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The Role of Influencer Marketing in Building Brands on Social Media: an Analysis of Effectiveness and Impact

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Abstract: ***Influencer marketing includes teaming up with famous and significant are influencers in your specialty to advance your image and increment your income. Influencers described by an enormous number of faithful and devoted web-based entertainment devotees. They are seen as specialists in their specialties and their proposals are much of the time profoundly respected by their supporters. What recognises influencers from traditional superstars is that the previous offer areas of strength for a with their fan networks. They outfit the openness of virtual entertainment to lay out unique interactions with and gain the trust of their devotees. Influencers are in many cases are genuine shoppers who have top to bottom information about specific subjects. This gives them certain influence and engages them to spur their devotees to make wanted moves. A fruitful influencer marketing requires strong preparation and a profound comprehension of your interest group and marketing goals.***

The fundamental objective of this study was to figure out how different aspects of influencer marketing through social media creates an impact on a brand and its success & image, how the mind-set of the customer changes through influencer marketing and how brands are going with the help of influencer marketing technique by choosing the right influencer for their brands.

To fulfil this objective the research will be followed by mixed approach of qualitative and quantitative data. The qualitative data will be comprising of primary research which will be acquired through survey and questionnaire. The quantitative data will be comprising of the secondary research which will be acquired through the articles, review articles, published academic papers, journals, statistical database and records.

Keywords: Influencer Marketing, Influencers, Brands, Social Media, Brand Building.

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1. INTRODUCTION

Social media has changed the way businesses communicate with their clients in the age of digitization. The way businesses engage with their audience on social media sites like Facebook, Instagram, Twitter, and YouTube has been completely transformed. Businesses now have a distinctive chance to spread brand recognition, cultivate client connections, and advertise their goods and services to a larger audience thanks to social media platforms. Influencer marketing is one of the relatively recent marketing strategies that has grown in acceptance in recent years. Partnering with social media influencers to advertise a brand's goods or services to their followers is known as influencer marketing. Influencers are people who have a sizable social media following as well as established credibility and authority in a given niche. Influencers and brands work together to produce sponsored content that advertises brands' goods or services. Because influencers have developed a devoted fan base that values and respects their suggestions, influencer marketing is effective.

Influencer marketing joins both conventional and current marketing methodologies. It changes the idea of celebrity endorsement into a substance driven marketing effort for the cutting-edge time. Since organizations and influencers cooperate to make the mission's outcomes, that is influencer marketing's key separation. Influencer marketing, nonetheless, doesn't simply affect celebrities. Instead, it centres on influencers, many of whom do not view themselves as famous in a traditional sense. (Geyser, 2023)

The development of social media stages has significantly expanded the impact of people by giving them admittance to additional gatherings for communicating their qualities and standing out from the general population. Certain individuals could share their lives, interests, and feelings on social media, attract enormous crowds to them with their particular characters, and in this manner ultimately transform into powerhouses. Influencers can promptly impact fans' ways of life, as well as their discernments and perspectives towards current branding patterns, by drawing in homogeneous mass crowds. Influencer marketing is the act of advertising services and products to supporters on social media through powerhouses to increment brand acknowledgment, flash purchaser premium, and produce positive outcomes. Therefore, influencer marketing strategies are expanding quickly as more firms become aware of and value influencers. Additionally, millennials prefer to invest more time and energy in the people and things they enjoy. They are also more hungry for fun and social engagement. As a result, by connecting and interacting with influencers, customers may develop a stronger tie with the brand and become aware of their followers' participation in and co-creation of content on social media, resulting in a viral spread of brand information. (Lui, 2021)

The businesses are using social media advertising to entice prospects and solidify the loyalty of the already existing clients. Due to the rapid growth in social media usage, in addition to the already-existing social networkers, private businesses and governmental organisations are also abusing the platforms as communication channels. Consumers are becoming less interested in traditional media like TV, radio, and periodicals and are increasingly using social media platforms to hunt up information instead. Social media is a much more effective means of spreading information among people than traditional media like TV, radio, and print marketing. Additionally, by giving people an online venue for exchanging ideas and expertise, brand social

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media activities will help to reduce preconception and misunderstanding about brands and to extend their full value. (Almakbuli et al., 2021)

The fundamental objective of influencer marketing is to utilize social media influencers to spread a brand's message and interface with an ideal interest group. Influencers are individuals who have amassed a sizable social media following and are viewed as persuasive and reliable in at least one specialty regions. Influencer marketing is the normal movement of computerized marketing because of the globalization of the web and the expansion in social media clients. The way that around one-third of the total populace approaches the web and routinely utilizes social media has changed how purchasers act. These changes should be visible in how clients shop and search for item data. Subsequently, there is expanding understanding that marketing rehearses need to change. More specifically, influencer marketing needs to be added to traditional media and even traditional digital marketing, such as sponsored posts, pop-up advertising, and so forth, if they are to achieve the intended outcomes in this significantly growing digital marketplace. (Jarrar et al., 2020)

Review of Literature

Your brand is how consumers view your company. The goal of the brand-building process is to provide your company a distinctive image. A strategy outlining how your brand will develop a long-term relationship with its customers is the first step. With the aid of a brand-building plan, you can maintain consistency in your messaging and user experience across mediums and locations, including print and packaging, customer support, and social media. ***(Agrawal, 2022)*** Creating awareness, developing, and advancing an enterprise are portions of brand building. To put it another way, brand expanding involves supporting brand value through marketing drives. Since it addresses the organization's visual voice, branding is a significant piece of any business. The aim of brand building is to develop a distinctive perception of the business. (Team, 2020)

Social Media

Websites and programmes that emphasise collaboration, sharing of content, engagement, and community-based feedback are collectively referred to as social media. Social media is utilized by individuals to interface and speak with their companions, family, and different networks. Social media applications are utilized by organizations to follow purchaser objections as well as market and advance their items. Sites that take special care of organizations offering to buyers have social elements like remark areas for clients. Organizations can follow, assess, and examine the consideration their firm gets from social media, as well as brand discernment and client knowledge, utilizing various advancements. Worldwide, social media is incredibly famous. These systems are simple to use thanks to mobile applications. (Lutkevich & Wigmore, 2021)

Influencers and Influencer marketing

Influencers are thought-leaders or authorities in a specific area or specialised industry. They employ their platform to "influence" their audience's decisions regarding topics like purchasing choices, advice, recipes, and beliefs. This is typically accomplished through social media platforms with a sizable and active fan base. The followers of an influencer will look to them

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for product recommendations, reviews of a product, location, or service, or other relevant material. Their platforms are more appealing to marketers wanting to build long-lasting customer connections since their audiences regard them as authorities in particular fields. Influencers will collaborate with brands to produce content that benefits both parties, review their goods or services, or post about the brand on social media. Many influencers depend their fees on the number of followers and interaction they receive on social media, and they have made careers out of it. Paying an influencer is frequently more cost-efficient and has a higher return on investment (ROI) than running a paid ad on Google or another website. No matter their sector, many companies have experimented with influencer marketing. (Turner, 2022)

Effect of using influencer marketing for brands

Magic can occur if you are able to collaborate with the appropriate influencers and audience. The danger can also exist there. if you know the difference between micro influencers with a focused niche of followers/community and influencers with inflated follower rates and inflated fees that go along with those follower rates, who really rarely deliver any noticeable results. Tracking down the right influencers, working with them to make a mission that requests to their crowd, getting their input and integrating their ideas into your missions, estimating the outcomes, and making changes in accordance with crusades en route — these are steps that go into a fruitful influencer crusade. Despite the fact that getting a return for capital invested from influencer marketing can be troublesome, it is fabulous when it does. The reality that influencer marketing has a greater consumer impact than other traditional marketing strategies, yielding an 11X return on investment for marketers. (Kramer, 2018)

2. RESEARCH METHODOLOGY

The primary data was aggregated or accumulated through a review with a designed or normalized questionnaire. This integrates assembling direct data by asking the respondents straightforwardly/talking inquiries. The primary work was done utilizing exploratory and illustrative examinations. The accentuation is on acquiring experience and commonality for later research or when issues are at a fundamental examination level. A questionnaire was made to get a total thought on the impact of influencer marketing on brand building. The respondent's remarks gives the clear idea of their views about the same. The survey was created online, using convenience sampling, and link was sent to respondents. I addressed the respondents by means of email.

3.1 Research Tool

For this research, tool used was questionnaire that was built to carry out the research. A survey had been carried out on the users of Delhi, Noida and Gurgaon.

3.2 Research Design

A descriptive and experimental design research has been used for conducting this research.

3.3 Number of Participants

Data has been collected from 200 respondents who were contacted over WhatsApp and LinkedIn using google form.

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3.4 Data Collection

The data for this research was collected in two ways:
1.) **Primary Data:** It is based on the observations gathered from the survey.
2.) **Secondary Data:** This information is collected from the website, journals, blogs and research papers.

Data Analysis

4.1 Descriptive Analysis

Descriptive analysis has been used to describe the basic features of the collected data in the study. It provides simple summaries about the sample and the measures. The analysis has been done through the tabular representation. The questionnaire starts with the questions regarding the role of influencer marketing in building brands on social media: an analysis of effectiveness and impact. The details of the questions and its data collections are listed below: -

In the questionnaire the most important factor that makes influencer marketing effective on social media is asked:

TABLE. 1

Important Factor for effectiveness	Percentage
The number of followers an influencer has	46%
The authenticity and credibility of the influencer	42.4%
The influencer's personal brand	3.5%
The frequency of sponsored posts	8.1%

The above table shows the important factors that makes influencer marketing effective on social media. The number of respondents that think that the number of followers an influencer has are 46%, 42.4% of the respondents think that authenticity and credibility of influencer is an important factor, 8.1% of the respondents think that the frequency of sponsored posts are important and 3.5% of the respondents think that influencer's personal brand is an important factor for effectiveness on social media.

In the questionnaire the potential risks associated with influencer marketing on social media is asked:

TABLE. 2

Potential Risk	Percentage
Misleading advertising	51.5%
Negative backlash from consumers	11%
Influencers promoting inappropriate products	10%
All of the above	27.5%

In the above table shows that what is the potential risk associated with influencer marketing on social media. 51.5% of the respondents think that misleading advertising is the potential risk,

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27.5% of the respondents think that all of the above are the potential risks, 11% of the respondents think that negative backlash from consumers is the potential risk and 10% of the respondents think that influencer promoting inappropriate product is the potential risk associated with influencer marketing.

In the questionnaire what is the most important factor to consider when selecting an influencer for a marketing campaign is asked:

TABLE. 3

Important Factor for selection	Percentage
The influencer's popularity	43%
The influencer's audience demographics	45%
The influencer's geographical location	5%
The influencer's personal interests	7%

In the above table shows that what is the most important factor to consider when selecting an influencer for a marketing campaign. 45% of the respondents think that influencer's demographics are the most important factor, 43% of the respondents think that influencer's popularity is the most important factor to consider, 7% of the respondents think that influencer's personal interest is the important factor and
5% of the respondents think that influencer's geographic location is the most important factor to consider while selecting an influencer.

In the questionnaire What are the ethical considerations that brands should take into account when engaging in influencer marketing on social media is asked:

TABLE. 4

Ethical considerations	Percentage
Disclosure of sponsored content	61.6%
Misleading advertising	12.1%
Influencers promoting inappropriate products	8.6%
All of the above	17.7%

In the above table shows the ethical considerations that brands should take into account when engaging in influencer marketing on social media. 61.6% of the respondents think that disclosure of sponsored content should be considered, 17.1% of the respondents think that all of the above considerations should be consider, 12.1% of the respondents think that misleading advertising should be considered and 8.6% of the respondents think that influencers promoting inappropriate product should be considered.

In the questionnaire What is the impact of influencer marketing on the buying behavior of consumers is asked:

TABLE. 5

Impact on consumer behavior	Percentage

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It has a significant impact on consumer buying behavior	50.8%
It has a moderate impact on consumer buying behavior	37.2%
It has a minimal impact on consumer buying behavior	9.5%
It has no impact on consumer buying behavior	2.5%

In the above table shows the impact of influencer marketing on the buying behavior of the consumer. 50.8% of the respondents think that it has a significant impact on consumer buying behavior, 37.2% of the respondents think that it has a moderate impact on the consumer buying behavior, 9.5% of the respondents think that it has minimal impact on the consumer buying behavior and 2.5% of the respondents think that it has no impact on the consumer's buying behavior.

In the questionnaire the role of social media platforms in the success of influencer marketing campaigns is asked:

TABLE. 6

Role of social media in the success	Percentage
Social media platforms provide a way for influencers to connect with their audience	28.6%
Social media platforms offer advertising opportunities for brands	30.7%
Social media platforms allow brands to track the success of their campaigns	40.7%

In the above table shows the role of social media platforms in the success of influencer marketing campaigns. 40.7% of the respondents think that social media platforms allow brands to track the success of their campaigns, 30.7% of the respondents think that social media platforms offer advertising opportunities for brands and 28.6% of the respondents think that social media platforms provide a way for influencers to connect with their audience.

In the questionnaire the primary reason for brands building through influencer marketing is asked:

TABLE. 7

Primary Reason for brand	Percentage
To increase sales	21.7%
To build brand awareness	56.1%
To build brand reputation	12.1%
To reach a wider audience	10.1%

In the above table shows the primary reason for brand building through influencer marketing. 56.1% of the respondents think that influencer marketing is used to build brand awareness,

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21.7% of the respondents think that influencer marketing is used to increase sales, 12.1% of the respondents think that influencer marketing is used to build brands reputation and 10.1% of the respondents think that influencer marketing is used to reach wider audience.

In the questionnaire the primary reason for consumers to follow influencers on social media is asked:

TABLE. 8

Primary reason for consumers	Percentage
To get inspiration	32.5%
To get information	17.5%
To get discounts and promotions	11%
To get entertainment	39%

In the above table shows the primary reason for consumers to follow influencer on social media. 39% of the respondents follow influencers to get entertainment, 32.5% of the respondents follow influencers to get inspiration, 17.5% of the respondents follow influencers to get information and remaining 11% of the respondents follow influencers to get discounts and promotions.

In the questionnaire how do consumers perceive sponsored content on social media is asked:

TABLE. 9

Consumer perception	Percentage
As trustworthy	58%
As untrustworthy	14%
As neutral	23%
As irrelevant	5%

In the above table shows how consumer perceive sponsored content on social media platforms. 58% of the respondents perceive the sponsored content as trustworthy, 23% of the respondents perceive the content as neutral, 14% of the respondents perceive the content as untrustworthy and remaining 5% of the respondents perceive the sponsored content as irrelevant.

In the questionnaire the main challenge for brands in using influencer marketing is asked:

TABLE. 10

Main challenge for brands	Percentage
Finding the right influencers to work with	53%
Creating engaging content	14.1%
Meeting the expectations of consumers	13.1%
All of the above	19.7%

In the above table shows the main challenge for brands in using influencer marketing. 53% of the respondents think that the main challenge is finding the right influencer to work with, 19.7% of the respondents think that the main challenge is all of the above, 14.1% of the respondents

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think that the main challenge is to create engaging content and remaining 13.1% of the respondents think the main challenge is meeting the expectations of the consumers.

In the questionnaire the most important factor for brands to consider when selecting an influencer for brand building is asked:

TABLE. 11

Important factor for brands	Percentage
The size of the influencer's audience	37.8%
The influencer's expertise in the product category	24.5%
The influencer's creativity and authenticity	21.5%
The influencer's popularity on social media	16.5%

In the above table shows the most important factor for brands to consider when selecting an influencer for brand building. 37.8% of the respondents think that the most important factor for brands to consider is the size of the influencer's audience, 24.5% of the respondents think that the most important factor is influencer's expertise in the product category, 21.5% of the respondents think that the factor is influencer's creativity and authenticity and 16.5% of the respondents think that influencer's popularity on social media is an important factor to consider.

In the questionnaire the most effective type of content for brand building through influencer marketing is asked:

TABLE. 12

Effective content for brand building	Percentage
Product reviews	64.3%
Sponsored posts	13.1%
Giveaways and contests	17.6%
Live Videos	5%

In the above table shows the most effective type of content for brand building through influencer marketing. 64.3% of the respondents think that the most effective type of content is product reviews, 17.6% of the respondents think that the most effective is giveaways and contests, 13.1% of the respondents think that most effective is sponsored posts and 5% of the respondents think that most effective is live videos.

In the questionnaire the impact of social media platforms on the effectiveness of brand building through influencer marketing is asked:

TABLE. 13

Impact of social media on effectiveness	Percentage
Social media platforms have a positive impact on the effectiveness of brand building through influencer marketing	79.5%

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Social media platforms have a negative impact on the effectiveness of brand building through influencer marketing	12.5%
Social media platforms have no impact on the effectiveness of brand building through influencer marketing	7.5%
Social media platforms are irrelevant to brand building through influencer marketing	0.5%

In the above table shows the impact of social media platforms on the effectiveness of brand building through influencer marketing. 79.5% of the respondents think that social media platforms have a positive impact on the effectiveness of brand building through influencer marketing, 12.5% of the respondents think that social media platforms have a negative impact on the effectiveness of brand building through influencer marketing, 7.5% of the respondents think that social media platforms have no impact on the effectiveness of brand building through influencer marketing and 0.5% of the respondents think that social media platforms are irrelevant to brand building through influencer marketing.

3. CONCLUSION

Finally, influencer marketing offers businesses a targeted and effective way to connect with their target market across a variety of social media channels. Influencer marketing that works and is motivated by business goals can change perceptions, foster brand loyalty, and boost sales. Influencer marketing has revolutionised marketing tactics by providing cutting-edge consumer-friendly ideas, making it one of the most rapidly developing types of marketing in the present market. Marketers are becoming more and more dependent on influencer marketing. Regularly, influencers produce interesting content for their fans. They are fully aware of preferences and likes. By working together, the organisation can reinvent its content strategy and approach it from a fresh angle. Influencer-promoted material is frequently thought of as being more reliable and authentic. If it is directed at the proper group of people, they will probably share it with their connections. As a result, it raises the profile of your content and establishes a connection between the brand and an audience that wouldn't have been reachable otherwise. Access to a wealth of user-generated material is another benefit of working with influencers. Influencers can aid in spreading the brand's online buzz. Additionally, it boosts the brand's reputation while enhancing audience engagement and boosting conversion rates. Additionally, it boosts the brand's reputation, fosters new relationships, and aids in the achievement of its objectives, which boosts income. Influencer marketing can enhance the other digital marketing channel that the business employs by being integrated into its overall marketing plan. An influencer marketing plan has the potential to increase the website's reach and search engine rankings in addition to achieving immediate marketing objectives. Additionally, by increasing website traffic, it raises brand exposure. In addition to promoting information about the company's goods or services, the influencers link to the company's websites from their social networking accounts. Search engines are also used by customers who look for knowledge on social media to help them make decisions. Influencer marketing is

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a viable tactic for raising brand recognition and boosting sales. However, companies should thoroughly vet potential partners and guarantee that their initiatives adhere to moral and legal requirements. It's also advised that companies disclose to their audiences the nature of their collaborations with influencers. The paper comes to the conclusion that influencer marketing can be a useful tool for companies trying to broaden their customer base and boost sales, but it should be utilised as a component of a more comprehensive marketing plan.

This study sheds light on the function of influencer marketing in creating online businesses. The results imply that influencer marketing can be a useful strategy for companies to connect with and interact with their target market. However, a number of variables, including as relevancy, authenticity, engagement, reach, frequency, and metrics, affect how well influencer marketing campaigns perform. Businesses can create influencer marketing plans that are in line with their overall marketing goals and aid in the development of strong, recognisable brands on social media by implementing the suggestions made in this study. Future studies can examine the effects of influencer marketing on sales and revenue as well as how it can be used successfully to a variety of marketing platforms.

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