

THE IMPACT OF MEGA AND MICRO-INFLUENCERS ON BRAND AWARENESS IN SOCIAL MEDIA



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Abstract

As the influencer marketing landscape and growth, brands will need to carefully assess their marketing strategies and find the balance to find the best way to get impact for their brand awareness. This study explores the impact of mega and micro influencers on brand awareness, a type of critical component in shaping consumer perceptions and driving brand growth in digital marketing. More over social media becomes increasingly influential, brands are leveraging both mega influencers with massive and high visibility. Also, micro influencers known for their niche audience and higher engagement rates. This research utilized quantitative methods, by gathering data from questionnaires that aimed Generations Z as the criteria of this research. Findings indicate that only mega influencers significantly contribute to enhancing brand awareness though their impact varies. While micro influencers has positive effect but not significant. The study suggests that brand seeking to optimize brand awareness consider broad reach of mega influencers

Keywords: Brand Awareness, Social Media Influencer, Mega Influencer, Micro-Influencer

INTRODUCTION

In the digital age, the role of influencers by shaping consumer behavior has become increasingly significant. In social media, the influencers divided into several parts based on their followers such as mega influencers with more than 1 million followers, macro-influencers starts from 100.000 to 1 million followers, micro influencers between 10.000 to 100.000 followers and nano influencer starts from 1.000 to 10.000. Every type of influencers have the ability to sway the perceptions and purchasing decisions of their followers (Teresa Borges-Tiago et al., 2023). This study examines the impact of mega and micro- influencers on brand awareness, by exploring the unique and benefits and dynamics of each type of influencer. The influencer marketing, which involves leveraging celebrity, authenticity, and influence of influential individuals on social media platforms to promote products and services, has emerge as a powerful tool for brand seeking to reach their target audience (Pettersen-Sobczyk, 2023).

The rapid growth of social media has paved the way for the rise of influencer marketing. As the influencers, with their large and engaged followings, have become valuable assets for brand seeking to increase brand awareness and drive consumer engagement (Tjandrawibawa, 2020). In the pandemic era has further accelerated the adoption of influencer marketing, as consumers have become increasingly reliant on digital platforms for information and entertainment. Mega influencer with their vast followings offer reaching million users, possess the ability to generate widespread awareness and recognition for brand (I Gusti Bagus Krisna Saputra & I Made Wardana, 2023). By aligning with high-profile influencers, brands can tap into their expansive reach and leverage the trust and credibility that the influencers have built with the audience. On the other hand, micro-influencers characterized by their smaller but more engaged followings have emerged as a complementary strategy for brand seeking to create more authentic and targeted connections with their consumers (Rungruangjit & Charoenpornpanichkul, 2022).

While mega-influencers can also help brands achieve widespread brand recognition, the effectiveness of their influence on driving actual consumer behavior and purchase decision has been the subject of ongoing debate. Micro- influencers also have been found to possess of a higher level of authenticity and the ability to foster more genuine and long term connections with their followers, which can increased to brand awareness. Emerging economies, such high population country which are characterized by need for a more personal consumption experience, have seen the rise of micro-influencers as an effective way to connect consumers, especially in millennial generations (Wei et al., 2022). In this study would take in the part of local brand beauty in Indonesia, such as Wardah. The cosmetics and skin care products become a massive sales product in Indonesia lately. According to CNBC Indonesia (2024), most of Indonesian spent 2 trillion Rupiah to bought skin care and cosmetics during 13 March – 2 April 2024. The various brand of cosmetics and skin care offer a lot of benefit to the customer. Maybelline still become the market leader in Indonesia, which make the local brand struggle to achieve the market such as Wardah. Therefore in this study will find out the impact of local brand strategy in social media to gain the brand awareness especially in social media. By aligning with high-profile influencers, brands can tap into their expansive reach and leverage the trust and credibility that these influencers have built with their audience.

REVIEW OF LITERATURE

Mega-Influencers and Brand Awareness

The high followers of Mega-influencers find the ability to generate significant reach and visibility for brands (Teresa Borges-Tiago et al., 2023). Their large scale of influence can lead to the highest of brand awareness as their endorsement and product placements are seen by large number of audience. However, concerns have been raised out about the authenticity an trust associated with mega-influencers, as they may perceived as more driven by incentives higher rather than genuine product recommendation (Ekinici Furtana & Öğüt, 2024). However, the mega-influencers still have the ability to drive actual consumer behavior and purchase decision.

Micro-Influencers and Brand Awareness

Micro-influencers, with their smaller but highly engaged followers, have become an increasingly valuable asset for brand seeking to try create more authentic and targeted connections with their consumers (Ekinici Furtana & Öğüt, 2024). Micro-influencers often higher engagement rates compared to larger influencers. The point of view from their followers, see them as relatable individuals so they will see as credible and trustworthy (Pornsrimate & Khamwon, 2021). The smaller scale from micro-influencers followers compare to larger influencers, allows them to maintain a closer relationship with their follower cause gaining of a level of trust and engagement that can impact brand awareness.

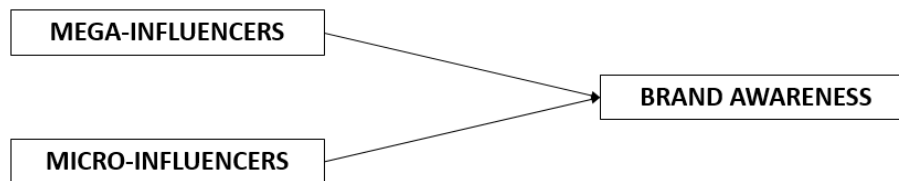


Figure 1.
Research Model

RESEARCH METHOD

In this research involves some stages by using quantitative approach. The first stage is the process of collecting process of collecting primary data through questionnaires distributed by the team to all respondents. The sampling technique applied is purposive sampling, with respondents seleted based on the age range between 18 to 26 years old as this study focus on Generation Z (Insider intelligence, 2022). The reason of choosing the age is because at this kind of age individuals are considered to capable of making an independent decisions. Next to the second stage involves data analysis using multiple linnear regression with SPSS software.

RESULT AND DISCUSSIONS

Respondent Characteristic

In table 1 showed about the respondent characteristic. It showed that the 74% of respondent were female, and the age mostly between 19-20 years old. Most of the respondent

were also college students and have an income less than Rp.1.000.000 per month. In this research also found that the most frequent used social media among Generation Z is Tik Tok by received 54% of all respondent and at least one time per month the most respondent bought Wardah's product through Shopee e-commerce.

Table 1.
Respondent Characteristic

Description	Percentage
Gender:	
Male	26%
Female	74%
Age:	
17-18 years old	9%
19-20 years old	54%
21-22 years old	29%
23-24 years old	4%
25-26 years old	4%
Monthly Income:	
< Rp. 1.000.000	69%
Rp. 1.000.000 – Rp. 3.000.000	24%
> Rp. 3.000.000	7%
Occupation:	
Students	3%
College Students	87%
Private employees	3%
Employees	5%
Others	2%
Social media most frequently used:	
Facebook	1%
Twitter	4%
Instagram	36%
Tik Tok	58%
YouTube	1%
Frequency of Purchasing Wardah's Product Per Month :	
One time	81%
Two times	12%
More than three times	7%
Purchase Product Through :	
Brand Outlet	3%
Shopee	44%
Tokopedia	9%

Sociolla	8%
TikTok Shop	3%
Others	30%

Validity Test Result

The validity test result indicates that all indicators in this study are valid that can be seen by the loading factor is more than 0.4 and received the KMO score is above 0.5 with 0.000 significance level. So confidently proceed with further analysis, knowing that the indicators were sufficiently capturing the intended variables.

Table 2.
Validity Test Result

Indicator Items	KMO Value	Component Matrix	Result
<i>Mega Influencers</i>	0.905		
X1.1		0.930	Valid
X1.2		0.940	Valid
X1.3		0.924	Valid
X1.4		0.931	Valid
X1.5		0.891	Valid
X1.6		0.887	Valid
<i>Micro Influencers</i>	0.921		
X1.1		0.936	Valid
X1.2		0.966	Valid
X1.3		0.967	Valid
X1.4		0.966	Valid
X1.5		0.953	Valid
X1.6		0.973	Valid
<i>Brand Awareness</i>	0.846		
Y2.1		0.919	Valid
Y2.2		0.911	Valid
Y2.3		0.878	Valid
Y2.4		0.871	Valid

Primary data sourced, 2024.

Reliability Test Result

The reliability test results indicate that all variables were acceptable standard as showed by the Cronbach Alpha results were more than 0.7. This is shows the strong internal consistency among the indicators, confirming that the measurements items were reliable and accurately represent the construct that being examined.

Table 3.
Reliability Test Result

Variable	aCronbach	aStandard	Result
<i>Mega Influencers</i>	0.962	0.7	Reliable

<i>Micro Influencers</i>	0.983	0.7	Reliable
<i>Brand Awareness</i>	0.917	0.7	Reliable

Primary data sourced, 2024.

Hypotheses Test Result

The hypothesis testing in this research was conducted by regression analysis to examine the effect of mega and micro influencers on brand awareness. The result revealed that this model explained the significant portion of the variant in brand awareness, as indicated by adjusted R^2 value of 44.6%. This suggests that 44.6% of the changes in brand awareness can be attributed to the effect of mega and micro influencers, indicating a moderate level of explanatory power within the model. The first regression equation that shows in table 4 yielded an F-test result of 40.880 with significance level of 0.000, indicated that the overall model is statistically significant and means that the variable of mega and micro influencers were simultaneously have meaningful impact on brand awareness.

Examining the individual hypotheses, the first one, mega influencers positively impact on brand awareness. The result support this hypothesis with the standardized coefficient beta score 0.532 and significance value of 0.000. This indicates that mega influencers have a positive effect on brand awareness, which lead to suggesting their large followers and reach play a significant role in increasing brand awareness among their targeted audiences. The second hypothesis proposed that micro influencers also would impact brand awareness, while the regression analysis showed positive standardized coefficient beta of 0.183, the significance level was 0.092. This is indicating that this effect is not significant. This suggests that while micro influencers contributed on brand awareness, their impact less pronounced or consistent compared to mega influencers. Therefore, first hypothesis is supported while second hypothesis is not supported.

The Impact of Mega Influencers on Brand Awareness

The findings reveal a significant positive effect of mega influencers on brand awareness. This result shows that mega influencers play a critical role in increasing brand awareness due their extensive reach and influence within a wide audience base. The large of followers from Mega Influencers can spread the brand awareness more effectively, by ensuring the content reaches a wide and more diverse audience (Teresa Borges-Tiago et al., 2023). This also means that the value of mega influencers in social media marketing especially for brands that aim to achieve fast visibility and awareness. Moreover, mega influencers typically create high quality engaging content and also their endorsement also lead to high engagement further reinforcing brand awareness among their followers (Mandiri et al., 2022).

The Impact of Micro Influencers on Brand Awareness

This finding shows that micro influencers has a positive effect on brand awareness but not significant. Micro influencers typically have smaller and niche audiences, which can lead into more personalized engage interactions but could not spread the awareness across wider population (Marques et al., 2021). The reach of micro influencers is limited because of the followers maybe highly engaged and loyal but this smaller followers could not reach or generating wide brand awareness. The role of micro influencers connected with specific communities rather than achieve mass recognition. They can still be effective in reaching particular audience segments (Hoo et al., 2024). Micro influencers more effective in fostering long term loyalty or engagement but could not spread the awareness.

Table 4.
Regression Analysis Test Result Summary

Model	Adj. R Square	F Test		T Test		Result
		F	Sig	B	Sig	
1st Equation	0.446	40.880	0,000			
1. <i>Mega Influencers on Brand Awareness</i>				0.532	0.000	Supported
2. <i>Micro Influencers on Brand Awareness</i>				0.183	0.092	Not Supported

Primary data sourced, 2024.

CONCLUSION

This research explored the impact of mega and micro influencers on brand awareness. The results indicate that mega influencers have a significant positive effect on brand awareness. This means that mega influencers with their extensive reach and visibility are effective to creating the wider awareness for brands. In the other hand, micro influencers has a positive effect but not significant. This means that micro influencers may engage their niche audiences, but limited to widespread the awareness for more targeted audiences.

Suggestions

For a comprehensive marketing strategy, brands could combine mega and micro influencers to capitalize on the strength of each influencers. Mega influencers can be used to generate brand awareness, while micro influencers can be used to sustain engagement and drive more personalized interaction within specific niches.

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