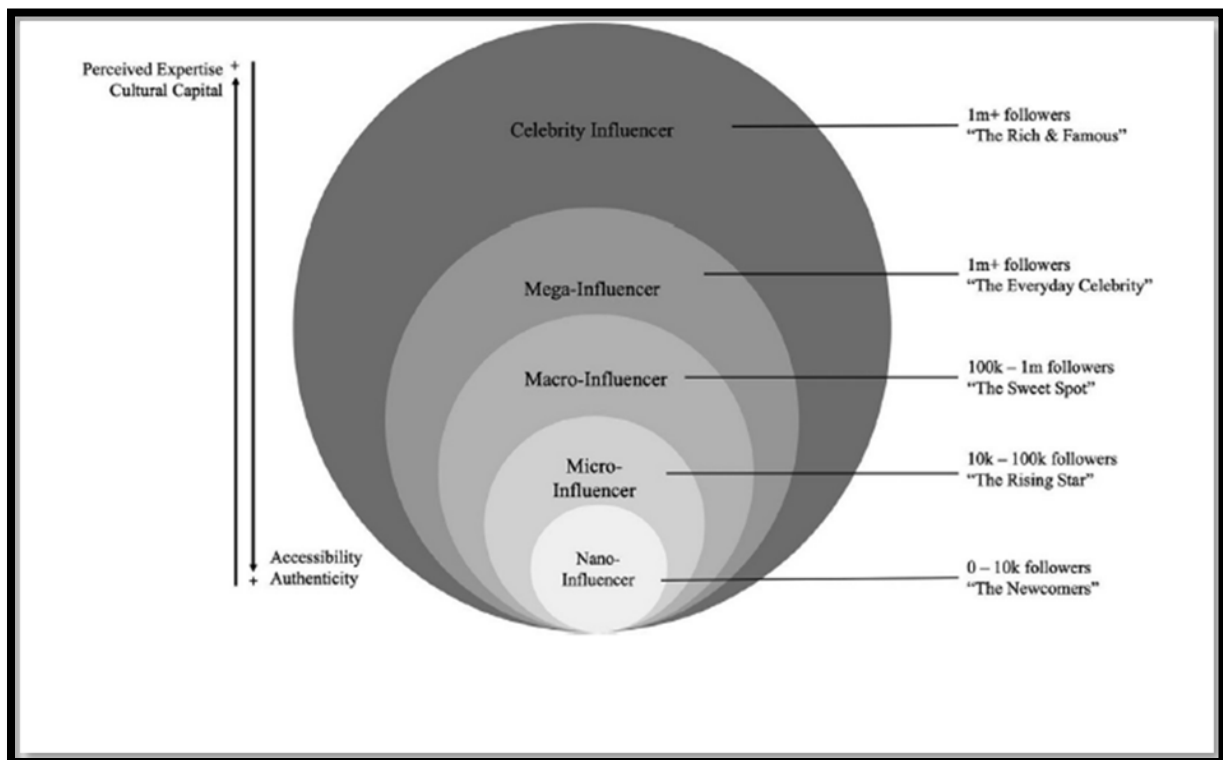


Figure 2.5: Types of influencers

(Source: Campbell and Farrell, 2020)

2.12 Benefits of Brand Endorsements by Influencers

The main advantage of conducting brand endorsements via influencers is that it increases the level of engagement of consumers with certain brands, owing to the high popularity of influencers. This further promotes “relationship marketing” about the high capacity of influencers in reaching out to consumers with their diverse brand ideologies in the automobile industry as well (Silva et al. 2020). The influence of “electronic word of mouth”

on customers is exploited by a number of brands for increasing their level of engagement with customers.

An analysis of existing consumer perceptions has revealed a preference for purchasing from brands endorsed by influencers as the products marketed by them are regarded as being better in quality. The brand endorsements receive increasing attention and responses when communication is carried out by influencers, enabling them to understand their target customers. (Zak and Hasprova, 2020).

2.13 Literature Gap

The works that have been discussed in this section have not addressed the differential impact of “influencer marketing” on consumers. Consumer needs their products unique and fashionable so they want customization in their product. However, sometimes the company can't meet all the facilities that they need to do in terms of meeting customer satisfaction and that creates a huge gap in the company. The work of Gräve *et al.* (2019) has not addressed the challenges that are experienced by different influencer marketers in the international market as well in terms of meeting the need of the customer. At the same time, the work of Silva *et al.* (2020) and Martínez-López *et al.* (2020) have not covered the methods that can be used by businesses to improve the application of influencer marketing.

2.14 Summary

This section has reviewed relevant literature related to the development and impact of influencer marketing on the purchase behaviour of customers. There are, however, several challenges associated with this form of marketing, including the selection of suitable communication strategies and ethical issues faced by customers. The method of “influencer marketing” is useful in improving the knowledge and awareness of certain brands and is useful in acquiring a new customer base. Four major factors have been faced by the automobile industry in terms of developing better organizational support in the development. The popularity of the digital medium among customers results from the availability of different options of products and the ability to conduct product purchases by evaluating existing product reviews. The company is now eager to use and has already implemented influencer marketing in its business in terms of developing customer loyalty.

Chapter 3: Research Question

3.1 Research Questions

Developing proper and aimed research questions mainly helps in meeting the aim of the research part by part and at the same time helps in interpreting key research findings. During the time of researching the specific topic, some crucial research questions have arrived and those are as follows-

RQ 1: What is the most important significance of influencer marketing especially in the modern business-marketing era for the automobile industry in terms of changing customers purchasing behaviour?

RQ 2: What are the impacts influencer marketing mainly gives on improving customers purchasing behaviours in the automobile industry?

RQ 3: What are the challenges that can be faced particularly in the automobile industry in the time of developing better products as well as services for the customers?

RQ 4: What strategies can be recommended for use by the automobile industry in a time of developing customer loyalty through incorporating fundamentals of influencer marketing?

3.2 Aim and Objectives of the Study

Research Aim

The research aims to investigate the *“role of influencer marketing to gain customer loyalty in the new age marketing process of international businesses”*. Providing effective discussion on how influencer marketing has affected the automobile industry to enhance customers' loyalty levels has been also set as part of the research aim.

Setting research aim mainly helps in directing research in the right direction towards presenting effective analysis on the chosen topic. In addition to this, the research aim helps in proposing the initial goal to the final goal of the project that needs to be met effectively.

Research Objectives

In terms of meeting the research aim and answering research questions properly, some research objectives have been formed. In this case, those are as follows -

- To determine the significance of influencer marketing in developing and improving customers loyalty within the automobile sector
- To identify the impacts of influencer marketing on improving customers purchasing behaviour
- To investigate and analyse challenges that are currently faced by the automobile sector in a time of developing customers loyalty and changing purchasing behaviour through influencer marketing
- To recommend strategies for effective mitigation of facing challenges within the automobile sector

Framing the above-presented research objectives has helped to analyse each and every independent and dependent variable associated with the whole research process and has become very much effective in answering research questions properly. In addition to this, meeting the first research objective has helped in identifying the significance of influencer marketing which kind of partially presented the importance of influencer marketing in the current business market scenario. In addition to this, identification and dimensional analysis of the impacts of influencer marketing in referring to the automobile industry scenario has also answered the secondly framed research question. Besides, the identification of challenges faced by the automobile industry has been interpreted which indicates the need for changes in marketing policies has been given effectively. Meeting objective four has effectively presented potential strategies that can be recommended for incorporating in influencer marketing strategies for overcoming critical challenges.

Chapter 4: Research Methodology

4.1 Introduction

Appropriate methodological choices for particular research purposes mainly help in ensuring project success and also support maintaining the reliability and validity of the whole research process. In this particular chapter proper methodological choices secondarily proceeding with the project have been provided in brief, In addition to this, Research onion, as well as proper philosophical approach, strategy and research design, have been provided in brief. On the other hand, justification for chosen data collection methods as well as data analysis process has been provided along with mentioning appropriate choice of data collection as well as analysis process.

4.2 Research Onion

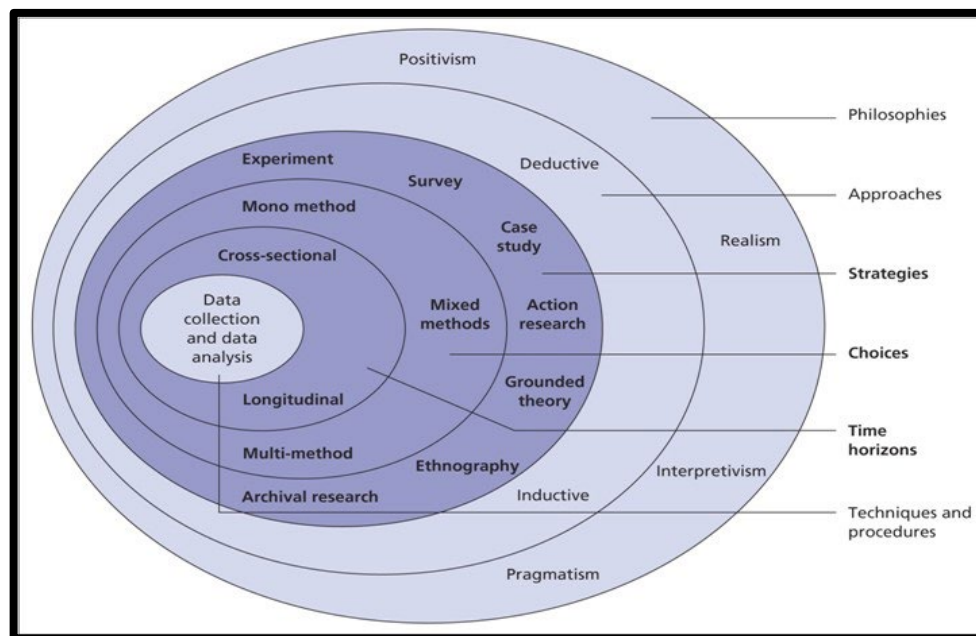


Figure 4.1: Research Onion

(Source: Budianto, 2020)

Research Onion is defined as the compilation of multiple stages, which are mainly followed in time of developing an effective and appropriate research strategy. As per the opinion of Pallavi (2020), the use of research onion concepts mainly helps in ensuring the strategic progress of the whole research process towards success. Every stage of the research onion

mainly helps in getting information about each fundamental associated with the research approach, strategy as well as philosophy and so on. In addition to this, the research onion helps in interpreting the interconnection and dependency of each stage of the research methodology. The above-presented research onion has denoted suitable methodological approaches that need to be followed in the time of conducting effective research considered in the time of conducting research through following secondary research fundamentals.

4.3 Research Philosophy

Following proper “research philosophy” mainly helps in proceeding with the e whole research process systematically. In this case, “*Interpretive Research Philosophy*” has been taken under consideration for justifying every required criterion within the project. As per the statement of Livingstone *et al.* (2019), choosing appropriate research philosophy mainly helps in managing various gaining an understandable vision of the underlying principles as well as reasons associated with the aimed project. In this case, using interpretivism philosophy has helped the researcher to determine the significance of the influencers in developing customers' loyalty to automobile industries. At the same time, understanding and identifying the impacts of influencer marketing on improving customer loyalty in the current scenario within the automobile industry has been done effectively by interpreting the core principles of this particular research philosophy.

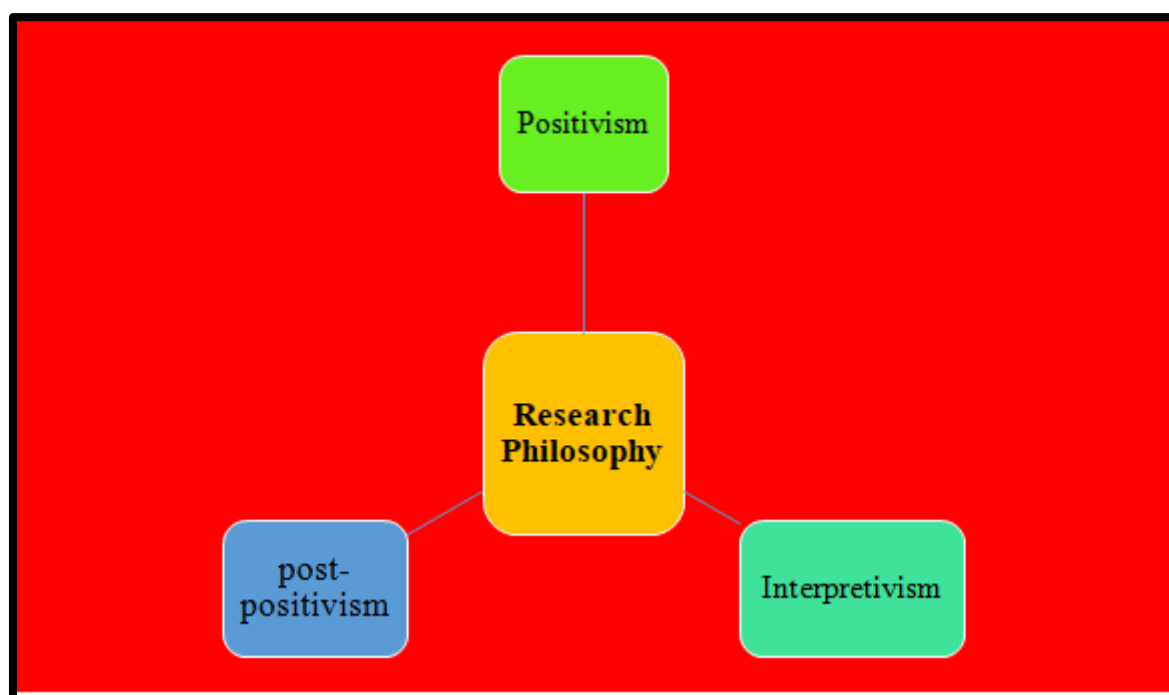


Figure 4.2: Research Philosophy

(Source: Budianto, 2020)

Apart from all of these, it has come into an observation that interconnecting every independent and dependent variable within the whole research process has been done by interpreting the fundamental of interpretive research philosophy. According to Sherif (2018), effective utilization of interpretive research philosophy mainly helps in driving key subjects of the social world in an interpretative manner within the whole research process. Meeting every research objective as well as aim subjectively manner has been done minutely by following the fundamental of this particular research philosophy.

4.4 Research Approach

Between core two types of research approaches named “Deductive” and “Inductive” research approaches, in this research, “***Deductive Research Approach***” has been taken under consideration. The use of this particular research approach has helped in interpreting the role of influencer marketing in improving customers' loyalty levels, which helps in changing purchasing behaviour of customers in the Automobile industry. As reported by Partlett *et al.* (2020), following a deductive research approach mainly helps in explaining the interconnections between each factor associated chosen research topic and at the same time helps in interpreting the relationships casually. As the use of primary quantitative and secondary quantitative research methodologies is useful in terms of devolving a deductive research approach that will be helpful for the successful completion of project work. In this case, interpreting challenges faced by automobile industries has been done along with presenting its interconnection with developing better customer services.

Moreover, using the “deductive research approach” has helped in presenting potential strategies for overcoming faced challenges regarding developing customer loyalty as well as changing customers purchasing behaviours within automobile industries. As demonstrated by Mohajan (2018), the deductive research approach mainly helps in interpreting the connection between the concept and research variables. In this case, the interconnection between the significance of influencers and the impacts of influencers' marketing has been interpreted in a cause-effect manner, which has become helpful in meeting the research aim partially.

4.5 Research Strategy

Among all types of research strategies, the “*Action-oriented Research Strategy*” has been used for directing the whole research process in the right way. In this case, secondary journals, as well as other authentic sources, have been considered to take under conducting effective research-associated actions. As reported by Renzahoet *al.* (2020), following an “action-oriented research strategy” mainly allows the researcher to work on a particular problem. At the same time, the relevance of appropriate theories is mainly driven into discussion effectively. In this case, using an “*Action-oriented Research Strategy*” has helped in accessing significant action-oriented studies that have only focused on the effectiveness of influencer marketing within the Automobile industry.

Apart from these, not only collecting data but also summarising data for conducting thematic analysis have been done effectively by following the fundamentals of this research strategy. As per the reported statement of Sileyew (2019), incorporating an “Action-oriented research Strategy” mainly helps in increasing the value as well as the authenticity of the whole research process. In addition to this, gathering data for interpreting the challenges faced in the automobile industry have been done effectively by following an action-oriented strategy for directing research in the right way.

4.6 Research Design

“*Descriptive Research Design*” has been followed and at the same time, *quantitative data* have been derived from various journals as well as case studies, peer-reviewed articles and so on. As stated by Sarwono (2022), descriptive research design mainly allows the way of using significant theories as well as models relevant to the discussion that is aimed to be driven within the whole research. With the help of descriptive design, the role of influencer marketing has been analysed in new-age businesses based on primary and secondary quantitative data. Moreover, determining strategies for overcoming faced challenges within the automobile industry have been interpreted descriptively by incorporating the main fundamental of this particular research design.

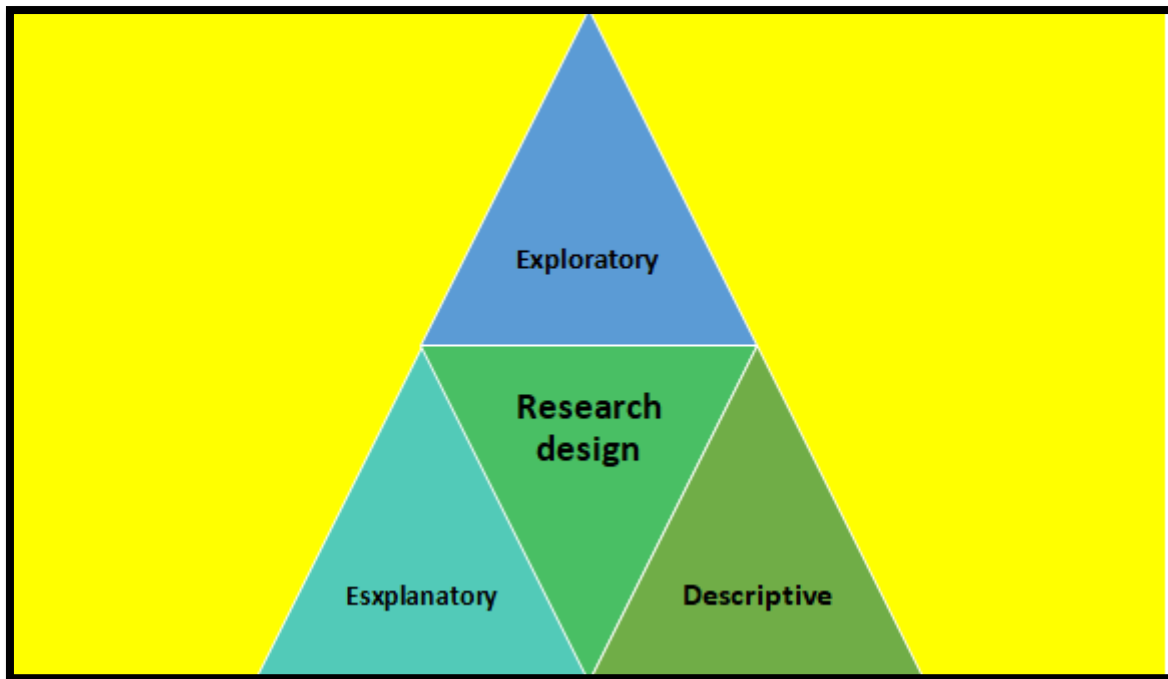


Figure 4.3: Types of Research Design

(Source: Ngozwana, 2018)

Apart from all of these, each minor to major criteria associated with meeting the research aim and objectives have been done as a “descriptive research design” has followed. As opined by Pandey and Pandey (2021), following “descriptive research design” mainly helps in providing an in-depth understanding of presented knowledge for meeting research objectives and aims in selective research. Incorporating key factors associated with this research design is fundamental in this case interpreting an in-depth understanding of the problem statement of the whole research process has been done effectively. This particular fact has enhanced the reliability and validity of data interpretation within the research, which deals with enhancing the significance of the research.

4.7 Data Collection Method and Sampling

Apart from using the “Primary data collection method”, in this case, the “Secondary data collection” process has been followed and all types of essential data have been collected through the following secondary process. *Primary quantitative and secondary quantitative data collection methods have been used here* in terms of developing the study. Secondary quantitative data analysis has been used to collect data from different sources and in terms of knowing the opinion of others. Analysis of secondary quantitative data will help the study to

develop in minimum time. On the other hand, primary research will help to collect authentic data. As per the views of Nayak and Singh (2021), the secondary data collection process mainly helps researchers by opening a wide range of research fields. In this case, evaluating and analysing data perspectives are mainly done which helps in interpreting reliable and authentic data effectively. In this case, customers' perspectives toward the automobile industry have been provided in brief.

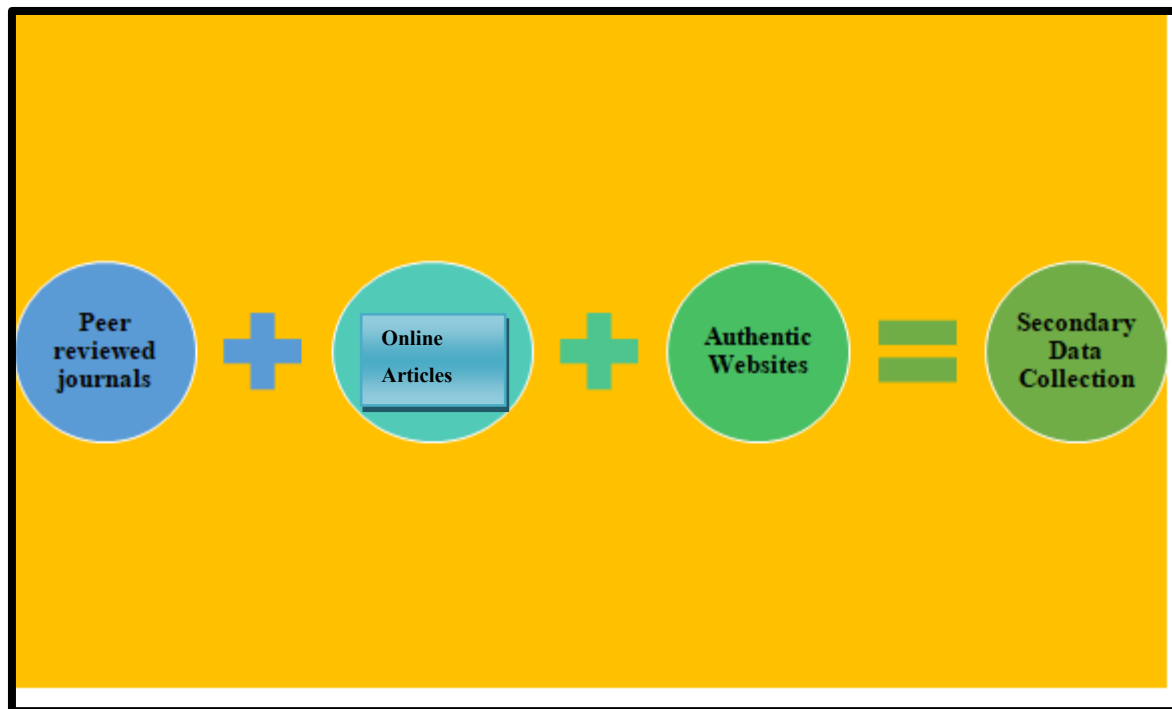


Figure 4.4: Data Collection process

(Source: Pallavi, 2020)

During the time of collecting data, data validity, as well as reliability test, has been done which mainly helps in ensuring validity as well as the authenticity of the whole research process. In this case, some keywords such as customer loyalty in the automobile industry, and the role of influencer marketing current marketing era and soon have been used. As stated by Clarke and Visser (2019), effective inclusion and exclusion criteria need to follow effectively during the time of collecting and interpreting reliable data. In this case, significant inclusion and exclusion criteria have been followed.

Data sources more than the previous five years have been taken under exclusion criteria along with identified less-authentic data sources. In addition to this, journal articles from various authentic newspaper sources as well as other valid sources have been taken into consideration

for inclusion criteria. Various online journals and articles along with newspaper articles with valid sources and Google scholar and Pub Med have been chosen as ways of collecting authentic data. During the time of collecting data, the data filtration process has been conducted for filtering a huge amount of collected data.

4.8 Data Analysis Process

“Thematic Data Analysis Process” has been used in this research process and it has remained justified for analysing data effectively. Following the author Hawkins *et al.* (2020), a quantitative data analysis plan mainly helps in descriptively interpreting collected research data. Developing individual themes based on meeting each research objective and answering research questions have been done properly. Key research findings have been underpinned under each theme as per the suitability of data presentation. Themes development at the part of analysing data has been done through the help of deriving significant keywords that have underpinned the key discussion.

Apart from all of these, chosen thematic data analysis process has mainly helped in analysing the challenges faced by automobile industries in time of developing customer loyalty for changing their brand engagement. The use of primary quantitative and secondary quantitative data analysis will be helpful in terms of analysing the survey result in a better way. According to Ngotwane (2018), the theme-based discussion mainly helps in interpreting collected data part by part. In this case, following this particular data analysis process has helped the researcher to keep transparency in the discussion part by part. Answering each research question has been able to be done effectively by following a proper data analysis process as per chosen data collection process.

4.8 Sample Size

The analysis of the study includes a sample size of 51 responses from the customers to collect real-world data based on their purchase experience in the automobile industry. The group of customers have been selected based on age group, gender, and buying experience within the automotive sector.

4.9 Research Timeline

[Refer to Appendix 1]

4.10 Ethical Consideration

Considering significant ethical factors associated with the whole research process mainly helps in enhancing reliability as well as the value of the whole research process. In this case, collected data will be kept confidential through the following fundamental legislative act named “*The Data Protection Act 2018*” (Legislation.gov.uk, 2018). In this case, the chances of facing significant copyright issues during the time of collecting important as well as relevant data have also been taken into consideration for sustaining the validity of the whole research process. In addition to this, de-identification of data has been done before releasing officially in this research and avoiding it might be effective for enhancing the chances of facing significant ethical issues within research.

4.11 Research Limitation

This particular research is significantly limited to considering secondary data collection methods rather than following primary research methodology. In addition to this, the research area in this particular research process has been limited to exploring customer loyalty factors in the Automobile industry. In addition to this, following the secondary research approach this particular research is also limited to access to non-paid articles as well as journals available on Google scholar as well as on other authentic websites.

4.12 Summary

Hence, it can be summarized that the strategic choice of secondary methodological approaches has helped in enhancing the validity of the whole research process. On the other hand, the importance of representing the research onion in the time of presenting proper methodological choices mainly lies in explaining each essential step associated with the whole research process. At the same time, the emergence of integrating the concept of using influencer marketing has presented as justified for gaining customers' loyalty within the automobile industry. Moreover, it can be drawn into the summary that using an appropriate research approach as well as research philosophy has helped in directing the whole research in the right direction. In addition to this, following the secondary data collection process has helped in interpreting the significance of influencer marketing in the modern marketing era, especially in the time of developing customers' loyalty towards the automobile industry. Thus, it can be summarised that following proper research methodology has helped in collecting proper data for meeting the research aim effectively.

CHAPTER 5: Findings and Analysis

5.1 Introduction

The data findings and analysis provide the accumulated data based on *primary quantitative and secondary quantitative data collection methods*. There are primary data has been collected from the participants and secondary data has been collected from authentic sources for the compilation of the study. This has focused on a mixed method to collect both primary and secondary sources based on the research objectives.

5.2 Primary Quantitative analysis

Q1: I belong to this age group?

I belong to this age group

106 responses

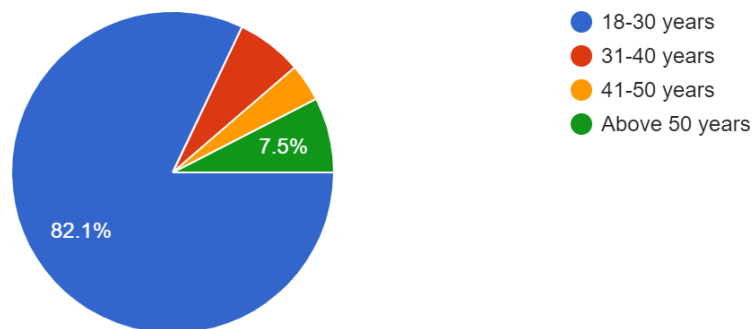


Figure 5.2.1: Age group

(Source: Self-developed)

The above graph states the outcome of responses based on the age group, there are 82.1% in the age group of 18 to 30 years. There are 6.6% who belong to the age group of 31 to 40 years whereas, 3.8% belong to 41 to 50 years. There are also 7.5% of individuals who are above 50 years of age.

Q2: My gender is?

My gender is

106 responses

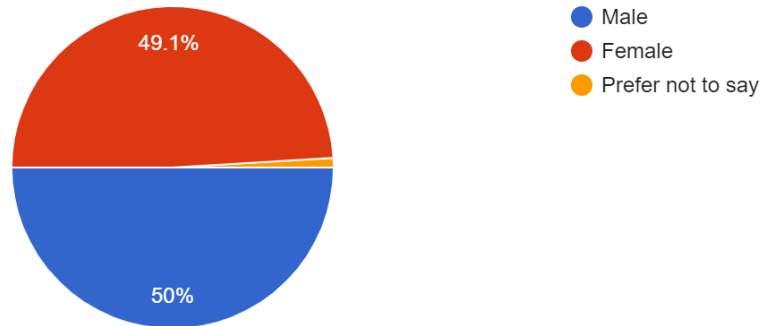


Figure 5.2.2: Gender

(Source: Self-developed)

The above statistic reflects the responses from the participants based on gender in the data collection process of the study. There are 49.1% male participants and 50% of female respondents in the study. There are also 0.9% of the respondents who do not wish to disclose their gender.

Q3: My highest level of education is?

My highest level of education is

106 responses

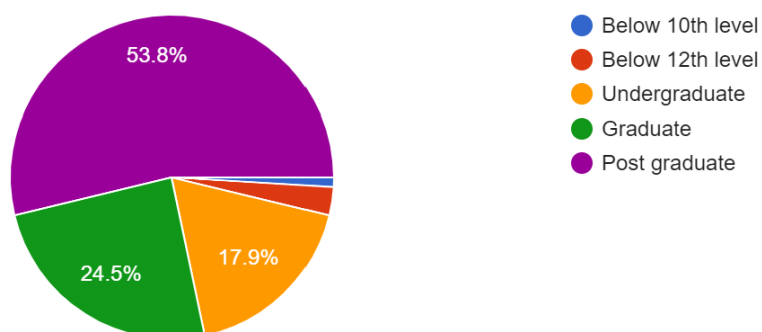


Figure 5.2.3: Educational level

(Source: Self-developed)

Based on the graph above, there are 53.8% of post graduates and 24.5% of graduates, we also have 17.9% of respondents pursuing their undergrad. There are 0.9% of respondents whose education level is below 10th level and 2.8% below 12th level.

Q4: My income per annum is?

My income per annum is

97 responses

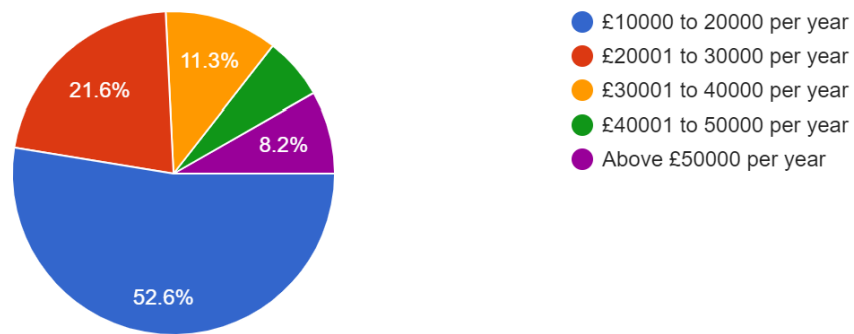


Figure 5.2.4: Income level

(Source: Self-developed)

As per the presented pie chart, it can be said that 52.6% of people among 106 respondents belong to an average annual income group of £10000-20000. 21.6% of respondents belong to the £20001-30000 group, and 11.3% of respondents belong to the group of £30001-40000. 6.2% belong to the group of £40001-50000 per year and 8.2% belong to the group of £50000 and above per year.

Q5: I think automobile organizations around the region I live, are doing influencer marketing?

I think automobile organizations around the region I live, are doing influencer marketing

106 responses

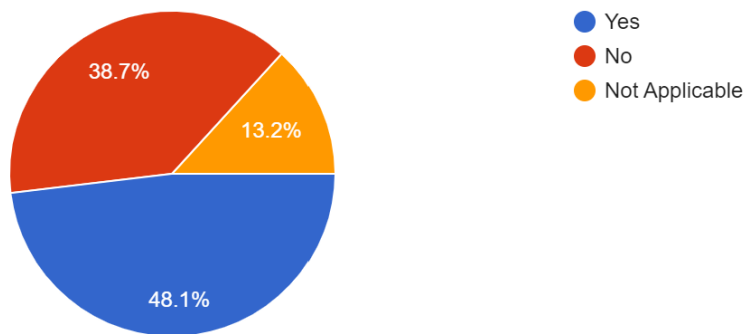


Figure 5.2.5: Organizations in area doing influencer marketing

(Source: Self-developed)

48.1% of respondents have answered yes while 38.7% of respondents have replied no. There are also 13.2% of the 106 respondents who chose not applicable.

Q6. I regularly use social media on a daily basis?

I regularly use social media on a daily basis

106 responses

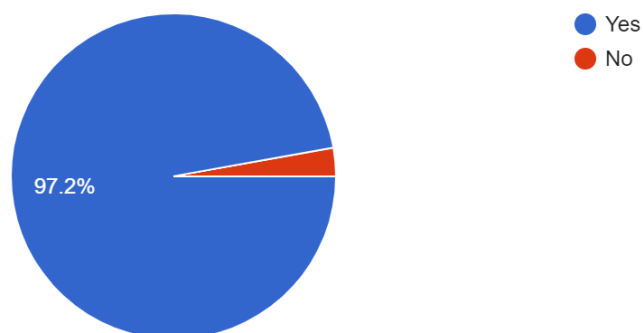


Figure 5.2.6: social media usage

(Source: Self-developed)

97.2% of respondents have chosen yes to answer this particular question while 2.8% of respondents have chosen no.

Q7: Among all the social media platforms, I am using _____ the most?

Among all the social media platforms, I am using _____ the most

105 responses

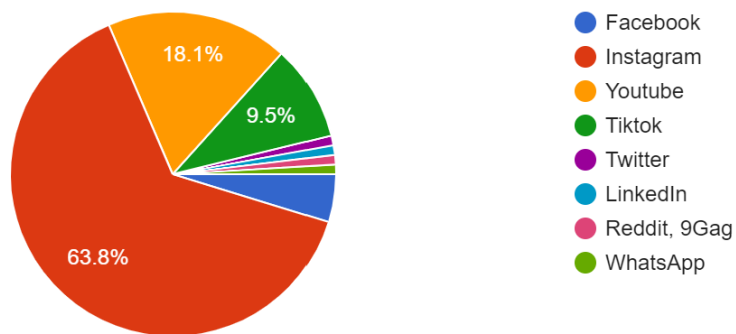


Figure 5.2.7: types of social media use by respondents

(Source: Self-developed)

63.8% of respondents are using Instagram and 4.8% use Facebook. While 18.1% of respondents use YouTube and 9.5% of the respondents use Tik Tok. 1% use Whatsapp and another 1% use Twitter. 1% use LinkedIn, another 1% use Reddit & 9Gag.

Q8: I have bought a car in last 3 years?

I have bought a car in the last 3 years

106 responses

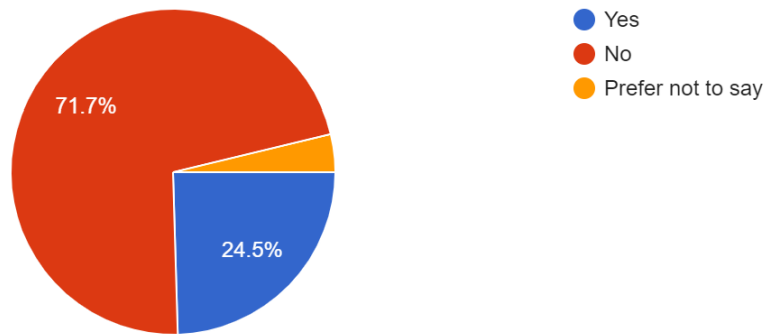


Figure 5.2.8: Numbers of buyers of car

(Source: Self-developed)

71.7% of respondents have reported no to answer this particular question while 24.5% of respondents have replied no to answer this question and the rest of the 3.8% respondents have chosen not to say.

Q9. I think social media influencers improve brand’s reputation in automotive industry?

I think social media influencers improve brand's reputation in automotive industry

106 responses

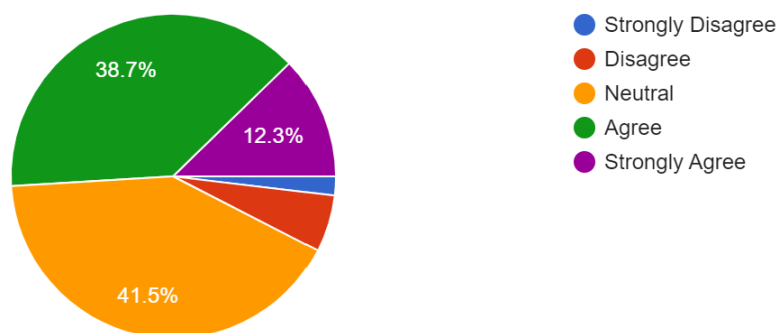


Figure 5.2.9: Types of social media usage in automobile industry

(Source: Self-developed)

12.3% and 38.7% of respondents out of 106 respondents strongly agreed as well as agreed with this particular fact and at the same time, 1.9% and 5.7% of people strongly disagreed as well as disagreed with this fact. 41.5% of respondents have chosen neutral.

Q10: I think influencers play a significant role to develop customer loyalty in automobile industry?

I think influencers play a significant role to develop customer loyalty in automobile industry

106 responses

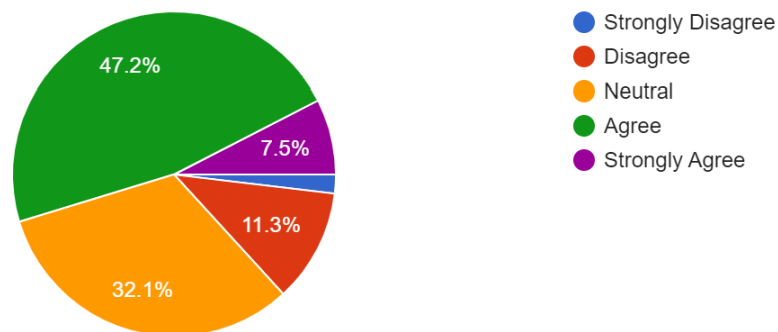


Figure 5.2.10: Influencer marketers play significant role in developing customer loyalty in automobile industry

(Source: Self-developed)

Additionally, the above graph shows the role of influencer marketing to improve customer loyalty in the automobile industry within the UK. This involves that there are 1.9% and 11.3% of the total participants have strongly disagreed and disagreed in general with the statement whereas, there are 7.5 and 47.2% of the total respondents have considered the contribution of influencer marketing in the improvement of customer services in the automobile industry. Although, there are 32.1% of the participants have in a neutral position during the data collection process of the study.

Q11: I think influencer marketing has contributed to improving customer service in automobile industry?

I think influencer marketing has contributed to improving customer service in automobile industry

106 responses

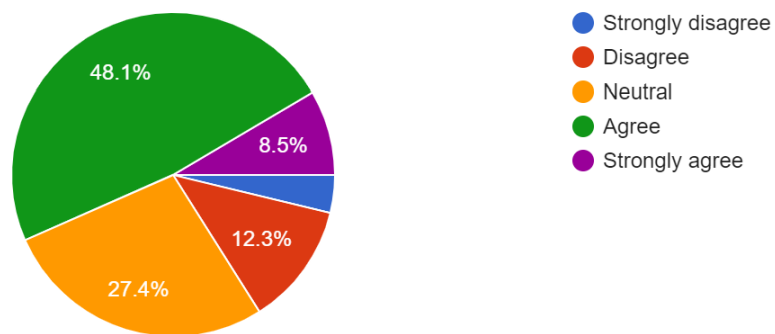


Figure 5.2.11: Influencer marketing has contributed to improve customer service in the automobile industry

(Source: Self-developed)

The graph above shows the role of influencer marketing to improve customer service in the automobile industry within the UK. This involves that there are 3.8% and 12.3% of the total participants have strongly disagreed and disagreed in general with the statement whereas, there are 8.5% and 48.1% of the total respondents have considered the contribution of influencer marketing in the improvement of customer services in the automobile industry. Although, there are 27.4% of the participants have in a neutral position during the data collection process of the study.

Q12: I think social media plays an important role to reach more customers in the automobile industry?

I think social media plays an important role to reach more customers in the automobile industry

106 responses

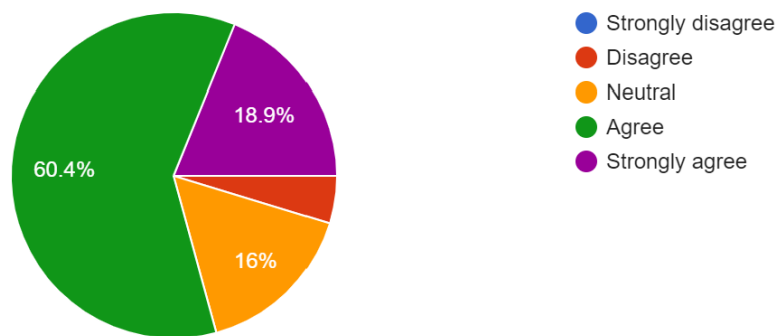


Figure 5.2.12: Social media plays an important role to reach more customers in the automobile industry

(Source: Self-developed)

This pie chart shows the role of influencer marketing to reach more customers in the automobile industry within the UK. This involves that there are 4.7% of the total participants disagreed with the statement, there are 18.9 and 60.4% of the total respondents have considered the contribution of influencer marketing in the improvement of customer services in the automobile industry. Although, there are 16% of the participants have in a neutral position during the data collection process of the study.

Q13: I think that influencer marketing is a medium for improving customer services and loyalty?

I think that influencer marketing is a medium for improving customer services and loyalty

105 responses

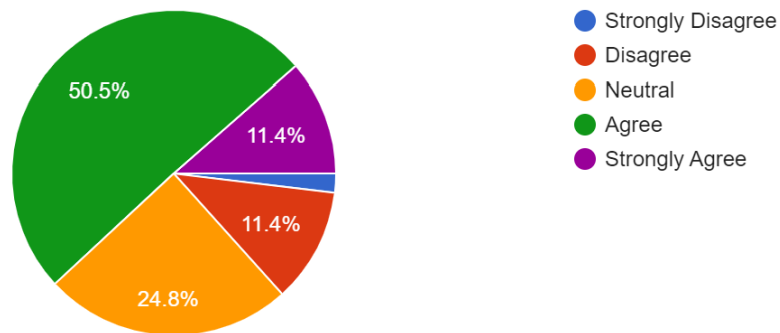


Figure 5.2.13: Influencer marketing can be used as a medium for improving customer services and loyalty

(Source: Self- developed)

Moreover, the above figure consumes the responses for the role of social media to reach maximum customers in the automotive industry. There are 11.4% of the total respondents disagreed with the statement and 1.9% of the participants strongly disagreed with the asked question. Additionally, there are 24.8% of the total respondents are in the neutral position. There are 50.5% and 11.4% of the participants have considered the role of social media to reach maximum customers across the UK in the automotive industry.

Q14: I think that influencer marketing impact customer behavior in the automobile industry?

I think that influencer marketing impact customer behavior in the automobile industry

106 responses

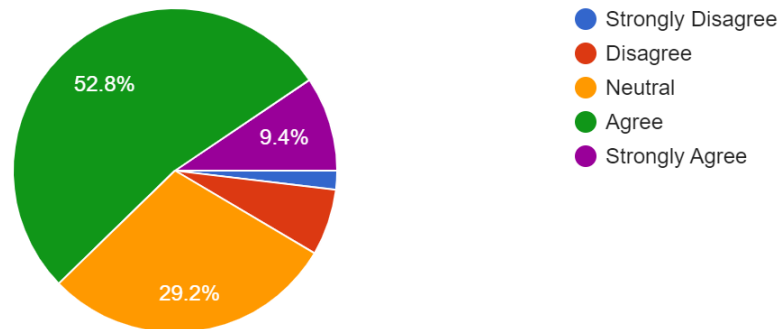


Figure 5.2.14: Influencer marketing impact customer behavior in the automobile industry

(Source: Self- developed)

Out of the total respondents, there are 9.4% of the participants strongly agreed with the asked question and 52.8% agreed with the impact of influencer marketing on customer behaviour within the automobile industry of the UK. In addition to this, there are 6.6% of the participants disagreed with the asked question and 1.9% strongly disagreed during the process. Moreover, there are 29.2% of the participants are in a neutral position during the data collection process of the research.

Q15: I think that influencers have contributed to improving customer purchase decisions in the automobile industry?

I think that influencers have contributed to improving customer purchase decisions in the automobile industry

105 responses

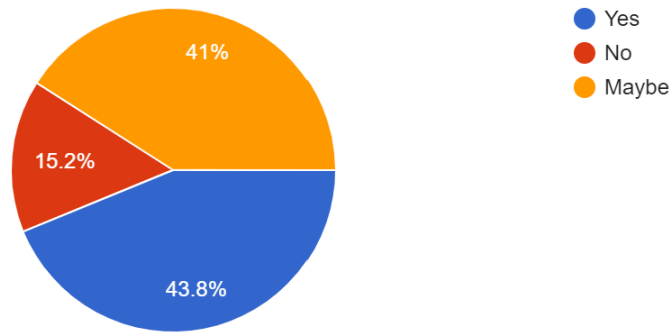


Figure 5.2.15: Influencers have contributed to improving customer purchase decisions in the automobile industry

(Source: Self- developed)

The above figure has considered the responses to the role of influencers in improving customer purchase decisions in the automobile industry. 43.8% of respondents have reported yes to answer this particular question while 15.2% of respondents have replied no to answer this question. 41% of respondents have reported their answer as maybe.

Q16: I am planning to buy a car in the next 3 years?

I am planning to buy a car in the next 3 years

106 responses

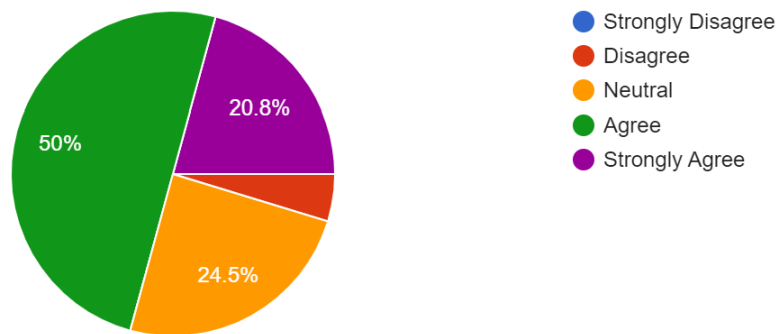


Figure 5.2.16: Purchase of a car in the near future

(Source: Self- developed)

There are 4.7% of respondents who disagreed with the plan of buying a car in the next 3 years. On the other hand, there are 50% and 20.8% of the participants agreed and strongly agreed with the asked question and 24.5% are in a neutral position while collecting the required data.

Q17: What sources would you use to gather information on the car you're planning to buy?

What sources would you use to gather information on the car you're planning to buy



106 responses

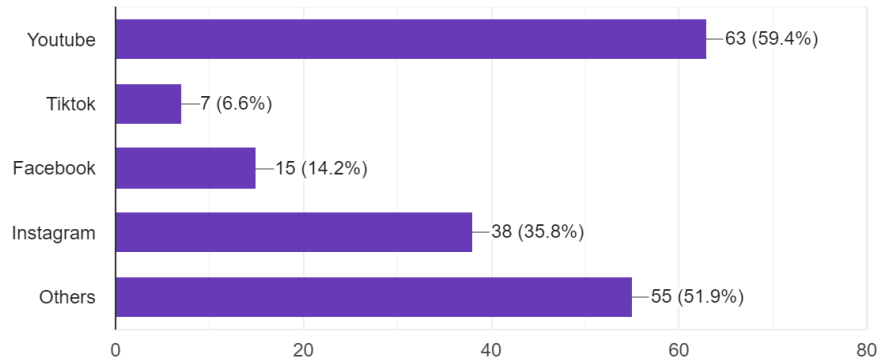


Figure 5.2.17: Sources used to gather information on the car you're planning to buy

(Source: Self-developed)

Out of the 106 respondents, 59.4% chose YouTube as a source that they would use to gather information on their new car purchase while 6.6% use TikTok as a medium to learn about their purchase. 14.2% and 35.8% use Facebook and Instagram to gather information while 51.9% use other mediums.

5.3 Secondary Quantitative analysis

Theme 1: Determining the significance of influencers to develop customer loyalty in the automobile industry

In the Automobile industry, customer loyalty is very important to develop the overall industry in the international market. Customers significantly made their decision based on the experience that they have gained from the use of a particular brand in the industry (Scherpen *et al.* 2018). People also feel very reliable on the brand if they receive any discount or reward in their next purchase. Influencers significantly help to develop customer loyalty in the industry. They provide new ideas and promote those ideas on social media as well to develop better customer service. That will also significantly attract the interest of the consumers to the industry and also will build customer loyalty. Promotion and

implementation of a good brand image can improve customer loyalty in the industry. The decisive role of customer service and personalization will significantly increase customer loyalty in the industry (Themba *et al.* 2019). Satisfaction, commitment, trust, involvement, switching cost, perceived risk, and habit all are the determining factors of customer loyalty in the industry to develop better services in the company as well as in the industry.

During the covid period, physical gathering was mandatorily banned in the industry and used influencer marketing and social media marketing hugely to develop better customer services (Haghkhah *et al.* 2020). The use of these technologies has also helped the companies to be connected with their customer that have significantly increased customer loyalty. Customer loyalty in a company or industry helps to increase profit rate, allows growth sustainability, improves the success of sales reduce turnover, effectively drives profit, and also help attract new customer to the industry (Waluya *et al.* 2019). That automatically helps to improve their brand image in the market.

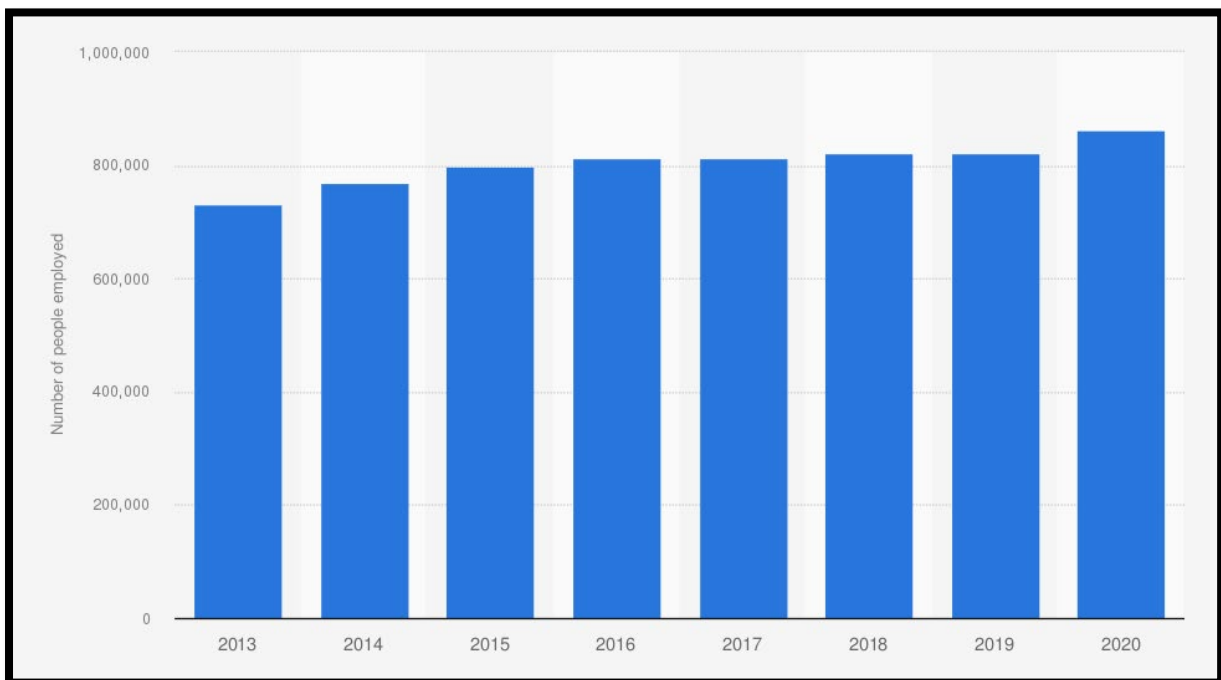


Figure 5.3.1: Number of people employed in the automotive industry in the UK

(Source: statista.com 2021a)

The above graph clearly defines the rate of employment in the automobile industry of the UK from 2013 to 2020. The employment rate has increased clearly in this period. It has also been seen from the graph that a total of around 864000 people have been employed during this

period. In 2013, around 731000 people were employed in the industry. In 2014, employment had risen to 77000. In 2015, employment again rose to 799000 (statista.com 2021). In 2016, the employment rate increased significantly and went up to 814000. In 2017, the employment rate was the same as in 2016. Again in 2018, the employment was around 823000 all over the UK in the automobile industry. In 2019, the employment rate was the same as in 2018. In 2020 it raised to 864300 which was a huge increment. In 2020 at the time of the pandemic, the employment rate increased as many employees left their jobs and some of the employees suffered a lot from the inconveniences due to the pandemic. The decisive role of customer service and personalization will significantly increase customer loyalty in the industry

Theme 2: Impact of influencer marketing that often improves consumer purchase behavior

The features of influencers have positively impacted consumer behaviour while encountering a new buying experience in the automotive industry within the UK. Moreover, the influencers have contributed to impacting consumer behaviour through *thoughts, opinions, and attitudes* during business interactions within the organization (LêGiang Nam, 2018). However, the influencers are required to focus on the opinion, position, and ability of the customers to evaluate customer purchase behaviour in the automotive field. The approaches for communication are also needed to improve to have direct interaction with the customers and share the new messages related to the new products (Lou and Yuan, 2019). The change in customer behaviour has been improved by the influencers towards the increased use of social media to purchase products. This also has been addressed that the market value of influencer marketing has reached \$13.8 billion in 2021 across the UK (Statista, 2021c). Customer interaction has played an important role to improve purchase intention among the customers by offering new services within the automobile industry.

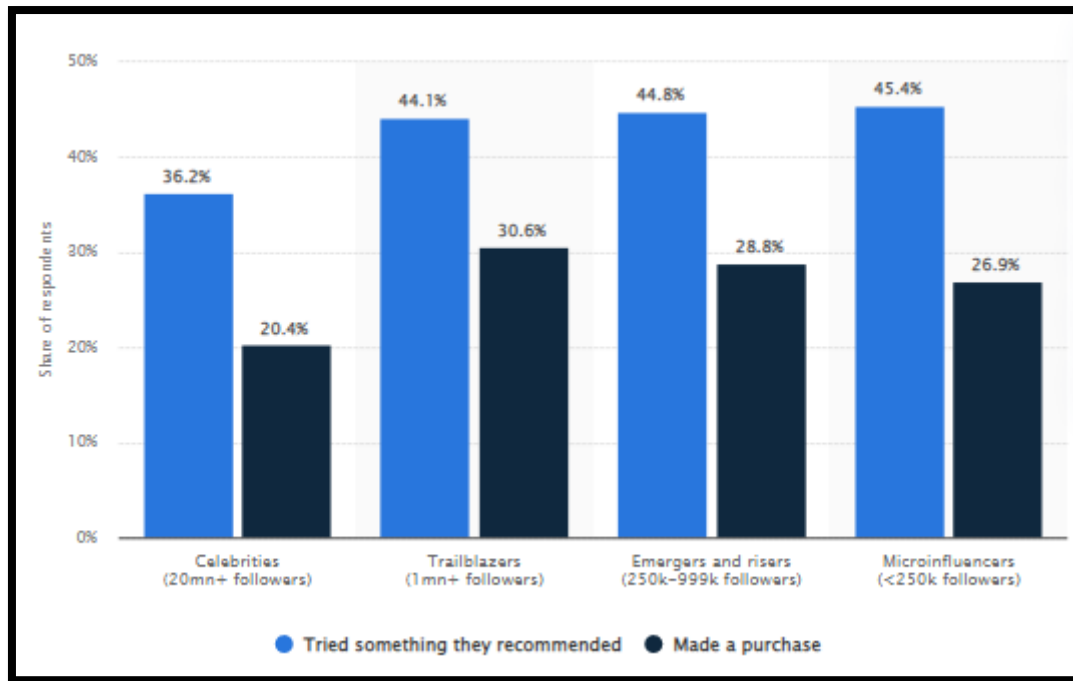


Figure 5.3.2: Impact of influencers on customers purchasing behaviour

(Source: Statista, 2021b)

The above figure provides the percentage rate of the impact of influencers on customer purchasing behaviour within the automobile industry of the UK. Additionally, there are 26.9% of the influencers have recommended the strategies to improve customer purchase behaviour (Statista, 2021b). As mentioned by Argyriset *al.* (2020), there are *LinkedIn, Instagram, and Facebook* are mostly used by influencers to improve customer purchase behaviour within the automotive industry of the UK. These are also contributed to communication platforms for the customers and marketers to deal with the business. There is a “*Detroit-based company*” within the UK that has increased its market share by 7.06% in 2022 and has improved its customer range as well (Statista, 2022). Zak and Hasprova (2020) have discussed that the partnership among the influencers has increased to attract new customers by improving buying experience in the automotive industry of the UK.

Theme 3: Potential challenges faced by the automobile industry to achieve better customer services

The influencers have faced several challenges while improving customer services within the automotive industry of the UK. This includes that the *manufacturing shutdown* has

contributed to reducing vehicle sales by 84% in Europe in 2019 (Canhoto and Clear, 2020). The manufacturing shutdown highlighted the existing challenges to achieving excess production in the automotive industry due to resource shortages. This also led to financial losses and has directly impacted the overall GDP growth as well. However, the manufacturing shutdown remains a potential challenge for the automotive industry during the pandemic outbreak. As opined by Fraga-Lamas and Fernández-Caramés (2019), this indicates that the influencers are required to focus on the development of “*battery electric vehicles*” to ease the conventional manufacturing process and standards by speeding up technology shifts in automobile sectors. *Reduced vehicle sales* appeared as a critical challenge for the influencers due to the effectiveness of the pandemic outbreak.



Figure 5.3.3: Effective challenges faced by the automotive industry in the UK

(Source: Lee and Lee, 2020)

The above figure shows the effective challenges faced by the UK automotive industry while improving customer services. Car sales have increased by 17 million within the UK during the pre-pandemic situation (Fraga-Lamas and Fernández-Caramés, 2019). This has impacted due to a lack of monitoring in the manufacturing process in the automotive industry of the UK. *The labour shortage* has also been considered a major challenge for the UK automotive industry to achieve better customer service (Alladiet al. 2019). Additionally, a lack of knowledge among the labourers to incorporate high-standard technologies in manufacturing to reduce cost-effectiveness and effort has been determined during the study. The UK automotive supply chain has been disrupted due to Covid-19 and has resulted in a shortage of semiconductors and poor installment of “*electric mobility*”. As explained by Canhoto and Clear (2020), the *production shutdown* has led to a wide range of financial losses within the automotive business of the UK. This also has contributed to a low cash flow in the business to adopt new technological advancements and be able to improve customer services.

Theme 4: Mitigation strategies to overcome the challenges in the automobile industry to achieve better customer service and loyalty

The influencers are required to utilize *Omni channel marketing* to build customer experience with a digital touchpoint. This will help to serve the customer based on the most used social platforms within the UK and be able to have their satisfaction as well. It makes the customers connect with the business marketers through digital platforms. As reported by Sun *et al.* (2020), the change from *traditional marketing to social marketing* has increased the overall business growth of the UK automotive industry by attracting more customers through online platforms. This has improved the overall business growth by 72% by handling a wide range of customers (Sharma *et al.* 2021). This is also important to manage dealerships during car purchases to develop a strong binding between the customers and influencers.

There are *LinkedIn, Instagram, and Facebook* are mostly used by business marketers to enhance customer experience. These have contributed to improving business profit by 82% as compared with traditional marketing across Europe. The value added by the supply chain increased the overall business growth by £4.9 billion in 2021 (Statista, 2021d). The improvement in product quality and designs is also important for business marketers to increase customer loyalty to the business. There is an opportunity that has been provided to the customers to share their experience in the review section on the social media channel.

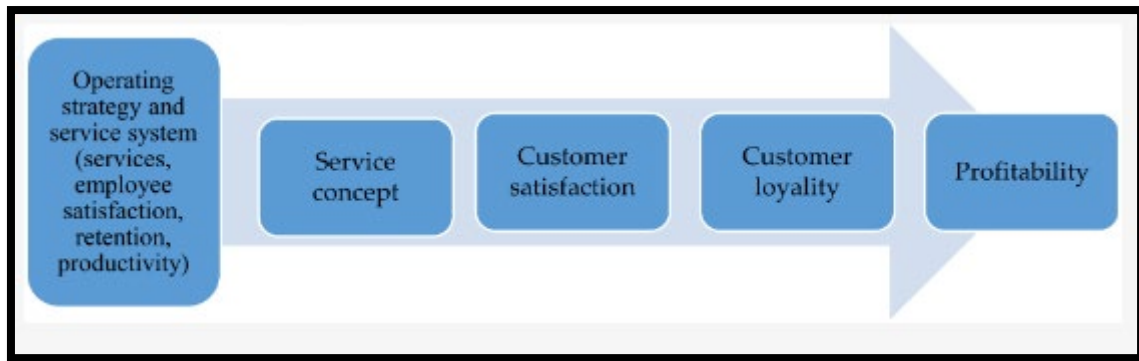


Figure 5.3.4: Mitigation strategies in the automotive industry

(Source: Reimet *al.* 2018)

The above figure represents the effective mitigation strategies for the automotive industries to achieve better customer service and productivity. **Customer segmentation** is also important for the automotive industry to deliver specific services based on customer opinions and loyalty (Reimet *al.* 2018). Although, the business influencers are required to provide an opportunity to the targeted customers to make purchase decisions to improve their buying experience. This will also help to develop a cooperative relationship between the influencers and customers within the business. As illustrated by Sharma *et al.* (2021), the **online presence** allows the influencers to reach maximum customers and deliver the required services as well. Customer engagement has been improved by increasing investment in the business to incorporate technological advancements in the car manufacturing process.

5.4 Summary

The chapter has concluded with the evaluation of both the primary and secondary data by collecting through **quantitative processes**. The responses have been collected from 106 participants and secondary data has been collected from multiple sources. The **secondary quantitative data** has been discussed by developing different themes based on the research objectives. The outcome of the responses has been discussed in the study to evaluate the significance of the research. There is real-world data that has also been mentioned in the research based on the evaluation of different journals and websites. The secondary data has been described through **thematic analysis** during the chapter to evaluate research objectives.

Chapter 6: Discussion

6.1 Introduction

Based on collected data dimensional analysis as well as discussion data have been done in this chapter. It has previously come into an observation that most of the people of the current generation are significantly aware of the using influencer marketing concept within the automobile industry to enhance the annual turnover rate of companies within the automobile industry. This chapter has done not only quantitative data-based discussion but also qualitative data-based discussion. In this case, comparative discussion of presented information in the literature reviews chapter and qualitative data presentation in the result chapter has been driven under the limelight of discussion. Theme-based comparisons along with highlighting key research findings have been provided in brief. Moreover, quantitative data discussion has presented real-life opinions of people about the use of influencer marketing in the current trending marketing scenario of international business firms within the automobile industry. Apart from all of these, discussion based on derived data has also represented interconnection between qualitative as well as quantitative data sets.

6.2 Analysis of Quantitative data

It has come into an observation that, most of the respondents have agreed with the fact that social media usage in terms of launching the concepts of influencer marketing has become very much effective for driving significant changes within the automobile industry. In addition to this, it has come into an observation that social media sites as well as creating pages on social media sites mainly take place within the automobile industry to sustain marketing activities to enhance customers' brand engagement as well as change their purchasing behaviours of products. Collecting data through conducting a survey process with 106 respondents has reported that most of the respondents who have reported mainly belong to the male group by their gender and at the same time, most of the respondents are within the 18 to 30 age bracket.

In addition to this, 17.9% of respondents have reported that their educational qualification is undergraduate and at the same time, 24.5% of respondents have reported themselves as a graduate. Among them, most of the respondents earn £20001-30000 per month and in this case, the reported percentage rate is 21.6%, which has been calculated based on the collected

responses of 106 respondents. On the other hand, it has come into an observation that 11.3% of people out of 106 respondents have reported their monthly salary as £30001-40000 per month. Apart from all of these, it has come into an observation that among 49.1% of people most of the responses have reported from the end of the female group. It has come into an observation that, 48.1% of respondents have reported yes to answer this particular question while 38.7% of respondents have replied no to answer the question, which has aimed at identifying if influencer marketing happens in the region they live.

Apart from these, 97.2% of respondents have reported yes to answer that they are using social media platforms on a daily basis while 2.8% of respondents have replied no to answering this question. Derived data from 106 respondents have reported that 24.5% of respondents among them have bought a car in the last 3 years. Besides, 12.3% and 38.7% of respondents out of 106 respondents strongly agreed as well as agreed with this particular fact and at the same time, 1.9% of people strongly disagreed with this fact that “influencer marketing improve in brand’s reputation in automobile industry”. Thus, it can be said that manipulated data following a simple random sampling process has positively met the research aim by answering research questions properly and at the same time has remained significantly interconnected with research objectives.

6.3 Analysis of Qualitative Data

“Theme 1: High significance of influencers in developing loyalty among customers within the automobile industry”

Customers' loyalty is considered very much important for developing sales value as well as the volume within the international automobile industry. At the same time, it has come into an observation that derived data from secondary sources has reported that people get influenced through seeing various posts on social sites as well as inspiring video content on social sites. In addition to this, it has come into an observation that people also feel high-level satisfaction after seeing attentive informative content on social sites. As per the views of Scherpen *et al.* (2018), it has become very much easy for customers to grab significant discounts as well as offers on the price of products at the time of purchasing products through using promo codes provided by influencer marketing on various video contents. On the other hand, it has come into an observation that most of the influencers on social media help in

providing quality data to customers through which changing their purchasing behaviours has able to be done effectively.

In addition to this, it has been observed that in the literature review section, significant beneficial influences of influencer marketing on changing customers' behaviours through enhancing their brand loyalty have been described. On the other hand, attracting significant customer interest has become very much effective for ensuring customers' engagement with the brand. As reported by Jaxa-Rozen and Trutnevyte (2021), developed customer loyalty mainly helps in managing brand activities and helps in ensuring more customer management in buying products. In addition to this, it has come observed that most enhancing customer satisfaction, as well as commitment level and trust levels, have been able to be done effectively through the active performance of social media influencers in marketing.

“Theme 2: Significant impacts of influencers' marketing in changing customers purchasing behaviour”

In the case of the UK automobile industry, it has come into an observation that the rate of employment has started to increase within the automobile industry which is partially considered as the positive impact of adopting the concepts of influencers marketing through social media access. In addition to this, it has been also derived and presented that “a total of around 864000 people” have been significantly employed from 2013 to 2020. This particular time is considered the most beneficial time for the automobile industry to generate a high rate of revenue (Reinikainen *et al.* 2020). On the other hand, it has come into an observation that changing customers' thoughts as well as attitudes towards the brand as well as opinions towards the product as well as service quality have started taking place through the role played by influencer marketing.

It has come into an observation that evaluating customers purchasing behaviours has been also done through the help of influencer marketing activities. On the other hand, the literature section has reported that most of the inverse impacts are mainly created by influencer marketing to sustain purchasing products within the automobile industry (Chopra *et al.* 2021). On the other hand, it has come into an observation that the “total value of influencer marketing has reached \$13.8 billion in 2021” in the UK which has become very much beneficial for contributing to the sustainable economic growth of the UK and at the same time it is also beneficial for sustainable the growth of the global automotive industry.

“Theme 3: Effective challenges faced within the automobile industry in achieving better customer services”

Derived databases from secondary sources have been used significantly in time of presenting effective challenges that are mainly faced within the automobile industry in a time of enhancing customers' purchasing behaviour effectively. Challenges in terms of the uncertain shutdown of manufacturing activities within the automobile industry have taken place effectively and due to which a significant reduction in sales percentage value of automobile in UK market has reported. In this case, the percentage rate that has been reported is “decreasing sales by 84% in the year 2019” (Haudi *et al.* 2022). On the other hand, it has come to an observation that most of the financial losses as well as decreasing GDP rate have been reported through collecting data from authentic secondary sources.

On the other hand, “development of battery electric vehicles” has become one of the challenges within the automobile industry as models, which have been made based on this particular concept, have become significantly tough to catch customers' attraction due to their cost-effective price range. In this case, derived data has become very much appropriate for meeting research objectives as well as answering research questions. Significantly, reduced vehicle sales volume has become one of the major challenges for social media influencers and at the same time, it has been caused due to pandemic outbreaks (Campbell and Farrell, 2020). Facing issues in terms of labour shortage has been reported in both pieces of literature as well as the results part.

“Theme 4: Beneficial mitigation strategies for overcoming significant challenges in the automobile industry in order to achieve consumer loyalty and long-term attachment”

Strategies that are mainly used to overcome significant challenges within the Automobile industry have become very much effective for sustaining marketing activities that have aimed to be performed by social media influencers. On the other hand, it has been also reported that significant innovative ideas have been taken under consideration by influencers for converting significant traditional marketing to social media marketing and at the same time it has become very much effective for engaging people day by day numbers of social media users has started increasing at a particular percentage rate.

The engagement of customers through “*social media marketing*” can be effective in improving product sales and mitigating challenges. The growth of influencers and the

increasing popularity of SM platforms have been considered by authors like Sun *et al.* (2020) in evaluating changing customer needs. Further, authors like Sharma *et al.* (2021) have considered the strategy of building the “online presence” of influencers as useful for engaging with customers. This can be useful in understanding varied customer needs and changing requirements of different customer categories. This, along with “customer segmentation”, can be useful in understanding the changing demands of the identified “target market”. In addition, maintaining collaboration with influencers in the development of content can be useful in avoiding the use of unethical approaches by the influencers. The challenges of “unethical practices” can be particularly harmful to expanding the businesses of the automobile units. The adoption of a “responsible business approach” in the “automobile sector” can be useful in reaching out to more customers and maintaining the trust of customers.

6.4 Summary

Hence, it can be summarised derived data from collected secondary as well as primary sources have met research objectives effectively and at the same time interconnection among each collected data as per the chosen topic has been presented in this chapter. On the other hand, most of the respondents have answered that they significantly agreed with creating positive impacts by influencer marketing as it has played a vital role in engaging more customers with the brand. It can be summarised that most of the people who mainly belong to the youth generation are mainly aware of the excessive participation of influencer marketing within the automobile industry. Qualitative data has reported that significant challenges have started faced by influencer marketing in time of providing advertisement of products as well as beneficial services through creating significant attractive content. Thus, it can be summarised that appropriate, as well as desired data, has able to be collected through surveying with 106 people.

Chapter 7- Conclusion

7.1 Conclusion

This study has dealt with the influence of “influencer marketing” for improving customer loyalty across international businesses, specifically focusing on the “automobile industry”. In the introductory section, it has been discussed that the role played by influencers in the marketing process has considerably increased with the growth of digital businesses, having a market value of around “\$ 305 billion” and a CAGR of about “17.6%” in the period from “2021 to 2026”. Several automobile businesses have taken advantage of the growing popularity of influencers across different platforms. This can be observed from the example of the “Toyota Company”, which has used influencer popularity on platforms like YouTube and Facebook for marketing its products and reaching out to customers. This “new age marketing” method is suitable for improving customer services and ensuring personalised engagement with automobile products. The importance of influencers for the automobile market can also be understood from the fact that nearly 38% of customers turn to “social media platforms” for taking advice on probable car purchases and can therefore be motivated by the endorsements supported by influencers.

The importance of “influencer marketing” also lies in improving the brand image and loyalty of customers by providing them with complete information regarding products. At the same time, it is useful for automobile companies to assess the changing interests and demands of customers. A few of the challenges of this marketing method for automobile businesses have also been discussed, including the prevalence of unethical practices. A mixed method of analysis has been applied in this study, with the use of both thematic and quantitative analysis through a survey. A “descriptive design”, “deductive approach” and “interpretive philosophy” has defined the main methods utilised in this work. These methods have been effective in assessing the factors that contribute to an increase in satisfaction for customers using influencer endorsements for making decisions on car purchases.

7.2 Linking with Objectives

Objective 1: “To determine the significance of the influencer to develop customer loyalty in the automobile industry”

This objective has been discussed in Section 5.3 which discussed the different themes identified in this study and has been elaborated in Theme 1. One of the key factors that have contributed to an increase in customer loyalty is the high “reliability” associated with the brand endorsements conducted through the medium of influencers. The promotion of new ideas and service facilities for automobile products through influencer mediums is beneficial for directly engaging with customers and responding to their needs. The surveyed respondents as crucial for improving customer loyalty have mentioned other aspects like trust, commitment, satisfaction and involvement.

Objective 2: “To determine the impact of influencer marketing to improve consumer purchase behaviour”

The different aspects of consumer behaviour, including habitual buying and repurchasing intentions, have been elaborated on in section 2.7 of this study. This has also been discussed in the second theme of section 5.3. The influencers play a crucial role in determining the attitudes, opinions and thought processes of customers purchasing from different automobile businesses. An important change in “customer purchase behaviour” can be evidenced by the growing use of SM networks for gaining product information. The partnership of automobile companies with influencers helps in building an effective buying experience and maintaining effective communication.

Objective 3: “To determine the challenges that is faced by the automobile industry for developing better customer service”

The challenges in improving service facilities by automobile businesses through influencers have been mentioned in section 2.10. One important challenge is the lack of control over the content developed by influencers for reaching out to customers and the risks of spreading unethical practices. The reduction in vehicle sales and prolonged layoffs can also influence the process of marketing products through influencers. This aspect has also been covered in Theme 3, which considers problems like “manufacturing shutdowns” and the lack of appropriate financial mediums for using influencers to market products.

Objective 4: “To determine the strategies that can effectively mitigate the challenges regarding customer services and customer loyalty in the automobile industry”

This objective has been addressed in Theme 4 of section 5.3, which mentions a few of the interventions that can be effective in mitigating the challenges of using influencers for

expanding customer services. One method is to conduct “customer segmentation” to identify the customer groups that are mostly attracted to this marketing method. This would be useful in developing content that addresses distinct customer needs. Another method is to improve the online availability of influencers so that they can improve their engagement with customers.

7.3 Recommendations

Recommendation 1: Improvement of collaboration with influencers for designing content can be useful in building customer loyalty

An effective strategy for retaining control over influencer content is to collaborate with influencers in designing and spreading useful content for businesses. This would not only allow them to understand the factors useful for designing content, but also collaborate effectively and reduce the chances of miscommunication. At the same time, this aspect can also prevent unethical influencer processes, including the misuse of customer information, for the “automobile businesses”.

Recommendation 2: The evaluation of customer journeys can be useful in assessing changing purchase patterns

The assessment of “customer click journeys” can be useful in evaluating changing customer buying patterns and developing marketing strategies that are responsive to buyer needs. This includes a mapping of customer behaviour across different internet browsers and using the data to evaluate the interest shown for different automobile products. This can be useful in marketing content that is responsive to customer needs via the medium of influencers. Assessment of the ‘click journeys’ of customers can be useful in understanding their motivations and interests.

7.4 Future Scope

The future scope of this study lies in assessing the most profitable approaches to “influencer marketing” that can be adopted by international automobile businesses. Assessment of the differences in the “influencer marketing” approach in the “automobile sector” in comparison to other industries can also be addressed. Further, differential analysis of the performance of

small and large automobile businesses and the adoption of “influencer marketing” for building customer trust can also be addressed.

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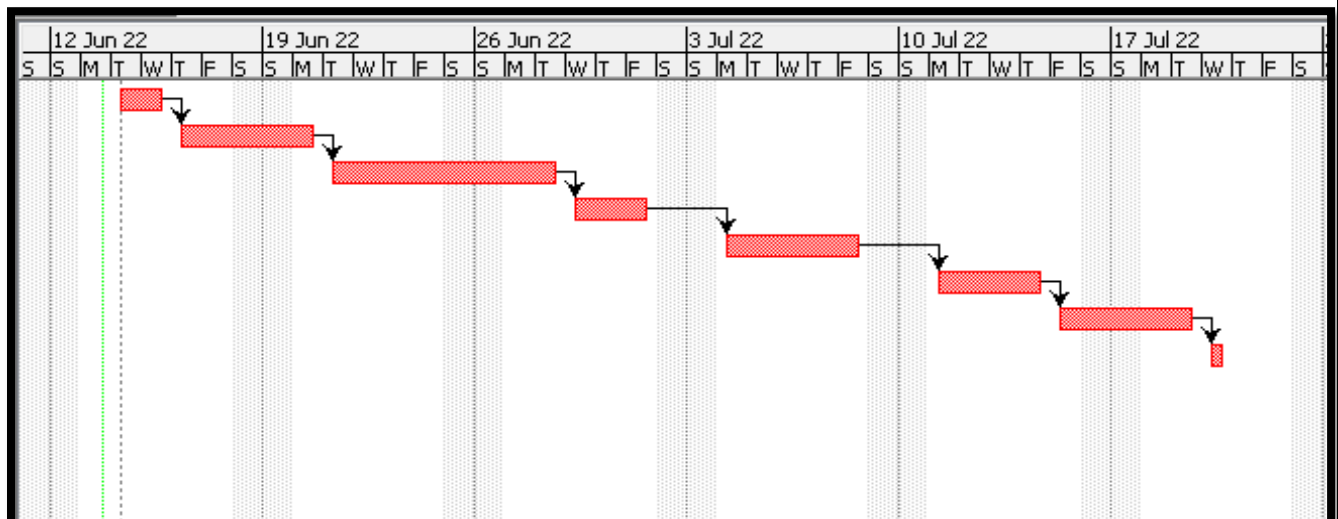
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Appendix 1: Research Timeline

Name	Duration	Start	Finish	Predecessors
Topic Selection	2 days	6/14/22 8:00 AM	6/15/22 5:00 PM	
Developing reserach aim and Objective	3 days	6/16/22 8:00 AM	6/20/22 5:00 PM	1
Reviewing Literature section	6 days	6/21/22 8:00 AM	6/28/22 5:00 PM	2
Appropriate methodology selection	3 days	6/29/22 8:00 AM	7/1/22 5:00 PM	3
Data Collection throughfollowing secondary sources	5 days	7/4/22 8:00 AM	7/8/22 5:00 PM	4
Analysis and data interpretataion	4 days	7/11/22 8:00 AM	7/14/22 5:00 PM	5
Dwaring conclusion and framing recommendations	3 days	7/15/22 8:00 AM	7/19/22 5:00 PM	6
Final Submission	1 day	7/20/22 8:00 AM	7/20/22 5:00 PM	7

(Source: Self-Developed)



(Source: Self-Developed)