

The Impact of Influencer Marketing on Brand Image and Brand's Trustworthiness in the Fashion Industry

Submitted to Marion Garaus

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Affidavit

I hereby affirm that this Bachelor's Thesis represents my own written work and that I have used no sources and aids other than those indicated. All passages quoted from publications or paraphrased from these sources are properly cited and attributed.

The thesis was not submitted in the same or in a substantially similar version, not even partially, to another examination board and was not published elsewhere.

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Abstract

Social media has completely changed the way one interacts and communicates with one another and has integrated itself into the daily life. As social media continues to grow and becomes a crucial aspect of business marketing activities, it is important for businesses and individuals to understand how social media may affect a brand's image and brand's trustworthiness. Social media has an impact on both individuals and organizations since it provides a platform for communication between users and allows companies to connect with customers. In addition, social media influencer marketing has become a powerful tool in marketing to promote fashion brands. Social media influencers are well-known and powerful people who manage their social media networks and have a sizable fan base. This thesis aims to answer the question of how influencer marketing impact brand image and brand trustworthiness in the fashion industry.

A survey was conducted to test how social media users perceive influencer marketing and how influencer marketing affects a brand's image and brand's trustworthiness. The four constructs of interest, namely brand image, influencer authenticity, brand trustworthiness, and quality of content, were analyzed using regression analyses, which revealed that there is a positive correlation between the variables. The authenticity of social media influencers and the content that influencers promote have a positive effect on brand image and brand trustworthiness in the fashion industry.

Keywords: social media, social media influencers, brand image, brand trust, fashion, influencers' authenticity, social media marketing.