A STUDY ON INFLUENCER MARKETING IMPACT ON BRAND VISIBILITY WITH REFERENCE TO COIMBATORE DISTRICT

Mr. Ram Prashath G,

Student, BBA (CA), Rathinam College of Arts and Science, Coimbatore.

Mr. D. Jothilingam,

Assistant Professor, Department of Management, Rathinam College of Arts and Science, Coimbatore.

ABSTRACT

This study delves into the burgeoning realm of influencer marketing and its tangible effects on brand visibility. In today's saturated digital landscape, brands are increasingly leveraging the reach and relatability of online influencers to cut through the noise and connect with target audiences. This research investigates the mechanisms through which influencer collaborations contribute to heightened brand awareness, recall, and overall visibility. By analyzing various case studies and drawing upon theoretical frameworks in marketing and communication, the study explores the interplay between influencer characteristics (such as reach, engagement, and authenticity), content strategies, and platform dynamics in shaping brand visibility outcomes. Furthermore, it examines the metrics and methodologies employed to effectively measure the impact of influencer marketing campaigns on brand visibility, offering practical insights for marketers seeking to optimize their strategies in this dynamic environment. The findings of this study contribute to a deeper understanding of the strategic value of influencer marketing in enhancing brand presence and fostering stronger connections with consumers.

KEYWORDS:

Brand Awareness, Marketing Strategy, Content Marketing, Consumer Engagement, Brand Recall.

1. INTRODUCTION

Influencer marketing has revolutionized the digital marketing landscape by offering brands a powerful way to connect with audiences through trusted social media personalities. As traditional advertising loses its impact, influencers—especially on platforms like Instagram, YouTube, and TikTok—have emerged as effective intermediaries between brands and consumers. These individuals build loyal followings and significantly shape consumer behaviour and perception. Brand visibility, which refers to how easily a brand is noticed and recognized by potential customers, is highly influenced by the presence and activity of influencers online. The authenticity and relatability of influencers allow them to create more personal and persuasive brand messages than conventional ads. With the shift toward user-centric content, consumers are more likely to notice, engage with, and remember a brand promoted by a familiar influencer.

Influencer marketing not only boosts brand awareness but also fosters trust and emotional connections. As a result, many companies allocate significant budgets toward influencer partnerships to improve brand exposure. This study explores how influencer marketing strategies enhance brand visibility and how different factors such as platform, content type, and influencer credibility contribute to this growing phenomenon.

1.1 OBJECTIVES OF THE STUDY:

- To understand how influencer marketing increases brand visibility on social media platforms.
- To examine the role of different types of influencers (mega, macro, micro, nano) in promoting brands.
- To analyze the effectiveness of influencer campaigns in reaching target audiences.
- To assess how influencer content affects audience engagement and brand recall.
- To provide recommendations for brands to improve visibility through influencer strategies.

1.2 SCOPE OF THE STUDY:

- Focuses on digital platforms such as Instagram, YouTube, and Twitter where influencer marketing is most prevalent.
- Examines the role of influencers in enhancing brand recognition, recall, and consumer engagement.
- Analyzes consumer behavior and perception influenced by social media endorsements.
- Includes both macro- and micro-influencers to understand their varying levels of impact on visibility.
- Targets youth and young adults, who are the primary audience of influencer marketing content.
- Considers different content types (e.g., reviews, tutorials, unboxings) that contribute to brand visibility.

1.3 IMPORTANCE OF THE STUDY:

- Helps brands understand how influencer marketing boosts their visibility among target audiences.
- Provides insights into consumer behaviour and preferences related to influencer endorsements.
- Assists marketers in developing more effective influencer campaigns for better brand recognition.
- Highlights the role of social media influencers in shaping modern marketing strategies.
- Offers valuable data for businesses to optimize their marketing budgets toward influencer partnerships.

2. REVIEW OF LITERATURE

- **De Veirman et al. (2017)** found that influencers with a large following can enhance brand attitude and visibility, but the fit between the influencer and the product is crucial.
- **Lou & Yuan (2019)** emphasized that influencer credibility and message value significantly boost consumer trust and, in turn, brand visibility.

- **Sokolova &Kefi (2020)** showed that parasocial interactions (audience feeling personally connected to influencers) increase purchase intentions and brand awareness.
- **Djafarova &Trofimenko (2019)** noted that micro-influencers often have stronger engagement, making them effective for niche brand visibility campaigns.
- **Freberg et al. (2011)** classified social media influencers based on public perception and found that perceived expertise and trustworthiness strongly affect branding outcomes.
- **Schouten et al. (2020)** compared celebrity and influencer endorsements, finding influencers more relatable and thus more effective for visibility among younger audiences.
- **Campbell & Farrell (2020)** identified that influencers serve not just as brand promoters but also as content creators, enhancing visibility through unique storytelling.
- **Glucksman (2017)** highlighted the role of influencers in shaping lifestyle branding, showing that their visual storytelling directly impacts brand image and reach.
- **Influencer Marketing Hub (2024)** reported that 80% of marketers find influencer marketing effective in increasing brand visibility and engagement on social platforms.
- **Marwick (2015)** explored how influencer culture and curated personas on Instagram contribute to sustained audience attention and long-term brand visibility.

3. RESEARCH METHODOLOGY:

3.1. Research Design

This study adopts an experimental research design to examine how influencer marketing strategies affect brand visibility among social media users.

3.2. Data Sources

Primary Data: This study was collected through a structured questionnaire distributed to social media users. The responses provided direct insights into consumer perceptions of influencer marketing and its effect on brand visibility.
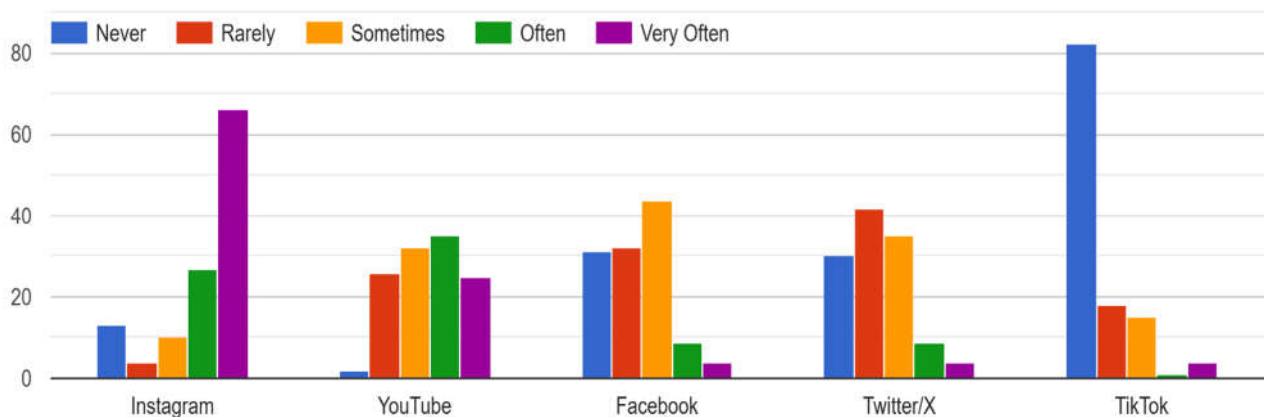
3.3. Sampling Technique

- **Convenience Sampling**: Participants were selected based on their easy accessibility and active presence on social media platforms.
- **Purposive Sampling**: Respondents were specifically chosen for their experience with influencer content to ensure relevance to the study on brand visibility.

3.4. Tools for Analysis:

- Percentage analysis

4. DATA ANALYSIS AND INTERPRETATION

4.1 Frequency of Platforms preferred by the respondents

- **MAJORITY:**

  Instagram is the most frequently used platform, with 66 respondents using it very often.

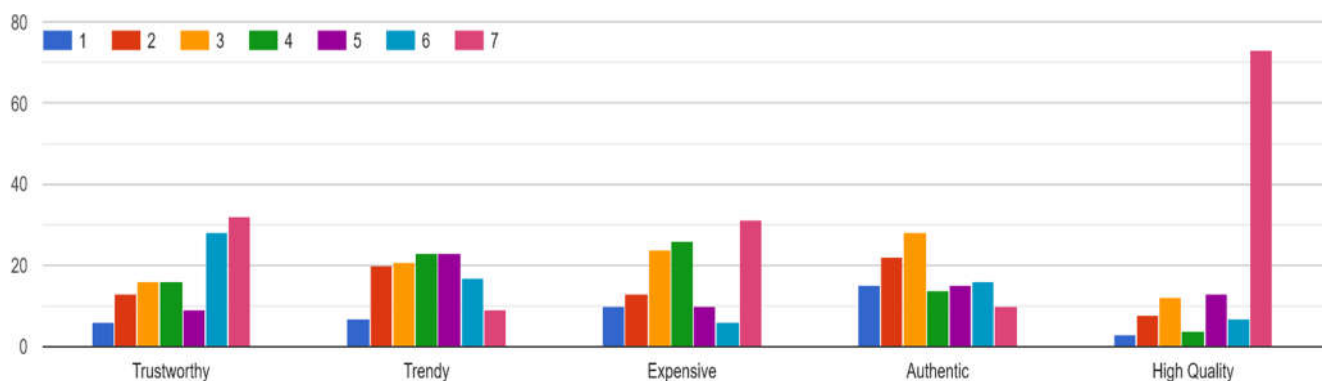## 4.2 The impact of influencers on consumer behavior regarding brand visibility

S. No.	Statement	No. of respondents	Percentage
1	Influencers help me discover newbrands.	14	11.7%
2	I trust product recommendations madeby influencers.	39	32.5%
3	Influencer promotions seem moreauthentic than traditional ads	33	27.5%
4	I have purchased a product after seeingit recommended by an influencer	28	23.3%
5	The popularity of an influencer affectsmy perception of a brand.	6	5%
	Total	120	100%

MAJORITY:

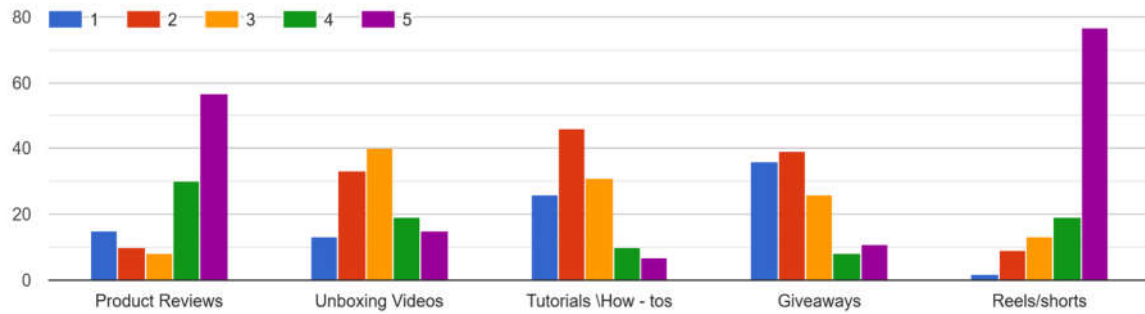Most respondents (32.5%) trust product recommendations made by influencers.

4.3 Respondents' perceptions of influencer marketing attributes

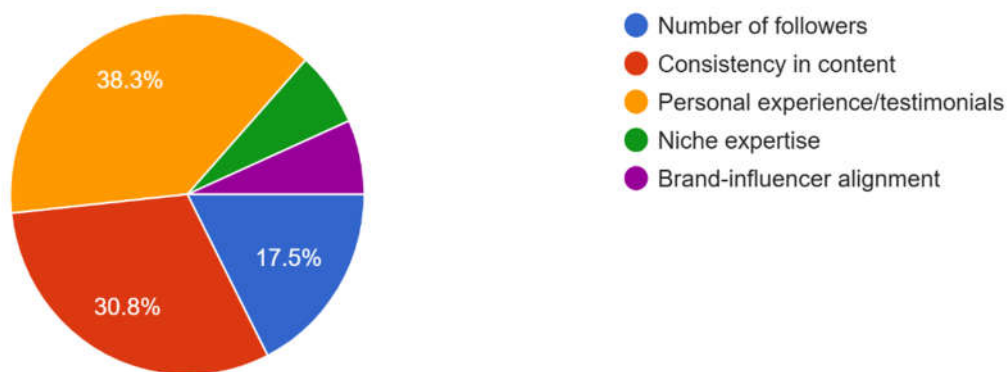Semantic Differential Scale: How do you perceive brands endorsed by influencers?

4.4 Effectiveness of content types in increasing brand visibility

Rate the effectiveness of the following content types in increasing brand visibility: (1 = Not Effective, 5 = Very Effective)

4.5 Factor most influences respondent's decision to trust an influencer's recommendation

5. FINDINGS

- ❖ The majority of respondents fall in the 18–24 age group, with 75% (90 respondents).
- ❖ The majority of respondents are male, as they constitute 65.8% of the sample.
- ❖ The majority of respondents are students, as they make up 52.5% of the sample.
- ❖ The majority of respondents (44.6%) have a monthly income between Rs. 10,000 – Rs. 30,000.
- ❖ Instagram is the most frequently used platform, with 66 respondents using it very often.

6. SUGGESTIONS

Influencer marketing significantly enhances brand visibility when brands collaborate with influencers who closely align with their target audience. Using micro-influencers often results in higher engagement and trust, making the brand more relatable to consumers. Additionally, focusing on creative and authentic content helps maintain long-term recognition and strengthens the brand's presence on social media platforms.

7. CONCLUSION

Influencer marketing significantly boosts brand visibility by leveraging the trust and reach of social media personalities. It helps brands connect authentically with their target audience, making promotional content more engaging and credible. The effectiveness of this strategy depends on the relevance and authenticity of the influencer. When done well, influencer marketing increases brand awareness and customer loyalty. Overall, it is a powerful tool for brands to stand out in a crowded digital marketplace.

8. REFERENCES

1. De Veirman, M., Cauberghe, V., &Hudders, L. (2017). Marketing through Instagram influencers: The impact of number of followers and product divergence on brand attitude. *International Journal of Advertising*, 36(5), 798–828.
2. Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. *Journal of Interactive Advertising*, 19(1), 58–73.
3. Djafarova, E., & Trofimenko, O. (2019). 'Instafamous' – credibility and self-presentation of micro-celebrities on social media. *Information, Communication & Society*, 22(10), 1432–1446.
4. Schouten, A. P., Janssen, L., & Verspaget, M. (2020). Celebrity vs. influencer endorsements in advertising: The role of identification, credibility, and product-endorser fit. *International Journal of Advertising*, 39(2), 258–281.
5. Sokolova, K., &Kefi, H. (2020). Instagram and YouTube bloggers promote it, why should I buy? How credibility and parasocial interaction influence purchase intentions. *Journal of Retailing and Consumer Services*, 53, 101742.