

The Influence Of Sales Funnel Marketing On Brand Awareness Through Social Media Influencers

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ARTICLE INFO

Research Paper

Article history:

Received: 2 August 2023

Revised: 13 January 2024

Accepted: 10 March 2024

Keywords: *sales funnel marketing, brand awareness, influencer, social media.*

ABSTRACT

Purpose – This research aims to examine more deeply how sales funnel marketing can influence brand awareness through social media influencers and develop marketing management knowledge on this topic..

Methodology/approach –The method used in this research is a quantitative method with path analysis using the Smart PLS 4 application. The data measurement technique in this study uses a likert scale range from strongly agree 5 to strongly disagree 1. The subject of this research are followers of the @erigostore Instagram account as many as 132 respondent male or female with age 18-45 years. **Findings** –The result showed that the use of sales funnel marketing in increasing brand awareness had a moderate effect as the structural level ($f\text{-square} = 0.197$). The use of influencers is able to marketing on brand awareness with a path coefficient (0.264) and o-value ($0.000 < 0.05$). as the structural level, the mediating role of influencers is classified as a moderate mediating effect ($\text{upsilon-v} = 0.75$). **Novelty/value** – There are still few previous studies that directly connect these 3 variables by adding influencers. In Isnaini et al (2022) it is explained that sales funnel marketing has an effect on increasing brand awareness, but a lead magnet or bait is needed.

Previous research was studied in companies engaged in services, while this research is in the fashion industry.

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INTRODUCTION

Currently, the development of the fashion industry is accelerating. Not only is it a primary human need, fashion is also used as an artistic need that is able to describe a lifestyle in appearance and a reflection of personal or group identity, there is always a demand for these products. The importance of the role of fashion can be proven by its large contribution to the added value of the economy in Indonesia Monavia (2022) reported according to the Central Statistics Agency (BPS), the performance of the textile and textile products (TPT) industry strengthened in the second quarter of 2022. The fashion industry contributed 6.56% to GDP and was the second highest of the various sub-sectors of the non-oil and gas processing industry. Through its large contribution to national income and export value, the fashion sub-sector is one of the favored sub-sectors in the creative economy. The Creative Economy Agency (BANKRAF) targets the growth of the fashion industry to increase by 13.4% compared to

2021.

One of the factors that influence the growth of the fashion industry in Indonesia is social media. Social media makes it easy for people to access information online without being limited by time and space. Data obtained from Hootsuite : Indonesian Digital (2022) by Simon Kemp in February 2022 revealed that Instagram is the most frequently used social media in Indonesia. As much as 84.8% of the Indonesian population uses Instagram social media as a medium of information and communication.

Hootsuite : Indonesian Digital (2022) reported that the potential reach of users on Instagram is 99.15 million. The percentage of female users is 52.3% and males is 47.7%. From this data, it is not uncommon for Instagram social media to be used in sales funnel marketing. According to Cetinturk & Poyraz in Valentina Yunita et al., (2021) sales funnel marketing is a marketing strategy that uses a cognitive approach at each stage to increase the profitability of a business. The reach that Instagram can achieve has an effect on increasing brand awareness which can attract new potential customers.

Brand Awareness is a level of ability to recognize or recall a brand. Brand awareness can occur due to the emergence of feelings of familiarity with a brand (Azaria et al., 2014). The feeling of familiarity with a brand will encourage curiosity or interest in a person. Then this sense of interest will cause a feeling that the risks faced by customers are reduced, which in turn will lead customers to tend to consider and choose the brand in question.

Brand Awareness according to Andreani et al., (2021) is the first step to building a brand, so that it has the ability to be remembered for the first time in the minds of consumers. Therefore, it is important to build and increase brand awareness of a product or brand because it can increase competitiveness in the market and brand equity value.

In increasing brand awareness, a lead magnet (bait) is needed so that the value of a particular product or brand is conveyed well and is able to attract others (Isnaini et al., 2022). Social Media Influencers act as intermediaries between companies and consumers who function to attract and invite consumers. Based on a study released from Schlesinger Associates revealed that there are 81% of companies satisfied with the performance of influencer marketing in marketing their products on social media. In addition, based on the Allison + Partners Asia report released in November 2017, it shows that 95% of internet users strongly follow the recommendations of influencer marketing followed on social media. It can be concluded that the role of influencer marketing is currently more important than brand ambassadors. In addition, influencers can also be trend setters who can influence current fashion developments. A trend setter is an originator or one who initiates a fashion for a product or service so that it can become popular.

In this research, the brand to be studied is Erigo. Erigo is a local fashion brand that is popular in Indonesia and is heading to the international scene. This brand was established in 2010 in Depok, West Java under the name "Selected and Co" then changed to "Erigo" in 2016. The target market for Erigo products starts from the age of 18 years to the age of 45 years, both men and women because the product can be used by all groups.

Erigo applies the sales funnel marketing strategy not only as a marketing tool, but also as a conceptual approach to analyze and manage the company's main business processes. Through the strategy applied by Erigo, it can monitor developments at each stage of the customer's journey exclusively by conducting enthusiastic analysis of social media influencers of Erigo products on Erigo's Instagram account.

LITERATURE REVIEW

According to data obtained from kumparan.com (2021) Erigo was awarded as the Top Fashion Brand at the Shopee Awards in 2020 which made the brand increasingly recognized by many people. Brand awareness is also influenced by the existence of social media influencers on Instagram as a means of connecting and trend setter for Erigo products that can reflect the character of Erigo products. To be able to increase Erigo's brand awareness, it is necessary to use a sales funnel marketing strategy by prioritizing attention using influencers owned by Erigo. Based on this, this study was conducted to determine whether sales funnel marketing affects brand awareness through the use of social media influencers on Instagram @erigostore.

H1 : Sales Funnel Marketing has a positive and significant effect on Brand Awareness of Erigo fashion products.

Colicev et al., (2019) stated that the use of sales funnels in the UGC (User Generaated Content) dimension or can be interpreted as something that can influence a product through existing content has a greater positive relationship to brand awareness. Furthermore, according to Isnaini et al., (2022) obtained results that the application of sales funnel marketing strategies has a positive effect on increasing brand awareness, but a lead magnet (bait) is needed to increase it. Another study by Grabozdin, (2021) revealed that sales funnel marketing has a significant positive effect on brand awareness but the effect is low.

H2 : Sales Funnel Marketing has a positive and significant effect on influencers on Instagram.

Mac-Ozigbo, (2021) stated in his research revealed that influencers are very important and effective in bringing brand awareness on social media and overall influencers have a positive effect on increasing sales and brand success. Sudha & Sheena, (2017) states that influencer marketing is an extension of more professional E-WOM which is effective in increasing brand awareness. The same results were also shown that influencer marketing affects the temporal increase in brand awareness (Ferina et al., 2021). Matin et al., (2022) states in their research also found that influencer characteristics on social media have a positive effect on the level of brand awareness while perceived extrinsic characteristics affect brand image and content trust.

H3 : The use of Influencers on Instagram has a positive and significant effect on Brand Awareness of Erigo fashion products.

Sales funnel marketing is a marketing concept in which there are stages of the cognitive customer journey (Alina & Maryna, 2019). Attention and interest are two early stages in the sales funnel marketing process that require the most contribution. Influencers in the funnel marketing concept play an active role in attracting the attention and interest of potential buyers.

Based on research conducted by Shofian, (2015) states that attention is the variable that has the greatest influence in funnel marketing. Research conducted by Bogoevska-gavrilova, (2021) also states that the company's recommendations and marketing department regarding marketing activities through influencers are the most important. Influencer engagement on Instagram has a positive effect on consumer brand awareness.

H4: Influencers on Instagram are directly able to mediate Sales Funnel Marketing on Brand Awareness of Erigo fashion products

According to research conducted by Shofian, (2015) states that attention is a variable that has the greatest role in marketing channels. The delivery of messages and attractiveness in advertising can increase brand awareness of a product. Brand awareness can be used as a tool to measure the competitiveness of a brand, the more familiar or popular the brand, the higher the competitive value. Another variable that affects brand awareness is influencers.

The above statement is supported by previous research according to Fitrianna & Aurinawati, (2020) which reveals that marketing through digital media has a significant effect on increasing brand awareness. Other research reveals that the use of influencers is very suitable to be applied to increase brand awareness effectively (Hariyanti & Wirapraja, 2018).

METHOD

The sampling technique in this study is non probability sampling using purposive sampling method of sampling with certain considerations. Data analysis in this study used Smart PLS software. Respondents in this study totaled 132 respondents with 103 or 71.2% female gender and 29 or 28.8% male gender. Data collection in this study used a google form questionnaire which was distributed via social media, such as Whatsapp (personal and group contacts), Instagram, and Twitter to research respondents. The criteria used in the selection of this research sample include::

- 1) Male or female.
- 2) Aged 18-45 years.
- 3) Followers of the @erigo Instagram account.
- 4) Never bought or interested in Erigo products.

The variables in this study are measured using indicators from previous research. The sales funnel marketing indicator comes from Cetinturk & Poyraz (Valentina Yunita et al., 2021). The brand awareness indicator comes from Shimp et all in (Andreani et al. 2021). Indicators of influencers come from (Isyanto et al., 2020).

The data measurement technique in this study uses a Likert scale. where the scale is used to measure a person's opinion and perception of social phenomena (Sugiyono, 2013). Answers to each instrument item using the Likert Scale range from strongly agree (5) to strongly disagree (1).

RESULT AND DISCUSSION

1. Outer Model Evaluation

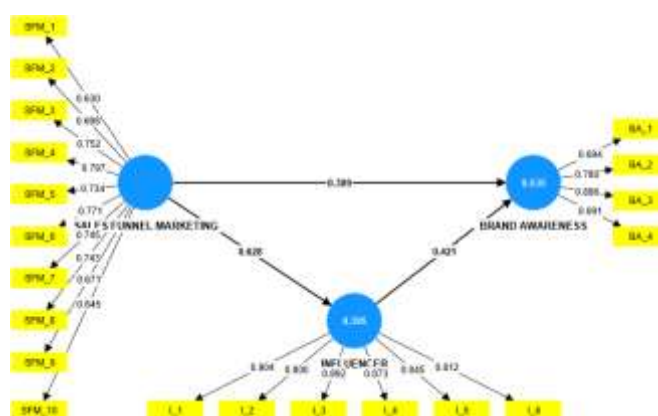


Figure 1 Path Analysis

Source: Primary data processed by researchers using SmartPLS 2023

a) Validity Test

- 1) Convergent Validity

Validity test using Convergent Validity assessment based on the correlation between item scores estimated with PLS software. Convergent Validity measurement is based on the loading factor and AVE (Average Variance Extracted) with the provisions of a loading factor value > 0.60 and an AVE value of > 0.50 (Chin, 1998). The results of Convergent Validity testing can be seen in the following table.

Table 1 Outer Loading (Measurement Model)

Variable	Item	Loading Factor	AVE
Sales Funnel Marketing	SFM 1	0.630	0.519
	SFM 2	0.698	
	SFM 3	0.752	
	SFM 4	0.797	
	SFM 5	0.734	
	SFM 6	0.771	
	SFM 7	0.745	
	SFM 8	0.793	
	SFM 9	0.671	
	SFM 10	0.645	
Influencer	I 1	0.904	0.731
	I 2	0.800	
	I 3	0.892	
	I 4	0.873	
	I 5	0.845	
	I 6	0.812	
Brand Awareness	BA 1	0.694	0.588
	BA 2	0.780	
	BA 3	0.886	
	BA 4	0.691	

Source: Data processed by researchers using SmartPLS (2023)

Based on table 1, all items on the research variable indicators show the results of the Outer Loading value > 0.60, which means that all items of the research variable indicators are declared valid or suitable for use. Based on table 1, it is known that the AVE value of each variable is > 0.50 so it can be said that all variables in this study are declared valid.

2) Discriminant Validity

Discriminant Validity is a measurement model by assessing indicators based on the cross loading value or the square root of the AVE of the indicator with the construct value. Discriminant Validity is calculated using the square root of the AVE or Fornell Lacker Criterion with the criterion that if the square root of the AVE must be greater than the value between latent constructs, then this means that the indicator is valid. The results of Discriminant Validity (Cross Loading) testing can be seen in the following table.

Table 2 Discriminant Validity

	Sales Funnel Marketing	Influencer	Brand Awareness
Variabel			
Sales Funnel Marketing	0.720	0.628	0.654
Influencer		0.855	0.665

Brand Awareness	0.654
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Source: Data processed by researchers using SmartPLS (2023)

Based on table 2, it is known that the square root value of AVE or Fornell Lacker Criterion is greater than the correlation value with other constructs and has a value > 0.60, so discriminant validity is declared good or all variables are declared valid.

b) Reliability Test

The reliability test is carried out to find out the reliability (level of trust) of a question item in measuring the variable under study. Reliability measurement is based on the results of composite reliability and strengthened by Cronbach's alpha provided that the composite reliability and Cronbach's alpha values are > 0.70 to be declared valid.

Table 3 Reliability Test

Variabel	Cronbach's Alpha	Composite Reliability
Sales Funnel Marketing	0.896	0.902
Influencer	0.926	0.935
Brand Awareness	0.761	0.770

Source: Data processed by researchers using SmartPLS (2023)

Based on table 3, it is known that the composite reliability and Cronbach's alpha values for all indicators are > 0.70 so that it can be concluded that all research variables are reliable.

2. Inner Model Evaluation

Evaluation of the structural model or inner model aims to test the effect of the relationship between variables. Inner model evaluation testing is carried out before testing the variable hypothesis. This section will test the absence of a multicollinear relationship between variables with an inner Variance Inflacted Factor (VIF) value below 5.

Table 4 Inner Model

Variabel	Sales Funnel Marketing	Influencer	Brand Awareness
Sales Funnel Marketing	1.00		1.652
Influencer			1.652
Brand Awareness			

Source: Data processed by researchers using SmartPLS (2023)

Based on table 4, it is known that the inner Variance Inflacted Factor (VIF) value is below 5, indicating that there is no multicollinearity between variables.

3. Hypothesis Test

Hypothesis testing between variables by looking at the t-statistic value or p-value. If the statistical t-value of the test results is greater than the t-table (1.96) or the p-value of the test results (<0.05), then there is a significant influence between the variables. In addition, it is necessary to include the results of the 95% confidence interval of the estimated path coefficient parameter. (Hair et al, 2021) states that there are effect size criteria from the f-square, namely: 0.02 = Low, 0.15 = Moderate, 0.35 = High.

According to (Lachowicz et al, 2018) the f-square of the mediation effect is called the upsilon-v statistic which can be obtained by squaring the mediation coefficient. The interpretation of upsilon-v in (Ogbeibu et al, 2022) is: 0.02 = Low, 0.75 = Moderate, 0.175 = High.

1) Hypothesis Testing of Direct Effect

Table 5 Direct Effect

Hipotesis	Path Coefisient	p- value	95% Interval Kepercayaan		f- square
			Path Coeficient		
			Batas Bawah	Batas Atas	
H1 Sales Funnel Marketing → Brand Awareness	0,389	0,000	0,223	0,571	0,197
H2 Sales Funnel Marketing → Influencer	0,648	0,000	0,500	0,753	0,562
H3 Influencer → Brand Awareness	0,421	0,000	0,233	0,593	0,230

Source: Data processed by researchers using SmartPLS (2023)

Based on table 5 the hypothesis testing above, it is known as follows:

1. The first hypothesis (H1) is accepted, namely that there is a significant effect of sales funnel marketing on increasing brand awareness with a path coefficient (0.389) and p-value (0.000 < 0.05). The use of sales funnel marketing strategy can increase brand awareness. In the 95% confidence interval, the effect of increasing brand awareness using the sales funnel marketing strategy lies between 0.223 - 0.571. The use of sales funnel marketing in increasing brand awareness has a moderate effect at the structural level (f-square = 0.197).
2. The second hypothesis (H2) is accepted, namely that there is a significant effect of sales funnel marketing on influencers with path coefficient (0.648) and p-value (0.000 < 0.05). In the 95% confidence interval, the influence of using influencers in the sales funnel marketing strategy lies between 0.500 - 0.753. The influence of sales funnel marketing on influencers is high at the structural level (f-square = 0.562).
3. The third hypothesis (H3) is accepted, namely that there is a significant influence of influencers on increasing brand awareness with path coefficient (0.421) and p-value (0.000 < 0.05). The use of influencers on Instagram is able to increase brand awareness. In the 95% confidence interval, the effect of increasing brand awareness using influencers lies between 0.233 - 0.593. The use of influencers in increasing brand awareness has a moderate or moderate effect close to high at the structural level (f-square = 0.230).

2) Hypothesis Testing of Indirect Effect

Table 6 Indirect Effect

Hipotesis	Path Coefisient	p-value	95% Interval Kepercayaan		Upsilon-v
			Batas Bawah	Batas Atas	
H4 Sales Funnel Marketing → Influencer → Brand Awareness	0,264	0,000	0,150	0,387	0,075

Source: Data processed by researchers using SmartPLS (2023)

Based on table 6 the hypothesis testing above, it can be said that the fourth hypothesis (H4) is accepted where influencers are able to mediate the indirect effect of sales funnel

marketing on brand awareness with path coefficient (0.264) and p-value ($0.000 < 0.05$). At the structural level, the mediating role of influencers is classified as a moderate mediating influence ($\text{upsilon-v} = 0.75$).

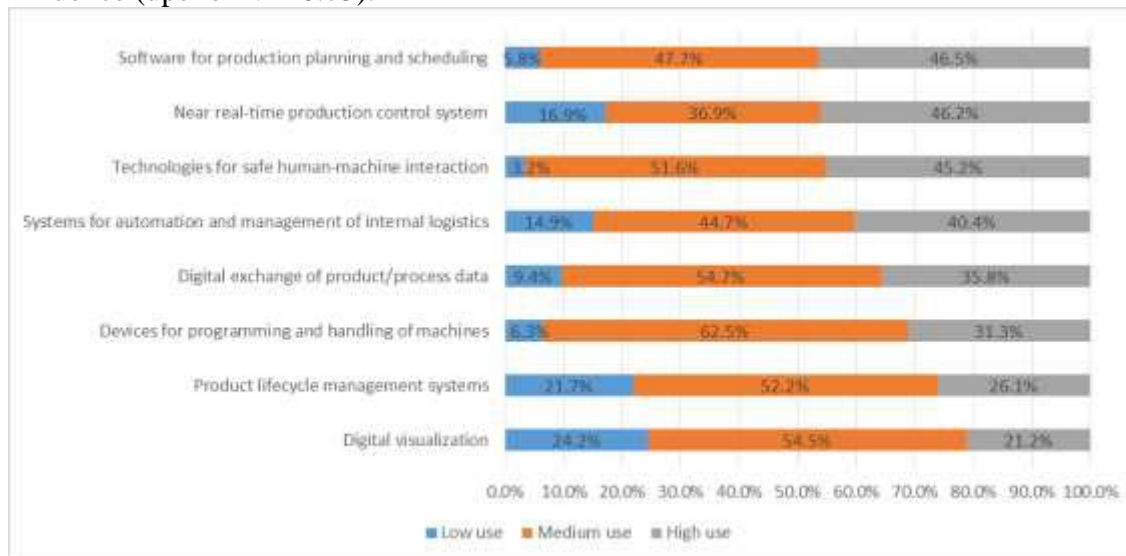


figure 1. kurva IS

CONCLUSION

Based on the results of the research that has been carried out starting from the data collection stage to data analysis, it can be concluded that sales funnel marketing has a significant effect on brand awareness on Erigo Instagram account followers. The use of sales funnel marketing strategies can increase brand awareness of the Erigo brand. The use of sales funnel marketing strategies by focusing attention through an influencer owned by Erigo such as Angga Yunanda and also Enzy Storia is able to influence the increase in Erigo brand awareness. The use of influencers is able to indirectly engage the target customer database, build brand credibility that has highlights, and indirectly able to establish long-term relationships with target marketing customers that can drive sales. highlights, and indirectly able to establish long-term relationships with target marketing customers that can drive sales.

ACKNOWLEDGMENT

The researcher would like to thank the State University of Malang for providing funding for this research. The contents are solely the responsibility of the author.

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