

THE RELATIONSHIP BETWEEN INFLUENCER MARKETING AND LIFESTYLE BRANDING: A CASE STUDY: TÜRKİYE, İSTANBUL

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Abstract: Influencer marketing has become a well-known and commonly used method in today's social media-driven marketing environment. Influencer marketing and lifestyle branding must be used effectively, which requires an understanding of consumer perceptions. The purpose of this thesis was to examine how Turkish consumers perceive influencer marketing and assess its impact on brands.

A thorough description of influencer marketing and lifestyle branding are given in the literature review section, which also emphasizes the function of social media influencers as go-betweens for customers and businesses. It examines how influencers create brand attitudes and the mechanics of trust within this marketing technique, showing influencer marketing as a contemporary version of word-of-mouth marketing.

An inductive pre-survey investigation was carried out to determine the subject's relevance and importance in order to narrow the research topic. People's opinions regarding influencers were obtained during this initial phase, which helped to create the framework for the study. Following that, survey questions were used to gather information from 600 respondents, fusing quantitative and qualitative factors.

According to the study's findings, influencer marketing has improved customers' opinions of brands. It has aided in creating a feeling of connection and individuality for brands. The lack of customer confidence in influencer marketing is a striking discovery, though. The relationship between lifestyle branding and influencer marketing has a favorable effect on consumers' entire social media experiences, and consumers view influencers as helpful resources during the purchasing process. The results of qualitative research go deeper into the problems with trust, highlighting the difficulties influencers and businesses have in successfully interacting with their target markets.

Keywords: Influencer Marketing, Social Media, Branding, Consumer Behavior, Influencer Marketing Strategy.

I. INTRODUCTION

This text discusses the growing importance of influencer marketing in the context of contemporary digital advertising and its impact on brand awareness and consumer trust. It highlights that consumers often trust individuals with influence, such as social media influencers, more than brands themselves. The increased use of social media platforms and the rise of Generation Z in online culture have contributed to the popularity of influencer marketing.

The text explains that influencer marketing involves influential individuals promoting products and services, leveraging their authenticity and personal touch to gain the trust of their followers. However, it also points out that influencer marketing has undergone changes due to the emergence of new platforms and influencers, potentially affecting brand awareness.

The study's goal is to explore the relationship between influencer marketing and lifestyle branding, particularly in the context of Türkiye. Online questionnaires were employed to collect data, focusing on how consumers perceive influencer marketing and lifestyle branding in their lives. The study utilizes quantitative methods and statistical analysis to estimate the relationship between influencer marketing and lifestyle branding.

In summary, the text highlights the evolving landscape of digital marketing, the role of influencer marketing, and the impact of social media on consumer behavior. It underscores the need for businesses to adapt to these changes and leverage influencer marketing to enhance brand awareness and connect with consumers in the digital age.

II. LITERATURE REVIEW

In the age of the internet, reaching a vast online audience is vital for businesses. However, oversaturation and audience impatience with web ads have led to new strategies. Influencer marketing has gained prominence as a way to authentically engage with consumers through real personalities (Kramarova, 2019: 1).

Influencer marketing leverages individuals chosen for their knowledge, reputation, or fame, often seen as experts in their field (Rouse, 2016: 1). These influencers create content on social media platforms to promote products or organizations, benefiting from their established online presence and large follower base (Freberg, Graham, & et al., 2011: 90-92).

Compared to traditional advertising, influencer marketing creates a more emotional connection with the audience, fosters community building, and often focuses on a particular niche, increasing consumer trust and brand loyalty (Vrana & Vranova, 2017). The choice of influencer is critical, as credibility and relevance to the audience are paramount (Ogilvy & Mather, 2017: 1).

Influencer marketing is not limited to well-known celebrities but includes ordinary individuals who connect with their followers by sharing their lives and experiences, particularly in lifestyle-focused niches (Abidin, 2015: 1-16). This approach works well in lifestyle industries as it resonates with customers seeking authentic, personalized recommendations over traditional advertising (Kramarova, 2019: 1). However, the selection of the right influencer and the potential lack of control over content and quality are significant challenges for organizations (De Veirman, Cauberghe, & et al., 2017: 798-828). The success of influencer marketing lies in building long-term, genuine partnerships that provide consistent and credible content, which may include blog posts, images, and video (Ladrova, 2017: 2).

As more individuals turn to social media for information, influencer marketing is recognized as a trustworthy source, fostering a connection between influencers, consumers, and businesses (Rogers, 2016: 1). It offers brands the opportunity to engage with their audience and provides customers with credible, personalized information.

Influencer marketing thrives on social media platforms like Instagram, Facebook, and YouTube, which offer access to a large and engaged audience (Aslam, 2023: 1). These platforms allow influencers to create content that resonates with their followers, leading to higher engagement.

To summarize, influencer marketing is an effective strategy for connecting with consumers on a personal level, offering authenticity and credibility. It thrives on various social media platforms and works well in lifestyle-focused industries where personalized recommendations are highly valued. The key to success is selecting the right influencer and building long-term, genuine partnerships.

a) Influencer Marketing:

Influencer marketing is a powerful strategy used by businesses to promote their products or services through individuals with significant online influence. It involves leveraging the credibility and trust of influencers to engage with their followers. Influencers can be classified into two main groups: micro-influencers (less than 10,000 followers) and macro-influencers (more than 10,000 followers). Micro-influencers are often preferred by businesses for their specific focus, approachability, and cost-effectiveness.

Several factors contribute to the popularity of influencer marketing, including the personal touch, societal trust in influencers, the absence of hidden agendas, influential content, and cost-effectiveness. Influencer marketing has seen rapid growth and is a crucial part of many businesses' marketing strategies (Odell, 2019: 1). Influencers are trusted by consumers, and their recommendations significantly impact purchasing decisions.

Influencer marketing is often considered the modern equivalent of word-of-mouth marketing. It is more effective because it utilizes online platforms like social media, blogs, and videos to reach a broader audience (Talavera, 2015: 1). Consumers trust influencers' recommendations and consider them to be more genuine and relatable than traditional advertising.

The state of influencer marketing is strong and continues to grow. Many organizations plan to invest in influencer marketing, and it has been shown to generate substantial return on investment. It is especially effective in targeting specific customer segments with shared interests and values (Hootsuite, 2017: 1).

In a time of declining trust in traditional institutions, people have more faith in recommendations from individuals they know or someone who is relatable. Influencers are perceived as someone like us and someone we know, making them highly trusted sources of information and recommendations.

Influencers play a crucial role in the consumer journey, from creating awareness and consideration to post-purchase engagement and advocacy (Jansson-Boyd, 2010: 1). They help consumers make informed decisions and share their experiences with products or services.

In summary, influencer marketing is a powerful strategy that leverages the trust and credibility of individuals with online influence to promote products or services. It has seen significant growth and is trusted by consumers, making it an integral part of modern marketing strategies. Influencers serve as relatable and trustworthy sources of information and recommendations throughout the consumer journey.

b) lifestyle branding:

"Lifestyle branding" is a marketing strategy that aims to establish a brand identity closely linked to a specific way of life or set of values. It explores the concept of lifestyle branding and highlights its key distinctions from other marketing approaches:

Emotional Connection and Aspiration: Lifestyle branding focuses on creating a strong emotional connection with customers by invoking their emotions, desires, and aspirations. This emotional bond goes beyond the functional aspects of products, setting it apart from industries primarily focused on utilitarian goods (Kapferer, 2016:1).

Values and Identity: Lifestyle brands align themselves with specific values, identities, or ideas that resonate with their target audience, such as luxury, adventure, wellness, or sustainability. This emphasis on shared values differentiates lifestyle branding from sectors that may not prioritize consumer values (Holt, 2002: 29(1), 70-90).

Community Building: Lifestyle brands foster a sense of community among their customers, forming tribes of like-minded individuals loyal to the brand's way of life (Cova, 2002: 36(5/6), 595-620). This community aspect is less common in businesses primarily offering utilitarian products.

Storytelling: Storytelling is a fundamental element of lifestyle branding, used to convey the brand's history, mission, and vision, creating a human connection with customers. In industries where storytelling is less common, this element stands out (Escalas, 2004: 21(11), 961-976).

Niche Targeting: Lifestyle brands often target niche consumers who share similar values and interests, setting themselves apart from mass-market appeal industries. They concentrate on creating a distinct brand identity within a smaller group (Keller, 2008: 1).

Personalization: Lifestyle branding employs personalized marketing strategies to establish a closer and more personal connection with the target market, distinguishing it from industries with more standardized marketing approaches (Atwal, 2017: 24(5), 461-470).

In summary, lifestyle branding is a unique marketing strategy that emphasizes aspiration, storytelling, emotional connections, shared values, community building, niche targeting, and personalization. These distinctions make it a powerful approach for engaging customers on a deeper emotional level and establishing a brand identity closely associated with a specific lifestyle.

III. EMPIRICAL ANALYSIS

In order to analyze the data and derive meaningful insights, the statistical software SPSS (Statistical Package for the Social Sciences) was utilized in this study. The collected data was input into SPSS, allowing for rigorous statistical analysis and exploration of patterns, trends, and relationships within the dataset. Through various statistical techniques, including descriptive statistics, correlation analysis, and regression analysis, the results were obtained and interpreted.

a) Descriptives:

Table 1: Descriptive statistics of the overall score scales:

Descriptive Statistics					
	N	Minimum	Maximum	Mean	Std. D
SM	600	1,00	2,00	1,2908	,14446
LSB	600	1,00	4,00	2,6094	,53574
INFLUENCERS	600	1,09	5,00	3,4508	,52180

The provided descriptive statistics summarize data from a sample of 600 observations for three variables: SM (social media), LSB (Lifestyle Brand), and INFLUENCERS. For SM, the average score is 1.2908, with limited variation (standard deviation of 0.14446) within the range of 1.00 to 2.00. LSB shows an average score of 2.6094, with a moderate degree of variability (standard deviation of 0.53574) ranging from 1.00 to 4.00. INFLUENCERS have an average score of 3.4508, with somewhat less variability (standard deviation of 0.52180) and a range from 1.09 to 5.00. These statistics offer insights into the central tendency and variability of the data for each variable, aiding in understanding their distributions and characteristics within the sample.

Table 2: Descriptive statistics of each question of SM:

Descriptive Statistics						
	N	Range	Minimum	Maximum	Mean	Std. D
Pictures	600	1	1	2	1,45	,498
Videos	599	1	1	2	1,24	,426
My-focus-lays-on-the-description-text	600	1	1	2	1,70	,459

The provided descriptive statistics summarize responses from a sample of 600 individuals (599 for Videos) regarding their content preferences. On average, respondents prioritize "My-focus-lays-on-the-description-text " with a mean score of 1.70, indicating a greater focus on description text over pictures and videos, which have mean scores of 1.45 and 1.24, respectively. The narrow range of values (1 to 2) for all three variables suggests limited variability in preferences. However, moderate standard deviations (ranging from 0.426 to 0.498) indicate some diversity in responses, with certain individuals showing stronger preferences for pictures, videos, or description text.

Table 3: Descriptive statistics of each question of Influencer:

Descriptive Statistics						
	N	Range	Minimum	Maximum	Mean	Std. D
My-focus-lays-on-the-description-text	600	1	1	2	1,70	,459
Product-reviews-or-recommendations-product	600	1	1	2	1,48	,500
Lifestyle-and-inspiration	600	1	1	2	1,40	,490

The provided descriptive statistics summarize responses from a sample of 600 individuals regarding their content preferences. On average, respondents prioritize "My-focus-lays-on-the-description-text" with a mean score of 1.70, indicating a relatively high emphasis on description text when engaging with content. "Product-reviews-or-recommendations-product" and "Lifestyle-and-inspiration" follow closely with mean scores of 1.48 and 1.40, respectively, suggesting moderate attention to product reviews or recommendations and lifestyle and inspiration content. The narrow range (1 to 2) of values for all three variables indicates limited variability in preferences among respondents, but the moderate standard deviations (ranging from 0.459 to 0.500) imply some diversity in individual priorities within these content categories.

b) Demography:

Table 4: demography

	What is your gender?	Which age group do you belong to?	What is your professional background?
N	600	600	600
	0	0	0
Minimum	1	1	1
Maximum	3	4	4

The provided statistics summarize responses from a survey of 600 individuals regarding their gender, age group, and professional background. For gender, at least three distinct categories are represented, with "Male," "Female," and "Other" or similar options likely being available choices. In terms of age group, respondents were divided into at least four categories, such as "18-24," "25-34," "35-44," and "45+." For professional background, the survey considered at least four distinct categories, possibly including "Education," "Healthcare," "Technology," and "Other." These statistics offer a glimpse into the demographic and professional diversity of the surveyed population.

Table 5: Gender frequency distribution of participants

Gender		
	Frequency	Percent
Male	228	38,0
Female	366	61,0
Others	6	1,0
Total	600	100,0

The data summarizes the gender distribution among 600 survey respondents. The majority of respondents identified as female, comprising 61.0% of the sample, while 38.0% identified as male. A smaller fraction, 1.0%, identified as "Others," potentially representing non-binary or alternative gender identities. This data offers a clear picture of gender diversity within the surveyed population, with a notable presence of both male and female respondents, as well as a recognition of gender identities beyond the binary norm.

Table 6: Age frequency distribution of participants

Age range		
	Frequency	Percent
15 – 18	13	2,2
19–24	211	35,2
25–34	318	53,0
35–44	58	9,7
Total	600	100,0

The data reveals the age distribution among 600 survey respondents. The largest group is individuals aged 25 to 34, constituting 53.0% of the total, followed by respondents aged 19 to 24, making up 35.2%. There are smaller proportions in the 15 to 18 age group (2.2%) and the 35 to 44 age group (9.7%). This data provides a clear snapshot of the age demographics within the surveyed population, with a significant presence of young adults in the 19 to 34 age range, and smaller but notable representations of teenagers and those in their mid-30s to early 40s.

Table 7: educational level of distribution of participants

Education level		
	Frequency	Percent
Student (high school or similar)	14	2,3
Student (university or similar)	311	51,8
In working life	265	44,2
Unemployed	10	1,7
Total	600	100,0

The data reveals the distribution of professional backgrounds among 600 survey respondents. The majority, comprising 51.8% of the total, are university students or equivalent, while 44.2% are currently part of the working population. A small proportion, 2.3%, are high school or similar level students, and a minor fraction, 1.7%, reported being unemployed. These findings provide a clear snapshot of the occupational diversity within the surveyed population, with a substantial presence of students and working individuals, as well as smaller groups of high school students and the unemployed.

c) Reality:

Table 8: reliability of all scales

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
INFLUENCERS	3,9003	,294	,194	,297	-,091 ^a
SM	6,0602	,739	-,337	,222	,487
LSB	4,7416	,223	,329	,109	-,631 ^a

The item-total statistics provide insights into the reliability and contribution of individual items to a scale or questionnaire. Notably, the "INFLUENCERS" and "LSB" items exhibit problematic characteristics. "INFLUENCERS" shows a negative Cronbach's Alpha if deleted, suggesting it may have an adverse impact on the scale's reliability, potentially due to issues with item coding. Similarly, "LSB" also displays a negative Cronbach's Alpha if removed, indicating reliability concerns. In contrast, the "SM" item exhibits a negative correlation with the overall scale but could enhance reliability if removed. These findings suggest a need for a closer examination of the "INFLUENCERS" and "LSB" items to rectify reliability issues and possibly consider revisions, while cautious consideration should be given to the "SM" item's inclusion in the scale.

Table 9: Reliability Statistics

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items ^a	N of Items
,213	-,273	3

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

The reliability statistics provided, including Cronbach's Alpha and Cronbach's Alpha based on standardized items, reveal significant issues with the internal consistency of the scale or questionnaire. The standard Cronbach's Alpha is exceptionally low at approximately 0.213, falling far below the accepted threshold for reliability. Moreover, the negative value for Cronbach's Alpha based on standardized items is highly unusual and indicates a severe problem with item relationships, possibly due to negative item covariances. This suggests a fundamental issue with the items or their coding, undermining the reliability of the scale. It is imperative to carefully examine and potentially revise the items to improve their internal consistency and the overall reliability of the measurement instrument.

Table 10: Reliability of Influencers

	Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
13	34,21	26,635	,618	,499	,669
14	33,86	25,223	,608	,555	,661
15	34,42	25,526	,664	,678	,657
16	35,54	26,930	,312	,197	,714
17	34,19	26,239	,663	,582	,662
18	33,60	27,579	,495	,514	,685
19	34,45	25,500	,691	,722	,655
20	35,66	33,534	-,151	,231	,790
21	33,97	27,608	,557	,454	,680
22	35,92	34,328	-,201	,304	,784
23	33,78	28,763	,363	,254	,702

The item-total statistics indicate the relationships between individual questionnaire items and the overall scale measuring perceptions of influencers and their impact. Several items, such as those assessing trust in influencers and the likelihood of product engagement, exhibit strong positive correlations with the scale and contribute significantly to its reliability. However, an item concerning the negative impact of influencer payment on review honesty shows a negative correlation and could potentially enhance scale reliability if revised or reevaluated. Additionally, an item regarding the influence of influencers on mental health exhibits a negative correlation and may require further attention. Overall, the statistics highlight the items that contribute most to the scale's internal consistency while suggesting areas for potential improvement or refinement in item wording or content.

Table 11: Reliability Statistics

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
,721	,771	11

The reliability statistics provided indicate a good level of internal consistency for a scale comprising 11 items. The standard Cronbach's Alpha value of approximately 0.721 and the slightly higher Cronbach's Alpha based on standardized items (approximately 0.771) both suggest that the items within the scale are closely related and consistently measure the same underlying construct or concept. These findings imply that the scale is reliable for assessing the targeted construct, and scores derived from it can be considered dependable and consistent for research or assessment purposes.

Table 12: Reliability of lifestyle branding

	Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Are you interested in lifestyle branding?	6,77	2,726	-,259	,224	,025
I am most likely to check out a product, if (please choose one or more options) ...	4,95	,513	,005	,001	-,669 ^a
How important is lifestyle branding to you? (Rating question)	3,94	2,088	-,060	,223	-,023 ^a

The item-total statistics reveal insights into a questionnaire assessing perceptions of lifestyle branding. The first item, "Are you interested in lifestyle branding?" displays a negative correlation with the overall scale but has minimal impact on reliability. The second item, "I am most likely to check out a product, if (please choose one or more options) ...," exhibits weak correlations and a highly unusual negative Cronbach's Alpha if removed, suggesting potential issues with the item's contribution to the scale. The third item, "How important is lifestyle branding to you? (Rating question)," also demonstrates weak correlations and a negative Cronbach's Alpha if deleted, indicating potential reliability concerns. Further evaluation and possible revisions are advisable for the second and third items to enhance the scale's performance and reliability.

Table 13: Reliability Statistics

Reliability Statistics		
Cronbach's Alpha ^a	Cronbach's Alpha Based on Standardized Items ^a	N of Items
-,093	-,737	3

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

The reliability statistics provided for a scale comprising three items reveal severe issues with the scale's internal consistency. Both the standard Cronbach's Alpha and the Cronbach's Alpha based on standardized items yield negative values, which are highly unusual and indicate a fundamental problem with the items or their coding. This suggests that not only are the items not positively correlated, but they are, in fact, negatively related, violating the core assumptions of reliability models. To improve the scale's reliability, a comprehensive review of item content, coding, or potential errors is essential, as the current configuration renders the scale unreliable for measuring the intended construct.

Table 14: Reliability of social media

Item-Total Statistics					
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
1	4,04	,244	-,060	,026	,111
3	4,12	,256	,176	,165	-,222 ^a
8	4,06	,210	,124	,138	-,254 ^a
9	3,27	,293	-,162	,043	,267

The item-total statistics provide insights into a questionnaire focused on social media usage and the influence of fashion-oriented social media influencers. The first item, related to active Instagram use, demonstrates a weak negative correlation with the overall scale but has a limited impact on its reliability. The second and third items, concerning following fashion influencers and buying products based on influencer promotions, exhibit moderate correlations with the scale. However, both items show negative Cronbach's Alpha values when removed, suggesting potential issues affecting internal consistency. The fourth item displays a weak negative correlation with the scale and has a limited effect on reliability. Overall, further examination and potential revisions are warranted for the second and third items to enhance the scale's reliability and validity.

Table 15: Reliability Statistics

Reliability Statistics		
Cronbach's Alpha ^a	Cronbach's Alpha Based on Standardized Items	N of Items
-,006	,064	4

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

The reliability statistics provided pertain to a scale comprising four items, and they reveal critical issues with the scale's internal consistency. Both the standard Cronbach's Alpha and the Cronbach's Alpha based on standardized items yield extremely low, negative values, which are highly unusual and violate fundamental reliability model assumptions. These negative values suggest that the items are not only uncorrelated but are negatively related to each other, rendering the scale

unreliable for assessing the intended construct. A thorough review of item content, coding, or potential errors is imperative to address these fundamental issues and enhance the scale's reliability for future use.

Reliability: What kind of Instagram content do you prefer from fashion influencers? (choose at least one option)

Table 16: Reliability: What kind of Instagram content do you prefer from fashion influencers? (choose at least one option)

	Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Pictures	2,93	,178	-,314	,188	-2,408 ^a
Videos	3,15	,498	-,641	,428	,156
My-focus-lays-on-the-description-text	2,69	,259	-,376	,322	-1,320 ^a

The item-total statistics pertain to a scale with three items related to pictures, videos, and focus on description text. However, there are notable anomalies in the statistics, such as negative Cronbach's Alpha values for all three items, which are highly unusual and indicate potential issues with data quality or item content. The corrected item-total correlations vary, with all items negatively related to the overall scale. Items "Pictures" and "My-focus-lays-on-the-description-text" exhibit unusually negative Cronbach's Alpha values, suggesting potential reliability problems. Item "Videos" has a strong negative correlation with the scale and a positive Cronbach's Alpha value, indicating a significant impact on scale reliability. Further examination and potentially revising or investigating these items are essential to address the unusual statistics and ensure the scale's validity and reliability.

Table 17: Reliability Statistics

Reliability Statistics		
Cronbach's Alpha ^a	Cronbach's Alpha Based on Standardized Items ^a	N of Items
-1,765	-2,047	3

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

The reliability statistics provided for a scale consisting of three items indicate critical issues with the scale's internal consistency. Both the standard Cronbach's Alpha and the Cronbach's Alpha based on standardized items yield highly unusual negative values, which violate fundamental reliability model assumptions. These negative values suggest that not only are the items not positively correlated, but they are, in fact, negatively related to each other, rendering the scale unreliable for assessing the intended construct. A thorough review of item content, coding, or potential errors is imperative to address these fundamental issues and enhance the scale's reliability for future use.

Reliability: follow fashion influencers mainly for (please choose at least one option)

Table 18: Reliability: follow fashion influencers mainly for (please choose at least one option)

	Item-Total Statistics				
	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Squared Multiple Correlation	Cronbach's Alpha if Item Deleted
Productreviewsorrecommendationsproducte	2,97	,276	-,390	,164	-1,504 ^a
Lifestyleandinspiration	3,05	,344	-,457	,249	-,871 ^a
workoutvideosandinstructions	2,87	,435	-,549	,309	-,253 ^a

The item-total statistics pertain to a scale consisting of three items related to product reviews or recommendations, lifestyle inspiration, and workout videos and instructions. While these statistics offer insights into the relationship of each item with the overall scale, there are notable anomalies. All three items display negative Cronbach's Alpha values, which are highly unusual and suggest potential issues with the items. Additionally, the Cronbach's Alpha values if these items are deleted

exhibit unusual negative values, further indicating concerns about data quality and the reliability of the scale. A thorough review and potential revision of these items are essential to address these unusual statistics and enhance the scale's validity and reliability for future use.

Table 19: Reliability Statistics

Reliability Statistics		
Cronbach's Alpha ^a	Cronbach's Alpha Based on Standardized Items ^a	N of Items
-1,927	-1,934	3

a. The value is negative due to a negative average covariance among items. This violates reliability model assumptions. You may want to check item codings.

The reliability statistics provided pertain to a scale consisting of three items, and they reveal critical issues with the internal consistency of the scale. Both the standard Cronbach's Alpha and the Cronbach's Alpha based on standardized items yield highly unusual negative values, indicating a significant problem with the items in the scale. These negative values suggest that the items are not only not correlated but are negatively related, violating fundamental reliability model assumptions. This situation fundamentally undermines the scale's reliability for assessing the intended construct. To address this, a thorough review of item content, coding, or potential errors is essential to rectify the unusual statistics and ensure the scale's validity and reliability for future use.

d) Hypothesis testing:

H1: Influencer marketing have a significant impact on the lifestyle branding.

Table 20: Hypothesis testing 1: Anova

ANOVA					
INFLUENCERS	Sum of Squares	Df	Mean Square	F	P
Between Groups	22,215	9	2,468	10,338	<,001
Within Groups	140,875	590	,239		
Total	163,091	599			

The ANOVA table provided indicates a statistically significant difference among at least some of the groups concerning the variable "INFLUENCERS." The analysis shows that there are substantial variations in responses between the groups, with a highly significant F-statistic of 10.338 and a p-value less than 0.001. This suggests that at least one group's response to "INFLUENCERS" significantly differs from the others. However, to pinpoint which specific groups exhibit these differences, further post-hoc tests or analyses may be needed.

H2: There is a significant relationship between influencer and social media.

Table 21: Hypothesis testing 2: Anova

ANOVA					
SM	Sum of Squares	Df	Mean Square	F	P
Between Groups	4,086	37	,110	7,375	<,001
Within Groups	8,414	562	,015		
Total	12,500	599			

The provided ANOVA table examines the variable "SM" and reveals statistically significant differences among the various groups or categories within this variable. The analysis demonstrates substantial variations in responses between the groups, as indicated by the highly significant F-statistic of 7.375 and a p-value less than 0.001. This suggests that there are meaningful differences in the way different groups respond to "SM." To identify the specific groups that differ from one another, further post-hoc tests or additional analyses may be required.

H3: Lifestyle branding have significant impact on social media.

ANOVA					
LSB	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2,590	4	,648	2,276	,060
Within Groups	169,334	595	,285		
Total	171,924	599			

The ANOVA table for the Lifestyle Brand (LSB) variable assesses differences between groups. The "Between Groups" analysis indicates that there may be some variations in LSB scores among different groups, with an F-statistic of 2.276 and a p-value of 0.060. However, this p-value is above the typical significance threshold of 0.05, suggesting that the data do not provide strong evidence for significant differences in LSB scores among the groups. While there is a hint of distinction, it is not statistically significant.

number	Hypothesis	Results
H1	Influencer marketing have a significant impact on the lifestyle branding.	Accepted
H2	There is a significant relationship between influencer and social media.	Accepted
H3	Lifestyle branding have significant impact on social media.	Rejected

IV. RESULTS AND DISCUSSION

The analysis of hypothesis testing, t-tests, and demographic information has provided valuable insights into the relationships and differences within the data. The first hypothesis suggests that influencer marketing significantly impacts lifestyle branding, as indicated by the ANOVA results. The second hypothesis highlights the significant relationship between influencers and social media, further emphasizing the interconnectedness of these elements in marketing strategies. The third This highlights the importance of not only identifying differences but also determining whether those differences are statistically meaningful when conducting hypothesis testing and data analysis. Moreover, t-tests based on age and gender distribution reveal variations in responses, with gender particularly influencing participants' perceptions of influencer marketing and lifestyle branding. The importance of considering demographic factors when interpreting the data is underscored. In summary, the results of this analysis provide valuable insights into respondents' preferences for content and motives for following fashion influencers. Understanding these patterns can be valuable for content creators and marketers in tailoring their strategies to better engage with their target audience. The demographic data further contextualizes the survey results and can help identify trends or preferences among different groups of respondents.

V. CONCLUSION

In conclusion, the introduction and literature review provide valuable insights into two distinct but interconnected realms of contemporary marketing: influencer marketing and lifestyle branding. The introduction initially emphasizes the growing significance of influencer marketing in the digital advertising landscape. It underlines the fact that consumers often place greater trust in individuals with influence, particularly social media influencers, over traditional brands. With the pervasive use of social media platforms and the ascendancy of Generation Z in the online culture, influencer marketing has become a prominent force in brand promotion.

The central concept of influencer marketing revolves around influential individuals endorsing products and services, leveraging their authenticity and personal connection with their followers to cultivate trust. This approach fosters emotional connections, community building, and niche-focused advertising, thereby engendering higher levels of consumer trust and brand loyalty. It is especially prevalent in lifestyle industries, where customers seek personalized recommendations from relatable figures. However, influencer marketing is not without its challenges, notably the selection of the right influencer

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and potential concerns about content control and quality. The ultimate success of influencer marketing lies in building enduring and genuine partnerships that consistently deliver credible and relevant content.

On the other hand, the literature review delves into the concept of "lifestyle branding." This marketing strategy concentrates on establishing a brand identity intrinsically linked to a particular way of life or set of values. It distinguishes itself from traditional branding by prioritizing aspiration, emotional connections, shared values, community building, storytelling, niche targeting, and personalization. Lifestyle brands aim to form a deep emotional connection with customers, extending beyond the functional attributes of their products.

The confluence of these distinct marketing strategies highlights the evolution of digital advertising in the age of the internet and social media. It underscores the need for businesses to adapt to these changes, harnessing influencer marketing to amplify brand awareness and engage with consumers in more personalized and emotionally resonant ways.

In the dynamic landscape of modern marketing, where consumers are inundated with information, influencer marketing and lifestyle branding stand out as strategies that build trust, foster community, and resonate on a personal level. By understanding and effectively utilizing these techniques, businesses can navigate the digital age and create powerful connections with their target audience, ultimately enhancing brand awareness and loyalty in a highly competitive market.

As a results, both influencer marketing and lifestyle branding reflect the ongoing transformation of digital marketing. They emphasize the importance of building trust, creating emotional connections, and resonating with consumers on a personal level. To succeed in the dynamic digital age, businesses must adapt to these changes, leveraging these strategies to enhance brand awareness and loyalty.

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