



# A Study On Impact Of Influencer Marketing On Awareness And Perception Towards Branded Products

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## ABSTRACT

The rise of social media has given birth to influencer marketing, significantly altering the landscape of brand promotion and consumer engagement. This study investigates the impact of influencer marketing on consumer awareness and perception of branded products, focusing on the effectiveness of influencers in shaping brand image, trust, and purchasing decisions. Through an analysis of literature and survey-based empirical data, this research examines how influencer-led campaigns influence consumer attitudes, preferences, and brand loyalty.

**Keywords:** Impact, Influencer Marketing, Perception, Branded Products.

## INTRODUCTION

Influencer marketing has emerged as a powerful strategy in the digital age, transforming how brands connect with consumers. By leveraging the reach and credibility of social media personalities, brands can effectively enhance awareness and shape consumer perceptions of their products. Unlike traditional advertising, which often feels impersonal and intrusive, influencer marketing provides a more authentic and relatable approach. Influencers, who have built trust and rapport with their followers, can introduce products in a way that resonates more deeply with their audience. As a result, consumers are more likely to develop positive associations with a brand, leading to increased awareness and potentially stronger brand loyalty. This introduction to the impact of influencer marketing highlights its growing significance in modern branding strategies and sets the stage for a deeper exploration of its effects on consumer behavior.

## OBJECTIVES

- 1.To examine the demographic variables.
- 2.To access the effectiveness of influencer marketing in increasing brand awareness among target consumers.
- 3.To identify key factors contributing to successful influencer marketing.
- 4.To investigate the role of influencer marketing in shaping consumer attitudes and purchase intentions.
- 5.To determine the long-term effects of influencer marketing on brand loyalty.

## STATEMENT OF THE PROBLEM

“Despite the growing popularity of influencer marketing, there is a lack of understanding about its effectiveness in increasing awareness and shaping consumer perception towards branded products. Specifically, it is unclear how influencer marketing campaigns influence consumer attitudes, beliefs, and purchasing decisions, and what factors contribute to their success or failure. Furthermore, there is a need to investigate whether influencer marketing has a positive or negative impact on brand reputation and equity.

This study aims to explore the impact of influencer marketing on awareness and perception towards branded products, and to identify the key factors that drive its effectiveness.”.

## SCOPE OF THE STUDY

This study aims to investigate the influence of influencer marketing on consumer awareness and perceptions of branded products. It will delve into how social media influencers impact consumer recognition of brands and shape their opinions. The research will consider various elements such as the trustworthiness of influencers, the nature of the content they share, and their reach within specific audience groups. Additionally, the study will explore whether influencer marketing plays a role in altering brand perceptions, such as trustworthiness, product quality, and customer loyalty. Ultimately, the findings will offer valuable insights for brands to refine their marketing approaches and build stronger relationships with their target consumers.

## LIMITATIONS

- 1.The study may be constrained by the size and diversity of the participant group, limiting the generalizability of the findings. If the sample isn't representative of the broader population, the results might not reflect all consumer demographics.
- 2.Consumer awareness and perceptions are subjective, influenced by personal preferences, biases, and past brand experiences, making it hard to collect consistent data.
- 3.The study's accuracy could be affected by the influencers chosen for analysis. Differences in engagement, authenticity, and relevance to their audience may influence the results.
- 4.Frequent changes in social media algorithms can alter how influencer content is displayed and engaged with, complicating the assessment of long-term impacts.

## REVIEW OF LITERATURE

- 1.A study by Casalo et al. (2018), published in the Journal of Business Research, revealed that influencer marketing can positively affect brand image and customer loyalty, especially among younger consumers who are more inclined to follow and trust social media influencers.
- 2.In a study featured in the Journal of Advertising Research, Yang and Lim (2019) discovered that influencer marketing can greatly enhance consumers' intention to purchase, especially for individuals who are highly engaged with the product or service being advertised.
- 3.A Forbes article by Megan DeGruttola (2021) emphasizes the effectiveness of influencer marketing within the beauty industry. It mentions how brands like Huda Beauty and Glossier have successfully utilized influencer marketing to grow their brands and boost sales.

## OVERVIEW OF THE STUDY

### INTRODUCTION

Influence marketing is a strategic marketing approach that leverages the credibility and reach of influential individuals or organizations to promote products, services, or ideas to their engaged audiences. By partnering with social media influencers, content creators, or thought leaders, brands can increase brand awareness, drive website traffic, generate leads, and boost sales. Influencers, who have built trust and loyalty with their followers, endorse products or services that align with their values and expertise, creating authentic and compelling content.

This marketing strategy has proven effective, especially among younger demographics, as 70% of millennials trust recommendations from influencers more than traditional advertising. With the rise of social media platforms, influence marketing has become a crucial component of digital marketing strategies, enabling brands to tap into niche markets, foster customer loyalty, and measure campaign success through trackable metrics.

### RESEARCH METHODOLOGY

Research Methods is defined as “tools or instruments used to accomplish the goals and attributes of study”.

**PRIMARY DATA:** The primary data are those which are collected as fresh for the primary time.

**SECONDARY DATA:** Secondary data is collected from journals, magazines and books, newspaper and internet.

**AREA OF STUDY:** This study was conducted of Coimbatore district

**SAMPLE SIZE:** The sample size is 70.

**TOOLS USED FOR ANALYSIS:** Data analysing tools are Simple percentage and Chi-square test.

**SIMPLE PERCENTAGE:** Percentage base analysis helps to find which factors is significant among a number of factors.

**CHI-SQUARE:** A chi-square statistic is used to test the measures of expectation.

**Chi square analysis formula:**  $\chi^2 = \sum (O_i - E_i)^2 / E_i$

**Degree of freedom**=(r-1)\*(c-1)

## DATA ANALYSIS AND INTERPRETATION

**Table 1:** shows age of the respondents

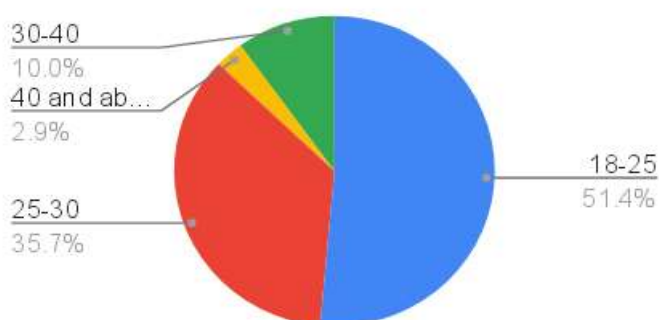
S.no	Age	No of respondents	Percentage
1	18-25	36	51.4%
2	25-30	25	35.7%
3	30-40	7	10%
4	40 and above	2	2.9%
	Total	70	100

### INTERPRETATION

From the above table it can be interpreted that 51.4% of the respondent are 18-25. 35.7% of the respondent are 25-30. 10% of the respondents are 30-40. 2.9% of the respondent are 40 or older. Hence majority 51.4% of the responded are 18-25 year

**Chart 1**

Count of 2.Age



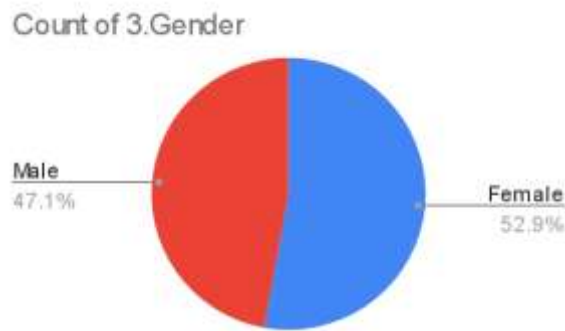
**Table 2:** shows gender of the respondents

S.no	Gender	No of respondents	Percentage
1	Male	33	47.1%
2	Female	37	52.9%
	Total	70	100

### INTERPRETATION

From the above table it can be interpreted that 47.1% of the respondent are male. 52.9% of the respondent are female. Hence majority 52.9% of the respondents are female.

Chart 2



## CHI SQUARE TEST

Table 3

S.no	Factors		No of respondents	Percentage
1	Age	18-25	36	51.4%
		25-30	25	35.7%
		30-40	7	10%
		40 above	2	2.9%
2	Social media platform	YouTube	30	42.9%
		Instagram	31	44.3%
		Telegram	7	10%
		Other	2	2.9%

**Interpretation:** The table clearly states the demographic profile of the respondents & social media platform. majority of the respondents 44.3% are using Instagram.

H1 =There is relationship between the age and the social media platform.

Table 4

O	E	O-E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
7	8.49	-1.49	2.21	0.26
11	9.51	1.49	2.21	0.23
15	15.09	-0.09	0.01	0.00
17	16.91	0.09	0.01	0.00
7	5.19	1.81	3.29	0.63
4	5.81	-1.81	3.29	0.57
4	4.24	-0.24	0.06	0.01
5	4.76	0.24	0.06	0.01
70	70.00	0.00	0	1.72

**Interpretation:** Table 4 clearly states that the demographic profile of the respondents and Maximum of the respondents prefer Instagram.

**Result:** The calculated value (1.72) is lower than the table value (7.815). Hence, there is significant relationship between the Age and the Social media platform.

**CHI SQUARE TEST****Table 5**

S.no	Factors		No of respondents	Percentage
1	Gender	Male	33	47.1%
		Female	37	52.9%
2	Type of influencer	Food and beverage	9	12.9%
		Health and fitness	32	45.7%
		Fashion and beauty	18	25.7%
		Technology and gadgets	11	15.7%

**Interpretation:** The table above clearly states the demographic profile of the respondents & type of influencers. majority of the respondents 45.7% follow health and fitness influencers.

HO = There is no relationship between the gender of the respondents & type of influencers.

**Table 6**

O	E	O-E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
21	15.43	5.57	31.04	2.01
9	10.71	-1.71	2.94	0.27
0	3	-3	9	3
0	0.86	-0.86	0.73	0.86
12	15.94	-3.94	15.55	0.98
11	11.07	-0.07	0.01	0.00
6	3.1	2.9	8.41	2.71
2	0.89	1.11	1.24	1.40
1	3.6	-2.6	6.76	1.88
5	2.5	2.5	6.25	2.5
1	0.7	0.3	0.09	0.13
0	0.2	-0.2	0.04	0.2
2	1.03	0.97	0.94	0.92
0	0.71	-0.71	0.51	0.71
0	0.2	-0.2	0.04	0.2
0	0.057	-0.057	0.003	0.057
70	70	0	0	17.828894



**Interpretation:** Table above clearly states that the demographic profile of the respondents and Maximum of the respondents follow health and fitness influencers.

**Result:** The calculated value (17.92) is higher than the table value (16.919). Hence, there is no significant relationship between the gender and the type of influencers.

## FINDINGS

1. Maximum 51.4% of the respondents are the age of 18-25 years.
2. Majority 52.9% of the respondents are female.
3. Majority 38.6% of the respondents are PG.
4. Maximum 37.1% of the respondents are 20000-30000.
5. Maximum 42.9% of the respondents are Profession.
6. Majority 48.6% of the respondents are suburban area.
7. Majority 40% of the respondents are chosen weekly.
8. Maximum 44.3% of the respondents are chosen Instagram.
9. Maximum 44.3% of the respondents are yes.
10. Maximum 74.3% of the respondents are chosen very important.
11. Maximum 64.3% of the respondents are chosen discount offer/promotion.
12. Majority 37.5% of the respondents are chosen discount or offer.
13. Majority 45.7% of the respondents are chosen yes.
14. Majority 62.9% of the respondents are chosen agree.
15. Majority 41.4% of the respondents are chosen consistency in content.
16. Majority 80% of the respondents are chosen agree.
17. Maximum 46.3% of the respondents are chosen likely.
18. Maximum 54.3% of the respondents are chosen positive.
19. Maximum 44.3% of the respondents are chosen health and fitness.
20. Maximum 44.3% of the respondents are chosen Instagram.
21. Maximum 44.3% of the respondents are chosen health and fitness.

## SUGGESTIONS

1. Partner with Authentic Influencers: To Collaborate with influencers who genuinely use and endorse your products to increase credibility.
2. Content Quality Matters: To Ensure influencers create high-quality, engaging content that resonates with your target audience.
3. Niche Influencers: To Target niche influencers who cater to specific audiences, increasing brand relevance.
4. Influencer Takeovers: To Invite influencers to take over your brand's social media accounts for a day.

## CONCLUSION

In conclusion, influencer marketing has emerged as a powerful tool for enhancing brand awareness and shaping consumer perception. Through strategic partnerships with authentic influencers, brands can increase credibility, reach niche audiences, and drive engagement. The study's findings underscore the significance of content quality, influencer credibility, and campaign tracking in ensuring the success of influencer marketing initiatives. By integrating influencer marketing into their overall marketing strategy, brands can harness the potential of social media and influencer networks to build strong brand equity and drive business growth.

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