



" EFFECT OF INFLUENCER MARKETING IN BUILDING BRAND AWARENESS "

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ABSTRACT :

In the digital era, influencer advertising has emerged as a powerful tool for brands looking for to build awareness and connect with target audiences. This take a look at investigates the effectiveness of influencer marketing in enhancing brand awareness among purchasers. The studies targets to research how influencers impact customer perceptions, accept as true with, and recognition of brands through platforms like Instagram, YouTube, and A aggregate of primary and secondary facts became used to explore the relationship among influencer credibility, content engagement, and customer response. A based questionnaire was dispensed among a hundred and twenty respondents to collect insights on their interplay with influencer-pushed content and its effect on their consciousness and perception of manufacturers. The findings display that influencer advertising substantially contributes to brand visibility and take into account, in particular when influencers align with the brand's values and keep authenticity. The take a look at concludes that influencer advertising and marketing is a strategic and impactful approach for manufacturers aiming to decorate focus in a aggressive virtual landscape.

Keywords: Influencer advertising and marketing, logo awareness, purchaser conduct, digital advertising, social media influencers, emblem perception.

Introduction

In the age of digital connectivity, traditional advertising strategies are no longer sufficient to seize the eye of contemporary purchasers. The rise of social media structures has paved the manner for influencer marketing, a dynamic and engaging promotional method in which people with tremendous on line followings—called influencers—suggest products or services to their audiences. These influencers, who variety from celebrities to niche content creators, often own a sturdy rapport with their followers, which brands can leverage to build accept as true with and visibility. Brand focus is a important issue of advertising and marketing success, as it shapes patron perception, fosters emblem loyalty, and drives shopping selections. Influencer advertising has emerged as a powerful mechanism for reinforcing logo recognition, mainly amongst younger, tech-savvy demographics. By sharing personalised and real content, influencers can efficaciously introduce brands to new audiences and enhance emblem popularity via repeated exposure.

This research seeks to discover the effect of influencer marketing in constructing logo attention. It investigates how elements which include influencer credibility, target audience engagement, content material relevance, and platform preference influence patron cognizance and logo notion. The look at additionally examines the volume to which purchasers are influenced by means of subsidized content and how it affects their attention of and mindset in the direction of a emblem. The cause of this look at is to offer a complete expertise of the strategic role of influencer advertising in nowadays's aggressive enterprise surroundings and to offer insights for marketers aiming to beautify emblem attention via virtual channels. By reading client responses and behavioral styles, this research goals to make a contribution to the growing body of know-how on modern-day advertising and marketing techniques and their effectiveness.

Objectives of the Study

1. To assess the overall impact of influencer marketing on brand awareness
2. To compare the effectiveness of micro-influencers versus macro- influencers in enhancing brand recall
3. To evaluate the relationship between influencer authenticity and consumer trust in brand messaging

Literature Review

Influencer marketing has received enormous interest as an effective approach for boosting emblem awareness within the digital age. According to Brown and Hayes (2008), influencer advertising leverages the electricity of credible people to sway patron buying choices, emphasizing the role of social proof in advertising communications. Freberg et al. (2011) explored the characteristics that outline social media influencers, noting that character developments together with authenticity and relatability greatly have an effect on how customers understand and accept as true with influencers. This finding is supported via Lou and Yuan (2019), who validated that message fee and source credibility extensively effect patron believe in branded content material shared through influencers.

De Veirman, Cauberghe, and Hudders (2017) studied Instagram influencer marketing and found that both the number of followers and the relevance of the product to the influencer's niche shape brand attitudes. Their research highlights Instagram and YouTube as prominent platforms for influencer activity, corroborating findings from the present study regarding platform effectiveness.

Hennig-Thurau et al. (2004) emphasized the importance of electronic word-of-mouth in shaping consumer opinions, showing that online endorsements can enhance brand visibility and influence purchase intentions. This aligns with the notion that influencer marketing extends traditional word-of-mouth through digital channels, thereby amplifying brand reach.

Kay, Mulcahy, and Parkinson (2020) examined the impact of transparency in influencer disclosures, finding that ethical practices contribute to higher consumer trust and sustained brand loyalty. The skepticism some consumers hold towards influencer reviews, as indicated in the current research, underscores the relevance of these ethical considerations.

Tapinfluence & Nielsen Catalina Solutions (2016) quantified the return on investment (ROI) of influencer marketing, affirming that influencer campaigns deliver measurable improvements in brand recognition and sales metrics, which validates the strategic importance of influencer collaborations for brands. Finally, Veirman, Hudders, and Nelson (2019) raised concerns about the targeting of vulnerable audiences, particularly children, urging for responsible influencer marketing practices to ensure ethical standards are maintained.

Research Methodology

This study used a *quantitative data collection method* through a *self-administered online survey questionnaire*. The survey was designed using Google Forms and shared via social media platforms (Instagram, LinkedIn, WhatsApp) to reach active Indian social media users who engage with influencer content.

1. Choice of Data Collection Medium – Online Self-Administered Survey

An online medium was chosen because:

- It is cost effective and time efficient.
- The target population social media users are digitally active and easy to reach online.
- Respondents could complete the survey at their own convenience, improving response rates.
- It was suitable during the post-COVID era, where digital outreach is more accepted.

2. Questionnaire Design and Logic Behind the Questions

The questionnaire was designed to align with the research objectives and test the proposed hypotheses. It included questions related to:

- Demographics (age, gender, location)
- Social media usage (platforms used, frequency, time spent)
- Influencer engagement (following influencers, type of influencers, reasons for following)
- Brand awareness (recall, recognition, trust after influencer exposure)
- Perceptions of authenticity, trust, and purchase behavior

Each question was intended to directly measure one or more variables such as engagement level, awareness, recall, or trust.

3. Sequencing of Questions

The questionnaire was sequenced logically:

- Section 1: Demographic information
- Section 2: Social media usage behavior
- Section 3: Interaction with influencers
- Section 4: Brand awareness and perception
- Section 5: Feedback or suggestions (optional)

This sequence moved from general to specific, making it easier for respondents to stay engaged and answer thoughtfully.

4. Types of Scales Used

- **Nominal scales** for demographic details (e.g., gender, platform preference)

- **Ordinal scales** for frequency-based questions (e.g., —How often do you follow influencer posts?l)
- **Likert scales** (5-point) to measure perceptions and attitudes (e.g., —I trust the products promoted by influencersl – Strongly Disagree to Strongly Agree)
- **Multiple choice and rating scales** to evaluate influencer impact and brand recall.

➤ **Sampling Design and Plan**

To study the effect of influencer marketing on brand awareness, a well-defined sampling plan was used to ensure data relevance and reliability.

1. Target Population

The target population for this study includes Indian social media users aged 18 and above who actively engage with content on platforms like Instagram, YouTube, and other digital spaces where influencers are present.

2. Sampling Frame

The sampling frame consisted of digitally active users accessible via social media platforms, email, and messaging apps (e.g., WhatsApp, LinkedIn), where the survey was shared. There was no formal database; instead, a non-probability approach was used for practical accessibility.

1. Sample Size

A total of 50 responses were targeted, out of which 46 complete and valid responses were received and used for analysis.

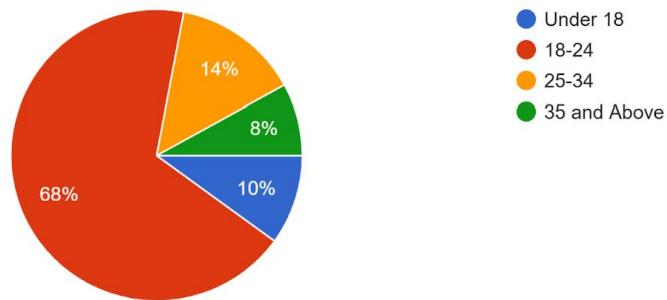
2. Response Rate

The estimated response rate was approximately 94%, calculated as the number of valid responses (47) divided by the number of surveys sent/targeted (50). This rate is considered acceptable for online surveys.

Section 1: Demographic Information

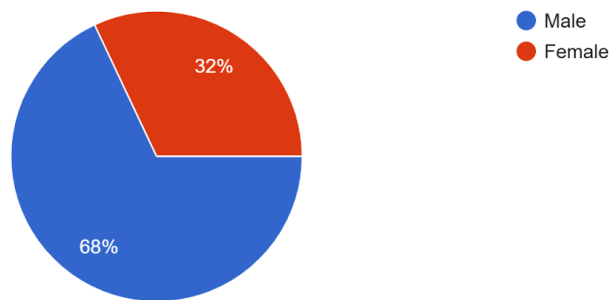
What is your age?

50 responses



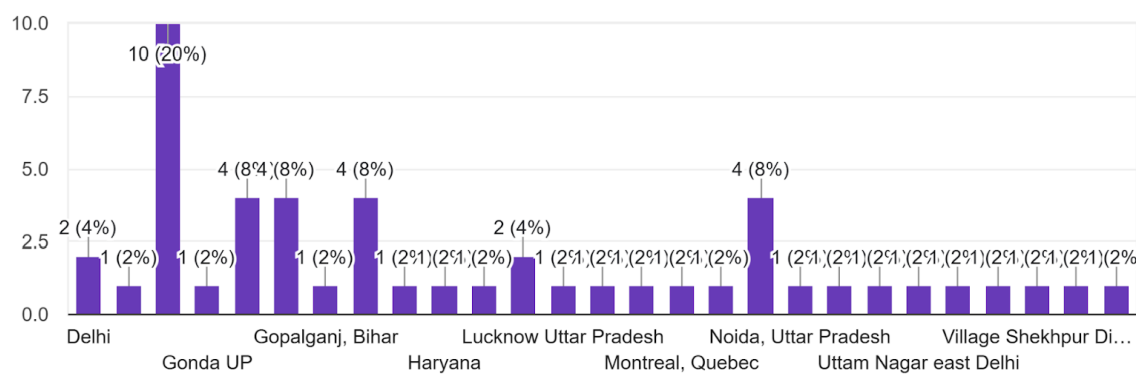
Gender

50 responses



Location: (City, State)

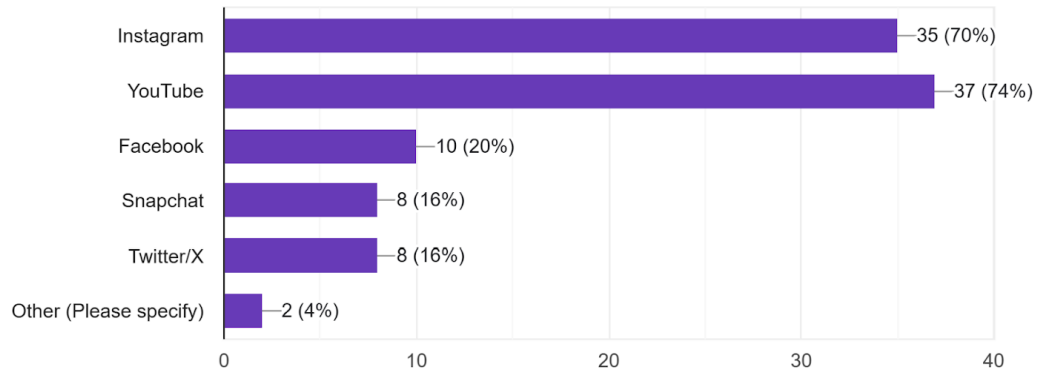
50 responses



Section 2: Social Media Usage

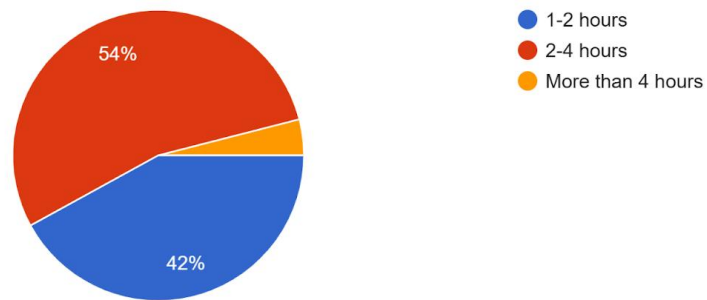
Which social media is platforms do you use regularly?

50 responses



On average, how much time do spend on social media daily?

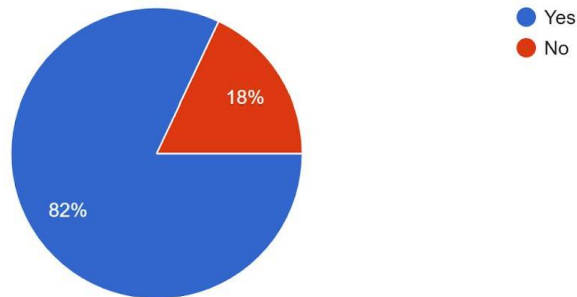
50 responses



Section 3: Influencers Engagement

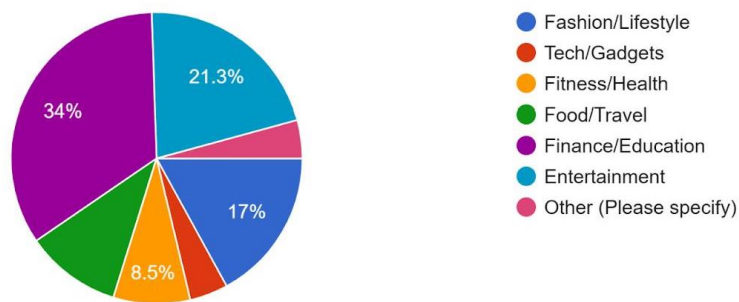
Do you follow any social media influencers?

50 responses



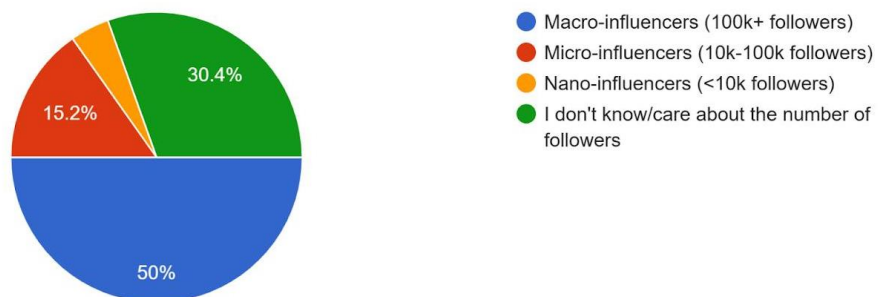
If yes, what type of influencers do you follow?

47 responses



What kind of influencers do you prefer?

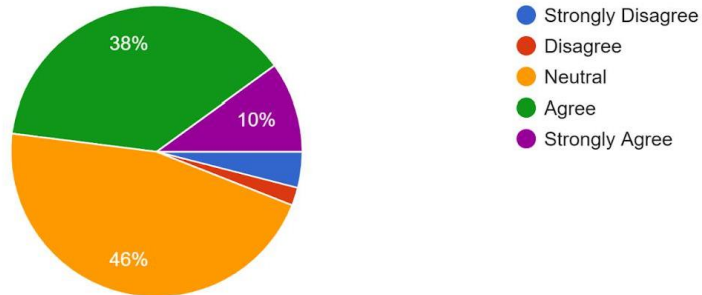
46 responses



Section 4: Perception & Brand Awareness

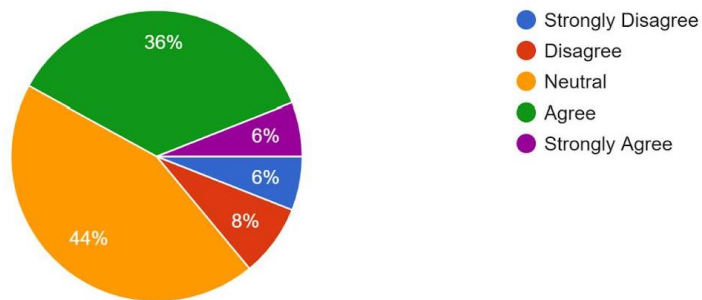
I often discover new brands through social media influencers.

50 responses



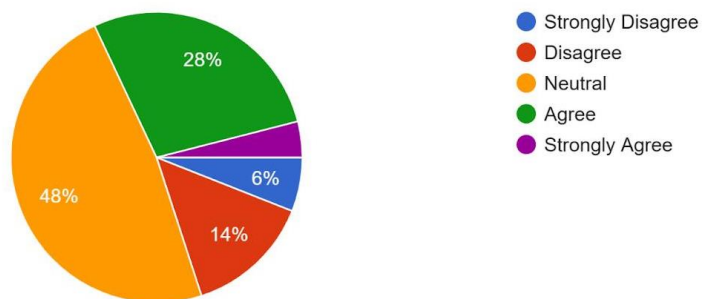
I remember brands better when promoted by influencers I follow.

50 responses



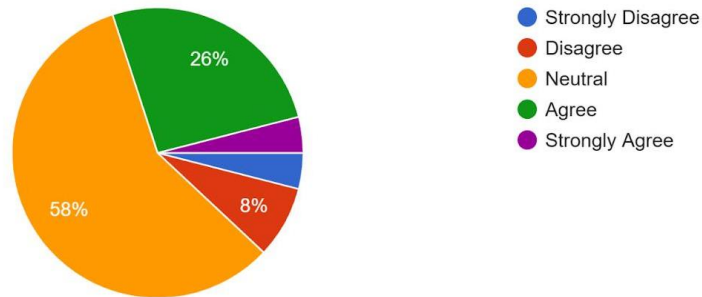
I trust product recommendations made by influencers.

50 responses



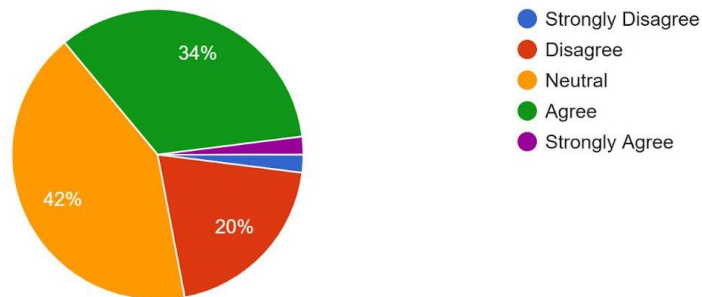
I am more likely to try a product if an influencer I trust promotes it.

50 responses



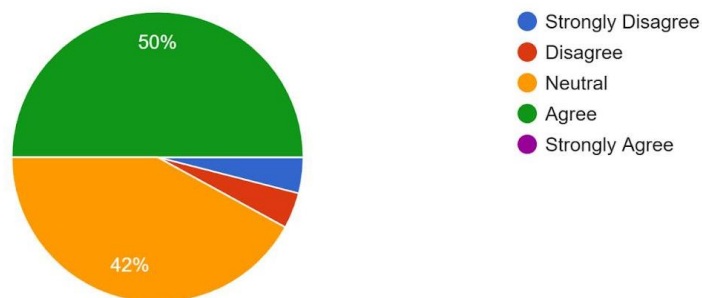
I have purchased a product/service after seeing it promoted by an influencer.

50 responses



Authentic content by influencers increases my trust in the brand.

50 responses



Section 5: Feedback (Optional)

- **In your opinion, how can influencers make brand promotions more effective?**
(25 Responses)
 - Social media
 - Research before promotion.
 - Influencers can promote brand by introducing the product in their content line reel, long videos etc.
 - By giving trust
 - Influencers often have a specific audience in mind, allowing brands to target their marketing efforts more effectively.
 - Being authentic promote products they truly like or use... though creative photos and videos.
 - Yes
 - By having full knowledge of brand.
 - Influencers can make brand promotions more effective by staying authentic and building trust with their audience. Instead of just advertising a product, they should focus on creating engaging and relatable content that naturally fits with their personal brand. Storytelling, honest reviews, and showing real-life use of the product can increase credibility. Collaborating with brands that align with their values and niche also ensures better audience response. Consistency, creativity, and genuine interaction with followers are key to successful brand promotions.
 - Influencers must be loyal
 - First check
 - Attractive designs
 - By honestly narrating my own experience
 - I don't think influencer make my mind to purchase a product
 - Not interested
 - Whenever any influencer advocate a certain product or service, I make a google thorough search before considering it for buying or consuming.
 - Just by using that brand by himself and promoting only those brand's Which are really good
 - As a very large population follow influencers it is very easy to promote the brand just by mentioning there name with the brand name and stating that they trust the brand and use there products on the regular basis
 - 1st of all they own check all work about product ... And also make all legal documents
 - No
 - By knowing the quality of that promoted product. If the quality is good then they should have promote and build the trust.
 - By making attractive videos
 - Through Templates
 - By showing the product quality through different task
 - First Time low price

Findings & Conclusion

The results of this study offer convincing proof that influencer marketing is essential for increasing brand recognition among Indian consumers, especially among younger audiences who use social media extensively. According to the statistics, influencers help close the gap between customers and businesses by fostering a personal connection, familiarity, and trust that traditional advertising frequently lacks.

Despite having smaller fan bases, the data shows that micro and nano influencers are typically more successful than large influencers at building trust and engagement. Their endorsements seem more credible because their content is seen as more relatable and genuine. Furthermore, the most effective channels for advertising companies through interactive and visual content formats are YouTube and Instagram.

It is also clear that the influencer's perceived trustworthiness and authenticity have a big impact on audience perception, which in turn increases consumer attention and brand memory. Influencer marketing is therefore more than simply a fad; it is a smart branding strategy that, when used carefully, can produce impressive outcomes.

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