

Impact Of Influencer Marketing On Brand Equity In Social Media Platforms

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ABSTRACT

Online influencer marketing has become an integral component of brands' marketing strategies; however, marketers lack an adequate understanding of its level of influence, effectiveness on brand equity. To fill this gap, this article first describes the phenomenon's background, defines, and delineates its unique features to set the conceptual boundaries for the new concept. Drawing insights from consumer interviews, the authors propose that influencer marketing can be understood as the level of influence (including reach, engagement, trust & credibility, content quality & effectiveness, brand influencer collaboration, platforms effectiveness, purchasing influence) to enhance a firm's marketing communication effectiveness. The study considered brand equity as antecedents of effectiveness of influencer marketing. Finally, this article outlines key strategies for effectively managing OIM and identifies important literature–practice gaps to suggest avenues for further research.

Keywords: Influencer Marketing, Brand Equity, Social Media Platforms, Consumer Trust, Engagement.

I. Introduction

In recent years, influencer marketing has become a crucial tactic in digital advertising, radically altering the manner in which businesses engage with customers. This marketing strategy utilizes the extensive reach and authenticity of individuals who has established authority within particular niches on social media platforms. As conventional advertising techniques encounter heightened criticism for their perceived intrusiveness, businesses are increasingly leveraging influencers to communicate their ideas in a more personal and engaging fashion. This basic analysis will investigate the mechanics of influencer marketing, scrutinizing its foundational concepts and the elements that enhance its efficacy. Furthermore, it will elucidate how influencer marketing not only amplifies brand awareness but also cultivates authentic customer connections. Comprehending these dynamics is essential for companies seeking to navigate across the intricate terrain of contemporary customer behavior, where trust and authenticity are of utmost importance.

Definition and Overview of Influencer Marketing

The concept of influencer marketing has emerged as a vital strategy in contemporary advertising, leveraging the authority and reach of individuals who possess significant social media followings. Influencers, often regarded as trusted figures within specific niches—such as fashion, fitness, or technology—cultivate relationships with their audiences, making their endorsements more credible than traditional advertisements. This marketing approach not only enhances brand visibility but also fosters a sense of authenticity and connection that resonates with consumers. As businesses increasingly recognize the importance of influencer partnerships, understanding the regulatory framework surrounding these collaborations is crucial. For example, the Federal Trade Commission (FTC) has established guidelines for disclosure of paid sponsorships to ensure transparency and maintain consumer trust in influencer marketing practices (Sauerborn et al.). By navigating the complexities of influencer marketing, brands can strategically position themselves in an ever-evolving digital landscape, ultimately driving engagement and sales.

Objectives:

- To assess the level of influence of social media influencers on campaigns in social media.
- To evaluate the effectiveness of influencer marketing on brand equity.

II. Review of Literature

1. Bakker, Diederich (2018) This study seeks to address this deficiency by providing a framework to implement the new discipline in practice. The conceptualization offers brand owners a framework for selecting appropriate influencers for their brands and instructs influencers on how to engage effectively with their audience. Finally, a consumer viewpoint is

incorporated into the conversation to underscore the significance of influencer marketing in the consumer purchase decision-making process.

2. Kamaldeep Singh (2021) The study's goal has been to better understand how social media influencers impact consumers' purchasing decisions. Customers' perceptions and trust in the phenomenon have been important aspects to look at in order to comprehend this. The study also sought to determine which factors—social media influencers or word-of-mouth (WoM)—have the biggest effects on customers' purchasing decisions using a qualitative approach and semi-structured interviews, this study will examine influencer marketing from the viewpoint of the consumer.. The findings indicate that the influence of social media influencers on customers' purchasing decisions is contingent upon the presence or absence of favorable views. Compared to consumers who have bad sentiments toward social media influencers, who choose not to purchase, those who have positive attitudes toward these individuals are more likely to purchase it. The consumer's sense of connection, the influencer's honesty, and the fact that the influencer promotes goods and services in its field are all factors that boost trust in social media influencers. The views, opinions, and experiences of the environment regarding the issue, known as WoM, have been demonstrated to have a major impact on consumers' purchasing habits and attitudes. The results showed that respondents are more confident in their environment than in social media influencers.

3. Atiq, M.; Abid, G.; Anwar, A.; Ijaz, M.F. (2022): “A Sequential Mediation Model of Storytelling Content and Audience Engagement via Relatability and Trust”: We suggest a sequential mediation model that uses the sequential mediation mechanisms of relatability and trust to examine how audience engagement is affected by narrative content created by Instagram influencers. A cross-sectional study design was used to collect data from 273 Instagram users who are millennials. Our findings support the direct and indirect relationship that Process Macros hypothesized. We discovered that a strong correlation between storytelling material and audience engagement is mostly dependent on relatability and trust. In the end, the research results indicate that in order to attract the millennial market, professionals should use greater creativity while creating content on Instagram. Additionally, this study aimed to close the gap in the body of knowledge on Instagram "stories" as a medium for advertising.

4. Nur Afifah (2024): This study examines the complex dynamics of the fashion sector. Influencer marketing and ai technology's direct and indirect effects on the fashion industry and brand enhancement are examined in this study. Influencer marketing has a major impact on the fashion industry and brand enhancement, both directly and indirectly through the fashion industry, according to the research's thorough path analysis. These results highlight how effective influencer-driven tactics are at influencing consumer attitudes and creating favorable brand associations. Nevertheless, in the framework of the investigation, there is no statistically significant proof of the direct or indirect effects of ai technology on the fashion industry or brand enhancement. the findings underscore the complexity of these connections and the fashion industry's critical function as a mediator in the interaction between influencer marketing and brand enhancement. With its suggestion that targeted investments in influencer marketing can significantly impact brand impressions in the ever-changing fashion industry, this research offers businesses insightful information.

III. Research Methodology

This is applied research using descriptive and empirical design. Simple random sampling technique is followed. A questionnaire was prepared with the objectives in mind. The questions were designed around social media accounts with respect to the top social media accounts widely used in India namely - Facebook, Instagram, YouTube, Twitter, LinkedIn and Quora in the order of their popularity. Moreover, the questionnaire focused on trending fields of content like Food, Lifestyle, Health, Marketing, Technology, Fashion, Travel, Celebrities, and Work Related, that influencers mainly create content on, that could be used by marketers to create brand perception & equity through influencers.

A total sample size of 45 consumers were surveyed to understand the influence of influencer marketing on their purchase decisions and its impact of many social media trends. The survey had 10 questions including name, age, and various questions about their knowledge of influencer marketing, personal experience with it, and how the trend works out for them.

Table 1: Demographic details of sample respondents

Characteristics	Category	No. of sample respondents(n=45)	Percentage
Gender	Male	15	33
	Female	30	67
	Total	45	100
Age	18 - 24	26	57
	25 - 35	15	33
	35 - 44	1	2
	More than 45 years	3	7
	Total	45	100
Education	Higher secondary	1	2
	UG	21	47
	PG	19	43
	Professional certification	4	8
	Total	45	100
Occupation	Student	16	35
	Employee	16	35
	Business	2	4
	professional	8	18
	others	3	8
	Total	45	100
	below Rs 50000	17	38

Income of family	50001 - 1,00,000	12	27
	1,00,001 - 3,00,000	2	3
	Above 3,00,000	14	32
	Total	45	100

Table 2: Social media usage

S. No	Particulars	No. of sample respondents	Percentage to Total
1	Several times a day	17	39
2	Daily	20	44
3	Few times a week	3	6
4	Weekends Only	4	9
5	Infrequently	1	2
	Total	45	100

Table 3: consumer followed based on Influencer category

S. No	Particulars	No. of sample respondents	Percentage to Total
1	Nano (1K - 10K)	11	25
2	Micro (10K - 100K)	12	27
3	Macro (100K - 1M)	9	19
4	Mega (Above 1M)	13	29
	Total	45	100

The demographic characters include age, gender, education, occupation, family income. The demographic information of the sample respondents are given in the table1. As can be seen from the above Table1, the sample respondents were categorized based on various demographic characteristics, and most of the respondents were female respondents (67%) followed by male respondents (33%). Majority of the sample respondents come under the age category of 18 - 24 years (57%) followed by 25 - 35 years (33%) and more than 45 years (7%). In case of education, majority of the respondents were under graduates (47%) followed by post Graduates (43%) then occupation majority are the Student and employees (35%) and finally income of the family majority of the respondents falls on below Rs.50000 (38%) followed by Above 3,00,000(32%).

The details about consumer Social media usage per day is given in table 2. It could be concluded from table 2 that majority of the sample respondents were using for daily(44%) and followed by several times a day (39%) followed by It could be inferred from table 3 that majority of the sample respondents following influencers through social media, Mega (Above1M followers) (29%) followed by Micro (10K - 100K followers (27%).

Table 4 : The Consumer' influence level of social media influencers on campaigns in social media

Dimensions	The level of influence of social media influencers on campaigns in social media			
1.Reach	Social media recommendations (Explore page, hashtags, etc.)	Through brand collaborations	The influencer's credibility	Word of mouth
	(14.6)	(12.8)	(8.6)	(8.8)
	1	2	4	3
2.Engagement	Video content (Reels, TikTok, YouTube)	Blog posts / Reviews	Stories (Instagram, Snapchat)	Static posts (Images, carousels)
	(14.3)	(12.2)	(11.5)	(6.8)
	1	2	3	4
3.Trust & Credibility	Personal experience with the product	Transparency about sponsorships	Consistency in their content	Their expertise in the niche
	(14.6)	(11.6)	(10.4)	(8.4)
	1	2	3	4
4.Content Quality & Effectiveness	Authentic and relatable storytelling	Informative and educational content	Entertaining and engaging format	High-quality visuals and editing
	(12.8)	(12.4)	(11)	(8.8)
	1	2	3	4
5. Brand-Influencer Collaboration	Authenticity	Creativity content	Clear brand messaging	Engaging storytelling
	(13.7)	(13.4)	(9.8)	(8.1)
	1	2	3	4
6. Platform Effectiveness	Sponsored posts	Unboxing and review videos	Live streams and Q&A sessions	Behind-the-scenes content
	(13.7)	(13.7)	(9.7)	(7.9)
	1	1	2	3
7. Purchasing Influence	Product reviews and testimonials	Discount codes and exclusive offers	Giveaways and contests	Direct brand collaborations
	(15.2)	(12.7)	(10)	(7.1)
	1	2	3	4

The table suggests that highest level of influence of social media influencers on campaigns in social media in various dimensions, ie. Social media recommendation has played dominant role for influencer reach followed, and video content is performing the best in engaging metric in social media. Personal experience with the product was creating trust and credibility among the followers. Authentic and relatable story telling has been found effective communication on content quality, Authenticity plays major role on brand influencer collaboration, Sponsored posts and unboxing and review video have effective strategies for product promotion in a social media platform. And finally product review and testimonials have more influencing factor for purchasing the product.

Frequency Analysis

For achieving this objective, frequency and percentage or chart analysis have been used so that a researcher can determine how many of the respondents were agreed or disagreed about the research question.

Statements			SA	A	N	D	SD
1	The brand helps me to better fit into my social group.	Freq.	18	9	7	9	3
		In (%)	39	20	15	20	7
2	The brand attract me to purchase more frequently	Freq.	10	16	10	7	11
		In (%)	19	30	19	13	20

3	This brand is the only brand recalled when I need to make a purchase decision on the product.	Freq.	4	8	21	8	5
		In (%)	9	17	46	17	11
4	I feel convenience to buy this brand everywhere.	Freq.	6	12	8	16	5
		In (%)	13	26	17	34	11
5.	This brand's performance has exceeded my expectation.	Freq.	4	8	13	9	0
		In (%)	12	24	38	26	0
6.	Educate me about how to use their products and be a smarter consumer, after I've become a customer	Freq.	7	7	15	11	0
		In (%)	18	18	38	28	0
7.	I believe that using this brand is usually a very satisfying experience.	Freq.	5	7	16	12	0
		In (%)	10	20	40	30	0

Sr.No.	Statements	Mean	S.D.
1	The brand helps me to better fit into my social group.	3.99	.992
2	The brand attract me to purchase more frequently	3.91	.733
3	This brand is the only brand recalled when I need to make a purchase decision on the product.	4.06	.666
4	I feel convenience to buy this brand everywhere.	4.00	.726
5.	This brand's performance has exceeded my expectation.	4.00	.726
6.	Educate me about how to use their products and be a smarter consumer, after I've become a customer	3.67	.969
7.	I believe that using this brand is usually a very satisfying experience.	3.90	.967
Grand Mean		3.93	

Source: Researcher's Compilation

Mean Score & Standard Deviation

The Impact of influencers marketing on brand equity in social media is evident in the above table, as the mean score is greater than 3, indicating a good score and highest mean score is 4.06 of the statement 'This brand is the only brand recalled when I need to make a purchase decision on the product', as seen in the third statement. Fourth and fifth statement - 'I feel convenience to buy this brand everywhere.', 'This brand's performance has exceeded my expectation.' have mean score 4 which is also a good score.

According to the standard deviation rule, statement no. 3, 'This brand is the only brand recalled when I need to make a purchase decision on the product.' is relatively low i.e. .666. And, statement no. 1, 'The brand helps me to better fit into my social group.' is relatively high among all the statements as they put less influence on the respondents.

IV CONCLUSION & SUGGESTION

The study findings suggest that consumers on social media platforms are exposed to social media influencers' content with significant importance and credibility while communicating brand messages to a mass audience. With influencers, marketing brands would be able to consider commercial advertising content modified in a way that is more clearly tuned to interact with social media users. The brand message is endorsed by influencers who express themselves more freely and naturally while avoiding negative or undesirable effects on consumers.

- By selecting relevant influencers who have a strong following and a genuine connection with their audience, companies can effectively amplify their brand messages and increase the reach of their campaigns. The business's reputation could suffer significantly if it doesn't collaborate with the right influencers, which could be extremely harmful to the brand's success.
- The brand can use influencers to create loyalty and trust among consumers through their posts. By leveraging influencers who are credible and trustworthy, companies can help reduce perceived risk associated with purchasing decisions. Engaging with influencers who have high levels of social media engagement can also lead to increased consumer interest and purchase intent.
- With the help of influencers, brands can build an engagement-based promotion strategy on social media platforms. By identifying the platforms and channels where influencers have a strong presence and influence, companies can allocate their resources more effectively and tailor their marketing efforts accordingly.
- Social media usage behavior helps both brands and influencers when interacting with potential consumers on social media platforms. Companies can leverage the expertise of influencers to provide valuable insights, recommendations, and product information to consumers, thereby reducing the time and effort consumers would need to spend searching for information.
- Brands can create awareness campaigns on social media platforms with the help of influencers. Influencer marketing provides positive feedback while targeting potential consumers. Companies should consider the influence that influencers have on shaping consumer perceptions and opinions through their online reviews and recommendations. This can lead to higher levels of consumer trust, which in turn can positively impact buying behavior.

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