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The Effect of Using Instagram Influencers in Building Conseva's Brand Awareness

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Abstract - Rapid growth of social media development leads to abundant brands' promotion for their products or services. One of the many ways is promotion through influencers on Instagram. Recently, it is known that companies using Influencer marketing tend to keep going up since such particular way is considered to be quite effective to increase brand awareness. However, the average data obtained from various journals and articles is data from medium to large scale companies both locally and internationally. Therefore, this study was conducted to examine whether the use of Instagram influencers to increase brand awareness is also effective for micro-scale local brands by taking examples from one of Surabaya lifestyle brands called Conseva. This research was conducted with a quantitative method focusing on collecting numerical data to see the results of the growth of followers and visits obtained by Conseva before and after using Instagram influencers. If the number of Instagram followers and visits to Conseva increases, it means that brand awareness has also increased and vice versa.

Keywords: instagram influencer, influencer marketing, brand awareness, microbrand

I. INTRODUCTION

The way people communicate and obtain information has changed since social media platforms were found. Social media also changes the way consumers communicate and share information about brands so that consumers are now able to think, discuss, and share their experiences with certain brands (The Nielson Company, 2011). This means brands have a new channel to connect more straightforwardly to their consumers in more organic way (Glucksman, 2017).

Many companies assume that applying internet

marketing alone can facilitate and add value to their products. Besides, it does not cost much, so it is considered more efficient. The impact on sales will be significantly large if customers visit the site and understand what the brand offers. One of the goals of effective marketing is to introduce the existence of a product to consumers. Moreover it is essential to bring the brand image into the customers' minds, so the brand will become one of customers' top preferences (Haryanto, 2009).

Among other social media platforms, Instagram is one of the most popular platforms globally with active users more than 1 billion. In Indonesia, there are 60 million Instagram users, thus Indonesia made it into fourth place of the countries with the most Instagram users after America, India and Brazil (statista.com). This particular platform, which has been purchased by Facebook, is also ranked fourth as the most used social media in Indonesia, which is as much as 79% of the total population.

With the increasing use of Instagram, the term 'Instagram influencer' also appears, which is part of influencer marketing and a type of marketing that works with individuals who create content on social media and these individuals have quite a large audience (K1, 2019). Evans et al. (2017) stated that many people follow an individual because of their popularity. Influencers are also referred as "insta-famous" which means micro-celebrity who is famous for works produced on Instagram media only.

Allen (2017) also revealed that these popular individuals also have the influence to convey the message of a brand to a larger market. Therefore, these individuals are referred to as influencers because they are able to influence their followers in the media. This has been proven by the data collection conducted by Talaverna (2015) where 82% of consumers have a tendency to follow the recommendations of their favorite influencers.



Figure 1 Statistical Data of Leading Social Networks in Indonesia
Source: Statista

In the midst of intense business competition, new brands certainly need a strategy to increase brand awareness so that potential buyers have the ability to recognize or remember that the brand is part of certain product categories (Longwell, 1994). Based on Rakuten data (Rakuten Marketing, 2019), 65% of consumers find a new brand or product at least once a week from an influencer. Therefore, in the era of rapid use of social media as a marketing strategy, it is important for brand owners to work together with influencers to increase their brand awareness (Uzunoglu, 2014).

According to Delzio (2015), brand awareness on social media can be measured using metrics such as number of followers and “hits/visits/page views”, while according to Erskine (2019) in addition to the two metrics there are other metrics like views, impressions, shares and comments that can be used as brand awareness measurement. If the number of these metrics shows an increase or has a high number then it will have a positive impact on brand awareness.

Based on the benchmark report from the Influencer Marketing Hub (Influencer Marketing, 2020), the main purpose of companies using influencers is to increase brand awareness. The use of influencers

is also increasing from year to year since 91% of respondents or 3.640 marketing agencies, brands and other professional industries surveyed by Influencer Marketing Hub believe that influencer marketing is an effective form of marketing.

However, from the information provided by the Influencer Marketing Hub, 55% of respondents spend funds above 10,000 US dollars or around Rp 140,000,000.00 per year for influencer marketing. Therefore, it can be concluded that the majority of companies surveyed are not micro scale. Based on Indonesian Law No. 20/2008, micro businesses are businesses that have an annual turnover of at most Rp 300,000,000.00. According to data from the Ministry of Cooperatives and Small and Medium Enterprises, micro scale businesses are the largest types of businesses in Indonesia, to develop it to a larger scale, tough competition and limited funds for marketing become the challenges.



Figure 2 Estimated Influencer Marketing Growth Globally
Source: Influencer Marketing Hub

Other data and journals studied also rarely mention the effectiveness of using influencer marketing for a brand owned by a micro scale business. Tabellion and Esch (2019) also stated that marketers have not been able to decided which influencer marketing

**MICRO, SMALL, MEDIUM AND LARGE ENTERPRISE GROWTH
YEAR 2017-2018**

NO	INDICATOR	UNIT	YEAR 2017 ⁽¹⁾		YEAR 2018 ⁽²⁾		YEAR 2017-2018 GROWTH	
			AMOUNT	SHARE (%)	AMOUNT	SHARE (%)	AMOUNT	SHARE (%)
(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
1	ENTERPRISE UNIT (A+B)	(Unit)	62.928.077		64.199.606		1.271.529	2,02
	A. Micro, Small and Medium Enterprise	(Unit)	62.922.617	99,99	64.194.057	99,99	1.271.440	2,02
	- Micro Enterprise	(Unit)	62.106.900	98,70	63.350.222	98,68	1.243.322	2,00
	- Small Enterprise	(Unit)	757.090	1,20	783.132	1,22	26.043	3,44
	- Medium Enterprise	(Unit)	58.627	0,09	60.702	0,09	2.075	3,54
	B. Large Enterprise	(Unit)	5.460	0,01	5.550	0,01	90	1,64

Figure 3 Growth of Indonesian Micro, Small, Medium and Large Enterprise in year 2017-2018
Source: <http://www.depkop.go.id/>

strategies providing the most positive impact on their brand as the question itself has not been fully answered by the published journals. It can also be assumed that the marketers do not only mean to promote big and popular corporate brands but also other brands owned by various company scales.

Therefore, this research aims to find out whether the influencers will also obtain positive results in increasing brand awareness of a micro business. In this research, Conseva brand, a lifestyle brand from Surabaya which is managed under CV Kreasi Consindo, is chosen as subject because of its business size classified to micro business category.

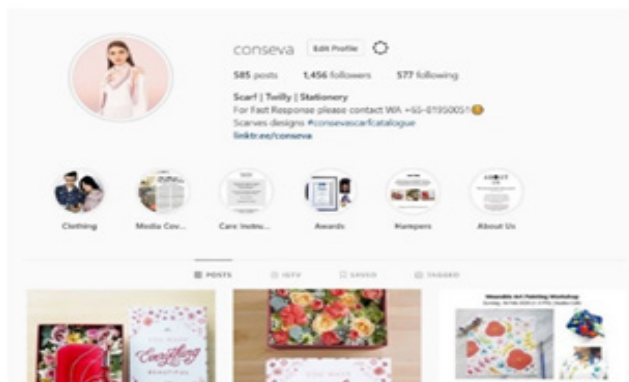


Figure 4 Conseva Brand Instagram
Source: Instagram

II. METHODS

This research uses quantitative methods focusing on numerical data collection (Babbie, 2010). Analysis of this numerical data is required to find out the number of followers and page visits on Conseva's Instagram page before and after using influencer marketing.

In order to answer the research question, target population needs to be defined for sampling process (Taherdoost, 2018). Approximately 50,000 people are the followers of three Instagram influencers who were selected to endorse Conseva's product. They are all women aged from 24 to 35 living in Indonesia's largest cities, and having interest in fashion and design.

This research uses simple random sampling technique which can be understood easily and has projectable results (Malhotra & Birks, 2007). In this research, measuring brand awareness can be achieved by comparing data before and after random sampling. If influencers' followers have interest in Conseva brand, they would visit or follow Conseva's Instagram account. An increase in the number of followers and page visit on Conseva's Instagram account means that their brand awareness started growing. On the other hand, if the number remains the same or decreasing, it means Conseva needs to evaluate their influencer marketing strategy.

Influencers will also be asked for data on the number of views, shares and comments on each

influencer's Instagram. In all three metrics the high number of figures shows the effectiveness of the content displayed by influencers in introducing Conseva brand products. The data was collected in January and February 2020 and compiled in a table to be compared.

III. RESULTS AND DISCUSSIONS

Found in 2015, Conseva brand derives its name from the Latin word *conservatio* that means keeping or conserving. The brand was established as an alternative to the low-quality manufactured goods that lead to a "throw away" mentality causing environmental issues. Hence, Conseva aims to create emotionally durable products that people want to keep and enjoy for a long period of time. Conseva's first product was printed scarves with hand-drawn style botanical illustrations. To the present, in addition to the scarves collection, Conseva has also released other products such as tote bags, pouches, clothings, stationeries, and fashion accessories.

The main target market of Conseva brand are the upper middle class females aged 24-35 years, who live in big cities in Indonesia, and particularly like to buy products with unique illustrated images that can be worn daily for casual occasion. Therefore, the first step in formulating an influencer marketing strategy is to choose influencers who have followers with similar ages in accordance with Conseva brand target market. It is considered essential reach influencers who come from Surabaya—the home city of Conseva brand, and Jakarta—the city of origin of most buyers for Conseva products. Influencers chosen are also micro influencers who have a total of 1,000 - 100,000 followers (De Veirman et al., 2019) because their endorsement prices are still suitable for micro scale businesses. Besides its suitability for decent sized marketing budget, study conducted by Kay et al. (2020) found that compared to macro influencers, micro influencers are more efficient in increasing consumer outcomes as they have a smaller audience scope that provide greater interaction with their followers than large-scale influencers. Conseva had also approached macro influencers for fee comparison and their fees were at least twice higher than micro influencer which will not be financially suitable for micro scale business.

Huey & Yazdanifard (2014) also stated that in order to be successful in social media marketing, the first crucial step is to decide the target consumers. According to Kotler, Wong, Saunders, & Armstrong (2005) in Kampamba (2015), determining consumer market can use demographic segmentation by using major variables—age and gender—as these are the most used aspects and can be measured easily. Besides demographic segmentation, geographic segmentation was also applied as Conseva brand is based in Surabaya, and the majority of their customers live in Jakarta.

CastingAsia types of influencers

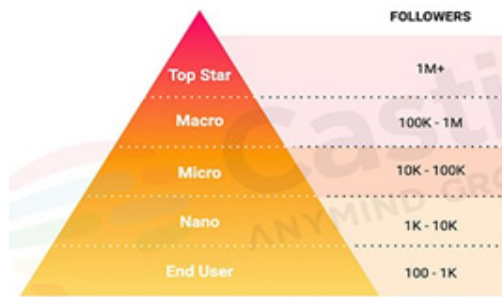


Figure 5 Types of Influencers
Source: Casting Asia

The selection of influencers was done in several ways, namely asking for recommendations from acquaintances who have reached influencers for their business, direct observation from Instagram by seeing circle of friends from influencers, using the Sociobuzz platform and Omnifluencer, a tool to measure the engagement rate of Instagram accounts to see the effectiveness of influencers in promoting a product. According to Jaakonmäki et al. (2017), the engagement rate is an indicator that measures the amount responses and interactions received by posting a content on social media. This interaction can be measured by the number of likes and comments that influencers get from followers when making paid posts from a brand to market the brand's products or services on Instagram (Hughes et al., 2019). If the influencer is able to create interesting content for the product, it is likely that followers will respond to the content so that the engagement rate will be high.

Omnifluencer tool was used to list micro influencers based on their engagement rate. Total 31 micro influencers from Surabaya and Jakarta were listed and known that their engagement rate range was between 0.32% -5.9%. According to Semeraro (2019), a pretty good rate for micro influencers (1,000-100,000 followers) is 2.4%. However, because some of these micro influencers have set rates similar to macro influencers, the choice is narrowed down even smaller. There are also other considerations in choosing an influencer, such as influencer's personality and character; 1) responsive, 2) cooperative, and 3) communicative. Besides, the brand should find influencers who have a good sense of fashion. It is expected that they are able to combine the main product with other items into a complete outfit. That way would enhance the look of the product, and give ideas on how to wear them. The next factor is the pose, which should naturally bring out suitable character (fun, feminine, etc.) to the product. Lastly, it is their photography skills that matters, including quality of images based on photo composition, photo resolution, backgrounds and filters.

The overall look of the influencers' Instagram is also important to be considered to see the effort they put on when making Instagram posts.

The micro influencers chosen by Conseva are referred to as Influencers A, B, and C. Real names are not used to avoid performance generalization of these influencers. Influencer A is a Surabaya socialite which has around 30,000 followers with an engagement rate (ER) by 2.25%. Influencer B is a model from Jakarta with nearly 70,000 followers with an ER by 1.61%. Influencer C comes from Surabaya, which has around 14,000 followers on Instagram with an ER by 1.58%. Influencers with ER below 2.4% are still chosen because of the factors mentioned previously.

Each influencer promoted different types of items. The two influencers from Surabaya were given a scarf and a totebag from Kalimantan collection that has fun and colorful illustration of Kalimantan animals and plants. The scarf size is 110 x 110 cm, and is made of silky satin fabric. As for totebag, it was made of thick canvas with lining and the size is 31 x 37 cm. Scarf and totebag were chosen due to a more affordable price for the purchasing power of Surabaya residents, where scarf is Rp 330,000.00, and totebag is Rp 190,000.00.

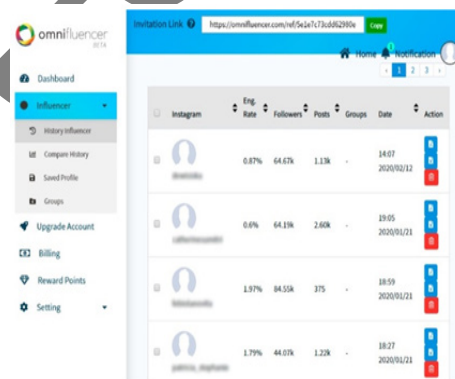


Figure 6 Influencer Searching Result Using Omnifluencer Tool
Source: Omnifluencer.com



Figure 7 Kalimantan Scarf Worn by a Model (Non-Influencer) and Kalimantan Totebag
Source: Conseva Instagram

The influencer from Jakarta was given a 100% cotton top with a Sumatran animals and plants motif that also has a fun vector illustration style. The clothing price is Rp 595,000.00 which is more suitable for the purchasing power of the people of Jakarta compared to Surabaya. As stated by Jakarta provincial government, per capita income or average income of Indonesians who move up to the middle class and above leads to an increasing purchasing power of people who live in the capital. With an average higher salary, the community tends to spend more for their needs (Ulf, 2019). Fereidouni & Tajaddin (2015) conducted a study on consumption expenditure and its correlation with wealth. They found that people with higher income will also have higher consumption spending.

In addition, there are quite a lot of local brands in Jakarta that have similar products, namely clothing with original illustrations with almost similar price ranges. This indicates that Jakarta market is familiar with similar products and prices.



Figure 8 A Non-Influencer Model Wearing Tops made of 100% Cotton with Sumatran Animals and Plants Illustration
Source: Conseva Instagram

The following data are given by the influencers and Conseva Instagram after the influencers posted on their Instagram story and feed. From data in Table 1, it was found that influencer B with the highest number of followers apparently did not increase the number of Conseva brand followers at all. The unsuccessful follower increase could be caused by influencer's photo shoot, which did not show product at close range, so the detailed illustrations are not clearly visible.

Influencer B also did not describe the product at the caption part, just mentioning the brand name which left the audience unaware about the product's fabric benefits and the illustration story. This is in line with the opinion of Anderson (2019), in which an influencer should be able to create a narrative and story about a product that is promoted to attract the attention of their followers and not just pushing products.

The comment section of the influencer's post are all about the physical appearance of the influencer, the location of the photo shoot, and the photographer, where no comments mentioned about Conseva products. However, in terms of adding visitors to Conseva Instagram profile and website, influencer B brought the highest number compared to the other two influencers. This is most likely due to the number of followers owned by influencers B is far higher than influencer A and C.

As for influencer A, the promotion was only posted on Instagram story, so number of comments received cannot be seen. Influencer A created a video content showing unboxing of Conseva scarf, accompanied by a brief narrative about the scarf illustration, showing the shape, other details as well as how the scarf looks when it is worn to complete an outfit. As a result, there was an increase in Conseva follower numbers but only four people and two of them are fake accounts, where there are no followers on the account. However, Conseva received a private message from two people asking for the scarf price which means that the content created by Influencer A attracted the attention of the audience to do further requirements regarding product descriptions that have the potential to purchase. The low follower growth could be caused by low video quality and also lacking of alternative fashion style as Influencer A was not quite creative in giving ideas to wear the scarf in various ways. According to Hird (2013), Instagram is different from other social media because Instagram is putting emphasis on visual strategy, thus in order to make people engage more with a content, it should have visual appeal (Syrdal & Briggs, 2018). Audience also looks for fashion style variety in a content created outside traditional fashion media (Choi, 2016).

The last promotion was posted by Influencer C, who posted 2 photos. The first photo was influencer C using a totebag that was photographed from long distance and the second photo was totebag detailed

Table 1 Data

	Views	Shares	Comments	Conseva Followers increase	Conseva Profile Visits total amount
Influencer A (30,000 follower) *Instastory on January 7 th , 2020	3,000	-	N/A	4	98
Influencer B (70,000 follower) *Instagram post on February 7 th , 2020	15,222	0	24	0	137

Table 1 Data (Continued)

	Views	Shares	Comments	Conseva Followers increase	Conseva Profile Visits total amount
Influencer C (14,000 follower) *Instagram post on February 21 st , 2020	1,290	0	14	2	75

Source: Personal data

illustration. The quality of photos provided by influencer C is better than influencer B because influencer C is using DSLR camera so when the photo is zoomed-in, it does not look pixilated or blur.

Due to the image quality, it could be the reason influencers C received positive comments about the totebag compared to influencers B who did not get any comments on Conseva's products. The same idea was expressed by Teo et al. (2019) that visual-centric social networking sites, such as Instagram, require good quality photos to influence consumers' perceptions of the quality of products being promoted. In addition to the photo quality factor, since influencer C followers are somewhat smaller than the other two influencers, the possibility to engage with followers will be higher, which can be seen from the fact that influencer C replied to almost all comments on her post. Anger & Kittl (2011) also argue that quantity is not the same as quality. In this case, although influencer C does not have as much followers as the other two, influencer C build great engagement with the followers. That way is considered to have more positive impact compared to influencers with a large number of followers that most of them are not an active user of Instagram.

IV. CONCLUSIONS

The results show that after doing endorsements, the use of influencer marketing for Conseva's micro-scale brand turned out to be less impactful. Costs incurred to pay influencers are not proportional to the addition of followers since Conseva only gained six new followers and Instagram profiles and web visits to the Conseva brand did not experience a significant jump.

Based on Conseva's data in 2019, with the same amount of total expenditure, it is more effective to participate in the local bazaar in Surabaya since there were not only increase in Instagram followers, who are the bazaar visitors, but also opportunity to sell the products.

Although for Conseva, the use of influencer marketing has little impact on increasing brand awareness, this research cannot generalize that influencer marketing is also not useful for other micro scale brands.

Based on the results of influencer marketing used by Conseva, there are several points that can be optimized to improve the use of influencer marketing

in increasing brand awareness. Firstly, service users must notify influencers about brand's product advantages so that influencers can briefly describe them in the caption section to attract followers' attention. Influencers might not be aware of the product advantages and thus, a brand needs to explain it to influencers. Secondly, the influencer service user must also know the requirements for the photos; 1) how the photo shoot should be taken i.e. long distance or close distance shoot, 2) how to style the product and 3) the product details which should be highlighted since brand owners has better understanding of the product benefits and uniqueness better than influencers. Thirdly, influencers must inform or ask influencers to include appropriate hashtags to approach a wider audience.

The findings of this research will contribute to the benefit of local brand owners in Indonesia who have limited budget for marketing. The market competitiveness justifies the need to try various marketing strategies including Instagram influencer marketing. Although this research only takes three influencers, and the result turns out to be far from expectations, it is hoped that other local brand owners might want to incorporate the points to optimize the use of influencer marketing to get better results.

For future research, it can be continued by increasing number of Instagram influencers in endorsing products and using advance analysis method such as hypotheses testing method, to get a more accurate measurement of brand awareness.

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