



## Examining The Impact of Social Media Influencers on Customer Brand Engagement and Perception: A Factor Analysis Study

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### ABSTRACT

The motivation behind this study is to assess the impact that virtual entertainment has on buyer conduct, with a specific accentuation on Enormous Cola clients in West Java. The research will use a descriptive quantitative approach in order to test particular hypotheses and gain an understanding of the relationship between the variables. Selection of individuals who were familiar with Big Cola goods and actively participated on social media was accomplished through the use of purposeful sampling. A demographic analysis showed important tendencies, such as the fact that the majority of clients in Bekasi are female and between the ages of 22 and 29. After doing an analysis of the data using structural equation modeling, it was discovered that there are substantial connections between the influence of social media, customer behavior, and the desire to make a purchase. The findings highlight the significance of social media in influencing the decisions that consumers make and provide insights that may be used to develop focused marketing strategies in marketplaces that are highly competitive.

**Keywords:** Social media, Consumer behavior, Big Cola, West Java, Descriptive quantitative design.

### 1. INTRODUCTION

In today's highly networked and computerized environment, social media has emerged as a dominant force that shapes the behavior and preferences of consumers, particularly in the realm of lifestyle brands. The inevitable influence of social media platforms like as Instagram, Facebook, and TikTok has altered the way in which customers discover lifestyle companies, get interested in them, and ultimately come to embrace them. Therefore, it is essential for businesses that want to thrive in this competitive market to have a solid awareness of the role that social media marketing plays in shaping the behavior of consumers with regard to lifestyle brands. This presentation provides an overview of the various connections that exist between social media marketing and consumer behavior in relation to lifestyle brands. It highlights the most important trends, difficulties, and possibilities that exist in this landscape.

Customers now have access to a degree of product information, peer evaluations, and brand narratives that is unlike anything that has ever been available to them before. This is a direct outcome of the rise of social media, which has completely altered the manner in which customers interact with businesses. In particular, lifestyle brands make use of social media platforms in order to develop captivating stories that center on the lives, values, and identities of people who aspire to be like them. This provides businesses with the potential to create brand experiences that are not only immersive but also resonate with the individuals they are attempting to connect with. It is possible for lifestyle companies to develop online communities and instill a sense of belonging in their audience by utilizing material that is visually captivating, collaborating with influencers, and engaging in interactive marketing. As a result, this serves to increase the level of brand awareness among consumers as well as their affinity for the brand.

Consumer behaviours is a subfield of consumer behavior research that investigates the manner in which consumers make decisions and allocate resources in order to satisfy their needs and achieve their objectives. The dynamic connection between the two is supported by this notion, which is the essential component that underpins those two. The marketing of lifestyle brands



using social media platforms is an effective catalyst in the process of altering customer behaviors in relation to lifestyle brands. This is due to the fact that marketing through social media has the capacity to exert an influence on a range of stages that customers go through during the decision-making process.

## 1.1. Social Media And The Networks Of Social Media

In accordance with the definition provided by Merriam-Webster, the term "social media" refers to various forms of electronic communication, such as websites for social systems administration and microblogging, that enable users to establish web-based networks for the purpose of sharing information, thoughts, individual messages, and other content, such as movies. According to the Webopedia, social media is defined as "a term used to depict an assortment of electronic stages, applications, and innovations that empower individuals to socially connect with each other on the web." Therefore, social media is a term that is used to describe a variety of electronic platforms, applications, and innovations.

According to the Oxford online dictionary, user-generated content (UGC) is defined as websites and applications that give users the ability to create and distribute material or to participate in the administration of social systems. A few examples of social media destinations and applications are Facebook, YouTube, Del.icio.us, Twitter, Digg, and other websites that offer material that is dependent on user collaboration. Other examples include Digg. Similarly, there are a variety of websites that offer content that is based on the interests of the target audience.

Consequently, these social media websites have the capacity to function as forums in which individuals exchange a great deal of information, which may include personal, professional, and other data. This is accomplished through the exchange of their viewpoints, various preferences, interests, and other significant piece of information. The basic goal of each and every social media network is to facilitate connections with other people. The collective engagement of its users, which is made possible with the support of technology, is the basis upon which they build their foundation.

## 1.2. Importance Of Social Media Marketing For Lifestyle Brands

When it comes to social media, lifestyle businesses are extremely important because they provide their customers with goods, services, and stories that are representative of the lifestyle that they aspire to lead. The brands that are set out here are the ones that have an effect on our ideas, feelings, and desires. These are the brands that have an affect here. They carry out this action regardless of whether the followers have already made a purchase or if they intend to make a purchase in the near or far future. There are communities of followers that they develop. People who utilize social media frequently look for lifestyle models to demonstrate their own lifestyles. Lifestyle firms have the ability to demonstrate (and monetize) the lifestyles that people aspire to have, and they have the capacity to do so. At the point when you know about your crowd and the substance - the tales - that will impact them, you will actually want to draw in your clients, make a local area that they will need to be a piece of and will add to, and at last increment your income.

As a lifestyle firm, you have the potential to differentiate yourself from the other businesses operating in your industry by utilizing social marketing to reinforce your brand and story. This is a great way to differentiate yourself from the competition. The provision of social proof to people of your community who have aspirations is yet another advantage that may be gained from engaging with existing customers.

## 2. LITERATURE REVIEW

**Kumar et al. (2020)** As a result of the proliferation of social media, the strategies that are being implemented by a wide variety of businesses and organizations have undergone expansion. In the later stages of the investigation, one of the topics that will be investigated is the function



that social media is intended to serve for the actions of customers. In order for groups and organizations to successfully investigate the intense competition that is there in the market today, it is essential for them to have communications that are profitable. The laborious process of selecting and purchasing things has been transformed into a more convenient alternative for our younger generations as a result of the proliferation of internet businesses. By a significant margin, the vast majority of children who use the internet are active users of social systems management websites.

**Faisal (2016)** An effort has been made by advertisers to broaden their scope by concentrating their marketing efforts on online-based channels. This is being done in order to improve their capabilities of communicating with customers. One example of how the web plays a significant role in keeping customers informed about the new product is through the use of standard mail and various forms of online-based marketing, such as pop-ups.

**Vázquez et al. (2014)** included content created by the client into each stage of the consumer choosing journey. Analysts argue that consumers are using new communication channels, such as social media and microblogs, to discuss their shopping experiences, seek opinions, and make judgments. This review uses a corpus of brief texts read in both Spanish and English to identify semantic patterns. This is accomplished by applying a novel approach to investigation and characterization. AI techniques are employed to finish the assessment. The review employed the widely accepted four-stage model—mindfulness, evaluation, buy, and post-buy assessments—to plan the decision expedition. The review's findings show that the content created directly by clients has a complete impact on the stages of mindfulness, assessment, and purchase. It is discovered that the impact is unquestionably greater at the mindfulness stage.

**Westerman, Spence & Van Der Heide (2014)** It was discovered that in an emergency, mental elaboration acted as a mediator between the influence of previous data and the recentness of the data on the source's dependability. This was discovered as a result of an investigation meant to determine how recent the data available on social media (Twitter) affected the credibility of social media sources.

**Seller & Laurindo, (2018)** Industry pioneers have shown that, due to social media's far higher level of effectiveness than other traditional forms of communication, organizations must use platforms like Facebook, Twitter, Instagram, and others in order to thrive in web-based environments.

**Kaplan (2020)** The term "social media" refers to a category of web-based applications that are developed in accordance with the thoughtful and inventive foundations of Web 2.0. Customers can generate and distribute content they have created themselves more easily with the help of these applications. Social media is useful for enterprises because, among many other reasons, it makes it feasible for them to interact with customers, build relationships, and maintain those relationships in a strategic and timely manner.

**Pradani & Muthohar, (2022)** The research that has been actively focused on the use of social media marketing by luxury brands indicates that, despite the seeming contradiction between the openness of social media and the limiting characteristics associated with extravagance, the presence of brands on these platforms increases their perceivability and mindfulness.

**Vinerean, (2019)** The generation of brand evangelism and the reinforcement of customer trust in high-end endeavors are positively correlated with the use of social media marketing.

**Menon, (2021)** It is possible that web-based entertainment promoting could essentially affect a business in the upscale area. This is especially clear when you take into account how new social media trends are emerging in shorter lifespans.

**Chung & Kim, (2020)** Style companies must consistently adapt their marketing strategies and tactics if they are to remain relevant in this volatile market and attract the growing number of youthful consumers purchasing luxury goods.



**Park et al., (2016)** Through the use of social media organizations, which alter the truth by adding a new and vibrant social aspect to it, clients can participate in the growth cycles of organizations, draw in with each other, and offer goods or perhaps benefits. Despite the fact that more and more clients are citing design as a crucial factor in determining their social media presence, there is a lack of clarity in the literature of the many ways that different businesses use social media. A recent study that looked at how social media could increase the recognition of style marketing and companies focused on the use of the most prominent design models.

### **3. RESEARCH METHOD**

#### **3.1. Research Design**

An illustrative quantitative plan was chosen to gauge the speculations and give replies to the examination inquiries to satisfy the review's targets. According to Leavy (2017), these methods rely on logical designs to disprove or strengthen the case for particular ideas and hypotheses. A descriptive study, on the other hand, seeks to explain the relationship between variables in a sample or population, according to Kaur et al. (2018). Furthermore, a quantitative overview was completed to gather essential information from the respondents, and information examination was finished utilizing primary condition demonstrating (SEM).

#### **3.2. Sample and Sampling Technique**

The Big Cola consumers in the West Javan province make up the study's sample. This region was selected due to its well-known Sundanese Kitchen culinary tourism. The food and beverage industry's current evolution requires a solid positioning strategy for beverage product brands, particularly soft drinks. In order to choose the sample for this study—which is research—purposive sampling was used. This examining procedure, as per Etikan (2016), is a nonprobability testing that scientists use to pick an example of people or units from a populace that fulfill explicit necessities.

The domestic Big Cola customers who fit the following criteria made up the study's sample: (1) acquainted with Big Cola merchandise and having had this beverage at least once. (2) were able to name one or two of their preferred social media influencers and followed them on the various social media sites they utilized.

Bekasi, Bogor, and Depok were the three regions in West Java from which the respondents were selected. Only people who have consumed soft drinks and are at least 15 years old will be counted.

#### **3.3. Data Analysis**

Analyzing the age, gender, and geographic demographic profiles of the respondents is the first stage in the data analysis process. Following information section mistakes, a graphic factual investigation was completed utilizing SPSS (i.e., mean, max, standard deviation, and so forth.) to check for a normal distribution and make sure the data were entered accurately. Moreover, SmartPLS was utilized for the structural equation modeling (SEM). A single model is created by combining multiple components using this system of linear equations. The capacity of SEM to all the while test and gauge relationships between's different complex develops (dormant factors) in the estimation model gives it a benefit over customary multivariate methods.

The SEM approach was used to analyze the data in several steps. First, assess the concept's convergent and discriminant validity in the study. Concurrent legitimacy is fulfilled in the event that the stacking elements of every marker for the variable are more than or equivalent to 0.7. The discriminant legitimacy test was led utilizing the Fornell-Larcker Basis and cross-stacking. The Fornell-Larcker rule is met when the square base of the AVE (normal change separated), a proportion of discriminant legitimacy, is more noteworthy than the relationship between's various factors. Besides, the cross-stacking rules for discriminant legitimacy is met in the event that the connection between's the factors and their pointers is higher than the relationship between's these factors and the signs of different factors.



The following stage is to do the dependability test, which involves evaluating the upsides of AVE (Normal Fluctuation Removed), composite unwavering quality (CR), and Cronbach's alpha (CA). A variable is viewed as solid in the event that its CA, CR, and AVE values are higher than 0.7. After all legitimacy and dependability signs are met, the model is primarily assessed. One can test a primary model or a speculation by utilizing the SmartPLS measurable program's Bootstrapping device to inspect the pertinence of the way coefficients. The relationship between the variables in the model is substantial if the route coefficient is statistically significant (Hair et al., 2014).

#### 4. RESULTS AND DISCUSSION

The aforementioned data presents significant perspectives on the characteristics, purchasing patterns, and social media use of the individuals under investigation. First of all, it is clear that there are more women (69.4%) than men (30.6%) represented. In terms of age, the majority (63.3%) are between the ages of 22 and 29, with those between the ages of 15 and 21 coming in second (30.2%), suggesting a mostly younger population. Geographically, the sample seems to be diversified, with respondents equally divided throughout three domiciles: Bekasi (34.1%), Depok (32.4%), and Bogor (33.5%).

Interestingly, a high degree of brand knowledge and engagement is shown by the fact that every responder knows about Big Cola, has bought and drunk it, and is active on social media. Furthermore, varying proportions of respondents follow different social media influencers; SMI El Rumi (30.5%) and Idgitaf (17.8%) are the next most popular accounts, followed by Rey Mbayang (25.7%) and Rebecca Clooper (26%). This demonstrates how, although to varied degrees, social media celebrities have an impact on reaching and interacting with the people under study.

In general, the information highlights how crucial it is for companies like Big Cola to comprehend customer behaviour, demographics, and social media dynamics in order to properly target and interact with their audience.

**Table 1: Demographics Data of Respondent**

Category	N	Percentage
<b>Gender</b>		
Male	47	30.6
Female	109	69.4
<b>Age</b>		
15-21	47	30.2
22-29	98	63.3
30-40	8	4.9
Above 40	3	1.6
<b>Domicile</b>		
Bekasi	54	34.1
Depok	51	32.4
Bogor	51	33.5
Familiar with Big Cola	156	100
Ever bought Big Cola	156	100
Ever consumed Big Cola	156	100
Active on social media	156	100
Followed SMI El Rumi	50	30.5
Idgitaf	31	17.8
Rebecca Clooper	36	26
Rey Mbayang	39	25.7



### Descriptive statistics

Three categories, each scored on a scale from 1 to 7, are shown statistically in the table: SMI (Social Media Influence), CBE (Consumer Behaviour Experience), and CBP (Consumer Behaviour Perception).

The mean rating for SMI is 6.18, and its standard deviation is a very modest 0.96. The scores are closely grouped around the mean, indicating a high degree of agreement among respondents evaluating the effect of social media celebrities. This suggests that respondents believe social media influencers to have a high amount of influence on average.

Regarding CBE, the average score is 3.46, accompanied by a higher standard deviation of 1.63. This implies that respondents' accounts of their encounters with consumer behaviour varied more widely and that there was less consensus among them. The respondents believe their experiences with consumer behaviour to be less consistent or influential than social media influences, as seen by the lower mean score when compared to SMI.

Lastly, the mean rating for CBP is 4.85, with a 1.57 standard deviation. This indicates that respondents' perceptions of customer behaviour are somewhat in accord. The respondents believe that social media has a greater impact on their behaviour when it comes to product consumption than real experiences, as shown by the mean score that falls between SMI and CBE. The data emphasises a more diverse variety of consumer behaviour experiences (CBE), a reasonable degree of agreement with consumer behaviour perceptions (CBP), and the perceived strong effect of social media influencers (SMI). Businesses may use these insights to better understand how customer experiences and social media influence consumer behaviour and perception.

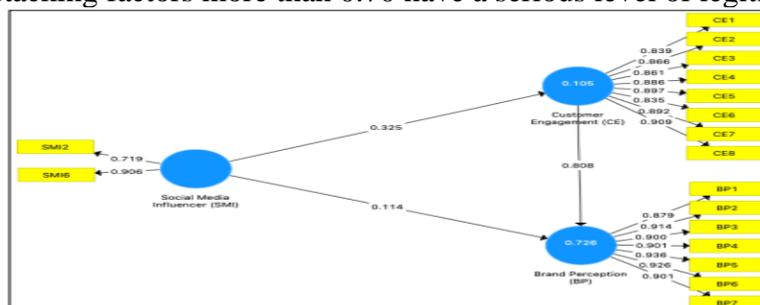
**Table 2: Descriptive Statistics**

Category	N	Min	Max	Mean	Std. Dev	Var
SMI	156	1	7	6.18	0.96	1.95
CBE	156	1	7	3.46	1.63	1.57
CBP	156	1	7	4.85	1.57	2.52

### Measurement Model

Prior to confirming the hypothesis or the structural model, a measurement model is run. The third research construct's validity and reliability are to be ascertained through the measurement model evaluation. The Partial Least Square (PLS) method was used to analyze the measurement model for this study using SmartPLS 3.2.

The stacking factor upsides of most of the 24 beginning pointers utilized in this study are higher than the recommended least cut worth of 0.7. SMI1, SMI3, SMI4, SMI5, SMI7, SMI8, and SMI9 are the six signs of variable SMI that have stacking factor esteems under 0.6. The estimation model's result is summed up in Figure 1 following the expulsion of the sign whose variable stacking was not exactly the end limit. As should be visible in the picture, all markers for factors with stacking factors more than 0.70 have a serious level of legitimacy.



**Figure 1: Results of the Measurement Model Test**



**Table 3: Mediating Analysis Results**

Path	Relation Estimate	STDEV	P Values	Significant
SMI -> CBE	2.82	0.086	0.000	
SMI -> CBE -> CBP	3.03	0.068	0.000	Yes

The subsequent stage is to utilize the decency of fit to assess the model. The decency of fit appraisal is demonstrated by the Q-Square worth. Practically identical to the relapse examination's coefficient of assurance (R-Square), the Q-Square number communicates how well the model fits the information. Even better, the Q-Square number ought to be higher.

## 5. CONCLUSION

Through demographic analysis and structural equation modeling, significant relationships between social media influence, consumer behavior, and purchase intention regarding Big Cola were found. These findings highlight the critical role that social media plays in influencing consumer decisions and provide useful insights for effective marketing strategies in competitive markets. The study used a descriptive quantitative design to explore hypotheses and understand the relationship between variables among Big Cola customers in West Java. Purposive sampling was used to target individuals who were familiar with Big Cola, active on social media, and following influencers promoting the product.

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