**Research Article**

# What shapes Users' E-Learning with Influencers? An Exploration of Influential Attributes and Key Factors

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| ARTICLE INFO | ABSTRACT |
|---|---|
| | **Introduction**: Digital Media Platforms have fundamentally transformed the traditional structure of how people connect and have information. In this research study, we have tried to explore the effects of influencers on digital literacy within the Indian context. The study consists of different dimensions of influencer Attributes such as Attractiveness, Trust, and Expertise.<br><br>**Objectives**: In this research, we have tried to explore the key influencers attributes which lead to shape the E-learning of consumers. It consists of different dimensions of influencer Attributes such as Attractiveness, Trust, and Expertise. The features of content shared by influencers are also taken into consideration. This study takes trust in influencers and interaction with influencers as mediating factors between attributes of Influencers and digital knowledge enhancement.<br><br>**Methods**: A quantitative method is used to incorporate a survey with 402 users of various digital platforms. It indicates that influencer credibility and content authenticity both greatly increase engagement with digital content and build trust in influencers, which leads to the effects on individuals' digital awareness. This research study strengthens the current literature and provides an extensive framework of influencers in digital education.<br><br>**Results**: The results contain some key aspects for lawmakers and marketers. It focuses on employing authentic and credible influencers to promote digital awareness among the internet-savvy public.<br><br>**Conclusions**: This research addresses an important gap in the digital knowledge of consumers residing in India and gives valuable insights into digital marketing, digital awareness and E-learning of consumers.<br><br>**Keywords:** Influential Attributes, Influencers, Digital Knowledge, E-Learning |

## INTRODUCTION

Consumer behavior and knowledge acquisition have transformed drastically in emerging markets like India. Due to the ease of using Internet services, consumers tend to turn to social media platforms for information hence, the role of influencers becomes pivotal in shaping consumers' digital knowledge. Influencers acquire unique attributes such as trustworthiness, attractiveness, expertise etc. that can significantly enhance the dissemination of facts & information and foster digital knowledge among consumers. Research studies indicate that Influencer Marketing is not just a normal phenomenon of marketing, but it is now becoming a method to engage consumers and knowledge sharing. Influencers continuously create unique content that a wider audience can understand leading to knowledge enhancement. Since India is a country of diverse population with different levels of literacy, it creates both opportunities and challenges for spreading digital knowledge.

First, despite existing literature and acknowledgements on the role of attributes of influencers, there notable deficiencies exist which explore the different dimensions of consumer behaviour such as digital knowledge (Gökerik

et al., 2024) (Bhardwaj et al., 2024) (Vladimirova et al., 2023). Recent studies have highlighted a significant gap in consumer influencer interactions. Consumer-influencer interactions can give valuable insights and provide information on how influencers and their traits significantly drive consumer behavior (Gökerik et al., 2024). Since digital knowledge is contemporary to consumer behavior direct relationships of consumer behavior addressed by various studies. We would address digital knowledge with context to the influencer's attributes. Furthermore, the indirect relationship between the consumer's psychological outcome in the form of willingness to adopt recommendations & information, and behavioral intentions with consumer-perceived characteristics need to be addressed. (Bhardwaj et al., 2024). Existing literature neglects the role of influencers as independent variables (Vladimirova et al., 2023). Studies based on influencers' qualities, traits and content-specific elements to understand their role in the consumer's perspective more thoroughly (Vrontis et al., 2021)

Second, regardless of work done in the field of influencer marketing, several external stimuli influence the consumer's behaviour intentions and state of mind (Bhardwaj et al., 2024). This includes trust in the influencer's content and statements. So, this approach is quite essential to understanding the interaction between consumers and influencers. We should adopt different theories to get a clearer picture regarding the influencer's role in a different dimension of consumer behavior (Vrontis et al., 2021)

Third, there needs to be more research in the global south where social, cultural and economic diversity is present. The unique concept such as influencer dynamics with context to digital knowledge must be investigated (Vladimirova et al., 2023). The geographical coverage of developing nations will allow more compact analysis and can give valuable insights regarding the effectiveness of influencers (Vrontis et al., 2021)
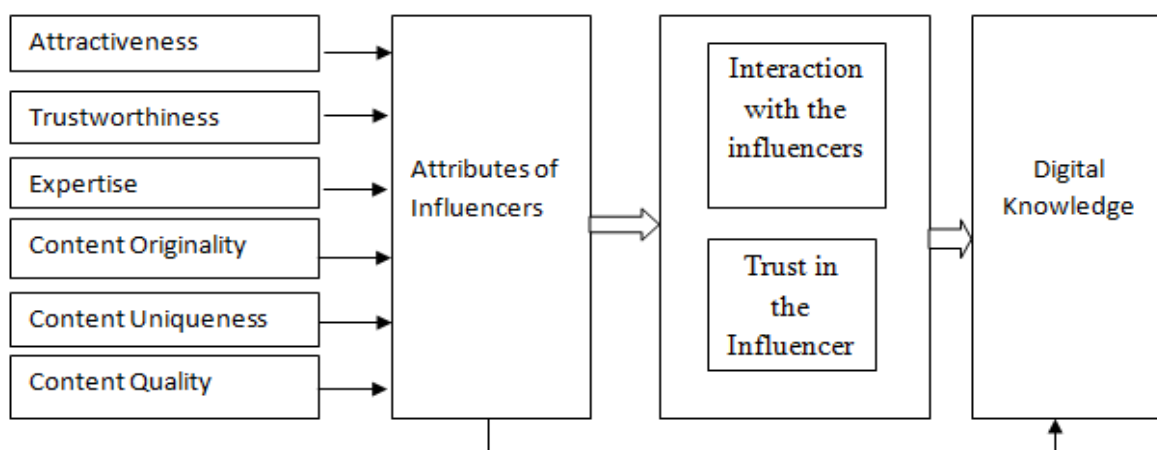


Figure 1. Conceptual framework.

Source: Author(s)

## OBJECTIVES

Several research studies have addressed the characteristics of influencers and digital literacy in a well-defined manner. At the same time, some previous researchers have also stated that there is a greater need to work on other dimensions of consumer behavior related to digital influencers. The existing literature related to attributes of influencers and digital knowledge enhancement has helped many people find gaps that need to be address. To bridge limitations, this study will search for a new dimension of consumer behavior in terms of digital knowledge enhancement. This Relationship is not only addressing the new landscape related to influencer marketing but also cultivates the shared interest of consumers. This study has tried to fill the existing research gap in this field and also give valuable insights into how influencer efforts lead to enhancing digital knowledge among consumers of India.

We have recognized certain gaps in the current research study, and proposed the following questions:

**RQ1:** Do the attributes of influencers have a direct impact on the enhancement of digital knowledge among consumers of India?

**RQ2:** Does the interaction with influencers and trust have a significant impact on the enhancement of digital knowledge among Consumers of India?

**RQ3:** Does the Influencer's trust and interaction mediate the attributes of influencers and digital knowledge of India?

The structure for this research study is as follows: starts with the hypothesis developments and framework then the Research Methodology, which consists of Defining the Research sample, collecting data, instrumentations, and analytical techniques. Last Result, Conclusion, and Implications followed by Limitations and Future Research possibilities.

## Hypotheses Development and Research Framework

### Attributes of influencers and Interaction with influencers

Personal attributes influencers acquire to analyse in this study are the Influencer's attractiveness, trust, and expertise. The impactful influencers have their way of representing content to their followers. Followers tend to engage with the influencer's content, which is original, unique, and high in quality. These attributes connect influencers and followers through the content. (Kim & Kim, 2020) found that similar interests, language, and self-disclosure can strengthen the relationship between followers and influencers. Followers are willing to interact with their influencers with the help of their content and show a positive impact (Abdinur et al., 2024). If we define the relationship of influencers and followers, Attractiveness has an important role to play (Jiménez-Castillo & Sánchez-Fernández, 2019). (Ao et al., 2023) said that followers value the entertainment provided to them and get engaged. The interactive response to the influencers' content is a way to reciprocate; followers show their emotions to the influencers who make the valuable content (Caruelle, 2023). So, we can hypothesize a relationship between the Influencer's Attributes and interaction with the influencers.

**H1:** Attributes of influencers have a significant and positive effect on Interaction with influencers.

### Attributes of Influencers and Trust in Influencers

Credibility is an important factor, as personalities who are perceived as knowledgeable and dependable generally be trusted by their followers (Abdinur et al., 2024)

Authentic influencer who seems transparent and genuine tends to build stronger trust which further sinks the emotions of followers (Almahdi et al., 2022)

Expertise in a specific field increases the chances of trusting the influencer (De Sousa Pereira et al., 2023). Attractiveness can also increase the chances of making stronger bonds with the follower (Jiménez-Castillo & Sánchez-Fernández, 2019). Therefore, we can hypothesize that a relationship between the Influencer's Attributes and trust lies with influencers.

**H2:** Attributes of influencers have a significant and positive effect on Trust in Influencers.

### Interaction with influencers and Digital Knowledge

The influences of Influencers who belong to social media have a substantial impact on their followers and highlighted in various research articles as well. However, due to the subjectivity of the term consumer behavior, it cannot be measure covering all the aspects. Since frequent and meaningful interaction can lead to the enhancement of digital knowledge transfer, we are trying to analyze the digital knowledge enhancement of consumers concerning influencer attributes.

(Chung et al. 2023) found that influencers who have close social ties can enhance audience engagement and perceived authenticity which can lead them to have more knowledge-gaining opportunities. Whereas (Chen et al. 2024) said professionalism and credibility influence followers' interest in engaging and learning about their respective pieces of information.

The consistent interaction between influencers and ordinances generates knowledge acquisition & psychological well-being emotions (Abdinur et al., 2024). (De Sousa Pereira et al., 2023) revealed that responsibility towards the audience and society could increase influencers' trust.

Therefore, we can hypothesize that a relationship between the interaction with influencers and digital knowledge.

**H3:** Interaction with influencers has a significant and positive effect on Digital Knowledge.

## Trust in Influencer and Digital Knowledge

In the digital world, trust is key to engagement with audiences. If followers truly trust influencers, they are likely to interact and engage with their content, which will lead them to get the required information. (Almahdi et al., 2022) Found that influencers have a considerable impact on the trust of a brand, which can extend to knowledge acquisition. Just like this, a study from (Hatamleh et al., 2023) revealed that trust moderates the relationship between social relationships and engagements, which can disseminate knowledge-sharing behavior. Consumer beliefs and purchase decisions can lead to a similar impact on knowledge enhancement (Chen et al., 2024). The key to making reliable connections based on trust, which can lead to productive communications and knowledge sharing (De Sousa Pereira et al., 2023). In the strategic development of partnerships with influencers, trust plays a huge role not only in meaningful interaction but also in knowledge sharing (Abdinur et al., 2024).

So, we can hypothesize that a relationship between trust in influencers and digital knowledge.

**H4:** Trust in influencers has a significant and positive effect on Digital Knowledge.

## Attributes of Influencers and Digital Knowledge

In recent times, social media platforms & influencers of different domains have influenced the behavior of consumers and knowledge dissemination. To comprehend the impact of influencers, it is necessary to integrate different attributes to make a higher-order construct. With the help of this, we can conceptualize higher-order constructs (Attributes of influencers) by using lower-order constructs such as attractiveness, expertise, trustworthiness, content originality, content quality and content uniqueness. Consumers tend to engage and learn digital aspects from attractive sources since attractiveness increases retention and attention (Liu & Zheng, 2024). Consumers tend to go for a credible source that they can trust as far as gaining digital information is concerned (Wiedmann & Von Mettenheim, 2020). Expertise in a specific domain gives assurance of reliability and in-depth information to consumers to seek digital knowledge (De Sousa Pereira et al., 2023). Consumers judge the influencers and their content on multiple levels. The characteristics of the content play an important role in it. Consumers like to engage with the original content that leads them to engage & learn due to fresh and novel information (Hochstein et al., 2023). Unique contents get consumer attention and facilitate knowledge retention for a longer period (De Sousa Pereira et al., 2023). High-quality content has key characteristics like accuracy, exclusivity, and comprehensiveness, which leads to consumers' digital knowledge enhancement (Mofokeng, 2021). There is a huge scope to analyze the different attributes and features of influencers as mediators also, we have taken Interaction with the influencers and Trust in influencers as mediators and tried to analyze them as well.

**H5:** Attributes of influencers have a significant and positive effect on Digital Knowledge.

**H6:** Interaction with the influencers has a mediating effect on the relationship between the Attributes of Influencers and Digital Knowledge.

**H7:** Trust in influencers has a mediating effect on the relationship between Attributes of Influencers and Digital Knowledge.

## METHODS

### Role of Influencer and Personal Financial Awareness

Every individual should have an adequate glance at their finances so that they can manage their financial stature. This study aims to analyse the role of the influencer's attributes (Attractiveness, Trustworthiness, Expertise, Content Originality, Content Uniqueness, and Content Quality) in the Enhancement of Digital Knowledge by mediating the role of Interaction with the influencers and Trust in the influencer.

### Research Population, Sample and Data Collection

This study comprehended the Individuals residing in India as the population that exposed to digital platforms and has basic knowledge about Influencers. We have circulated 530 questionnaires by using a convenient sampling technique in four major cities in India i.e., Delhi, Mumbai, Kolkata, and Bangalore. The Data for this study collected from April 2024 – August 2024. 421 questionnaires were received from those four major cities of India, response rate was 79.4%.  19 questionnaires were not taken into consideration due to incomplete fillment. The remaining 402

questionnaires were considered for statistical analysis with a response rate of 75.8%. Available sample sizes were fit and adequate for using structural modelling & the investigation of complex path modelling (Kline, 2011).

**Instrumentation**

The current research includes 35 measurement items that were borrowed from the existing studies. Attributes of influencers are Independent higher order constructs defined by six lower-order constructs such as Attractiveness, Trustworthiness, expertise, content originality, content uniqueness, and content quality. Digital knowledge is the dependent variable, whereas interaction with the influencer and trust in the influencer work as mediators. Slight modifications were made in the wording to ensure consistency with the environmental context (Iqbal et al., 2019; Sahibzada et al., 2020). The survey of this study adopted a five-point Likert Scale with "1" representing "strongly disagree" to "5" representing "Strongly Agree". Details of the constructs are illustrated in Table: 1

Table: 1. Source of Measurement and Items

| Constructs | Source | Items |
|---|---|---|
| Attractiveness | Ohanian (1990) | I follow an Attractive Influencer. <br> I follow a Classy Influencer. <br> I follow a Beautiful/handsome Influencer. |
| Trustworthiness | Ohanian (1990) | I follow a Dependable Influencer. <br> I follow an Honest Influencer. <br> I follow a Sincere Influencer. |
| Expertise | Ohanian (1990) | I follow an Experienced Influencer. <br> I follow Knowledgeable Influencer. <br> I follow a Qualified Influencer. <br> I follow a Skilled Influencer. |
| Content Originality | Casaló et al. (2020) and Moldovan, Goldenberg, and Chattopadhyay (2011) | The contents are original. <br> The contents are new. <br> The contents are unusual. <br> The contents are innovative. <br> The contents are sophisticated. <br> The contents are creative. |
| Content Uniqueness | Casaló et al. (2020) and Franke and Schreier (2008) | The contents are unique. <br> The contents are special. <br> The contents are different. |
| Content Quality | Park and Lee (2009) and Casaló et al. (2020). | The contents are appealing. <br> The contents present strong arguments. |
| Interaction with the influencing | Godey et al. (2016), Labrecque (2014), McMillan and Hwang (2002), and Xiao, Wang, and Chan-Olmsted (2018) | It is easy to contact the influencer. <br> The influencer is willing to interact with me. <br> The influencer interacts frequently. <br> The influencer makes a conversation between users possible. |

| | |
|---|---|
| Trust in the influencer | Teng et al. (2014) and Casaló et al. (2020) |

Influencer makes it easy for me to give my Opinion.

I am at ease while using influencers promoted products.
I do not have any hesitation in considering influencers' suggestions.
I feel a sense of security while following influencers' suggestions.
I place my trust in influencer recommendations.

| | |
|---|---|
| Digital Knowledge | Ravikumar et al (2020) |

I am capable of using digital devices such as Phones, PC, and laptops.
I can able to send or receive emails independently.
I can do shopping activities online.
I can utilize mobile banking.
I make use of internet banking.

Source: Author(s)

**Procedure**

In this research study, we used Smart PLS 4 for analysing the data (Ringle, C. M., Wende, S., and Becker, J.-M. 2024.) (PLS-SEM) stands for Partial least square structural equation modelling. (PLS-SEM) is opted for the examination of quantitative data. PLS-SEM is considered to deal with non-normal facts and sample size for social sciences research. It is an emergent analytical tool for emergent information (Hair et al., 2014). This study is quite suitable to testify to various complicated structural models and theories (Richter et al., 2023). PLS-SEM contains both Measurement and structural models for investigation (Richter et al., 2023); Wong, 2013). A comprehensive description of the measurement model ensures that the loading of indicators is within acceptable limits & confirms the presence of convergent validity, composite reliability, Average Variance Extracted (AVE), and discriminant validity, which validate the structure model assessment. Structural model assessment evaluates path coefficients and investigates their role and importance. Moreover, the ongoing empirical study on digital knowledge enhancement with context to influencers' attributes has engaged the PLS-SEM as a pivotal tool for data assessment (Sahibzada et al., 2020; Shujahat et al., 2018).

<div align="center"><b>DATA ANALYSIS AND RESULTS</b></div>

**Measurement model assessment**

The various phases through which the model is justified are quite critical. The first phase of model justification is the construct's reliability and validity (Hair, 2006). A total of 35 items were involved in this process. No items were removed while examining the model because the factor loadings of all items are above the suggested critical value of 0.600 (J. F. Hair et al., 2016). So, all the items were included in the final process of measurement (Illustrate Table 2). The critical value of composite reliability and average variance extracted (AVE) for all the constructs surpassed the 0.50 & 0.70 mark respectively. Due to this convergent validity & reliability of this model are adequate to proceed further. In Table 3, we have shown discriminant validity results using (Fornell and Larcker,1981)

<div align="center">Table 2.  Item loadings, reliability and convergent validity</div>

| | $\Lambda$ | $\alpha$ | CR | AVE |
|---|---|---|---|---|
| Attractiveness | | | | |
| AT1 | 0.868 | 0.942 | 0.963 | 0.896 |
| AT2 | 0.869 | | | |
| AT3 | 0.831 | | | |

| | | | | |
|---|---|---|---|---|
| **Trustworthiness** | | | | |
| TR1 | 0.735 | 0.858 | 0.903 | 0.701 |
| TR2 | 0.802 | | | |
| TR3 | 0.863 | | | |
| **Expertise** | | | | |
| EX1 | 0.864 | 0.865 | 0.902 | 0.648 |
| EX2 | 0.846 | | | |
| EX3 | 0.874 | | | |
| EX4 | 0.876 | | | |
| **Content Originality** | | | | |
| CO1 | 0.873 | 0.788 | 0.875 | 0.701 |
| CO2 | 0.863 | | | |
| CO3 | 0.836 | | | |
| CO4 | 0.961 | | | |
| CO5 | 0.944 | | | |
| CO6 | 0.934 | | | |
| **Content Uniqueness** | | | | |
| CU1 | 0.911 | 0.853 | 0.900 | 0.693 |
| CU2 | 0.904 | | | |
| CU3 | 0.888 | | | |
| **Content Quality** | | | | |
| CQ1 | 0.925 | 0.879 | 0.917 | 0.734 |
| CQ2 | 0.917 | | | |
| **Interaction with the influencer** | | | | |
| II1 | 0.838 | 0.947 | 0.960 | 0.827 |
| II2 | 0.942 | | | |
| II3 | 0.914 | | | |
| II4 | 0.929 | | | |
| II5 | 0.872 | | | |
| **Trust in the influencer** | | | | |
| TI1 | 0.911 | 0.955 | 0.961 | 0.713 |
| TI2 | 0.904 | | | |
| TI3 | 0.888 | | | |
| TI4 | 0.925 | | | |
| **Digital Knowledge** | | | | |
| DK1 | 0.917 | 0.823 | 0.892 | 0.733 |
| DK2 | 0.743 | | | |
| DK3 | 0.809 | | | |
| DK4 | 0.851 | | | |
| DK5 | 0.812 | | | |

Source: Author(s)

Table 3. Discriminant validity (Fornell and Larcker criterion)

| | AT | TR | EX | CO | CU | CQ | II | TI | DK |
|---|---|---|---|---|---|---|---|---|---|
| AT | **0.965** | | | | | | | | |
| TR | 0.436 | **0.870** | | | | | | | |
| EX | 0.583 | 0.610 | **0.878** | | | | | | |
| CO | 0.590 | 0.346 | 0.418 | **0.887** | | | | | |
| CU | 0.455 | 0.222 | 0.278 | 0.574 | **0.855** | | | | |

| CQ | 0.616 | 0.555 | 0.447 | 0.518 | 0.214 | **0.857** | | | |
| II | 0.636 | 0.610 | 0.788 | 0.518 | 0.312 | 0.753 | **0.852** | | |
| TI | 0.436 | 0.216 | 0.252 | 0.513 | 0.426 | 0.362 | 0.315 | **0.817** | |
| DK | 0.341 | 0.333 | 0.313 | 0.451 | 0.611 | 0.479 | 0.479 | 0.248 | **0.861** |

Source: Author(s)

Note: AT: Attractiveness, TR: Trustworthiness, EX: Expertise, CO: Content Originality, CU: Content Uniqueness, CQ: Content Quality, II: Interaction with Influencers, TI Trust in Influencer: DK: Digital Knowledge

## Validating higher-order construct (AOI)

Six lower-orders constructs (Attractiveness, Trustworthiness, Expertise, Content Originality, Content Uniqueness, and Content Quality) form a higher-order reflective construct named Attributes of Influencers based on their characteristics. First, the variances inflation factor (VIF) is used to validate the higher-order reflective construct. "The values of VIF less than or equal to 5" (Hair et al., 2021) show, there is no multicollinearity Problem. Furthermore, the statistical Significance and relevance of the outer weight have been analysed (Sarstedt et al., 2019). The outer weight of all lower-order constructs was found significant and adequate to proceed. The outer loading for each indicator forming attributes of influencers is significant (Sarstedt et al., 2019). Hence the higher-order construct Attributes of influencers is validated. In Table 4, we have shown the data for validating higher-order construct (AOI).

Table 4 Higher Order Construct validation

| VIF | Outer Weights | T-Statistics | P-values |
|---|---|---|---|
| 1.436 | 0.463 | 4.680 | 0.000 |
| 1.770 | 0.264 | 2.429 | 0.015 |
| 1.986 | 0.454 | 7.010 | 0.000 |
| 1.338 | 0.489 | 6.376 | 0.000 |
| 2.014 | 0.237 | 3.549 | 0.000 |
| 2.475 | 0.277 | 5.678 | 0.000 |

Source: Author(s)

Note: VIF: Variance Inflation Factor

## Structural model assessment

The proposed hypothesis was tested with the help of PLS-SEM. The results (Table 5) indicated for each hypothesis are shown below:

H1: AOI → II assesses if Attributes of Influencer (AOI) has a significant impact on the Interaction with the influencers (II). The results indicate that AOI has a substantial effect on II (ß = 0.418, t= 3.955, p=0.000). Therefore, H1 was supported.

H2: AOI → TI investigates whether Attributes of the Influencer (AOI) have a substantial impact on the Trust in the influencer (TI). The results have shown that AOI has a substantial effect on TI (ß = 0.422, t= 4.827, p=0.000). Therefore, H2 was supported.

H3: II → DK assess whether Interaction with the influencers (II) has a substantial impact on Digital Knowledge (DK). The results revealed that II has a substantial effect on DK (ß = 0.622, t= 6.688, p=0.000). Therefore, H3 was supported.

H4: TI → DK assess whether Trust in the influencer (TI) has a substantial impact on Digital Knowledge (DK). The results revealed that TI has a substantial effect on DK (ß = 0.224, t= 2.283, p=0.000). Therefore, H4 was supported.

H5: AOI → DK assess whether Attributes of Influencer (AOI) has a substantial impact on Digital Knowledge (DK). The results revealed that TI has Pa substantial effect on DK (ß = 0.384, t= 3.565, p=0.000). Therefore, H5 was supported. We have shown the results for the structural model path in table form below

Table 5 Results of structural model path coefficient

| Hypothesis | ß | t | p | Results |
|---|---|---|---|---|
| H1: AOI → II | 0.418 | 3.955 | 0.000 | Supported |
| H2: AOI → TI | 0.422 | 4.827 | 0.000 | Supported |
| H3: II → DK | 0.622 | 6.688 | 0.000 | Supported |
| H4: TI → DK | 0.224 | 2.283 | 0.000 | Supported |
| H5: AOI → DK | 0.384 | 3.565 | 0.000 | Supported |

Source: Author(s)

Note. Relationships are significant at $P < 0.05$, B = Beta Coefficient, T = t − Statistics, P = Probability (P) value.

In the subsequent phase, the explanatory power of the model is accessed. The value for the endogenous variable of R-square varied from 0.611 to 0.785 across various samples in this current study (Hair et al., 2013). Several variables can have an impact on the structural model. Removing an exogenous variable can affect the dependent variable. F-Square is the change in R-Square when the exogenous variable is removed from the model. The F-Sq values for the variables ranged between 0.252–0.951 across the samples in the study. If we exclude the exogenous variable, then it can affect the dependent variable. F-Square shows the change in R-Square that occurs when The exogenous variable is omitted from the model. The result of the F-square value for the variables ranges from 0.252 to 0.951 across different sample investigations. "The F-Sq values can be described as medium to large" (Cohen, 1988). we have assessed Predictive relevance using a Q-Sq value. "The Q-Sq values of the endogenous constructs Were over 0 hence predictive relevance is established" (Hair et al., 2013). We have shown the results for explanatory power assessments in table form below:

Table 6 Summary of explanatory power is assessments.

| Predictor(s) | Outcome(s) | R Square | F Square |
|---|---|---|---|
| AOI | | | 0.951 |
| II | DK | 0.785 | 0.355 |
| TI | | | 0.252 |
| AOI | II | 0.626 | 0.756 |
| AOI | TI | 0.611 | 0.623 |

Source: Author(s)

**Mediation analysis**

H6: AOI→ II→ DK, Interaction with the Influencers (II) plays a Mediating role between Attributes of Influencer (AOI) and Digital Knowledge (DK). Analysis of Mediation was used to validate the role of Interaction with the influencers (II). The results (See Tables 7 & 8) shown substantial ($p < .10$) mediating roles of II. Total effect (AOI→ DK) ß =0.751, p=0.000. Direct effect (AOI→ DK) was significant ß =0.353, p=0.000. Due to the inclusion of a mediator (II), the direct effect was significant ß =0.425, t=6.315, p=0.000. Hence, II partially mediates the relationship between AOI and DK.

H7: AOI→ TI→ DK, Trust in the influencer (TI) plays a mediating role between Attributes of the Influencer (AOI) and Digital Knowledge (DK). Analysis of Mediation was used to assess the role of Trust in the influencer (TI). The results (see Tables 7 & 8) revealed significant ($p < .10$) mediating roles of TI.

Total effect (AOI→ DK) ß =0.468, p=0.000. Direct effect (AOI→ DK) was significant ß =0.385, p=0.000. Due to the inclusion of a mediator, the direct effect was significant ß =0.330, t=3.453, p=0.000. Hence, (II) partially mediates the relationship between AOI and DK. We have shown the results for mediation in table form below.

Table 7 Summary of mediation results (Total & Direct Effects).

| Total effect (AOI→DK) | | Direct effect (AOI→DK) | |
|---|---|---|---|
| Coefficient | p-value | Coefficient | p-value |
| 0.751 | 0.000 | 0.353 | 0.000 |

| 0.468 | 0.000 | 0.385 | | 0.000 |
|---|---|---|---|---|

Source: Author(s)

Table 8 Summary of mediation results (Indirect Effects).

| Hypothesis | Indirect Effects (AOI → DK) | | | |
|---|---|---|---|---|
| | Coefficient | SD | T value | P Values |
| H6: AOI→II→DK | 0.425 | 0.056 | 6.315 | 0.000 |
| H7: AOI→TI→DK | 0.330 | 0.095 | 3.453 | 0.001 |

Source: Author(s)
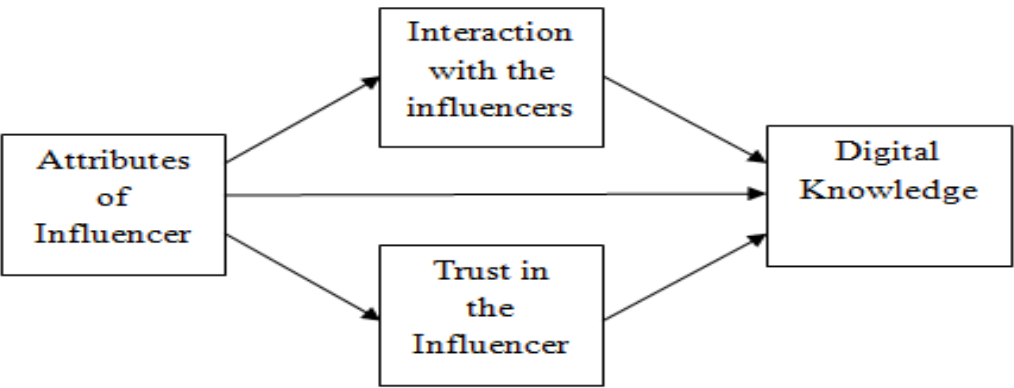


Figure 2. Structural equation model

Source: Author(s)

## DISCUSSION & CONCLUSION

### Discussion

The existing research anticipated to investigate The Role of influencer attributes in the Enhancement of Digital Knowledge among Consumers with the mediating role of interaction with influencers and trust in influencers.

First, Influencer attributes concerning digital knowledge enhancement which is contemporary to consumer behaviour (Gökerik et al., 2024) (Bhardwaj et al., 2024) (Vladimirova et al., 2023) (Vladimirova et al., 2023) (Vrontis et al., 2021). This research revealed a substantial impact of influencers on digital knowledge enhancement. Personal, characteristic, and innovative aspects of influencers emerged as a medium of consumers' knowledge enhancement. This outcome is consisted with previous studies (All, 2023).

Second, as far as the influencer's content and statements are concerned the medium of communication between influencers and follower is justified by the trust in content (Bhardwaj et al., 2024). This study has shown that there is a considerable impact of influencer content on consumer trust and authenticity. This result supports the previous study on this (Rodrigues et al., 2024). Furthermore, (Petty and Cacioppo, 1986) proposed an elaboration likelihood model (ELM) explaining how communication can change perspective, behavior, and attitude. With the help of this model, we have addressed the gap mentioned earlier (Vrontis et al., 2021)

Third, the present study tried to address the gap mentioned earlier, which is to perform the study in the global south (Vladimirova et al., 2023) (Vrontis et al., 2021). We have conducted this study in India and found that Influencer's attributes (attractiveness, trustworthiness, expertise, content quality, content uniqueness and, content originality) substantially influence digital knowledge. The results are in line with other studies covering consumer behavior with context to influencers.

## CONCLUSION

The outcomes of the current study revealed that Influencer attributes have a Substantial impact on digital knowledge enhancement. We have treated the attributes of influencers as a higher-order construct which is made from lower-order constructs such as attractiveness, trustworthiness, expertise, content quality, content uniqueness, and content

originality. If we conclude this research, study based on the proposed hypothesis then it suggests that Attributes of influencers have a substantial and affirmative effect on Interaction with influencers. Attributes of influencers have a significant and affirmative effect on Trust in Influencers. Interaction with influencers has a significant and affirmative effect on Digital Knowledge. Trust in influencers has a Considerable and noteworthy effect on Digital Knowledge. Interaction with the influencers has a mediating effect on the relationship between the Attributes of Influencers and Digital Knowledge. Trust in influencers has a mediating effect on the relationship between Attributes of Influencers and Digital Knowledge. Results of the current research study demonstrate that in the modern era of digital technology influencer marketing is changing the dynamics marketing, and influencers with commendable attributes play a huge role in it.

## IMPLICATIONS, LIMITATIONS AND FUTURE RESEARCH DIRECTIONS

### Implications

The findings of this study suggest the role of influencer attributes in enhancing digital knowledge among consumers residing in India. Brands should focus on the selection of influencers who exhibit a high level of attractiveness, trust, and expertise. As far as content creation is concerned, influencers should focus on original, unique and high-quality content. It is more likely to engage the consumer and gain meaningful outcomes. Influencer attributes not only enhance knowledge but also give meaningful insights regarding products or services. This study is relevant for marketing in the Global South, such as India, where digital literacy is evolving. The Elaboration Likelihood Model also exhibits important insights to shape consumer behavior and knowledge.

### Limitations and Future Research Directions

This research has some limitations. To start with, select convenience sampling. It will cause biases and a lack of generalisability. Stratified random Sampling covering multi-group analysis with a large sample size may enable the generalisability of the outcome. Secondly, it suggests using this research study with context to other constructs that have not been analysed and validated yet. Thirdly, this study considers digital knowledge as a contemporary aspect of consumer behavior. Future research should consider other hidden aspects of consumer behavior with context to influencer. Lastly, this study analyses the indirect relationship between attributes of influencers and digital knowledge, future research should be based on finding out the indirect relationship between attributes of influencers and consumers' behavioral responses. Apart from that future studies should emphasize working on another indicator such as social development with context to influencers.

**Disclosure statement:** There is no conflict of interest reported by author(s)

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