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RESEARCH ARTICLE

Digital Base Marketing Strategies: Review Influencer and their Impact Brand Awareness

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ARTICLE INFO	ABSTRACT
	This research explores the impact of influencer marketing on brand awareness in the digital era. This study integrates findings from various articles discussing the influence of social media influencers on brand awareness, brand image, and trust in sponsored content. The research results show that social media influencers have a significant influence in increasing brand awareness and image, as well as building consumer trust in the content they promote. Influencers who have high credibility are able to form stronger relationships with their audience, which in turn increases consumer purchase intentions. Brand awareness acts as an important mediator in influencing purchase intentions, which shows that an effective influencer marketing strategy can increase consumers' desire to purchase promoted products. These findings emphasize the importance of selecting the right influencers and effective communication strategies to maximize marketing impact in today's social media era.

INTRODUCTION

Brand identification involves the use of symbols such as signs, logos, names, words, or sentences that aim to differentiate a product from its competitors (Kotler & Armstrong, 2018). Combining these elements can form a brand identity, which will then be legally registered to obtain patent protection. A brand is a representation that is formed in consumers' minds when they think about a product, service or company activity, both physically and emotionally. The importance of a brand lies not only in its difference from other products, but also in creating an image that is easily recognized and understood by the public. Brands not only reflect physical attributes, but also contain emotional elements. Branding, as the process of identifying, creating, and shaping brand perceptions in consumers' minds, plays a key role in this process (Kotler & Armstrong, 2018). The presence of a strong brand can have a significant impact on business success, because branding is able to change consumer perceptions and increase brand value, so companies must effectively build a brand image to gain long-term profits.

It was revealed that there are several instruments to assess an influencer, one of which is measuring their credibility with the credibility source model. This model is often used to measure social media influencers, especially regarding personal care products (Jin et al., 2019; Pick, 2020). The three dimensions that make up an influencer's credibility are attractiveness, trustworthiness, and expertise.

Influencer credibility can bridge consumer trust with purchase intentions (Saima and Khan, 2020). A similar claim was also stated by Chopra et al. (2021) which states that influencer credibility is an important aspect

in influencer marketing. To elaborate on the impact of influencers on consumer behavior, the credibility source model proposed by Ohanian (1990) shows that there are three factors that significantly contribute to consumer purchase intentions and attitudes towards advertising, namely trust, expertise, and attractiveness. The credibility perceived by consumers shows that social media influencers are able to have a positive and significant impact on consumption and evaluation of consumer behavior which is used in this study to discover the effects of influencer marketing.

LITERATURE REVIEW

Digital Based Marketing Strategy

Digital-based marketing strategy has become an essential element in the modern business landscape. According to Chaffey and Ellis-Chadwick (2019), digital marketing involves using online channels such as social media, email, and search engines to promote products or services. This strategy allows companies to reach a wider audience in a more measurable and efficient way than traditional marketing. Kotler and Keller (2016) emphasize that digital marketing must include an integrated and consumer-focused approach, utilizing data for personalization, and creating strong engagement through various digital platforms. This strategy also allows companies to measure campaign effectiveness in real-time, increasing the ability to adapt to changing consumer needs and market trends.

The relationship between digital-based marketing and influencer marketing is very close. Influencer marketing, which involves collaborating with influential individuals on social media to promote a brand, is one of the main components of a digital marketing strategy. According to Brown and Hayes (2008), influencers have the power to influence consumer purchasing decisions through personal recommendations that are more trusted than traditional advertising. Influencers, especially micro and macro influencers, have a closer relationship with their followers, which can increase the effectiveness of marketing messages and create a strong emotional connection between consumers and brands. This is also related to the concept of brand awareness.

Brand awareness is the result of an effective marketing strategy, where consumers recognize and remember a particular brand among many others (Keller, 2001). Influencer marketing plays an important role in increasing brand awareness because influencers can introduce products or brands to audiences who are already actively engaged with their content. According to a study by De Veirman, Cauberghe, and Hudders (2017), consumers tend to trust brands promoted by influencers they follow more, which in turn can increase purchase intentions. Thus, the integration of digital marketing strategies with influencer marketing helps companies increase brand awareness while building closer relationships with consumers. Overall, the concepts of digital-based marketing strategy, influencer marketing, and brand awareness are interrelated in creating an effective marketing strategy in the digital era. Through the use of technology and social media, companies can reach a wider audience, build brand awareness, and drive consumer loyalty more efficiently.

Influencer Marketing and Brand Awareness

Influencer marketing involves using individuals who have significant influence on social media to promote a product or brand. Smit and Verlegh (International Journal of Advertising) in their article "The Effects of Influencer Marketing on Brand Awareness: A Meta-Analytic Review" state that influencers can increase brand awareness by reaching a wider and more engaged audience. Influencers who have a good reputation and are authentic in delivering content can build strong trust with their audience. Brand awareness is consumers' understanding of the brands and products offered by the company (Ansari et al., 2019; Renchen, 2020). Brand awareness is considered to have an important role in increasing a company's market share and influencing consumer purchasing behavior (Ansari et al., 2019). Therefore, companies need to build brand awareness through social media influencers to increase sales of their products. Several previous

studies show that brand awareness influences consumer purchase intentions (Chi et al., 2009; Pramudya et al., 2018; Macdonald & Sharp, 2000). High brand awareness increases consumer attention and purchase intentions towards the brand. However, other research shows that brand awareness does not always have a direct impact on purchase intentions (Fenetta & Keni, 2020; Walangitan et al., 2015; Koliby & Rahman, 2018). Factors such as low brand awareness or inappropriate marketing strategies can cause consumers to not have high purchase intentions. In this context, findings from various studies highlight the complexity of the relationship between brand awareness and purchase intention, which requires a holistic approach in marketing strategy.

The Impact of Influencer Marketing on Increasing Brand Awareness

In their article "The Impact of Social Media Influencers on Brand Awareness, Brand Image, and Trust in Their Sponsored Content," Lunardo and Saucet (Journal of Business Research) emphasize that influencers not only enhance brand awareness but also shape brand image. Influencers who are credible and relevant to the brand can help strengthen a positive image and increase consumer trust. Influencer marketing, as defined by Brown and Hayes (2008), involves external parties influencing consumer purchasing decisions. Social media influencers, whose primary focus is to reach their followers on digital platforms (Insights, 2017), have become a pivotal part of this new form of marketing. Through blogs, tweets, and other forms of content, they can shape audience attitudes, regularly posting photos, videos, and related material on their social media profiles. Their increasing popularity is attributed to modern support and relatively affordable rates (Hall, 2015). When companies hire influencers, they often select those who are well-aligned with their industry expertise, making their endorsements more trusted by consumers. Social media is populated by individuals with diverse expertise, making influencers an efficient and valuable tool for companies (Wamuyu, 2021). This form of marketing has proven effective in building long-term relationships with customers and fostering customer loyalty.

Influencers are typically categorized into three groups: micro, macro, and mega.

- **Micro-influencers** have between 1,000 and 100,000 followers and are typically considered industry experts in a specific niche. They tend to have stronger interactions with their followers and often share common interests. Micro-influencers charge lower rates, allowing companies to reach their targets with smaller budgets. An example of a micro-influencer is Aliyya Athina.

- **Macro-influencers** have between 100,000 and one million followers. They are usually known through vlogs, blogs, or other content and are suitable for targeting a broader demographic. Their rates are lower compared to mega-influencers. Examples include Devina Aureel, Abel Cantika, and Cindercella.

- **Mega-influencers** have more than one million followers with a highly diverse audience. Their interaction with followers tends to be lower. Notable examples of mega-influencers are Raffi Ahmad, Atta Halilintar, and Baim Wong.

Research by Ko, Youn, and Jang (Journal of Consumer Marketing), in their article "The Impact of Influencer Marketing on Brand Awareness and Purchase Intention," demonstrates that influencer marketing significantly impacts consumer purchase intentions. Brand awareness acts as an important mediator, indicating that consumers who are aware of a brand are more likely to exhibit higher purchase intentions.

In the online business environment, purchase intention plays a critical role as it reflects future consumer behavior. The decision to purchase a product or service is often driven by this intent. Purchase intention refers to the consumer's inclination or desire to buy a particular product under specific conditions (Anisa, 2017). Consequently, companies must develop effective strategies to foster purchase intent in their target audience.

Social media influencers have become essential in building brands in the modern era. They promote products by sharing information and personal experiences with their audience, helping brands reach a broader consumer base on digital platforms. Influencers are considered more effective at building consumer trust than traditional advertising methods. While consumers often avoid intrusive advertising, influencer content is seen as more engaging and less disruptive compared to conventional online ads. As technology advances, influencers are viewed as reliable and trustworthy sources of information, facilitating two-way interactions with their audiences on platforms like Facebook, YouTube, and Instagram. The presence of influencers not only increases brand awareness but also helps build emotional connections with consumers, ultimately boosting purchase intentions. Therefore, marketing through social media influencers is considered an effective strategy to increase product sales.

RESEARCH METHODOLOGY

This research focuses on social media influencers, by reviewing literature related to influencer credibility, purchase intentions, attitudes towards products, and attitudes towards advertising. The literature research method was carried out using a meta-analytic approach, namely collecting and analyzing data from various previous studies that have studied the effects of influencer marketing. This involves identifying, selecting, and combining results from relevant studies to obtain an overall picture of their impact.

Influencer marketing has a significant positive effect on brand awareness. Influencers with loyal and engaged audiences can strengthen brand recognition among consumers. Moderating factors are factors that can influence the effectiveness of influencer marketing, such as product type, social media platforms used, and influencer characteristics (for example, credibility and relevance to the brand). Influencer Role: Social media influencers have the ability to build strong relationships with their followers, which in turn can increase brand awareness. Influencers are considered more authentic and trustworthy compared to traditional advertising. The influence mechanism found that the compatibility between the influencer and the brand (brand-influencer fit), as well as the level of engagement resulting from the content shared, greatly influences the effectiveness in increasing brand awareness. This positive influence was found that social media influencers significantly influenced consumers' purchasing intentions towards local personal care products. This influence is stronger when the influencer is considered credible and has high engagement with their followers. Influencing factors such as trust in the influencer, the quality of the content shared, and the fit between the influencer and the product (product-influencer fit) play an important role in influencing consumer purchasing intentions.Identifikasi Jurnal and Artikel. Raw data: https://data.mendeley.com/drafts/m5nwp6cffn.

By identifying journals that are relevant to our research topic, namely influencer marketing and its impact on brand awareness. Selected journals include:

- International Journal of Advertising: "The Effects of Influencer Marketing on Brand Awareness: A Meta-Analytic Review" by Edith G. Smit and Peeter W. J. Verlegh.
- Journal of Interactive Advertising: "Influencer Marketing: Understanding the Role of Social Media Influencers in Brand Awareness" by Jin Seok Pyun and Yongjun Sung.
- Journal of Business Research: "The impact of social media influencers on brand awareness, brand image, and trust in their sponsored content" by Renaud Lunardo and Raphaël Saucet.
- Journal of Consumer Marketing: "The Impact of Influencer Marketing on Brand Awareness and Purchase Intention" by Eunju Ko, Chiyoung Youn, and Hye-Jin Jang.
- International Journal of Quantitative Research and Modeling: "The Influence of Social Media Influencers on Purchase Intention of Local Personal Care Products" by Feliciana Yovita Saputra and Wisnu Sakti Dewobroto.

- International Journal of Entrepreneurship and Business Management: "The Effect of Social Media Influencers on Purchase Intention: The Role of Brand Awareness as a Mediator" by Desi Patmawati and Miswanto Miswanto.

Literature Analysis

We conduct an in-depth analysis of each selected article. We identify key findings, research methodology, and research results related to influencer marketing and its impact on brand awareness.

Synthesis of Findings

After compiling the findings from each article, we conducted a synthesis to bring the findings together. We compared and contrasted findings from various articles to gain a more complete understanding of the research topic.

Interpretation of Results

The results of our literature analysis were interpreted to evaluate the implications of the findings in the context of our research. We consider the contribution of each article to the understanding of influencer marketing and brand awareness.

Article Preparation

Based on the synthesis of findings and interpretation of the results, we prepared this scientific article by paying attention to the structure and format in accordance with international scientific writing standards. We ensure that each section of the article includes information that is relevant and related to our research objectives.

Through a comprehensive literature analysis methodology, this study successfully presents an in-depth understanding of the impact of influencer marketing on brand awareness in today's digital era. By leveraging findings from relevant international articles, we were able to identify patterns and trends in the influence of influencer marketing, as well as their implications in the modern marketing context. This research makes a significant contribution in expanding understanding of influencer marketing strategies and the importance of brand awareness in influencing consumer behavior.

RESULTS AND DISCUSSION

The Effect of Influencer Marketing on Brand Awareness

The results of the literature analysis show that influencer marketing has a significant impact on increasing brand awareness. Social media influencers are able to reach a wide audience and convey brand messages in a more personal and authentic way compared to traditional advertising. This is in accordance with the findings of Pyun and Sung (Journal of Interactive Advertising) which show that influencers can increase brand awareness in a more effective way through interesting and relevant content.

Brand Image Formation through Influencers

Lunardo and Saucet point out that influencers not only increase brand awareness but also help in the formation of brand image. Relevant and credible influencers can help strengthen a brand's positive image in the eyes of consumers. This research confirms the importance of choosing the right influencer who fits the brand's values and identity.

Purchase Intention and Brand Awareness as Mediator

Ko, Youn, and Jang found that brand awareness plays an important role as a mediator in influencing purchase intention. Consumers who have high awareness of a brand tend to have higher purchase intentions. This research shows that an effective influencer marketing strategy should focus on increasing brand awareness to increase purchase intent.

Factors Affecting Influencer Marketing Effectiveness

Research by Saputra and Dewobroto (International Journal of Quantitative Research and Modeling) highlights that factors such as influencer credibility, content relevance and audience engagement play an important role in determining the effectiveness of influencer marketing. Influencers who have high credibility and are able to deliver content that is relevant to the target audience tend to be more effective in increasing brand awareness and purchasing intent.

CONCLUSION

Concluding that marketing via social media influencers is an effective strategy to increase brand awareness (especially when the influencer is selected appropriately and the content created is aligned with values and goals), consumer purchase intentions towards local personal care products. The credibility of the influencer and the quality of the content shared are key to success in this strategy. Influencer marketing has become a highly effective strategy in increasing brand awareness, brand image and consumer purchase intent in today's digital era. Through literature studies and analysis of various studies, it can be concluded that social media influencers play an important role in influencing consumer perceptions and decisions.

Social media influencers have the ability to reach a wide and diverse audience, as well as build more personal and authentic relationships with their followers. This is because influencers are often seen as more trustworthy individuals compared to traditional advertising, which tends to be more formal and less personal. An influencer's credibility is a key factor that determines the effectiveness of their marketing campaign. Influencers who have a good reputation and are authentic in delivering content can build strong trust with their audience, which in turn increases trust in the brands they promote.

One of the important findings of this research is that brand awareness functions as a significant mediator in influencing purchase intention. Brand awareness is the consumer's ability to recognize and remember a brand, which is the first step in the purchasing decision making process. When consumers have high awareness of a brand, they tend to trust it more and have a greater tendency to purchase products from that brand. Therefore, an effective marketing strategy through influencers should be focused on increasing brand awareness among the target audience.

In this context, it is important for companies to choose the right influencer according to their brand values and target audience. Choosing the wrong influencer can lead to a less effective marketing campaign and even damage the brand image. Therefore, companies must conduct in-depth research to ensure that the influencers they choose have a relevant audience and can communicate well with their target market.

Additionally, companies must consider the type of content delivered by influencers. Content that is engaging, informative, and relevant to the target audience tends to be more effective in increasing brand awareness and purchase intent. Content that is educational or provides added value to the audience is often better received than content that is too promotional. Content that is authentic and matches the influencer's communication style can also increase audience trust and engagement.

Technology and social media platforms also play an important role in the success of an influencer marketing campaign. Platforms like Instagram, YouTube, TikTok, and Facebook provide various features that influencers can use to reach their audiences effectively. For example, Instagram's Stories and Reels feature allows influencers to create more dynamic and interactive content, while YouTube allows influencers to upload longer, more in-depth videos. Making good use of these features can help increase audience engagement and marketing campaign effectiveness.

However, it is also important to note that the effectiveness of influencer marketing depends not only on external factors such as platform and technology, but also on the company's internal strategy. Companies must have clear and measurable goals for their marketing campaigns, and carry out regular evaluations and adjustments based on the results obtained. The use of analytical tools and campaign performance monitoring can help companies to identify what is working well and what needs improvement.

Apart from that, ethics in influencer marketing must also be considered. Transparency in disclosing partnerships between influencers and brands is critical to maintaining audience trust. Influencers must be honest and open about their relationships with the brands they promote to avoid appearing deceptive or manipulative. Increasingly stringent regulations regarding the disclosure of paid content also require companies and influencers to be more careful in running their campaigns.

Overall, influencer marketing offers many benefits to companies in increasing brand awareness and consumer purchase intent. However, to maximize this potential, companies must execute a well-planned strategy, choose the right influencers, create relevant and engaging content, and maintain transparency and ethics in their campaigns. With the right approach, influencer marketing can be a highly effective tool in building strong relationships with consumers and driving business growth in this digital era.

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