

Abstract

The rise of social media influencers has drastically altered the way consumers perceive and interact with brands. This research explores the impact of influencers on brand perception through a mixed-methods approach, combining qualitative and quantitative data to provide a comprehensive understanding of how influencer marketing shapes consumer attitudes. The study focuses on how influencers, as intermediaries between brands and their target audiences affect consumer trust, brand loyalty, and purchasing decisions.

The first phase of the study involves surveys to collect quantitative data from consumers who actively follow social media influencers. By analyzing these responses, the research aims to identify correlations between influencer characteristics (such as credibility and reliability) and changes in brand perception. Additionally, this section examines the effectiveness of influencer endorsements across various product categories, from fashion to technology, to understand the broader impact on brand image.

In the second phase, qualitative interviews with both consumers and influencers offer deeper insights into the psychological and emotional drivers behind consumer behavior. These interviews explore how consumers interpret influencer-brand collaborations and whether influencers' personal brands influence their purchasing decisions. The findings from this study provide valuable insights for marketers, highlighting the nuanced role influencers play in shaping modern brand strategies and consumer loyalty in a digital age.