The Method of Analysing the Role of Influencers Marketing on Improving Brand Reputation in Ecommerce Sector in China

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Abstract: Developing the marketing strategy of a brand has supported the development of the economic conditions. In addition, the presence of a huge number of people who use online platforms for purchasing their requirements has also supported the development of the marketing strategy on different online platforms. At the same time, the introduction of the influencers has supported the development of the brand's reputation. The post and clip video makes by the influencers attracts followers for purchasing the product. Therefore, influencers have helped for developing the economic condition of a brand. Theory of reasoned action and The Howard-Sheth behavioral model has been explained in terms of correlation brand reputation building with influencer marketing. This study aims to explain the major roles of influencer marketing for improving the reputation management of the e-commerce industries in China. The strategies of influencer marketing will be needed to be implicated for increasing the sales revenue of the e-commerce sectors.

1. Introduction

In modern days brand value can be developed by introducing influencers. Increasing the number of people on different social media platforms has helped for developing the e-commerce market. Increasing the number of users of social media marketing has supported the development of the social media marketing process [1]. This kind of marketing process is done by the introduction of influencers on online platforms. Therefore, different brands have to select the influencers very carefully while analyzing the number of followers. There are different strategies that are associated with the influencer marketing that involve providing good content, fulfilling the needs of the consumers, also using the social media marketing[2]. Therefore, implications of the strategies of influencer marketing in the e-commerce sectors in China are essential for developing the strategic management of these sectors.

The market of the china reaches nearly valued at 15.55 trillion Yuan in 2020. In addition, the country also has nearly 710 million buyers on different digital platforms. Influential marketing practices supported the development of brand awareness in society. In addition, a brand can develop its number of customers by making appropriate advertising on online platforms[2]. The E-commerce sector is mainly associated with the specific targeted audience; therefore, the brand reputation has

developed by segmenting the consumers into different categories.

2. Literature review

2.1 Theories or models related to the study

Influencer marketing has a specific role in improving consumer perceived behavior towards a brand. In such a case, the Theory of reasoned action should be underpinned in terms of conceptualizing consumer behavior toward marketing campaigns. Consumer behavioral intention is dependent on two major factors such as attitude towards the behavior and subjective norms. Attitude toward a brand is influenced by influencer marketing which further changes consumer action. Ferina & Putu stated that a person's behavior could be determined through the intention to perform a specific action. Such actions have a direct impact on their subjective norms and attitude[2].

The Howard-Sheth Theory of Buyer Behavior is another theoretical perspective that associates marketing impact on brand building. Statista opined The Howard-Sheth behavioral model explains social, marketing, and psychological influence on consumer purchase intention[1]. It also suggests that consumer purchase intention is based on coherent information about a product that can be accessible in the market. The accessibility and availability of the information are critical aspects that can have a direct impact on consumer purchase decisions. Some people commented that influencers are that medium that associate product information with target customers. Influencers' marketing helps in terms of spreading such information thereby increasing consumer purchase intention.

The intention of the consumers must be required to be understood by the influencers for increasing the consumer satisfaction. Consumers are benefited through the process of influencer marketing that involves helping in the process of rational buying, saving time of the consumers, ensuring quality products, and giving information about the products. Therefore, this selected theory must be needed to be adopted by the e-commerce managers for inducing the brand recognition of these industries.

2.2 Dependent Variable (DV)

Brand reputation is all about the people's reception of a business organization or a company. It defines how the other public views a business organization on their personal indirect and direct experience with the organization.

Brand reputation should be regarded as the brand perception around a particular company that further affects their purchasetion but to meet this new wave of internationalised progress.

2.3 Independent Variables

IV1-Influencer marketing campaign

When moving into the South African market, the organisation decided to take advantage of its experience and operating know-how by entering the market by means of company acquisitions.

Influencers are mainly those persons who influence the public to buy any newly launched products and services of any brand by telling good things about the brand.

IV2-Guest blogging

Guest blogging is the second predictor in this study which gets denoted by IV2. The role of the guest bloggers lays in blogging the successful case studies of the companies. As per the view of De Veirman (2019), the writing of blogs by guest bloggers in an attractive manner attracts customers to purchase electronic gadgets from commercial companies[3].

IV3-Brand ambassadors

Brand ambassador marketing is the third predictor in this study which gets denoted by IV3. The

significant influencers of e-commerce companies are their respective brand ambassadors as they are the representatives of a company that speaks in the favor of the company. They create a brand image on the social media platform and greatly provoke customers in recognizing the brand items. This led to an increased number of sales through which the company is facilitated. The ambassadors have already gained experience in the company regarding the processing of the company's unit hence, the customers trust the ambassadors regarding the quality of the products sold by the respective companies.

2.4 Moderator Variables (MV)

MV1-Building long-term relationship
Long term relationship with the brand is a significant factor that can help in delivering reputation. Henceforth, long-term reputation building is a significant aspect when it comes to increasing brand reputation. Thus, long term reputation building is being taken as Moderator variable 1(MV1).

MV2-Enhancing trust and creditability
Brand trust and credibility is another factor that decides whether significant reputation can be built through marketing. Therefore, trust and credibility is being taken as the moderator variable 2 (MV2) in this regard.

Enhancement of brand trust is a significant aspect when it comes to implementing effective marketing strategies.

2.5 Mediator Variable (MEV)

MEV1-Social media takeover
Social media takeover is one of the critical factors that help in communication and collaboration scenario of the brands. Thus, social media takeover is being taken as the mediator variable 1(MeV1).

There are several social media strategies that involve choosing the goals of the social media marketing, performing a social media audit, and improving profiles. Additionally, implications of these strategies are helpful for better improving the customer-employee relationship of the e-commerce sectors.

MEV2-Trustworthiness of the influencers
Influencer trustworthiness along with their credibility can have direct impact on consumer perceived purchased intention. Therefore, Influencer trustworthiness is the the second mediator variable (MeV2) in this research.

Hence, the influencers should provide real content to the customers to gain their trust regarding the company's image. Without having the trust in the influencers, the company cannot be able to maintain its growth due to cheating the customers for the company's increased profits.

2.6 The Relationship between Variables of Study

The variable of the study comprises the influencers, marketing, brand reputation, and e-commercial sectors which are connected. The brand reputation of the commercial companies cannot be maintained in the absence of influencers as the influencers play a vital role in connecting the company with the customers. The influencers play an intermediary role in delivering information about the company products to the customers through writing content and posting pictographs. Several factors are building trust among the people of society. One of the significant factors comprises the production of the customer's comments that have benefited from the purchase of the electronic products from Chinese commercial industries in posting information.

3. Research Design

3.1 Instrumentation and Measurement

Excel sheet, Microsoft Word, Google form, and SPSS software must be required to be utilized as the research instruments for this study. In addition to this context, using these instruments may be helpful for obtaining numerical results of the data within the dataset.

Various tools and the research strategies that will be used here for the completion of the research will be determined as the important research tools. Different research instruments will be used for the effective and accurate collection of data. Different tools that can be used for this research are surveys, interviews, case study analysis, and others. The tools that can be used here for the analysis of such data are SPSS, Excel-based analysis, graphical analysis using Google Form and many more tools. Accuracy in the data correction can be important, as it will help in the improvement of the data and its accuracy in providing accurate results[4]. This rescue will include Google Form, for the collection of effective data from the respondents. The forms will be sent using social media platforms along with the email to the respondents that will be selected randomly.

The respective survey will include a total of 20 questions that will be based on the importance of influencer marketing strategy for the management of reputation of the e-commerce companies and brands. Close-ended questionnaires can be determined as important for maintaining the authenticity of the question and answers. Further, this system of questionnaires can be helpful to gather accurate results at a greater level. Likert scale that will contain the five answers for the respondent will be used that will be helpful to maintain the simplicity of the questions. An open-ended style of questioning and data collection will be used here due to the high consumption rate of time and budget.

3.2 Research Method

Primary and quantitative methods will be the selected method of research through which the data will be collected for the real-life respondents. The strategy of such research can help maintain the authenticity of the data along with the result. The flexibility of primary quantitative data will be the key aspect for which the accuracy of the result can easily be maintained. The data that will be collected here will be from 166 respondents in China who have a relationship with e-commerce sectors. A total 10 numbers of survey questions will be arranged for them for collecting data regarding the identification of the role of influencer marketing in the development of brand reputation in different e-commerce industries of China.

Secondary methods of data collection will not be selected due to the issue with management of strategic authenticity in the data. It will enhance the time limit for competition along with it will create difficulties in managing such a large amount of data. Further, the presence of primary quantitative data will be beneficial enough to improve the budget management along with completion of research within the deadline. There are several benefits of conducting a quantitative research method that involve providing quantitative information, giving numerical information, and increasing research visibility. Therefore, quantitative research method will have a strong impact in increasing the study's authenticity.

3.3 Data Collection Procedures

Data will be collected using the primary quantitative way such as using the survey method. The primary data will be collected from the 166 participants with management of a total of 20 questions in the survey. Quantitative data in this research will be helpful enough in protecting the accuracy and authenticity of the result. The secondary data will not be used due to its issue with authenticity and

selection of authentic sources for data collection [5]. All the data will be collected from participants will have a history of workings in e-commerce or have experience in buying from e-commerce platforms in China. Lack of accuracy along with the issue with data handling will be the issues in using secondary data for which it will not be used. The survey process will be selected for gathering responses from the candidates, and this method is suitable for the participants because it is a flexible data collection procedure.

3.4 Data Analysis

SPSS-based statistical analysis will be used here for the analysis of such primary quantitative data. This style of data analysis will help in maintaining the accuracy of the result. Statistical analysis will provide accuracy in the result through which accurate knowledge gathering can be possible[6]. The simplicity, modern algorithm along with the analysis process of SPSS will be an important aspect for which SPSS will be selected for the analysis of the data for determining the role of influencer marketing in reputation management of e-commerce companies in China.

4. Discussion and conclusion

This artical has provided complete details about the research tools that will be used for the competition of this research. The details of data collection, design selection along with data analysis methods are present in this chapter. Further, the importance of data reliability along with validity management is the key aspects mentioned in this chapter.

This study mainly focuses on the impact of influencers on the development of brand values. In addition, analyzing the purchasing behavior of the shoppers and making advertising by some recognized faces supported the development of the sales value of a market. Developing the aims and objectives of a brand supports the development of the brand by making segmentation of the customers [7]. Therefore, segmenting the buyers based on their purchasing behavior supports making a proper advertising process.

The major importance of this research is that it mainly focuses on the social media marketing, and influencer marketing. In another way, influencers spread the benefits of products to their followers. This kind of activity supports the development of the brand's reputation. In addition, making short videos about the benefits of a product allows for the development of the sales rate of the products. In China, the digital trading value has a huge impact on the GDP rate. Additionally, the digital market covers nearly 38% of the total GDP value. Hence, the result of the study will help in developing the process of development of the brand values while introducing influencers.

5. Implications and Limitations

The result of this study will shed light on the impact of the influencers on the developmental process of a brand reputation. In addition, developing the interaction with the buyers has supported the influencers in making proper identification of the purchasing behavior. On the opposite side, influencers can help for promoting a product while changing the mindset of the shoppers for purchasing a new product. Influencers can promote a brand or a product by making advertising it on different kinds of platforms including social media. In addition, providing the details about the products also supported the development of the sales rate of a brand.

Identification of the proper audiences supports the influencers for improving the sales rate. Additionally, identification of the lack of the products and making different kinds of videos on them supported the influencers for developing the trustworthiness among the customers. Therefore, this study supported the development of the brand reputation while changing the marketing process by

introducing influencers. The study scopes involve managers of e-commerce sectors getting proper knowledge from this research because it systematically describes all the aspects of the influencer marketing.

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