

Social Media Influencers and Consumer Brand Loyalty of Darling Hair Product

EBHOTE Oseremen Ph.D. & IMOLORE, Calice

Department of Business Administration,
Edo State University Uzairue, Edo State–Nigeria

Abstract

This study examined the effect of social media influencers on consumer brand loyalty of darling hair product. The study adopted a descriptive survey design with a population consisting of all users of artificial hair product in Edo State. Hence, the population of study is an infinite population, Godden (2004) sample size determination for infinite population was used to draw 384 respondents as sample for this study. This study implores descriptive statistical tools to analyse the research questions while Pearson Product Moment Coefficient was used to test the hypotheses formulated for this study. The findings of this study revealed a significant effect of social media influencers on consumer brand loyalty of darling hair product. the study recommended amongst others that social media influencers should enhance users' perceived friendship with the influencers and psychological well-being, making users to be more loyal toward the influencers and brands/products promoted by influencers.

Keywords: Social, influencers, media, hair, brand.

INTRODUCTION

As a social media influencer, a brand's products and services are promoted by a mainstream influential individual on social media network websites. Most organizations are using social media marketing correctly, which is a fresh and innovative marketing strategy (promo, 2021). Loyalty to a brand is defined as an individual consumer's commitment to purchasing the brand's products and services over and over again, regardless of faults, a competitor's actions or changes in the environment. Brand loyalty (Hur, Won-Moo; Ahn, Kwang-Ho; Kim & Minsung, 2011). In addition, positive word-of-mouth can be used to indicate this. To promote their products, brands are increasingly using social media platforms such as Facebook

and Twitter. There are a vast range of potential clients from all around the world that can be reached through social media posts.

Cooley & Parks-Yancy (2019) also found that Instagram and YouTube were the most popular sources of information for cosmetics and hair products among millennial students. Companies are cooperating with social media influencers with significant fan bases as well as well-known celebrities to advertise their goods. Online communities are formed through various types of electronic communication (e.g., social networking sites and micro-blogging) in which members can share information, ideas, personal messages, and other content (e.g., videos). Since the development of the telephone in the 1960s, individuals have been able to connect with people all over the world and have discussions as if they were right next to each other. When Facebook was introduced, the term "social media" was resurrected as the invention of other platforms like: Twitter, MySpace, Eskimi, WeChat, Whatsapp, Instagram and so on sparked the growth of additional social media platforms. As a result of the proliferation of influencers across many platforms, Facebook helped people see the commercial side of social media. Because of how it has found out how to rearrange its users' lives, social media has taken the world by storm. However, this isn't all bad because many people have found work and better clients through various platforms thanks to the Covid-pandemic, which also led to a rise in e-learning systems like Google Classroom and a large increase in the number of social media users. Since 2013, there has been a tremendous surge in the creation of content through simple graphics, video skits, and special advertisements, both in Nigeria and throughout the world. As a result of content creators who went on to become influencers/celebrities Some of these artists include the likes of Craze Clown (Instagram kings of Nigeria), MarkAngel and Emmanuella (YouTube kings in Nigeria), Tiwa Savage, Emma Oh My God and others. As a result of using social media, even failed artists have been able to relaunch their careers through social media (Bola, 2021).

Brand loyalty and social media influencers are the focus of this study as they have helped Darling hair products maintain their dominance in the fashion and beauty industries. Founded by Lorna Nigeria and Kaneka, the makers of Kanekalon fibers, Darling is a hair extension brand manufactured and marketed by Lorna Nigeria. The company has redesigned with revolutionary new hairstyles, superior product benefits, and richer hues that suit their loyal clients and target audience, and they are known to stand for beauty and transformation of the African lady through excellent hair extensions (Tobi Awodipe, 2018). People in Nigeria currently spend an average of ten (10) hours a day on social media platforms, and hence are heavily impacted by the influencers they interact with. In addition to the aforementioned firms and organizations, there are a plethora of more. It is now considered more successful to work with or promote these influencers in order to reach their target and huge audience.

Companies benefit from social media influencers because the average Nigerian youth is greatly influenced by what they see and wants to look trendy, so when they see celebrities or social media influencers using products, they tend to see the positive side even if they don't like how they look or feel.

More and more consumers are aware of different product brands than even some of the brand owners themselves. Our contemporary reality fits this description. Our modern world provides us with an abundance of choices, and if a brand is not up to date, it is tough to sustain consumer loyalty. Consumers today have a plethora of options at their disposal. They can access an infinite number of user evaluations, similar items and services, and comparative rates from anywhere in the world, allowing them to make well-informed purchases even before they leave the store. Big data is the new technology, and it's transforming the way we do business. As a result, no consumer is a lifelong fan of a single brand because there is always potential for a brand switch at the drop of a hat. Due to a lack of attention paid by firms to brand loyalty, an examination into the impact of social media influencers on darling hair product was necessary.

The main objective of the study is to investigate the effect of social media influencers on consumer brand loyalty of darling hair product. The specific objectives of the study are to:

- ascertain the effect of nano influencer on consumer brand loyalty of darling hair product.
- determine the effect of mega influencer on consumer brand loyalty of darling hair product.
- assess the effect of niche bloggers on consumer brand loyalty of darling hair product.
- examine the effect of major celebrities on consumer brand loyalty of darling hair product, and
- ascertain the effect of mid-tier influencer on consumer brand loyalty of darling hair product.

The independent variable (social media influencer) is decomposed into Nano influencer, Mega influencer, Niche bloggers, major celebrities and mid-tier influencer.

- What is the effect of Nano influencer on consumer brand loyalty of darling hair product?
- What is the effect of Mega influencers on consumer brand loyalty of darling hair product?

- What is the effect of Niche bloggers on consumer brand loyalty of darling hair product?
- What is the effect of major celebrities on consumer brand loyalty of darling hair product?
- What is the effect mid-tier influencer on consumer brand loyalty of darling hair product?

Therefore, the following hypothesis were formulated to serve as a guide for this study:

Ho₁: Nano influencer does not have any significant effect on consumer brand loyalty of darling hair product.

Ho₂: Mega influencers have no significant effect on consumer brand loyalty of darling hair product.

Ho₃: Niche bloggers have no significant effect on consumer brand loyalty of darling hair product.

Ho₄: Major celebrities have no significant effect on consumer brand loyalty of darling hair product.

Ho₅: Mid-tier influencers have no significant effect on consumer brand loyalty of darling hair product.

LITERATURE REVIEW

Conceptual Review - Social Media

Internet-based apps that allow for the creation and exchange of user-generated material are referred to as "social media" in this context (Kaplan & Haenlein, 2010). Among the most widely used are social networks, social blogs, videos, wikis, and podcasts, all of which are variations on the theme. It is estimated that by the first quarter of 2021, Instagram had 500 million daily users and Twitter had 166 million, but the most popular social media network would be Facebook with more than 2.85 billion active users. (Tankovska, 2021). It can be characterized as computer-based technology that promotes the interchange of ideas, concepts, and information via virtual networks or communities (Maya, 2021). The internet-based nature of social media allows users to swiftly and easily share content such as personal information, documents, videos, and images. Web-based software or applications are used to access social media on a computer, tablet, or smartphone. Asian countries, such as Indonesia, have the highest rates of social media use in the world. More than 4.5 billion people are active on social media (as of October 2021). As described by Merriam-Webster (2019), social media is a type of electronic communication (such as social networking sites and microblogging) via which people create online communities to share information,

ideas, personal messages, and other content (e.g., videos). Communications between individuals have changed dramatically since satellites were invented in the 1960s. People may now talk to one other instantly, as if they were in the same room, regardless of where they are on the planet. Information, ideas, passions, and other forms of expression can be created, shared, and exchanged in virtual communities and networks through the use of social media (Tuten, Tracy, Solomon, & Michael 2018). Web-based apps on desktops and laptops are often used to access or download social networking services on mobile devices (e.g., smart phones and tablets) (Kietzmann, Jan, Kristopher 2011). Because of the way users interact with these electronic services, they help to establish highly interactive platforms for sharing, co-creating, interacting with and modifying user-generated or self-curated online content. Along with the evolution of ideas through making blogs, podcasts and videos, social media is also used to chronicle memories, get to know and explore things, advertise and make friends (OKeeffe, Gwenn, Clarke-Pearson, Kathleen). There are more than 100 million registered users on Facebook (and its related Facebook Messenger), TikTok, WeChat, Instagram, QZone, Weibo, Twitter and LinkedIn, which are some of the most popular social networking websites. YouTube, QQ, Quora, Telegram, WhatsApp, Snapchat, Pinterest, Viber, Reddit, Discord, and more are some of the other famous platforms that are sometimes referred to be social media services.

Concept of Social Media Influencer - Social media influencers are people who have a large following on social media and use their influence to spread awareness of a brand's products and services. Some people use the term "influencer" to refer to someone who works in a specific field and collaborates with others in that same field. Because of his or her power or relationship with the target customers, an individual can also influence an individual's purchasing decisions. It's possible for him to have a blog with an established following or a social media presence where he may post engaging information for his followers. Each company's purpose is to bring in experts to promote their products. Studies have shown that for every dollar invested in online marketing, you can expect to receive \$6.5 back. 87.1% of influencers said that Instagram was their primary medium for posting content, proving that it is still the most effective way to connect with them (Promo, 2021). A social media influencer (SMI) is a person who has amassed a substantial following on social media platforms like Facebook and Twitter. Sites like Facebook, Twitter, and LinkedIn are referred to as "Social Media" in this context. Content uploaded by SMI on social media enables SMI to have access to a large audience that likes and believes in the SMI. People are more likely to buy products or services based on SMI recommendations when they have a high degree of confidence that the SMI's recommendations have been thoroughly researched. An important and considerable impact on society is created by this influence as an online communication tool (Nam & Dan, 2018). Additionally, SMIs push brands to extend

their social media sales in many ways. SMIs are used by marketers to enhance their brand's internet visibility in addition to traditional advertising methods. In today's fast-paced world, people are increasingly turning to social media platforms like Facebook and Twitter instead of more traditional forms of mass communication like television, periodicals, and radio, which, in turn, reduces the effectiveness of traditional mass media (Tiago & Verismo, 2014). SMIs are relied upon by more customers than family members to provide product suggestions, indicating that SMIs enjoy a higher level of confidence than family members when it comes to product purchases (Jain, 2016). As SMIs have grown in importance, the World Health Organization (WHO) relies on SMIs to give essential health information and updates in instances like the covid19 pandemic (Eghtesadi & Florea, 2020). SMIs show that a given product or service is being used and is working successfully. Customers' purchase decisions are influenced by favorable evaluations and feedback from other customers.

There are lots of social media influencers component but this includes only a few;

Nano Influencer (one thousand–ten thousand followers) - The term "nano influencers" refers to social media influencers with fewer than ten thousand followers. It's not uncommon for them to have a large and active social media following with high interaction rates. Nano influencers tend to be outspoken proponents of the businesses and goods they care about, and their fans value this candor in their endorsements. In order to establish these ties, they spend a lot of time and effort interacting with their fans. When it comes to engagement rates, nano-influencers are the most popular. So, when a brand works with an influencer like this one, they can expect a unique and bespoke experience in this regard.

Mega Influencer (one million+ followers) - Mega influencers are those who have more than one million followers on their social media accounts. If you want to hire one of these celebs, you'll need a sizable marketing expenditure. You should know that mega influencers have a wide range of followers due of their fame and renown in their respective fields. Using social media sites where their target audience spends their time, they generate a lot of interest in their products and services. As a result, they're enticing to firms who want to use influencer marketing, but they're also extremely pricey because of this. Choosing a mega-influencer is a good idea since, despite the fact that they have enormous reach, studies show that as the number of people following an influencer grows, so does the rate of interaction. The engagement rate on Instagram is barely 1.6% for Instagram influencers with more than 10 million followers.

Major Celebrities - Most of these public individuals are well-known for their careers as actors, athletes, internet personalities, Reality TV stars, TV stars, musicians, and comedians, all of whom have a following in excess of two million people. Celebs in the classic sense are the ones who wield this kind of social media clout. When it comes to

social media followings, one group stands out. Celebrities are your greatest bet if you want to reach a large public audience and gain significant exposure, but they come at a high cost. You should expect to pay at least \$100,000 for each post. Businesses that sell directly to consumers (B2C) benefit the most from celebrity endorsements on social media. To begin with, these big corporations are able to pay for a post, but it's also easier to get results from consumer products in the influencers' following. Developing a brand's image requires the use of A-list celebrities and other high-profile influencers.

Niche Bloggers - If you're looking to find a social media influencer that specializes in a certain topic, look no further than these people. It's easy to get a sense of their values and personality because of their extensive material. Create a blog with the intention of using it to target a specific specialized audience. This type of blog (also known as "niche websites") may focus on a certain geographic area, a specialized field of study, an ethnic or age group or any other specific group of people. The word "niche blog," as used in marketing, refers to a certain type of blog, despite the fact that some argue that every site is a niche blog. Almost all specialized blogs have some type of advertising or affiliate links (pay-per-click or products or both). It's possible that a specialized blog's goal is to get the reader to click on a link to another website that is likewise trying to sell something to the reader.

The mid-tier Influencer - Despite the fact that they may not be household names, mid-tier influencers are nonetheless among the most dependable sources of information for the people who follow them on social media. Influencers with followings of between 50,000 and 500,000 can reach a broader audience and generate slightly higher levels of interaction than mega-influencers. This blog's posts have a professional appearance, but their authenticity and familiarity are enhanced by the fact that the author keeps up with current events. The size of the mid-tier audience is always in the middle, not microscopic like nanos or enormous like megas. Influencers in the middle of the food chain continue to create high levels of interest and have a significant impact. The fact that mid-tier influencers presumably spent years ascending the ranks from nano influencer to mid-tier influencer rather than using popularity for a rapid ascension to the top should be taken into account. They have a lot of content creation experience and are better at connecting with their target audience. Because of their authenticity, strong engagement rates, word-of-mouth advocacy, moderate price, easy to work with, and easy to identify, most brands collaborate with mid-level influencers.

It is common for social media influencers to have a primary channel (where they typically have the most followers and began their career) but to also share their content on a variety of other platforms. Influencers don't have the same power on all platforms. Content formats, rigor, and sponsorships that work well on one platform

may not work well on another's. Influencers can be classified in the following ways based on their use of various social media platforms:

Brand Loyalty

A consumer's commitment to purchase or continue using a brand is known as brand loyalty in marketing. Repeat purchases of a product or service, or other positive actions like word-of-mouth endorsement, might demonstrate it. Repeat purchases are only one aspect of a customer's commitment to a brand, since there are psychological factors at play as well. Loyalty to a certain brand can be defined as a person's "behavioral willingness" to preserve their relationship with the brand. A customer's devotion, relationship, and commitment to a brand's product or service throughout time, regardless of changes in the price of competitors' products or changes in the external environment, is referred to as brand loyalty. Loyalty to a brand is an indication of how long a customer intends to remain a customer. The ultimate goal of every firm has always been customer loyalty. As the market becomes more competitive, businesses see customer retention as an essential aspect of their strategic strategy. Loyalty has been extensively recognized and emphasized in any brand's operational activities because it can help to minimize costs connected with retaining existing customers rather than investing substantially in attracting new ones in competitive, mature, and saturated markets (Ehrenberg & Goodhardt, 2000). Customers who have a long-term relationship with the brands they buy from are more likely to stay involved in the product range and reap the benefits of their loyalty over time (Grayson & Ambler, 1999). Loyal customers can also act as a link, introducing their favorite products to their social networks, family, and other potential clients and business associates (Shoemaker & Lewis, 1999). According to Keller (1998), buying behavior may be used to assess brand loyalty historically; Chaudhuri & Holbrook (2001) agreed and added further that brand loyalty can lead to better and greater market share and empower brands to position a higher brand price. Companies are increasingly focusing on gaining customer loyalty. There are several ways to look at brand loyalty, and each researcher may have a different definition of what constitutes brand loyalty. Stochastic consumers are more likely to exhibit erratic behavior, while Deterministic consumers believe that brand loyalty is a result of external influences on consumer behavior (Huang, 2017). Though interesting, the second 17 viewpoints fail to recognize the role of cognitive processes in molding customers' journey toward brand loyalty (Jacoby & Chestnut, 1978). According to Aaker (1991), a customer's loyalty to a brand is measured by the degree of attachment they have to it. According to Jackson (2006), customers' true dedication to purchasing or favoring a certain product or service is referred to as "brand loyalty." Consumers would continue to purchase the same items and services, despite external and internal factors that can influence their purchasing habits. Anderson & Jacobsen (2000) defined brand loyalty as "the repercussion of

customers in the process launched by an organization 'producing advantage for a customer such that they would continue or expand their purchases from the organization'" in another sense. As a result, increasing the value of existing customers and attracting new ones are equally vital when it comes to a company's long-term profitability and ability to grow in their industry. Consumers and buyers exhibit their loyalty to a brand by purchasing from the same company again and over again, without ever switching to another brand. Brand loyalty is the ability to purchase a product or service from the same company over and over again. In the case of Apple iPhone customers, they are believed to be extremely loyal to the brand. In spite of the rising cost of the newer iPhone models, consumers continue to purchase the latest model, even if alternative brands may be able to offer equivalent features at a lesser price. Customers' loyalty to a certain brand is also measured in terms of how likely they are to stick with that brand no matter what changes are made to the product's price or the product's characteristics (Aaker & Biel, 2013). There is a need for both conduct and attitude loyalty in order for a brand to be considered loyal (Gecti & Zengin, 2013).

Theoretical review

This paper is anchored on theory of brand loyalty. Brand loyalty is critical to a company's growth, and this idea helps explain why that is the case. Customers who have a strong desire to support a certain brand are known as brand loyalists. You will only be able to distinguish the brand if you continue to buy its items and stop experimenting with other brands. The value of a company's brand might outlive the life of a single product. A brand's leadership position may not be affected even if the product is enhanced or replaced if it has a large following of loyal customers. In 1968, Sheth formulated an operational concept of brand loyalty. Relative frequency of brand purchases under restrictive and non-restrictive settings determines brand loyalty." Studying the high market share of brand loyalty, Fader and Schmittlein (1993) looked at the repeat purchase behavior of customers. A large market share is more important to them than a low brand loyalty market share. Prudent behavioral theory was used to brand loyalty research by Lyong (1998), synthesizing the study of his predecessors and expressing loyalty as a function of relative brand purchases for one brand. Lyon's definition of brand loyalty is the most accurate from a behavioral perspective. Brand loyalty, on the other hand, is often measured in terms of consumers' repeat purchases, but behavioral metrics fail to take into account the negative elements that effect brand loyalty and fail to convey the underlying character of behavior. This indicates that the business has been unable to identify the primary driver of customer loyalty to its brand. Consumer brand loyalty will be a challenge if you don't have the correct marketing tactics and procedures in place.

Tabular Summary of Empirical Review

S/N	Name	Period of Study	Methodology	Findings of the Study
1	Abudul Bashiru Jibril	2019	Online survey	shown that OBBC on social media platforms positively initiates customer brand engagement and user brand relationships. SMP, on the other hand, has an indirect effect on consumer-brand promise and trust (CBPT) through OBBC.
2	Irem & Mesut	2012	Stepwise multiple regression analysis	Results showed that customers' loyalty to a brand is increased when the brand offers appealing campaigns, relevant material, popular content, is present on several platforms, and provides social media applications.
3	Khan & Islam	2017	Exploratory factor analysis method	According to the results of the poll, the most effective way to increase client loyalty in the age of digital marketing is through the use of value-added features. Second, third, and fourth place, respectively, went to the attributes of Content, Customer Service, and 24/7 Appearance.
4	Ami, Fivi, & Iskandar	2018	Multiple linear regression analysis	A customer's level of loyalty can be influenced by internet marketing shown with relationship variables and satisfaction.
5	Trang & Quynhvu	2021	Descriptive design and quantitative technique	There is a positive association between brand loyalty and the six key components of social media marketing, namely: entertainment; interaction; trendiness; customization; word-of-mouth; and promotion.

S/N	Name	Period of Study	Methodology	Findings of the Study
6	Foujia Mannan Keya	2016	Deductive approach and mixed method	Key findings from the survey helped to understand that satisfied customers were more likely to make repeat purchase from the same brand, and recommend the brand to others.
7	Sara, Abdolhadi, Farajallah & Fariba	2019	Structural equation modeling technique	The results of the poll showed that customers who were happy with their purchases were more likely to buy from the same company again and to recommend it to others. We found that social media marketing has an impact on brand loyalty that is both positive and significant, and that this positive impact is mediated by the role of love in promoting brand loyalty.
8	Jafar, Hadi, & Nematollah	2015	Descriptive statistics, correlational analysis and causal-comparative	We have discovered that brand trust has a relatively minor impact in the transformation of better brand relationships into brand loyalty.
9	Al-Qarrabat	2017		Social media marketing efforts had a good impact on brand love, according to the findings of the study. Loyalty to a brand is also influenced by brand love.
10	Ebhote & Evelyn	2021	Generalized Method	An analysis of the results showed that social media marketing significantly boosts economic growth

Source: Authors Compilation

METHODOLOGY

As the blueprint for the gathering, measurement, and analysis of data, research design is the overall strategy chosen by the researcher for the integration of various study components in an orderly and logical manner. A descriptive research design was used in this study. In order to explore the link between two or more variables, this design is utilized. In Edo State, Nigeria, it was utilized to learn more about the impact of social media influencers on the popularity of beloved items. The quantitative strategy entails the use of a survey research technique. The population of this study include all users of artificial hair product user in Edo state. Hence, it is an infinite population, the sample size was determined using the formula for determining sample size for infinite populations (Godden, 2004). According to Godden (2004), a representative sample size formula for an infinite population was used:

$$SS = \frac{Z^2 \times p(1-p)}{M^2}$$

Where:

SS= Sample Size for infinite population (more than 50,000)

Z = Z value (e.g. 1.96 for 95% confidence level)

P = population proportion (expressed as decimal) (assumed to be 0.5 (50%) since this would provide the maximum sample size).

M = Margin of Error at 5% (0.05)

$$n = \frac{1.96^2 \times .5(1-.5)}{.05^2}$$

$$n = \frac{3.84516 \times .25}{.0025}$$

$$n = \frac{.9604}{.0025}$$

$$n = 384.16 \sim 384$$

Therefore, 384 respondents will form the sample for the study.

In order to gather relevant data from the respondents, the researcher created a self-designed questionnaire. 'A' and 'B' are the two primary sections of the questionnaire. Section A will focus on the demographics and personal data of the respondents, while Section B will include statements and alternatives from respondents regarding the research study's topic matter. A five-point Likert scale will be used to gauge how

strongly respondents agree or disagree with a given statement. On a scale of 0 to 10, there are four options: SA, A, U, SD, and Disagree (D).

RESULTS AND DISCUSSIONS

This section deals with the analysis of data gathered from the field survey. The data collected was analyzed and the formulated hypothesis was tested.

Table 1: Analysis of returned and unreturned questionnaire

Items	Responses	Percentage (%)
Returned	315	82.0
Unreturned	69	17.9
Total	384	100

Source: Field Survey, 2022

According to the table above, 315 out of 384 respondents completed and returned their questionnaire, whereas 69 out of 384 respondents did not complete and return their questionnaire (Table 1).

SECTION A

Table 2: Distribution of sex of the respondents

Sex	Frequency	Percentage (%)
Male	40	12.7
Female	275	87.3
Total	315	100

Source: Field Survey

Table 2 Males accounted for 12.7% of survey respondents, while females accounted for 87.3%. More women than men participated in this survey.

Table 3: Distribution of Age of the respondents

Age	Frequency	Percentage (%)
20-30	233	73.10
31-40	30	9.5
41-50	37	11.7
50 and above	15	4.8
Total	315	100

Source: Field Survey

Only 15(4.8%) of the 233 (73.10) respondents were above 50 years old, according to Table 4.3 above. Most of those surveyed were between the ages of 20 and 30.

Table 4: Distribution of Marital Status of the respondents

Marital Status	Frequency	Percentage (%)
Single	171	54.3
Married	90	28.7
Divorce	35	11.1
Separated	19	6.3
Total	315	100

Source: Field Survey

Table 4 shows that more than half of the respondents (54.3%), 90 (28.7%), and 35 (11.1%) are married, while 19 (6.3%) respondents are divorced or separated; the remaining respondents are single. According to this data, a large majority of responders are unmarried.

Table 5: Distribution of Educational Level of the respondents

Educational Qualification	Frequency	Percentage (%)
Primary	44	13.9
Secondary	66	20.9
Tertiary	205	65.1
Total	315	100

Source: Field Survey

Table 5 According to the poll results, 44 people had completed their primary schooling, 66 people had completed their secondary schooling, and 205 people had completed their university education. The vast majority of those who took the survey have some sort of postsecondary credential.

Table 6: Distribution of Religious Affiliation of the respondents

Religion Affiliation	Frequency	Percentage (%)
Christianity	219	69.5
Islam	66	20.9
Others	30	9.5
Total	315	100

Source: Field Survey

Most people (69.5%) identify themselves as Christians, followed by 20.9 percent Muslims and 30.5 percent non-religious. The overwhelming majority of individuals who responded were Christians.

Test of Hypotheses

Hypothesis One: Nano influencer does not have any significant effect on consumer brand loyalty of darling hair product.

Table 7: Nano influencer significant effect on consumer brand loyalty of darling hair product

Variables	N	\bar{X}	S.D	Pearson r-coefficient	p-value	Remarks
Nano Influencer	315	2.86	.934	.862*	0.000	Null hypothesis rejected (p<0.05)
Brand Loyalty of Darling hair product		2.67	.912			

*. Correlation is significant at the 0.05 level (2-tailed).

Note: Pearson r- coefficient $\pm 0.00 - 0.39 =$ Weak relationship

Pearson r- coefficient $\pm 0.40 - 0.69 =$ Moderate relationship

Pearson r- coefficient $\pm 0.70 - 1.00 =$ Strong relationship

Data in Table 7 found that Nano influencers had a mean score of 2.86, whereas lovely hair producers had a mean score of 2.67 and a standard deviation of 0.912. P0.05 indicated a statistically significant Pearson correlation coefficient of 0.862. That's why we reject the null hypothesis instead of accepting it. Darling hair's Nano influencers appear to have a substantial impact on consumer brand loyalty.

Hypothesis Two: Mega influencers have no significant effect on consumer brand loyalty of darling hair product

Table 8: Mega influencers effect on consumer brand loyalty of darling hair product

Variables	N	\bar{X}	S.D	Pearson r-coefficient	p-value	Remarks
Mega influencers	315	2.81	.967	.861*	0.000	Null hypothesis rejected (p<0.05)
Consumer brand loyalty of darling hair product		2.67	.912			

*. Correlation is significant at the 0.05 level (2-tailed).

Note: Pearson r- coefficient $\pm 0.00 - 0.39 =$ Weak relationship

Pearson r- coefficient $\pm 0.40 - 0.69 =$ Moderate relationship

Pearson r- coefficient $\pm 0.70 - 1.00 =$ Strong relationship

Data in Table 8 was found to be 2.81 and 0.967 for mega influencers, and 2.67 and 0.912 for darling hair product brand loyalty, for a total of 315 respondents. P0.05 indicated a statistically significant Pearson correlation coefficient of 0.861. That's why we reject the null hypothesis instead of accepting it. Mega influencers, it appears, have a huge impact on teenage hair product brand loyalty.

Hypothesis Three: Niche bloggers have no significant effect on consumer brand loyalty of darling hair product

Table 9: Niche bloggers effect on consumer brand loyalty of darling hair product

Variables	N	\bar{X}	S.D	Pearson r-coefficient	p-value	Remarks
Niche bloggers	315	2.82	.963	.867*	0.000	Null hypothesis rejected (p<0.05)
Consumer brand loyalty of darling hair product		2.67	.912			

**. Correlation is significant at the 0.05 level (2-tailed).*

Note: Pearson r- coefficient $\pm 0.00 - 0.39 =$ Weak relationship

Pearson r- coefficient $\pm 0.40 - 0.69 =$ Moderate relationship

Pearson r- coefficient $\pm 0.70 - 1.00 =$ Strong relationship

Data in Table 9 shown to be 2.82 and 0.963 for niche bloggers and 2.67 and 0.912 for consumer brand loyalty of darling hair product in terms of mean (\bar{X}) and standard score (S.D.) for respondents (N=315), respectively. There was a statistically significant Pearson correlation coefficient of 0.867. That's why we reject the null hypothesis instead of accepting it. This shows that niche bloggers have a substantial impact on the brand loyalty of beloved hair product among consumers.

Hypothesis Four: Major celebrities have no significant effect on consumer brand loyalty of darling hair product

Table 10: Major celebrities' effect on consumer brand loyalty of darling hair product

Variables	N	\bar{X}	S.D	Pearson r-coefficient	p-value	Remarks
Major celebrities	315	2.92	.943	.856*	0.000	Null hypothesis rejected (p<0.05)
Consumer brand loyalty of darling hair product		2.67	.911			

**. Correlation is significant at the 0.05 level (2-tailed).*

Note: Pearson r- coefficient $\pm 0.00 - 0.39 =$ Weak relationship
 Pearson r- coefficient $\pm 0.40 - 0.69 =$ Moderate relationship
 Pearson r- coefficient $\pm 0.70 - 1.00 =$ Strong relationship

As shown in Table 10, celebrity brand loyalty for darling hair products was 2.67 and 0.911, while consumer brand loyalty was 2.92 and 0.943 (based on N=315). There was a statistically significant Pearson correlation coefficient of 0.856 (p-value 0.05). That's why we reject the null hypothesis instead of accepting it. There was a strong correlation between celebrity endorsements of the darling hair product and increased brand loyalty.

Hypothesis Five: Mid-tier influencers have no significant effect on consumer brand loyalty of darling hair product.

Table 11: Mid-tier influencers effect on consumer brand loyalty of darling hair product.

Variables	N	\bar{X}	S.D	Pearson r-coefficient	p-value	Remarks
Mid-tier influencers	315	2.82	.954	.887*	0.000	Null hypothesis rejected (p<0.05)
Consumer brand loyalty of darling hair product		2.57	.934			

*. **Correlation is significant at the 0.05 level (2-tailed).**

Note: Pearson r- coefficient $\pm 0.00 - 0.39 =$ Weak relationship
 Pearson r- coefficient $\pm 0.40 - 0.69 =$ Moderate relationship
 Pearson r- coefficient $\pm 0.70 - 1.00 =$ Strong relationship

Data in Table 11 showed that the mean (\bar{X}) and standard score (S.D) of the respondents (N=315) were 2.82 and 0.954 for mid-tier influencers and 2.57 and 0.934 for consumer brand loyalty of darling hair product respectively. The Pearson correlation coefficient of 0.887 was statistically significant (p<0.05). Therefore, the null Hypothesis was rejected while the alternate hypothesis was accepted. This indicated that mid-tier influencers have significant effect on consumer brand loyalty of darling hair product.

Discussion of Findings

Nano influencers have a considerable impact on consumer brand loyalty for darling hair product, according to the results of hypothesis one. When a survey of 315 consumers (N=315) was conducted to confirm Abudul's findings, the results showed that the mean (X) and standard score (S.D.) for mid-tier influencers was 2.82, while the results for darling hair product brand loyalty were 2.57 and 0.934. The Pearson

correlation coefficient of 0.887 was found to be statistically significant at a P0.05 level. The null hypothesis is therefore rejected rather than accepted. Accordingly, we can conclude that the influence of mid-level influencers on hair product brand loyalty is substantial. They found that OBBC on social media platforms favorably initiates consumer-brand engagement and user-brand connections. As a result of OBBC, SMP indirectly encourages CBL through consumer-brand promise and trust (CBPT). As Irem and Mesut (2012) observed, customers are more likely to remain loyal to a company when it offers appealing campaigns, relevant material, popular content, and appearances on several platforms and social media applications.

According to the results of hypothesis two, super influencers have a big impact on adorable hair product brand loyalty. The findings were in line with those of Khan and Islam (2017), who found that enhancing consumer loyalty through digital marketing relies heavily on value added features. According to Ami, Fivi, and Iskandar (2018) who discovered that internet marketing indicators have a considerable impact on brand recognition, our findings are in line with theirs,

Consumers' devotion to the darling hair product brand was shown to be significantly influenced by niche bloggers, according to the findings of hypothesis three. A positive association was found between brand loyalty and the six components of social media marketing activities studied by Trang and QuynhVu (2021), namely: entertainment; interaction; trendiness; customization; word of mouth; and promotion. According to Foujia Mannan Keya (2016), satisfied customers are more inclined to buy from the same brand again and also tell others about it.

According to hypothesis four, celebrity endorsements of darling hair product have a substantial impact on consumer brand loyalty. Social media marketing has a favorable and large impact on brand loyalty, which is consistent with the findings of Sara, Abdolhadi, Farajallah, and Fariba (2019). Social media has a beneficial effect on customer-product-brand-company-other-customer interactions, which in turn increases brand trust, and brand trust has a favorable effect on the customer-product, brand-company, and other-customer relationships. customer devotion to a particular brand

According to the findings of hypothesis five, the brand loyalty of darling hair product customers is unaffected by influencers in the mid-tier. With this study, Balakrishnan, Dahnil and Yi (2014) found that marketing social networks positively affect brand loyalty and purchasing intention. As Al-Qarrabat (2017) argued, social media marketing actions, both directly and through the brand's self-expression, have a good impact on brand love.

Summary of findings

The findings revealed that:

- Nano influencers have a strong, positive and significant effect on consumer brand loyalty of darling hair product.
- Mega influencers have a strong, positive and significant effect on consumer brand loyalty of darling hair product.
- Niche bloggers have a strong, positive and significant effect on consumer brand loyalty of darling hair product.
- Major celebrities have a weak, positive and significant effect on consumer brand loyalty of darling hair product.
- Mid-tier influencers have a strong, positive and significant effect on consumer brand loyalty of darling hair product.

CONCLUSION AND RECOMMENDATIONS

Customers' viewpoints were used to examine the impact of social media influencers and brand loyalty among consumers. A primary goal of this investigation was to develop a set of research questions and objectives. Multiple analyses are also regarded to have made a contribution to both practice and theory in the inquiry. Aiming to help brands and marketers build a solid relationship with customers, this study aims to help them convey favorable brand image to both present and potential customers. Companies are keen to obtain a deeper understanding of their customers and use the greatest features of social networks to engage with them as social media dominates the marketing community with its wide range of useful and convenient features. Regardless of flaws, the acts of a rival, or shifts in the environment, a customer's commitment to a brand is characterized by their positive thoughts and enthusiasm for that brand. Findings suggest there is a considerable and favorable influence on consumer brand loyalty for darling hair product from social media influencers.

Based on the findings, the following recommendations have been made:

- Social media influencers can make their followers feel more connected to the influencers, they will be more likely to support the influencers' brands and products.
- As a social media influencer, you should use the various social media platforms at your disposal to express your personality. Social media influencers might unintentionally persuade users to adopt their own communication style by making it abundantly clear what that style is and how it differs from the user's own.
- Using social media influencers that have a wide enough audience to be heard and well-recognized is the best way for firms to gain a successful market image and advertise their products and services.

- If you want to be a social media influencer, you need to be informed of social media trends and the most recent developments.

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- UJM Volume 2, Number 2, December 2023*
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