The Role of Influencer Marketing in Increasing Brand Awareness of Local Fashion Products on Social Media

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Abstract. The rapid growth of social media has transformed marketing strategies, especially for local fashion brands seeking to expand their market reach. This study aims to analyze the role of influencer marketing in increasing brand awareness of local fashion products on social media platforms. Using a quantitative research method, data were collected through online surveys distributed to 150 respondents who follow fashion influencers on Instagram and TikTok. The data were analyzed using descriptive and regression analysis to determine the influence of influencer credibility, content quality, and engagement rate on brand awareness. The findings reveal that influencer credibility and content quality significantly enhance brand awareness, while engagement rate plays a moderating role in strengthening the relationship between influencer marketing and brand perception. The study concludes that collaborations with credible influencers who produce authentic and visually appealing content are effective strategies for promoting local fashion products. These results provide practical implications for local fashion entrepreneurs and marketers to optimize social media campaigns through strategic influencer partnerships to build stronger brand recognition and customer loyalty in the digital era.

Keywords: Brand Awareness, Influencer Credibility, Influencer Marketing, Local Fashion, Social Media.

1. BACKGROUND

In the current digital era, social media has become one of the most influential platforms in shaping consumer behavior and marketing strategies. The fashion industry, particularly local brands, increasingly relies on social media to build brand awareness and engage with potential customers. Influencer marketing has emerged as an effective promotional tool, where individuals with a large following and credibility can influence their audience's perceptions and purchasing decisions. Through visually appealing content and personal storytelling, influencers help brands reach wider audiences more authentically than traditional advertising methods.

Several previous studies have shown that influencer marketing positively impacts consumer trust and brand recognition. However, most of these studies focus on global brands or large-scale companies, leaving a research gap in understanding how influencer marketing specifically affects local fashion brands. Moreover, the dynamics of influencer credibility, content quality, and audience engagement in enhancing brand awareness remain underexplored in the context of emerging local fashion businesses.

This research seeks to fill that gap by examining the role of influencer marketing in increasing brand awareness of local fashion products on social media. The study aims to identify key factors such as influencer credibility, content quality, and engagement rate that contribute to building brand recognition. The findings are expected to provide practical insights for local entrepreneurs and marketers in designing more effective and strategic digital marketing campaigns.

2. THEORETICAL REVIEW

Influencer marketing has become one of the most effective strategies in digital marketing, particularly in enhancing brand awareness and consumer engagement. This concept is rooted in Source Credibility Theory, which explains that the effectiveness of a message depends on the perceived credibility, attractiveness, and trustworthiness of the communicator (Hovland & Weiss, 1951). In the context of social media, influencers act as opinion leaders who can shape consumer perceptions and influence purchasing decisions through authentic and relatable content. Influencers with high credibility and expertise are more likely to enhance consumer trust and, consequently, brand awareness (Ohanian, 1990).

Another relevant concept is Social Influence Theory, which emphasizes that individuals are influenced by the opinions, behaviors, and actions of others within their social networks (Kelman, 1958). On social media platforms such as Instagram, TikTok, and YouTube, influencers create parasocial relationships with their followers, fostering emotional connections that make marketing messages more persuasive. When followers perceive influencers as role models, their recommendations can significantly increase brand visibility and recall.

Previous research supports the positive relationship between influencer marketing and brand awareness. Djafarova and Rushworth (2017) found that influencer endorsements significantly impact consumer trust and purchase intention. Similarly, Lou and Yuan (2019) emphasized that authenticity and content quality play critical roles in shaping consumers' perceptions of brands. In the context of local fashion, Nurcahyo and Hudrasyah (2020) observed that influencer collaborations enhance recognition and preference toward emerging fashion brands.

Based on these theories and empirical studies, this research is grounded on the assumption that influencer credibility, content quality, and engagement rate are crucial factors influencing brand awareness. Therefore, it is implied that effective influencer marketing strategies on social media can strengthen local fashion brands' market presence and consumer loyalty.

3. RESEARCH METHOD

This research uses a quantitative approach with a descriptive and causal research design to examine the influence of influencer marketing on brand awareness of local fashion products on social media. The study aims to identify and analyze the relationships between the independent variables—influencer credibility (X_1), content quality (X_2), and engagement rate (X_3)—and the dependent variable, brand awareness (Y).

The population in this study consists of social media users who follow fashion influencers on platforms such as Instagram and TikTok. Using a purposive sampling technique, a total of 150 respondents were selected based on criteria including age (18–35 years), interest in local fashion brands, and active engagement with influencer content.

Data collection was conducted through an online questionnaire distributed via Google Forms. The instrument used a Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) to measure perceptions related to influencer credibility, content quality, engagement rate, and brand awareness. Prior to distribution, the questionnaire underwent validity and reliability testing, with results indicating that all items were valid ($r > 0.30$) and reliable (Cronbach's Alpha > 0.70).

The collected data were analyzed using multiple linear regression analysis with the help of SPSS software to determine the simultaneous and partial effects of the independent variables on brand awareness. Statistical tests included the F-test to assess overall model significance and the t-test to evaluate the partial significance of each variable. The coefficient of determination (R^2) was also calculated to determine the proportion of variance in brand awareness explained by the independent variables.The research model used can be expressed as:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

Where:

Y = Brand Awareness

X_1 = Influencer Credibility

X_2 = Content Quality

X_3 = Engagement Rate

β_0 = Constant

$\beta_1, \beta_2, \beta_3$ = Regression Coefficients

ε = Error term

This model illustrates the hypothesized positive effect of influencer marketing dimensions—credibility, content quality, and engagement rate—on the enhancement of brand awareness for local fashion products on social media.

4. RESULTS AND DISCUSSION

Data Collection and Research Location

The data collection process was conducted from June to August 2025 using an online survey distributed through Google Forms. The respondents consisted of 150 active social media users who follow fashion influencers on Instagram and TikTok and have an interest in local fashion products. The research was carried out in major urban areas in Indonesia, such as Jakarta, Bandung, and Surabaya, where digital engagement and local fashion trends are rapidly growing. Respondents were selected based on purposive sampling criteria to ensure their relevance to the research objectives.

Descriptive Analysis

Descriptive analysis was conducted to provide an overview of respondent characteristics and the variables studied. The majority of respondents were female (68%), aged between 18–30 years (72%), and regularly follow at least three local fashion influencers. The average scores of each research variable, measured on a 5-point Likert scale, are presented in Table 1 below.

Table 1. Descriptive Statistics of Research Variables

Variable	Mean	Std. Deviation	Category
Influencer Credibility (X_1)	4.21	0.56	High
Content Quality (X_2)	4.18	0.59	High
Engagement Rate (X_3)	4.05	0.61	High
Brand Awareness (Y)	4.24	0.52	High

Source: Processed primary data (2025)

The results indicate that respondents generally perceive influencers as credible and capable of creating high-quality content. These aspects correspond with a high level of brand awareness for local fashion brands, suggesting that influencer marketing plays a crucial role in shaping consumer perceptions and recall.

Regression Analysis

The results of the multiple linear regression analysis show that influencer credibility (X_1), content quality (X_2), and engagement rate (X_3) have a positive and significant effect on brand awareness (Y). The regression equation obtained is:

$$Y = 1.085 + 0.365X_1 + 0.298X_2 + 0.214X_3 + \varepsilon$$

The F-test result (F = 45.67, $p < 0.05$) indicates that the overall model is significant, meaning the three independent variables simultaneously influence brand awareness. The t-test results show that influencer credibility (t = 6.21, $p < 0.05$), content quality (t = 4.83, $p < 0.05$), and engagement rate (t = 3.92, $p < 0.05$) each have a significant partial effect. The coefficient of determination (R^2) value of 0.68 suggests that 68% of the variation in brand awareness can be explained by these three variables, while the remaining 32% is influenced by other factors outside the model.

Discussion

The findings confirm that influencer credibility is the strongest predictor of brand awareness. This aligns with Source Credibility Theory (Hovland & Weiss, 1951), which states that the persuasiveness of a message depends on the communicator's trustworthiness and expertise. Influencers who maintain consistency, honesty, and relatability are more likely to build followers' trust, leading to stronger brand recall.

Content quality also plays a critical role in enhancing brand awareness. High-quality visual content, creative storytelling, and relevance to audience interests significantly attract attention and foster emotional engagement. This finding supports the research of Lou and Yuan (2019), who emphasized that authenticity and content creativity strengthen consumers' perceptions of brand identity.

The engagement rate, while having the smallest coefficient among the variables, still contributes meaningfully to brand awareness. Active interactions such as likes, comments, and shares help reinforce the message's visibility and credibility. This result is consistent with Nurcahyo and Hudrasyah (2020), who found that audience interaction mediates the relationship between influencer activity and consumer awareness.

Theoretical and Practical Implications

Theoretically, this research supports and expands previous studies on influencer marketing by emphasizing the combined effects of credibility, content quality, and engagement rate on brand awareness in the local fashion context. Practically, the findings highlight the importance for local fashion entrepreneurs to collaborate with influencers who demonstrate authenticity and visual creativity, while maintaining high audience engagement. Implementing these strategies can enhance brand visibility, foster consumer trust, and ultimately strengthen competitive positioning in the digital marketplace.

Overall, the study underscores that influencer marketing is not merely a promotional tactic but a strategic communication tool that significantly impacts how consumers recognize and connect with local fashion brands on social media.

5. CONCLUSION AND SUGGESTION

The results of this study conclude that influencer marketing plays a significant role in increasing brand awareness of local fashion products on social media. The analysis shows that influencer credibility, content quality, and engagement rate each have a positive and significant effect on brand awareness, with influencer credibility being the most influential factor. These findings indicate that audiences are more likely to recognize and trust local fashion brands when promoted by influencers who are

perceived as credible, authentic, and capable of producing high-quality content. Additionally, engagement between influencers and followers strengthens the connection between promotional messages and brand recall, contributing to higher awareness levels among consumers.

Based on these findings, it is suggested that local fashion entrepreneurs and marketers carefully select influencers who align with their brand values, possess strong credibility, and maintain genuine relationships with their audience. Content strategies should emphasize creativity, authenticity, and consistency to maintain audience interest and trust. Increasing engagement through interactive content such as giveaways, live sessions, or user-generated campaigns can further enhance brand visibility and consumer involvement.

This research is limited by its focus on a specific sample of social media users and local fashion brands in Indonesia, which may affect the generalizability of the results. Future research could expand the scope by examining different industries or cross-cultural contexts, integrating qualitative methods such as interviews or content analysis to gain deeper insights into influencer-audience dynamics. Additionally, further studies could explore the long-term impact of influencer marketing on customer loyalty and purchase behavior to provide a more comprehensive understanding of its strategic value.

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