The Role of Influencer Marketing in Building Brand Awareness and Consumer Trust

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Abstract

In today's digital era, influencer marketing has emerged as a high-powered strategy for raising consumer trust and brand awareness. Influencer marketing proffer marketers a powerful and underrated tool by integrating audience, social media manager components and endorser offering various source of values. A lot of marketers now plan to either start influencers or to increase the use of them in media mix. In this research paper we will delve into exploring the role of influencers marketing on consumer purchase behaviour and brand loyalty. The study also aims to know the productiveness of influencers generated content in creating brand awareness and consumer trust.

By analyzing the impact of influencers on consumer decision-making processes, this research shed light on the effectiveness of influencer marketing in driving consumer actions and to provide insights into the effectiveness of this type of content in capturing consumer attention and fostering brand-consumer relationships.

To achieve these objectives, the research employed a quantitative research method. Survey was conducted to gather data on consumer perceptions, attitudes, and behaviors related to influencer marketing. Usage of quantitative method enabled us to enhance the validity and reliability of our research findings.

The findings of this research will contribute to the existing body of knowledge on influencer marketing and its role in building brand awareness and consumer trust. The insights gained from this study can be valuable for marketers and businesses looking to optimize their influencer marketing strategies and enhance their brand-consumer relationships.

Introduction

Have you ever noticed? While scrolling your social media feed, just a post from your favorite influencer, consuming a product from a specific brand compels

you to Google search about the same. And, it later intensifies your curiosity of its consumption and finally you make a purchase. That's the power of influencer marketing that plays with mind psychology of followers and influence them to buy the product.

Influencer marketing is about using popular content creators to generate meaningful engagement and discussions about a brand or product, ultimately influencing consumers to make a purchase. Social media influencers have swayed much attention from companies and brands, not only as potential marketing channels but also as social relationship assets with whom they collaborate. This can lead to sustainable relationships based on sales and marketing (Augustine, 2019).

The significance of influencer marketing lies in the fact that influencers have powerful social presence, create high-quality content, stay up-to-date with the latest trends, and are seen as trustworthy and reliable sources of information. They have that special appeal and their opinions carry a lot of weight.

In today's cutthroat Market having consumer trust and brand awareness is crucial. Consumer trust builds credibility and confidence while brand awareness enables consumer recognize and remember a brand. These factors heavily influence consumer behaviour and purchase decisions.

When it comes to influencer marketing, consumer trust and brand awareness takes of even greater significance. Influencer have to the power to reach wide audience and generate brand awareness through their content. By endorsing products or services influencers effectively boost brand awareness among their followers. Additionally, influencers often foster strong connections with their audience, establishing trust and credibility. When an Influencer recommend a brand, their followers are more likely to trust the brand and consider their recommendations when making purchase. Thus, the increasing diversity of brands in social media also increases the complexity of choosing a good or prominent influencer which can increase the credibility of a brand and bestow a satisfactory impact on the brand. To provide a significant collision on a brand it's important to check the engagement rate of influencers over their followers. This data will be reliable, relatable and resonate with the brand and its influencers. With the help of communication on social media and digital campaigns, a brand can access various aspects of boosting sales and helps in thrashing their competitors and becoming a renowned brand with the help of social media influencers.

In this study, we aim to achieve the following objectives:
• Assess the impact of influencer marketing on consumer purchase behavior

and brand loyalty. We will examine how influencer marketing strategies influence consumers' decision-making process and their loyalty towards a brand.

- Examine the effectiveness of influencer-generated content in driving consumer engagement and creating brand awareness. We will analyze the extent to which influencer- generated content contributes to building brand awareness and fostering active engagement with consumers.

By addressing these objectives, we seek to gain insights into the role of influencer marketing in shaping consumer behavior and its potential for building brand awareness and trust."

Literature Review

Concept of Influencers Marketing

Influencer marketing is a marketing approach that utilizes the power of individuals who have a strong social media presence and specialized knowledge in a particular area. These individuals, referred to as influencers, collaborate with brands to endorse their offerings, incorporate them into their content, and engage in other forms of content marketing.

At present the influencer marketing is a key tool to influence buying behaviour and can be defined as the process of exploring, identifying and engaging people involved in High impact conversation. It is an important form of online marketing in which a marketer targets a sub population of influential people instead of the entire population of potential buyers (Zak,S., & Hasprova, M. 2020). Organization perceives influencers as potential leaders, mediating in the distribution of information and facilitating its discrimination to their on-line followers. As a result, they are becoming spokesperson or ambassadors of their brands (Wielki, J. 2020).

The research shows that Influencers can be used as facilitators for building empathy, relationships and connect with consumers. However, personal relevance is more important than peer influence hence using the right kind of Influencers for a particular product category is essential (Chopra, A., Avhad, V., & Jaju, A. S. 2021). The millennials prefer social network instead; social media is becoming the interest and tracking on a daily basis. Researches confirms that 92% of consumers have trust on word-of-mouth recommendation of their acquaintance friends, relatives and Influencers more than any type of advertising. 70% of teenage YouTube subscribers trust influencers opinion more than traditional celebrities and 40% of millennials says that their favourite YouTube personality "understands them better than their friends". 81% of

marketers who have already used Influencers Marketing judged it to be effective (Kadekova, Z., & Holienčinova, M. 2018).

Impact of Influencers Marketing on Consumer Behaviour

In today's digital age, the power of influencers has revolutionized consumer behavior, shaping the way we discover, evaluate, and ultimately make purchasing decisions. Influence Marketing has a great meaning as an effective branding strategy and in their marketing efforts, companies increasing abandon traditional celebrity endorses in favour of social media influencers, such as vloggers and insta famous personalities (S.

V. Jin, A. Muqaddam ; S. V. Jin, A. Muqaddam , E.Ryu. 2019).

Influencers are seen as the trustworthy figures by their followers due to the personal nature of their content. As a result, when an Influencer promotes a product or a service, consumers are more likely to perceive it authentic and reliable. This trust fosters a positive association between the brand and the consumer, leading to increased brand loyalty (K. Gaud 2023). The study showed that perceived influencer credibility and psychological ownership positively influence consumer behaviour affecting attitude towards advertising, purchase intention and product (Pick, M. 2020).

Objectives of Study

- To determine the influence of influencers marketing on consumer purchase behaviour and brand loyalty.
- To delve into the productiveness of influencers generated content in building brand awareness and consumer trust.

Research Methodology

The aim of this research paper is to determine the influence of influencer marketing on consumer purchase behaviour and brand loyalty. Additionally, it also aims to examine the productiveness of influencer generated content in building brand awareness and consumer trust. In order to achieve the stated objectives, primary and secondary sources of information were collected. The primary data was collected through survey and the secondary data was collected through various sources such as journals, internet, newspaper, etc.

To achieve these objectives, we used quantitative methods of inquiry. As a part of the study, we applied a quantitative method of inquiry – questioning using an online questionnaire which was circulated via Google forms. The data was

collected from 103 respondents of the age group varying from 16 to 28 years. The numerical data then was analyzed statistically to determine the influence of influencer marketing. We conducted a percentage analysis to obtain insights into the distribution of responses from our respondents. The calculation helped us summarize the frequency of certain attitudes, opinions, behaviour within our sample.

We also calculated the mean value as a measure of central tendency. The average response from the participants, giving us an overall understanding of their views and actions regarding influencers marketing was provided by mean. The sample of the study was done through convenient sampling techniques.
To enhance the reliability, we conducted reliability checks and used appropriate statistical analysis.

Discussion and Result

The main objective of the survey was to determine the influence of influencer marketing on consumer purchase behaviour and brand loyalty and also to know the productiveness of influencer generated content in building brand awareness and consumer trust by the respondents. After collecting the data, we conducted an analysis to examine the central tendency of the collected variables. To present the findings in a clear and organized manner we have included a table that showcases the result.

Table 1

Question No.	5	4	3	2	1	Mean
Q1	0	0	52	28	21	2.3069307
Q2	0	0	57	23	18	2.3267327
Q3	0	0	2	77	21	1.7920792
Q4	0	0	32	21	48	1.8415842
Q5	0	0	47	21	33	2.1386139
Q6	0	0	47	22	32	2.1485149
Q7	0	0	38	50	13	2.2475248
Q8	0	0	37	22	41	1.9405941
Q9	0	0	46	15	39	2.049505
Q10	0	2	43	32	23	2.2178218
Q11	0	6	27	16	49	1.8415842
Q12	4	12	18	25	38	2.0792079
				Overalll Mean		2.0775578

By analyzing the primary data collected during the research and compering

them with earlier collected secondary data, several important conclusions can be drawn. The findings of our survey aim to reveal the complex dynamics, surrounding influencers marketing and its impact on consumer behaviour, brand loyalty and brand awareness. The mean result of 2.0775578 gives a valuable insight into the perceived influence of influencers marketing on consumer behaviour and brand related outcomes. The mean of 2.0775578 suggest a moderate overall influence of influencers marketing on consumer purchase behaviour. While this value is above the midpoint, it indicates that, on average, respondents incline towards perceiving influencers as having some impact on purchase decisions.

Varied responses on brand loyalty – The result doesn't strongly incline towards a high or low influence on brand loyalty. This could suggest that Influencers play a varied role in influencing brand loyalty among respondents, and their impact may not be uniform across the surveyed population.

Average productiveness in building brand awareness – The mean result being slightly above the midpoint put forward that, on average, respondents perceive influencers generated content as moderately effective in building brand awareness. This aligns with the 49% who strongly believe that Influencers marketing is effective for brand awareness, indicating a positive overall percentage.

Mixed impact on consumer trust – The result doesn't strongly incline towards high or low effectiveness in building consumer trust. This could suggest a mixed perception of trustworthiness in influencers generated content.

The survey results indicate a frequent engagement with influencer generated content on social media with 78% of respondents either regularly or occasionally following influencers. Regardless a moderate level of dubiousness about influencers genuineness in recommendations (47% believing that are often biased) 70% agree that Influencers Marketing increases brand credibility.

When it comes to engaging with brand content endorsed by influencers 42% are somewhat likely, indicating that Influencers play a significant role in shaping consumer perception. This aligns with the 49% who strongly believe that Influencers marketing is effective for building brand awareness. However, the impact of purchase decision is subtle. While 36% have made a purchase based on an Influencers recommendation, 41% have never done so.

Trust in influencers is evenly split, with 20% finding them trustworthy, 31% unsure, and 47% perceiving influencers as often biased. Engagement with brands is a large extent low, with 59% rarely or never engaging. The stimulus

for engagement varies, with 38% driven by discount or promotion and 24% by interesting and relevant content. Moreover, the significance of brand influencer collaboration for attaining loyalty is subjective, with 56% expressing neutrality. This contrast with 22% who find it very important.
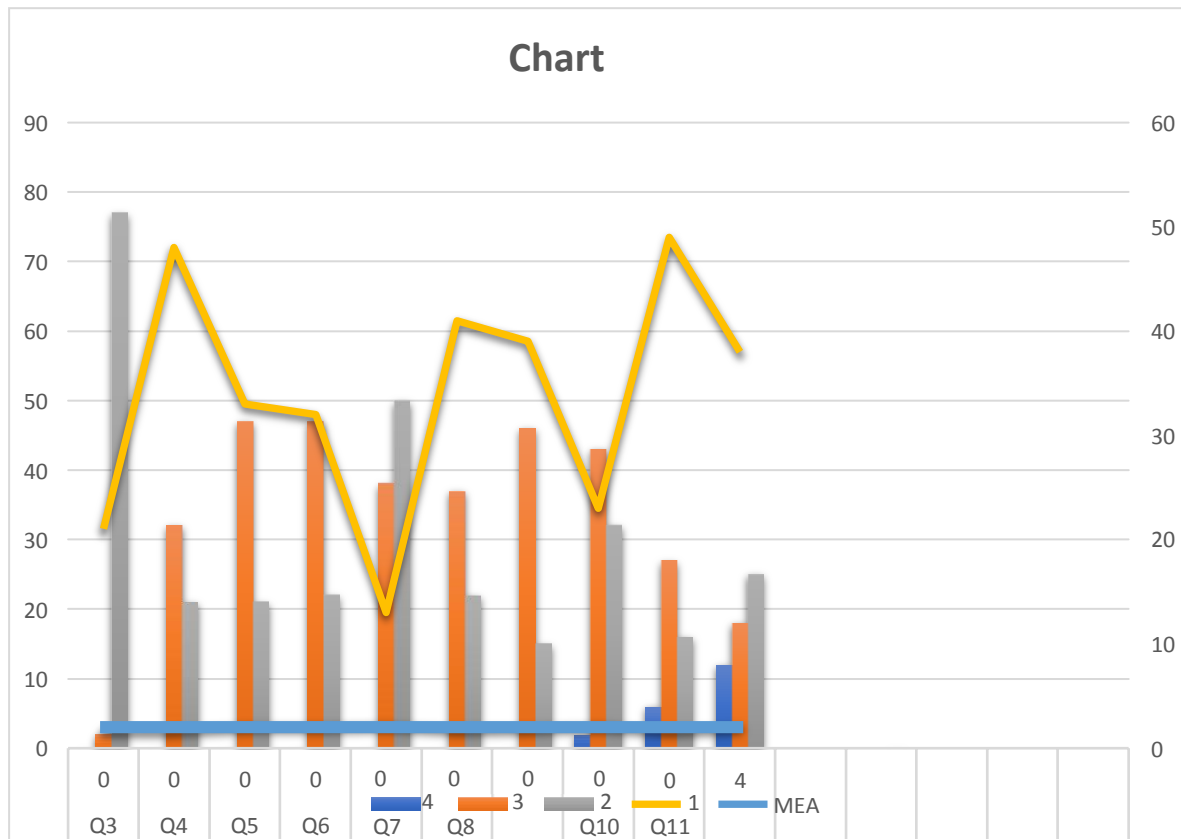
The result serves as a scope navigating the multifaceted terrain of influencers marketing. It directs us to through landscape of moderate influence, varied brand loyalty considerations and effectiveness in brand awareness. The result provides understanding of the influence of influencers marketing, signaling a moderate impact on purchase behaviour and brand related outcomes.

Conclusion

Influencer marketing is recognized as impactful for brand awareness and credibility. The research emphasis the multifaceted nature of influencers marketing. While it crucially impacts brand awareness and credibility, it's undeviating influence on purchase decision varies. The differing attitudes towards influencers stress the significance of brand to navigate partnerships carefully, aligning with consumer expectations and trust.

Furthermore, the research focus on the needs for a comprehensive social media strategy beyond influencers. Encompassing relevant content and promotions is

important for deriving meaningful engagement and amplifying overall marketing productiveness. The study offers valuable insights into the intricate world of influencers marketing. It gives a scope for brands looking to leverage this strategy effectively.

The research findings contribute to the understanding of Influencer marketing, guiding brands to navigate its problem strategically. The average influence on purchase behaviour emphasis the significance of addressing challenges related to trust, authenticity, and individual consumer perceptions. The extensive understanding will enable brands in developing a well-rounded social media strategy that extend beyond influencers, incorporating diverse elements to increase overallengagement and effectiveness.

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