Influencer Marketing and Consumer Behavior During Pandemic Covid-19; 
A Scenario of Textile Industry of Pakistan

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ARTICLE DETAILS

ABSTRACT

Purpose: The perseverance of this study is to examine how the influence of marketing via V-logging on Instagram has changed consumers' buying behavior in the current pandemic in Pakistan.

Design/Methodology/Approach: The study employed the 'media richness theory,' which states that there are various types of communication channels, each of which tends to be richer than the others based on two major principles associated with those channels: the first is a communication's tendency to provide sufficient feedback, and the second is the cues the medium can provide.

Findings: By exploring the factors that are affecting the buying intentions of consumers using Instagram adverts, the research study attempted to portray a new yet different viewpoint on the use of media richness theory. The study purports to examine the role of social media influencers in changing consumer purchase intention in Pakistan during the Pandemic and the chances that it may remain uniform even after the pandemic passes for young Pakistani consumers only.

Implications/Originality/Value: 
Finding of the study suggests that as social media play a key role in changing consumer purchases intentions. Thus, this could be improved and ought to be in more realistic way for the benefit of society.

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Introduction
The pandemic, resulting in lockdown and social isolation regulations required unique buying behavior and marketing campaigns. Consumers are trying to adjust and develop different purchasing strategies while remaining safe in the wake of various environmental influences. For instance, if customers are unable to go to the store, the store can come to them. However, with the end of pandemic, consumers may be confronted with the "new normal," which is still an unknown circumstance, raising the question ‘if the consumers will return to their former or new customs’. New policies and processes are expected to modify consumer purchasing behavior. Innovative conduct will ascend because of technical developments, shifting demographics, and advanced behaviors that consumers have learned to handle the distorting of the obstacles amongst effort, freedom, and training. All consumption is tied to a specific location and time (Melnyk, Carrillat & Melnyk, 2022).

Recent research has focused on evaluating social media as an effective means of disseminating product/service information to the target market (El-Shinnawy & Markus, 1997). Consumer behavior and purchasing arrangements have altered as an outcome of the pandemic lockdown and social isolation, which affected the full array of purchaser behavior, from delinquent awareness to search, from evidence to purchasing to conveyance to consuming, and surplus clearance. During the current crisis, social media marketing has emerged as the most powerful factor driving consumer behavior. Given the growing importance of social media marketing, it's worth noting that using Instagram influencers to reach consumers is still a relatively new marketing approach in Pakistan (Basit, Khalid & Maroof, 2022; Javed, 2021). According to Data & Reports, East-West Digital News, influencer marketing is still in its infancy and lags the developing markets by at least five years (2022). There is limited evidence available on the influence of social media marketing on Pakistani consumers’ brand attitudes and buying intentions in unusual circumstances. Dealers are keeping a vigilant sense of how customers practice social media, but slight is acknowledged about how it inspires consumer decision-making in unexpected circumstances like the current pandemic (Voramonti & Klieb, 2019).

The retail sector witnessed an increase in the number of consumers directly influenced by social media marketing methods, as well as a surge in social media marketing. Due to the safer option of performing online shopping during the Pandemic lockdowns, these digital platforms aided the consumer purchasing process (Akhtar, 2021). This study aims to scrutinize how the influence of social media marketing (vlogging on Instagram) has changed consumers’ buying behavior during the current pandemic in Pakistan. Many practitioners and researchers in the field of marketing have asked, "Will customers continue to use online or digital social marketing platforms if Pandemic restrictions are eased and will their brand loyalty be affected?", the question largely remained unanswered to date (Clark, 2015).

The current study attempts to answer potent research questions, “How do the social media marketing influencers (Instagram Vloggers) enhance the purchase intentions of Pakistani consumers during the Pandemic? And “Does brand loyalty mediate the relationship between social media marketing (Instagram) influencers and consumer purchase intentions? To answer the questions, the study employs the 'media richness theory,' which states that there are various types of communication channels, each of which tends to be richer than the others based on two major principles: the first is a communication's tendency to provide sufficient feedback, and the second is the cues the medium can provide (Dennis & Kinney, 1998). Using this theory as a guide, this study investigates the effectiveness of Instagram advertising as a powerful tool by focusing on two key factors, namely, feedback channels, and the multiplicity of cues (Calder, Malthouse & Schaedel, 2009; Coursaris, van Osch & Balogh, 2016; Li & Lo, 2015).

By exploring the factors that are affecting the buying intentions of consumers using Instagram adverts, the research study attempted to portray a new yet different viewpoint on the use of media
richness theory. Mathur & Mittal (2019) conducted the research in a small town called Gwalior, India, implying that more research is needed to understand the differences in customers' buying intentions after watching promotional videos by taking a larger sample and testing the model in various contexts. Building on Mathur & Mittal (2019) this study employed respondents from the metropolitan and Technopolis cities of Islamabad and Rawalpindi of Pakistan, for the findings to be generalizable to Pakistan and other relevant geographical contexts.

**Review of Literature and Hypotheses Development**

This study is set to explore the role of influencers of social media in changing consumer behavior in Pakistan during Covid-19 and evaluate the chances that it may remain uniform even after the pandemic passes. During Covid-19, numerous research investigations on the same topic were conducted in various geographical settings. However, the current study focuses on young Pakistani consumers only as they are the prime users of social media.

**Social Media Influencer Marketing and Consumers’ Purchase Intention: COVID 19 has shifted traditional marketing to healthy virtual marketing approaches. Social media marketing has proved to be an efficient method of product branding. Influencer marketing on social media is becoming increasingly popular. They communicate with their fans on social media sites such as Facebook and Instagram (hyped in recent years). They exhibit products in such an engaging way that it highlights brand marketing techniques, hence increasing consumer spending. Once the Covid issues are passed, this study will aid us in acquiring a deeper knowledge of consumer behavior. This research also emphasizes the importance of influencer marketing in understanding consumer behavior.**

Consumer purchasing behavior is influenced by factors such as brand label, price, quality, reformation, and modernization consciousness, among others, varied up with varieties as well as spontaneity”. Hawkins (2010) states that the term purpose is traditionally described as the experiences that inspire and drives buyers' purchasing of items and facilities. Purchase intention is the implicit commitment to oneself to purchase the merchandise another time on the subsequent trip to the market (Fandos & Flavian, 2006; Halim & Hameed, 2005), the functions of brands influence the consumer's purchase intention. Purchase Intention is one of the fundamental notions in marketing literature. MacKenzie(1989) contends that attitudes against a product do not affect a consumer's buy intention or brand awareness; rather, attitudes toward a product's advertisement affect a consumer's brand awareness and, as a result, alter a consumer's purchase intention. This concept is further supported by Zeng *et al.* (2009), who argue that advertising on social media has a beneficial impact on a consumer's purchase intention. Purchase Intention, therefore, is chosen as the study's dependent variable, which is expected to be influenced by a variety of other (described below) factors. For this study social media influencer marketing has been considered as the most potent variable affecting purchase intentions of the consumer in the given context.

**Purchase Intention and Consumer Calling:** Politicians use celebrities to promote their agendas, and advertisers use celebrities to promote their products and services; celebrity endorsement has long been an effective marketing tool for shaping public opinion (Awobamise & Jarrar, 2018). People are more likely to trust and support these celebrities and public personalities since they are considered role models, according to the argument. Endorsements help a company form and sustain a great status, and they are frequently observed as profitable and resourceful in many cases (Taleverna, 2015; Harrison, 2017; Awobamise & Jarrar 2018). Because of their reach and influence when reviewing products, companies, or simply talking about a service or a product, it's becoming evident that this innovative variety of "celebrities" can influence public opinion, resulting in the growth of influencer marketing (Booth & Matic, 2011).

According to De Veirman *et al.* (2017), the overall aim of any arrangement of marketing is to
upsurge sales, form brand attentiveness, grow market share, promote a new product/service, target new customers, progress stakeholder relations, develop customer relations, and increase profit. When critically evaluated, marketing objectives can be separated into two groups, that is, increased market share and enhanced stakeholder relationships. Hence, it is legitimate to evaluate the efficiency of influencer marketing. Pakistan has enthusiastically embraced celebrity endorsement and social media influencers (two terms that will be used interchangeably during this study). Meriam Pervez, Laraib Raheem, GirlsInTwinCities, and Waliya Najib are just a handful of the top influencers in Rawalpindi/Islamabad, Pakistan (Paktales, 2021).

Influencer Marketing and Consumers’ Purchase Intentions: Currently, one of the utmost important communication channels amongst establishments and their aimed customers is social media. Instagram has long been a business-friendly platform, and worth is further aggregating these days. It is one of the most probable advanced progression channels for online marketing, with over one billion regular users (Bellavista, Foschini, & Ghiselli, 2019). As social media platforms progress industrially and technologically, businesses essentially adjust to the viewer’s constantly evolving and shifting requirements. One of the most important constituents in sharing information through social media is word of mouth (WOM). As a result, almost every company uses its official accounts to sell its products online, but they also collaborate with well-known social media users referred to as influencers. Most consumers are more inclined to appreciate a product if it comes from a third party, such as celebrities or influencers, rather than from the brand itself, according to research (NadanyIova, Gajanova, Majerova, & Lizbetinova, 2020). Working with influencers has multiple advantages: they successfully attract new consumers to a company's website; they boost social media exposure, raise brand awareness, and sell the product through their stories about their product consumption experiences. The unique method to attain the trust of consumers is to unite with someone they already trust. The influencer typology is thoroughly investigated by size, content category, and domain breadth, providing organizations with guidance on how to benefit from partnering with the right type of influencer (Gross & von Wangenheim, 2018). According to a survey by Jan Frederik Gräve (2019), firms rely on influencers’ reach and engagement rate. Influencer marketing is continually growing due to the arrival of rivals and the ongoing development of new features. The question is how we can measure the performance metrics for Instagram on social media. Influential Instagram bloggers with up to 10,000 followers have a higher engagement rate in their posts, according to research.

Number of Views, Likes, Comments, Replies (NVLCR): The amount of likes on an Instagram video has the same positive effect as the number of likes, that is, the number of likes enhances the popularity of a particular video content, indicating increased credibility and usefulness of information (O’Reilly & Marx, 2011; Mir & Rehman, 2013). Not only that but Mir & Rehman (2013) have claimed that the number of replies, i.e., the number of replies because of the number of views on a video, may also influence the perception of information as reliable or trustworthy, which in turn influences the buy intention of a product. It is hypothesized that:

H1: NVLCR has a positive effect on consumer purchase intentions after watching the influencers’ review video.

Perceived Usefulness of Information: The information collected from various digital platforms such as websites, which promotes efficiency in acquiring product knowledge, is referred to as perceived usefulness (Pavlou & Fygenson, 2006). According to (Davis, 1989), perceived usefulness is a quality that describes a person's belief in the employment of a particular system that improves an individual's performance. This perception of usefulness is linked to his or her expectations (McKnight & Kacmar, 2007). In the context of blogs, the perceived usefulness of information is linked to the entire concept of rewards and compensations, which ultimately translates into benefits of blog operationalization, such as preventing time waste and access to additional information about product specifications and characteristics (Bouhlel, et. al., 2010; Mir
According to the Technology Acceptance Model (TAM), perceived utility influences attitudes toward product purchase intentions. According to (Hsu, Lin, & Chiang, 2013), the perceived utility has a direct effect on attitude toward buy intention, but it also has an indirect effect on purchase intention. According to the current study, the perceived utility of information about Instagram videos is defined as a consumer's interest in product information in a video that is regarded to be useful, resulting in a buy intention. It is hypothesized that:

H2: Perceived usefulness of the information has a positive effect on Consumers’ purchase intention after watching influencers’ review videos.

Perceived video characteristics (PVC): According to Dobrian, et. al., (2013), a high-quality video positively reflects user engagement. The length of a video is the second quality of a video that influences a consumer's buy intention; if a movie is too long, a user will lose interest in it (Jarboe, 2012). It is hypothesized that:

H3: Perceived Video Characteristics has a positive effect on consumers’ purchase intention after watching influencers’ review video.

Attitude toward purchase (ATP): Attitude is defined as a person's negative or good feelings about a product or service (Bouhlel, et. al., 2010) or any relevant conduct (Mir & Rehman, 2013). The essential function to understand behavioral intention when addressing theory of reasoned action is the attitude towards the activity (Saxena, 2011). As a result, a rise in attitude is viewed as an increase in behavioral intention, which leads to a consumer's purchase intention (Bouhlel, et. al., 2010; Hsu, Lin, & Chiang, 2013). According to Hsu & Lin (2008) a good attitude influences a user's decision to join a blog. It has been discovered that one's attitude regarding online blogs has a substantial impact on one's desire to use a blog (Saxena, 2011). According to a study Mir & Rehman (2013), there is a favorable relationship between attitude toward Instagram user-generated content and buy intent for a product shown in the user-generated content, which is the video. Prior research has shown that customer attitudes influence web-based buy intent, which is a favorable portrayal of attitudes regarding blogs and purchase intent from such online content (Maroof, Basit, Waheed, & Kousar, 2022; Bouhlel, et. al., 2010). It is hypothesized that:

H4: Attitude towards purchase has a positive effect on consumers’ purchase intention after watching influencers’ review videos.

Perceived credibility of the information (PC): Perceived credibility is a trust dimension that has a substantial impact on the positive or negative reception of a message and can change customer attitudes (Bouhlel, et. al., 2010). Credibility isn't just important for brick-and-mortar companies; it's equally important for online stores (Cheung, et. al., 2009). Furthermore, user-generated content and its trustworthiness imply the legitimacy of the content being produced (Burgess, et. al., 2009). Because user-generated content is neither managed nor produced by corporations, and there is no monetary linkage, it is regarded as credible (Jonas, 2010). It is hypothesized that:

H5: Perceived Credibility has a positive effect on consumers’ purchase intention after watching influencers’ review videos.

Brand Loyalty: On digital platforms, the term e-loyalty refers to a customer's positive commitment to an online shop that results in regular purchases of their items (Ponirin, et.al., 2015). It is also said that a high level of commitment is linked to happiness. A consumer who is more satisfied and has a higher level of loyalty. A customer who is strongly committed to a brand is one who has high levels of satisfaction and receives consistent positive reinforcement. It is hypothesized that:

H6: Brand Loyalty significantly moderates the relationship between Influencer Marketing and
Consumers’ Purchase Intention.

The present field study, which included actual customers, investigates if different consumers prefer various types of experiential appeals and whether different types of experiential appeals affect brand experiences, satisfaction, trust, and loyalty (Yeik, 2021).

Marketing by Social Media Influencers: Social networking platforms are increasingly being used by brands to achieve their relationship marketing and relationship management objectives. boost the perceived value of their brand (Arora & Sanni, 2019; Chakrabarty & Bhat, 2018; Dodoo, 2018; Ibrahim et al., 2020; Kumar et al., 2020; Ott et al., 2016; Papasolomou & Melanthiou, 2012; Pinto et al., 2019; Shen & Bissell, 2013). In India, social media sites such as Facebook, YouTube, Instagram, Twitter, Snapchat, and others are extremely popular. The fact that India has 326.1 million social media users in 2018 and that figure is predicted to rise to 447.9 million users in 2023 illustrates social media's enormous appeal in India (Statista, 2020).

Theoretical Framework: Media Richness Theory

The media richness theory (Daft & Lengel, 1986) defines a communication medium's ability to determine its richness and efficacy on a scale of low to high. This theory also contends that each communication channel has a different ability to effectively deliver a message that is intended to be communicated via that channel; this concept refers to a medium's or channel's richness. The multiplicity or number of cues and the immediacy/urgency of feedback are the two key factors that make up the media richness theory.

➤ The first factor of media richness is multiplicity of cues, which refers to the number of signals and different methods in which a message can be communicated (Dennis & Kinney, 1998), and includes facial expressions, nonverbal, and other verbal cues such as voice pitch, tone, and frequency. When using a communication medium, it takes longer for the message to be decoded and understood, and any vocal or nonverbal clues are lost (Dennis & Kinney, 1998). When the number of cues in a communication medium is high, it is termed richer.

➤ The immediacy or urgency of feedback in a communication medium that provides instant input to the user is the second determinant. A medium's feedback is also employed to speed things up. Also, medium feedback is utilized to improve the effectiveness of communication by allowing the sender to see how far his or her message has been decoded by the recipient (Dennis & Kinney, 1998). Feedback also allows a sender to tweak a message so that it is easier for the receiver to comprehend; shortening the time it takes for the recipient to accomplish a task.

Any media that is classified as a rich medium must include all the criteria of a communication medium listed above. If the medium offers fewer cues and the feedback is provided back with less haste, issues such as misreading of the message and ambiguity may develop. Dennis and Valacich (1999) as a result, to avoid confusing or unclear messages, mediums with both elements should be utilized to appropriately comprehend the message. They proposed that media richness theory be extended with the addition of other factors such as feedback, parallelism, symbol variety reprocess ability, and rehears ability to determine the performance of each medium is being tested to fill the gap in better understanding of a communication medium.
This study intends to discover a new perspective on the media richness theory, specifically when it comes to Instagram review videos of clothing brands by social media influencers and the antecedents that lead to a consumer's purchase intention after watching these videos.

**Research Methods and Techniques**
To attain its goals and objectives, the research study adopted a quantitative methodology as the study's goal is to compare the effectiveness of a brand's promotional film to a reviewer's video by analyzing the influence both types of videos have on customers, quantitative methods are the best choice. The required data to conduct this study was gathered by using a cross-sectional survey method. The survey tries to define the cause-and-effect linkages that are utilized to assess hypotheses (O'Gorman, Kevin, & Robert, 2014) hence, utilizing a survey design because resulted in an empirical description of trends in the Pakistani population, opinions, and attitudes (Creswell, 2014). The main goal of this study is to look at how people behave when they watch Instagram videos, whether they're from a company or an influencer, and how other antecedents influence their purchasing decisions. The relevant unit of analysis for this study are Instagram users who are motivated by videos to purchase a unisex product, which in this research was the mobile phone. Social media users between the ages of 18 and 35 were the target respondents of the study. The questionnaires were distributed to Instagram users whereas, the acquired data was analyzed using a deductive technique. The aim was to assess how individuals feel about various
sorts of content displays, such as videos or photos and what is their impressions of influencers' value orientation toward contemporary fashion industry challenges including sustainability, raw material sourcing, and labor equality.

**Data Analysis and Research Findings**
The impacts of Instagram videos on customer purchase intention to various antecedents listed in the model were investigated using a quantitative method using surveys. Each variable’s prior- tested scales are used to pick questions. For NVLCR, the scale from (Yuksel, 2016), for the perceived usefulness of information by Bouhlel, Mzoughi, Ghachem, & Negra (2010), Hsu, Lin, & Chiang (2013), and Bouhlel, Mzoughi, Ghachem, & Negra (2010), Mir & Rehman (2013) and the Perceived Credibility of Information scale was adapted from Freeman & Spyridakis (2004). The attitude toward buy scale was adapted from Hsu, Lin, & Chiang, (2013), Saxena, (2011), and Hsu & Lin (2008) investigations, and the scale from (Hsu & Tsou, 2011) and (Saxena, 2011) was used for purchase intention. Lastly, the scale from Khraim (2011) was used for Brand Loyalty. The information was gathered via a questionnaire that addressed each variable. The survey will include questions with Likert-scale responses ranging from strongly disagree (1) to strongly agree (5). The remaining questions will focus on gathering demographic information, such as the respondent's age, gender, and educational history. Further, pertinent findings of the study are discussed below;

**Demographic Profile of Respondents**
Table 1 shows the frequency distribution of respondents on the parameter of respondent’s gender. Amongst the total 280 respondents, 181 respondents are male, and 99 are female.

<table>
<thead>
<tr>
<th>Demographics</th>
<th>Frequency</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-21</td>
<td>53</td>
<td>18.9</td>
</tr>
<tr>
<td>22-25</td>
<td>130</td>
<td>46.4</td>
</tr>
<tr>
<td>26-29</td>
<td>74</td>
<td>26.4</td>
</tr>
<tr>
<td>30-33</td>
<td>18</td>
<td>6.4</td>
</tr>
<tr>
<td>34-37</td>
<td>5</td>
<td>1.7</td>
</tr>
<tr>
<td>Total</td>
<td>280</td>
<td>100</td>
</tr>
<tr>
<td><strong>Educational</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Background</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bachelors</td>
<td>178</td>
<td>64</td>
</tr>
<tr>
<td>Masters</td>
<td>102</td>
<td>36</td>
</tr>
<tr>
<td>Total</td>
<td>280</td>
<td>100</td>
</tr>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Female</td>
<td>99</td>
<td>35.35</td>
</tr>
<tr>
<td>Male</td>
<td>181</td>
<td>64.64</td>
</tr>
<tr>
<td>Total</td>
<td>280</td>
<td>100</td>
</tr>
</tbody>
</table>

Table 1 shows the distribution of each age group. The total number of respondents is 280, amongst which the highest no of respondents is from age group 22 to 25, followed by respondents of age group 18 to 21, then respondents of age group 26-29, then 30 to 33. Lastly, the smallest numbers of respondents are from the age group 34 to 37. The respondents of this research were from two different educational backgrounds, Bachelor’s, and Master’s. Amongst the total 280 respondents, 178 respondents were studying in bachelor’s level and 102 were studying in master’s level.

**Regression Analysis and Hypothesis Testing**
The regression test is applied to check the impact of one variable on another, or how well the predictors predict the outcome i.e., the impact of independent variable on dependent variable. If the value of “p” mentioned in the coefficient table is less than or equal to 0.05, then the relationship between dependent and independent variable is considered significant and effective. Multiple Regression is an extension leading to simple linear regression. Here, we used this test
for our research so we can easily calculate the worth of variable constructed on more than two variables (Nugus, 2001). Multiple Regression permits the researcher to regulate the complete fit of the model and the relative influence of each of the analysts to the whole adjustment explained (Clark, 2015).

### Table 2: Model Summary

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.989*</td>
<td>.978</td>
<td>.987</td>
<td>.15614</td>
</tr>
</tbody>
</table>

In the Table, R-squared is referred to as the goodness of fit which is basically determinant of linear regression (Astrid Schneider, 2010). R-Square also explains the collective impact of variance in dependent variable due to independent variables i.e., the variance in Purchase Intention (PI) due to all independent/ predictor variables; Perceived Video Characteristics (PVC), Perceived Usefulness of Information (PUI/PU), Perceived Credibility of Information (PCU/PC), Number of views, likes, comments and replies (NVLCR) and Attitude Towards Purchase (ATP). It also explains how well the model fits the data. The value of R Square is 0.978 which is well above the ideally accepted value of 0.50 and represent a model that 97.8% of the variability in dependent/response variable is explained by independent variables/predictors/explanatory variables.

### Table 3: ANOVA

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>d.f</th>
<th>Mean Square</th>
<th>F</th>
<th>P-Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>300.675</td>
<td>5</td>
<td>60.135</td>
<td>2466.737</td>
<td>.000</td>
</tr>
<tr>
<td>Residual</td>
<td>6.680</td>
<td>274</td>
<td>.024</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>307.355</td>
<td>279</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

F-test measures the Fitness of Model, and P value checks the Significance of Model in ANOVA (Larson, 2008) which can be seen clearly in Table 3 which reports a very large F value, along with “P” value of 0.000, which states that the results are statistically significant. Since the value of “F” is 2466.737, it shows a significant joint effect of all the variables together.

### Table 4: Regression Analysis

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>P-Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>.064</td>
<td>.041</td>
<td>1.575</td>
<td>.116</td>
</tr>
<tr>
<td>NVLCR</td>
<td>-.191</td>
<td>.067</td>
<td>-.204</td>
<td>-2.837</td>
</tr>
<tr>
<td>PC</td>
<td>-.014</td>
<td>.059</td>
<td>-.013</td>
<td>-.232</td>
</tr>
<tr>
<td>PU</td>
<td>.429</td>
<td>.064</td>
<td>.405</td>
<td>6.662</td>
</tr>
<tr>
<td>PVC</td>
<td>.026</td>
<td>.114</td>
<td>.026</td>
<td>.231</td>
</tr>
<tr>
<td>ATP</td>
<td>.750</td>
<td>.130</td>
<td>.772</td>
<td>5.789</td>
</tr>
</tbody>
</table>

According to results shown in the table, the number of views, likes, comments and replies (NVLCR) has a negative effect on the dependent variable i.e., Purchase Intention, the results
shows ($\beta=-0.204$) i.e. 20.6%, with ($P=0.005$). These values denote that NVLCR is significant hence H1 is accepted; NVLCR has significant effect on Purchase Intention after watching the influencer video on Instagram. Perceived Usefulness of Information (PUI/PU) has a highly significant effect on the dependent variable i.e., Purchase Intention, the results show ($\beta=0.405$) i.e. 40.5%, with ($P=0.000$). These values denote that Perceived Usefulness of Information (PUI/PU) is significant hence H2 is accepted; Perceived Usefulness of Information (PUI/PU) has a positive effect on Purchase Intention after watching the influencer video on Instagram. According to results obtained in Table 4, Perceived Video Characteristics (PVC) has a positive effect on the dependent variable i.e., Purchase Intention, the results show ($\beta=0.026$) i.e. 2.6%, with ($P=0.818$). These values denote that Perceived Video Characteristics (PVC) is not significant hence H3 is rejected; Perceived Video Characteristics (PVC) has positive effect on Purchase Intention after watching the influencer video on Instagram. Furthermore, Attitude towards purchase (ATP) has a positive effect on the dependent variable i.e. Purchase Intention, the results shows ($\beta=0.772$) i.e. 77.2%, with ($P=0.000$). These values denote that Attitude towards purchase (ATP) is significant hence H4 is accepted; Attitude towards purchase (ATP) has positive effect on Purchase Intention after watching the influencer video on Instagram. According to results obtained in Table 4, Perceived Credibility of Information (PCI/PC) has a negative effect on the dependent variable i.e. Purchase Intention, the results show ($\beta=-0.013$) i.e. 1.3%, with ($P=0.817$). These values denote that Perceived Credibility of Information (PCI/PC) is not significant hence H5 is rejected; Perceived Credibility of Information (PCI/PC) has a negative effect on Purchase Intention after watching the influencer video on Instagram.

### Table 5: Summary of Accepted and Rejected Hypothesis

<table>
<thead>
<tr>
<th>Hypothesis</th>
<th>Statements</th>
<th>Results</th>
</tr>
</thead>
<tbody>
<tr>
<td>H1</td>
<td>NVLCR has positive effect on Consumer Behavior after watching the influencers’ review video.</td>
<td>Accepted</td>
</tr>
<tr>
<td>H2</td>
<td>Perceived usefulness of the information has positive effect on Consumer Behavior after watching influencers’ review video.</td>
<td>Accepted</td>
</tr>
<tr>
<td>H3</td>
<td>Perceived Video Characteristics has positive effect on Consumer Behavior after watching influencers’ review video.</td>
<td>Rejected</td>
</tr>
<tr>
<td>H4</td>
<td>Attitude towards purchase has positive effect on Consumer Behavior after watching influencers’ review video.</td>
<td>Accepted</td>
</tr>
<tr>
<td>H5</td>
<td>Perceived Credibility has positive effect on Consumer Behavior after watching influencers’ review video.</td>
<td>Rejected</td>
</tr>
</tbody>
</table>

### Moderation Analysis

To test if the Brand Loyalty (BL) moderates the relationship of Influencer Marketing and Purchase Intention, using SPSS Process macro model 1 was used. The table below shows the moderation effect of BL.

<table>
<thead>
<tr>
<th>Co eff</th>
<th>se</th>
<th>t</th>
<th>p</th>
<th>LLCI</th>
<th>ULCI</th>
</tr>
</thead>
<tbody>
<tr>
<td>constant</td>
<td>.9449</td>
<td>.3348</td>
<td>2.8226</td>
<td>.0051</td>
<td>.2858</td>
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<tr>
<td>NVLC</td>
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<td>.0835</td>
<td>-2.4918</td>
<td>.0133</td>
<td>-.3723</td>
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<tr>
<td>BL</td>
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<td>.0288</td>
<td>7.6357</td>
<td>.0000</td>
<td>.1630</td>
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<tr>
<td>Int_1</td>
<td>.0096</td>
<td>.0025</td>
<td>3.7632</td>
<td>.0002</td>
<td>.0046</td>
</tr>
<tr>
<td>PC</td>
<td>-2.534</td>
<td>.0508</td>
<td>-4.9842</td>
<td>.0000</td>
<td>-.3534</td>
</tr>
<tr>
<td>PU</td>
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<td>.0505</td>
<td>6.5620</td>
<td>.0000</td>
<td>.2322</td>
</tr>
<tr>
<td>ATP</td>
<td>.4090</td>
<td>.1343</td>
<td>3.0449</td>
<td>.0026</td>
<td>.1446</td>
</tr>
<tr>
<td>PVC</td>
<td>.3492</td>
<td>.1249</td>
<td>2.7965</td>
<td>.0055</td>
<td>.1034</td>
</tr>
</tbody>
</table>
If the moderation analysis is substantial, it suggests that brand loyalty influences social media influencer marketing and buy intent. With a p-value of 0.0051, the beta value is 0.3348, it is inferred that brand loyalty moderates the influencer marketing-purchase intention connection.

Brand Loyalty significantly moderates the relationship between Influencer Marketing and Consumer’ Purchase Intention

**H6 Accepted**

Hence results illustrate there is a significant effect of Brand Loyalty as a moderator on Instagram influencers and purchase intention.

**Discussion**

The findings of this study are consistent with the previous studies (Bouhlel, *et. al.*, 2010; Hsu & Lin, 2008; Saxena, 2011; Mathur & Mittal, 2019; Yuksel, 2016). Results of the study show that during the pandemic influencers enhanced online buying behavior and significantly shaped consumer behavior. However, in a developing country like Pakistan technology is still being introduced and people are getting exposure to online platforms. The results show that Pakistani consumers will continue buying online. It is much easier for them to select and purchase online. By watching the review videos produced by social media (Instagram) influencers, consumers are inclined to buy products. Brand Loyalty significantly moderates the relationship between Instagram influencers and online consumer buying behavior as the results show. Once the social media influencers upload a review video of a product, automatically the consumers are inclined towards buying the product then and there. This may be a result of staying home and shopping online making online shopping a new normal.

The results indicate positivity about the moderating role of brand loyalty in the relationship between social media (Instagram) influencers and Pakistani consumers’ buying behavior during the Pandemic. The findings suggest that the credibility of information (PCI), or the trust component, plays a significant role in a customer's decision to buy a product. The client tends to trust the information which progressively leads to a purchase intention for the product. Furthermore, customers are more likely to believe the information provided by an influencer or a user than the content provided by a firm or a brand.

**Conclusion and Future Research Recommendations**

This study has provided insights into the purchase patterns of digital consumers in South Asian metropolitan cities thus adding to the extant literature on digital marketing. This study only focused on the clothing market of Pakistan; however, there may be many other categories and products where the same research can be applied. Diverse industries and products can be aimed for future study. This framework can also be tested in other regions of the world along with different demographic variables set as moderators to know the effect of age, gender, or educational background. There is a huge gap in the literature on the ethics of Instagram videos, especially regarding the user-generated content being sponsored by a brand and the authenticity of the review of the product. As the number of people who use social media grows, so does the number of influencers and companies who use influencer marketing. The goal of this paper is to illustrate the current outrage on social media over Influencer Marketing during the pandemic, as well as how it has affected companies and customer behavior. Future studies should focus on understanding the short- and long-term effects of unusual circumstances on customer behavior and purchase intentions, as well as how merchants and brands might adapt.
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