The Effectiveness of Ariel Noah's Influencer Marketing Strategy on Brand Awareness in the Fashion Industry of 3Second

Fikih Abdul Majid[1] , Givanisa Kusmana[2] , Lisna Rahma Fitriati[3] , Layra Narda Anargya[4] , Muhammad Shalahudin Al-Ayyubi[5,] Adam Hermawan[6]

[123456] Universitas Pendidikan Indonesia, Tasikmalaya, Indonesia.

*Email:
fkhabdulmajid@upi.edu

Abstract. The development of digital technology and social media in recent years has triggered major changes in marketing strategies, especially in the fashion industry. Influencer marketing has become one of the popular strategies, where brands work with influential individuals to promote their products. This study aims to analyze the effectiveness of the influencer marketing campaign carried out by Ariel Noah in increasing brand awareness of the fashion brand 3Second. The study used a quantitative approach with an explanatory design. The sample of this study was 100 consumers aged 18-34 years who were active on social media platforms such as Instagram and TikTok, and had seen relevant campaigns in the last 3 months. Data were collected through a closed questionnaire with a Likert scale and analyzed using simple linear regression to test the relationship between influencer marketing strategies and brand awareness. In conclusion, the use of influencers such as Ariel Noah's has proven effective in building brand awareness among consumers, especially millennials and Gen Z who are more responsive to personal and authentic content than conventional advertising.

Keywords: Influencer marketing, brand awareness, social media, Ariel Noah, fashion.

Introduction

The fashion industry in Indonesia continues to grow rapidly, driven by an increasing public awareness of lifestyle and fashion trends. Companies in this sector are vying to build strong brand images and capture consumer interest through various marketing strategies. One commonly employed approach is influencer marketing—a strategy where brands collaborate with public figures or influencers. Influencers are individuals with a significant following and high engagement rates on social media, possessing the ability to shape public views and perceptions of the brands they promote (Andreani et al., 2021).

Influencer marketing can boost brand awareness and influence purchasing decisions, making it an effective strategy for companies aiming to reach younger audiences. Brand awareness is a primary goal in marketing because higher brand recognition often correlates with increased sales and customer loyalty. Brand awareness plays a crucial role in building trust and shaping consumer perceptions of product quality. In a competitive market such as the fashion industry, strong brand awareness can be an essential differentiator (Katerina et al., 2023). In the era of social media, brand awareness can be rapidly built through influencer-created content. Influencers with high engagement rates can create positive perceptions of the brands they endorse (Andreani et al., 2021). When a brand successfully establishes a positive impression on these platforms, consumers are more likely to consider it during their purchasing process. In addition to enhancing brand awareness, influencer marketing also encourages consumers to make purchases. Recommendations from influencers are often viewed as more credible and authentic than traditional advertisements (Zahra Ayu Azizah & Sri Padmantyo, 2024).

Among the many local brands, 3Second is known for actively using influencer marketing as a means to build brand awareness. 3Second, a fashion brand from Bandung, has been well recognized by Indonesian society, especially among teenagers, since its establishment in 1997. The brand collaborates with various celebrities

and influencers to expand its market reach. One of the most notable collaborations is with Ariel Noah, a popular singer with a large fan base in Indonesia. Ariel's consistent popularity, particularly among millennials and Gen Z, who are key consumers in the fashion industry, serves as an advantage. In this context, 3Second's collaboration with Ariel Noah aims to enhance brand visibility and foster a positive perception among consumers through Ariel's image, which is seen as relevant, modern, and charismatic.

Additionally, the rapid development of social media has been a major factor influencing corporate marketing strategies. Today, platforms such as Instagram, TikTok, and YouTube are primary channels for reaching consumers directly. Consumers now rely more on recommendations from influencers they admire rather than traditional advertisements. Influencers are perceived to provide a more authentic approach, making their shared content more easily accepted by audiences. Consequently, companies expect this strategy to not only increase brand awareness but also strengthen consumer loyalty.

However, despite the apparent effectiveness of influencer marketing, companies often face challenges in objectively evaluating the success of this strategy. The effectiveness of influencer marketing cannot solely be measured by the number of followers or likes on influencer posts. A deeper analysis involving changes in brand awareness, consumer attitudes toward the brand, and conversion or sales rates resulting from the campaign is essential. Therefore, this study will analyze how the collaboration between 3Second and Ariel Noah impacts brand awareness among consumers.

Methods

Research Approach

This study employs a quantitative approach with an explanatory design. The quantitative approach was chosen as it allows for objective measurement of the variables being examined, specifically the effectiveness of Ariel Noah's influencer marketing strategy on 3Second's brand awareness.

Population and Sample

The population for this study consists of 3Second consumers aged between 18 and 35 years, who are the brand's primary target market. The sample was selected using purposive sampling, where respondents were chosen based on specific criteria, namely those who follow Ariel Noah's social media accounts and have been exposed to 3Second's promotional content.

Data Collection

Data were collected through an online questionnaire comprising several sections:

1. Respondent Demographics: Collecting information about age, gender, and educational background.

2. Questions on Brand Awareness: Using a five-point Likert scale to measure respondents' brand awareness of 3Second before and after being exposed to influencer content.

3. Questions on Perception of the Influencer: Measuring how influential Ariel Noah is on respondents' purchasing decisions.

Research Instruments

The questionnaire was designed based on relevant theories, including:

- The concept of brand awareness (Aaker, 1991)

- The influence of influencer marketing (Brown & Fiorella, 2013)

- Digital marketing theory (Kotler & Keller, 2016)

Data Analysis

The collected data will be analyzed using simple linear regression to identify the relationship between influencer marketing and brand awareness levels. This analysis will help determine the extent of Ariel Noah's collaboration in increasing 3Second's brand awareness.
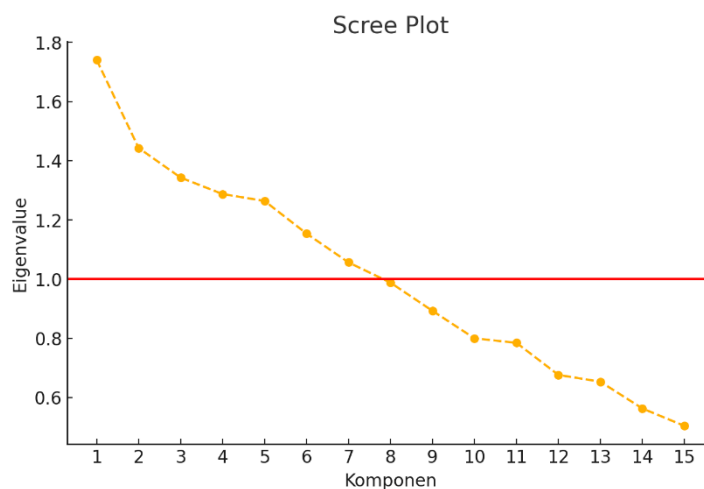
Validity and Reliability

To ensure the validity and reliability of the research instruments, a pilot test was conducted on a small group of respondents before wider distribution. Validity was tested using factor analysis, while reliability was measured using Cronbach's Alpha coefficient.

Research Ethics

This study adheres to ethical research principles by ensuring all respondents provide consent before participating, and the collected data will be used solely for research purposes.

Result and Discussion

The scree plot shows the eigenvalues for each component. Based on the criterion of eigenvalue ≥ 1, there are 7 relevant components (factors) with eigenvalues greater than 1.

Validity and reliability tests are essential steps in ensuring that the research instrument accurately and consistently measures the intended variables. In this study, a validity test was conducted to measure the relationship between Ariel Noah as an influencer and the brand awareness level of 3Second, as well as to determine the extent to which the instrument reflects the intended constructs. The validity test was carried out using exploratory factor analysis (EFA) to uncover the underlying factor structure of the questionnaire data. Based on the analysis, the eigenvalue criterion of ≥1 was used to determine the number of key factors. This analysis identified seven primary factors explaining most of the variance in the data, as indicated by the scree plot.

Varimax rotation was applied to simplify the interpretation of the factor analysis results. This rotation produced clearer and more distinct factor loadings, making it easier to understand the contribution of each questionnaire item to the relevant factors. The factor analysis results revealed that most items had a high correlation with specific factors, particularly dimensions related to respondents' perceptions of Ariel Noah's promotional efforts for 3Second products. For instance, questions about the creativity of Ariel Noah's content and its relevance to respondents' fashion needs had strong factor loadings on the first dimension, indicating a significant impact on brand awareness.

In addition, the reliability of the instrument was tested using Cronbach's Alpha coefficient, which measures the internal consistency of the questionnaire. The test results showed that the Cronbach's Alpha values exceeded the generally accepted threshold of 0.7. This indicates that the questionnaire items strongly correlate with each other in measuring the same variables. For example, questions related to trust in Ariel Noah's recommendations and the intention to purchase 3Second products after viewing his promotions demonstrated excellent internal consistency.

The validity and reliability tests conducted provide confidence that the research instrument can effectively measure consumer perceptions and attitudes toward Ariel Noah's role as an influencer in enhancing

3Second's brand awareness. With a valid and reliable instrument, the study results can serve as a basis for identifying the strengths and effectiveness of the collaboration between Ariel Noah and the 3Second brand, as well as offering insights for future marketing strategies. This testing process ensures that the collected data is not only relevant to the research objectives but also meets the quality standards required to support more in-depth analyses.

Based on the results of factor analysis and reliability testing, it can be concluded that the research instrument used to measure the relationship between Ariel Noah as an influencer and 3Second's brand awareness is valid and reliable. The exploratory factor analysis shows that the data can be grouped into seven main factors, which reflect relevant dimensions related to respondents' perceptions of the promotions carried out by Ariel Noah. By using the eigenvalue ≥ 1 criterion, the identified factors contribute significantly to the variance in the data.

Additionally, the reliability test using Cronbach's Alpha coefficient indicates a value greater than 0.7, which signifies good internal consistency within the questionnaire instrument. This suggests that the items in the questionnaire are strongly and consistently related in measuring the intended variables, namely perceptions of Ariel Noah as an influencer and his impact on 3Second's brand awareness.

Overall, the results of this study provide confidence that the collaboration between Ariel Noah and 3Second can significantly enhance brand awareness, offering a solid foundation for more effective marketing strategies in the future.

References

Aaker, D. A. (1991). Managing brand equity: Capitalizing on the value of a brand name. Free Press.

Andreani, F., Gunawan, L., & Haryono, S. (2021). Social media influencer, brand awareness, and purchase decision among Generation Z in Surabaya. Jurnal Manajemen Dan Kewirausahaan, 23(1), 18–26. https://doi.org/10.9744/jmk.23.1.18-26

Brown, D., & Fiorella, S. (2013). Influencer marketing: Who really influences your customers? Que Publishing.

Bryman, A. (2012). Social research methods (4th ed.). Oxford University Press.

Chaffey, D., & Ellis-Chadwick, F. (2019). Digital marketing: Strategy, implementation and practice (7th ed.). Pearson.

Creswell, J. W. (2014). Research design: Qualitative, quantitative, and mixed methods approaches (4th ed.). SAGE Publications.

Deloitte. (2022). Global millennial and Gen Z survey.

Katerina, A., Simanjuntak, A., Terenggana, C. A., & Tyra, M. J. (2023). The effect of brand awareness and brand image on purchasing decisions for Scarlett whitening products. Journal of Business and Information Systems, 5(1), 11–18.

Keller, K. L. (2008). Strategic brand management: Building, measuring, and managing brand equity (3rd ed.). Pearson Education.

Kotler, P., & Keller, K. L. (2016). Marketing management (15th ed.). Pearson Education.

Lou, C., & Yuan, S. (2019). Influencer marketing: How message value and credibility affect consumer trust of branded content on social media. Journal of Interactive Advertising, 19(1), 58–73.

Manalu, H. M. S., & Thamrin, D. (2024). Pengaruh brand image dan promosi terhadap keputusan pembelian brand fashion 3Second (Studi kasus pada mahasiswa Universitas Bhayangkara). Madani: Jurnal Ilmiah Multidisiplin, 2(8), 30–35.

Pew Research Center. (2020). Millennials and Gen Z: Characteristics and preferences.

Zahra Ayu Azizah, & Padmantyo, S. (2024). Menganalisis influencer marketing di media sosial: Bagaimana endorsement dan brand image mempengaruhi keputusan pembelian konsumen yang di mediasi oleh kepercayaan konsumen. El-Mal: Jurnal Kajian Ekonomi & Bisnis Islam, 5(6), 3669–3681.