The Influence of Influencer Marketing on Brand Awareness and Sales of Fashion Brands in Indonesia

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Article Info

ABSTRACT

This study examines the influence of influencer marketing on brand awareness and sales in the fashion industry in Indonesia using a quantitative research approach. The analysis was conducted with 170 respondents, utilizing a Likert scale (1-5) and employing Structural Equation Modeling - Partial Least Squares (SEM-PLS 3) for data analysis. Results reveal that influencer marketing has a significant and positive effect on brand awareness and sales. Additionally, brand awareness mediates the relationship between influencer marketing and sales, with a direct positive impact on sales. The study underscores the importance of leveraging influencer marketing strategies to enhance brand awareness and drive sales performance, highlighting its role as a vital marketing tool in the competitive fashion industry in Indonesia.

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1. INTRODUCTION

In today's digital era, the fashion industry has undergone significant changes, especially in how brands engage with consumers. Influencer marketing has become a powerful strategy, utilizing the reach and credibility of social media influencers to connect with target audiences. With its rapidly growing digital economy and high social media penetration, Indonesia has become a fertile ground for this approach. Fashion brands increasingly rely on influencers to boost brand awareness and drive sales, favoring authentic and relatable endorsements over traditional advertising. Micro- and nano-influencers, in particular, are valued for their ability to build personal connections and trust, significantly influencing consumer behavior and brand engagement [1]. The fashion industry's digital transformation, supported by advanced technologies and social media, has further optimized influencer marketing through precise targeting and personalized interactions [2], [3] Platforms like Instagram and TikTok play a crucial role by offering visual and interactive spaces for storytelling and audience segmentation, which enhances campaign effectiveness [3]. Influencers shape consumer preferences through relatable content, and the rise of short-form video has intensified engagement [1]. Notwithstanding its benefits, problems persist, including the

assessment of return on investment and the preservation of authenticity in influencer-brand partnerships [1]. Transparency and improved performance metrics are essential for sustaining consumer trust [1].

Brand awareness is a fundamental component of marketing success, as it ensures that consumers can recognize and recall a brand amidst competition. When combined with influencer marketing, this strategy can significantly amplify consumer trust and interest, leading to increased sales. Influencers, often seen as trendsetters or opinion leaders, play a crucial role in shaping consumer preferences, especially in visually driven and culturally relevant domains like fashion. The integration of brand awareness and influencer marketing creates a powerful synergy that enhances consumer engagement and drives purchasing behavior. Brand awareness directly influences consumer trust, which in turn affects purchasing decisions. Studies show that strong brand awareness fosters consumer confidence and loyalty, providing businesses with a competitive edge in marketing and customer relationship management (Bas, 2024; Jihana et al., 2024). In the banking sector, brand awareness enhances consumer trust and guides purchasing tendencies, highlighting the importance of digital services and pricing strategies in building brand loyalty (Bas, 2024).

Influencer marketing also has a positive impact on purchase decisions, as influencers can effectively shape consumer preferences through increased brand awareness and trust [4], [5]. In the men's skincare industry, influencer marketing strategies can significantly enhance brand awareness and consumer purchase intention, provided that influencers are appropriately selected to match the product persona [6]. The combination of brand awareness and influencer marketing has a simultaneous positive influence on purchase decisions, as demonstrated in studies involving Generation Z consumers [4]. Social media influencers can mediate the relationship between brand awareness and consumer preferences, suggesting that brands should strategically

collaborate with influencers to optimize marketing efforts [5].

Despite the widespread adoption of influencer marketing, its precise impact on brand awareness and sales remains underexplored in the Indonesian context. While global studies highlight its potential, the effectiveness of this strategy within Indonesia's unique cultural and economic landscape requires closer examination. Questions regarding the strength of the relationship between influencer marketing, brand awareness, and sales outcomes persist, making this a relevant and timely area of research.

This study aims to address these gaps by analyzing the influence of influencer marketing on brand awareness and sales of fashion brands in Indonesia.

2. LITERATURE REVIEW

2.1 Influencer Marketing

Influencer marketing has emerged as a pivotal strategy in digital marketing, particularly in regions like Indonesia where social media usage is exceptionally high. This approach leverages the reach and perceived authenticity of social media influencers to enhance brand visibility, trust, and consumer engagement. Influencers, by creating content that aligns with their personal brand, can effectively resonate with their audience, thereby influencing purchasing behavior. This strategy is especially effective in visually driven industries like fashion, where platforms such as Instagram, TikTok, and YouTube are popular among consumers. Influencers significantly shape consumer preferences and drive purchasing decisions by fostering personal connections and trust [1], while the use of

humor, storytelling, and interactive sessions like Q&A further enhances consumer engagement and builds loyalty [7]. Authenticity and transparency in influencer content are crucial for maintaining consumer trust and enhancing marketing efficacy [8]. Successful influencer marketing necessitates meticulous selection of influencers, transparent partnerships, and enhanced analytics for evaluating effectiveness [1]. A four-step methodology involving planning, identifying, matching, and incentivizing is recommended for successful campaigns [8], while agencies play a key role in bridging the gap between brands and influencers through B2B platforms [9]. Notwithstanding its benefits, influencer marketing encounters obstacles including the assessment of ROI and the preservation of authenticity in influencer-brand partnerships [1]. Issues like influencer fraud, shifting social media algorithms, and negative comments can hinder campaign effectiveness, necessitating adaptive strategies and proactive online reputation management [8], [10].

2.2 Brand Awareness

Influencer marketing has emerged as a powerful tool for enhancing brand awareness, particularly in the fashion industry. This strategy leverages the credibility and reach of influencers to create lasting impressions and improve brand recall among consumers. The effectiveness of influencer marketing in boosting brand awareness is supported by several studies, which highlight its role in shaping consumer perceptions and purchasing decisions. Social media marketing is a crucial component in this context, as it enables brands to reach broad audiences through platforms where influencers are active. It mediates the relationship between product quality and consumer purchase decisions, as evidenced by the Pepari Leather case, where social media marketing substantially influenced brand recognition and consumer choices [11]. Brand awareness, when combined with celebrity endorsements, can further enhance consumer trust and influence purchasing decisions, as shown in the study of Arei products where both elements positively affected consumer confidence and purchase intentions [12]. However, challenges remain, as seen in the Dhall product study, where the absence of effective branding strategies hindered brand awareness, highlighting the importance of targeted marketing to strengthen consumer recognition and recall [13]. In the digital age, fashion brands can capitalize on new opportunities through integrated digital marketing strategies, which offer precision targeting and personalized engagement—key elements for building strong brand identities and awareness in an increasingly competitive market [2].

2.3 Sales Performance

The interplay between brand awareness and sales in Indonesia's fashion industry is strongly influenced by

influencer marketing and social media trends. When done effectively, influencer marketing enhances brand visibility and drives sales by leveraging the perceived authenticity and trust of influencers. This strategy is especially impactful in the fashion sector, where consumer behavior is shaped by social media endorsements. Influencers help communicate brand values and product benefits, building a strong identity that resonates with consumers [14]. Acting as brand ambassadors, influencers can even replace traditional media, increasing brand presence on digital platforms [15]. Platforms like TikTok play a vital role, with user reviews and browsing volume significantly affecting sales, and product promoters further boosting performance through digital strategies [16]. Strategic use of social media allows brands to reach wider audiences with personalized engagement [14]. Moreover, branding efforts that include influencer collaborations help build recognition, loyalty, and perceived quality—key elements in influencing consumer decisions [17]. Luxury brands like Gucci exemplify how influencer marketing can position a brand as a trendsetter and increase consumer acceptance [15].

2.4 *Theoretical Framework*

This research is grounded in the hierarchy of effects model, which posits that consumers move through a series of cognitive, affective, and behavioral stages before making a purchase decision (Lavidge & Steiner, 1961). Influencer marketing operates primarily at the cognitive and affective stages, building brand awareness and influencing attitudes, which ultimately drive purchase decisions. Furthermore, the study incorporates the theory of social influence, which underscores the role of opinion leaders in shaping consumer behavior. Influencers, as opinion leaders, leverage their credibility and relatability to sway consumer perceptions and actions. These theoretical underpinnings provide a robust foundation for examining the relationship between influencer marketing, brand awareness, and sales in Indonesia's fashion industry. Based on the literature review and theoretical framework, the following hypotheses were tested:

H1: Influencer marketing has a positive and significant effect on brand awareness.

H2: Influencer marketing has a positive and significant effect on sales.

H3: Brand awareness has a positive and significant effect on sales.

3. METHODS

3.1 Research Design

This research used a quantitative methodology to examine the impact of influencer marketing on brand recognition and sales of fashion brands in Indonesia. A systematic method was employed to gather and evaluate quantitative data, facilitating hypothesis testing and the identification of correlations among variables. Structural Equation Modeling - Partial Least Squares (SEM-PLS) was employed to evaluate the data and validate the proposed model.

3.2 Population and Sample

The population of this study consists of Indonesian consumers who engage with fashion brands through social media platforms and are exposed to influencer marketing. A purposive sampling method was utilized to pick respondents who fulfilled the following criteria: (1) They have engaged with influencer marketing efforts for fashion brands in the last six months; (2) they are active users of social media platforms including Instagram, TikTok, or YouTube; and (3) they have purchased or shown interest in fashion products endorsed by influencers. A total of 170 respondents were chosen to ensure varied representation across demographic factors, including age, gender, and economic level. The sample size conforms to the guidelines for SEM-PLS analysis, necessitating a minimum of 10 times the number of indicators in the model's most intricate construct.

3.3 Research Instrument

The primary data collection tool was a structured questionnaire, designed to measure the key constructs of influencer marketing, brand awareness, and sales. The questionnaire consisted of multiple items based on established scales, with responses measured using a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

1. Influencer Marketing: Indicators included perceived credibility, authenticity, and engagement of influencers.
2. Brand Awareness: Indicators included brand recall, brand recognition, and familiarity.
3. Sales: Indicators included purchase intention, repeat purchase behavior, and overall sales growth.

The questionnaire underwent pre-testing with a limited cohort of respondents to ascertain clarity, relevance, and reliability. Essential modifications were implemented in response to comments obtained during the pre-test phase.

3.4 Data Collection

Data were collected through an online survey distributed via social media platforms, ensuring accessibility and convenience for respondents. The online survey format was chosen to align with the digital nature of the study and the target population's familiarity with online platforms. Respondents were assured of the confidentiality and anonymity of their responses to encourage honest participation.

3.5 Data Analysis

The data were examined utilizing Structural Equation Modeling - Partial Least Squares (SEM-PLS) software, selected for its capacity to handle intricate models with numerous constructs and indicators, along with its efficacy in managing small to medium sample sizes. The analysis employed a two-step methodology: initially, the measurement model evaluation examined the reliability and validity of the constructs, utilizing Cronbach's alpha and composite reliability for internal consistency, while convergent and discriminant validity were evaluated through average variance extracted (AVE) and cross-loading criteria. The evaluation of the structural model assessed the proposed correlations among influencer marketing, brand recognition, and sales by analyzing path coefficients, t-statistics, and p-values to ascertain significance. The coefficient of determination (R^2) was utilized to assess the model's explanatory ability.

4. RESULTS AND DISCUSSION

4.1 Respondent Demographics

The demographic characteristics of the 170 respondents were analyzed to provide an overview of the sample's composition. The age distribution showed that the majority were between 18–35 years old (72%), with 40% aged 18–25 and 32% aged 26–35, indicating that young adults form the primary audience for influencer marketing in the fashion industry. Female respondents slightly

outnumbered males, accounting for 58% of the sample, which aligns with common trends in fashion consumption. In terms of educational background, most respondents held at least a bachelor's degree (60%), followed by high school diploma holders (27%) and those with a master's degree or higher (13%), suggesting a relatively educated audience receptive to social media-based marketing. Regarding income, 38% of respondents earned IDR 3–6 million monthly, while 28% earned IDR 6–10 million, reflecting an audience with purchasing power for fashion products. Instagram was the dominant platform for influencer interaction, preferred by 72% of respondents, followed by TikTok (18%) and YouTube (10%), highlighting Instagram's prominence in fashion-related content and influencer marketing in Indonesia, while the others cater to specific niches and video-based engagement.

4.2 Measurement Model Evaluation

The measuring model was evaluated for reliability and validity through important indicators such as factor loadings, Cronbach's Alpha (CA), Composite Reliability (CR), and Average Variance Extracted (AVE). The analysis employed conventional thresholds, stipulating that factor loadings, CA, and CR must each be equal to or exceed 0.70, while AVE should be no less than 0.50. The criteria were employed to assess the internal consistency, convergent validity, and overall construct dependability of the model. The outcomes of this evaluation are displayed in the table below.

Table 1. Measurement Model

Construct	Indicator	Loading Factor	CA	CR	AVE
Influencer Marketing	IM1	0.78	0.84	0.89	0.63
	IM2	0.81			
	IM3	0.77			
	IM4	0.83			
Brand Awareness	BA1	0.82	0.85	0.90	0.68
	BA2	0.85			
	BA3	0.80			
	BA4	0.79			
Sales	S1	0.81	0.87	0.91	0.66
	S2	0.84			
	S3	0.78			
	S4	0.82			

The key findings from the measurement model evaluation indicate strong reliability and validity. All constructs demonstrated Cronbach's Alpha values above 0.7, confirming strong internal consistency. Additionally, the factor loadings for all indicators exceeded 0.7, and the Average Variance Extracted (AVE) values were above 0.5, indicating good convergent validity. Furthermore, the Composite Reliability (CR) values for all constructs were also above the 0.7 threshold, confirming the overall reliability of the constructs used in the model.

Discriminant validity was evaluated to confirm that the constructs within the model are distinct, employing the Fornell-Larcker criterion and the Heterotrait-Monotrait (HTMT) ratio. The Fornell-Larcker criterion stipulates that the square root of the Average Variance Extracted (AVE) for each construct must exceed its correlation with other constructs. The findings indicated that Influencer Marketing (0.79), Brand Awareness (0.82), and Sales (0.81) all possessed square root AVE values beyond their inter-construct correlations, hence affirming discriminant validity. The table displays values diagonally, with off-diagonal values indicating inter-

construct correlations: Influencer Marketing–Brand Awareness (0.62), Influencer Marketing–Sales (0.55), and Brand Awareness–Sales (0.67).

Alongside the Fornell-Larcker criterion, the HTMT ratio was employed to enhance the validation of discriminant validity. An HTMT value under 0.90 is deemed acceptable, with the data indicating HTMT values of 0.76 for Influencer Marketing–Brand Awareness, 0.68 for Influencer Marketing–Sales, and 0.79 for Brand Awareness–Sales. All HTMT values were below the 0.90 threshold, reinforcing the conclusion that each concept in the model is empirically unique, hence verifying discriminant validity.

4.3 Structural Model

The structural model was assessed to ascertain the links among constructs. Path coefficients, t-statistics, p-values, and R^2 values were employed to evaluate the model's prediction efficacy and the importance of proposed correlations. A bootstrapping approach with 5,000 subsamples was performed in SEM-PLS 3 to compute these values. The outcomes for the proposed linkages are detailed below:

Table 2. Hypothesis Testing

Hypothesis	Path Coefficient (β)	t-Statistic	p-Value	Result
Influencer Marketing → Brand Awareness	0.67	12.45	< 0.001	Significant
Brand Awareness → Sales	0.59	9.23	< 0.001	Significant
Influencer Marketing → Sales	0.42	7.81	< 0.001	Significant

The structural model analysis reveals three significant relationships. Influencer marketing positively impacts brand awareness (β = 0.67, t = 12.45, p < 0.001), indicating that stronger influencer efforts enhance brand recognition. Brand awareness, in turn, significantly boosts sales (β = 0.59, t = 9.23, p < 0.001), showing its direct role in driving purchases. Influencer marketing also directly affects sales (β = 0.42, t = 7.81, p < 0.001), though its impact is stronger when mediated through brand awareness, confirming its key role in improving sales performance.

The coefficient of determination (R^2) indicates the proportion of variance explained by the model. The R^2 value for Brand Awareness is 0.45, suggesting moderate predictive power, while the R^2 value for Sales is 0.62, indicating substantial predictive power. These results imply that influencer marketing and brand awareness together explain a significant portion of the variance in sales outcomes. Additionally, the effect size (f^2) shows the relative impact of each predictor on the dependent variables. Influencer Marketing has a large effect on Brand Awareness (f^2 = 0.82), Brand Awareness has a large effect on Sales (f^2 = 0.51), and Influencer Marketing has a medium direct effect on Sales (f^2 = 0.23).

Furthermore, the model's predictive relevance was assessed using the Q^2 value derived from the blindfolding procedure. Brand Awareness shows a Q^2 value of 0.37, indicating medium predictive relevance, while Sales has a Q^2 value of 0.49, reflecting high predictive relevance. These values confirm that the model has strong predictive capability, reinforcing the importance of influencer marketing and brand awareness in influencing sales performance within Indonesia's fashion industry.

Discussion

The findings of this study provide important insights into the role of influencer marketing in shaping brand awareness and sales in the Indonesian fashion industry. Each relationship hypothesized in the structural model has been confirmed, underscoring the strategic value of influencer marketing as a key tool for business growth in the digital age, in line with several previous studies. Influencer marketing plays a pivotal role in shaping brand awareness and sales within the

Indonesian fashion industry, as evidenced by multiple studies. Influencers, through their credibility and reach, significantly impact consumer behavior and brand perception, making them a strategic asset for businesses aiming to enhance their market presence. The effectiveness of influencer marketing is particularly pronounced in digital platforms, where it serves as a bridge between brands and consumers, fostering engagement and driving purchase intentions. Influencer marketing significantly enhances brand awareness, as influencers leverage their platforms to introduce and promote brands to a wider audience [5], [18]. The credibility and content appeal of influencers are crucial in building consumer trust and interest, which in turn boosts brand awareness [19]. While influencer marketing positively impacts brand awareness, its direct effect on purchase decisions can vary. For example, in the context of TikTok Shop, social media marketing had a more pronounced influence on purchasing decisions than influencer marketing [18]. In the skincare industry, influencer credibility and content appeal were found to significantly shape purchasing decisions, emphasizing the need for influencer strategies that align with consumer interests [19]. Strategically, brands are encouraged to collaborate with influencers by leveraging their credibility to enhance engagement and drive sales [5]. The alignment between influencers and the target audience, along with high-quality content, is essential for maximizing the effectiveness of influencer marketing strategies [19].

1. Influencer Marketing and Brand Awareness

The results reveal a significant positive relationship between influencer marketing and brand awareness. This indicates that influencer marketing campaigns, characterized by authentic content and wide-reaching influence, play a crucial role in enhancing consumer awareness of fashion brands. Influencers, by leveraging their credibility and personal branding, create a direct connection with target audiences,

leading to higher recognition and recall of brand messages. This finding aligns with previous studies highlighting the effectiveness of influencer marketing in creating meaningful brand engagement in the digital landscape. Influencer marketing is an effective strategy for fostering brand engagement in the digital era, particularly among younger, tech-savvy audiences. Both human and virtual influencers play a key role in shaping consumer behavior and boosting brand visibility through authentic and engaging content. Authenticity is essential, as it builds trust and drives brand loyalty [8], [20], and even virtual influencers can be effective when perceived as genuine [21]. High-quality content on platforms like Instagram and TikTok enhances engagement and influences brand perception [20], [22]. Success in influencer marketing requires strategic planning, careful influencer selection, and alignment with brand values, while prioritizing transparency to maintain consumer trust [8], [22]

2. Brand Awareness and Sales

Brand awareness was found to have a strong and positive effect on sales. This suggests that increased consumer familiarity with a brand significantly contributes to purchasing decisions. In the fashion industry, where trends and aesthetics heavily influence consumer behavior, brand visibility often determines market success. Enhanced brand awareness not only fosters consumer trust but also builds emotional connections, thereby driving sales.

Brand awareness is key in influencing consumer purchasing decisions, especially in the fashion industry where trends and aesthetics matter. Greater brand visibility builds trust and emotional connection, which drives sales. Social media marketing supports this by offering visual storytelling and interactive engagement, particularly through platforms like Instagram and MicroBlog [3]. When combined with high product quality, these strategies shape consumer perceptions and impact buying behavior [3], [11]. Celebrity endorsements also enhance brand

awareness by leveraging public trust, directly influencing purchase decisions [12]. Developing a unique brand style and using innovative, flexible marketing further strengthens brand image, loyalty, and consumer intention to buy [23].

3. Influencer Marketing and Sales

The direct relationship between influencer marketing and sales highlights its importance as a driver of revenue generation. Influencers, through curated endorsements and promotions, act as intermediaries between brands and consumers. Their ability to personalize brand messages helps convert awareness into actionable purchase decisions. However, the smaller path coefficient compared to the effect of brand awareness on sales suggests that while influencer marketing can directly influence sales, its impact is amplified when mediated through brand awareness.

4. The Mediating Role of Brand Awareness

The study confirms that brand awareness mediates the relationship between influencer marketing and sales. This underscores the importance of building strong brand recognition as a pathway to achieving higher sales performance. Fashion brands can maximize their returns on influencer marketing investments by ensuring that campaigns focus not only on immediate sales but also on long-term brand-building strategies.

5. Implications for Practitioners

For practitioners in the fashion industry, these findings emphasize the need to strategically integrate influencer marketing into broader brand management initiatives. Collaborating with influencers who align with the brand's identity and values can help create more impactful campaigns. Furthermore, brands should invest in tracking and analyzing the effectiveness of influencer partnerships to optimize campaign performance and ensure alignment with business objectives.

6. Theoretical Contributions

From a theoretical perspective, this study adds to the growing body of knowledge on the effectiveness of influencer marketing. It validates the conceptual framework linking influencer marketing, brand awareness, and sales, providing empirical evidence from the Indonesian fashion context.

7. Limitations and Future Research Directions

This study offers significant insights, however it has limits. The sample size was restricted to 170 responders, perhaps limiting the generalizability of the results. Subsequent study may augment the sample size and investigate additional industries or geographical contexts to attain a more comprehensive grasp of influencer marketing dynamics. Furthermore, investigating the influence of additional mediating variables, such as consumer trust or involvement, may yield more profound insights into the mechanisms that underpin the observed associations.

5. CONCLUSION

This study demonstrates the significant role of influencer marketing in enhancing brand awareness and driving sales in the Indonesian fashion industry. The findings indicate that influencer marketing positively influences both brand awareness and sales, with brand awareness acting as a mediating factor in this relationship. The structural model evaluation reveals strong predictive capabilities, with R^2 values of 0.45 for brand awareness and 0.62 for sales, indicating substantial explanatory power. Effect size analysis confirms that influencer marketing has a large effect on brand awareness and a medium effect on sales, while brand awareness strongly affects sales.

The study emphasizes the need for fashion brands to strategically collaborate with influencers to achieve greater market visibility and improve sales performance. By investing in influencer partnerships and leveraging their reach, brands can effectively connect with target audiences and establish a

stronger presence in a competitive market. These findings provide valuable insights for marketers and practitioners aiming to optimize their digital marketing strategies in the fashion industry.

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