



## **Effectiveness of Influencer Marketing for Building a Filipino Product Brand**

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### **DAY (2) - SESSION (1) - HALL (3)**

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	12.03.2023	Time: <b>10<sup>20</sup>-13<sup>40</sup></b> (Turkey Local time GMT+3)	<b>MODERATOR(S) / SESSION CHAIR:</b> <a href="#">Assoc. Prof. Parvin AHANCHI</a> <b>COORDINATOR:</b> <a href="#">Spc. Dr. Nigar EMECEN EZGIN</a>
	Authors	Affiliation	Topic title
<b>10<sup>20</sup>-10<sup>30</sup></b>	Leonardo F CADA Abigail D AGBAYANI Claire Justine A HERNANDEZ Janna Ria R LIBATIQUE Jeaneth D MAGAY	<i>Far Eastern University, Philippines</i>	<b>EFFECTIVENESS OF INFLUENCER MARKETING FOR BUILDING A FILIPINO PRODUCT BRAND</b>



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## Abstract

Social media has always been popular, and it continues to be so today. As a result, there has been a steady increase in the number of influencers across various platforms. In which these so-called influencers with a following have established that there are people who look up to them and admire their work. It is the focus of this study to demonstrate the effectiveness of influencer marketing when it comes to the development of a product and/or brand. The proponents have conducted a focus group discussion with a group of ten students who have previous experience in content creation and distribution. The discussion will center on the effectiveness of influencer marketing and how it can be implemented. Researchers have discovered that influencers, or those with a following, have an impact on consumers, to Filipinos in particular. This, in turn, has an impact on whether the consumer is inclined to purchase or patronize the endorsed product. Consequently, when brands collaborate with appropriate influencers, they can create a positive impression in the minds of consumers and increase sales.

**Keywords:** *consumer behavior; content creator; influencer marketing; product brand*

## 1. Introduction

It has been established that social media has emerged as a powerful tool for businesses seeking to establish and grow their brands. The comparatively fresh discipline of 'influencer marketing' has proven to be an effective method of interacting with stakeholders on social media platforms. Companies hire social media stars to promote their products and services on their behalf, taking advantage of their large followings on social media (BAKKER, 2018). Today, almost all people are drawn to influencer – what they're stand on certain things, the products that they use, the hobbies they partake.

It has been a decade since influencer marketing first emerged as a strategy used by digital marketers to spread brand messages using social media influencers, and the practice has continued to grow (Tanwar et al., 2022). Influencer marketing



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resembles word-of-mouth marketing in many ways, and it can be thought of as a digital version of word-of-mouth marketing. As defined by (Kotler et al, 2002), 'word-of-mouth influence' is a form of communicating about a good or service that achieves consumers through streams not fully controlled by the business. With social media, these influencers create domino effect within communities as they mostly create the trend and sustain it – which is what companies are aiming for.

Influencers are visible in our daily lives; we see them around events, in advertisements, on television and in newspapers, as well as on social media. After all, it has been well established for some time that e-wom (word of mouth) has a greater effect on consumer decision-making than traditional marketing (Brown & Hayes, 2008). Furthermore, because advertisements are now consciously avoided by consumers, influencer marketing, in which the influencer conceptualizes and publishes the message himself or herself, is a fantastic alternative to traditional marketing. When compared to conventional celebrities, these individuals appear more laid back since they provide perspective into their daily lives, which makes it easier to pinpoint with them on a personal level. Brands, on the other hand, can work collaboratively with the appropriate influencers in order to establish favorable impression in the minds of consumers.

The goal of this study is to determine how effective influencers are during the early stages of brand awareness and consumer behavior and preferences when it comes to building a product brand. This is important because we see today that these so-called "influencers" can gain a lot of traction among their audiences, which can result in increased sales and brand recognition.

Research Questions:

1. How to determine the effectiveness of the sponsored influencer for the brand?
2. How do influencers affect consumer behavior with buying a product brand?
3. What factors determine the effectiveness of influencers in promoting a product?

## 2. Research Method

According to a SocialPulbi study, 93 percent of marketers used influencer marketing to broaden their reach, raise brand awareness, and enhance conversions. Influencer marketing has the greatest return when compared to other



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marketing approaches because of its capacity to improve marketing messages through credible testimonials. Mediakix studied multiple marketers about their perceptions of influencers, and 89% of them believed the ROI from influencer marketing was greater than other marketing channels (Modern Day Influencers, 2021). Companies no longer rely solely on celebrity endorsements and promotions to market their products. Before purchasing anything, the new generation seeks social evidence, and this shift in consumer behavior has transformed the influencer market. In this study, the proponents will reveal how effective influencers motivate consumers with their buying process and building a product brand.

The subject of qualitative research is approached in an interpretative, naturalistic manner. Researchers who use a qualitative method in their research examine happenings in their natural contexts, attempting to analyze them to comprehend the significance that people assign to them. Qualitative research comprises the careful examination and collection of a wide range of empirical materials, such as interviews, case studies, observations, and other forms of data, to depict everyday life, difficult situations, and meanings in people's lives (Denzin and Lincoln, 2005:2). In this study, the proponents utilized the qualitative method to gather opinions, and experiences, and to understand concepts. This method focuses on collecting and analyzing non-numerical data to have an in-depth insight into an issue and generate new related ideas.

In this study, purposive sampling was used. It is a non-probability sample is one that is chosen depending on the characteristics of the participants and the study's purpose. Purposive sampling is distinct from convenience sampling, and it is sometimes referred to as judgemental, selective, or subjective sampling Crossman (Crossman, 2020). With purposive sampling, the proponents have chosen the participants on purpose to represent and get interpretation from specific attributes and situations.

A focus group normally consists of 7-10 people who are unaffiliated with one another yet have traits pertinent to the study's focus (Krueger, 1988). In this regard, the researcher selected ten (10) college students as participants for this study. According to Dimock (2019), Gen Z are people born between 1997 and 2012, ranging in age from 10 to 25. In this study, the participants are from generation Z and came from various courses and institutions, but they all have background knowledge in content development, business management, journalism, and marketing. These students are competent and knowledgeable about the relevant topic in the commercial industry. While many are persuaded by influencers, proponents believe it is preferable to collect data from these individuals since they share enough similarities to feel comfortable conversing together and they are distinct enough to reflect the diversity of one another.



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According to Busetto (2020), one type of qualitative method that researchers are commonly using is an interview. This method gives precise data about people’s perspectives. To have a deeper understanding of influencers' effectiveness in building a brand, the proponents have particularly utilized a focus group interview to have an in-depth detail provided by the interviewee. The proponents formulated questions with careful thoughts to collect meaningful data. The interview was performed through meeting online to have a better opportunity to read the interviewee’s body language while answer the prepared questions.

To achieve the goal of this study, a focus group discussion was used to gather the necessary data. The interview was done through a meeting online using the Microsoft teams. The questions prepared by the proponents were answered by the participants - belong to Generation Z - independently to provide detailed information about their perspectives on influencer marketing. The participant's viewpoint was transcribed and reviewed by the proponents to ensure its validity. The data gathered was then analyzed by the proponents.

### 3. Results and Discussion

Table 1. Presentation of data analysis for research questions number #1 using codes and corresponding descriptive themes.

Research Question #1	Codes	Themes
How to determine the effectiveness of the sponsored influencer for the brand?	<ul style="list-style-type: none"> <li>• Motivational influencer</li> <li>• Transparent influencer</li> <li>• Express self through everybody</li> </ul>	<ul style="list-style-type: none"> <li>• Serves as driving factor for others</li> </ul>
	<ul style="list-style-type: none"> <li>• Honest Review</li> <li>• Influencer aligned to endorsed products</li> <li>• Unique and engaging contents</li> </ul>	<ul style="list-style-type: none"> <li>• Helping others realize their purchasing desires</li> </ul>
	<ul style="list-style-type: none"> <li>• Similarities of influencer and their Follower</li> <li>• Role Model</li> <li>• Ambition</li> </ul>	<ul style="list-style-type: none"> <li>• Positively representing the life of followers</li> </ul>
	<ul style="list-style-type: none"> <li>• Using their voice to stand up for important issues</li> </ul>	<ul style="list-style-type: none"> <li>• Influencers encourage people to</li> </ul>



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	<ul style="list-style-type: none"> <li>• Influence for a change</li> <li>• High Social Media Followers</li> </ul>	support endorsed products
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The findings based on table 1, demonstrate that influencers serve as a driving factor for others to do what they love to do. It is undeniable that influencer marketing has an effect on consumers' perceptions and as a result, the elements that influence attitudes is important to understand prior establishing promotional collaborations with influencer. According to Lou and Yuan (2019) to better understand how influencer marketing effects customers via social media, preliminary study is being undertaken. The integrated social media influencer value model is presented to account for the functions of advertising value and source credibility. To evaluate our concept, we performed an online survey of social media users who followed at least one influencer. In a study among Filipino youths, German et al. (2022) have found out that, to gain a boost in brand awareness and credibility hiring an influencer is necessary.

Another, influencers help people realize their purchasing desires. Influencers on social media tap into basic human contact needs, generating responses like purchasing decisions and even the realization of one's genuine aspirations. As a result, influencers can be an effective way to communicate with potential followers while also enhancing their self-esteem. According to Boerman and Reijmersdal (2020) Nowadays, the majority of children aged 8 to 11 prefer to watch YouTube content rather than viewing TV shows on a television set (Ofcom, 2018). Children especially enjoy video developed exclusively for YouTube-by-YouTube personalities like vloggers. Children watch a wide range of YouTube content, including videos of individuals going about their daily lives (also known as video blogs or vlogs), pranks, people playing video games, unboxing things, product reviews, and people exhibiting their (musical) abilities. The creators of this video on YouTube can become quite popular and form big communities with millions of followers and subscribers. YouTubers have become intriguing spokespersons for advertisers due to their enormous network, popularity of their content, and the fact that children regard them as nice, credible, and inspirational people (De Jans et al., 2018a; Evans et al., 2018; Folkvord et al., 2019). As a result, YouTubers have emerged as key social media influencers with the ability to reach a younger audience.

Influencers also represents their followers positively. Compassion sharing by influencers is recognized and has impact. The awareness can promote a call to action and stimulate significant conversation on the topic since the influencers share out of the sincerity of their hearts and, most importantly, it will not cost the organization. According to Delbaere, Michael and Phillips (2020) SMIs (Social



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Media Influencers) are micro-celebrities with big social media followings who engage with customers and have the ability to build customer-brand relationships across a variety of product categories. Consumers already have a trusting relationship with SMIs, and they seek out SMI-created content for useful information and assistance.

In addition, influencers encourage people to support endorsed products. Social influencers' audience and brand are carefully guarded. They won't give you a free shout-out unless they already like your products. You'll need to build a genuine relationship with your social media influencers if you want it to work in your favor. According to de Brito Silva, de Farias, Kovacs Grigg and de Azevedo Barbosa (2019) The findings indicated that digital platforms enable new sorts of engagement through influencing relationship marketing and promotion strategies through novel configurations. The rise of interaction on Instagram, for example, can involve four people who play different social roles, expanding the value co-creation process.

Table 2. Presentation of data analysis for research questions number #2 using codes and corresponding descriptive themes.

Research Question #2	Codes	Themes
How do influencers affect consumer behavior with buying a product brand?	<ul style="list-style-type: none"><li>• Trustworthiness in content created</li><li>• Proven and tested</li><li>• Product brand testimony</li></ul>	<ul style="list-style-type: none"><li>• Giving satisfaction, experience, confidence, and knowledge to the content creator.</li></ul>
	<ul style="list-style-type: none"><li>• Knowledge from content creator</li><li>• Experienced in a chosen field</li><li>• Confidence in doing content</li></ul>	<ul style="list-style-type: none"><li>• Providing personal significance/insights about a product/brand as an influencer</li></ul>
	<ul style="list-style-type: none"><li>• Good product endorsed by an influencer</li><li>• Current Trend</li></ul>	<ul style="list-style-type: none"><li>• Giving the inspiration to purchase intent.</li></ul>



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	<ul style="list-style-type: none"><li>• Creative with alternatives to share</li></ul>	
	<ul style="list-style-type: none"><li>• Creative product endorsement materials to publish</li><li>• Social media platforms for deployment</li><li>• Product placement done on interviews</li></ul>	<ul style="list-style-type: none"><li>• Sharing necessary information about the product.</li></ul>

The findings based on table 2 demonstrate that influencers give satisfaction, experience, confidence, and knowledge to the contents they create is affecting the consumers buying behavior. Sharing best practice or experiences to content creator can also help them to expand their knowledge when creating content that will also help others to gain more ideas in social media platform. According to Kim and Sullivan (2019) in a highly competitive sector with increasingly apathetic followers, fashion companies are fighting to separate out. In order to stay competitive, fashion retailers utilize emotional branding to engage with their followers, addressing the growing trend of consumers seeking emotional ties with companies. Followers' opinions of brands are better molded by human feelings and experiences than by brand technicalities like product attributes, features, and data. The study explains why, especially for fashion companies, emotional branding is crucial when developing brand strategies in a volatile market.

Moreover, influencers providing personal significance, insights about a product, and utilizing personal brand as an influencer affect consumers buying behavior. Any organization wants to do business with influencers that are known for providing only the best and most effective content to their followers. It's amazing to find influencers who are sincere about their work and mission. According to Sudha M. and Sheena K. (2017) The introduction of social media and the diversification of alternatives has also had a significant impact on the purchasing behavior model outlines the conventional method of purchasing goods. They can conduct much more business because of social media. Thorough research of businesses and the presentation of their own other people' experiences and ideas, forming a community a form of viral marketing effect in which the word can spread quickly with a few simple click, thousands of users can be reached.





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Furthermore, influencers giving inspiration to customers purchasing intent can affect their buying behavior. Inspiring others by creating a content for a specific product will likely motivates the consumer and followers to purchase because they will gain idea and knowledge based on experiences. Marketers, whether for their brands or for their customers, are continuously looking to the future to predict market trends (Newman, 2015). People are seen as the ones who will have the most influence in the marketing and advertising business right now, since they are able to forecast trends that will change the way brands engage and the way people interact. Within the next few years, innovative firms will work in (Beer, 2015). Influencers are those who have the power to influence others' purchasing decisions owing to their real or perceived authority, knowledge, position, or relationship (Mavrck, 2014).

Lastly, customers buying behavior can also affected when influencers share necessary information about the product they endorsed. Consumers are more concerned about whether we can trust the influence they have when it comes to marketing items, rather than who is doing the influencing. According to Suciu (2019) belief in influencers is decreasing, at least when it comes to the things they advocate on social media. Influencers who wish to maintain their power must do their homework. According to a survey conducted by Influence.co, 61% of respondents thought influencers should research the products or services they shared on their platforms.

Table 3. Presentation of data analysis for research questions number #3 using codes and corresponding descriptive themes.

Research Question #3	Codes	Themes
What factors determine the effectiveness of influencers in promoting a product?	<ul style="list-style-type: none"><li>• Experience in businesses</li><li>• Ideas and creativity in creating content</li><li>• Desire to succeed in business and as an influencer</li></ul>	<ul style="list-style-type: none"><li>• Worthy qualities of influencers.</li></ul>
	<ul style="list-style-type: none"><li>• Engage directly to the audience</li><li>• Deliver brand message</li></ul>	<ul style="list-style-type: none"><li>• Consideration with the public views and opinion</li></ul>



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	<ul style="list-style-type: none"> <li>• Social listening</li> </ul>	
	<ul style="list-style-type: none"> <li>• Passionate about the brand</li> <li>• Ability to make product goes viral</li> <li>• Consistent brand user</li> </ul>	<ul style="list-style-type: none"> <li>• Ensuring customers, the products can be trusted</li> </ul>
	<ul style="list-style-type: none"> <li>• Location and hashtags</li> <li>• sharing contents</li> <li>• fan page/ fan accounts</li> </ul>	<ul style="list-style-type: none"> <li>• Encouraging user-generated content among audiences</li> </ul>

The findings based on table 3 shows the that influencers worthy qualities are one factor that determines their effectiveness in promoting product. Effective influencers are invested in the industries and marketplaces they cover. They are not just representing a certain brand just for the purpose of profit. But, as an influencer, they truly are concern, believe, and appreciates the brand. Passionate influencers are fascinated by their domains' history and progress. They are well-versed in history and keep up with current events on their own volition. According to Hung (2021) influencers have given rise to a new generation of social media celebrities in the twenty-first century. Influencers are ordinary people who have become specialists in a certain field (e.g., lifestyle, food, travel). They utilize "genuine" and "similar" techniques in their self-branding attempts because they lack the glitter of traditional celebrities. They are enthusiastic about sharing their personal brand usage experiences with customers and making contextualized recommendations, and their customer relationships are marked by trust, intimacy, and communication. These techniques enable an influencer to fulfill a customer's instrumental and relational demands while making a purchasing choice, something that a traditional celebrity is less effective at.

Another factor that determines the effectiveness of an influencer is its attitude towards the public view and opinion. Further to claim of German et al. (2022), as long as the consumer, in this case, the Filipino Youth, who keeps getting negative word-of-moth assumes the information is true, it can change his or her viewpoint in choosing product brands. It is very important to consider and not ignore the opinions of the viewers or followers to have a better understanding when creating contents or endorsing product. According to Casalo, Flavian and Ibañez-Sanchez (2020) customers value opinion leaders as vital resources. The majority of fashion industry opinion leaders use Instagram, and this trend is expected to continue in the foreseeable future. The purpose of this study is to identify some of the primary causes and implications of opinion leadership in this environment. Our findings



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suggest that originality and uniqueness are essential aspects in being regarded as an Instagram opinion leader, based on data collected from 808 followers of a fashion-focused Instagram account. Furthermore, customer behavioral intentions toward both the influencer (intention to interact in the account and suggest it) and the fashion business are influenced by opinion leadership (intention to follow fashion advice posted). Finally, the account's perceived match with the consumer's personality boosts the impact of opinion leadership on the intention to follow published advice. The ramifications of these findings for the fashion industry are intriguing.

One more factor is influencers, ensuring customers that the products they endorsed can be trusted. Influencers should gain trust from the viewers by creating content in a truthful way like providing true and trustworthy reviews of the products because they have to treat their viewers as friends and influencers should not betray their viewers as their best friends. According to Tabor (2020) content must "fit the feed" and make sense in regard to the influencer's content and personality in order to feel genuine. Users consider influencers as essential people in their lives, similar to friends and family. They tune in to these channels to connect, not to watch yet another commercial. The core of any influencer marketing strategy should be an understanding of how influencers connect with their audience.

Lastly, influencers encouraging user-generated content among their audiences is one factor that determines their effectiveness in promoting a brand. User-generated content is unique, brand-specific content created by customers and distributed via social media or other channels -also known as UGC or consumer-generated content. User-generated content includes images, videos, reviews, testimonials, and even podcasts and it is very important to show the followers what they are really following. This encourage followers to create content for the brand-making them work for the brand- as it makes them want to be part of the community or group which an influencer has created. According to Ostman (2012) Citizens' participation in user-generated content (UGC) on the internet has been connected to democratic engagement in a number of studies. Rather than viewing UGC involvement as the processing of political data, this study conceptualizes and operationalizes UGC involvement as a different audience experience based on expressivity, performance, and collaboration. According to survey data from Swedish adolescents aged 13 to 17, participation in the UGC predicts both offline and online political activism. In contrast to informative media use, UGC engagement is negatively associated with political awareness. The findings support existing theories that claim that the expressive, performative, and collaborative features of UGC activity can boost political participation. The ramifications of the findings for youth democratic participation are discussed.

## 4. Conclusion



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Influencer marketing enlists the assistance of well-known, high-quality creators in order to raise brand awareness, influence consumer behavior, and communicate with target audiences. This collaboration between brands and creators enables businesses to reach a broader range of customers in terms of purchasing decisions. Whatever their role, whether as an endorser or content creator, they recognize that their brand should define what people are looking for. The first research question was answered by clearing that Influencer marketing has an impact on consumer views; as a result, addressing the phenomenon that influence perspectives is important before forming promotional partnerships with influencers. These recommended courses of action are highlighting the tangible aspect -influencer and brand- of the process in fostering and rebuilding the brand equity. That is why the second question's results were more focused on seeking To resolve consumers' purchasing decisions, it is vital to form of offering unique quality on a product/brand so as to reflect their planned innovative change and their goal of returning once again as one of the leading providers of social media platforms. When influencer and brand aspects have been covered, the succeeding results of the last question were all influence-centric in the aim of showing the pertinence of prioritizing not simply promoting a particular brand for the sake of profit. However, as an influencer, they feel about, trust in, and understand the brand in every decision or plans. For instance, some of our interviewees are social media influencers who live in different lifestyle, such as some who create content while others who endorse various brands. Influencers nowadays have an easier time marketing a product brand because social media is the network of choice for influencer marketing campaigns, with many of them considering it to be the most important platform for them to market the product brand.

For this study's recommendation, product brands need to understand how to work with influencers to truly comprehend the efficacy of influencers in building a brand. This is to determine who is influential, as they can directly influence the attitudes and behavior of their target audience when it comes to purchasing products. Researching certain influencers beforehand helps ensure that brands will identify someone who is on-brand with their brand. Influencer campaigns can take on a variety of forms. Thus, if the proper influencer is identified, it is critical to study how these influencers might work with your brand. Putting a brand's credibility in the hands of its audiences may be worrisome, but if they appreciate what the brand's giving and what the brand's standing for, it will be worth it as they can be a significantly powerful voice than any marketing strategy a brand may use.

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