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MESSAGE FROM THE DESK OF EDITOR IN CHIEF

The Chief Editor and Editors of the advanced research journal of Management, Engineering, Law, Paramedical Science, Nursing, Basic Science, Education, Physical Education and Yoga, Special Education, Clinical psychology and Liberal Arts i.e. IUT Journal of Advanced Research and Development (JARD) would take it as their duty to express the deep gratefulness to the contributors and readers of current volume.

We feel proud to bring the present issue of the online IUT Journal of Advanced Research and Development. We consider that the contribution in this multidisciplinary will help in the inclusive and sustainable growth process. Keeping in tune with this dignified idea, the current issue of IUT-JARD has addressed some current issues covering diversified field.

This issue needs an integrative and a holistic approach to the solution. Finally, the information contains in this journal volume has been published by the IUT obtains by its authors from various sources believed to be reliable and correct to the best of their knowledge, and publisher is not responsible for any kind of plagiarism and opinion related issues.



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TRUST, TREND & TRANSACTION: A QUALITATIVE OUTLOOK ON THE ROLE OF SOCIAL MEDIA INFLUENCERS IN SHAPING PURCHASE INTENTIONS AMONG FEMALE CONSUMERS IN INDORE

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ABSTRACT

This study explores how social media influencers, celebrities, and personal networks shape the purchasing decisions of female consumers in Indore. Data was gathered from 64 respondents through in-person, telephonic, and online interviews, using convenience and snowball sampling. The responses were examined through thematic analysis following Braun and Clarke's six-phase framework. The findings indicate that bloggers and content creators influence buying decisions, particularly when they are perceived as trustworthy and relatable. At the same time, family and friends continue to be the most relied-upon sources of advice, especially for purchases carrying emotional or financial significance. Celebrity endorsements still play a role but are often seen as less genuine than recommendations from micro-influencers. Among platforms, YouTube and Instagram proved most effective because of their visual content and perceived authenticity. Demographic aspects such as the influencer's age, gender, and education also affected how respondents judged credibility. The study contributes insights into consumer behaviour within a regional Indian context and highlights the dynamic nature of digital influence. It also provides practical guidance for marketers in developing influencer strategies and points to the need for further research across other regions and demographic groups.

Keywords: Social Media Influencers, Purchase Decision, Celebrity Endorsement, Consumer Behaviour

Introduction

In today's digital era, advances in information technology and the rapid growth of online networking platforms have reshaped how people connect and communicate. These developments not only enable individuals to share opinions and interests with a wider audience but also create new opportunities for businesses and marketers to build stronger relationships with consumers. Platforms such as Facebook, Instagram, and Twitter are now at the centre of this interaction, linking millions of users across the globe. Their popularity has significantly influenced consumer behaviour, particularly in terms of how people search for information and make purchase decisions. As Wang et al. (2012) observed, social

media has become a decisive factor in shaping consumer evaluations of products and services. It offers an open, participatory space where opinions, experiences, and reviews are shared freely, making user-generated content an important driver of consumption choices. One of the most notable developments within this environment is the rise of influencers-individuals whose opinions, lifestyle choices, and product endorsements reach and impact large audiences. Reviews, testimonials, product rankings, and personal stories posted online increasingly guide how consumers form brand perceptions and navigate their decision-making journey. This phenomenon has been described in marketing literature through concepts such as word-of-mouth, opinion leadership, viral marketing, and social communication (Goldsmith & Clark, 2008). These frameworks underline the enduring importance of interpersonal influence, now amplified through digital channels. Against this backdrop, it becomes necessary to examine how social media influencers shape consumer choices, especially in specific demographic and cultural contexts. The present study addresses this by focusing on female consumers in the urban setting of Indore.

Social Media Influencers and the Changing Marketing Landscape

Social media today represents more than a space for communication; it is also a core driver of marketing strategies (Wang et al., 2012). Social Media Influencers (SMIs) play a pivotal role in this ecosystem. They act as independent endorsers who, by sharing aspects of their daily lives and experiences with brands, products, or events, are able to sway consumer opinions and behaviours. Their content-whether in the form of blog posts, curated images, vlogs, or short videos—has persuasive power because it blends personal expression with subtle promotional messaging. This relatability often encourages followers to emulate their choices or try the products being endorsed.

SMIs often cultivate communities known as “**decision-maker ecosystems**”, which revolve around a central figure-the influencer-who plays a crucial role in shaping follower opinions (Brown & Hayes, 2008). Brands strategically collaborate with SMIs primarily due to the **trust** they inspire in their followers. In today’s highly connected environment, **social conformity** and peer influence are becoming increasingly significant. Consumers value peer reviews and often trust these more than traditional advertising. These reviews frequently reshape brand perceptions in ways that diverge from the brand’s intended image (Kotler, 2009). Influencer marketing continues to evolve within the broader context of communication and marketing, which itself is undergoing rapid transformation. Social media is not only encouraging individuals to become influencers but also prompting public relations (PR), marketing, and communications professionals to adapt their strategies accordingly (Solis &

Breakenridge, 2009). Although the idea of influencer marketing has existed for decades, its application

in **social media marketing** is a relatively recent development. Social media has, in effect, redefined traditional PR by offering a more **democratic and consumer-driven** platform for persuasion. Influencers—especially **micro and mass influencers**—are increasingly operating as media brands in their own right, identifying monetization opportunities and building their personal brands. Collaborative arrangements, where influencers are offered stakes in products or brands, are also becoming more prevalent (Edelman Digital, 2017).

Given their persuasive capabilities, various technologies have been developed to **identify and categorize SMIs** relevant to specific brands. Criteria such as **follower count, average likes, number of shares, and engagement rate** are used to evaluate influencers. PR professionals now require sophisticated tools to assess an influencer's relevance and authority in relation to brand goals. It is also essential to measure and compare the **perceived credibility** and **influence** of different SMIs (Freberg et al., 2011).

To better understand influencers, it is important to recognise the main categories into which they can be grouped:

1. **Traditional Influencers** – Established celebrities who continue to deliver strong results in both conventional and digital marketing campaigns.
2. **Emerging Digital Influencers** – Bloggers and content creators who build deep connections with target audiences in niches such as fashion, health, finance, food, lifestyle, and technology. Their personalised communication style often achieves high conversion rates.
3. **Vloggers** – Influencers who primarily create video content, typically on platforms like YouTube, and engage audiences through storytelling and strong visual appeal.
4. **Micro-Influencers** – Individuals with smaller but highly engaged followings (10,000–500,000). They focus on niche markets and maintain authentic, personal connections with their communities, making them effective for targeted outreach (Wissman, 2018).
5. **Industry Experts** – Professionals, journalists, academics, and advisors whose authority stems from qualifications and thought leadership, making them trusted sources of expertise (Adinect, 2018).

Together, these categories illustrate how influencer marketing has become integral to digital strategies. The credibility, relatability, and reach of different influencer types are reshaping consumer perceptions and transforming engagement with brands in the digital age.

Influence

Influencer marketing has garnered increasing academic attention due to its strong impact on consumer purchase decisions. One of the major challenges brands face today is identifying influencers who exert significant influence over consumer choices (Momtaz et al., 2011). As the marketing paradigm evolves, social media has transformed into a dominant platform where influencer marketing thrives. Sudha and Sheena (2017) define influencer marketing as the strategic process of identifying individuals who hold sway over specific target markets and activating them to promote brand campaigns aimed at improving metrics like sales, engagement, and brand visibility. Influencer marketing can be seen as an extension of traditional word-of-mouth (WOM) marketing, adapted to the digital environment and managed in a more structured and professional manner. Its strength lies in fostering brand–consumer relationships that are grounded in authenticity and credibility. Scholars classify influencer marketing into two broad forms: earned and paid. Earned influencer marketing emerges from organic or pre-existing relationships, where influencers promote a brand because of personal preference or content alignment, without direct financial incentive. By contrast, paid influencer marketing involves monetary or material compensation, including sponsorships, testimonial advertisements, and embedded content. The cost of such arrangements typically depends on an influencer’s audience size and engagement rate.

Notably, influencers may arise from varied backgrounds—they may be individuals, organisations, or even locations positioned as brands in themselves (Sudha & Sheena, 2017). The objectives behind adopting influencer marketing also differ. For some businesses, the emphasis is on enhancing credibility and stimulating social conversations, while others focus more directly on driving sales or customer acquisition. To evaluate effectiveness, Sudha and Sheena (2017) propose the 3Rs framework—Reach, Relevance, and Resonance. *Reach* refers to the size of the influencer’s audience, *relevance* denotes the degree of alignment between influencer content and brand messaging, and *resonance* captures the depth of audience engagement and the lasting impact of the message.

Reach refers to the size of an influencer's audience, especially within a targeted niche.

- **Relevance** captures the degree of alignment between the influencer's persona and the brand's messaging. This depends on the influencer's skills, content style, and subject-matter expertise.
- **Resonance** measures the impact or depth of engagement that an influencer's content generates among followers, affecting how long brand awareness persists in the minds of the audience.

Influencers often maintain persuasive and emotionally strong connections with their followers, shaping positive brand associations and encouraging actions like trials and purchases.

Word-of-Mouth (WOM)

WOM has long been recognized in consumer behaviour literature as one of the most trusted forms of communication (Goldsmith & Clark, 2008). Bickart and Schindler (2001) found that consumers perceive peer-shared information as more credible than traditional marketing communication, especially when it originates from known individuals like friends or family. With the emergence of social media, peer-to-peer communication has gained a powerful digital dimension-electronic Word-of-Mouth (eWOM)-which enables one-to-many sharing of brand experiences. Hennig-Thurau et al. (2004) define eWOM as any positive or negative statement made by actual or potential customers about a product or company, made accessible via the internet to multiple audiences. Mangold and Faulds (2009) affirm that social media-based eWOM is more trusted than traditional advertising or PR campaigns crafted by marketers. Platforms like Facebook, Instagram, and Twitter enable consumers to engage in dialogue, rate products, and influence other consumers' decision-making processes (Chu & Kim, 2011). WOM can be classified into traditional (offline) and electronic (online) formats. The latter empowers consumers with vast access to unbiased reviews and personal experiences, creating a more democratic information space (Hennig-Thurau et al., 2005). Katz and Lazarsfeld (1955) originally defined WOM as the exchange of marketing information among consumers, capable of altering attitudes and behaviour.

However, the influence of WOM is contingent not just on the content but on the reception. As Sweeney et al. (2008) argue, merely receiving positive WOM is not enough; the recipient must react favourably. Factors such as the nature of the relationship between sender and receiver (personal and interpersonal factors), the context of the message (situational characteristics), and the tone and delivery (message characteristics) all determine whether WOM leads to action. While the study by Sweeney et al. (2008)

focused on receivers' responses, it overlooked the broader dynamics involving the sender, suggesting a gap in fully understanding the communication process. Although WOM is a critical source of information, its limitations become evident in high-stakes decisions—such as purchasing healthcare products or life-saving drugs—where expert or official information sources become indispensable.

Opinion Leaders

Chu and Kim (2011) propose that eWOM in social media can be examined through three behavioral dimensions: opinion seeking, opinion giving, and opinion passing. Opinion seekers actively look for information and guidance before making decisions, while opinion leaders are influential users who shape the beliefs and behaviour of others. Originally conceptualized by Katz and Lazarsfeld (1955), opinion leaders are described as individuals who hold social influence within their immediate networks (Watts & Dodds, 2007). They possess traits that enable them to sway consumer behaviour (Feick & Price, 1987). Rogers and Cartano (1962) emphasized the asymmetrical power that opinion leaders exert over others' decisions. Similarly, Keller and Berry (2003) suggest that influence is not reserved for CEOs or political leaders but also resides in millions of everyday people shaping opinions and trends across various social settings. With the advent of digital platforms, any user can assume multiple roles: creator, commentator, and sharer. The rise of user-generated content, amplified through simple sharing tools, enables opinion-passing behaviour to function as upgraded, real-time eWOM, further elevating the impact of social media on branding.

Celebrity Endorsements

Celebrities maintain some of the most followed accounts across social networks like Instagram, YouTube, and Twitter. Their vast online presence has made them central figures in influencer marketing. Consumers often perceive these individuals as more attractive, trustworthy, and credible, aligning with the Source Credibility Theory (Ohanian, 1990). This theory highlights that a source's positive attributes—including trust, expertise, and appeal—affect the receiver's acceptance of the message. eWOM, especially when originating from celebrity figures, can significantly influence consumer perception and intent. As Hennig-Thurau et al. (2004) and Djafarova and Rushworth (2017) observe, the perceived credibility of the message source plays a pivotal role in shaping consumer behaviour. Celebrities are also integral to reference groups, which Schiffman et al. (2012) define as individuals or collectives who influence a person's values and decisions. Importantly, this definition now extends beyond traditional celebrities to include popular digital figures such as bloggers, vloggers,

and "Instafamous" personalities. According to Djafarova and Rushworth (2017), these social media stars often appear more authentic, accessible, and relatable than traditional celebrities, resulting in stronger influence over their audiences. However, celebrity endorsements do not carry the same exclusive influence as they once did. As Wiley (2014) notes, the power of traditional celebrities has diminished in an age where micro and digital influencers command niche but loyal communities online.

The Source Credibility Model and Its Impact on Purchase Intention

The source credibility model provides an important lens for understanding the impact of influencer marketing on consumer purchase decisions. Hovland et al. (1953) argued that the effectiveness of a persuasive message depends largely on the perceived credibility of its source, particularly in terms of trustworthiness and expertise. When consumers view an influencer as credible, the process of *internalisation* may occur, whereby the consumer adopts the influencer's beliefs and incorporates them into their own value system (Kelman, 1958; Warshaw, 1980; Liao et al., 2007). Building on this foundation, Ohanian (1990) expanded the model by identifying three dimensions of source credibility: attractiveness, trustworthiness, and expertise. These dimensions have since been widely applied in marketing and communication research (Pornpitakpan, 2003; Rebelo, 2017). Influencers who are perceived as physically attractive, honest in their recommendations, and knowledgeable about the products they endorse are considered more persuasive and more likely to shape consumer attitudes and behaviours (Goldsmith et al., 2000). In Ohanian's (1990) framework, attractiveness encompasses qualities such as beauty, elegance, and physical appeal, which can enhance an influencer's persuasive power.

Attractive individuals are often stereotyped as more competent and persuasive (Chaiken, 1979; Debevec & Kernan, 1984), and they are more successful in changing beliefs and generating purchase intentions compared to less attractive communicators (Friedman et al., 1976). However, this view is not unanimous—Baker and Churchill (1997) argue that physical attractiveness may have minimal effect in some purchasing contexts (Erdogan, 1999). **Trustworthiness** reflects the extent to which an influencer is perceived as honest, sincere, and reliable. It is a major determinant of credibility (Friedman et al., 1978), and is associated with the belief that the influencer conveys unbiased and truthful messages (McCracken, 1989; McGinnies & Ward, 1980; Ohanian, 1991). However, not all studies find a direct link between trustworthiness and purchase decisions (Erdogan, 1991).

Expertise refers to the knowledge or skill level of the influencer, whether actual or perceived (Ohanian, 1991; Hovland et al., 1953). An expert influencer is often viewed as more persuasive and influential (Aaker & Myers, 1987). While some argue that expertise primarily enhances information recall rather than purchase intent (Speck et al., 1988), it remains a strong factor in shaping product evaluations and decisions (Erdogan, 1999). The concept of **purchase intention** acts as a bridge between consumer attitude and actual buying behavior. Miniard et al. (1983) define it as a psychological state influenced by external stimuli and internal evaluations. Fishbein and Ajzen (1975) considered it a key predictor of future behavior. The greater the purchase intention, the more likely a consumer is to buy (Dodds et al., 1991; Schiffman & Kanuk, 2000). Online purchase intention, particularly, reflects a consumer's willingness to complete a transaction digitally (Hosein, 2012). Past positive experiences can strengthen future intentions and lead to repeat purchases or brand advocacy (D'Souza et al., 2006). Moreover, browsing behavior—goal-oriented or exploratory—also influences intent (Moe, 2003; Ramlugun & Jugurnauth, 2014). In summary, the perceived credibility of an influencer—driven by attractiveness, trustworthiness, and expertise—has a direct influence on consumer purchase intention, making it a pivotal aspect in digital and social media marketing.

Influence of Demographic Factors on Purchase Decision

Demographic and socio-economic factors play a pivotal role in shaping consumer purchase decisions. As highlighted by Schiffman and Kanuk (2010), elements such as age, occupation, income, personality, lifestyle, and self-concept influence what, how, and why consumers purchase. **Age** is a significant determinant, with consumer preferences evolving across different life stages. Younger consumers, particularly females, are more fashion-conscious and shop to enhance social identity, often with peers. In contrast, older females tend to shop with family to maintain social status. Interestingly, age differences are less pronounced among women, as both younger and older females show high engagement with fashion, albeit with different motivations (Roy et al., 2016).

Gender also influences shopping behavior. Women are more emotionally connected to shopping, viewing it as enjoyable and expressive, whereas men tend to be more goal-oriented and analytical. Women, especially younger ones, often exhibit stronger purchase intentions and are perceived as trendsetters in fashion (Roy et al., 2016). Occupation plays a significant role in shaping consumption patterns, as it directly influences needs, aspirations, and lifestyle choices. For example, the preferences of students often differ markedly from those of working professionals, which is why marketers frequently align influencer selection with specific occupational segments. Income is another critical

determinant of consumer behaviour, as it defines purchasing power and impacts the type of products individuals are likely to buy. Higher-income consumers tend to prefer premium goods that reinforce or elevate social status, while lower-income groups may also engage in aspirational consumption in an effort to associate with higher-status lifestyles. This reflects the dual role of income in both enabling and motivating purchases (Ramya & Ali, 2016; Kotler, 2016).

In summary, demographic variables such as age, gender, occupation, and income interact to shape consumer motivations, preferences, and purchase decisions. Recognising these factors enables marketers to segment audiences more effectively and to design influencer strategies that align with the needs of specific consumer groups.

Identified Research Gaps Based on Literature Review

Table 1

S. No.	Literature Area	Key Insights from Literature	Identified Research Gap
1	Influence, Word of Mouth, and Opinion Leadership (Arndt, 1967; Katz & Lazarsfeld, 1955)	Consumers rely more on peer recommendations than traditional advertising; opinion leaders and eWOM play a major role in shaping attitudes.	Lack of clarity on how social media influencers differ from traditional opinion leaders and the blending of personal and promotional content in digital contexts.
2	Celebrity Endorsement (McCracken, 1989; Erdogan, 1999)	Celebrities impact brand image, and trust; endorsement effectiveness varies with product type and celebrity-audience congruence.	Many studies focus on mainstream celebrities. Need to explore micro and nano influencers, and their authenticity versus mass appeal in shaping purchase intent.
3	Source Credibility Model (Hovland et al., 1953; Ohanian, 1990)	Credibility has three key elements: trustworthiness, expertise, and attractiveness. Influences behavior through internalisation.	Limited studies assessing each component's relative strength on consumer purchase intention, especially in the Indian digital ecosystem.
4	Attractiveness (Chaiken,	Attractive influencers are	Contradictory findings (e.g., Baker

S. No.	Literature Area	Key Insights from Literature	Identified Research Gap
	1979; Friedman et al., 1976; Ohanian, 1990)	perceived as more persuasive; may enhance message recall.	& Churchill, 1997). Lack of attention to non-physical attractiveness (charisma, relatability) and contextual appropriateness.
5	Trustworthiness (Ohanian, 1991; McCracken, 1989)	Considered the strongest dimension of credibility in some studies. Influences consumer trust and loyalty.	Mixed empirical evidence on whether trust correlates with actual purchase behavior. More research is needed on trust formation in parasocial influencer relationships.
6	Expertise (Aaker & Myers, 1987; Ohanian, 1991)	Expertise increases persuasiveness; consumer perception of knowledge matters more than actual qualifications.	Sparse research on how consumers perceive expertise across product categories, especially experiential vs. functional products.
7	Purchase Intention (Fishbein & Ajzen, 1975; Miniard et al., 1983)	Intention is driven by attitude, prior experience, and external cues. Strong link to behavior.	Current models insufficiently integrate influencer credibility dimensions and demographic moderators in shaping purchase intention in social commerce.
8	Demographics (Schiffman & Kanuk, 2010; Roy et al., 2016)	Gender, age, income, and occupation influence shopping patterns; females show higher engagement in shopping.	Lack of research on interplay of demographic variables (e.g., gender × income × media exposure) in moderating influencer effectiveness.
9	Platform-Specific Influence	Not covered directly in reviewed literature.	Need for research on how platform characteristics (e.g., content format, engagement tools) impact credibility and persuasion (Instagram vs. YouTube vs. TikTok).

Research Design

Qualitative research was selected for this study as it enables an in-depth understanding of consumer perceptions, motivations, and the emotional drivers that shape purchase decisions—factors that are particularly relevant in socially influenced contexts such as social media. Given the subjective and situational nature of influence, especially among female consumers in Indore, qualitative methods provide richer insights that cannot easily be captured through quantitative approaches. This design is particularly effective for exploring nuanced aspects of human behaviour, including the role of trust in influencers and the emotional significance of peer and family recommendations. As outlined in Table 2, the study employs a qualitative research framework to examine how social media influencers affect female consumers' purchase decisions in the region. Data were collected through structured interviews conducted both face-to-face and online, using a combination of convenience and snowball sampling. The interview responses were then subjected to thematic analysis, guided by Braun and Clarke's six-phase framework, to identify and interpret recurring patterns within the data.

Table 2

PARAMETERS	BRIEF NOTE
Type of Research	Qualitative Research
Data Collection Method	Mixed Method: Primary (Structured Interviews) and Secondary (Literature Review)
Data Collection Time	February to April 2025
Research Instrument	Structured Interview Schedule
Interview Administration	In-person, Telephonic, and Google Meet Interviews
Sampling Type	Convenience Sampling and Snowball Sampling
Sampling Size	64 Female Respondents (from Indore Region)
Analysis	Thematic Content Analysis
Process	Six-Phase Framework by Braun and Clarke (2006)

Qualitative Research Method

Interviews: The interview method of gathering information includes the presentation of verbal stimuli and responses regarding oral-verbal inputs. The interviews were conducted personally, with a **total of 64 females** interviewed. The participants belonged to different occupational backgrounds—students, service professionals, self-employed individuals, and homemakers. Out of the 64 females, a majority (around 90%) fell in the age group of 20 to 40 years, while the remaining were above 40 years. The personal interview procedure required the interviewer to ask relevant questions primarily through in-person, telephonic, and Google Meet Interviews with the respondents. The interviews followed a structured format, involving a fixed set of questions asked in a pre-determined, non-flexible order. Each interview consisted of five key questions related to social media influencers and their influence on consumer decision-making. All interviews were conducted exclusively with **female consumers residing in Indore**, aiming for a deeper understanding of how social media influences female decision-making. After the interviews, some responses were translated into English for consistency in analysis.

Thematic Content Analysis: To analyse and interpret the responses from the 64 participants, the method of **thematic content analysis** was used. This is one of the most widely employed approaches in qualitative data analysis. McLeod (2011) defines it as a “method seeking to uncover patterns of meaning in informant accounts of experience.” Braun and Clarke (2006) outlined a six-phase process for this method, while Willis (2007) emphasized that thematic analysis is a recursive and non-linear process, where data collection, analysis, and interpretation influence one another.

The six phases followed are:

Familiarisation with the Data – All interview transcripts were read and re-read to ensure deep engagement with the responses. Preliminary analytic notes were made, with attention to both recurring and unique patterns across participants.

Generating Initial Codes – Each transcript was coded systematically to identify significant points relevant to the research questions. Both semantic (explicit) and latent (conceptual) meanings were captured during this process, and similar responses were grouped under meaningful labels.

Searching for Themes – Codes were organised into broader themes by clustering related ideas and patterns. For example, repeated references to traits such as trust, honesty, and relatability were grouped into a theme around credibility.

Reviewing Themes – The provisional themes were cross-checked against the dataset to confirm consistency and accuracy. Overlapping themes were merged, while distinct patterns were separated into new themes to ensure clarity and representativeness.

Defining and Naming Themes – Each theme was refined and named to reflect its core meaning. For instance, responses emphasising authenticity and reliability were consolidated under the theme “Genuine and Trustworthy.”

Producing the Report – Finally, the themes were synthesised into a coherent narrative that linked participants’ perspectives with existing literature. Verbatim quotes were incorporated to illustrate key findings and to provide contextual richness.

Qualitative data interpretation and presentation:

Table 3

Definition of an Influencer

Definition Type	% of Respondents	Key Insights / Quotes
Social media bloggers who build relationships and trust	35%	"People who engage their audience meaningfully and create trust by sharing experiences."
Anyone who can influence decisions (friends, bloggers, celebs)	40%	Broad definition—includes both digital and personal contacts
Trendsetters on Instagram	15%	"I follow many people on Instagram to know what's trending."
Skeptical view toward bloggers	5%	Bloggers not considered trustworthy
Content creators relevant to personal interests or goals	5%	Includes YouTubers and Instagrammers

Table 3 explores how participants perceive the term "influencer." While many associate influencers with social media bloggers who actively engage with their followers, others use a broader definition that includes friends, celebrities, and anyone who can sway decision-making. A minority view influencer as trendsetters or reliable content creators, whereas some remain sceptical about their authenticity.

Table 4**Influence of Friends and Family on Purchase Decisions**

Source of Influence	% of Respondents	Key Insights / Quotes
Friends and family most trusted	75%	"They give real feedback and know our preferences."
Family members as reliable advisors	10%	Specific mention of family credibility
Both bloggers and personal sources	15%	Preference for bloggers for trends, family for serious/personal purchases

Friends and family emerged as the most trusted source of influence in above table. Most participants emphasized the credibility and honesty of personal recommendations, especially for high-value or emotionally significant purchases. Even those who follow influencers often consult their inner circle before making final decisions.

Table 5**Celebrity Influence**

Viewpoint	% of Respondents	Key Insights / Quotes
Celebrities as strong influencers	60%	"An influencer is a celebrity who can change minds with one post."
Celebrities grouped with other influencers	15%	Viewed as part of a broader influence ecosystem
Collective influence (celebs, bloggers, etc.)	25%	Depends on context/product being purchased

Table 5 shows that celebrities still hold significant influence, especially due to their wide reach and fan following. However, many respondents see them as one part of a broader set of influencers that includes bloggers and peers. The context—such as the type of product—determines the weight given to celebrity

endorsements.

Table 6

Influence of Social Media Influencer Recommendations on Purchase Decisions

Viewpoint	% of Respondents	Key Insights / Quotes
Influencer recommendations are impactful	60%	Credibility due to tried-and-tested product experiences; honest and relatable
Influencers bridge product knowledge gap	10%	Detailed reviews enhance informed decisions
Real-time content increases trust	10%	Tutorials, unboxing videos are highly effective
Influencers preferred over celebrities	10%	Celebrity endorsements seen as paid, less genuine
Influencer reviews are biased/paid (non-influential)	5%	Preference for user-generated reviews on e-commerce sites like Amazon

A large majority of respondents acknowledged that influencer recommendations shape their purchase decisions. Authentic, experience-based content like tutorials or unboxings builds trust. However, a smaller group remains skeptical, citing paid promotions and biased reviews as reasons for distrust.

Table 6

Most Effective Social Media Platforms

Platform	% of Respondents	Reasons for Effectiveness
YouTube	40%	Authentic content, in-depth reviews, immersive video format, credibility of seasoned creators
Instagram	30%	Engaging visual content, trend discovery, strong influencer presence
Facebook	10%	Networking, reliable celebrity/influencer updates
WhatsApp	10%	Private sharing, personal recommendations, ad-free communication
Twitter	10%	Real-time updates, influencer interaction

YouTube and Instagram are the two most preferred platforms due to their engaging and informative content formats. While YouTube is valued for its detailed and immersive videos, Instagram attracts users with its visual appeal and trend-centric content. Facebook, Twitter, and WhatsApp also have niche

importance based on user intent and platform features.

Table 7

Effectiveness of Social Media Marketing in India

Perception	% of Respondents	Key Observations
Social media marketing is highly effective	80%	Influencers seen as credible, especially among youth; facilitates trust-based marketing
Social media marketing impact varies	20%	Sector and audience dependent; not all users engage with shopping-related content
Additional Notes	N/A	Influencers help mitigate risk-aversion and boost confidence in online purchases

Most respondents believe that social media marketing is highly effective in the Indian market, particularly due to the growing popularity of influencers among youth and the country's increasing digital penetration. However, a few pointed out that its effectiveness may vary depending on the sector and the consumer's purpose for using social media.

Table 8

Role of Influencer Demographics (Age, Gender, Education)

Factor Considered Important	% of Those Considering Demographics	Key Insights
Gender	33%	Same-gender influencers more relatable, especially in lifestyle/fashion content
Age	27%	Preference for influencers in similar life stage (e.g., wellness, parenting)
Education	29%	Important for professional/expert content (e.g., LinkedIn)
Demographics not important	11%	Content quality, relevance, and engagement are more important than identity

Demographics matter to a majority of respondents when choosing whom to follow. Gender and age play a role in relatability, while education matters when the content requires expertise or professional

knowledge. Still, a significant portion prioritize content quality over influencer background.

Findings and Discussion in Light of Past Research

This qualitative study examined how consumers in the Indian market perceive the influence of social media influencers, friends and family, and celebrities in shaping purchase decisions. The findings both support existing literature and extend theoretical perspectives within the Indian socio-cultural and digital context.

1. Social Media Bloggers as Influencers

A central theme emerging from participant responses was the growing credibility of social media bloggers, particularly those active on YouTube and Instagram. Respondents valued influencers who demonstrated product use in real time, shared personal experiences, and maintained consistency in their content. These features were perceived as trustworthy and relatable, enhancing the influencer's overall impact. This observation resonates with Lou and Yuan (2019), who found that perceived authenticity plays a decisive role in shaping consumer attitudes and purchase intentions. Similarly, Jin, Muqaddam, and Ryu (2019) highlighted that experiential product reviews, such as tutorials and unboxing videos, are perceived as more persuasive than conventional celebrity endorsements. Participant accounts of "trusting" and "following" influencers for their sincerity and knowledge further reflect Ohanian's (1990) source credibility model, where trustworthiness and expertise emerged as more significant than external traits like attractiveness.

2. Friends and Family as Primary Influencers

Despite the prominence of digital influencers, friends and family were consistently described as the most trusted sources of product information. Respondents emphasised that their recommendations were valued because they stemmed from genuine experiences and personal honesty. This finding aligns with earlier research by Brown and Reingen (1987) and Goldenberg et al. (2009), which stressed the power of strong-tie networks in influencing consumer decisions. Ellison et al. (2007) also noted that social media use is partly driven by the need to maintain personal connections, highlighting the ongoing relevance of offline networks. The evidence here reaffirms Katz and Lazarsfeld's (1955) opinion leadership theory, demonstrating that in India's family-oriented cultural setting, friends and relatives remain primary opinion leaders.

3. Celebrity Endorsements versus Influencer Marketing

Although 60 per cent of participants acknowledged celebrities as influential, many expressed scepticism regarding their authenticity, noting concerns about scripted partnerships and excessive commercialisation. These insights align with De Veirman, Cauberghe, and Hudders (2017), who observed that micro-influencers often wield more impact than celebrities due to relatability and perceived genuineness. Djafarova and Rushworth (2017) similarly found that younger consumers prefer influencers who appear “ordinary” and approachable. In this study, many women reported preferring bloggers to celebrities for precisely these reasons. Nonetheless, a subset of participants continued to view celebrities as aspirational figures, particularly in relation to lifestyle promotion, which reflects Kim and Lee’s (2017) argument that celebrity endorsements contribute to self-image building. The findings suggest that while celebrities retain symbolic value, their persuasive effect is comparatively limited in the Indian digital landscape.

4. Platform Preference and Effectiveness

YouTube and Instagram emerged as the most effective platforms for influencer engagement. Respondents highlighted their visual richness, interactivity, and suitability for long-form content such as product tutorials. This finding echoes Casaló, Flavián, and Ibáñez-Sánchez (2020), who found that visual platforms enhance consumer trust and engagement, and Smith (2018), who argued that platform type significantly affects persuasion, with video-based media being particularly effective. The preference for YouTube and Instagram over Facebook, Twitter, or WhatsApp reinforces the view that content format plays a crucial role in shaping user engagement.

5. Demographic Attributes of Influencers

Participants offered mixed views on whether demographic factors shaped their choice of influencers. A majority (70 per cent) of women reported following influencers of the same gender, particularly in categories such as fashion, beauty, and lifestyle. Others, however, prioritised content quality and expertise over demographics. These insights parallel Freberg et al. (2011), who noted that content quality and presentation style often outweigh an influencer’s personal attributes. At the same time, the observed preference for gender-matching reflects Djafarova and Rushworth’s (2017) finding that women are more likely to follow female bloggers in lifestyle-related domains. Thus, while demographics do influence perceptions in certain consumer segments, they are not universally decisive.

6. Source Credibility and Consumer Attitudes

Trustworthiness and expertise were identified as the most valued traits in influencers, while physical attractiveness or style were viewed as secondary. This result strengthens Ohanian's (1990) three-dimensional model of source credibility and is consistent with Roy and Rana (2013), who argued that trustworthiness is the most influential factor in shaping consumer–influencer relationships. Chakraborty and Bhat (2017) also found that reviews grounded in personal experiences enhance credibility, a finding echoed in participant responses that emphasised the authenticity of influencers who shared genuine product usage.

7. Other Influencing Factors: Price, Discounts, and Convenience

While influencer credibility was acknowledged, participants consistently noted that practical considerations such as price and discounts were decisive in final purchase decisions. This supports Monroe's (1973) argument that price plays a central role in shaping purchase intentions. Convenience also emerged as a recurring theme, with participants favouring platforms and influencers that offered time-saving features and ease of access. These findings highlight that while influencers play a substantial role in shaping perceptions, traditional determinants of consumer value such as affordability and convenience continue to guide final decisions.

Conclusion

This study comprehensively explored the dynamics of influence in digital consumer behaviour, focusing on the role of social media influencers (SMIs), celebrities, friends and family, and platform-specific preferences in shaping purchase decisions. The findings reveal that the term "influencer" is interpreted broadly by participants—ranging from traditional celebrities to bloggers, peers, and even trusted personal contacts. Notably, friends and family remain the most credible and preferred sources of influence, especially in emotionally significant or high-value purchases. Social media influencers, however, have carved out a strong niche, particularly when they share authentic, experience-based content. The credibility dimensions—trustworthiness, attractiveness, and expertise—play a crucial role in shaping how followers perceive and respond to their recommendations. YouTube and Instagram emerged as the most impactful platforms due to their immersive and trend-centric formats. However, the presence of paid promotions has made some consumers sceptical, prompting them to seek validation

from personal networks. The effectiveness of social media marketing in India appears substantial, largely driven by the country's youthful population and expanding internet access. Yet, the influencer's demographic background (age, gender, education) also plays a role in follower engagement, depending on the content type and consumer expectations. The study underscores that content quality and authenticity outweigh influencer fame or background in determining consumer trust.

Recommendations

1. Brands should emphasize content authenticity and align influencer traits with product type and target audience demographics.
2. Influencers must focus on transparent and relatable storytelling to maintain long-term trust.
3. Marketers should leverage both macro and micro-influencers based on platform and campaign goals.

Limitations

- The study relies on self-reported perceptions, which may not fully capture actual consumer behaviour.
- Sample bias may exist due to the demographic concentration of respondents.
- Platform-specific influences may evolve rapidly, affecting result generalizability.

Future Scope

- Explore quantitative correlations between influencer traits and purchase conversion rates.
- Conduct longitudinal studies to assess shifts in trust and credibility over time.
- Compare sector-wise differences in influencer marketing effectiveness, especially in rural vs. urban segments

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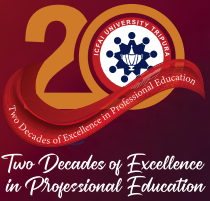
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ABOUT THE UNIVERSITY

The ICFAI University, Tripura was established in 2004 through an Act of State Legislature. The University has been approved by the University Grants Commission, under Section 2(f) of the UGC Act, 1956. ICFAI University Tripura is a multidisciplinary University offering 50+ different programs.



ACCREDITATIONS

- University Grants Commission (UGC)
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- Member of Academy of Hospital Administration, Govt of India.
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- Oracle Academy
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RANKING/ CERTIFICATES

- ICFAI University Tripura has been ranked 1st among Private Multidisciplinary University in Tripura by Education World India Higher Education Ranking 2023-24.
- ICFAI University Tripura has been ranked 35 in the year 2024 as the Best University all over India by India Today – MRDA
- Faculty of Science & Technology of ICFAI University Tripura has been ranked 148 as the Best Engineering College all over India Rank among private/government colleges by India Today – MRDA
- ICFAI Law School of ICFAI University Tripura has been ranked 35 as the Top Law School all over India by India Today – MRDA
- ICFAI Science School, Bachelor of Science(H) of ICFAI University Tripura has been ranked 175 as Best college all over India by India Today – MRDA
- Faculty of Liberal Arts, Bachelor of Arts of ICFAI University Tripura has been ranked 136 as Best college all over India by India Today – MRDA
- Faculty of Management & Commerce, Bachelor of Business Administration of ICFAI University Tripura has been ranked 70 as Best College all over India by India Today – MRDA
- Faculty of Science and Technology of ICFAI University Tripura has been ranked 113 among the top 160 Pvt. Engineering Institute in India by Outlook India.
- Faculty of Management & Commerce, Bachelor of Business Administration of ICFAI University Tripura has been ranked 59 among the Top 130 BBA institute in India by Outlook India in the year 2023.
- The ICFAI University Tripura has been ranked 18 by CSR-GHRDC as the Top Outstanding Engineering colleges of Excellence all over India category in the year 2023
- ICFAI University Tripura got AAA ratings as India's best Engineering Institute 2023 by Careers 360 Magazine.
- Established 'Institute Innovation Council (IIC) as per norms of Innovation Cell, Ministry of MHRD, Govt. of India
- Certified by ISO 9001: 2015
- ICFAI University Tripura certified by Directorate of Social Welfare & Social Education
- ICFAI University Tripura has been registered as a club under the Yuva Tourism Club an Initiative by the Ministry of Tourism in the year 2023
- Registered with NGO Darpan, Niti Ayog, Govt. of India
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Program	Duration	Eligibility	Career Prospects Employment Opportunities
B. Tech (CE, CSE, ECE, ME, EE)	4 Years	Pass in 10 + 2 (Phy/Chem/Math) with minimum 45%, (40 % in case of SC/ST/ OBC) aggregate marks	IT,ITEs, Manufacturing,Companies, Corporates, Telecom, Banks, Govt. Services
B. Tech - Lateral Entry (CE, CSE, ECE, ME, EE)	3 Years	Pass in 3 - year diploma course with minimum 45 % (40 % in case of SC/ ST/ OBC) aggregate marks	IT,ITEs, Manufacturing,Companies, Corporates, Telecom, Banks, Govt. Services
B.Sc. in Data Science & AI	4 Years	Pass in 10+2 examination with 45% marks from science discipline	Corporates, AI Researcher, Data Scientist, Machine Learning Engineer, Data Analyst, Business Intelligence Developer, AI/ML Product Manager
BCA	3 Years	Pass in 10 + 2 (any Discipline) examination	IT,ITEs, Corporates, Banks, Govt. Services, NGO's.
Integrated MCA	5 Years	Pass in 10 + 2 (any Discipline) examination	IT,ITEs, Corporates, Banks, Govt. Services, NGO's.
MCA	2 Years	Graduation in any discipline, with 40% and above aggregate marks.	IT,ITEs, Corporates, Banks, Govt. Services, NGO's, Research
M.Tech - Water Resource Engineering	2 Years	Valid GATE Scorer with B.Tech /B.E in Civil Engineering or B.Tech /B.E in Civil Engineering with 60% marks	Research, consultant to Pvt. Organization in the field of flood forecasting, flood inundation, flood disaster management, Entrepreneur.
M.Tech - Structural Engineering	2 Years	Valid GATE Score with B.Tech/B.E., in Civil Engineering or B.Tech/B.E. in Civil Engineering with 60% marks.	Structural Engineer, Project Manager, Researcher, Quality Control, Teaching, Entrepreneurship, and more.
M.Tech - Computer science & Engineering	2 Years	Pass with 60% aggregate marks in B.Tech. (CSE or IT or ECE or EEE) or MCA or M.Sc. (IT or Computer Science) or equivalent	Offers opportunities in cutting-edge technology-based research like AI ML, Cybersecurity, and software development roles in the ever-evolving field of computer science.

Basic Science

Program	Duration	Eligibility	Career Prospects Employment Opportunities
B.Sc. Physics (Hons.)	4 Years	Pass in 10 + 2 with 40 % marks in Physics & pass in Maths	Teaching in Schools/ Colleges/ Educational Administrator/ Corporate
B.Sc. Chemistry (Hons.)	4 Years	Pass in 10 + 2 with 40 % marks in Chemistry	Teaching in Schools/ Colleges/ Educational Administrator/ Corporate
B.Sc. Mathematics (Hons.)	4 Years	Pass in 10 + 2 with 40 % marks in Mathematics	Teaching in Schools/ Colleges/ Educational Administrator/ Corporate
M.Sc. Physics	2 Years	Graduate with 45 %(40 % in case of SC/ST/ OBC) marks in Physics	Teaching in Schools/ Colleges/ Educational Administrator/ Corporate
M.Sc. Chemistry	2 Years	Graduate with 40% marks in Chemistry	Teaching in Schools/ Colleges/ Educational Administrator/ Corporate
M.Sc. Mathematics	2 Years	Graduate with 40 % marks in Mathematics	Teaching in Schools/ Colleges/ Educational Administrator/ Corporate

Liberal Arts

Program	Duration	Eligibility	Career Prospects Employment Opportunities
B.A. English (Hons.)	4 Years	Pass in 10 + 2 (any Discipline) with 40 % marks in English	Jobs in Govt., Teaching in Schools/Educational Administrators/ Corporate, Banks, Telecom, Media, Journalism
M.A English	2 Years	Graduate in any Discipline with minimum 45 % in English (40% in case of SC/ST/ OBC) aggregate marks	Jobs in Govt., Teaching in Schools/Educational Administrators/ Corporate, Banks, Telecom, Media, Journalism/ Research
B.A. Psychology (Hons)	4 Years	Pass in 10 + 2 (any Discipline) with 50 % (45% in case of SC/ST/ OBC) marks	Teaching in Schools/ Colleges/ Educational Administrator/ Corporate
M.A Psychology	2 Years	Graduate with 45 % in Psychology (40 % in case of SC/ST/ OBC) marks.	Teaching in Schools/ Colleges/ Educational Administrator/ Corporate
B.Sc. Psychology (Hons)	4 Years	Pass in 10 + 2 (any Discipline, with Economics or Maths as a combination subject) with 50 % (45% in case of SC/ ST/ OBC) marks	Teaching in Schools/ Colleges/ Educational Administrator/ Corporate
M.Sc. Psychology	2 Years	B.Sc Psychology degree from a recognized university with 45 %(40% in case of SC/ST/ OBC) marks in Psychology.	Teaching in Schools/ Colleges/ Educational Administrator/ Corporate
B.A. Journalism and Mass Communication	4 Years	Minimum 10+2 (in any discipline) with 40% or above marks in aggregate	Reporter, Journalist, News Editor, or Photojournalist in print, electronic or digital media, Public Relations Officer, Content Writer/ Developer for websites, blogs and social media, Filmmaking and Radio jockey, Advertising campaigns, Social Media Manager
B.Sc. Journalism and Mass Communication	4 Years	Minimum 10+2 (in Science Stream) with 40% or above marks in aggregate	
M.A. Journalism and Mass Communication	2 Years	Minimum Graduation (in any discipline) with 45% or above marks in aggregate	Director of Communications for advertising campaigns, Content writer/ Developer for websites, blogs and social media, Journalist/ Photojournalist, Filmmaking and Radio Jockey (RJ), Screenwriter, Sound Engineer, TV Correspondent, Producer, Art Director, Technical Communication Specialist, Web Producer
M.Sc. Journalism and Mass Communication	2 Years	Minimum B.Sc. or B. Tech Degree with 45% or above marks in aggregate.	

Law

Program	Duration	Eligibility	Career Prospects Employment Opportunities
BBA-LLB Integrated	5 Years	Pass in 10 + 2 with minimum 45 % (40 % in case of SC/ST, 42% in case of OBC) aggregate marks	Corporates, Banking, Judiciary, Legal Practice, NGO's IPR
BA-LLB Integrated	5 Years	Pass in 10 + 2 with minimum 45 % (40 % in case of SC/ST, 42% in case of OBC) aggregate marks	Corporates, Banking, Judiciary, Legal Practice, NGO's IPR
LL.B	3 Years	Graduate in any Discipline with minimum 45 % (40 % in case of SC/ST, 42% in case of OBC) aggregate marks	Corporates, Banking, Judiciary, Legal Practice, NGO's IPR
LL.M	2 Years	Graduate with LLB degree (Recognised by BCI)	Corporates, Banking, Judiciary, Legal Practice, NGO's IPR, Research

Management & Commerce Studies

Program	Duration	Eligibility	Career Prospects Employment Opportunities
B.Com (Hons.)	4 Years	Pass in 10 + 2 examination in commerce or Science with 45% (40% in case of ST/ SC/OBC) marks	Banks, Financial Services, Corporates
BBA	3 Years	Pass in 10 + 2 (any Discipline) examination with minimum 40% marks	Banks, Financial Services, IT, Insurance, Telecom, Corporates, Consulting Companies.
B.A. Economics	4 Years	Pass in 10 + 2 (any Discipline) examination with minimum 40% marks	Financial Analyst/ Investment Banker/ Risk Manager/ Actuary/ Public Sector Policy Analyst/ Economic Advisor/ Public Sector Economist/ Central Bank Analyst/ Management Consultant/ Trade Specialist/ Data Analyst/ Statistician/ Market Research Analyst/ Startups and Business Ventures
B.Sc. Economics	4 Years	Pass in 10 + 2 with minimum 45 % marks in Mathematics	Financial Analyst/ Economist /Management Consultant /Data Scientist/ Public Policy Analyst/ Financial Manager/ Marketing Manager/ Research Analyst/ Economic Advisor/ Statistician/ Market Research Analyst/ Startups.
MBA	2 Years	Graduate in any discipline with minimum 50 % (45 % in case of SC/ST/OBC) aggregate marks	Banks, Financial Services, IT, Insurance, Telecom, Corporates, Consulting Companies, Research
Executive MBA	2 Years	Graduation in any discipline with 45% and above aggregate marks, with a minimum of two years of work experience.	Banks, Financial Services, IT, Insurance, Telecom, Corporates, Consulting Companies, Research
M.Com	2 Years	B.Com with 45%(40% in case of ST/SC/OBC) Marks	Banks, Financial Services, Corporates
Master of Hospital Administration (MHA)	2 Years	Graduate with 40% aggregate marks (Preference will be given to MBBS, BDS, BHMS, B.Sc Nursing, BPT, BAMS, B.Sc Allied Health Science, Bioscience, General Science, Veterinary Sciences & B.Sc Pharma)	Hospitals(Government /Private), NUHM, NRHM, NRLM, Healthcare consultancy firm, Hospitality industry, Medico-legal consultancy firm, Insurance sector (Government/ Private)
M.A Economics	2 Years	Candidates must hold BA/B.Sc. Honours degree in Economics with a minimum of 45% aggregate marks (or equivalent).	Public Policy Analyst/ Economic Advisor/ Central Bank Analyst/ Trade Specialist/ Public Sector Economist/ Management Consultant/Professor/ entrepreneurial ventures in policy-related domains.
M.Sc. Economics	2 Years	Candidates must hold a B.Sc. Honours degree in Economics with a minimum of 45% aggregate marks (or equivalent).	Data Scientist/ Financial Analyst/ Risk Manager/ Statistician/ Econometrician/ Research Consultant/ Actuary roles in think tanks of international organizations, and academic institutions.

Allied Health Sciences

Program	Duration	Eligibility	Career Prospects Employment Opportunities
B.sc. in Emergency Medical Technology	4 Years	Pass in 10 + 2 (Science Discipline) with 45% marks in PCB (5% relaxation for SC/ST/OBC Candidates)	Opportunity in Government /Private hospital having ICU/ITU/Critical care unit, Demand in disaster management team for both state/central government, army/navy/airforce. Eligible for Post graduation courses.
B.sc. in Cardiac Care Technology	4 Years	Pass in 10 + 2 (Science Discipline) with 45 %marks in PCB (5% relaxation for SC/ST/OBC Candidates)	Opportunity in Government /Private Hospitals in cardiology department, different cath- labs or diagnostic centers. Eligible for postgraduate courses.
B.sc. in Dialysis Therapy Technology	4 Years	Pass in 10 + 2 (Science Discipline) with 45 % marks in PCB (5% relaxation for SC/ST/OBC Candidates)	Opportunity in Government /Private hospitals, NRHM, NUHM, NGO, clinics/ healthcare setup offering dialysis treatment. Eligible for Post Graduation courses in dialysis.
Bachelor in Health Information Management	4 Years	Pass in 10 + 2 (any Discipline) with 45 % marks (5% relaxation for SC/ST/OBC Candidates)	Opportunity in Government / Private hospitals, diagnostic centers, NRHM/ NUHM, legal firms,Healthcare consultancy .Eligible for Post Graduate courses.
B.Sc. Medical Lab Technology (BMLT)	4 Years	Pass in 10 + 2 (Science Discipline) with 45% marks in PCB (5% relaxation for SC/ST/OBC Candidates)	Opportunity in Government /Private hospital having ICU/ITU/Critical care unit, Demand in disaster management team for both state/central government, army/navy/airforce. Eligible for Post graduation courses.
B.Sc. Medical Lab Technology (BMLT) (LE)	3 Years	Pass in 3 years diploma with 45% marks in aggregate (5% relaxation for SC/ST/OBC Candidates)	Opportunity in Government /Private hospital having ICU/ITU/Critical care unit, Demand in disaster management team for both state/central government, army/navy/airforce. Eligible for Post graduation courses.
Master in Medical Lab Technology (MMLT)	2 Years	Candidate must have passed degree, e.g. B.Sc. MLT/ B.Sc. Physiology/ Microbiology/ Biotechnology/ Biochemistry or equivalent B.Sc. Biosciences from a recognized University	Opportunity in Government / Private sector, Lab Technician, Medical Lab Incharge, Research and Development Manager (Laboratory), Technical Officer etc. Can pursue research or can flourish in academics as well

Education

Program	Duration	Eligibility	Career Prospects Employment Opportunities
B.Ed	2 years	Graduate or post graduate in any discipline with minimum 50 % (45 % in case SC/ST/ OBC) aggregate marks	Teaching in Secondary level
MA - Education	2 years	Graduate in any discipline	Teaching in Schools/Educational Administrators/ Research
M.Ed	2 years	B.Ed. (1/2 years)/ B.EL,ED/B.Sc.B.Ed./B.A B.Ed./ D.EL.Ed. /D.Ed. with a Bachelors degree. 50% marks at all the levels	Teaching in Teacher Education

Physical Education

Program	Duration	Eligibility	Career Prospects Employment Opportunities
B.P.Ed	2 years	Pass in graduation in any discipline and as per university selection procedure.	Jobs in School/ College/ Physical Trainer
D.P.Ed	2 years	Pass in 10+2 or equivalent with 50% of marks in any stream	
BPES	3 years	Pass in 10 + 2 examination or equivalent from any recognised education Board/ University	
BPES(LE)	1 year	Pass in two years diploma in Physical Education	
MPES	2 years	Candidates must have passed with at least 50% marks for Gen/OBC and 45% for SC/ST category. B.P.E.D (4yr. integrated) /B.P.E.D (1yr. or 2yr.)/B.P.E (3yrs.)/B.sc (Physical Education)/ B.P.E.S (3yrs.)	Jobs in School/ College/ University, Physical Trainer/Sports/ Job in Govt. and Private sector as teacher, instructor, coach etc.

Yoga & Naturopathy

Program	Duration	Eligibility	Career Prospects Employment Opportunities
PGDYET	1 year	Any graduate	Yoga Teacher in Schools, Yoga Therapist/ Yoga Psychologist/ Yoga Inspector in MNC's, Health Club, Yoga Club
B.A. in Yoga	3 years	Pass in 10 + 2 (Arts/Commerce) with minimum 40% aggregate marks.	
B.Sc. in Yoga	3 years	Pass in 10 + 2 (Science) with minimum 40% aggregate marks.	

Special Education

Program	Duration	Eligibility	Career Prospects Employment Opportunities
B.Ed.Spl.Ed. (ID)	2 years	Graduate or post graduate in any discipline with minimum 50 % (45% in case SC/ST/ OBC) aggregate marks	Teaching in Secondary level and at special schools
D.Ed.Spl.Ed. (IDD)	2 years	Pass in 10 + 2 (any Discipline) with minimum 50% (45 % in case SC/ ST/ OBC) aggregate marks.	Special schools, Sarva Siksha Abhiyan/ Resource teacher in General School/ Integrated/ Inclusive setup
M.Ed.Spl.Ed.(ID)	2 years	B.Ed. Spl. Ed (ID) / B.Ed. General with D.Ed. Spl. Ed (ID) with 50% marks (RCI).	Professional preparation of teacher educators- engaged in continuous professional development of teachers
Integrated B.A./ B.Com /B.Sc./ B.Ed. Spl.Ed.	4 years	Pass in 10 + 2 with 50% marks	Teaching in Secondary level and at special schools
Integrated B.A. B.Ed. Spl. Ed. (Visually Impaired)	4 years	Pass in 10 + 2 (any Discipline)	They can appear the CTET and TET exam i.e. for Central and State Level, RCI Registered Rehabilitation Professional in Clinic, Nursing home, Hospitals, Counseling centers, Special Educator or Children with Visual Impairment in Inclusive school, Special school and General school.

Clinical Psychology

Program	Duration	Eligibility	Career Prospects Employment Opportunities
M. Phil in Clinical Psychology	2 years	M.A / M.Sc degree in the Psychology with 55% marks in aggregate, Preferably with special paper in Clinical Psychology .	Qualified professional & extensive inputs & widespread Clinical experience to acquire the necessary skills in the area of Clinical Psychology

Library And Information Sciences

Program	Duration	Eligibility	Career Prospects Employment Opportunities
B.Lib.I.Sc.	1 Year	Graduate in any discipline	School/ College/ University/ district/ State / National Libraries, Bank, Govt. Services, NGO's, Research
M.Lib.I.Sc.- Int.	2 Years	Graduate in any Discipline	
M.Lib.I.Sc.	1 Year	Graduate with B.Lib.I.Sc	

Nursing

Program	Duration	Eligibility	Career Prospects Employment Opportunities
GNM	3 years	10+2 with English and must have obtained a minimum aggregated score of 40% marks for the general candidates for any stream •35% SC/St candidates marks required from any stream • Age should be 17-35 (and for SC/ST 5 years relaxation) • Boys & Girls both are eligible	Hospitals(Government /Private), NUHM, NRHM, NRLM, Healthcare consultancy firm, Hospitality industry, Medico-legal consultancy firm, Insurance sector (Government/ Private)

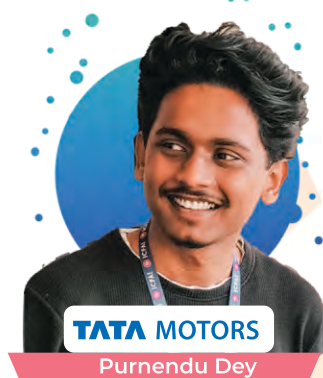
P.hD

Program	Duration	Eligibility	Career Prospects Employment Opportunities
Engineering (CE, CSE, ME, ECE,EE), Science (Physics, Chemistry,Mathematics),Allied Health Sciences (Molecular Biology, Clinical Bacteriology, Clinical Biochemistry), Management (OB, HR, Marketing, Finance), Economics, Commerce, Law, English, Psychology, Education, Spl. Education, Sociology, Physical Education, Political Science, Philosophy	4 years	A two-year postgraduate degree or equivalent from a recognized Institution, with 55% marks or equivalent CGPA in concerned subject. or A regular, full time M.Phil degree from any recognized University	Faculty position, Scientist, Post-doc researcher

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