

A Study of Influencers' Marketing and its Impact on Brand Engagement

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Abstract: With the rise of social media, influencer marketing has emerged as a new and effective brand marketing method that marketing managers are interested in. This paper provides a dual-route effect research approach based on existing literature to better understand the impact of influencer marketing on brand engagement. The reputation of the influencer, followed by the credibility of the source, boosts brand credibility. Furthermore, content immersion boosts brand awareness. The present study offers a viable framework for evaluating influencer marketing for future research as well as managerial advice.

Keywords: Social media, influencer marketing, credibility, brand engagement.

1. Introduction

In recent years, technological improvements have made new tools available to businesses, such as social media and online communities (Lu et al. 2010). The internet's widespread accessibility has provided the Individuals the chance to use social media, ranging from email to Twitter and Facebook, and to engage without having to meet in person. (Gruzd et al. 2011, Gruzd et al.

Web 2.0 applications have made this possible. Web 2.0 is a recent development that has elevated the internet to a new level. individuals can participate in a social context by using social media. online interaction and content creation (Lai & Turban 2008). Web 2.0 is a term that refers to the has emerged to make interconnection and participation on the internet easier for people. the internet (Mueller et al. 2011).

With the growth of social media, some people can share their lives, interests, and opinions with a large number of people, their distinct personalities, i.e., they gradually mature into Influencers Influencers can attract a homogeneous audience. mass audiences can easily shape and change fans' attitudes, lifestyle choices, as well as perceptions towards brands.

Trends in branding the term "influencer marketing" refers to promoting products and services to social media followers Influencers use media to get consumers to recognise the brand and boost consumer interest and benefit responses. As a result, as brands recognise and value the Influencer marketing practises, influencer potential are multiplying at a rapid pace. Furthermore, millennials are more eager for fun and social interaction, and they have a tendency to devote more time and energy to individuals and groups contents they prefer.

2. Overview

A. Influencer marketing

The term "social media" refers to a platform that is extremely interactive. It enables individuals and communities to create and communicate with one another and share user-generated content. Influencers on social media are both content creators and consumers.

Unlike traditional celebrities or public figures, social media influencers are "regular people" who express themselves on niche topics of interest, such as technology, fashion, fitness, food, and subculture. To demonstrate themselves, they can build a relationship with the audience by sharing their daily lives, knowledge, and information, as well as having conversations with others on social media. Influencer marketing is a digital commercial strategy in which brand managers collaborate with well-known influencers related to their brand positioning to promote their brand to target customers.

B. Brand Engagement

Web 2.0 social media has changed the way information about brands is disseminated. As a result, brand Participation in social media has grown in popularity. Attention from both businesses and academics has grown in the recent past. The degree of positively valanced engagement is referred to as engagement. As a result of this, brand Engagement is widely regarded as a multifaceted concept structure based on cognitive, emotional, and behavioural factors dimensions. Brand engagement is at a higher level of the psychological and behavioural performance of the customer rather than just the product or service Consumption of the customer. Brand engagement is an important factor. A strategic approach to creating, developing, and enriching customer relationships while also achieving business performance.

According to studies, brand engagement has a variety of benefits. advantages for businesses, such as a long-term relationship between e.g., a long-term relationship between the consumers and the brands, Higher frequency of purchase, willingness to pay the higher price and an attitude of co-development.

Businesses employ the influencer marketing strategies to so that social media influencers may attract potential consumers,

encourage them engage with brands, and create brand loyalty.

Influencer marketing contributes to the success of brands and long-term social media relationship with the audience and the content they generate. Unlike a simple purchase, Influencer marketing places a premium on recognition and authority

A fully engaged customer is a cocreator as well as a brand promoter. As a result, brand engagement has evolved into a critical metric for assessing the effectiveness of influencer marketing.

3. Source Credibility, Parasocial Relationship, and Brand Credibility

The theory of para social interaction explains audience's one-sided reaction and media reception characters while watching media. It defines parasocial interaction as illusory human-to-human interactions between an audience and a performer on stage media. The parasocial relationship is an illusory companionship. or the formation of friend-like relationships between audiences and a performer, though their relationship and interactions are ambiguous not reciprocal. Establishment of parasocial relationships when people are constantly exposed to characters in various media environments and parasocial recurrence interactions. Interpretation of parasocial relationships is possible. Relationships between consumers and influencers are also affected [23]. Social media platforms are used for influencer marketing. where the parasocial relationship of the audience with Influencers are created through one-sided parasocial interaction, such as watching, liking, reposting, and commenting.

Unlike traditional celebrity endorsements, the importance of meeting on an equal footing is emphasised in influencer marketing.

The antisocial relationships, like rituals, are long-term responses. Continuous social media consumption becomes a habit. social media influencers become a part of consumers' lives. It eventually forms emotional bonds. Trust and attachment are two examples of responses.

Influencers will have an even greater impact on acceptance. Advertisement messages distributed by influencers and the media attitudes and behaviours toward the brands that have been endorsed by influencers. Following a series of parasocial interactions, Parasocial relationships will progress through various stages, Influencers' persuasion, in particular.

Communication improves when there are parasocial relationships attain a sufficiently high level.

When an audience and an influencer form a parasocial relationship, the audience regards the influencer as a friend as well as an authority figure. A source of information that is constantly influencing the audience's reception of information. The consumer's perception of the product is determined by credibility, the worth of information, the credibility of information source is often used to measure the degree to which Customers trust the product and service information.

As per the theoretical framework presented above the first research preposition is as mentioned below:

P1: The parasocial relationship of the influencer with the consumers i.e., audience affects the source credibility.

Customers' perceptions of the enterprise's willingness and ability to deliver on the promised value are referred to as brand credibility. The foundation of brand credibility is dependable information from various marketing channels on social media, where there are numerous sources of information. Consumers tend to seek information in order to judge brands.

As a result, brands actively invite media website influencers to participate in various events, influencers will attend events or spread brand messages.

The influencers selectively collaborate with their favourite brands in order to maintain their genuineness and credibility Signal theory is in favour.

In turn the credibility of the spokesperson can be transferred to the credibility of a brand.

The second research preposition is as follows:

P2: Source credibility influences brand credibility positively.

The sum of cognition and emotion determines brand credibility. According to the literature, customer brand engagement is motivated by a variety of factors. As a brand, credibility is important. Brand-related emotional motivation has a positive impact on the customer engagement behaviour formation. In Brands with a good reputation and a high brand equity positive customer engagement is more likely. Consumers' perceptions of a brand are positively influenced by its credibility. Perceptions and emotional attachment to the brand are the precursors of favourable marketing outcomes, including future ties to the brand and willingness to participate in an online collaborative community.

The third research preposition is

P3: Perceived credibility of a brand affects brand engagement.

4. Immersion of Influencer Content and Enjoyment of Brand Content

Users on social media primarily follow others because they are interested in other people's lives and have a desire to learn about them. Their attitude toward a specific subject is established by their knowledge of that subject and the professionally generated content.

Influencers endorsing the brand test the product in front of customers and present it interactive information and opinion content for the audience in order for customers to obtain a virtual product prior to making a purchase. Immersion explains how consumers think and behave.

The fourth research preposition is as follows

P4: Immersion in influencer content improves brand content enjoyment.

The audience's enjoyment of brand content is represented by influencers prefer brand-related information. The audience has the potential to be emotionally driven and experiential.

The content of influencers serves as a guide and arouses interest, stimulating audience interest in brand-related content, customers' positive emotions and eagerness to learn concerning the brand Positive emotions will be aroused. It will increase the audience's willingness to buy, share, etc. and take part in co-creation [40].

As a result of this, the fifth proposition is made:

P5: Brand content enjoyment has a positive impact on brand engagement.

This study is based on a review of the literature. Influencer marketing has an impact on brand engagement, as connection between the parasocial relationship and influencers, trustworthiness of sources, trustworthiness of brands, and video brand content enjoyment, and brand content immersion engagement.

5. Conclusion

In conclusion, the rise of influencer marketing is a positive trend. Brand marketing model presents innovation and a new way of reshaping the reception and consumption of social media users. As a result, a new model to analyse is required.

An integrated model is developed as a result, demonstrating that influencer marketing improves customer engagement on social media platforms in two directions. The first is to increase the credibility of the source by establishing and transforming it into a parasocial relationship. The other is through the eyes of the audience, immersion in narrative and performance consumption of influencers' social media content. The content of influencers makes the audience enjoy the brand.

The preceding discussions deepen the comprehension of brand engagement formation and distribution via social media platforms. It is, however necessary to fine-tune the context of social media platforms. Finally, this study proposes the future research possibilities in the form of a study of influencers and

brand positioning through quantitative analysis to arrive at other meaningful insights.

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