

**T.C.  
ISTANBUL AYDIN UNIVERSITY  
INSTITUTE OF GRADUATE STUDIES**



**THE RELATIONSHIP BETWEEN INFLUENCER MARKETING  
AND LIFESTYLE BRANDING: A CASE STUDY: TURKIYE,  
ISTANBUL**

**MASTER'S THESIS**

**Salma FOUAD**

**Department of Business Administration  
Business Administration Program**

**JANUARY, 2024**



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**JANUARY, 2024**

## **ONAY FORMU**

## **DECLARATION**

I hereby declare that all information in this thesis document has been obtained and presented in accordance with academic rules and ethical conduct. I also declare that, as required by these rules and conduct, I have fully cited and referenced all material and results which are not original to this thesis..

Salma FOUAD

## **FOREWORD**

I would like to express my thanks and gratitude to all those who helped me accomplish this work and to overcome our difficulties, especially Assist. Prof. Dr. Akin MARŞAP, who honored me by accepting the supervision of my letter and making observations and suggestions that would enrich the scientific research of all professors at the Faculty of Business Administration.

I would like to thank Istanbul Aydin University for having a master's degree in business administration.

January, 2024

Salma FOUAD

# **THE RELATIONSHIP BETWEEN INFLUENCER MARKETING AND LIFESTYLE BRANDING: A CASE STUDY: TURKIYE, ISTANBUL**

## **ABSTRACT**

Influencer marketing has become a well-known and commonly used method in today's social media-driven marketing environment. Influencer marketing and lifestyle branding must be used effectively, which requires an understanding of consumer perceptions. The purpose of this thesis was to examine how Turkish consumers perceive influencer marketing and assess its impact on brands.

A thorough description of influencer marketing and lifestyle branding are given in the literature review section, which also emphasizes the function of social media influencers as go-betweens for customers and businesses. It examines how influencers create brand attitudes and the mechanics of trust within this marketing technique, showing influencer marketing as a contemporary version of word-of-mouth marketing.

An inductive pre-survey investigation was carried out to determine the subject's relevance and importance in order to narrow the research topic. People's opinions regarding influencers were obtained during this initial phase, which helped to create the framework for the study. Following that, survey questions were used to gather information from 600 respondents, fusing quantitative and qualitative factors. According to the study's findings, influencer marketing has improved customers' opinions of brands. It has aided in creating a feeling of connection and individuality for brands. The lack of customer confidence in influencer marketing is a striking discovery, though. The relationship between lifestyle branding and influencer marketing has a favorable effect on consumers' entire social media experiences, and consumers view influencers as helpful resources during the purchasing process. The results of qualitative research go deeper into the problems with trust, highlighting the

difficulties influencers and businesses have in successfully interacting with their target markets.

**Keywords:** Influencer Marketing, Social Media, Branding, Consumer Behavior, Influencer Marketing Strategy.



# **INFLUENCER PAZARLAMA VE YAŐAM TARZI MARKALAŐMASI ARASINDAKİ İLİŐKİ: ÖRNEK OLAY: TÜRKİYE, İSTANBUL**

## **ÖZET**

Influencer pazarlaması günümüzün sosyal medya odaklı pazarlama ortamında bilinen ve yaygın olarak kullanılan bir yöntem haline geldi. Influencer pazarlama ve yaşam tarzı markalamanın etkin kullanılması gerekiyor, bu da tüketici algılarının anlaşılmasını gerektiriyor. Bu tezin amacı Türk tüketicilerinin influencer pazarlamayı nasıl algıladıklarını incelemek ve bunun markalar üzerindeki etkisini değerlendirmektir.

Etkileyici pazarlama ve yaşam tarzı markalamanın ayrıntılı bir açıklaması, sosyal medya etkileyicilerinin müşteriler ve işletmeler için aracı olma işlevini de vurgulayan literatür incelemesi bölümünde verilmektedir. Influencerların bu pazarlama tekniđi içerisinde marka tutumlarını ve güven mekanizmalarını nasıl oluşturduklarını inceleyerek, influencer pazarlamasını ağızdan ağza pazarlamanın çağdaş bir versiyonu olarak gösteriyor.

Araştırma konusunu daraltmak amacıyla konunun ilgi ve önemini belirlemek amacıyla tümevarımsal bir ön anket araştırması yapılmıştır. Bu ilk aşamada insanların etkileyicilere ilişkin görüşleri alındı ve bu, çalışmanın çerçevesini oluşturmaya yardımcı oldu. Bunu takiben, niceliksel ve niteliksel faktörleri birleştiren 600 katılımcıdan bilgi toplamak için anket soruları kullanıldı.

Araştırmanın bulgularına göre influencer pazarlama, müşterilerin markalara ilişkin görüşlerini geliştirdi. Markalar için bir bağlantı ve bireysellik hissi yaratmaya yardımcı oldu. Bununla birlikte, etkileyici pazarlamaya yönelik müşteri güveninin eksikliği çarpıcı bir keşiftir. Yaşam tarzı markalaması ile etkileyici pazarlama arasındaki ilişki, tüketicilerin tüm sosyal medya deneyimleri üzerinde olumlu bir etkiye sahiptir ve tüketiciler, etkileyicileri satın alma sürecinde yararlı kaynaklar olarak görmektedir. Niteliksel araştırmanın sonuçları, güven ile ilgili sorunların daha

da derinlerine iniyor ve etkileyicilerin ve işletmelerin hedef pazarlarıyla başarılı bir şekilde etkileşime girmede yaşadıkları zorlukları vurguluyor.

**Anahtar kelimeler:** Influencer Pazarlama, Sosyal Medya, Markalaşma, Tüketici Davranışı, Influencer Pazarlama Stratejisi.

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## **LIST OF ABBREVIATIONS**

<b>SMI</b> s	: Social media influencers
<b>WOM</b>	: word of mouth
<b>ROI</b>	: Return on Investment
<b>SPSS</b>	: Statistical Package for the Social Sciences
<b>VIP</b>	: very important person
<b>KOL</b> s	: Key Opinion Leaders
<b>NGOs</b>	: state-run organisations, nongovernmental organisations
<b>PR</b>	: Public relations
<b>KOL</b>	: key opinion leader
<b>SM</b>	: social media
<b>LSB</b>	:lifestyle brand

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## I. INTRODUCTION

Nowadays, there are many various methods available for luring new customers. Sometimes, "influencer advertising" may be used in relation to online communities, which are currently some of the most well-known platforms for correspondence (Moravcikova, Krizanova, and et al., The impact of psychographic segmentation on increasing hotel traffic in the Slovak Republic with using online marketing communication, 2019, p. 14).

The way influencer promoting operates is that consumers are more likely to trust an individual with influence, or a "superstar," than they are to trust a brand. It won't appear to be direct advancement at first glance, but a strong force can subtly spark interest in the thing. Also, the person is qualified to provide a trustworthy evaluation of the product, good or bad. This typically includes information about the cost, accessibility, and ability to make an online request for the item (Vrtana and Krizanova, 2018, p. 01); (Bucko, Kakalejčik, and et al., 2017, pp. 17,18); (Štefko, Fedorko, and et al., 2015, pp. 177-185). A person with their own channel who is a influencer may work with their crowd because they successfully utilize the information they provide. As doing so can alter their devotees' orderly evolution of beliefs and, therefore, their lifestyle, influencer needs to fundamentally have an effect on how their supporters think and act when producing buys. The justification is that the client finds it easier to receive information in this format because they see it as "amiable" advice from someone who understands their situation and has their wellness as their top priority.

These days, an increasing number of businesses have chosen to make their products more obvious or to use powerful individuals to promote them (Moravcikova and Krizanova, The future of online and offline marketing communication – transmedia storytelling in the branding process, 2017: 164; Moravcikova and Krizanova, The future of online and offline marketing communication – transmedia storytelling in the branding process, 2017: 164). In this way, they may quickly capture a large number of customers. This is typically due to a general decline in consumer

confidence in the established strategies for brand promotion, particularly when it comes to advertising.

How labor and products are publicized has seen a significant change over the most recent decade. The capacity to draw in clients has been enormously worked on by the development of social media advertising, along with upgrades in versatile innovation and area based focusing on. With this unmatched connectedness, Influencer promoting, which is turning out to be all the more logically important with organizations, has taken off. Influencer advertising is turning out to be more available and quantifiable than any time in recent memory as more force to be reckoned with organizations join the group. A few organizations have worked with influencer throughout recent years to raise memorability or improve changes among a specific objective populace or in regard to a specific strength. Force to be reckoned with promoting is supposed to create from a supplemental showcasing system to a \$5-10 billion market (Mediakix, 2019, p. 07). Influencer marketing continues to provide significant assistance for important verticals including fashion, beauty, gaming, travel, and lifestyle businesses.

Social media influencers (SMIs) forces to be reckoned with are social media customers or groups that, via their online activities, have gained credibility and authority among potential customers in a particular market (Brown and Hayes, 2008, p. 04). Influencers highlighting is referred to as when SMIs get payment (free items or financial incentives) and promoters have control over the post, such as the last endorsement of the content or broad regulations surrounding the post. This is seen as a kind of advertising (De Veirman, Cauberghe, and et al., 2017, pp. 798–828). Instead of normal brand ministers who are often and unambiguously associated with a brand or business, SMI are determined by their online entertainment "reach," which includes the number of posts they make and the number of followers they have (Freberg, Graham, and et al., 2011, pp. 90-92). They are a valuable medium for businesses looking to exert a focused impact over consumers' decisions and/or collective action because to their pre-existing web presence in a niche. There is a substantial corpus of academic study on social media marketing and related subjects, such social networks and online word of mouth (WOM). Consumers pay attention to the information broadcaster and make assumptions about contents, according to current study (Luarn and Chiu, 2014, pp. 389–397). In light of this, several scholars have investigated how

influencers affect the efficacy and virality of material. For instance, (Moldovan, Muller, and et al., 2017, pp. 536–552) contend that the power of influencers is greatest in smaller strong-tie groups and diminishes as group size increases. There are also competing theories that contend influencers have a greater local impact than the general populace and that the general populace has the biggest impact on the viral dissemination of material (Zhang, Zhao, and et al., 2016, pp. 1–16).

The lifestyle of modern civilization is currently infused with social media. According to a GlobalWebIndex analysis, from an hour and a half a day in 2012 to 143 minutes in the first quarter of 2019, the average amount of time spent each day on social media increased. Most of the 16- to 24-year-old clientele of social media are from Generation Z. This demonstrates the basic implications of online culture for how people interact in their informal networks, having an impact on everything from friendship to shopping to transportation to political viewpoints to the world of business (Duarte, 2019, p. 01).

It is not surprising that businesses advertise their services and goods to customers on Facebook, Twitter, YouTube, Instagram, and other websites that offer social media. Advertising has shifted away from conventional media channels like newspapers, handouts, banners, television, and radio in favor of computerized ones like social media in order to reach more intended clients. One type of advanced advertising is collaboration with major players in the social media industry or with other customers who have a significant impact on their audience (Satrianti, 2018, p. 01).

Due to their capacity to efficiently develop their brand with a more certifiable and personal touch, several businesses nowadays choose Influencer marketing. They may advocate a good or government without coming out as overly enthusiastic, earning the confidence of their followers to choose that particular good or administration. Influencer marketing should be able to establish strong brand connections in the minds of consumers by crafting messages that are distinctive, endearing, and remarkable (Mulyadi, 2017, p. 01).

According to earlier studies, using influencers as an impartial third party to mediate contact between businesses and clients is a successful strategy for building confidence between the two parties (Biaudet, 2017, p. 01). Building trust with influential people and their supporters while promoting products in the wellness

industry calls for skill, integrity, and morally upright behaviour (Baranow, 2019, p. 01). Moreover, Glucksman stated that social media influencer marketing would be successful if influencers would project approval, legitimacy, and maintain contact with followers while disseminating information (Glucksman, 2017, pp. 77-87).

Marketing is a crucial element of any successful company. Instead of addressing established rules and guidelines, it shows a continuously evolving interaction that adapts to the aspects of data innovation development and globalization. Traditional marketing only produces average results, thus it's important to continually follow emerging trends. The ongoing's importance entails constant improvement and modification in each area. The driving force for businesses' dynamic adaptation to Contemporary times, which has an influence on how we do business, is perhaps the biggest shift in the growth of data innovation. Businesses and customers are focusing more on the online world. A type of showcasing called digital marketing makes work and items visible online and through cutting-edge media. Online business might be defined as a strategy that enables businesses and individuals to get goods and services over the Internet. This environment is where business acquisition, sale, publicity, or branding take place. Businesses are becoming more and more focused on online marketing tools as traditional marketing tools gradually complement and, in some cases, replace new types and techniques of promotion and advertising. To achieve its primary objective of increasing productivity, a firm should be aware of every potential characteristic of displaying. The entire advertising process should consist of a coordinated series of activities centred on customer requirements, the development of a proposition that meets those requirements, the exchange of excellent information for moving deals along, and a focus on the protracted nature of repeat customer purchases. While there are many techniques to increase brand awareness, social media marketing is one that is now most well-known in the cutting-edge computerized era. One of the many cooperative activities made possible by social media marketing is Influencer marketing, in which social media marketing influencers with large followings might act as analysts to enhance brand perceivability and client confidence (Andreani, Gunawan, and et al., 2021, pp. 18-26). Influencer marketing may increase commitment and understanding to persuade followers to purchase goods from companies who collaborate with them because they acknowledge that their relationship is more in line with influencers lifestyles than it is with traditional famous individuals (Jin,

Muqaddam, and et al., 2019, p. 10). As a brand's presence is more important than how prominent it is and how it may continue to be popular by steadily gaining more exposure, force to be reckoned with advertising is also used (Olsen and Sandholmen, 2019, pp. 6-7). The rise of Influencer marketing has significantly impacted a brand's capacity to acquire openness. Influencer marketing is now being used more frequently to increase memorability as a result of advertisers' insightful analysis of these idiosyncrasies.

The majority of companies utilize Instagram as their primary platform for working with influencers. Also, Instagram has its most recent systems that influence user insight and engagement rates (Agung and Darma, 2019, pp. 743-747). The introduction of new social media platforms like Tik Tok and Clubhouse caused the Instagram algorithm to degrade and harm influencer engagement and insight rates, which also has an effect on the brand awareness of businesses that work with them. Even while some parts of the business do not have a substantial Return on Investment (ROI) in terms of brand recognition and revenue, the imbalance that results does not lessen the intensity of the flow of collaboration.

This study's goal is to outline the theoretical underpinnings of relationship between influencer marketing and lifestyle branding in the case of Turkey and international writers. This includes a study of how consumers actually perceive influencer marketing and lifestyle branding. Online questionnaires were used to collect the data for the analysis. A questionnaire study was undertaken to find out how consumers perceive influencer marketing and lifestyle branding in connection to their lives. To go deeper into the studies described above, researchers wish to talk about (1) the use of influencers in digital marketing activities, (2) the sorts of influencers and the characteristics of the customers who follow them, and (3) the phenomena of influencer marketing in the digital era. The study was carried out using quantitative approaches and SPSS analysis. We estimate the relationship between influencer marketing and lifestyle branding based on the findings of the questionnaire survey and the validation of statistical assumptions.

## **II. LITERATURE REVIEW**

It is estimated that 4.2 billion people utilize the Internet worldwide. In all, one in five of these individuals spends around two hours every day engaging in social media. This is the justification for why businesses have chosen to advertise their brands online. Flag visual impairment or intentional or unintentional disregard for web-based advertising norms are severe anomalies brought on by the oversaturated web industry. According to a Google poll, visitors leave a website if the loading time exceeds three seconds. As a result, finding a client's attention needed a different approach. As a result, authoritative works with real characters were produced (Kramarova, 2019, p. 01).

Many essayists have thought about and researched the topic of force to be considered displaying. Influencer marketing is persuading customers of the value of a good or service by using a persona that has been chosen primarily based on knowledge, reputation, or notoriety: a "force to be reckoned with." According to (Rouse, 2016, p. 01), a person who is a force to be reckoned with is one whose actions and ideas have a greater impact on their friends, informal networks, and the general public than they do on the majority of people. Influencers include authors, knowledgeable authorities, famous people, and others with huge fan bases. They usually have well-established online presences on numerous platforms, significant social media fan bases on websites like Facebook and Twitter and are generally seen as influential by their fan base. Early adopters in the IT industry who are frequently consulted for advice are known as influencers.

This makes it possible to say with certainty that social media influencers are a different category of unpaid, external endorsers that utilize online diaries, tweets, and other web-based entertainment platforms to affect the opinions of a large audience (Freberg, Graham, and et al., 2011, pp. 90–92). To get more followers and raise brand awareness, social media influencers create content that supports certain organizations for online entertainment platforms like Instagram, YouTube, Twitter, and Facebook.

Organizations place a high value on Influencer achievement, according to (Freberg, Graham, and et al., 2011). Innovation has since been developed to recognise and evaluate influencers who are relevant to a brand or business. This invention keeps track of a blog's hits, offers, likes, comments, supporters, and hit count. These components are necessary for a Influencer to advance.

According to the argument made by (Bokunewicz and Shulman, 2017, pp. 205-219), influencers showcasing is a type of online advertising that primarily focuses on people who have the capacity to influence the behaviour of a big interest group.

According to (Vrana and Vranova, 2017, p. 01), force to be reckoned with marketing aids businesses in establishing their brands and fostering client dependability since people are more likely to trust someone they know and respect. Accordingly, (Gallegos, 2016, p. 01) characterises force to be reckoned with showcasing as a form of showcasing approach that makes use of well-known individuals who have a significant fan base via social media to advance their image, fantastic, or administration. Instead of starting their own organization, businesses partner with giants that already have a following to convey information about their image or product to the general public. According to (Iwashita, 2019, pp. 2-3), force to be reckoned with advertising is one of the marketing strategies that employs web-based entertainment giants to spread information about labour and goods while also increasing market awareness and premium. He draws attention to a relatively new group of powerful individuals: YouTubers. He thinks that one of the finest media types for promotion is probably video. As a result, the market for video advertising has been steadily expanding over time. Many businesses want to embrace video advertising, which will lead to a surge in the need for influencer-produced video content.

According to (Sammis, Lincoln, and et al., 2015), this type of advertising relies on enlisting dependable online users to promote chosen organizations with their followers as funded content to captivate the audience. Influencer advertising fundamentally benefits from people's decreasing response to "exemplary" plugs and increasing tendency to seek advice from friends and family while making purchasing decisions. Influencers must thus make the most of their profiles to foster a cordial relationship with their audience. Accordingly, (Capova, 2017, p. 01) views Influencer marketing as a computerised version of WOM (verbal), i.e., a method for informing people about the value of a particular company or product. In this sense, the

Influencer's association with the product is viewed as encouragement, which is theoretically more effective and credible than traditional media marketing. To more thoroughly examine the impact of powerful showcasing, (Jin, Muqaddam, and et al., 2019, p. 10) analyse the impacts of two different types of famous persons (Instagram influencers versus traditional big name) on source consistency, brand demeanour, jealousy, and social presence. Their analysis's findings reveal that consumers exposed to Instagram celebrities' image posts have a more favorable opinion of the source than those exposed to regular influencers brand posts, have a more accurate assessment of the product being embraced, believe the source has a more substantial social presence, and are more interested in the source.

The results highlight the importance of marketing power as a distinguishing factor from the perspective of showcasing planning. However, according to a number of journalists, powerful advertising is currently more than simply a tool for boosting correspondence and a middleman in the brand promotion of illustrious companies. According to (Ladrova, 2017, p. 02), they presently participate in financial dealings and occasionally operate as wholesalers. She concentrated on how small businesses exploited this pattern to strengthen their capacity for market competition. From the aforementioned, it is clear that promotion that is a force to be reckoned with has a few advantages. It is undoubtedly more targeted while also speaking to smaller groups of individuals from one perspective. It efficiently builds memorability and facilitates the purchase of the provided goods. Consideration of whether the product is appropriate for this mode of promotion and whether the specific force to be reckoned with can connect with the target audience is important before beginning any engagement with a Influencer. Another crucial consideration when coming to a conclusion is the precise illustration of the collaboration's outcome.

The most important factors are the Influencer's credibility and the veracity of its look. A force to be reckoned with risks harming both the publicised organisation and himself if he doesn't perform honestly in front of the audience (Ogilvy and Mather, 2017, p. 01). The biggest drawback of force to be considered with marketing, on the other hand, is the difficulty of selecting the perfect Influencer. The objective segment's lack of audience representation might also be a problem. Many organisations are concerned about their limited amount of control over the quality and content of the results when considering working with Influencers. These are the main justifications



for why organisations should morally think about collaborating with influencers. A sustained, organised effort is essential for effective, persuasive outreach. By consistently promoting its goods, an Influencer will develop a relationship with a company, increasing the perceived credibility of the information presented. Before moving forward to mark representative occupations, just a small number of forces must collaborate over the long term. However, transient organisations come in a variety of Influencers, leading to a variety of appropriate interest groups.

Over time, a variety of powerful forces in fields including excellence, design, wellness, and wellbeing have started to emerge in informal groups. Influencers serve as role models for most of their followers since a substantial portion of their followers have altered their lifestyles and ways of acting as a result of these individuals. When businesses try to narrowly focus on their showcasing, this presents a significant problem.

It is important to remember that a variety of creators have discussed the influence that advertising has had on consumer behaviour. Social media giants are very probably the largest trend in PR and advertising, particularly for those who support lifestyle organisations. Influencers of lifestyles place a strong emphasis on collaborating with businesses whose goods regular customers consume frequently. In this approach, Influencer marketing has successfully changed how businesses communicate with customers, particularly in the area of way of life. According to (Trivedi, 2018, pp. 256-271), who also looks at the fashion and leisure industry as one of the sectors that use force to be reckoned with promotional approach most frequently, designers are torn between using a style expert or an attractive VIP as an Influencer. His research showed that engaging large name forces to be reckoned with have an influence on customers' life, especially those of 20- to 30-year-olds, as contrasted to competent Influencers. The reason for this is that influential individuals who fundamentally shape consumer lifestyles concentrate on their everyday routines and frequently update their followers on these activities. These influencers disclose intimate details of their lives with their followers, which increases the likelihood that their followers will get more emotionally linked to them (Abidin, 2015, pp. 1-16).

It is important to remember that some organisations initially dismissed Influencer showcasing and some impending powers to be reckoned with (Pophal, 2016, p. 05). The primary justification was based on the presumption that viewers

would be duped if they learned that a superstar had received compensation financially or in another way for endorsing a product. But as practice has shown, the contrary is true. According to (Waller, 2016, pp. 12-13) and (Rogers, 2016, p. 01), the majority of clients are unaware of the name of the collaborative endeavour, and even if they are, it has no effect on how they feel. This is often because the organisation opted to support the formidable force since it had faith in them. As a result, we can state that one of the finest forms of advertising contact is strong showcasing via social media (De Veirman, Cauberghe, ND et al., 2017, pp. 798–828); (Reicher, 2018, p. 01). Customers require something that is truly novel since they are overexposed to conventional advertising (Kramarova, 2019, p. 01). The majority of people (not just in Slovakia) utilise informal organizations, therefore this provides a place for businesses to reach consumers online (Kadekova and Holiencinova, 2018, pp. 90-104).

It has been highlighted that it is much simpler for clients to obtain information as "cordial" advice from a powerful or well-known individual since they believe the content to be certified. As a result, an influencer may change the way that his or her followers think and behave while making purchases, which may change their hierarchy of values and, in turn, their way of life (Ivancsone Horvath and Printz-Marko, 2018, pp. 101-117).

The unofficial platforms that are utilised for strong advertising the most frequently are Facebook, Instagram, and YouTube. However, collaborating with influential bloggers or LinkedIn members is also an option. When deciding on the ideal stage, it is crucial to understand the customer base and connections of the force to be reckoned with to the target market. At the moment, Instagram has more than a billion active users, and its image commitment rate is significantly greater than that of other online entertainment platforms. The fact that 71% of customers are under 35 makes it a fantastic tool for attracting young, active consumers. Up to 60% of those who have signed up log in every day, with the majority of them being between the ages of 18 and 29. Instagram accounts for around 53 minutes of a typical user's online time. More than 30% of users have shopped on Instagram using a mobile device, and 83% of users who used Instagram to do so discovered a new good or service that they later bought. Instagram users visit more than 200 million business accounts daily around the world (Instagram, 2023). Given that 90% of Instagram users follow at least one brand

(Instagram, 2023), this is very likely (Aslam, 2023, p. 01). Up to 500,000 influencers are present and active on Instagram.

There are 2.6 billion active Facebook users globally, 1.73 billion of whom regularly log in and are classified as active users. They provide a workable target market for the brand's advertising campaigns by taking into consideration the number of Facebook users and how frequently they use the site. Facebook is the third most popular website overall, behind only Google and YouTube in terms of visitors (Noyes, 2020). According to a Seat Exploration study from 2019, 74% of American adults who use Facebook do it at least once every day (Gramlich, 2019: 1). People under 35 use their phones for almost four hours per day, compared to fewer than 90 minutes each day gazing at screens. In comparison to Instagram (63%) and Snapchat (61%), Facebook has a higher proportion of adult users who visit the site at least once every week. Because Facebook is used by more than 75% of those earning top salaries, it is a fantastic platform for effective advertising. There are 500 million daily users of Instagram Stories compared to 300 million daily users of Facebook Stories (Noyes, 2020, p. 01). YouTube is the second-most involved web crawler on the world (after Google), with over 1.9 billion dynamic users. 80% of customers are typically in the 18 to 49 age group, who typically utilise portable browsing and spend more than 40 minutes on each advertisement. 60% of consumers prefer live television over online video. There are more than 30 million active users daily, including 1 million YouTube television supporters. Every day, up to 5 billion recordings are viewed. On YouTube, there are 50 million content creators who regularly upload more than 400 hours of video (Jurickova, 2019, p. 01). Therefore, this medium is appropriate for sharing engaging and excellent video material. If a well-known influencer is featured in the video, engagement will be higher.

### **A. Influencer Marketing Expericence**

Influencer displaying is a strategy for teamwork promotion that makes advantage of networks restricted by people with significant web-based entertainment influence. Force to be reckoned with advertising is increasingly becoming the preferred showcasing strategy for businesses since it allows them to build credibility and trust among their followers. They support organisations' real customer commitment by acting as brand ambassadors or agents for certain individuals

(Mediakix., 2019, p. 06) When compared to other promotional channels, force to be reckoned with exhibiting saw the fastest growth rate in 2019 (22%).

Micro-influencers and macro-influencers are the two groups into which influencers themselves fall. Typically, micro-influencers have less than 10,000 followers. Instead of attempting to reach all social media users worldwide, this kind of influencer is more suited for focusing on prospective customers who are in certain places. The number of followers for this influencer might range from fewer than 10,000 to 100,000. Micro influencers frequently provide material that is more concentrated on a certain brand they particularly enjoy. Mid-level micro-influencers are preferred by certain firms over macro-influencers because they feel they may be more approachable and sincere in their published pieces. Additionally, the companies that will support these influencers may find them to be more cost-effective because of their greater engagement rates.

In contrast, macro-influencers typically have a large following on social media, are well-known, and are seen to have a wider influence. Usually, the bigger brand names, such department shops and well-known apparel companies, recruit this kind of influencer. Brands that already have a following and want to raise their exposure and brand recognition favour this kind of influencer (BuzzMG, 2019: 1).

Seven factors contribute to brands' preference for influencer marketing as a means of promoting their goods or services: (1) a personal touch; (2) society's belief in influencers; (3) the absence of a hidden agenda; (4) influential content as opposed to advertising; (5) the absence of a political component; (6) the ease with which marketing goals can be attained; and (7) cost effectiveness. (Odell, 2019).

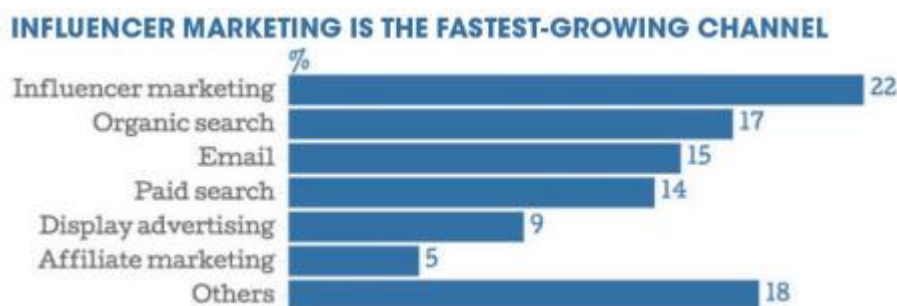


Figure 1: Development of Marketing Methods in the Digital Era (Odell, 2019, p. 01)

Although Influencer showcasing is by no means a new trend, it has become increasingly important for businesses' marketing strategies and isn't likely to go very

soon. Since consumers trust big scale Influencers (40000–1 mil followers) more than uber Influencers (>1 mil followers), just one thing has changed recently: businesses now choose to cooperate with them (Computerised Advertising Establishment). Accordingly, rather than a fixed number of super Influencers, marketers now choose to collaborate with a small, engaged group of speciality Influencers (Influencer Marketing Hub, 2020: 1). 49% of customers claim they rely on strong recommendations from social media to guide their purchasing decisions; these formidable forces cost far less and receive significantly more.

### **1. Who are social media influencers?**

Bloggers, tweeters, and other "social media Influencers" utilise their following to influence how their audiences see them (Freberg, Graham, and et al., 2011, pp. 90–92). To build a following and increase memorability, social media giants create material that supports particular organisations on platforms like Instagram, YouTube, Twitter, and Facebook.

Since the development of social media forces to be reckoned with is crucial for brands, as Fredberg would like to believe, innovation has been made to identify and assess Influencers' value to a business or organisation. This invention keeps track of blog hits, sharing activity, preferences, comments, and followers. According to (Freberg, Graham, and et al., 2011, pp. 90–92), the outcome of a social media force to be reckoned with depends on each of these factors.

Influencer advertising through social media provides another method for connecting with customers in a way that is more directly, typically, and at scale (Adweek, 2015, p. 01). Influencers in online entertainment advance users through their own lives to make products more responsive to the typical customer. (Ledbetter, 2016, p. 02) promises "a powerful results that can adjust the direction and content of their relationship" at the time when one side tries to persuade the other to follow through with something (Ledbetter, 2016, p. 02). Influencers are the best channel for a business to leverage while looking for a customer. Influencers have enormous social influence and reputation because to their candour and openness with customers (Buyer, 2016, p. 01) which makes the idiosyncrasies so well-known.

People with influencing abilities are sometimes referred to as Key Opinion Leaders (KOLs), and they are forces to be taken seriously. Powerhouses are often well-

known individuals, and according to (Hootsuite, 2017, p. 01), "Big name Support" was the primary type of force worth considering showing. Brand envoys are a particularly well-known kind of powerhouses. Ministers are long-term influencers who are frequently used by organizations as supporters and spokesmen (Sussman, 2015, p. 01). Envoys are more loyal and connected as a result, and they can confidently identify themselves as brand supporters. Nowadays, it's much simpler to get popularity, especially with the rise of "web renowned characters" like major brands, vloggers, and design bloggers who are well-known and have millions or even a significant number of online fans. Two powerful order models developed by (Ogilvy, 2017, p. 01) and (Edelman, 2017, p. 01) are discussed in this postulation. The two crucial subcategories of powerhouses, bulk and tiny, are also recalled for the Edelman Computerised Patterns 2017 assessment. The main group, referred to as mass powerhouses, consists of famous persons and online personalities with up to 1,000,000 fans through virtual entertainment. These internet personalities receive the same amount of public respect as elite thanks to their enormous fan following.

Felix Kjellberg, better known online as Pewdiepie, is an example of a critical humorist's effect on his audience and the general community as the owner of the most subscribed-to YouTube feed (57.5 million subs as of October 2017). Felix has the potential to spark a wide range of conversations and surprises, as seen by the incident in mid-2017 when a video of him holding sensitive information about "hostile to Semitism" was uploaded. Numerous organizations, including the well-known Money Road Diary, Disney, and Youtube, severed ties with Felix. Numerous articles discussed the incident and speculated that Pewdiepie's career could be over (Gillbert, 2017, p. 01).

However, web celebrities known as "miniature powerhouses" typically have fan bases between 1,000 and 100,000 strong (Edelman, 2017, p. 01). Despite the fact that mass powerhouses may reach a far larger audience due to their enormous popularity and public attention intrigue, Ogilvy and Edelman believe that small forces to be reckoned with are more powerful to their networks. According to (Edelman, 2017), "locked in crowds" at miniature powerhouses frequently behave more enthusiastically because they feel more connected to the powerhouse and its content. According to a (Ogilvy, 2017) online course, customer service is seen as having a lasting impact since it involves fans who may already be connected to the companies

and serve as in-person brand ambassadors. Despite being the top group, (Jones, 2015), a former head of Edelman, ensures that they are routinely disregarded. In summary, involving brand fans—who have verifiable affection for and associations with the brands—will strengthen their ties to the company and their responsibility to it, thereby enabling them to have a greater impact on both their online and offline informal communities (friends, family, coworkers, etc.).

In spite of the fact that (Ogilvy, 2017) arranges powerhouses in view of their capabilities and Edelman uses the quantity of devotees, there is consistency between the two classifications. Thus, a force to be reckoned with may be classified in every circumstance in an unexpected way. As indicated by Edelman, officials with social media profiles who have less than 100,000 devotees are viewed as Micros. As big names, they might in any case get media consideration and show up on broadly watched channels, making them qualified for the Ogilvy model's Mass Powerhouse bunch. Be that as it may, if advertisers have any desire to choose the best influencer, they need likewise consider factors like their unique circumstances and commitment rates notwithstanding their quantities of supporters and occupation positions (Hootsuite, 2017).

## **2. Influencers' impact on the brand?**

For as long as anybody can remember, marketers have placed a high priority on catering to consumer needs and appetites. The reputation a company builds through its social media hubs fosters brand loyalty and aids in the development of warm relationships with its most important customers. Regardless of whether a business has complete control over its online discussion, a Influencer's immediate voice and the customers' trust in this person are transferred to the brand through the two-way exchange that is made for the product through web-based entertainment platforms (Booth and Matic, 2011).

Social media platforms are becoming more and more vital for a correspondence strategy in the daily routines of common consumers. According to Gillin, force to be reckoned with showcasing is becoming more and more common for a variety of reasons. These variables range from challenging to quantify parameters like "nature of content" to incredibly measurable variables like page views and positioning in web indexes. These rules will evolve as media stages develop quickly. Additional elements

for determining influence include importance on the watch or local region, frequency of action, and level of commitment (Booth and Matic, 2011, pp. 184-191). Social media Influencers work to strengthen their ties with large audiences by enhancing their organization's or brand's reputation, raising consumer awareness of their online activity, and bringing up customer complaints (Booth and Matic, 2011, pp. 184-191).

### **3. Influencers marketing is the e-word of mouth:**

According to (Phillips and Church, 2013), 26 and , informal (Talavera, 10 Reasons Why Influencer Marketing is the Next Big Thing., 2015) exchange publicising, or WOM, has often been the most effective advertising method. WOM now includes relational linkages and interpersonal communication in the web 2.0 era. Online surveys and proposals may be found on social media sites like Facebook, Twitter, Instagram, and YouTube as well as while speaking face-to-face with friends, family, and other people. This oddity is referred to as e-Informal. One of these online resources is Influencers. Influencers in online entertainment provide the ideal platforms for businesses to interact with customers since they offer their own opinions and guidance.

Forces to be reckoned with use written postings, images, videos, and live transfer records to spread the word about businesses; the messages can be obvious or covert, and they can include or exclude the brand's name. The organization is changing and becoming more creative and complicated as a result of the ongoing addition of new components by online entertainment stages themselves. People immediately take to Influencers, therefore their statements are frequently sincere since they reflect their personalities and interpersonal relationships.

### **4. The state of influencer marketing**

In Econsultancy's "The Ascent of Forces to be reckoned with" report, 78% of the organisations polled said they intended to employ powerful advertising in the Asian Pacific area over the course of the coming year. They needed a lot of time to implement force to be reckoned with programmes for their showcase strategy (Econsultancy, 2016). The Asian region is quickly becoming a force to be reckoned with, and GushCloud Pte. Ltd. has created an award called Impact Asia that recognises leaders in a variety of fields, including YouTube, design, way of life, solid and wellbeing, and



culinary. Information from a variety of sources demonstrates the force that advertising systems has. For instance, as compared to conventional advertising methods, powerhouse displaying may generate up to several times more yearly sales in terms of Profit from Venture (return on original capital investment). In a 2016 Twitter poll, 49% of participants said they used suggestions that had real weight to help them decide what to buy, and 20% said they were inspired to share their own thoughts.

According to websites about powerhouse showcasing from the companies (Hootsuite, 2017), more targeted customers can be drawn if the right forces to be reckoned with are chosen because each force to be reckoned with has a distinctive fan base and their supporters share a few common qualities and interests. For instance, if someone is following a fitness coach, it is simple to get in touch with them because they are likely interested in wellness and want to observe what they eat and how they exercise as well as receive sound living advice. Additionally, in the current context, when people distrust and despise conventional and restricted advertising, powerhouse advertising is excellent (Talavera, 10 Reasons Why Influencer Marketing is the Next Big Thing, 2015). where the use of AdBlock increased by 30% during the years of 2015 and 2016, accounting for 11% of all devices worldwide (PageFair, 2017). Additionally, powerhouse showcasing is local advertising, which is more effective than other types (conventional and advanced show commercials) but attracts more attention (Bakshi, 2015, pp. 4-15).

## **5. In the middle of a trust crisis, whom do we trust?**

Edelman, one of the top PR agencies in the globe, has released its 2017 Trust Indicator evaluation. Over 33,000 people participated in the survey, which was conducted in 28 different nations. The "Trust Emergency" of 2017 is the result of declines in all four pillars: state-run organisations, nongovernmental organisations (NGOs), organisations, and the media. Every one of the four classes has confidence percentages below 55%, with legislatures having the lowest rates of confidence (41%), which isn't business as usual. Of the four groups, the media group has had the greatest decline, losing 5 points from their previous year's exhibition to drop to 43%. The examination differentiated the Trust List between the Educated Public (13% of the total populace who are knowledgeable and every now and again follow the media and business news) and the Mass people (87% of the total populace). As per the

discoveries, doubt in the mass populace is 15 focuses higher than it is in the educated public, an ascent of 3 focuses from the 2016 finding. The Mass Populace is indeed the main section of the market's client base, representing 87% of the total populace. In the bigger picture, individuals are skeptical about the situation. As a result of what this emergency is meaning for correspondence strategies, it is important to take on a more human-focused methodology, which incorporates taking care of the requirements of the interest group, figuring out them, and paying attention to them (Harrington, 2017, p. 10).

According to a study by (Olapic, 2016), consumers of online entertainment value content created for the virtual world, which has changed how advertisers see online entertainment content relative to traditional advertisements. According to the 2017 Trust Gauge, 62% of respondents have faith in corporate web entertainment, compared to 38% who have confidence in advertising. Additionally, web-based entertainment is seen as a more trustworthy source of information about labour and goods when compared to other conventional channels with corporate-sponsored content (Foux, 2006). Client-produced brand content had a greater impact on client perceptions of businesses than firm-created content.

The Edelman assessment suggests that we would trust "someone like ourselves" the most in addition to specialised and academically qualified individuals. Respondents said they tended to trust "individual encounters" (51% of the time) and "information" (49% of the time). The findings of the Trust Gauge are consistent with those of 10 Worldwide Confidence in Promoting survey. The most reliable source across the four areas examined (Asia-Pacific, Europe, America, and Africa/Center East) is "Proposals from Somebody I Know" (78-88% entirely or partially trusted). "Customer Suppositions Posted On the Web" is another excellent WOM source with a high score. "Promotions on Informal organisations" isn't regarded as a completely reliable source due to low ratings (32–57%) in a few countries.

## **6. Why do people follow and trust influencers?**

Which characteristics of "somebody like us" and "somebody I know" apply to powerful forces? Let's go back to the paradigm proposed by (Zhu and Chen, 2015, pp. 335—345). The message is conveyed to the followers of the profiles-based accounts, and force to be reckoned with displaying is a part of the Self-media area.

To some extent, the ordinary populace respects the opinions and analyses of the forces to be reckoned with. However, when people consume self-show content from powerhouses, their needs for Relatedness (the desire for human contact and care, particularly from friends and family), Self-completion (the condition of satisfying one's life purpose, furthering one's understanding of the world, and fulfilling one's maximum capacity), and in particular Confidence (a feeling of worth and self-skill) are met. In light of the honeycomb of virtual entertainment possibilities described by (Kietzmann, Hermkens, and et al., 2011, pp. 241-251), like, commenting on, and sharing a post are examples of self-show since they allow one to present their personality and internal identity to people in their immediate social network. Through online entertainment, powerhouses reveal details about their personalities, which makes fans feel more connected to them.

Supporters thus encourage an unconscious perception of these individuals as "someone they know". But engaging with content created by a well-known person also gives online entertainment customers a chance to showcase their personalities. Additionally, as more individuals utilise virtual entertainment, customers may easily locate others that have identical or similar opinions. When individuals realise that other people have similar objectives, their beliefs and confidence are strengthened. One can also get self-realization when they are aware that a pioneer and their followers share their objectives and when their status in life should be apparent. The KOL in this instance is "someone like us" and "someone I know."

One may also need to demonstrate their situation and class by demonstrating that they share their taste in design or have the money to purchase a comparable brand, in addition to needing to appear powerful, as in the case of carrying a similar bag. The exercises might make it simpler for someone to think about oneself while they are sleeping (Zhu and Chen, 2015, pp. 335—345).

## **7. Influencers on consumer journey**

To further understand what powerhouses represent for consumers' purchasing decisions, the purchase cycle itself will be described in greater depth first. Although the dynamic cycle for purchases is complicated and depends on several factors (Jansson-Boyd, 2010), advertisers have long sought to more accurately predict consumer behaviour. Customers typically go from the time when needs increase to the

time when they examine the item, made their most recent purchase, and evaluate it. The cycle is divided into four stages, according to (Court, Elzinga, Mulder, and Vetvik, 2009) - McKinsey pioneers: Need, Learn, Purchase, and Worth (Davis and Gschwandtner, 2011).

According to (Court, Elzinga, Mulder, and Vetvik, 2009), effectively collaborating with clients is a key component of marketing, particularly throughout the shopper initiative.

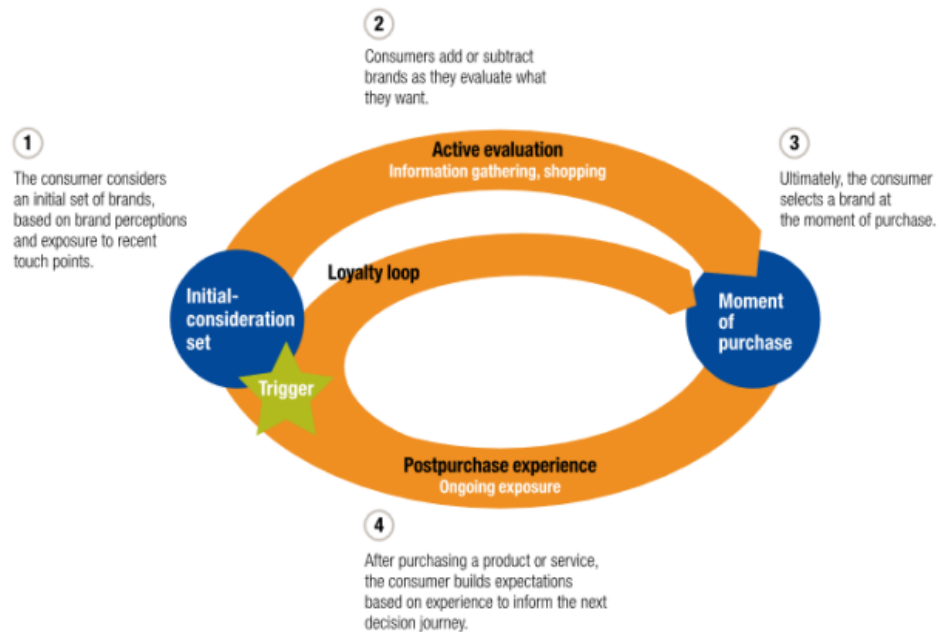


Figure 2: Consumer Buying Decision Process (Court, Elzinga, Mulder, and Vetvik, 2009)

Inside this circle, brand-customer collaborations (touchpoints) can take any structure, with the initial three phases (Taking into account Starting Arrangements of Brands; Assessing Choices by means of Data Exploration and Snapshot of Procurement) zeroing in on assisting shoppers with showing up at their choices, and the last stage (A definitive Decision time; Solis 2014) zeroing in on drawing in with buyers sharing their encounters and criticisms (WOM messages). Furthermore, the excursion will rehash in Stage 4 assuming Reliability is created, skirting Dynamic Assessment and going right to Rehashed Buy. One more part of the circle is that a client's post-purchase survey urges different clients to visit their Snapshot of purchase, which has supplanted the past force of organization driven advancement as the new draw for the buy decision. (Court, Elzinga, Mulder, and Vetvik, 2009),

One of the touchpoints in the powerhouse showing that immediately clients on their outings is forces to be reckoned with. Because KOLs are more accepting of brands, customers are more likely to remember the brands when the time comes to make a purchase. When looking for information on products, consumers may run across powerhouse-produced content, speak with others who have been persuaded by the organisations' powerhouses, or read online surveys from consumers who have purchased the products as a result of powerhouse support. A product presentation and survey, the promotion of a coupon code, or a brand PR campaign are all examples of powerful content. Clients are impacted differently by each type of happiness. For instance, a survey can confirm the product's quality, a coupon code will provide financial incentive, and PR content will persuade readers to have a positive opinion of the company. Experiences before, during, and after purchasing and using the product will be shared as WOM messages through a variety of channels (face-to-face interactions, online audit sites, social media, etc.), whether they are favourable or negative. If consumers have favourable brand experiences, brand loyalty may develop among them, the validity of the powerhouses may be strengthened, and they may become reliable hotspots for customers' subsequent purchase decisions. Customers may use powerful content together to share their thoughts and feedback about the services and businesses. In this instance, the comments left by readers of a sponsored post may likewise have an impact on one customer. This suggests that in the world of influencer marketing, brands are jointly developed by businesses, influencers, and consumers.

## **B. Lifestyle branding**

A marketing technique known as "lifestyle branding" aims to establish and advance a brand identity that is strongly connected to a particular way of life or set of values. Through an emotional connection with customers, this strategy seeks to transcend beyond simple brand identification. Lifestyle branding differs from other industries and marketing techniques even though it shares certain fundamental concepts with general brand management. The notion of lifestyle branding is examined in this literature review, along with some of its primary distinctions from other market segments.

Emotional Connection and Aspiration: The success of lifestyle branding depends on the creation of a strong emotional connection with customers. Invoking emotions, wants, and goals, the emotional connection developed by these companies goes beyond the functional aspects of the products (Kapferer, 2016, p. 01)

The emphasis on aspiration and emotional appeal sets lifestyle branding apart from sectors that are largely focused on utilitarian goods.

Values and identity: According to (Holt, 2002, pp. 70-90), lifestyle brands are known for being in line with particular values, identities, or ideas that appeal to their target market. These ideals could include luxury, adventure, wellness, sustainability, or other distinctive lifestyles. This emphasis on shared values sets lifestyle branding apart from other sectors that might not place as much of an emphasis on consumer values. Lifestyle brands frequently encourage a sense of community among their customers. They build tribes of like-minded people who are loyal to the brand and identify with its way of life (Cova, 2002, pp. 595-620). In businesses whose items are designed primarily for utilitarian purposes, this aspect of community development is less common.

Storytelling: A key element of lifestyle branding is storytelling. In order to establish a human connection with customers, brands use storylines to communicate their history, mission, and vision (Escalas, 2004: , pp. 961-976)In industries where narrative is not as prevalent in products, this storytelling component is less prevalent. Lifestyle brands frequently target particular niche consumers with similar values and interests. They set themselves apart from sectors with a broader, mass-market appeal thanks to this targeting. They concentrate on creating a distinct brand identity among a small group (Keller, 2008, p. 01).

Personalization: Tailor-made and individualized marketing methods are widely used in lifestyle branding. Brands aim to establish a closer, more personal connection with their target market (Atwal, 2017, pp. 461-470)It distinguishes itself from sectors with more uniform marketing strategies thanks to its emphasis on personalisation.

In conclusion, lifestyle branding is a marketing tactic that differs from conventional branding by placing a focus on aspiration, storytelling, emotional connections, and shared values. It stands out from industries with diverse marketing strategies due to its distinctive focus on developing a brand identity that is strongly associated with a particular lifestyle. For marketers looking to use lifestyle branding

as a tactic to engage customers on a deeper, more emotional level, it is crucial to comprehend these distinctions. please summaries it.

### **C. Brand Awareness**

Brand consciousness is the degree to which consumers and prospective customers can understand a name, an item, or a service. Having a strong brand awareness is essential for a brand to win the commercial war. Deals are increased by potential customers' propensity to select services and goods from reputable brands. Nobody should be surprised that increasing brand awareness is a fundamental problem that brands should carefully consider in order to increase their advantage over competitors (Annisa, 2019).

The four stages of brand mindfulness are: (1) not perceiving the brand; (2) perceiving it; (3) remembering it; and (4) having it at the front of one's thoughts. The term "mindful brand" refers to a product that customers are either utterly unaware of or have never heard of. With regard to mark attentiveness, new customers may review a product when it is mentioned by another person. By adding a brand review, customers may associate a brand with a certain item class. According to customer top-of-mind awareness, the brand is quick to come into view while studying or being questioned about a certain item class (Maulina, 2019).

When a brand participates in promotional activities, brand awareness is an important component and one of several goals. Brand mindfulness, or the buyer's capacity to recognise and evaluate a particular brand (Andreani, Gunawan, and et al., 2021, pp. 18-26) distinguishes it from other brands. Brand awareness affects consumer decisions about a company's products (Pandjaitan, 2018, p. 04). Expanding brand commonality via ongoing openness is one way to create and improve brand mindfulness. The ability to recognise the brand name or design that has been conveyed with top to bottom information is known as brand mindfulness, and it is a vital level of brand knowledge (Shahid, Hussain, and et al., 2017, p. 05).

Brand awareness has four levels. Unaware of Brand is the initial and lowest level of the pyramid, when the consumer is still not familiar with the brand; The second level of the pyramid is brand recognition, which is another important factor when a buyer chooses a brand to use while making a purchase; The step following brand awareness is brand recall, which involves rebranding the company without any

assistance since it differs from the first work; Top of Mind is the stage with the maximum brand awareness since at this point the customer will spontaneously recall the relevant brand when questioned about the product category. Because consumers will pick the brand they remember, the brand's objective is to reach the top of the pyramid (Pandjaitan, 2018, p. 04).



Figure 3: Brand Awareness Pyramid (Aaker, 2009)

The company has to increase its notable openness through any marketing campaigns in order to reach the "highest point of brain" level. According to (Pomalaa, Mursityo, and et al., 2018, pp. 4082-4091), brand openness is a type of indirect influence that advertising has on consumers (Hayatun and Daryanti, 2015, pp. 1–10), where this impact occurs as a result of both coincidental and accidental customer dispositions. When customers unintentionally come into touch with a related notification and view information about the product being advertised, this is known as coincidental openness. Customers who need to buy anything may search for information or notices under the situation known as coincidental openness.

### **1. Influencer Marketing for Improving Brand Awareness**

Social Media entertainment fans with a sizable fan base who are paid by businesses to promote their goods, provide information about their products, and influence consumer behaviour through social media are forces to be reckoned with. (Anand, Dutta, and et al., 2020, p. 03); (Lou and Yuan, 2019, pp. 58-73); (Ong and Ito, 2019). The following five categories of factors must be taken into consideration: (Campbell and Farrell, 2020, pp. 469-479). Influencer with a big name, super Influencers, formidable forces at full size, tiny Influencers, and nano Influencers.

An elite force to be reckoned with is somebody who has a public profile that extends beyond online entertainment and typically already has some employment in



the media sector (Campbell and Farrell, 2020: 469-479). They only employ web-based entertainment to further their careers because of their widespread notoriety in society. As a result, they have collected more than 1 million fans and are considered a Superstar Force to be reckoned with. Uber Influencers fall into a different category; they have garnered around 1,000,000 fans through social media but are mostly unknown to those outside of their fan base.

According to (Triwijanarko and Perkasa Al-Hafiz, 2019), large-scale Influencers are frequently clientele with more than 100,000 followers who are duped into partnering with illustrious organisations in order to reach a wider audience, even on TV. Although smaller Influencers typically attract more businesses as potential partners because they have fewer than 100,000 fans. A nanoinfluencer, according to (Campbell and Farrell, 2020, pp. 469-479), is a Influencer in its early stages who just has their friends, coworkers, and them to peruse. Despite having far less followers, microinfluencers and nano Influencers are still seen as having more significant and trustworthy content since their audience perceives that their postings are more about sharing their own life than promoted in (Triwijanarko and Perkasa Al-Hafiz, 2019). Due to their marketing budgets being more suited to target Nano or Micro than other categories, start-up businesses typically focus more on Nano or Micro influencers (Campbell and Farrell, 2020, pp. 469-479).

#### **D. Consumer Behavior on Social Media**

People often use their online activities accounts for self-distraction, amusement, relaxation, association, and education. Social media has evolved into a spotless retail stage that is accessible to all organisations, as was previously highlighted. Everything, including shopping behaviour, has altered as a result of having all the necessary information in the palm of one's hand. In fact, a Global Web Index survey found that 54% of social media customers use online entertainment to do their research before making a decision. This demonstrates how using social media has evolved from talking to loved ones to looking for goods and services.

##### **1. What exactly has changed?**

The shoppers of today are more thoughtful and inquisitive than they have ever been. They offer their thoughts, alerts, and recommendations on different web-based

entertainment platforms, present item surveys on websites, upload unpacking videos to YouTube, and unpack on TikTok. Customers are currently interestingly in order and using various social media platforms to express their opinions regarding the assistance, variety, and value of retailers' contributions. Retailers who take advantage of this opportunity and concentrate on their consumers have a fantastic opportunity to interact with them and fulfil their needs (Brennan, Brenna, and et al., 2012).

Even while a bigger number of young people use social media, its use among seniors is also expanding quickly. The most current social media fact sheet from Pew Research states that 69% of individuals between the ages of 50 and 64 and 40% of those over the age of 65 use social media, Bus tickets, bank services, loyalty programmes, and grocery shops are just a few examples of the many daily necessities that have been converted into apps, all of which require a smartphone. Even Corona applications require a smartphone, which explains why more and more individuals of all ages are utilising social networking sites and why smartphone ownership is rising. Regardless of the channel they choose to purchase, "mobile devices are being used to provide customers with important information to benefit their shopping experience" (Brennan, Brenna, and et al., 2012).

## **2. Understanding consumer purchasing behaviour**

Understanding the factors influencing consumer purchasing behaviour is essential to understanding it. Individual, mental, and societal aspects can all have an impact on customers' purchasing decisions, according to (FitzGerald, 2019). Other academics, including (Kotler and Armstrong, 2011), assert that in addition to the three factors that have lately been studied, there is a fourth factor—a social component—that affects consumer purchasing behaviour. The whole buyer purchasing process is influenced by social consequences. Each nation has its own culture, and depending on the nation, distinct cultures may have varying effects on consumer purchasing decisions. It includes every value, need, behaviour, inclination, and desire that a person acquires from their family and surroundings (Kotler and Armstrong, 2011).

People are social beings, thus those near to them may usually have an impact on an individual. Additionally, people unknowingly need to fit into society (Clootrack, Major factors influencing consumer behavior, 2020). Jobs, prestige, and interpersonal organisations and groups are all examples of social components. These factors have a

significant impact on consumer behaviour. Individual opinions are related to a person's preferences and interests, according to (Kotler and Armstrong, 2011), page 162. Every person is unique, thus they vary from person to person and consequently form various impressions and engage in various consumer behaviours (Clootrack, Major factors influencing consumer behavior, 2020). The elements that affect buyers' purchase decisions include their age, salary, occupation, personalities, and style of life (Kotler and Armstrong, 2011).

Human psychology has a significant influence on consumer behaviour (Clootrack, Major factors influencing consumer behavior, 2020). Despite their best efforts, mental views actually influence purchasing decisions (Clootrack, Major factors influencing consumer behavior, 2020). All aspects of a customer's understanding, convictions, inspiration, and demeanour, as well as their capacity for appreciating facts and how they see their requirements, are wholly based on mental perspectives (Kotler and Armstrong, 2011).

### **3. The four types of buying behaviour**

When making a purchasing choice, a customer's behaviour is influenced by the kinds of products they plan to purchase (Clootrack, Major factors influencing consumer behavior, 2020). For instance, a customer making a grocery store purchase of food is most likely behave differently from a customer making a purchase of a boat. (Kotler and Armstrong, 2011) identified four essential categories of consumer behaviour in light of fluctuating levels of brand separation and client communication during the purchasing process. The four main categories of client purchase choice behaviour are complex purchasing, variety purchasing, disharmony reduction behaviour, and consistent purchasing. The image illustrates the differences among these four categories.

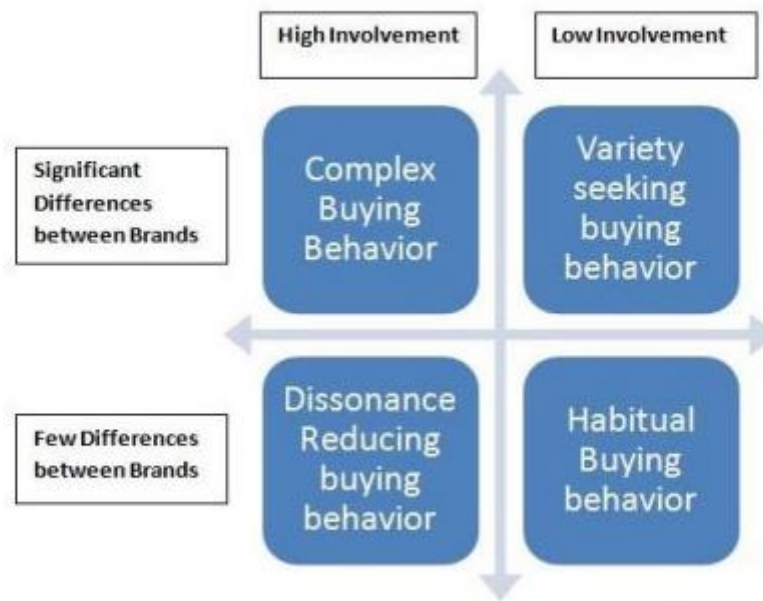


Figure 4: Four types of buying behaviors (Clootrack, Major factors influencing consumer behavior, 2020)

When a customer is actively involved in the purchasing process, that is considered puzzling purchasing behaviour (Shma, 2012). The consumer is eager to understand everything necessary about the qualities and components of the product, and they feel free to set aside time to look for this knowledge. Additionally, a customer with complicated purchasing habits will place a great value on a brand's reputation. This type of behaviour frequently occurs when a customer must acquire an expensive item or service that has amazing value or for a lengthy period of time.

Another type of customer behaviour is conflict-related purchase reduction. Customers actively participate in cacophonous decreasing purchase behaviour but exhibit no interest in brand differentiation (Shma, 2012). These customers want in-depth details on the specifications and features of the product. When making purchases, customers who have less discord should stick with one wise choice rather than researching several companies. This behaviour may be observed when customers purchase products that are readily available.

Variety-seeking purchasing behaviour takes place when a consumer is less active in the purchasing process but is deliberately considering a few companies (Shma, 2012). This kind of connection frequently occurs while acquiring affordable labour and goods. Variety shopping behaviour is difficult for businesses to manage

since customers quickly switch brands if they are dissatisfied with the quality of the labour and goods they have purchased. The fourth type of behaviour is constant purchasing. Customers will behave in this way when making typical purchases, such as food. These customers invest fewer resources in the cycle and don't typically consider what makes one organisation better than another (Shma, 2012).

#### **4. Social media as influencer**

Online entertainment may have a significant impact on consumer decision-making. On the internet, there are numerous polls and comments on various businesses and goods. The following are likely the most significant online entertainment powerhouses: online entertainment marketing, business virtual entertainment presence, and evaluations from major figures and their relationships (FitzGerald, 2019).

According to (FitzGerald, 2019), persons that enjoy a sizable online following are referred to as social forces to be taken seriously. Powerhouse advertising is widely used, and it is particularly clear on virtual entertainment platforms like Instagram and TikTok. Virtual entertainment juggernauts engage their audience by promoting products from particular companies. Online entertainment was created with the express purpose of bringing people together and facilitating data sharing. Customers of online entertainment may now discuss groups, services, and goods with a larger audience on a variety of online entertainment websites (FitzGerald, 2019).

Selling goods and services only online is rare these days. All users of online entertainment should be able to get the information, and a brand should stand out and be obvious. By focusing on dynamic web-based entertainment behaviour and creating top-notch content for followers, or clients, brands may improve their reputation and legitimacy while gaining new supporters. "As online entertainment keeps growing its audience, its advertising has made retargeting and hyper-focused on advertising possible. This enables businesses to use their resources as effectively as possible to reach their advertising goals (FitzGerald, 2019).

#### **5. Cross-Channel shopping**

Cross-channel shopping is the practise of the majority of internet shoppers to research products online and make separate purchases. For instance, a brand's website

would be online, yet its physical shop would be offline. Customers are using the internet to research products, compare prices and vendors, and even make purchases. In any event, they would prefer to make a transaction in person rather than online. Businesses profit from cross-channel purchasing because it enables them to provide all the information customers want while simultaneously strengthening brand reliability (Gilliland, 2017).

Cross-channel purchasing is a fantastic approach to enhance the customer shopping experience (Gilliland, 2017). Many larger companies have adopted new procedures, such as allowing their customers to shop and make their purchases online before going to their nearest store to pick them up, impromptu around delivery service, and the ability for customers to return items in-store despite having submitted their request on the web. These are fantastic methods for raising client retention, and by giving customers a variety of payment and return options, it goes in their favour. Customers who purchase in-person rather than online typically spend significantly more than the average consumer – in some cases, up to 50% more (Csek Creative, 2020).

#### **E. Impacts of Social Media Marketing on Consumer Purchase**

Purchase assistance may also result from socialisation including certain brand presumptions (Constantinides and Fountain, *Web 2.0: conceptual foundations and marketing issues*, 2008, pp. 231-244). A customer's anticipation to purchase a brand can also be influenced by peer networks and social factors. The audits mentioned above lend credibility to client decisions influenced by how prudently they spend money on certain corporate brands.

(Gunelius, 2011) asserts that online entertainment has an influence on consumer purchasing decisions as well as other academic topics like governmental affairs and jury impartiality. For instance, the jury in business deliberations can use online guidance that directs their talks and navigation by approaching the Web. Because it enables users to get the most recent information, Twitter is, in the opinion of its founder, the ideal platform for disseminating news and data online. Previous scholars have acknowledged the existence of convictions that social effect impacts a person's ability to make decisions.

According to the authors, users of social media are people from online networks who appear to be influenced by what is happening in those particular groups, by all appearances. Understanding this social behaviour shows what a person's behaviour is intended for by their social environment. Here, the argument for social media is stated in light of how it affects each customer's decision to buy or not to buy a product (Trusov, Bucklin, and et al., 2009). Most corporate executives are advised to adopt new innovations in order to outwit competing companies. This investigation looks at the implications of internet entertainment for consumer purchasing behaviour. However, (Kaplan and Haenlein, 2010, pp. 59-68) assert that due to variations in customers' discernments, the influence might vary from person to person and how people regard hierarchical labelling depending on their skills, bargains, and preferences. In conclusion, mental factors such as beliefs, insights, and inspiration also affect purchase decisions. A necessity turns into an inspiration when one is sincerely motivated to make a purchase...

According to inspiring experts, every object causes each buyer to have a distinctive combination of thoughts. When someone takes action, they gain knowledge because they have personal experiences. The learning theory suggests that advertising could stimulate a significant interest by interacting with signals that elicit positive feedback for completing a purchase. Additionally, beliefs and points of view influence what customers may or may not desire to buy. According to (Kaplan and Haenlein, 2010, pp. 59-68), different people choose and consume information in different ways because their opinions on certain goods and services influence how they react to brands and services.

## **F. Impacts of Social Media Marketing on Consumer Decisions**

Customers may choose to repurchase particular brands for a variety of factors, such as brand consistency and context-specific elements including location, strategy, and, shockingly, ecological immaculateness. Customers are likely to have greater levels of trust in an organization's goods and services if they have beliefs and clear priorities in their minds, according to (Asmussen, Harridge-March, Occhiocupo, and Farquhar, 2013, pp. 1473–1483). Customers find it easier to repurchase the items when they adopt this mentality because of their consistent commitment. Since virtual entertainment makes data available while paying little attention to geology, customers

place online orders and receive transportation from retail sites and house to house. Additionally, situational factors such as lighting, decor, music, and item beautifications influence customer repurchase.

Different considerations include the passage of time, the necessity of a repeat purchase, and the influence of one's mood while choosing a nearly similar item. The ability to replenish inventory, the stores' proximity to the buyer's location, the increased level of discretionary income, and the company's power to meet client wants at the appropriate moment are the causes (Trainor, Andzulis, Rapp, and Agnihotri, 2014, pp. 1201–1208). Since people's beliefs and experiences regarding the many brands that meet their needs and desires have changed, purchasing behaviour varies among groups, individuals, and organisations.

According to (Constantinides and Fountain, Web 2.0: conceptual foundations and marketing issues, 2008, pp. 231-244), research on human behaviour may be used to understand the past and predict the future. Through client cooperation with online entertainment, market trends will be discovered. This makes it possible to predict future buying trends while also understanding how customers have been using the company's goods and services. As a result, third parties, particularly online communities and individual viewpoints, might persuade customers to make more purchases. The web-based banter that expresses opinions on certain businesses is one of the most well-known aspects of virtual entertainment. At that time, a customer decides to repurchase the product based on the qualities that the online discussion of explicit brands portrays. In any event, (Kaplan and Haenlein, 2010, pp. 59-68) discovered more evidence that orientation equality has an impact on discernment since women are perceived to be most influenced by the location of the brands they choose to purchase, which is consistent with the problem at hand. Brand-purchaser commitment may also have an impact on how repurchasing is conducted.

Clients are obliged to identify with corporate brands when businesses employ virtual entertainment to determine what products consumers are interested in purchasing, for example, because to the readily available data on brand execution and specifics that can be obtained online. Finally, according to (Trainor, Andzulis, Rapp, and Agnihotri, 2014, pp. 1201–1208), a consistent level of online recommendations produced by the management of the association's website may also aid in aiding the customer in remembering the corporate branding. Web-based entertainment has now



created an online informal (WOM) network that has taken into account customer interaction, allowing customers to communicate with the two companies and other customers to help them decide whether to make another purchase.

### **G. Impacts of Social Media Marketing on Consumer Decisions**

In summary, the research demonstrates that customers take into account suggestions given by friends and online coworkers while choosing between pricey and affordable items. Web-based entertainment has an impact on consumers' expectations to buy products, attitudes towards advertisements, and brand quality, according to (Mayfield, 2011, pp. 79-128) investigation on the relationship between virtual entertainment and purchaser direction.

Customers may eventually have a more indirect effect on their choices and preferences than a direct impact on how they make purchases. Additionally, effective marketing influences people's purchasing decisions. Additionally, when friends of corporate clients share recommendations for particular goods via virtual entertainment, it influences their decisions about what to buy.

However, brand-provided virtual entertainment advertising impacts consumers' perspectives and purchasing intentions. Advertisers may use the information above to design their strategy for attracting and retaining customers. Social media is a common strategy used by advertising nowadays to promote driving, as stated by (Kumar, Bezawada, Rishika, Janakiraman, and Kannan, 2016, pp. 2-3). It is easier to engage with customers in this way due to the low cost of marketing their products and services via online entertainment.

Another study examines how online entertainment functions as a kind of branding since it enables potential customers to interact with one another as brand ambassadors rather than only for promotional purposes. Customers frequently use online entertainment to research products and make purchases, which is advantageous for marketing. While (Gebauer, Füller, and Pezzeri, 2013, pp. 1516–1527) acknowledge that there is a growing global market for online shopping, they also highlight a split in the global social structure. For instance, customers might contact a firm through social media on the off chance that they have pressing concerns regarding the labour and goods produced by that company. This is a simpler alternative for customers to voice their complaints. Additionally, businesses struggle with how to

address customer concerns via online entertainment, despite the fact that such responses could strengthen a brand's reputation and influence customers to buy the services and goods of a certain company.

Every bit of information a company gives to its customers has an immediate impact on how they choose. Organisations can market their work and goods, provide prompt assistance, and create an online community of brand followers through informal organisations, virtual worlds, writing for a blog locations, and web-based gaming platforms (Kaplan and Haenlein, 2010, pp. 59-68). According to industry overviews via online entertainment showcasing, web-based entertainment platforms are for marketing but also serve as an attraction for marketers. (Akhtar, 2011) The conventional forms of selling have been modified to buy creative advances. Peer surveys have a growing influence on consumer purchasing behaviour because of the cutting-edge medium of social media.

Consumer motivations for using virtual entertainment give experiences that influence consumer behaviour. According to the author, among the benefits that users find satisfying when using the Web are its informational, entertaining, and social components. Inspiration can come from both intellectual and deep ideas. Consumer education on clear objects is an objective component, but significant factors involve online entertainment connections and self-expression. Customers currently utilise the Internet as a tool to accomplish their goals. The business uses the frequency of their visits to certain authoritative locations to monitor their behaviour. Their connections to prior partners' organisation surveys may serve as a source of purchasing inspiration.

## **H. Brand Engagement**

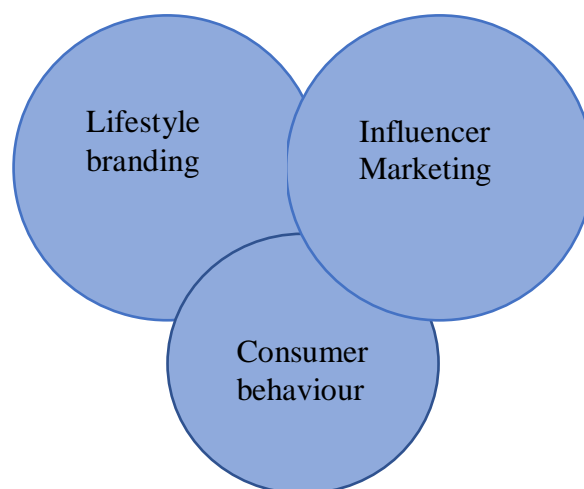
The sharing of brand information has evolved as a result of Web 2.0's social media. The two organisations and academia are now concentrating more on brand contribution through social media (Gómez, Lopez, and et al., 2019, pp. 196-206). Brand commitment is said to be the level of strongly valenced behaviour, significant involvement, and intellectual contribution to a brand (Hollebeek, Glynn, and et al., 2014, pp. 149-165). In light of this, brand devotion is typically seen to include mental, interpersonal, and behavioural components. Image commitment reflects a more substantial level of mental and behavioural execution for the brand or business (Vivek, Beatty, and et al., 2012, pp. 122-146) rather than focusing just on the client's use. Brand

commitment is a crucial component of managing the creation, improvement, and accomplishment of client relationships and business performance. According to earlier studies, brand commitment offers businesses a number of advantages, such as a deeper bond with customers, more frequent purchases of goods or services, a willingness to commit to a bigger outlay, and expectations to co-create and co-make (Brodie and et al., 2013, pp. 105-114).

Businesses utilise potent marketing strategies to let online entertainment forces be reckoned with bring in new customers, encourage them to do business with them, and build strong customer relationships (Khamis, Ang, and et al., 2017, pp. 191-208). Influencer advertising helps organisations via their created content and sincere communications with their crowd through online entertainment. In comparison to simple purchase, Influencer marketing places a more solid emphasis on brand awareness and insightful advice. The word "brand commitment" is used to describe a method for collaborative activities (Storbacka and et al., 2016, pp. 3008-3017), a long-lasting intimate relationship between the brand and customers. A fully sophisticated consumer would support and co-create a brand. As a result, brand devotion has become a crucial metric for gauging the advancement of powerful showcasing (Childerns, Lemon, and et al., 2019, pp. 258-274).

## I. Model and Hypothesis

The purpose of this study is to investigate how social media marketing affects consumer behavior. The study will have the following goals to achieve it:



**Figure 5: Dependent and independent variables**

H1: there are a significant differences on lifestyle branding across the use of influencer marketing.

H2: there are significant differences in social media across the use of influencer marketing.

H3: there are significant differences in lifestyle branding across the use of social media.

## **J. Questions**

What are social media and what platforms can be used for influencer marketing?

What is influencer marketing generally and what are influencer principles?

What is the lifestyle branding and what makes it different from the other industries?

How can a successful social media marketing strategy be measured?

Do consumers trust influencers, and does it actually have an impact on their buying behavior?

What might make an influencer trustworthy?

Why do consumers even follow influencers?

### **III. METHODOLOGY**

In order to focus the research on an area that is in need of more study, the research for this thesis will begin with a pre-survey investigation to determine the thesis's subject. Inductive approaches are defined as a pre-survey that helped shape the topic at hand by gathering input from people regarding influencers to draw a narrower picture of the subject when they are combined with an inductive approach to gather basic information to organize the fundamental basis of the research. After the questions have been answered, new data will be inductively acquired via survey questionnaires. the type of the scales that I'm using in my survey: the ranking and rating wish contain two different types of scale; in the first part I used the closed question scale and for the second part I used the 5 scales Likert scale. It is the same types that been worked on the thesis that I got the permission from.

#### **B. Population and sampling design**

The major goal of this study is to determine whether social media genuinely influences consumers' purchase decisions or even if it does. This study aims to provide lighter on the how, when, and why influencers affects consumers' decision-making processes for both consumers and businesses. The objective is to advise businesses on how consumers respond to various influencer marketing strategies and which approaches are most effective and should be employed to meet customers' needs.

#### **C. Settings**

Over the recent years, Türkiye has emerged to be one of the most prominent locations for sourcing in Europe. The fashion industry contributes a lot to the flourishing of the Turkish economy.

I choose Türkiye, Istanbul, because it's the country that I live, Since I am familiar with so many locations where I may do my research, I know where I can get references quickly and without much difficulty. In addition, my research will be held

specifically in the average of 10 shopping centers, and an online survey questionnaire in order to explore the interaction between influencer marketing, customers, and brands.

#### **D. Data collection**

Depending on whether they are doing a qualitative or quantitative analysis, researchers may employ a variety of data collection techniques. The quantitative analysis in this work eliminates the use of qualitative data collection techniques. Unstructured studies, semi-structured interviews, focus groups, and information to make are a few instances of unstructured findings. Data is gathered for quantitative research using formal interviews, methodical observations, experiments, and questionnaires.

#### **E. Research instrument**

In this study, a survey instrument built around the authors questionnaires was used to analyze the examined variables, demographics of lifestyle branding, social media, influencers.

The demographics from section 1 and the 3 surveys from section 2 where both included in the survey.

#### **F. Validation, normality and reability of instrument**

According to the BCcampus website (2020), reliability in research can be determined by monitoring something over an extended length of time (test-retest reliability), observing the regularity of processes or events, or by taking into account a wide variety of information sources from many researchers. In order to ensure the accuracy of the sources used in this thesis, I used sources from numerous other researchers for the research portion of the paper (the secondary data) and partially compared the material from various sources about the same issues.

Additionally, because the majority of secondary data sources are articles from reputable websites or subject-specific (science) publications, the researcher is positive about the sources themselves.

The choice of appropriate sources for the topic and the many variables of the thesis, as well as the appropriate selection of survey participants' target demographic, all contribute to the validity of this thesis. As was already said, the sources are primarily scholarly books, papers, or websites that relate to the research topic. Based on the survey respondents, there is still another demonstration of the validity and reliability of the research results (the survey results). The survey comprised a cross-cultural target audience and participant pool, as well as a total of 600 responses. In general, a survey's results are more realistic and useful for the research the more responses it receives. Finally, the study's use of cronbach's alpha to verify reabilty acquired validity and normality buy using a valid instrument.

### **G. Online survey**

The survey's objective was to collect 600 responses in order to provide a solid framework for the study. The target audience for the study was active Instagram users who follow at least one fashion influencer and who are physically active on their own. The researcher used her own social media networks to disseminate the URL for the online survey (convenience sampling approach) in order to reach this particular target audience.

### **H. Data analysis**

In order to analyze the data, IBM SPSS Statistics version 28 was used, and descriptive statistical methods (Average, Standard Deviation, Median, Frequency, Percentage, Minimum, and Maximum) were employed. Student's t-test was used for quantitative data to compare two groups with normally distributed data, and Kruskal-Wallis test was used for three or more groups with non-normally distributed data. At a p-value of 0.05, statistical significance was recognized.

## IV. ANALYSING RESULTS

### A. Descriptives

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. D
SM	600	1,00	2,00	1,2908	,14446
LSB	600	1,00	4,00	2,6094	,53574
INFLUENCERS	600	1,09	5,00	3,4508	,52180

Table 1: Descriptive statistics of the overall score scales

The data from a sample of 600 observation for three variables—social media (SM), lifestyle brand (LSB), and influencers—are summarized by the descriptive statistics that are presented. The average score for SM is 1.2908, with a small range of variance (standard deviation of 0.14446) between 1.00 and 2.00. With a standard deviation of 0.53574 and an average score of 2.6094, LSB exhibits a considerable degree of variability, ranging from 1.00 to 4.00. INFLUENCERS have a range of 1.09 to 5.00 and an average score of 3.4508, with slightly less variability (standard deviation of 0.52180). Understanding the distributions and features of the variables within the sample is made easier by these statistics, which provide information on the central tendency and variability of the data for each variable.

Table 2: Descriptive statistics of each question of SM

Descriptive Statistics						
	N	Range	Minimum	Maximum	Mean	Std. D
			m	m		
Pictures	600	1	1	2	1,45	,498
Videos	599	1	1	2	1,24	,426
My-focus-lays-on-the-description-text	600	1	1	2	1,70	,459

The descriptive statistics that are presented provide an overview of the content preferences of a sample of 600 people (599 of whom were in the video category). With



an average score of 1.70, respondents place a higher priority on "My-focus-lays-on-the-description-text" than on photographs or videos, which had mean ratings of 1.45 and 1.24, respectively. All three variables have a small range of values (1 to 2), indicating little variation in preferences. Although there is some variation in the replies, the moderate standard deviations (0.426 to 0.498) reveal that some people have larger preferences for images, videos, or description text.

<b>Descriptive Statistics</b>						
	N	Range	Minimum	Maximum	Mean	Std. D
My-focus-lays-on-the-description-text	600	1	1	2	1,70	,459
Product-reviews-or-recommendations-product	600	1	1	2	1,48	,500
Lifestyle-and-inspiration	600	1	1	2	1,40	,490

Table 3: Descriptive statistics of each question of Influencer

The descriptive data that are presented provide an overview of the content preferences of a sample of 600 people. With a mean score of 1.70, respondents prioritize "My-focus-lays-on-the-description-text" on average, showing that they place a fair amount of weight on description text while interacting with the content. With mean ratings of 1.48 and 1.40, respectively, "Lifestyle-and-inspiration" and "Product-reviews-or-recommendations-product" are closely followed, indicating moderate attention to lifestyle and inspiration material as well as product reviews or recommendations. All three variables have values in the restricted range of 1 to 2, which suggests that respondents' preferences are not very variable. However, the moderate standard deviations (0.459 to 0.500) suggest that respondents' priorities within these content categories are rather diverse.

## B. Demography

Table 4: demography

	What is your gender?	Which age group do you belong to?	What is your professional background?
N	600	600	600
	0	0	0
Minimum	1	1	1
Maximum	3	4	4

The figures shown represent the results of a study conducted among 600 individuals, focusing on their age, gender, and professional background. There are at least three different categories for gender, and choices such as "Male," "Female," and "Other" or alternatives are probably available. Respondents' age groups were separated into at least four groups: "18-24," "25-34," "35-44," and "45+." The survey took into account at least four different categories for professional background, potentially including "Education," "Healthcare," "Technology," and "Other." A glimpse of the demographic and professional variety of the examined population can be obtained from these statistics.

Table 5: Gender frequency distribution of participants

<b>Gender</b>		
	Frequency	Percent
Male	228	38,0
Female	366	61,0
Others	6	1,0
Total	600	100,0

The gender distribution of the 600 survey participants is summed up in the statistics. 38.0% of respondents identified as male, while 61.0% of respondents, or the majority, identified as female. 1.0% of respondents classified themselves as "Others," which might be interpreted as non-binary or alternative gender identities. With a considerable presence of both male and female respondents, as well as identification of gender identities outside of the binary norm, this data provides a clear picture of gender variety within the studied community.

What is your gender?  
600 réponses

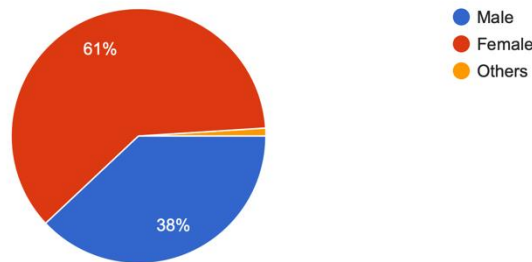


Figure 6: Gender frequency distribution of participants

Table 6: Age range of distribution of participants

<b>Age range</b>		
	Frequency	Percent
15 – 18	13	2,2
19–24	211	35,2
25–34	318	53,0
35–44	58	9,7
Total	600	100,0

The age distribution of the 600 survey participants is shown by the data. Individuals between the ages of 25 and 34 make up the largest group of respondents (53.2%), followed by those between the ages of 19 and 24 (35.2%). The age group of 15 to 18 (2.2%) and the age group of 35 to 44 (9.7%) have lower proportions. The aforementioned data offers a concise overview of the age distribution of the participants in the survey. Notably, young adults aged 19 to 34 were highly represented, while teens and those in their mid-30s to early 40s were less prevalent.

Which age group do you belong to?

600 réponses

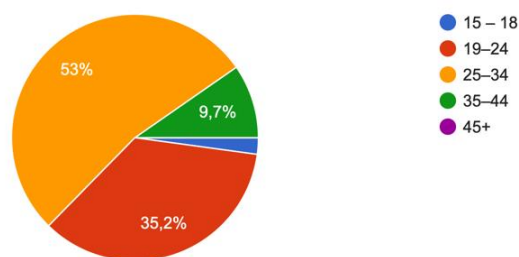


Figure 7: Age frequency distribution of participants

Table 7: educational level of distribution of participants

### Education level

	Frequency	Percent
Student (high school or similar)	14	2,3
Student (university or similar)	311	51,8
In working life	265	44,2
Unemployed	10	1,7
Total	600	100,0

The distribution of 600 survey respondents' professional backgrounds is shown by the statistics. 51.8% of the population is made up of university students or those equivalency, while 44.2% of people are currently employed. Just 2.3% of the pupils are in high school or equivalent, while 1.7% of the minor fraction stated they were unemployed. These results offer a clear picture of the variety of occupations represented in the sample population, with a significant proportion of working adults and students alongside smaller cohorts of jobless people and high school pupils.

What is your professional background?  
600 réponses

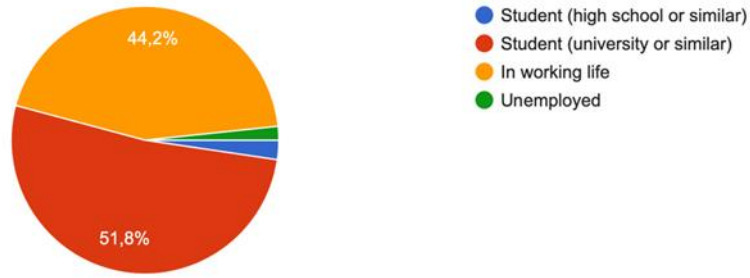


Figure 8: educational level of distribution of participants

### C. Factor analysis

Table 8: factor analysis( correlation matrix)

Correlation Matrix <sup>a</sup>			
	INFLUENCERS	SM	LSB
INFLUENCE RS	1	-,466	,322
SM		1	-,087
LSB			1

The relationships between the three variables—INFLUENCERS, SM (social media), and LSB (lifestyle brand)—are displayed in the correlation matrix. INFLUENCERS and SM have a somewhat negative association, meaning that when INFLUENCERS rises, SM tends to fall, and vice versa. On the other hand, INFLUENCERS and LSB have a somewhat positive association, indicating that rising INFLUENCERS is linked to rising LSB. There is, however, very little evidence of a linear link between SM and LSB, as seen by the weak and nearly nil correlation between these two variables. In conclusion, the evidence points to a significant influence of INFLUENCERS on both SM and LSB, but not a substantial correlation between SM and LSB.

Table 9: factor analysis( kmo and bartlett's test)

<b>KMO and Bartlett's Test</b>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,504
Bartlett's Test of Sphericity	Approx. Chi-Square	214,920
	df	3
	Sig.	<,001

The supplied statistics evaluate the data's suitability for factor analysis. The result of 0.504 obtained by the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy is below the optimal thresholds, indicating some limitations in the appropriateness of the data. Despite the relatively lower KMO value, Bartlett's Test of Sphericity yields a very significant result ( $p < 0.001$ ), suggesting that there are substantial correlations between the variables and raising the possibility that the data can be suitable for factor analysis. In actuality, it implies that component analysis is worthwhile to take into consideration with close attention to data quality since, despite potential drawbacks, there are significant correlations between the variables.

Table 10: factor analysis(communalities)

<b>Communalities</b>		
	Initial	Extraction
INFLUENCERS	1,000	,745
SM	1,000	,548
LSB	1,000	,315

Communalities are graphical representations of the percentage of variance in each variable that can be ascribed to components that were extracted during a factor analysis. At the beginning, every variable has a communality of 1.000, which indicates that it accounts for 100% of its own variance. Nevertheless, INFLUENCERS maintains a communalities value of 0.745 following factor extraction, suggesting that the underlying factors account for about 74.5% of the variance in the data. With a communalities value of 0.548, social media (SM) indicates that factors account for roughly 54.8% of its variance. With a value of 0.315, Lifestyle Brand (LSB) has the lowest communalities, meaning that the extracted components account for approximately 31.5% of its variance. These values shed light on the degree to which the variation of each variable is related to the shared factors found by factor analysis.

Table 11: total variance explained

Component	Total Variance Explained					
	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1,609	53,633	53,633	1,609	53,633	53,633
2	,919	30,642	84,275			
3	,472	15,725	100,000			

The variation explained by each component is displayed in the Principal Component Analysis (PCA) results that are supplied. Component 1 is the most significant and dominant component, accounting for 53.633% of the total variation. Component 1 and Component 2 jointly account for 84.275% of the variation, with Component 2 explaining an additional 30.642% of the variance. After accounting for 15.725% of the variance, component 3 raises the cumulative proportion to 100%. This suggests that the first two components reduce the complexity of the data while capturing the majority of its significant patterns and correlations. The third component captures any leftover variation that the first two were unable to account for.

Table 12: component matrix

Component Matrix <sup>a</sup>	
	Component 1
INFLUENCERS	,863
SM	-,741
LSB	,561

Extraction Method: Principal Component Analysis.<sup>a</sup>  
a. 1 components extracted.

The correlations between the original variables (INFLUENCERS, SM, and LSB) and the first principle component are shown in the component matrix that is produced by principle Component Analysis (PCA). INFLUENCERS significantly positively associates with the first component, as seen by its considerable positive loading (0.863). SM shows a significant negative loading (-0.741), suggesting a relationship that is inverse to that of the first component. On the first component, LSB has a somewhat positive loading (0.561), making a marginally positive contribution. This implies that a pattern where INFLUENCERS and LSB are favorably associated, and SM is negatively related is captured by the first main component.

Table 13: factor analysis of What kind of Instagram content do you prefer from fashion influencers?

<b>Correlation Matrix<sup>a</sup></b>				
		Pictures	Videos	My-focus-lays-on-the-description-text
Correlation	Pictures	1,000	-,402	,085
	Videos	-,402	1,000	-,548
	My-focus-lays-on-the-description-text	,085	-,548	1,000
	Pictures		<,001	,019
	Videos	,000		,000
	My-focus-lays-on-the-description-text	,019	,000	

"Pictures, Videos, and My-focus-lays-on-the-description-text" are the three variables whose relationships are depicted in the correlation matrix. There is a negative association between "Pictures and Videos," indicating that those who prefer one kind of content are less likely to prefer the other. The correlation between "Pictures and My-focus-lays-on-the-description-text" is weak to negligible, suggesting that there isn't a strong linear relationship between them. On the other hand, "My-focus-lays-on-the-description-text" and "Videos" show a somewhat negative association, suggesting that the emphasis on description text tends to diminish when preference for Videos grows and vice versa. These results shed light on the relationships between respondents' preferences for images, videos, and descriptive text.

Table 14: factor analysis( kmo and bartlett's test)

<b>KMO and Bartlett's Test</b>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,469
Bartlett's Test of Sphericity	Approx. Chi-Square	337,175
	df	3
	Sig.	<,001

Using Bartlett's Test of Sphericity and the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy, the presented statistics assess the data's eligibility for factor analysis. The KMO value of 0.469 is below the desired cutoff, suggesting that there may be problems with the intercorrelations between the variables in the data that



are relevant to factor analysis. On the other hand, Bartlett's Test indicates very substantial correlations ( $p < 0.001$ ) between the variables, indicating important connections between them. This paradox suggests that despite potential constraints in the data, there are noteworthy correlations across the variables, endorsing the cautious application of component analysis to reveal underlying patterns—albeit with caution regarding data quality issues.

Table 15: factor analysis( communalities)

<b>Communalities</b>		
	Initial	Extraction
Pictures	1,000	,348
Videos	1,000	,809
My-focus-lays-on-the-description-text	1,000	,565

The following is revealed by the communalities data, which shows the percentage of variance in each variable that can be attributed to variables found by Principal Component Analysis (PCA): With a communalities value of 0.348, "Pictures" indicates that the extracted components account for about 34.8% of its variation. With a substantially higher communalities value of 0.809, "Videos" indicates that the extracted components account for about 80.9% of its variation. Likewise, "My-focus-lays-on-the-description-text" has a communalities value of 0.565, meaning that the factors found account for roughly 56.5% of its variation. These values show how much each variable is impacted by the common factors found through PCA. "Videos" and "My-focus-lays-on-the-description-text" have the strongest associations with the extracted factors, whereas "Pictures" has a lower degree of association.

Table 16: total variance explained

Component	<b>Total Variance Explained</b>					
	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1,722	57,394	57,394	1,722	57,394	57,394
2	,919	30,645	88,038			
3	,359	11,962	100,000			

The variation explained by each component is displayed in the Principal Component Analysis (PCA) results that are supplied. Component 1 is the most important and dominant component in the data, capturing the main patterns or relationships. It accounts for 57.394% of the total variance. Component 2 contributes 30.645% to the overall variance explanation, meaning that when combined with Component 1, they account for 88.038% of the variance. This indicates the subsequent significant patterns in the data. Component 3 is less significant, accounting for 11.962% of the variance, and the total percentage is 100%. This suggests that while the third component represents any residual variance, the first two components capture the majority of the important information in the data, lowering its dimensionality while keeping its vital characteristics.

Table 17: component matrix

<b>Component Matrix<sup>a</sup></b>	
	Component 1
Pictures	,590
Videos	-,899
My-focus-lays-on-the-description-text	,752

The associations between the original variables (Pictures, Videos, and My-focus-lays-on-the-description-text) and the first principal component are displayed in the component matrix that is produced using Principal Component Analysis (PCA). On the first component, "Pictures" has a strong positive loading (about 0.590), suggesting a strong positive association. On the other hand, "Videos" shows a significant negative loading (about -0.899), indicating a significant negative correlation with the first component. Additionally, "My-focus-lays-on-the-description-text" exhibits a considerable positive loading (about 0.752), signifying a noteworthy positive correlation with the initial component. This suggests that "Pictures" and "My-focus-lays-on-the-description-text" are positively associated to a pattern in the data that the first main component finds, whereas "Videos" is negatively related to the same pattern.

Table 18:component matrix

<b>Correlation Matrix<sup>a</sup></b>				
		Product-reviews-or-recommendations-product	Lifestyle-and-inspiration	Work-out-videos-and-instructions
Correlation	Product-reviews-or-recommendations-product	1,000	-,112	-,303
	Lifestyle-and-inspiration	-,112	1,000	-,429
	Workout-videos-and-instructions	-,303	-,429	1,000

The relationships between three variables—"Lifestyle-and-inspiration," "Workout-videos-and-instructions," and "Product-reviews-or-recommendations-product"—are depicted in the correlation matrix. A correlation approaching 0 indicates a weak or insignificant linear association between "Lifestyle-and-inspiration" and "Product-reviews-or-recommendations-product." Nonetheless, there are somewhat inverse relationships between "Lifestyle-and-inspiration" and "workout-videos-and-instructions," as well as between "Product-reviews-or-recommendations-product" and "workout-videos-and-instructions. These negative correlations show that respondents' preferences tend to vary among these three aspects: product recommendations, lifestyle inspiration, and workout instructions. As one variable's preference increases, the other variable's preference tends to decrease.

Table 19: factor analysis(kmo and bartlett's test)

<b>KMO and Bartlett's Test</b>		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		,380
Bartlett's Test of Sphericity	Approx. Chi-Square	228,634
	df	3
	Sig.	<,001

Using Bartlett's Test of Sphericity and the Kaiser-Meyer-Olkin (KMO) Measure of Sampling Adequacy, the supplied statistics evaluate the adequacy of data for factor analysis. The KMO value of 0.380 is below the optimum threshold, suggesting that there may be problems with the intercorrelations between the variables in the data that are relevant to factor analysis. On the other hand, Bartlett's Test

indicates very substantial correlations ( $p < 0.001$ ) between the variables, indicating important connections between them. The previously mentioned disparity suggests that although the low KMO value of the data may pose limits for component analysis, the strong connections among the variables lend credibility to the cautious investigation of factor analysis while taking data quality concerns into account.

Table 20: total variance explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	1,477	49,237	49,237	1,477	49,237	49,237
2	1,105	36,839	86,076	1,105	36,839	86,076
3	,418	13,924	100,000			

The variation explained by each component is displayed in the Principal Component Analysis (PCA) results that are supplied. Component 1 is the most important and dominant component in the data, capturing the main patterns or relationships. It accounts for 49.237% of the total variance. The subsequent significant patterns in the data are highlighted by Component 2, which contributes an extra 36.839% of the variance and, when combined with Component 1, explains 86.076% of the overall variance. Component 3's contribution to the variance is 13.924%, indicating a lower level of influence; the cumulative percentage rises to 100%. This suggests that while the third component represents any residual variance, the first two components capture the majority of the important information in the data, lowering its dimensionality while keeping its vital characteristics.

Table 21: component matrix

	Component Matrix <sup>a</sup>	
	Component 1	Component 2
Product-reviews-or-recommendations-Product	,403	,865
Lifestyle-and-inspiration	,713	-,592
Workout-videos-and-instructions	-,898	-,081

The correlations between the original variables (product reviews or recommendations, lifestyle and inspiration, and workout videos and instructions) and the first two principal components are displayed in the component matrix that results

from Principal Component Analysis (PCA). "Lifestyle and inspiration" and "Product reviews or recommendations product" have strong positive loadings in Component 1, indicating a significant positive association with these variables; on the other hand, "workout videos and instructions" has a strong negative loading, indicating a strong negative relationship with this component. "Workout videos and instructions" show a weaker correlation with Component 2, which is characterized by a significant positive loading from "Product reviews or recommendations product" and a negative loading from "Lifestyle and inspiration." These elements show different patterns in the information: Component 2 mainly emphasizes the positive association with "Product reviews or recommendations product" and a negative association with "Lifestyle and inspiration." Component 1 reflects a positive relationship between "Lifestyle and inspiration" and "Product reviews or recommendations product," while being negatively related to "workout videos and instructions."

#### D. Realibility

Table 22: realibility of all scales

	<b>Item-Total Statistics</b>				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
INFLUENCERS	5,7837	7,218	,896	,934	,967
SM	6,1400	6,063	,899	,931	,972
LSB	5,9371	6,555	,988	,977	,899

Essential information about the specific contributions of each variable to the scale's overall validity and reliability can be found in the item-total statistics. With a corrected item-total correlation of 0.896 and a high Cronbach's Alpha if Item Deleted (0.967) for "INFLUENCERS," the significant positive relationship highlights the item's importance to the dependability of the scale. Similarly, "SM" shows a strong connection, showing its critical role, with a corrected item-total correlation of 0.899 and a high Cronbach's Alpha if Item Deleted (0.972). With an exceptionally high corrected item-total correlation of 0.988 and a Squared Multiple Correlation of 0.977, the variable "LSB" demonstrates outstanding relevance and highlights its crucial position in the entire construct. The aforementioned results highlight the distinct

contributions made by each item and offer useful insights for scholars and professionals seeking to comprehend the validity and importance of the scale in gauging influencers, social media, and lifestyle branding.

Table 23: Reliability Statistics

<b>Reliability Statistics</b>		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,963	,967	3

The stability of the measurement scale that takes into account influencers, social media, and lifestyle branding is further supported by the dependability statistics, such as Cronbach's Alpha and Cronbach's Alpha based on standardized items. The three variables' overall Cronbach's Alpha of 0.963 shows strong internal consistency, suggesting that the items taken together measure a consistent and trustworthy construct. Furthermore, the somewhat higher Cronbach's Alpha based on standardized items (0.967) indicates that the reliability of the scale is maintained even when item variance fluctuations are taken into account. The scale consists of three items. These reliability statistics highlight the assessment tool's strong psychometric qualities and increase trust in its ability to reliably and accurately measure opinions about influencers, social media, and lifestyle branding.

Table 24: Reliability of Influencers

<b>Item-Total Statistics</b>					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
13	34,21	26,635	,618	,499	,669
14	33,86	25,223	,608	,555	,661
15	34,42	25,526	,664	,678	,657
16	35,54	26,930	,312	,197	,714
17	34,19	26,239	,663	,582	,662
18	33,60	27,579	,495	,514	,685
19	34,45	25,500	,691	,722	,655
20	35,66	33,534	-,151	,231	,790
21	33,97	27,608	,557	,454	,680
22	35,92	34,328	-,201	,304	,784
23	33,78	28,763	,363	,254	,702

The correlations between specific questionnaire questions and the overall scale gauging influencers' and their effects' perceptions are shown by the item-total statistics. The dependability of the scale is greatly enhanced by a number of items that show strong positive correlations with it, such as those that evaluate the likelihood of product engagement and trust in influencers. On the other hand, if changed or reassessed, an item on the detrimental effect of influencer payment on review honesty demonstrates a negative correlation and may improve scale reliability. Furthermore, a negative link has been observed for an item concerning the impact of influencers on mental health, suggesting that it may need more study. Overall, the statistics point out the things that provide the biggest contributions to the internal consistency of the scale while also pointing out possible places for item wording or content to be improved upon.

Table 25: Reliability Statistics

<b>Reliability Statistics</b>		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,721	,771	11

For a scale with 11 items, the dependability statistics show a reasonable degree of internal consistency. Both the somewhat higher Cronbach's Alpha (about 0.771) based on standardized items and the standard Cronbach's Alpha score of around 0.721 indicate that the items on the scale are consistently measuring the same underlying construct or notion and are closely connected to one another. These results suggest that the scale is valid for measuring the intended concept, and scores obtained from it are valid and consistent for use in evaluation or study.

Table 26: Reliability of lifestyle branding

<b>Item-Total Statistics</b>					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Are you interested in lifestyle branding?	6,80	6,710	,999	,998	,997
I am most likely to check out a product, if (please choose one or more options) ...	6,79	6,723	,995	,991	,999
How important is lifestyle branding to you? (Rating question)	6,80	6,728	,997	,997	,998

Important information about how each of the three major lifestyle branding survey items affects the measuring scale's overall validity and reliability can be gleaned from the item-total statistics. First off, the extraordinarily high corrected item-total correlation of 0.999 and the squared multiple correlation of 0.998 indicate that the question "Are you interested in lifestyle branding?" exhibits a high level of importance. The Cronbach's Alpha if Item Deleted (0.997) indicates that the item's removal would only have a minor impact on the reliability, highlighting its critical significance in determining respondents' interest in lifestyle branding. The question that assesses the probability of examining a product depending on specific characteristics also demonstrates a strong connection, as evidenced by its corrected item-total correlation of 0.995 and squared multiple correlation of 0.991. Removing the item would have little effect on the dependability of the scale, as seen by the high Cronbach's Alpha if Item Deleted (0.999). Last but not least, the rating question on the significance of lifestyle branding exhibits a squared multiple correlation of 0.997 and a noticeably high corrected item-total correlation of 0.997, demonstrating its crucial role in the entire construct. As evidenced by the Cronbach's Alpha if Item Deleted (0.998), the scale's reliability is still remarkably high, confirming the measurement tool's coherence and reliability in capturing respondents' viewpoints on lifestyle branding.



Table 27: Reliability Statistics

<b>Reliability Statistics</b>			
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items	
,999	,999	3	

The measurement scale devoted to lifestyle branding has remarkably high internal consistency, as evidenced by the dependability statistics. An virtually perfect dependability is indicated by the overall Cronbach's Alpha of 0.999, indicating that the three items together assess a very consistent and cohesive construct. Furthermore, even after taking into consideration changes in item variances, the Cronbach's Alpha based on standardized items, likewise at 0.999, supports the reliability of the scale. The results highlight the measurement tool's strong psychometric properties, with a total of three items contributing to this scale. The scale's nearly flawless reliability suggests that respondents have a great deal of faith in its ability to reliably and properly gauge their opinions on a range of lifestyle branding-related topics.

Table 28: Reliability of social media

<b>Item-Total Statistics</b>					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
1	3,43	1,091	,988	,986	,989
3	3,43	1,091	,994	,992	,988
8	3,43	1,098	,982	,973	,991
9	3,43	1,090	,965	,935	,995

Four survey questions related to influencer engagement and social media have different item-total statistics that show how much each item contributes to the measuring scale's overall dependability. Indicating their importance in evaluating respondents' behavior and preferences, questions concerning active Instagram use, following fashion influencers, and buying products promoted by influencers show high corrected item-total correlations (0.988 to 0.994) and squared multiple correlations

(0.986 to 0.992). The Cronbach's Alpha scores (0.989 to 0.988) indicating the deletion of these items highlight their significance for the overall reliability of the scale. A different question that focuses on statement selection has a squared multiple correlation of 0.935 and a corrected item-total correlation of 0.965, which are both marginally lower but still significant. Its function in assessing participant preferences is indicated by the Cronbach's Alpha if Item Deleted (0.995). Taken as a whole, these results highlight the subtle but significant roles played by every item in obtaining a thorough picture of people's interactions with fashion influencers and social media.

Table 29: Reliability Statistics

<b>Reliability Statistics</b>		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,993	,993	4

The measurement scale, which consists of four items about influencer interaction and social media, has a high degree of internal consistency, according to the dependability statistics. Strong reliability is indicated by the overall Cronbach's Alpha of 0.993, indicating that the items taken together assess a cohesive and reliable construct. Furthermore, the scale's reliability is further supported by the Cronbach's Alpha based on standardized items, which is likewise 0.993 and takes item variance fluctuations into consideration. The results highlight the measurement tool's strong psychometric properties, with a total of four items contributing to this scale. The scale's high degree of reliability gives rise to trust in its ability to reliably and consistently evaluate respondents' preferences and behaviors with regard to influencer relationships and social media.

### **E. Hypothesis testing**

H1: there are a significant differences on lifestyle branding across the use of influencer marketing.

Table 30: Hypothesis testing 1: Anova

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	868,315	1	868,315	5141,513	<,001 <sup>b</sup>
	Residual	100,992	598	,169		
	Total	969,307	599			

a. Dependent Variable: LSB

b. Predictors: (Constant), INFLUENCERS

The analysis of variance (ANOVA) table provides insights into the statistical significance of a regression model with LSB as the dependent variable and INFLUENCERS as the predictor. Here's a textual interpretation of the key components:

The regression model demonstrates statistical significance ( $F = 5141.513$ ,  $p < 0.001$ ). This indicates that the inclusion of the variable INFLUENCERS contributes significantly to explaining the variability in the dependent variable LSB. The regression component accounts for a substantial amount of total variability (Sum of Squares = 868,315), and the F-statistic, which compares the explained variability to the unexplained variability, is notably high.

In contrast, the residual component represents the unexplained variability in LSB after considering the regression model. The sum of squares for residuals is 100,992, with 598 degrees of freedom. The mean square for residuals is 0.169, reflecting the average unexplained variability.

The total variability in LSB, combining both the regression and residual components, amounts to 969,307, with a total of 599 degrees of freedom.

In summary, the ANOVA results suggest that the regression model is a statistically significant predictor of LSB, as indicated by the low p-value associated with the F-statistic. The model, including the constant term and INFLUENCERS, explains a substantial proportion of the variability in LSB.

H2: there are significant differences in social media accros the use of influencer marketing.

Table 31: Hypothesis testing 2: Anova

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	867,541	1	867,541	1306,226	<,001 <sup>b</sup>
Residual	397,167	598	,664		
Total	1264,707	599			

a. Dependent Variable: SM

b. Predictors: (Constant), INFLUENCERS

The analysis of variance (ANOVA) table provides insights into the statistical significance of a regression model with SM as the dependent variable and INFLUENCERS as the predictor. Here's a textual interpretation of the key components:

The regression model exhibits statistical significance ( $F = 1306.226$ ,  $p < 0.001$ ), indicating that the inclusion of the variable INFLUENCERS significantly contributes to explaining the variability in the dependent variable SM. The regression component accounts for a substantial amount of total variability (Sum of Squares = 867,541), and the F-statistic, which compares the explained variability to the unexplained variability, is notably high.

In contrast, the residual component represents the unexplained variability in SM after considering the regression model. The sum of squares for residuals is 397,167, with 598 degrees of freedom. The mean square for residuals is 0.664, reflecting the average unexplained variability.

The total variability in SM, combining both the regression and residual components, amounts to 1,264,707, with a total of 599 degrees of freedom.

In summary, the ANOVA results suggest that the regression model is a statistically significant predictor of SM, as indicated by the low p-value associated with the F-statistic. The model, including the constant term and INFLUENCERS, explains a substantial proportion of the variability in SM.

H3: there are significant differences in lifestyle branding accross the use of social media.

Table 32: Hypothesis testing 3 Anova

ANOVA <sup>a</sup>						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	862,902	1	862,902	4849,534	<,001 <sup>b</sup>
	Residual	106,405	598	,178		
	Total	969,307	599			

a. Dependent Variable: LSB

b. Predictors: (Constant), SM

The analysis of variance (ANOVA) table for the regression model assessing the relationship between the dependent variable, Lifestyle Branding (LSB), and the predictors, including the constant term and social media (SM), provides valuable insights into the significance of these variables. Here's a textual interpretation of the key findings:

The regression model, encompassing the constant term and SM, demonstrates a high level of statistical significance ( $F = 4849.534$ ,  $p < 0.001$ ). This indicates that the inclusion of social media (SM) as a predictor significantly contributes to explaining the variability observed in Lifestyle Branding (LSB).

Breaking down the variability, the regression component, with a sum of squares of 862,902 and 1 degree of freedom, signifies the portion of LSB variability explained by the presence of the predictor variable SM. The associated F-statistic is notably high, suggesting that the explained variability is not likely due to chance alone.

On the other hand, the residual component represents the unexplained variability in LSB after considering the regression model. The sum of squares for residuals is 106,405, with 598 degrees of freedom, and a mean square of 0.178, reflecting the average unexplained variability.

The total variability in LSB, combining both the regression and residual components, is 969,307, with a total of 599 degrees of freedom.

In summary, the ANOVA results strongly support the notion that Social Media (SM) significantly influences Lifestyle Branding (LSB). The regression model, including the constant term and SM, is a robust and statistically significant predictor of LSB. This implies that organizations and brands should strategically consider and optimize their social media presence to effectively shape and enhance their lifestyle branding

initiatives. The findings underscore the interconnectedness of social media dynamics and the perception of lifestyle branding.

Table 33: T-test for participants: age

	Independent Samples Test						
	Levene's Test for Equality of Variances		t-test for Equality of Means		95% Confidence Interval of the Difference		
	F	P	t	Df	Mean Difference	Lower	Upper
INFLUENCERS	5,474	,020	-2,126	222	-,29815	-,57454	-,02175
			-1,445	12,620	-,29815	-,74538	,14909
LSB	3,472	,064	-2,325	222	-,36286	-,67045	-,05527
			-1,813	12,857	-,36286	-,79564	,06991
SM	13,019	<,001	,742	222	,02926	-,04842	,10693
			,451	12,474	,02926	-,11153	,17004

Three groups were compared using independent samples t-tests: LSB, SM, and INFLUENCERS. There were substantial mean differences between the INFLUENCERS and LSB groups, with the former having lower mean scores than the latter. The mean difference for LSB was about -0.36286 (95% CI: -0.67045 to -0.05527), whereas the mean difference for INFLUENCERS was about -0.29815 (95% CI: -0.57454 to -0.02175). Nevertheless, for SM, the confidence range encompassed zero (mean difference = 0.02926, 95% CI: -0.04842 to 0.10693), indicating that no statistically significant difference in means was found. When analyzing the results, it's critical to keep in mind that there were differences in variances between the groups, particularly in the situations of INFLUENCERS and SM.

T-test for participants: gender

Table 34: T-test for participants: gender distribution

	<b>Independent Samples Test</b>						
	Levene's Test for Equality of Variances		t-test for Equality of Means		Mean Difference	95% Confidence Interval of the difference	
	F	P	t	Df		Mean Difference	Lower
INFLUEN	3,245	,072	-2,584	592	,005	-,19855	-,02706
CERS			-2,529	448,377	,006	-,20046	-,02515
SM	10,151	,002	,225	592	,411	-,02109	,02656
LSB	1,989	,159	,212	394,109	,416	-,02255	,02801
			-2,414	592	,008	-,19498	-,02005
			-2,389	465,037	,009	-,19596	-,01907

The table presents the findings from Levene's Test for Equality of Variances and independent samples t-tests for the three groups: SM, LSB, and INFLUENCERS. There were notable variations in the means for both LSB and INFLUENCERS as compared to the comparison group; both groups' mean scores were lower. The mean difference for LSB was roughly -0.19498, while the mean difference for INFLUENCERS was about -0.19855. On the other hand, as the confidence range for SM included zero (mean difference  $\approx$  -0.02109), there was no statistically significant difference in means. It is noteworthy that differences in variances were found between groups, especially for SM and INFLUENCERS, and these should be taken into account when interpreting the results.

T-test for participants: Ages distribution

Table 35: T-test for participants: Ages distribution

<b>Pairwise Comparisons of gender range Influencers</b>			
	Test Statistic	Std. Test Statistic	P
Male-Others	-35,243	-,493	,622
Male-Female	-37,526	-2,575	,010
Others-Female	2,283	,032	,974

The gender categories (Male, Female, and Others) pairwise comparisons show that the male and female categories differ statistically significantly, with the male and female distributions differing with respect to the variable under study. But there aren't any statistically significant distinctions between the Others-Female and Male-Others

categories. Following the application of the Bonferroni correction to account for multiple testing, these results were validated.

Table 36: Pairwise Comparisons of gender range SM

<b>Pairwise Comparisons of gender range SM</b>			
	Test Statistic	Std. Test Statistic	P
Female-Male	297,000	23,963	,000
Female-Others	-414,000	-6,847	<,001
Male-Others	-117,000	-1,926	,054

Pairwise comparisons of the "What is your gender?" variable utilizing test statistics, standard errors, and significant values are shown in the table. The distinctions between Male, Female, and Other are evaluated in these comparisons. For an unidentified variable, there is a highly significant difference between Females and Males ( $p < 0.001$ ) as well as between Females and Others ( $p < 0.001$ ). Nevertheless, the Bonferroni correction ( $p = 0.054$ ) indicates that there is no statistically significant difference between Males and Others. Consequently, gender does not seem to have a statistically significant impact in the comparison between males and others, despite the fact that it significantly influences the variable in comparisons involving females.

Table 37: Pairwise Comparisons of gender range LSB

<b>Pairwise Comparisons of gender range LSB</b>			
	Test Statistic	Std. Test Statistic	P
Male-Female	-297,000	-23,963	,000
Male-Others	-483,000	-7,950	<,001
Female-Others	-186,000	-3,076	,002

Notably different gender categories (Male, Female, and Others) have different distributions of an unknown variable when compared pairwise. With very low p-values ( $p < 0.001$ ) and huge negative standardized test statistics, the Male-Female and Male-Others comparisons both show highly significant differences, indicating major differences in this variable between men and both the Female and Others groups. The Female-Others comparison exhibits a smaller effect size and, even after applying the Bonferroni correction, the significance stays at 0.006. The comparison is still



significant ( $p = 0.002$ ). This suggests that there are differences in the variable's distribution between females and those in the Others category, although not as much.

## V. DISCUSSION

The examination of t-tests, demographic data, and hypothesis testing has given important new perspectives on the patterns and distinctions in the data. With a focus on social media tactics, our study aimed to explore the complex dynamics of influencer marketing and how it affects lifestyle branding. Important conclusions that clarified the connections between lifestyle branding, demographics, and influencer marketing were obtained from this thorough investigation.

The survey was disseminated using a URL link in order to receive 600 replies and provide a strong foundation for the research. IBM SPSS Statistics version 25 was used to analyze this data.

The ANOVA results from hypothesis testing reveal significant relationships between influencer marketing, social media, and lifestyle branding. In the first hypothesis, there are meaningful differences in lifestyle branding across the use of influencer marketing ( $F = 5141.513$ ,  $p < 0.001$ ), indicating the influential role of influencers in shaping lifestyle branding. The second hypothesis establishes that there are significant differences in social media dynamics related to influencer marketing ( $F = 1306.226$ ,  $p < 0.001$ ), highlighting the impact of influencers on social media engagement patterns. The third hypothesis demonstrates significant differences in lifestyle branding across the use of social media ( $F = 4849.534$ ,  $p < 0.001$ ), emphasizing the substantial influence of social media on lifestyle branding. In essence, businesses are encouraged to strategically leverage influencer marketing and optimize their social media presence to enhance and distinguish their lifestyle branding initiatives. However, acknowledging potential limitations is essential, urging further research for a deeper understanding of these dynamic relationships in marketing strategies.

**Demographic Data:** The survey's gathered demographic data gave the results of the study important context. The participants' backgrounds in terms of gender, age, and profession represented a variety of groupings. Most of the respondents were female, working-age individuals or university students, with the bulk of them being in

the 25–34 age range. The target audience can be better understood and marketing initiatives can be more precisely targeted with the use of these demographic facts.

Factor Analysis: This method provided detailed information about the causes behind followers' choices of Instagram content and fashion influencers. According to the analysis, respondents' tastes for different types of material on Instagram varied, with some preferring photographs and explanation text over videos. Social media content producers can use this data to help them customize their postings so that they appeal to the interests of their audience.

When it came to the motivations behind following fashion influencers, the investigation revealed different causes. While the second component showed a positive correlation with product reviews and a negative correlation with lifestyle inspiration, the first component reinforced the preference for product reviews and lifestyle inspiration. Because they can better understand what motivates their audience's involvement, fashion influencers and companies can find these insights very helpful.

T-Tests for Participants: Within and between the "INFLUENCERS," "LSB," and "SM" groups, there were significant differences found by the t-tests for age and gender distribution. In "INFLUENCERS" and "LSB," age was found to be a significant factor; these groups' mean ages were lower than those of the other group. In the "INFLUENCERS" and "LSB" groups, participants' opinions of influencer marketing and lifestyle branding were greatly influenced by their gender. These differences highlight how important it is to take demographics into account when evaluating and interpreting the data.

In conclusion, the examination of survey data offers insightful information about consumer behavior and preferences related to social media, lifestyle branding, and influencer marketing. While demographic data aids in identifying and segmenting the target audience, the findings can form the basis of customized marketing and content initiatives. Moreover, the relevance of age and gender in shaping views highlights how important it is to take these into account when creating marketing efforts. In the always changing field of digital marketing, this thorough study gives companies and marketers a better understanding of their target demographic and opens the door to more successful tactics.

## **VI. CONCLUSION, RECOMMENDATIONS, AND LIMITATIONS**

### **A. Conclusion**

In conclusion, the introduction and literature review provide valuable insights into two distinct but interconnected realms of contemporary marketing: influencer marketing and lifestyle branding. The introduction initially emphasizes the growing significance of influencer marketing in the digital advertising landscape. It underlines the fact that consumers often place greater trust in individuals with influence, particularly social media influencers, over traditional brands. With the pervasive use of social media platforms and the ascendancy of Generation Z in the online culture, influencer marketing has become a prominent force in brand promotion.

The central concept of influencer marketing revolves around influential individuals endorsing products and services, leveraging their authenticity and personal connection with their followers to cultivate trust. This approach fosters emotional connections, community building, and niche-focused advertising, thereby engendering higher levels of consumer trust and brand loyalty. It is especially prevalent in lifestyle industries, where customers seek personalized recommendations from relatable figures. However, influencer marketing is not without its challenges, notably the selection of the right influencer and potential concerns about content control and quality. The ultimate success of influencer marketing lies in building enduring and genuine partnerships that consistently deliver credible and relevant content.

On the other hand, the literature review delves into the concept of "lifestyle branding." This marketing strategy concentrates on establishing a brand identity intrinsically linked to a particular way of life or set of values. It distinguishes itself from traditional branding by prioritizing aspiration, emotional connections, shared values, community building, storytelling, niche targeting, and personalization. Lifestyle brands aim to form a deep emotional connection with customers, extending beyond the functional attributes of their products.

The confluence of these distinct marketing strategies highlights the evolution of digital advertising in the age of the internet and social media. It underscores the need for businesses to adapt to these changes, harnessing influencer marketing to amplify brand awareness and engage with consumers in more personalized and emotionally resonant ways.

In the dynamic landscape of modern marketing, where consumers are inundated with information, influencer marketing and lifestyle branding stand out as strategies that build trust, foster community, and resonate on a personal level. By understanding and effectively utilizing these techniques, businesses can navigate the digital age and create powerful connections with their target audience, ultimately enhancing brand awareness and loyalty in a highly competitive market.

Furthermore, the significant influence that social media marketing has on the choices and actions of consumers. Social media has revolutionized how customers engage with businesses, obtain information, and make decisions about what to buy. From ignorance to top-of-mind awareness, there are four key stages in the evolution of brand awareness. Using influencers of all sizes, from nano to mega, influencer marketing has emerged as a key tactic for raising brand recognition and interacting with a wide range of social media users. Social media has fundamentally transformed how consumers behave. Users are now more connected and knowledgeable, and they can share recommendations, reviews, and opinions with a wider audience. Consumer behavior is shaped by a multitude of factors, encompassing individual, psychological, social, and situational aspects. These factors impact consumers' decisions, preferences, and attitudes towards brands and products. Various buying behaviors, including variety-seeking, complicated, dissonance-reducing, and habitual purchasing, are contingent upon the characteristics of the product and the degree to which the buyer is involved in the decision-making process. Businesses may interact with customers in a variety of ways thanks to cross-channel buying, which allows consumers to conduct research and make purchases using both online and offline channels.

Through recommendations, reviews, and online debates, social media marketing shapes consumer expectations, attitudes, and brand perceptions, ultimately influencing purchases. Strong emotional ties and active brand involvement are essential components of brand engagement, which is what creates enduring consumer relationships and brand loyalty. To thrive in the digital marketplace, companies need

to use social media marketing tactics wisely, adjust to shifting conditions, and interact with customers.

As a results, both influencer marketing, lifestyle branding, social media and consumer behaviour reflect the ongoing transformation of digital marketing. They emphasize the importance of building trust, creating emotional connections, and resonating with consumers on a personal level. To succeed in the dynamic digital age, businesses must adapt to these changes, leveraging these strategies to enhance brand awareness and loyalty.

## **B. Recommendations**

Influencer marketing and lifestyle branding have become prominent tactics in the ever-evolving field of modern marketing. These strategies leverage social media to establish trust, create emotional connections, and cultivate personal relationships with customers.

The following recommendations could be made to enhance the previously discussed techniques:

- **Expanding Importance of Influencer Marketing:** The introduction highlights the expanding significance of influencer marketing, particularly with regard to digital advertising. Influencer marketing has gained prominence in business promotion due to the emergence of social media influencers and the widespread presence of Generation Z in online culture.
- **Community Development and Emotional Bonds:** Influencer marketing prioritizes niche-focused advertising, community development, and emotional bonds. Higher levels of brand loyalty and consumer trust are the results of these factors.
- **Difficulties with Influencer Marketing:** The evaluation highlights the difficulties with influencer marketing, such as the significance of choosing the appropriate influencer and worries about the caliber and control of the material. Building sincere relationships that regularly produce reputable and pertinent content is the key to success.
- **Lifestyle Branding:** Lifestyle branding is introduced in the literature review, emphasizing its focus on forming deep emotional connections with customers, beyond the functional attributes of products. Lifestyle brands prioritize

aspiration, shared values, community building, storytelling, niche targeting, and personalization.

- **Changing to a Dynamic Marketing Environment:** The conclusion emphasizes how important it is for companies to change to keep up with the rapidly changing digital advertising environment. Businesses can interact more personally and emotionally with customers by utilizing lifestyle branding and influencer marketing.
- **Creating Community and Personal Resonance:** In today's information-rich marketing environment, lifestyle branding and influencer marketing techniques are particularly powerful means of creating community, establishing trust, and striking a personal chord. In a highly competitive market, these methods help firms connect with their target audience, increase brand awareness, and foster brand loyalty.
- **Impact of Social Media Marketing:** The important impact of social media marketing on the choices and behaviors of consumers is also highlighted in the conclusion. Social media has completely changed how customers communicate with brands, get information, and decide what to buy.
- **Phases of Brand Awareness:** From ignorance to top-of-mind awareness, the document describes the four phases of brand awareness and offers insights into how consumer identification and recall of companies have changed over time.
- **Consumer Behavior Transformation:** The study focuses on how social media has changed consumer behavior by connecting and educating users, allowing them to share their thoughts, reviews, and suggestions with a wider audience.
- **Elements Affecting Consumer Behavior:** This paper examines the several elements that affect consumer behavior, such as situational, individual, psychological, and social aspects. It also looks at how these factors affect customer choices, attitudes toward products and brands, and decision-making processes.
- **Forms of Buying Behavior:** Various forms of buying behavior are discussed in relation to the features of the product and the degree of consumer involvement in the decision-making process. These include variety-seeking, complicated, dissonance-reducing, and habitual purchasing.

- **Adapting to the Digital Marketplace:** Companies are urged to employ social media marketing techniques carefully, adjust to shifting circumstances, and communicate with clients in an efficient manner in order to thrive in the fast-paced digital marketplace.
- **Brand Engagement:** In order to create brand engagement, which in turn fosters long-lasting customer relationships and brand loyalty, the paper places a heavy emphasis on the value of deep emotional connections and active brand involvement.
- **Identity Verification Protocols:** Implement a rigorous identity verification process for influencers before onboarding them into your network. This may include validating government-issued IDs, social media account verifications, and cross-referencing with other reputable sources.
- **Blockchain Technology:** Explore the use of blockchain technology to secure and authenticate influencers' identities. This decentralized approach can enhance security and reduce the risk of identity fraud.
- **Advanced AI Algorithms:** Utilize advanced artificial intelligence algorithms to analyze influencers' online behavior and content to identify anomalies or potential signs of fraudulent activity. Machine learning models can be trained to recognize patterns associated with fake accounts or engagement manipulation.
- **Collaboration with Social Media Platforms:** Establish partnerships with major social media platforms to access additional tools and insights for verifying influencers. Platforms often have their own verification processes, and collaborating with them can strengthen your overall control measures.
- **Regular Audits and Monitoring:** Conduct regular audits of influencers within your network to ensure ongoing compliance with identity verification standards. Implement continuous monitoring systems to detect changes in behavior or suspicious activity.
- **Education and Training:** Provide influencers with education and training on the importance of maintaining authentic online personas. Encourage transparency and ethical practices within the influencer community.
- **Legal Agreements:** Develop clear and enforceable contracts that outline the expectations and consequences for influencers engaging in fraudulent



activities. Legal agreements can act as a deterrent and provide a basis for taking action if needed.

- **Community Reporting Mechanism:** Establish a reporting mechanism for community members or fellow influencers to flag suspicious behavior. Encourage a collaborative environment where influencers are invested in maintaining the integrity of the community.
- **Understand Taxation Basics:** Learn about tax regulations relevant to influencers in your country. Understand how income from brand collaborations, sponsored content, and other sources is taxed. Consider consulting with a tax professional to ensure compliance.
- **Obtain a Tax Identification Number (TIN):** Register for a Tax Identification Number or its equivalent in your country. This unique identifier will be essential for tax reporting purposes, and it adds a level of professionalism to your influencer business.
- **Business Structure Consideration:** Depending on your earnings and local regulations, consider whether it makes sense to establish a formal business structure for your influencer activities. This might include setting up as a sole proprietorship, limited liability company (LLC), or another appropriate structure.
- **Keep Detailed Financial Records:** Maintain accurate records of your income and expenses. This will not only help with tax filings but also provide insights into the financial health of your influencer business. Utilize accounting software or hire an accountant to assist.
- **Separate Personal and Business Finances:** Open a separate bank account for your influencer income and expenses. This makes it easier to track business transactions and ensures that your personal and business finances remain distinct.
- **Stay Informed About Tax Deductions:** Be aware of potential tax deductions available to influencers. This may include expenses related to equipment, marketing, travel, and even a portion of your home if used for business purposes. Consult with a tax professional to maximize your deductions.
- **Brand Yourself Professionally:** Treat your influencer activities as a business from the start. Develop a professional brand image, create a logo, and maintain

consistency in your online presence. A professional image can attract more collaborations and sponsors.

- **Continuous Learning:** Stay informed about changes in the influencer marketing landscape, as well as any updates to tax laws affecting your profession. Attend relevant workshops, webinars, or courses to enhance your skills and knowledge.
- **Network and Collaborate:** Build relationships within the influencer community and collaborate with others in your niche. Networking can lead to opportunities, insights, and shared experiences that contribute to your professional growth.
- **Regarding the Future of Influencer Marketing:** While influencer marketing has been a powerful tool for brands to connect with their audience, it is essential to consider potential challenges in the future:
  - **Saturation and Authenticity:** As the influencer landscape becomes more saturated, maintaining authenticity becomes crucial. Brands should focus on partnering with influencers who align with their values and engage genuinely with their audience.
  - **Regulatory Changes:** Stay informed about evolving regulations in the influencer marketing space. Governments may introduce new rules to ensure transparency and protect consumers, impacting the way influencer campaigns are conducted.
  - **Emergence of New Platforms:** Keep an eye on emerging social media platforms and trends. The popularity of platforms can shift, and brands should adapt their strategies to reach their target audience effectively.
  - **Technological Advancements:** Embrace technological advancements, such as augmented reality and virtual reality, to create innovative and engaging influencer campaigns. Staying ahead of the curve can set brands apart in a competitive environment.
  - **Data Privacy Concerns:** With increasing concerns about data privacy, brands should prioritize the protection of user data and adhere to relevant regulations. Transparent communication with influencers about data usage is essential to maintain trust.

- **Plan for the Future:** Consider your long-term goals. Are you planning to diversify your income streams, create your products, or transition to other areas within the digital space? Having a strategic plan will guide your decisions and help you navigate your career path effectively.

As a summary this explores the growing significance of influencer marketing in the digital advertising realm, emphasizing community development, emotional bonds, and lifestyle branding for increased brand loyalty. It acknowledges challenges in influencer marketing and suggests strategies like identity verification and advanced technologies. On the influencer's side, this provides guidance on taxation, professionalism, and strategic planning. Looking to the future, it warns of challenges such as saturation, regulatory changes, emerging platforms, technological advancements, and data privacy concerns. The overall focus is on adapting to the dynamic digital marketplace, building authentic connections, and staying informed about evolving trends and regulations.

### **C. Limitations**

There are a few significant limitations in this research report on lifestyle branding and influencer marketing that should be noted. First, as the efficacy of these tactics might differ greatly throughout target audiences, sectors, and cultures, the generalizability of research findings may be limited. The continuously changing world of digital marketing can have an impact on data collecting, which can be difficult when assessing intangible aspects like trust and emotional ties. Subjectivity is also a significant drawback because it might be difficult to measure results objectively when evaluating elements like emotional ties and brand trust since these aspects sometimes lack conventional criteria. Another issue is sample bias, where studies may favor people who interact with lifestyle brands and influencers more frequently, thereby ignoring people who use social media less frequently.

The availability and extent of data gathered from social media platforms may be limited by privacy concerns and data protection laws, which may impact the comprehensiveness of study. Because lifestyle branding and influencer marketing frequently need consistent efforts to build loyalty and trust, measuring long-term results can be challenging. The exposure and reach of the previous strategies can be

impacted by the constantly evolving algorithms of social media platforms. Furthermore, the behavior of consumers varies significantly between people and over time, which makes it difficult to draw firm conclusions about how effective certain techniques are. Ultimately, the lack of consistent parameters to evaluate their effectiveness may make it difficult to compare various studies. It's important to understand the difference between causation and correlation because it can be difficult to pinpoint a clear causal link between lifestyle branding initiatives, influencer marketing, and results like brand trust.

In addition to offering insightful information for directing future research in this dynamic field, these limitations also highlight the significance of precisely defining research scope and context, employing a variety of data sources, and approaching findings cautiously to avoid overgeneralization.

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## **APPENDIXES**

**Appendix A:** Questionnaire.

**Appendix B:** Ethical Approval Form.

**Appendix C:** Author permission letter.

## Appendix A: Questionnaire.

### "THE RELATIONSHIP BETWEEN INFLUENCER MARKETING AND LIFESTYLE BRANDING: A CASE STUDY: TURKIYE, ISTANBUL"

Q1: Are you actively using Instagram (at least twice per week)?

- Yes
- No

Q2: Are you interested in lifestyle branding?

- Yes
- No

Q3: Social Media influencers are persons, who have a lot of followers and are regularly posting content on a social media platform and interact with their followers. In the fashion industry, those are often fashionistas, models or etc. who are posting for example inspiring clothing, product reviews and so on. Are you following at least one fashion influencer on Instagram?

- Yes
- No

Q4: What is your gender?

- Male
- Female
- Others

Q5: Which age group do you belong to?

- 15 – 18
- 19–24
- 25–34
- 35–44
- 45+

Q6: What kind of Instagram content do you prefer from fashion influencers? (choose at least one option)

- Pictures
- Videos
- my focus lays on the description text
- Other, please specify

Q7: I follow fashion influencers mainly for (please choose at least one option)...

- product reviews or recommendations product
- lifestyle and inspiration



- workout videos and instructions
- Other, please specify

Q8: Do you buy products because a social media influencer has promoted/has them?

- Yes
- No

Q9: Please choose one of the following statements

- I prefer to follow only influencers who post content in my native language
- I like to follow international influencers (the location does not matter)

Q10: I am most likely to check out a product, if (please choose one or more options) ...

- I see the #sponsored and I can search for the brand
- If the brand or the price is directly tagged
- If I see a story post with a “swipe up” link
- If there is a promo code I can use
- If it is a limited influencer collaboration product
- If a product was promoted in a giveaway, but I did not win it
- Other, please specify

Q11: What is your professional background?

- student (high school or similar)
- student (university or similar)
- in working life
- Unemployed

	Strongly disagree	Disagree	Neither agree not disagree	agree	Strongly agree
1. How important is lifestyle banding to you? (Rating question)					

<p>2. I have at least once already purchased a product or service I found through an influencer. (No matter what kind of influencer or product.)</p>					
<p>3. I find new products through influencers regularly.</p>					
<p>4. Fashion influencers are trustworthy.</p>					
<p>5. The more followers an influencer has, the more trustworthy and professional he/she is.</p>					
<p>6. If an influencer is recommending something, I am most likely going to check out the product.</p>					
<p>7. If I like the recommended product, I am most likely going to buy it.</p>					

8. Influencers' product reviews are trustworthy					
9. If I know, that the influencer is payed for a specific post, it has a negative impact on the honesty/reliability of the review.					
10. I am more likely to buy/ trust a product, when I know the influencer I trust is using it regularly too.					
11. Do you believe influencers have a positive or negative effect on people's mental health?					
12. is the presense of an influencer helps to recognize a brand ?					

## Appendix B: Ethical Approval Form.

Evrak Tarih ve Sayısı: 02.02.2023-76362



T.C.  
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02.02.2023

Sayın SALMA FOUAD

Tez çalışmanızda kullanmak üzere yapmayı talep ettiğiniz anketiniz İstanbul Aydın Üniversitesi Etik Komisyonu'nun 26.01.2023 tarihli ve 2023/01 sayılı kararıyla uygun bulunmuştur. Bilgilerinize rica ederim.

Dr.Öğr.Üyesi Mehmet Sencer GİRGİN  
Müdür Yardımcısı

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**Appendix C : Author permission letter.**



I would like your permission to use the survey/questionnaire instrument of the attached document (your thesis) in my research study. I would like to use your survey questionnaire under the following conditions :

I will use the surveys only for my research study and will not sell or use it with any compensated or curriculum development activities.

I will include the copyright statement on all copies of the instrument.

I will send a copy of my completed research study to your attention upon completion of the study.

If these are acceptable terms and conditions, please indicate so by replying to me as soon as possible.

Thank you in advance.

Best regards.



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**Céline Tschirpig** · 13:39

Hello,

I am happy to hear you are interested in using my research and of course I am giving the permission.



Rédiger un message...



← Céline Tschirpig



If these are acceptable terms and conditions,  
please indicate so by replying to me as soon as  
possible.  
Thank you in advance.  
Best regards.



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23 OCT.



**Céline Tschirpig** · 13:39

Hello,

I am happy to hear you are interested in using  
my research and of course I am giving the  
permission.

I am very sorry for my late response!

Kind regards,  
Céline Tschirpig



**Salma Fouad** · 16:21

Dear Mrs. Céline Tschirpig

Thank you so much for allowing me using your  
research and i will make sure fo referencing you  
in my thesis

Best regards.



Rédiger un message...



## **RESUME**

**Name Surname : Salma FOUAD**

### **EDUCATION :**

2021 – 2023: Aydin University, Istanbul, Turkey/ Masters in business administration.

2020 – 2021: Aydin University, Istanbul, Turkey/ Prep School

2017 – 2019: Higher School of Textile & industry of clothing, Casablanca, Morocco/  
Professional license in Clothing development

### **EXPERIENCE:**

**Study project internship - SDC Company Casablanca. March-May, 2019:**  
Establishment of a data management system from the development office,  
Organization of the development office.

**Development Office - Pantco Company. December 2018:** Calculate the charges and  
capacities of the company, Suggest agreed solutions for business problems

**Development Office - Crossing “denim” Casablanca. May 2017 / January-  
February 2018:** Determine the company's needs for materials and supplies and  
establish the manufacturing range.

### **LANGUAGES:**

Arabic: Native speaker.

Frensh: Fluent.

English: Fluent.

Spanish: Basic concept.



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Salma Fouad, Prof. Dr.Akin MARŞAP

BRANDING: A CASE STUDY: TÜRKIYE, ISTANBUL

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*Heed Khandaoui*