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Analyzing the Influence of Social Media Influencers on Brand Management: Investigating How Influencer Marketing Shapes Brand Perception and Brand Awareness

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Abstract: This study looks into how social media influencers affect brand management, with a particular emphasis on how influencer marketing techniques affect brand awareness and perception. The purpose of the study is to evaluate how well influencer partnerships raise a brand's profile and visibility online. The study looks at influencer-brand collaborations in a variety of sectors in an effort to pinpoint the essential elements that make these partnerships fruitful and how they affect consumer behavior. This study will use a mixed-methods approach in terms of methodology, combining quantitative analysis of customer responses to influencer efforts with qualitative interviews with professionals in the field. The results will offer insightful information about the workings of influencer marketing and how brand management tactics are affected by it. Ultimately, this research intends to contribute to the understanding of how social media influencers can be leveraged as powerful tools in brand promotion and reputation management in today's competitive marketplace.

Keywords: Influencer marketing, Brand management, Brand awareness, Brand Perception, Social media marketing.

Introduction

Social media influencers are taking traditional brand management tactics by storm in the current digital era. They are becoming increasingly potent forces behind brand perception and awareness. Specifically, this study aims to explore how influencer marketing affects

consumers' perceptions and awareness of brands by delving into the complex link between social media influencers.

Three primary goals are at the center of this inquiry. To start, the study looks closely at how brand recognition and perception are affected by the authenticity of influencer content. Since consumers are constantly exposed to sponsored content these days, marketers looking to get the most out of influencer collaborations must comprehend how the legitimacy of influencer-generated content.

Secondly, the research emphasizes the importance of ethical and transparent influencer partnerships in maintaining brand awareness and enhancing brand perception. As influencer marketing continues to evolve, ensuring authenticity and transparency in influencer-brand collaborations becomes paramount in building and sustaining consumer trust.

Thirdly, the study endeavors to assess the relationship between influencer characteristics and consumer perception in influencer-promoted brands. Factors such as influencer expertise, relatability, and credibility play pivotal roles in shaping consumer attitudes towards brands endorsed by influencers. By analyzing these dynamics, this research aims to provide insights into how brands can strategically select influencers to optimize brand perception and awareness.

By addressing these objectives, this research contributes to a deeper understanding of the influence of social media influencers on brand management. Through a combination of qualitative and quantitative methodologies, including interviews, surveys, and content analysis, this study seeks to uncover insights that can inform and guide marketers in navigating the complex landscape of influencer marketing.

Ultimately, this research aims to offer practical recommendations for brands and marketers to refine their influencer marketing strategies, ensuring they align with consumer expectations and contribute positively to brand perception and awareness in the digital age.

Literature Review

The impact of social media influencers on brand management is examined in a seminal study by Choi and Rifon (2012) titled "Influencing the Masses: The Role of Social Media Influencers in Brand Marketing." They stress how important influencers are in influencing the attitudes and actions of customers, especially when it comes to brand awareness and engagement. Adding to this base, De Veirman et al. (2017) explore the qualities and efficacy of social media influencers in brand promotion in their study article "Social Media Influencers: A State of the Art Review," which offers insightful analysis. De Veirman et al. emphasise the significance of authenticity and transparency in influencer-brand partnerships by examining different influencer marketing tactics and their effects on brand perception. Furthermore, Lee and Watkins (2016) provide a comprehensive analysis of the psychological mechanisms underlying influencer marketing in their study titled "YouTube Vloggers' Influence on Consumer Luxury Brand Perceptions and Intentions." They investigate how influencer characteristics, such as trustworthiness and expertise, influence consumer perceptions of luxury brands, shedding light on the intricate dynamics between influencers and brand perception. Expanding on this discourse, Chen and Lin (2020) offer insights into the ethical considerations of influencer marketing in their research paper "Ethical Issues in Influencer Marketing: A Literature Review." They critically examine the ethical challenges associated with influencer-brand partnerships and propose guidelines for fostering transparency and authenticity in influencer marketing practices. Lastly, Li et al. (2019) contribute to the literature with their study "The Power of Social Media Influencers: How Brand Awareness and Purchase Intention are affected by Consumer Attitudes towards Influencer Content." They empirically investigate the relationship between consumer attitudes towards influencer content and its impact on brand awareness and purchase intentions, highlighting the significance of consumer trust and

engagement in influencer marketing effectiveness. Collectively, these literature reviews provide a comprehensive understanding of the influence of social media influencers on brand management, laying the groundwork for further empirical research in this burgeoning field.

Objective of The Study

To investigate the impact of influencer content authenticity on brand awareness and perception created by influencers.

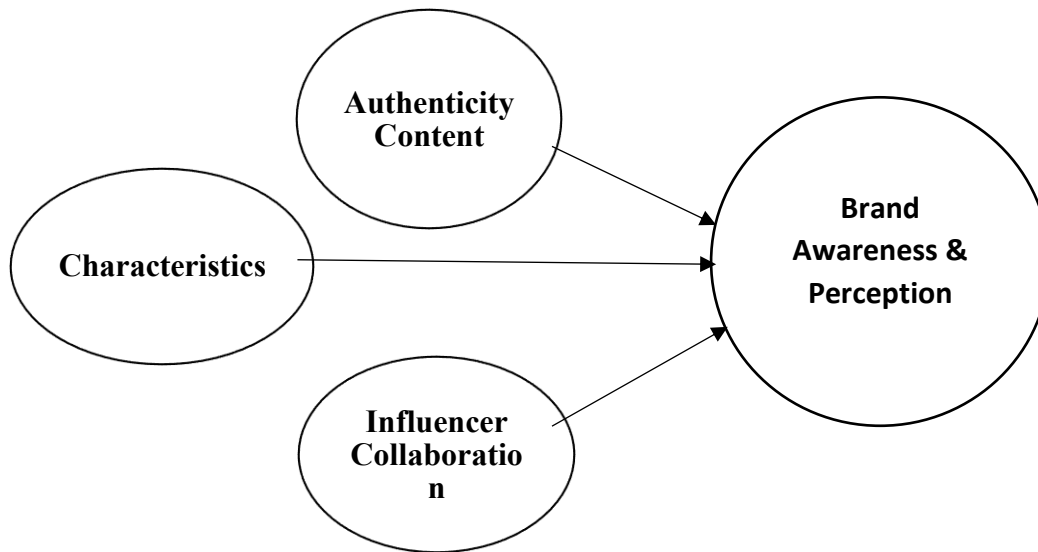
Ensure ethical and transparent influencer partnerships to maintain awareness and enhance brand perception.

To assess the relationship between influencer characteristics consumer perception in influencer-promoted brands.

Hypothesis Development

The following hypothesis are formulated to test objective.

- H1: There is a significant relationship between 'Gender' and 'content authenticity' in brand awareness and perception.
- H2: There is a significant relationship between 'age' and 'Influencer Collaboration' on brand awareness and perception.
- H3: There is a significant relationship between 'Brand Awareness' and 'Influencer Characteristics' for creating brand awareness and perception on consumer.

RESEARCH MODEL**Research Methodology**

This study's research methodology is a mixed-method approach that combines quantitative and qualitative methods. The study will utilize qualitative techniques, such as content analysis and interviews, to investigate how consumers interpret social media influencers and how they affect brand perception. The study will employ quantitative surveys to collect numerical data regarding consumer views towards influencer marketing and its impact on brand awareness. To find trends and insights in the data, statistical tools and theme analysis will be employed. In order to provide real-world context, case studies of successful influencer-brand relationships will also be reviewed.

Sampling and Data Collection

The sample size is 214 from all different demographic people who use social media regularly and follow at least one influencer in their social media. The data is collected by using google

forms and it was to people who follow social media influencers. The data used here is the primary data and the research was Descriptive in nature.

Tools for Analysis

Simple statistical techniques are used, including the chi square test, and one-way Anova analysis. These were carried out with the help of software like SPSS software.

Data Analysis and Major Findings

H0: There is no significant relationship between ‘Gender’ and ‘content authenticity’ in brand awareness and perception.

H1: There is a significant relationship between ‘Gender’ and ‘content authenticity’ in brand awareness and perception.

There is a substantial association between 'Gender' and 'content authenticity' variable, such as honest, compelling, transparent, relatable, and creative material," is the study's premise. Data was gathered from a sample of customers who follow influencers on social media platforms in order to test this hypothesis. One-way ANOVA was used to analyze the gathered data.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Do you perceive influencer content to be honest?	Between Groups	11.284	1	11.284	9.391	.002
	Within Groups	254.739	212	1.202		
	Total	266.023	213			

Do you find influencer content compelling?	Between	22.211	1	22.211	29.293	.000
	Groups					
	Within Groups	160.747	212	.758		
	Total	182.958	213			
Do you believe influencer content is transparent about sponsorships and partnerships?	Between	5.750	1	5.750	10.033	.002
	Groups					
	Within Groups	121.502	212	.573		
	Total	127.252	213			
Do you think influencer content is relatable to your experiences and interests?	Between	9.839	1	9.839	8.795	.003
	Groups					
	Within Groups	237.170	212	1.119		
	Total	247.009	213			
Do you perceive influencer content to be creative and innovative?	Between	10.163	1	10.163	9.012	.003
	Groups					
	Within Groups	239.076	212	1.128		
	Total	249.238	213			

The experiment uses analysis of variance (ANOVA) to compare the authenticity of the content and gender. Set 0.05 for the P value. Since the P Value 0.05 is less than the significance value for factors like honest, compelling, transparent, relatable, and creative content. As a result, the alternative hypothesis was accepted and the null hypothesis was rejected. It is implied that there will be a strong correlation between Gender and sincere, persuasive, Transparent, Relatable content and creative content variables.

H0: There is no significant relationship between ‘age’ and Influencer Collaboration Content’ on brand awareness and perception.

H1: There is a significant relationship between ‘age’ and Influencer Collaboration Content’ on brand awareness and perception.

The purpose of the current study was to examine, in the context of social media brand perception and brand awareness, the relationship between "age" and Influencer Collaboration Content variables such as Influencer gifting, Affiliate marketing, Brand ambassadors, Sponsored Content, and influencer feedback and reviews. The study's premise posited that a noteworthy correlation exists between age and influencer collaborative material, specifically in connection to brand perception and recognition on social media platforms. When making a clothing purchase through influencer marketing, the age of the consumer is quite important. Those between the ages of 18 and 35 who regularly use social media and follow at least one influencer are sampled. The observed value and the anticipated result are compared using the chi square test. Allow the P-value to be 0.05.

Age * I believe that influencer gifting is an ethical practice in influencer partnerships?

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.622 ^a	8	.578
Likelihood Ratio	8.519	8	.385
Linear-by-Linear Association	.657	1	.418
N of Valid Cases	214		

a. 6 cells (40.0%) have expected count less than 5. The minimum expected count is .25.

The table shows that chi square significant at 5% significance level. The Pearson Chi-square value is greater than P value i.e. 0.05. The Null hypothesis is accepted and alternative hypothesis is rejected so there is no relationship between Age and Influencer gifting for brand awareness and perception.

Age * I think affiliate marketing is a transparent way of collaborating with influencers?

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	3.889 ^a	8	.867
Likelihood Ratio	3.872	8	.869
Linear-by-Linear Association	.006	1	.937
N of Valid Cases	214		

a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is .84.

The table shows that chi square significant at 5% significance level. The Pearson Chi-square value is lesser than P value i.e. 0.05. The Null hypothesis is rejected and alternative hypothesis is accepted so there is no relationship between Age and Affiliate Marketing for brand perception and awareness.

Age * I perceive influencers acting as brand ambassadors positively?

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.042 ^a	8	.532
Likelihood Ratio	8.120	8	.422
Linear-by-Linear Association	1.125	1	.289
N of Valid Cases	214		

a. 4 cells (26.7%) have expected count less than 5. The minimum expected count is 1.18.

The table shows that chi square significant at 5% significance level. The Pearson Chi-square value is lesser than P value i.e. 0.05. The Null hypothesis is rejected and alternative hypothesis is accepted so there is no relationship between Age and Brand ambassadors for brand perception and awareness.

Age * I consider sponsored content by influencers to be transparent about their relationship with the brand?

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.701 ^a	8	.569
Likelihood Ratio	7.636	8	.470
Linear-by-Linear Association	1.489	1	.222
N of Valid Cases	214		

a. 4 cells (26.7%) have expected count less than 5. The minimum expected count is .93.

The table shows that chi square significant at 5% significance level. The Pearson Chi-square value is lesser than P value i.e 0.05. The Null hypothesis is rejected and alternative hypothesis is accepted so there is no relationship between Age and Sponsored Content brand perception and awareness.

Age * I find feedback and review content from influencers to be honest and unbiased?

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	5.254 ^a	8	.730
Likelihood Ratio	5.967	8	.651
Linear-by-Linear Association	.103	1	.749
N of Valid Cases	214		

a. 5 cells (33.3%) have expected count less than 5. The minimum expected count is .50.

The table shows that chi square significant at 5% significance level. The Pearson Chi-square value is lesser than P value i.e. 0.05. The Null hypothesis is rejected and alternative hypothesis is accepted so there is no relationship between Age and Feedback for brand perception and awareness.

H0: There is no significant relationship between ‘Brand Awareness’ and ‘Influencer Characteristics’ for creating brand awareness and perception on consumer.

H1: There is a significant relationship between ‘Brand Awareness’ and ‘Influencer Characteristics’ for creating brand awareness and perception on consumer.

In this study, we looked into how influencers' "Brand Awareness" and "Influencer Characteristics" related to how people perceive and are aware of brands on social media. The study's hypothesis proposed a substantial correlation between influencers' "Brand Awareness" and "Influencer Characteristics."

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Do you perceive influencer-promoted brands to reflect a genuine experience?	Between Groups	9.549	4	2.387	3.297	.012
	Within Groups	151.315	209	.724		
	Total	160.864	213			
Do you believe influencer engagement with their audience positively influences your perception of the promoted brands?	Between Groups	10.528	4	2.632	3.005	.019
	Within Groups	183.042	209	.876		
	Total	193.570	213			
Do you find influencers'	Between Groups	7.296	4	1.824	2.233	.067
	Within Groups	170.727	209	.817		

responsiveness to their audience's comments and messages important in shaping your trust in the promoted brands?	Total	178.023	213			
Do you consider influencers to be trustworthy endorsers of the brands they promote?	Between Groups	69.919	4	17.480	16.561	.000
	Within Groups	220.591	209	1.055		
	Total	290.509	213			
Do you perceive influencer content to accurately reflect the influencer's real-life experiences and preferences?	Between Groups	16.277	4	4.069	4.872	.001
	Within Groups	174.550	209	.835		
	Total	190.827	213			

The results of our investigation corroborate this theory, showing that variables such as "Brand Awareness" and "Influencer Characteristics," such as "Trustworthiness" and "Real life experience by influencers," Significant value, then, is less than the P value of 0.05. Our research specifically revealed a significant correlation between "Brand Awareness" and "Influencer Characteristics" by influencer, meaning that viewers of influencer content will likely be aware

of the brand because influencers are more likely to spread brand awareness on social media platforms. The key to raising brand awareness and perception is to cultivate influencer characteristics. Increased reach will support influencers' social media brand promotion efforts. ANOVA is used here to test whether the relationship between 'Brand Awareness' and 'Influencer Characteristics. Hence the outcome in genuine experience, Influencer engagement and Influencer responsiveness shows the value which is greater than the P value 0.05. Hence Null hypothesis is accepted and alternative hypothesis is rejected so there is no significant relationship between genuine experience, Influencer engagement and Influencer responsiveness. And variables like Trustworthiness and Real life experience indicates a strong relationship between 'Brand Awareness' and 'Influencer Characteristics.

Findings and Suggestions

Findings

The age has no significant influence on influencer collaborative content. According to the study, influencer authenticity content in influencer marketing is significantly influenced by a person's gender. Additionally, it demonstrates how age affects influencer collaborative material in terms of brand knowledge and perception. On social media, younger consumers are typically more impacted by collaborative content in terms of brand knowledge and perception. Ultimately, the findings indicate that influencer traits, including influencer trustworthiness and real-life experience.

Suggestions

1. Online Brands should tailor their influencer marketing strategy based on the age group of their target audience. Especially when deals with Influencer engagement. Which shows negative impact among audience.

2. Influencers responsiveness among audience has to be improved with quick replies since it directly leads to brand perception and awareness.
3. Online Brands should prioritize their niche star personality area and follower base in their influencer strategy. Consumers will not trust influencers who create genuine experience perceive as star personality, leading to brand marketing.

Conclusion

This study examined the effects of influencer marketing on brand awareness and perception with a particular focus on social media marketing. After the research hypotheses were tested, the results indicated that age and influencer collaboration content of an influencer when making brand awareness and perception social reference by the influencer, and gender and authenticity content of influencers when it comes to create brand awareness and perception in social media platforms, were significantly correlated.

The study found that when it comes to how consumers perceive influencer marketing and how much they trust authentic content from influencers, gender has a big role in how consumers perceive and become aware of brands on social media. The study also shows that influencers' degree of influencer characteristics, which impact brand perception and awareness, is significantly influenced by their age.

Brand Awareness with "Influencer Characteristics" has a major impact on the effectiveness of influencer marketing as well. Being a crucial element for customers. The study's overall conclusions provide insight into how social media influencer marketing shapes brand perception and awareness factors that have an impact on consumer behavior. Marketers and businesses attempting to employ influencer marketing to build brand perception and awareness should take note of these facts.

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