Influencer marketing and its impact on the visual identity of the brand: study case sample of followers of Algerian influencers

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Abstract :

The rapid proliferation of information and communication technologies has prompted a paradigm shift in organizational marketing strategies, steering them away from conventional approaches towards contemporary ones. A notable method in this new landscape is influencer marketing. This research is dedicated to examining the influence of influencer marketing on a brand's visual identity as perceived by consumers. To achieve this, a survey was administered to a randomly selected group of 60 Algerian consumers. Data analysis was conducted using SPSS23, incorporating various statistical tests.

The findings of the study reveal a statistically significant impact of influencer marketing on the visual identity of brands from the consumer viewpoint. This impact is discernible across several dimensions, namely electronic word of mouth, influencers' promotional activities concerning the brand, and the influencers' personal experiences and interactions with the brand.

1. INTRODUCTION

Adopting digital methods in various marketing operations has become an imperative, crucial after modern technological trends dominated the marketing activity of organizations, and competition intensified between them in the virtual world. Social networking sites have emerged as multifaceted platforms in the realms of marketing, advertising, and mass influence, catalyzing the evolution of contemporary, innovative strategies that necessitate direct engagement with the target audience. This digital landscape has transformed traditional marketing approaches, introducing novel methods that prioritize interactive and personalized communication with consumers.

And the promotion of the brand within the framework of what is known as marketing through influencers and gaining the trust and loyalty of consumers to it.

Consumers generally receive visual information with greater capacity than they receive and absorb written information. The visual identity of a brand serves as a crucial marketing instrument, enabling organizations to effectively communicate with consumers and captivate them through a memorable first impression, which remains impactful even in the absence of direct interaction. This aspect of branding plays a pivotal role in establishing a lasting connection and recognition among the target audience, enhancing the brand's presence and appeal. Establishing an emotional relationship with them and marketing with influencers shortened this communication for organizations.

From this point of view, the following research problem emerges: **Is there a impact of influencer marketing through digital media on the visual identity of the brand from the consumers' perspective?**

Study hypotheses: In response to the primary issue identified, the following central hypothesis is proposed:

- **H:The hypothesis states that**: There is a statistically significant impact of influencer marketing on the visual identity of the brand from consumers' perspective.

Stemming from the central hypothesis, the study explores the following subsidiary hypotheses:

- **H1**: There is a statistically significant impact of the Electronic word of mouth on the visual identity of the brand from the perspective of consumers.
- **H2**: There is a statistically significant impact of the influencers' advertisements about the brand on the visual identity of the brand from the consumers' perspective.
- **H3**: There is a statistically significant impact of the influencers' experiences and uses of the brand on the visual identity of the brand from the consumers' perspective.

 Study objectives:

This research end eavors to accomplish the following objectives:

- To develop a comprehensive theoretical framework by synthesizing relevant literature, drawing upon previous scientific studies and research.
- To elucidate the influence of influencer marketing via digital media on the visual identity of brands, specifically from the viewpoint of Algerian consumers.
- Presenting some useful recommendations and suggestions to improve the use of influencers in marketing by Algerian institutions and their exploitation to build a brand and a visual identity that helps them attract consumers.

Study methodology: The foundation of this study is anchored in the review of prior research and studies, which were instrumental in shaping the cognitive framework of the study variables. Additionally, a questionnaire was employed as a primary tool for data collection from the study sample. The data thus gathered was analyzed using the SPSS23 software, employing an analytical descriptive approach.

The structure of the remaining sections of this paper is as follows:

➢ **The first section:** influencer marketing

➢ **The second section**: the visual identity of the brand

➢ **The third section:** the analytical study of the impact of influencer marketing on the visual identity.

2. Influencer marketing

2.1 Definition of influencer marketing

   Before delving into the concept of influencer marketing, it is crucial to define what an 'influencer' entails.

An influencer is typically an individual or entity that has amassed a substantial following on social media platforms, exerting a significant impact on consumers' purchasing decisions (Lee, koseoglu, Qi, Liu, & King, 2021, p. 2).

Influencer marketing, therefore, is a form of marketing that leverages word-of-mouth strategies executed across various digital platforms, utilizing marketing messages disseminated by individuals known for their fame and followership of varying scales.

Contrary to mass marketing and communication strategies, influencer marketing specifically targets followers or potential followers within an influencer's social network, aiming to enhance brand awareness and influence purchasing decisions (Bu, Parkinson, & Thaichon, 2022, p. 1). This approach is relatively new but has gained substantial traction in recent years, paralleling the rise in interactions between influencers and their followers on social media. Influencers are distinguished social media participants who have garnered significant recognition and established a loyal audience base (Farivar & Wang, 2022, p. 2).

2.2 Means of applying influencer marketing through social media

In the realm of influencer marketing via social media, the methods of application can be categorized as follows:

➢   **Electronic word of mouth (E.WOM):** This refers to the use of the internet as a platform to generate word-of-mouth buzz in support of business and marketing goals (Jasin, 2022, p. 56), describes E.WOM as a pivotal marketing tool that leverages online communication to boost brand visibility and consumer engagement.

➢ **Influencers' ads about the brand(I.ADV):** These are commercial endorsements of brands by influencers, particularly celebrities, disseminated through social media. (al-Hariri, 2019, p. 171). Social media influencers (SMIs) have evolved to become a potent advertising medium, transcending the role of mere promoters to actively participate in product and communication strategies of companies (Colliande & Rundin, 2021, p. 548).

Products are showcased by influencers on platforms like TikTok, Facebook, Instagram, YouTube, etc., in the form of sponsored content. These influencers often create videos or posts, depicting their positive

experiences or demonstrating the use of a product, thereby influencing consumer purchase decisions.

➤ **Influencers' experiences of the brand(I.EXP):** This aspect encompasses the various personal experiences and uses of the brand by influencers, integrated into their daily lives. Such experiences are often shared in the form of videos or photos on their personal social media pages or on the organization's platforms. These authentic displays of product usage can significantly influence consumer perceptions and behaviors towards the brand. (Bint Ibrahim).

3. visual identity of the brand
3.1 The concept of the visual identity of the brand

Branding is a marketing strategy focused on creating and shaping a unique identity for a brand. (deBara, 2022)escribes a brand as the representation of a company in the public's perception. While a brand encompasses both tangible and intangible elements, it's often associated with visual components like graphic design and brand identity. According to the American Marketing Association (2004), a brand is defined as any name, term, design, symbol, or characteristic that distinguishes one seller's goods or services from those of others(Stoimenova, 2017).

The visual identity of a brand plays a critical role in conveying the brand's message in the highly competitive marketing landscape of today. Although research on the elements of brand identity, such as logos, brand names, and slogans, has examined their individual impacts, the collective influence of these elements remains underexplored (Vinitha, Kumar, & Purani, 2021, p. 272).

Generally speaking, a brand's visual identity expresses the visual components that make up a brand, including the color palette, logo, typography, and designs. It also plays an effective role in conveying the brand's value and message to the target audience. It can also include designing websites, social media, product packaging, and marketing materials such as flyers and brochures. All of these elements work together to create distinction and consistency in the interaction of consumers and customers with the brand.

3.2 Building Brand Identity

The most important steps to building a strong brand identity are as follows: (EVAN, 2022)

➢ **Conduct a Comprehensive SWOT Analysis:** Undertaking a thorough SWOT analysis, which examines the company's strengths, weaknesses, opportunities, and threats, is a strategic approach for managers to gain a deeper understanding of their business context. This analysis aids in setting clear objectives and outlining the necessary steps to achieve them.

➢ **Establish Key Business Objectives:** The brand identity should be designed to support these objectives. For instance, if a car manufacturer aims to target the luxury segment, its advertisements should be tailored to attract this specific demographic. Placing these ads on platforms frequented by the target audience is crucial.

➢ **Identify the Customer Base:** Employing methods like surveys, focus groups, and individual interviews is effective in pinpointing the company's consumer demographic. This understanding is essential for creating targeted marketing strategies.

➢ **Define the Brand's Personality and Message:** It's important for a company to foster a consistent image rather than attempting to amalgamate a wide range of attributes such as practicality, affordability, quality, modernity, luxury, style, sophistication, and class. Every aspect of the brand, from the text and visuals to cultural references and color palettes, should be in harmony, conveying a unified and clear message.

4. Field Study:

To assess the influence of influencer marketing on a brand's visual identity, a structured questionnaire was employed for data collection. This questionnaire was segmented into three distinct sections:

➢ **First section**: This part focused on gathering data about the personal characteristics of the respondents in the study sample.

➢ **The second section**: It delved into aspects related to influencer marketing.

➢ **The third section**: This section was dedicated to questions pertaining to the visual identity of the brand.

4.1 Study Population and Sample:

−**Study Population:** The questionnaire was disseminated among a randomly selected group of Algerian youth, comprising 60 individuals of both genders.

−**Study sample**: The questionnaire was disseminated among a randomly selected group of Algerian youth, comprising 60 individuals of both genders.

4.2 **Tool Stability**: As previously mentioned, the questionnaire was used as a tool for data collection, which was then entered into the SPSS v23 program for analysis, with the purpose of achieving the study's objectives.

4.3 Statistical Processing Methods:

4.3.1 Describe the characteristics of the sample:

Table 01 :Description of the sample characteristics according to the social networking sites used

Social networking sites	Frequency	Percent
FACEBOOK	21	35%
INSTAGRAM	15	25%
TWITTER	3	5%
TIKTOK	12	20%
YOUTUBE	9	15%

Source: Researcher based on the questionnaire data and the outputs of the spss23 Software

The table presented above offers an overview of the sample's traits, particularly in relation to their most frequently used social media platforms, where we notice that 35% of the respondents use Facebook, and it can be said that this is due to the extent of its spread among them, and its ease of use, while 25% use Instagram, and this is due to its great popularity recently, especially in Algeria, especially since almost all influencers are active on the Instagram site as well, enabling them to share their private lives in the form of pictures or short videos.

We also note that 5% of the respondents use Twitter and other sites such as Link In, WhatsApp, Viber and Telegram, while the percentage of

15% represents YouTube users, and this is due to its versatility (it is used for practical, scientific, and entertainment purposes), as well as it can be an alternative to traditional media, while TikTok users were 20%.

4.3.2 Validity and Reliability Test of the Study Tool:

➢ Validity Test of the Study Tool:

We verified the validity of the study tool by measuring the Pearson correlation coefficient and the significance level to assess the internal consistency between the items of each dimension. The results are presented in the following table:

Table 2: Internal Consistency Validity of the Questionnaire

Axis	Dimensions	Statement	Pearson Correlation Coefficient	Significance Level
nfluencer marketing	E. WOM	Qx11	.761**	.000
		Qx12	.796**	.000
		Qx13	.819**	.000
		Qx14	.722**	.000
		Qx15	.894**	.000
		Qx16	.765**	.000
	I.ADV	Qx21	.796	.000
		Qx22	.819	.000
		Qx23	.722	.000
		Qx24	.894	.000
		Qx25	.765	.000
	I.EXP	Qx31	.320*	.013
		Qx32	.539**	.000
		Qx33	.663**	.000

		Qx34	.589**	.000
		Qx35	.718**	.000
visual identity of the brand	1. visual identity of the brand	Qy1	.589**	.000
		Qy2	.816**	.000
		Qy3	.845**	.000
		Qy4	.813**	.000
		Qy5	.829**	.000
		Qy6	.626**	.000
		Qy7	.775**	.000
		Qy8	.776**	.000

Source: The table was prepared based on the questionnaire data and processed using SPSS v23.

We note from Table 2 that the correlation coefficients between the study dimensions and its paragraphs range between 0.320 and 0.894, which are moderate to somewhat strong correlations and statistically significant, given the significance level of approximately 0.000 for all readings of the questionnaire. This indicates that the data is characterized by good internal consistency, meaning that each item of the questionnaire represents its corresponding dimension well.

➢ **Reliability of the Study Tool:**

For this study, the reliability of the research tool was assessed using Cronbach's Alpha coefficient. This statistical measure is employed to determine the consistency of a measurement instrument, with an acceptance level typically set at 0.60 or higher. The findings pertaining to the reliability of the questionnaire items across all variables, as determined by the Cronbach's Alpha coefficient, are presented in the following table:

Table 3 :Assessment of Questionnaire Item Reliability for All Variables Using Cronbach's Alpha Coefficient.

Dimensions of the study	Cronbach's Alpha
dimensions of the independent variable (influencer marketing)	**0.935**
dimensions of the dependent variable (visual identity of the brand)	**0.893**
The alpha value of the questionnaire as a whole	**0.924**

Source: Researcher drawing from the data collected through the questionnaire and analyzed using the SPSS23 software

Through the above table, we note that the alpha Crombach coefficient for the questionnaire items, and for all variables, is greater than (80%), which indicates a relationship of consistency and good correlation between the questionnaire statements. This percentage is more than the statistically acceptable percentage of (60)% or superiority, and thus confirm stability of the study tool.

1.Analysis of Results
5.1 Testing the Study Hypotheses:

We will now proceed to test the hypotheses of the study to assess the impact of influencer marketing on brand visual identity.

5.1.1 Test the main hypothesis:
The hypothesis posits that: There is a statistically significant effect of influencer marketing on the visual identity of the brand at the significance level of 5%.

Table 4: (ANOVA) results of the sample answers between the impact of influencer marketing and the brand's visual identity

Statement	sum of squares	degrees of freedom	mean of squares	f	sig
Regression	21,269	1	22,477	61,295	0.00

Residual	21,269	58	0,367		Alfa=0.05
total contrast	43,746	59		R=.0717	R Square=.0514

Source: Researcher based on the questionnaire data and the outputs of the spss23 Software

Table No (04) reveals that the calculated F-value stands at 61.295, with degrees of freedom set at 1 and 59. The significance level of F (sig=0.000) is less than the accepted threshold of 0.05 for this study. This result necessitates the rejection of the null hypothesis and the acceptance of the alternative hypothesis, which posits that influencer marketing through digital media has a significant effect on the brand's visual identity as perceived by consumers, at a 5% significance level. This finding is further supported by the presence of a correlation coefficient, indicating a relationship between these two variables.

The correlation coefficient, estimated at 0.717, substantiates a **strong positive direct relationship** between these two variables. Additionally, the coefficient of determination, calculated at 0.514, indicates that approximately 51% of the variations in the average responses of the participants regarding the visual identity of the brand can be attributed to changes in influencer marketing. This significant percentage underscores the influential role of influencer marketing in shaping perceptions of a brand's visual identity.

5.1.2 Test the first sub-hypothesis:

This sub-hypothesis states that: There is a statistically significant effect of the electronic word of mouth on the visual identity of the brand,at a significance level of 5%.

Table 5: (ANOVA) results of the sample answers between the impact of electronic word of mouth and the visual identity of the brand

Statement	sum of squares	degrees of freedom	mean of squares	f	sig
Regression	22,312	1	22,312	60,379	0.00

| Residual | 21,433 | 58 | .0370 | Alfa=0.05 | |
| total contrast | 43,746 | 59 | | R=0.714 | R Square=0.510 |

Source: Researcher based on the questionnaire data and the outputs of the spss23 Software

Table No (05) indicates that the calculated F-value is 60.379, with degrees of freedom at 1 and 59. The significance level of F (sig=0.000) falls below the threshold of 0.05 set for this study. This result necessitates the rejection of the null hypothesis and the acceptance of the alternative hypothesis. The alternative hypothesis asserts that there is a statistically significant impact of electronic word of mouth on the visual identity of the brand, as perceived by consumers, at a 5% level of significance.

The existence of a relationship between these two variables is further corroborated by the correlation coefficient, estimated at 0.714. This represents a **strong positive direct relationship**. Additionally. The determination coefficient, which amounted to (0.510), explains that approximately (51%) of the changes that occur in the average responses of the respondents to the variable of the visual identity of the brand are due To changes in influencer marketing.

5.1.3 Test the second sub-hypothesis:

This sub-hypothesis states that: There is a statistically significant effect of the influencers' advertisements about the brand on the visual identity of the brand, at a significance level of 5%.

Table 6 :(ANOVA) results of the sample answers between the impact of influencers' advertisements and the visual identity of the brand

Statement	sum of squares	degrees of freedom	mean of squares	f	sig
Regression	20,934	1	20,934	53,227	0.00
Residual	22,812	58	0.393	Alfa=0.05	
total contrast	43,746	59		R=.0692	R Square=.0479

Source: Researcher based on the questionnaire data and the outputs of the

spss23 Software

Table No (06) reveals that the calculated F-value is 53.227, with degrees of freedom at 1 and 59. The significance level of F (sig=0.000) is below the 0.05 threshold established for this study. Consequently, this finding leads to the rejection of the null hypothesis and the acceptance of the alternative hypothesis. According to this hypothesis, there is a statistically significant impact of influencer advertisements on the visual identity of the brand as perceived by consumers, with this significance determined at the 5% level.

This result affirms the presence of a relationship between the two variables, as evidenced by the correlation coefficient, estimated at 0.692. This coefficient suggests **an average positive direct relationship** between the variables. Furthermore, the determination coefficient, which stands at 0.479, indicates that approximately 48% of the variations in the average responses of the respondents regarding the brand's visual identity can be attributed to alterations in influencer marketing. This substantial percentage highlights the significant role that influencer marketing plays in influencing how consumers perceive the visual identity of a brand.

5.1.4 Test the third sub-hypothesis: This sub-hypothesis states that:

There is a statistically significant effect of the influencers' experiences and uses of the brand on the visual identity of the brand, at a significance level of 5%.

Table7: (ANOVA) results of the sample answers between the impact of influencers' experiences and uses and the visual identity of the brand

Statement	sum of squares	degrees of freedom	mean of squares	f	sig
Regression	16,520	1	16,520	35,191	0.00
Residual	27,226	58	.0469	Alfa=0.05	
total contrast	43,746	59		R=0.615	R Square=0.378

Source: Researcher based on the questionnaire data and the outputs of the spss23 Software

Table No (07) indicates that the calculated F-value is 35.191, with degrees of freedom at 1 and 59. The level of significance of F (sig=0.000) falls below the 0.05 threshold set for this study. This necessitates the rejection of the null hypothesis and the acceptance of the alternative hypothesis, which asserts a statistically significant effect of influencers' experiences and use of the brand on the brand's visual identity from the consumers' perspective, at a 5% significance level.

This finding is reinforced by the correlation coefficient, estimated at 0.615. This coefficient suggests **an average positive direct relationship between** the two variables. Moreover, the coefficient of determination, calculated at 0.378, reveals that approximately 38% of the variations in the average responses of the respondents regarding the brand's visual identity can be ascribed to changes in influencer marketing. This highlights the notable influence of influencers' interactions and experiences with the brand on shaping consumer perceptions of its visual identity.

The analysis results clearly indicate that influencer marketing plays a pivotal role in enhancing a brand's visual identity. This enhancement is primarily achieved through raising brand awareness, fostering trust, and integrating the brand into customers' daily lives, thereby expanding the target audience organically through the influencers' positive, often unpaid endorsements. Electronic word of mouth effectively serves as the brand's digital voice, becoming an essential component of its visual identity. It contributes significantly to setting the brand apart and establishing robust connections with the target audience.

Furthermore, influencer advertisements for the brand play a crucial role in disseminating positive marketing messages, thereby amplifying brand recognition and bolstering customer confidence. The personal experiences of influencers with the brand provide invaluable insights into product usage and highlight its key benefits. This not only educates the target audience but also enhances their understanding and knowledge about the product, leading to more informed purchasing decisions.

In short, the impact of influencer marketing on the visual identity of a brand can be summarized as follows:

➢ **Authenticity and Relatability**: Algerian influencers often have a strong connection with their followers due to shared cultural backgrounds,

language, and interests. When these influencers collaborate with brands, they bring authenticity to the partnership, which can enhance the brand's visual identity. Followers perceive the brand as more relatable when endorsed by influencers they trust and follow.

➢ **Visual Storytelling**: Influencers are adept at creating visually appealing content that resonates with their audience. Through carefully curated posts, stories, and videos, they tell a story that aligns with the brand's values and aesthetics. This storytelling aspect of influencer marketing shapes how followers perceive the brand visually. The visual narrative crafted by influencers can evoke certain emotions and associations with the brand among Algerian followers.

➢ **Cultural Relevance**: Algerian influencers understand the cultural nuances and preferences of their audience. When promoting a brand, they incorporate elements of Algerian culture, traditions, and lifestyles into their content. This cultural relevance enhances the visual identity of the brand, making it more appealing and relatable to Algerian followers. The use of familiar imagery, colors, and symbols can strengthen the brand's visual identity within the Algerian context.

➢ **Engagement and Interaction**: Algerian influencers often foster a sense of community and engagement among their followers. Through comments, likes, and shares, followers actively participate in the influencer's content. When a brand is featured in this content, it becomes part of the conversation, further reinforcing its visual identity. The interactive nature of influencer marketing allows brands to establish a deeper connection with Algerian consumers, shaping their perceptions of the brand visually.

➢ **Brand Recognition and Association**: Through consistent exposure on social media platforms, brands collaborating with Algerian influencers can increase their visibility and recognition among target audiences. Followers start associating the brand with the lifestyle, values, and aesthetics promoted by the influencer. This association strengthens the brand's visual identity and helps it stand out in a competitive market.

5. CONCLUSION

This research paper addresses a critical issue that is highly relevant in our current era, concerning marketers across various product and service

sectors. In an age where technological advancements permeate various facets of life, the necessity of adopting digital marketing strategies, particularly influencer marketing, has become evident.

This approach has rapidly gained prominence as an effective means to attract consumers active on social networking sites. Brands utilizing this marketing strategy focus on ensuring the credibility of their advertising messages to maintain and enhance their visual identity. This identity acts as a unique identifier in the consumer's perception, upon which their mental image of the brand is built.

The study delves into examining the effect of influencer marketing via digital media on the visual identity of the brand, viewed through the lens of the consumer. It concludes with a set of findings and recommendations, demonstrating the significant impact and potential strategies for leveraging influencer marketing in shaping and preserving a brand's visual identity.

Results:

Key findings from the study's theoretical framework, descriptive statistical analysis of the variables, and hypothesis testing include:

- Influencers engage their followers via digital media and social networks by producing visually appealing content, such as short videos or stories, tailored to the advertising concept and target audience;

- Influencers are pivotal in bridging the gap between the product and the consumer through creative promotional techniques, making them a go-to choice for organizations in advertising their products, as they ensure widespread dissemination of the marketing message;

- Influencer marketing has emerged as one of the most prominent activities in the marketing domain;

- The corporate logo plays a crucial role in representing and identifying the organization;

- The study's hypothesis testing, employing the simple linear regression method, revealed a statistically significant influence of the electronic word of mouth on the brand's visual identity from the consumer's perspective at a significance level ($\alpha \leqq 0.05$), thereby confirming the first sub-hypothesis;

- There was a notable impact of influencers' advertisements about the brand on its visual identity from the consumer's perspective, at a significance level

($\alpha \leqq 0.05$), fulfilling the second sub-hypothesis;

– The dimension of influencers' experiences and usage related to the brand significantly affected the brand's visual identity from the consumer's perspective, at a significance level ($\alpha \leqq 0.05$), thus validating the third sub-hypothesis;

– A significant effect was observed for the independent variable, influencer marketing, on the dependent variable, the brand's visual identity from the consumer's perspective, at a significance level ($\alpha \leqq 0.05$), substantiating the main hypothesis of the study.

study perspectives :

– Determine the marketing objectives to be achieved when carrying out brand marketing campaigns through social media influencers;

– Organizations must pay attention to influencer marketing and realize its effectiveness in influencing their target group and employing it to build a competitive advantage and create a positive mental image for them;

– The need to keep abreast of developments in the world of the Internet and take advantage of the advantages of social media to serve the goals of the institution and advertise its products through the latest methods and means that attract the interest of the recipient;

– The need to choose the influencer that is consistent with the identity of the organization and expresses the nature of the advertised products and is characterized by flexibility in interacting with the target audience and answering their various inquiries about the advertisements submitted to ensure the credibility and effectiveness of the advertisement.

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8.   Appendices:

Electronic link for the questionnaire:

https://docs.google.com/forms/d/e/1FAIpQLSen4ZKEV5NidcW8HiP8p 3QxIQaH4v4a4rE6jdO-xhZ7sM0qog/viewform