



## The Rise of Social Media Influence Marketing on Lifestyle Branding

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### Abstract:

This study aims to examine the impact of influencers' homophily, social presence, and physical attractiveness on affinity within the framework of influencer marketing for the fashion and beauty sectors. The researchers also look at the mediating roles of loyalty and trust in relation to consumers' intents to purchase. To analyse the information gathered from the 408 people that participated in the online survey, the researchers used Smart PLS 4.0. The results show that the positive association between homophily, influencer social presence, and consumer purchase intention is moderated by affinity, trust, and loyalty. It is logical to suppose that customers' strong emotional ties to influencers greatly affect their purchasing decisions, considering the significance of affinity. Looking at the roles of homophily, influencer social presence, influencer physical attractiveness, and consumer purchase intention via the prisms of loyalty, trust, and affinity, this study contributes to the existing body of knowledge in the beauty and fashion industry, which is still largely unexplored. Those in the industry who are looking to boost customer loyalty, expand their social circle, and earn credibility could benefit from these suggestions. This study highlights the significance of affinity and offers recommendations for influencer marketing strategies in the fashion and beauty sectors to boost customer loyalty and purchase intent. Social media engagement, in the form of likes and comments, demonstrates consumer trust and loyalty to a business. Since user-generated content on social networking sites represents the brand's image, marketers should pay attention to this aspect. As a marketing term, "social media influence" describes the power one has to shape the views of others inside a virtual community.

## 1. Introduction

Advertising to well-known figures in a certain area as opposed to the general public is known as "influencer marketing," according to Forbes (Forbes.com). As is often believed, "influencer marketing" mostly refers to the use of well-known figures in commercials, including those shown on television or shown on highway billboards. Commercials include real people in an effort to get potential customers to try the advertised goods and

services. With the proliferation of both traditional and digital media, businesses today have more advertising alternatives than ever before. Social media influencer marketing has progressed thanks to these choices' development. The ability to track brand advocates via branded content on personal accounts across platforms like Instagram, Snapchat, Twitter, and YouTube has been a game-changer. When making purchases, people are turning to their peers for advice at a higher rate than in the past[1]. A new, more genuine way for businesses to connect

with their customers has emerged with the rise of social media. In order to reach a wider audience, brands should reconsider their advertising approaches that do not include social media influencer marketing. Among lifestyle brands in particular, social media brand influencers have emerged as a major PR and marketing trend for 2017. Collaborations between lifestyle influencer-focused businesses and items utilised by the general public are common. By collaborating with influential users of social media, public relations agencies may attract the attention of brand customers and spread relevant material. In the past, public relations has relied on influencer marketing that targeted more conventional forms of media. However, a new kind of influencer marketing called "social media influencer marketing" has emerged thanks to the advent of social media. Social media influencer marketing has revolutionised the way firms engage with customers in the realm of lifestyle branding. This research looked at the tactics that have made influencer marketing a powerful tool for public relations, taking use of the fact that brands and consumers may now have more intimate interactions via social media. The public relations industry's use of social media influencer marketing has been on the rise, thanks to the platform's immense popularity. Social media influencer marketing has revolutionised how firms engage with customers in the realm of lifestyle branding. This research looked at the tactics that have made influencer marketing a powerful PR tool, bringing businesses and customers closer together via social media. As the reach of social media grows, more and more PR firms are using influencer marketing campaigns that target specific audiences on these platforms. Social media influencer marketing has revolutionised how firms engage with customers in the realm of lifestyle branding. This research looked at the tactics that have made influencer marketing a powerful tool for public relations, taking use of the fact that brands and consumers may now have more intimate interactions via social media[2].

## 2. Background of the Study

There has been a significant shift in the way in which businesses interact with their target consumers as a result of the fast rise of social media in recent years. An industry that has typically relied on advertising strategies that are less customised and less personal has been disrupted by a strong new approach that has evolved in recent years and is known as influencer marketing. A person who has amassed a large online following via the publishing of user-generated content on social media sites such as TikTok, Instagram, and YouTube is referred to as a social

media influencer[3]. Customers' attitudes and actions are significantly impacted by these persons to a significant degree. A substantial amount of impact has been exerted by this transition on lifestyle branding, which is the process by which businesses attempt to represent the beliefs, interests, and aspirations of the targeted demographic. It is also possible to use the term "brand ambassador" to refer to influential people who act as models of the way of life that companies want to promote. This, in the end, makes it easier for businesses to interact with the people they are trying to accomplish. As a consequence of this, influencers are playing an increasingly important role for lifestyle businesses in terms of consumer spending, identification of certain brands, and reputation. Specifically focusing on lifestyle businesses, this research investigates the influence that social media marketing has on branding strategies in the digital era as well as the impact that it has on consumer decisions. A number of social media platforms, including Facebook and Twitter, had a stratospheric growth in popularity throughout the middle of the 2000s. Meanwhile, influential people started establishing fan networks across a variety of channels simultaneously. When companies began working together with prominent users of social media to promote their goods, the term "influencer marketing" was immediately coined[4].

## 3. Purpose of the Research

A primary objective of this study is to examine the effect of social media influencer marketing on digital lifestyle branding and consumer perceptions. This is a primary rationale for doing this inquiry. This research intends to achieve the following objectives: The objectives of this investigation are as follows: to comprehend the importance of credibility and reliability in influencer-driven advertising campaigns; to examine the strategies utilised by lifestyle brands in their collaborations with influencers; and to assess the effect of these partnerships on consumer engagement and brand awareness. The primary aim of this research is to elucidate, from the viewpoints of both the company and the consumer, how influencer marketing affects consumer attitudes, preferences, and purchase behaviours. This will be achieved by integrating the viewpoints of both sides. Furthermore, it aims to facilitate the effective implementation of initiatives pertaining to lifestyle branding. This course will focus on the always expanding field of digital marketing. The major objective of this study is to examine the effect of social media influencer marketing on lifestyle branding techniques. Lifestyle corporations are using the authenticity, reach, and

trustworthiness of influencers to engage with their consumers more profoundly via influencer marketing. This coincides with the increasing popularity of digital advertising. Consequently, firms may forge a more robust relationship with their customers. This study aims to examine how influencers shape a company's lifestyle image through their persona, content creation, and follower interactions, and how this subsequently affects consumer perceptions and behaviours. The research aims to elucidate the mechanisms behind the relationships between influencers and organisations. This aim will be achieved by the examination of relationship building procedures, criteria for identifying influencers, and the marketing results resulting from these efforts. This essay will examine the psychological benefits of influencer marketing, including trust, perceived authenticity, aspirational value, and emotional connection to the brand. These are but a few of the advantages that will be examined.

#### 4. Literature Review

Consider the usage of social media in influencer marketing as an example of a modern innovation that is now being implemented within the industry. Due to the fast growth of the market, contemporary media sources have placed an excessive amount of emphasis on it, which has undermined the legitimacy of academic institutions. In the course of the literature research, conversations were had about the technique for identifying social media influencers, the significance of influencers to businesses, and the communication tactics that influencers use with their respective audience[5]. In order to shed light on the most recent marketing strategies that social media influencers use, this study compiles information from a variety of sources, such as academic papers, trade publications, and news reports. As a result of the proliferation of social media platforms, traditional advertising strategies have been supplanted by efforts that are more focused and interactive. One example of this is influencer marketing. A sizeable number of people are under the mistaken impression that social media influencers serve as go-betweens for businesses and the customers they are trying to attract. Through the use of social media, they are able to transform company communications into material that is more approachable and aspires to be more desirable. The findings of the research reveal that consumers' opinions of the authenticity and trustworthiness of an influencer have a substantial impact on the customers' trust and loyalty towards the brand that

the influencer endorses[6]. Lifestyle firms have the potential to effectively connect their customers on an emotional level by partnering with renowned personalities that exemplify the brand's ideas, aesthetics, and values. To successfully attract the attention of customers, this is an efficient way. According to the findings of research, the effectiveness of influencer marketing activities is improved when the audience and content of the influencer are well aligned with the target market of the brand. Other study suggests that influencer marketing may be able to increase engagement and brand awareness, despite the fact that there are concerns that the excessive use of this strategy may cause its credibility to be undermined. Because of the considerable effect that influencer marketing has on lifestyle branding, it is essential to strike a balance between promotional and genuine content in order to preserve the confidence of consumers[7].

#### 5. Research Question

What is the impact of Content Strategy on Lifestyle Branding?

#### 6. Research Methodology

##### 6.1 Research design:

Quantitative data analysis were conducted using SPSS version 25. The researchers used the odds ratio and the 95% confidence interval to measure the strength and direction of the statistical association. The researchers established a criterion deemed statistically significant at  $p < 0.05$ . An analytical description elucidated the main attributes of the data. Data collected via surveys, polls, and questionnaires, together with data processed using computing tools for statistical assessment, are often evaluated using quantitative methods.

##### 6.2 Sampling:

An uncomplicated sampling technique was used for the study. The research used questionnaires to gather data. The Rao-soft program determined a sample size of 1547. A total of 1,800 questionnaires were sent; 1,753 were returned, and 53 were rejected due to incompleteness. A total of 1,700 questionnaires were used for the study.

##### 6.3 Data and Measurement:

The main technique for data collection in the study was questionnaire surveys. In section A, participants were asked to provide essential demographic information; in section B, they were directed to assess the importance of various channels, both online and offline, using a 5-point Likert scale. A comprehensive selection of secondary sources, including internet databases, was thoroughly analysed to get the necessary information.

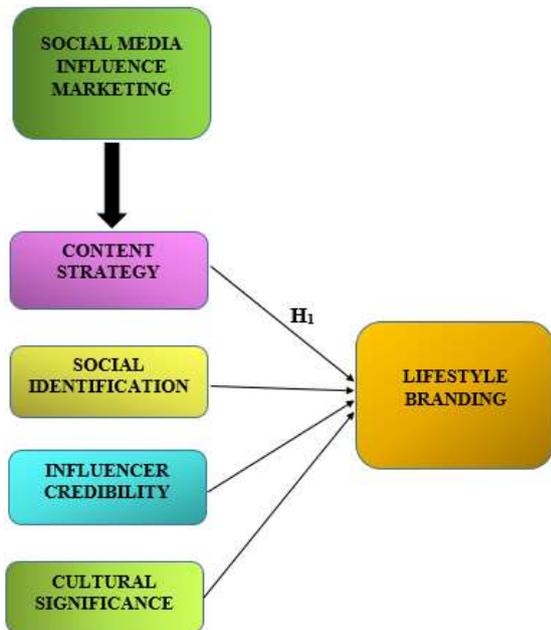
**6.4 Statistical Software:**

The statistical analysis was conducted using SPSS 25 and Microsoft Excel.

**6.5 Statistical Tools:**

Descriptive analysis was used to comprehend the essential nature of the data. The researcher must analyse the data with ANOVA.

**7. Conceptual Framework**



**8. Results**

**Factor Analysis**

One typical use of Factor Analysis (FA) is to verify the existence of latent components in observable data. When there are not easily observable visual or diagnostic markers, it is common practice to utilise regression coefficients to produce ratings. In FA, models are essential for success. Finding mistakes,

intrusions, and obvious connections are the aims of modelling. One way to assess datasets produced by multiple regression studies is with the use of the Kaiser-Meyer-Olkin (KMO) Test. They verify that the model and sample variables are representative. According to the numbers, there is data duplication. When the proportions are less, the data is easier to understand. For KMO, the output is a number between zero and one. If the KMO value is between 0.8 and 1, then the sample size should be enough. These are the permissible boundaries, according to Kaiser: The following are the acceptance criteria set by Kaiser:

A pitiful 0.050 to 0.059, below average 0.60 to 0.69 Middle grades often fall within the range of 0.70-0.79.

With a quality point score ranging from 0.80 to 0.89. They marvel at the range of 0.90 to 1.00.

Table1: KMO and Bartlett's Test

Testing for KMO and Bartlett's Sampling Adequacy Measured by Kaiser-Meyer-Olkin .960

The results of Bartlett's test of sphericity are as follows: approx. chi-square df=190 sig.=.000

This establishes the validity of assertions made only for the purpose of sampling. To ensure the relevance of the correlation matrices, researchers used Bartlett's Test of Sphericity. Kaiser-Meyer-Olkin states that a result of 0.960 indicates that the sample is adequate. The p-value is 0.00, as per Bartlett's sphericity test. A favourable result from Bartlett's sphericity test indicates that the correlation matrix is not an identity matrix.

Table: KMO and Bartlett's

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.960
Bartlett's Test of Sphericity	Approx. Chi-Square	3252.968
	df	190
	Sig.	.000

Bartlett's Test of Sphericity further substantiated the overall significance of the correlation matrices. The Kaiser-Meyer-Olkin metric of sample adequacy is 0.960. The researchers calculated a p-value of 0.00 using Bartlett's sphericity test. The correlation matrix was rendered invalid by a significant outcome from Bartlett's sphericity test.

## **Independent Variable**

### **Social Media Influence Marketing:**

Companies engage in influencer marketing when they form partnerships with well-known social media users to promote their products and services. For every dollar that companies put into influencer marketing, they typically earn \$5.78 back. One definition of "social influence" is the way in which individuals adjust their behaviour in accordance with established social standards. It takes several forms, including but not limited to: marketing, sales, conformity, socialisation, obedience, leadership, and persuasiveness[8]. How individuals adjust their behaviour in accordance with social standards is what the term "social influence" describes. It takes several forms, including but not limited to: marketing, sales, conformity, socialisation, obedience, leadership, and persuasiveness. The term "influencer marketing" refers to the practice of using well-known, influential people on social media to promote goods and services to their massive fan bases. The researcher may choose to peruse Coursera's marketing qualifications if they are considering a career as a social media influencer. The phrase "influencer marketing" describes the method by which companies pay famous individuals with huge internet followings to advertise their goods and services. Chiara Ferragni is well-known as a fashion influencer and blogger thanks to sponsored fashion posts. Businesses may increase their brand's visibility via influencer marketing, which involves partnering with individuals who already have a following[9]. Companies often contact prominent individuals in an attempt to get internet product endorsements from them. Businesses may increase their brand's visibility via influencer marketing, which involves partnering with individuals who already have a following. Companies often contact prominent individuals in an attempt to get internet product endorsements from them. How Social Media Influences Brands sell their wares using "marketing" campaigns that use prominent figures on social media platforms such as Instagram, TikTok, YouTube, and X (formerly Twitter). Influential individuals use their online presence, relatability, and trustworthiness to promote products and services or brand message to their followers in a way that feels authentic and personal. The goal is to use the influencer's trustworthy relationship with their followers to influence customers' thoughts, behaviours, and purchase decisions. This form of advertising is quite effective for lifestyle brands that priorities an

aspirational message, beautiful design, and emotional connection[10].

### **Factor**

#### **Content Strategy:**

The planning, production, distribution, administration, and control of content are all included in a content strategy, which incorporates all parts of the content lifecycle. The hallmark of a good content strategy is the ability to attract and engage a specific audience, which will also help to promote the goals of the business. By creating and disseminating information that is of high quality and relevant to the audience researcher are trying to reach, the purpose of content marketing is to establish a connection with that audience[11]. Not only does it increase brand awareness, but it also serves as a standard signal of level of expertise in a certain sector. The term "content strategy" refers to the process of meticulously planning and organising the development, management, and transmission of information. What this requires is the creation of a timetable for the production, distribution, and optimisation of content, as well as the maintaining of that schedule. The foundation of the content marketing strategy is comprised of three pillars: communication, experiences, and operations. The third pillar links the previous two: experiences and operations. The researcher are able to develop a framework for the researchers content marketing strategy by using the five interrelated parts that are provided by these three pillars. The phrase "content strategy" is used to describe the technique by which corporations and influencers methodically develop, distribute, and manage material with the intention of delivering lifestyle-oriented brand message. This is done in the context of social media influence marketing. When it comes to content curation, it is important to choose the appropriate format (photos, videos, stories, or reels), select the appropriate channels, maintain consistency with the brand's values and voice, and schedule uploads in order to get the highest possible level of engagement and exposure. Lifestyle branding content strategies often include elements such as aspirational narratives, gorgeous visuals, and real first-person stories. The purpose of these tactics is to motivate target audiences to adopt a lifestyle that they have always wanted. Each and every piece of content that is generated by an influencer need to serve the purpose of bolstering not just their own personal brand but also the marketing goals of the lifestyle brand that they are lending their support to[12].

### **Dependent Variable**

## **Lifestyle Branding:**

People are able to represent themselves and their lifestyle via the use of lifestyle brands. Because lifestyle businesses mirror the values, beliefs, and lifestyle of their target audience, they are more likely to connect with that demographic. The goal of lifestyle businesses is to provide their target audience with an idealised version of their lifestyle. The marketing of personal identities is an essential component for lifestyle businesses. It is essential to establish an emotional connection with the people who make up the researchers target audience; yet, the researchers brand should also be representative of their interests, values, and objectives. An example of lifestyle branding is when a product or service is presented to the target audience as a reflection of a philosophy or ideal that they desire to achieve. When it comes to social media influencer marketing, lifestyle branding is a kind of marketing that includes the creation of a brand image that corresponds with the audience's lifestyle, aspirations, and values. In this context, influencers are representative of the lifestyle of the company via the activities they engage in on a daily basis, the social media posts they make, and the personal narratives they share on TikTok, Instagram, and YouTube. Rather of focusing on product attributes, lifestyle branding places an emphasis on lifestyle improvement[13]. The relationship between the company and the consumer is strengthened via the use of this strategy, which in turn increases the possibility of repeat business. The goal of lifestyle branding is to attract a certain audience by embracing and promoting a unique identity, set of values, or way of life while simultaneously establishing a brand. The cultural, aspirational, emotional, and practical elements of a product or service are prioritised above the technical features of the product or service when it comes to lifestyle branding. There are a lot of things that might play a role, such as sophistication, originality, simplicity, health, adventure, and accomplishment. Additionally, it seeks to establish a connection between the ideals of the brand and the satisfaction of its customers[1].

## **Relationship Between Content Strategy and Lifestyle Branding**

In the realm of digital marketing, especially on social media, content planning and lifestyle branding are inextricably linked. For the purpose of promoting lifestyle branding, the researcher need a content plan of the highest possible quality. The assistance of this tool allows for the development, provision,

organisation, and dissemination of information in a systematic manner. By ensuring that all brand material accurately represents the company's principles, lifestyle image, and emotional appeal, this strategy serves to guarantee that it is properly implemented. An organisation may present itself as a member of a minimalist, eco-conscious, adventurous, or wellness-focused lifestyle via the use of lifestyle branding marketing. It is necessary for the media to convey tales, elicit emotions, and demonstrate ideal lives in order to accomplish this goal. It is essential for companies and influencers to use content planning in order to generate material that is authentic, engaging, and visually consistent. The company's lifestyle narrative is constructed with the help of this content[2]. A lifestyle that is both healthy and compassionate is often advocated for by wellness gurus. Among them are soothing colour palettes, morning rituals, remarks that are encouraging, and film of product usage behind the scenes. Every second that passes, this well created material entices visitors, who will fall in love with the goods and the symbolism that it incorporates. Because customers are becoming more involved in the brand and the principles it upholds, they will respect the items. To put it another way, content strategy is employed in order to engage in lifestyle branding strategies and experiences. An inconsistency, confusion, or lack of authenticity may result from lifestyle branding that lacks a plan. This might be detrimental to the image of the brand. Nevertheless, branding entails conferring a visible and vocal identity onto the researchers organisation. Across all content types, content marketing helps to strengthen the brand identity and value proposition, which ultimately contributes to an improvement in branding. Nevertheless, branding entails conferring a visible and vocal identity onto the researchers organisation. Across all content types, content marketing helps to strengthen the brand identity and value proposition, which ultimately contributes to an improvement in branding[3].

Since the above discussion, the researcher formulated the following hypothesis, which was analyse the relationship between Content Strategy and Lifestyle Branding.

“H<sub>01</sub>: There is no significant relationship between Content Strategy and Lifestyle Branding.”

“H<sub>1</sub>: There is a significant relationship between Content Strategy and Lifestyle Branding.”

Table 2: H<sub>1</sub> ANOVA Test

ANOVA					
Sum					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	39588.620	736	5288.217	987.344	.000
Within Groups	492.770	963	5.356		
Total	40081.390	1699			

The results of this investigation will be crucial. The F value is 987.344, indicating significance with a p-value of 0.000, which is below the 0.05 alpha threshold. This indicates that the hypothesis "H1: There is a significant relationship between Multimedia Integration and Faculty Member's Deadness" is accepted, whereas the null hypothesis is rejected.

### 9. Discussion

Lifestyle branding has seen substantial transformations as a result of the effect of social media marketing. When it comes to lifestyle branding, influencer marketing places a focus on story, authenticity, and emotional connection. This stands in contrast to the product-centric approach that is typical of conventional marketing. By utilising social media influencers who project idealised pictures of themselves into their platforms, businesses have the opportunity to engage with their consumers effectively. Through this change, lifestyle companies are able to collaborate with influencers to produce content that is dynamic and relevant, as opposed to providing static advertising. Through the promotion of items and the incorporation of those things into their everyday lives, influencers produce content that is reflective of their lifestyles. Customers have a tendency to identify these companies with concepts such as innovation, luxury, sustainability, and fitness. Due to the fact that they have connections to these companies. This contributes to the enhancement of the brand's reputation and brings in extra consumers. The content strategy around influencer marketing is very important to this connection. Having material that has been well prepared increases the likelihood that it will be visually appealing, emotive, and consistent with both the personal brand of the influencer and the brand of the organisation. Influencers are able to preserve their authenticity via the use of effective content strategies, which in turn helps to increase audience trust.

Additionally, companies are able to maintain platform consistency. Is it feasible to do both? Through interactions between influencers and their followers, branding is magnified. The lifestyle value

and relevance of a brand are increased when it receives social proof such as number of likes, comments, and shares. This is accomplished by incorporating social proof into one's way of life. When customers participate in this kind of conversation, they get the impression that they are a protagonist in the tale of the brand, rather than just another face. Nevertheless, it is necessary to take into consideration any limitations that may arise throughout the course of the talk. In situations when there is a lack of transparency and an excessive amount of sponsored material, customers may develop a sceptical attitude. Consumers may lose confidence in the brand as a result of this, which might be detrimental to the company's reputation. When an influencer and a company are not a suitable fit for one another, the collaboration may seem forced or dishonest. However, not all influencer partnerships are successful. A deeper, more meaningful, and more aspirational degree of connection with customers is achieved via the use of social media impact marketing, which is the foundation of lifestyle branding. This connection is essential to the process of lifestyle branding. This is really important for lifestyle companies. Brands are able to establish themselves as more than just a collection of things with the assistance of strategic content, reputable influencers, and emotionally attractive stories. It's possible for brands to get ingrained in a dream lifestyle. It is essential for businesses to enhance their content strategy and connections with influencers in order to preserve their relevance and authenticity with their ongoing customer base. In order to keep their customers, businesses need to do this. This might be attributed to the proliferation of digital platforms.

### 10. Conclusion

The most effective social media influencers for lifestyle businesses are those that are reliable, self-assured, and open to interaction with their fans. The primary conclusions of this research may be applicable to a wide variety of public relations and marketing services, despite the fact that the study's primary emphasis was on lifestyle branding. Automobiles, electrical devices, and home goods are all examples of products and services. The connection between businesses, consumers, and online audiences may be improved via the use of lifestyle public relations strategies such as social media influencer marketing. Prior to the advent of social media influencers, marketing for brands was very subjective. Before the advent of social media, customers could only become aware of product promotions via print, television, or radio. Customers have the ability to connect with businesses in new

ways thanks to social media. It gives viewers the impression that they are making a more informed decision when they see a celebrity like Fink using a product. A research found that advertising via social media influencers strengthens the relationship between businesses and their customers. The use of social media influencers in marketing campaigns has become more popular in 2017 due to the fact that they are a public relations strategy that is mutually beneficial and has the potential to assist businesses in accomplishing their objectives. There is a possibility that influencer marketing on social media might alter the behaviour of customers and increase their loyalty to brands in modern marketing. This study investigates the ways in which influencers have an effect on the attitudes, purchasing patterns, and brand loyalty of consumers. A growing number of businesses are turning to crowd managers as an alternative to hiring celebrities for their commercial promotion. In order to have significant business-consumer interactions, influencers are required. The information and views that they provide may be relied upon. Consumers' knowledge, perspectives, and intentions to make purchases may be influenced by influencers via the use of persuasive information and strategic business partnerships. According to a research study, influencer marketing has the potential to increase customer loyalty. A customer base that is loyal to a brand is built on trust, dependability, and a continuous interaction with the brand. Influencers assist establish this foundation. It has been shown via a multitude of examples and case studies that influencer marketing is effective and creates customer loyalty. There are still ethical concerns with influencer marketing. Consumer trust may be increased via the management of data, integrity, and openness.

### Author Statements:

- **Ethical approval:** The conducted research is not related to either human or animal use.
- **Conflict of interest:** The authors declare that they have no known competing financial interests or personal relationships that could have appeared to influence the work reported in this paper
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- **Data availability statement:** The data that support the findings of this study are available on request from the corresponding author. The data are not publicly available due to privacy or ethical restrictions.

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