

**Bindura University
of Science Education**



DISSERTATION RESEARCH PROJECT

The impact of Facebook influencer marketing on brand trust and brand loyalty on artificial hair products.

BY

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**A DISSERTATION SUBMITTED IN PARTIAL FULFILMENT OF THE
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DEDICATION

I offer my deepest gratitude to God. He is the source of all wisdom and strength, for guiding me through this project with unwavering support. I dedicate this project to my beloved parents, brother and sister whose love, encouragement and sacrifices have been the corner stone of my journey.

ABSTRACT

The study seeks to explore the impact of Facebook influencer marketing on brand trust and brand loyalty on artificial hair products. It aimed to see how facebook influencer marketing contributes to brand trust and loyalty from customers. The study used casual research design to determine the relationship between facebook influencer marketing and brand trust and loyalty. Sample size was 370 of the total population of 6361 females from ward 13 Norton. The researcher used questionnaires to collect data. The data was analysed using SPSS-AMOS (version26). The results reviewedthat there is a positive relationship between facebook influencer marketing and brand trust (.010) and also with brand loyalty (.018). The researcher recommended the brand Darling to embrace the concept of facebook influencer marketing.

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Contents

RELEASE FORM.....	II
APPROVAL FORM.....	III
DEDICATION.....	IV
ABSTRACT.....	V
ACKNOWLEDGEMENT	VI
LIST OF TABLES.....	X
LIST OF FIGURES	XI
LIST OF ACRONYMS	XI
LIST OF APPENDIX	XIII
CHAPTER 1	1
INTRODUCTION	1
1.0 Introduction.....	1
1.1 Background of the study	1
1.2 Statement of the research problem.....	2
1.3 Objectives of the study	3
1.4 Hypothesis statement	3
1.5 Significance of the study.....	3
1.6 Assumptions.....	3
1.7 Delimitations.....	4
1.8 Limitations	4
1.9 Definition of terms.....	4
1.10 Summary.....	4
CHAPTER TWO	5
LITERATURE REVIEW	5
2.0 Introduction.....	5
2.1 Theoretical Review	5
2.1.1 Facebook Influencer Marketing and Brand Trust	5
2.1.2 Facebook Influencer Marketing and Brand Loyalty	6
2.3.1The Relationship Between Facebook Influencer Marketing and Brand Trust.....	7
2.3.2 The Relationship Between Facebook Influencer Marketing and Brand Loyalty.....	8
2.3 Research Model	8
2.5 Summary.....	9
CHAPTER THREE	9
RESEARCH METHODOLOGY	9
3.0 Introduction.....	10
3.1 Research Design	10

3.2 Target Population.....	10
3.3 Sampling Frame	10
3.4 Sample Size.....	10
3.5 Sample Technique.....	11
3.6 Research Instruments	11
3.6.1 Questionnaire	12
3.6.2 Measurement Scales.....	12
3.6.2.1 Facebook Influencer Marketing	12
3.6.2.2 Brand Trust	12
3.6.2.3 Brand Loyalty.....	13
3.7 Pilot Study.....	13
3.8 Data Collection Procedures	13
3.9 Reliability and Validity.....	13
3.10 Data Analysis and Presentation Procedure	13
3.11 Ethical Consideration.....	14
3.12 Summary.....	14
CHAPTER FOUR.....	14
DATA ANALYSIS AND PRESENTATION	14
4.0 Introduction.....	15
4.1 Questionnaire Response Rate	15
4.1.2 Demographic Profile of Respondents	15
4.2 Uni-Dimensionality Test.....	17
4.2.1 Facebook Influencer Marketing	17
4.2.2 Brand Trust	17
4.2.3 Brand Loyalty.....	18
4.3 Measurement Model	18
4.4 Hypothesis Testing	20
4.5 Discussion.....	21
4.5.1 Facebook Influencer Marketing Has A Positive Relationship With Brand Trust..	21
4.5.2 Facebook Influencer Marketing Has A Positive Relationship With Brand Loyalty.	22
4.6 Summary.....	22
CHAPTER FIVE	22
SUMMARY, CONCLUSION AND RECOMMENDATIONS	22
5.0 Introduction.....	22
5.1 Summary.....	23
5.2 Conclusions.....	23

5.3 Recommendations.....	23
5.3.1 To establish the relationship between facebook influencer marketing and brand trust.....	23
5.3.2 To establish the relationship between facebook influencer marketing and brand loyalty.....	24
5.4 Areas of Further Research	24
REFERENCE LIST	25
APPENDIX A: CODED QUESTIONNAIRE.....	27

LIST OF TABLES

Table 1.1 sample sizes for various population sizes at a 95% level of certainty.....	10
Table 4.1 Questionnaire Response Rate	15
Table 4.2 profile of respondents	15
Table 4.3 Factor analysis results of Facebook Influencer Marketing.....	17
Table 4.4 Factor analysis results of Brand Trust	18
Table 4.5 Factor analysis results of Brand Loyalty	18
Table 4.6 Composite Reliability and Average Variances Extracted	19
Table 4.7 Hypothesis Testing Results.....	21

LIST OF FIGURES

Figure 1: Lorraine Guyo (2022).....	2
Figure 2: Dixon 2023	2
<i>Figure 3: Conceptual Model Showing Relationships between Facebook influencer and brand trust, and brand loyalty</i>	<i>8</i>
Figure 4: Measurement Model.....	19
Figure 5: Structural Model for the study	20

LIST OF ACRONYMS

SEM- Structural equation modelling

AVE- Average Variance Extracted

SPSS- Statistical Package for the Social Sciences

AMOS- Analysis Moment of Structures

LIST OF APPENDIX

Appendix.....	28
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CHAPTER 1

INTRODUCTION

1.0 Introduction

The hair and industry has transformed in the past years, largely driven by the rise of social media platforms as influential marketing channel. Among the platforms facebook has surpassed as a powerful tool for a brand to engage with their targeted audiences and promote the products. And the use of influencers in marketing strategies has gained significant traction.

1.1 Background of the study

Darling is a brand which focuses on artificial hair products and hair accessories, they are the expert in quality hairstyles and they have several hair products which include hair extensions weaves, wigs, beads etc. Anything that have to do with hair they are the expert. They are the solutions of high fashion, trendy styles that inspire and empower every woman.

The world is changing so as the hairstyles are changing everyday which is leading to the rise of competitors in the industry. Some of the big brands which are competing in the industry are Dark n Lovely, Angels, Doremi and it is affecting the performance of our brand Darling. Everyone in the industry is trying all the survivor skills to stay relevant in the market.

We all have people who we look up to, people who influences us to do some of the things because their influence is big and it is powerful unto us. Darling have Lorraine Guyo as their female influencer in Zimbabwe. She is a public figure who has 471 356 followers on her facebook platform with 128 787likes.



Figure 1: Lorraine Guyo (2022)

Lorraine influences the brand through by having hairstyles which are plaited by the Darling hair products and their accessories.

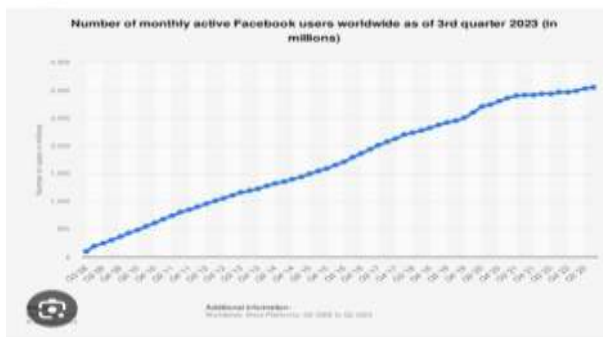


Figure 2: Dixon 2023

The diagram above was published by Dixon (2023) showing that as of the second quarter of 2023, facebook had approximately 3 billion active users worldwide. Facebook is the most widely used online social network globally. Using this platform it enables engagement from a lot of people and by collaborating with influencers, it fosters genuine connections that enhances brand loyalty and trust. Also by using influencers to endorse a brand it differentiates it from others and it makes that brand unique. In this hair industry there are a lot of fake products which are harmful to people which causes skin cancer, so using the influencer especially on a big platform like facebook it affects the performance in a positive attitudes towards brand trust and brand loyalty.

1.2Statement of the research problem

Hair industry has a lot of players which causes competition. They adopted a lot of strategies to promote their work and influencer marketing is another tool used by the company. Ever since it was adopted by the company, the study therefore seeks to investigate the effects of facebook influencer marketing to achieve trust and loyalty.

1.3 Objectives of the study

The research aimed to achieve the following objectives:

1. To investigate the impact of facebook influencer marketing on brand trust towards artificial hair products of Darling.
2. To determine the use of facebook influencer marketing on brand loyalty towards artificial hair products of Darling.

1.4 Hypothesis statement

The study hypothesized that:

H₁:facebook influencer marketing and brand trust have a positive relationship.

H₂: brand loyalty and facebook influencer marketing are positively correlated.

1.5 Significance of the study

To the brand

The study would help the company to understand that facebook influencer marketing can place your brand where consumers can notice and learn about it without feeling like they are being given a sale to pitch. And having influences to endorse your brand can make consumers to trust your brand and which leads to loyalty.

To the researcher

This project would provide the opportunity to share knowledge with others who would like to carry out further studies on influencers on social media and their impact on the brands.

To the university

The study will serve as a reference for scholars and other learners who would like to study on the impact of having social media influencers to market your brand and so as to understand what they contributes in terms of trust and loyalty to the customers.

1.6Assumptions

The study used facebook influencer marketing, brand trust and brand loyalty as variables. It assumed that they would be able to determine the impact of having a social media influencer to market a brand in order to achieve trust and loyalty from customers.

1.7 Delimitations

The study examined the impact of facebook influencer marketing on brand and brand loyalty for artificial hair products, specifically in reference to the Darling brand.

The project was concentrated on the period from 2023 to 2024.

The research focused on the brand trust and brand loyalty that is impacted by influencers marketing on facebook.

1.8 Limitations

The study was initially designed to be a longitudinal, intending to observe and analyze data over an extended period to track changes and developments within the target population, however due to unforeseen constraints such as time the study was adapted to a cross- sectional study.

1.9 Definition of terms

Facebook – is a major global social media platform that allows users to connect, share content and engage with online communities.

Influencer - a person with the ability to convince potential buyers of a product or service by promoting through social media or by recommending the items.

Artificialhair - it refers to a synthetic hair fibre that is made to resemble natural human hair.

Brand trust- refers to the level of confidence and reliability that consumers place in a particular brand.

Brand loyalty - the propensity of certain customers to stick with the same brand of products instead of switching to rival ones.

1.10 Summary

The section covered the background of the story as well as objectives of the study. Also the significance of the study was enlightened. It also highlighted assumptions, delimitations limitations and definition of terms conducted the study will also be discussed. The next section paved way for the literature review.

CHAPTER TWO

LITERATURE REVIEW

2.0 Introduction

The research aimed to analyse the impact of facebook influencer marketing on brand trust and brand loyalty at Darling. The chapter covered literature which is significant to the study. It consisted of three sections, which are theoretical review, empirical evidence and conceptual framework.

2.1 Theoretical Review

2.1.1 Facebook Influencer Marketing and Brand Trust

In this world of modern marketing, influencer marketing has become a pivotal approach for brands to establish and enhance trust within their audiences. From the theory of social learning by Bandura (1977) it indicated about observational learning and modelling. People observe those around them and behave like them. In this case influencers serve as role models for their followers. By observing influencers, followers may adopt similar behaviours or attitudes including trust into the brands they endorse. Through this consumers may develop trust in the brand based on the influencers' positive experiences and endorsements.

Some relationships are created through the lens of transfer and dynamics of exchange interactions. Facebook influencers are often utilized as a marketing strategy due to their ability to effectively garner trust from their followers. Applying social exchange theory by Homans (1958), it focused on the principles of social behaviour and the exchange of rewards and costs in the interpersonal relationships. Consumers might develop trust towards a brand when they perceive the exchange with the brand (through influencer marketing) as beneficial in terms of obtaining valuable content, information or rewards. Darling do give-aways especially festive seasons for example new fibre or weaves, free plaiting and with this makes customers be able to trust it since they advertise through the page of the influencer Loraine Guyo. It is denoted that there is a positive impact between facebook influencer and brand trust.

Individuals are more likely to accept and be influenced by message delivered through a credible source. Having a public figure to approve a brand on their page, consumers are highly likely to trust that message because it is coming from a reliable source. It indicates that there is a positive attitude between the Facebook influencer and brand trust. Hovland and Weiss (1951) created a theory about source credibility in persuasive communication. It explained that communicators' credibility which includes expertise and trustworthiness can impact how persuasive the message is.

By underlying consumers' response to influencer marketing, you can gain insights into the persuasive mechanisms at play and their impact on brand-related outcomes. Facebook provides quantitative data on meeting metrics such as comments, shares and reach of influencer content. Darling checks the comment section on Facebook and with that it enables them to see what the clients want and be able to provide that and it creates a relationship between a client and a brand which enables trust to the brand. This shows that an existence between the two variables. From the theory of elaboration likelihood by Petty and Caciapo (1986), it described about central and peripheral routes of information processing, shedding light on the mechanisms through which influencers influence consumer attitudes and brand trust.

2.1.2 Facebook Influencer Marketing and Brand Loyalty

Individuals learn and form attitudes through observing the behaviour and experiences from others. Consumers may develop brand loyalty by observing the influencers' positive experiences and endorsements of a brand. Through this observational learning process by Bandura (1977) customers or followers of that influencer develop a sense of loyalty to the brand based on the influencers' positive portrayal and experiences with them. Pinto and Paramita (2021) stated that this reinforcement can contribute to the establishment and reinforcement of brand loyalty among consumers who are influenced by the actions and endorsement of influencers.

Facebook influencer marketing is widely employed as a marketing strategy due to their ability to successfully attain trust from followers which they end up becoming loyal to the brand. Influencers engage in continuous exchange activities with their followers aiming to obtain interpersonal trust and loyalty. The theory of social exchange by Homans (1950) indicated about influencer-follower relationship can be viewed as a reciprocal exchange where

influencers' endorsements and interactions with brands contribute to the development of brand loyalty among their followers.

Brand loyalty was defined by Minh (2021) as the consistent and repeated purchasing behaviour exhibited by customers towards a particular brand. Despite the presence of competing alternatives in the market, customers are loyal to where there is reliable and trustworthy source. Influencers gain loyalty from their followers because they are public figures and that is why most information which is endorsed by them people follow it because it is reliable. Pfau and Wilson (1953) created a theory which focused on the perceived credibility of the source of information and its impact on attitudes and behaviours. Credibility of facebook influencers plays a crucial role in shaping brand loyalty among their followers. When a facebookinfluncer is perceived as credible source of information and recommendation, their endorsements, message and content can positively impact loyalty towards the brand among their followers.

2.2Emperical Evidence

2.3.1The Relationship Between Facebook Influencer Marketing and Brand Trust

Almahdi, Alsayed and Alabbas (2022), studied a relationship of Trust Transfer in Social Media Influencer Marketing in Bahrain. The study results found that trust in the influencer had a positive effect on brand trust, brand liking, and consumer enjoyment. They used Cronbach's alpha and the results were above 0.7. Correlation coefficient was used to evaluate validity.

Lou and Yuan (2019) investigated how message value and credibility affect consumer trust of branded content on social media. The study used a partial least squares (PLS) path modelling to estimate the relationships. Cronbach alpha and composite reliability values were above .80 indicating reliable measurements scale for the study and measurements were confirmed to match the adequate convergent and discriminate validities.

Mammdli (2024) discovered that brand trust has a moderate effect on social media influencer marketing and consumer purchase intention. Brand trust creates a mediator effect in both relationships. The study used quantitative survey approach. Structural equation modelling was employed to analyze the data and test the hypothesized relationships.

H₁: facebook influencer marketing and brand trust have a positive relationship.

2.3.2 The Relationship Between Facebook Influencer Marketing and Brand Loyalty

Celik (2022) looked into how influencer attractiveness can affect brand loyalty in terms of brand love, brand trust, brand awareness, and brand image. Process macro software and simple liner regression were used to analyse the study's hypotheses. The association between influencer attractiveness and the aforementioned criteria is satisfactorily explained by the study.

Pinto et al (2021) carried out a study about social media influencer and brand loyalty on generation Z. and purposive sampling was used in this study. Path analysis and sobel test was conducted to examine the indirect effect between the variables. The results showed that social media influencers can influence brand loyalty on generation Z brand.

Manavat, Pandey and Pandey (2024) sought to examine effects of an influencer on brand devotion within cosmetic industry. The data was analyzed using SPSS Data analysis and structural equation modelling using AMOS 18. And this study shows a significant positive relationship because the factor produced covariance that were greater than 0.5 and that is good positive factor analysis fit and it was used to check validity and reliability of the data.

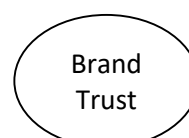
Minh(2021) carried out a study to clarify the influence of brand love on brand loyalty, it created limitations regarding the study's cultural nature the economic context. Structural equation modelling was used to predict the research. The findings showed that there is a relationship between brand love and brand loyalty.

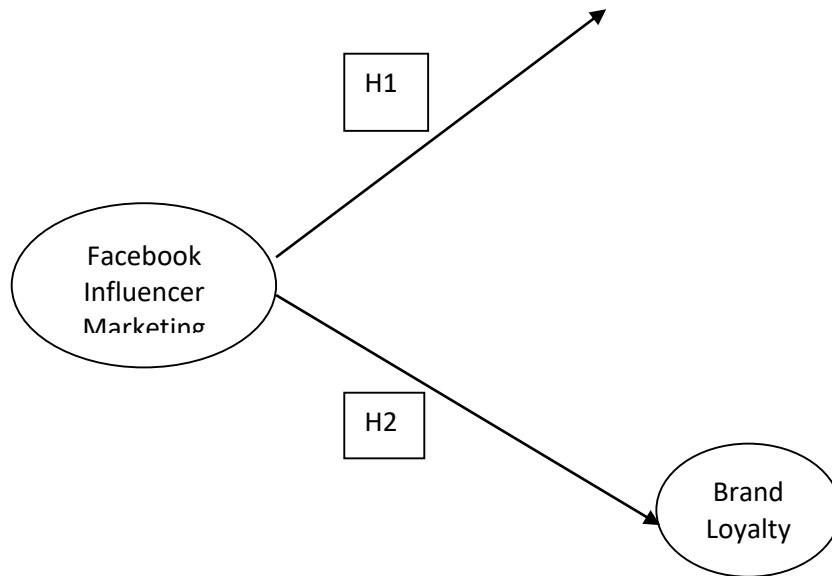
H2: brand loyalty and facebook influencer marketing are correlated.

2.3 Research Model

Based on the literature and empirical evidence, the research proposed the following model.

Figure 3: Conceptual Model Showing Relationships between Facebook influencer and brand trust, and brand loyalty





2.5Summary

In this chapter, theories were discussed also past researchers by different authors were highlighted. Lastly conceptual framework was displayed.

CHAPTER THREE

RESEARCH METHODOLOGY

3.0 Introduction

The section focused on the methodology and methods carried in the study. Sub-topics are study design, population sample, sampling procedures, research instruments and those instruments' reliability and validity and also the chapter summary. The study used quantitative research methodology.

3.1 Research Design

In this study, a casual research design was used which is also known as explanatory research. It is concerned with determining cause-and-effect relationships between two or more variables (Zikmund 2010). Facebook influencer marketing is the independent variable while brand trust and loyalty are dependent variables. Harrison and Reilly (2011) supports that a casual research design is the most suitable when there are more than two variables. The study used quantitative research method to examine the effect of facebook influencer marketing on brand trust and brand loyalty on artificial hair products.

3.2 Target Population

The study targeted 6361 females ZimStat (2022) residents in Norton, ward 13. These females are from the age of 18 and above.

3.3 Sampling Frame

Shiu (2009) defined a sampling a frame as a list of qualified sampling units, the units that quality for the examinations. The sampling was made up from females from ward 13, Norton.

3.4 Sample Size

According to Saunders, Lewi and Thornhill (2005) a targeted population size of 6361 gives a sample size of 370 as shown in the table 1 below. Kaur (2017) described it as a work of selecting the amount of interpretations or replicates to include in a statistical sample. It refers to the amount of essentials drained from a sample to make sure proper presentation of the specified goal population.

Table 1 sample sizes for various population sizes at a 95% level of certainty

POPULATION	5%	3%	2%	1%
50	44	48	49	50
100	79	91	96	99
150	108	132	141	148
200	132	168	185	196
250	151	203	226	244
300	168	234	267	291
400	196	291	434	384
500	217	340	414	475
750	254	440	571	696
1000	278	516	706	906
1200	300	578	810	1071
2000	322	696	1091	1655
5000	357	879	1622	3288
10000	370	964	1936	4899

Source: Saunders et al (2005, p 67)

3.5 Sample Technique

The researcher used convenient sampling to supplement the sample by including the participants who were readily available and willing to participate in completing the questionnaires. Saunders et al (2005) defined it as a sampling technique where respondents are selected based on their convenience and accessibility to the researcher.

3.6 Research Instruments

Research instruments are equipments or techniques used to gather data in a research study (Zikmund 2010). Takona (2002) suggested that questionnaires and interviews are the most effective tools when conducting a research. The study used questionnaires as an instrument for collecting data.

A questionnaire used measurement scale of facebook influencer marketing adopted from Torres, Augusto and Matos (2019). For brand trust it used the measurement scale from Ballester and Aleman (2005) and lastly a measurement scale for brand loyalty by Ballester and Aleman (2005)

3.6.1 Questionnaire

A questionnaire is a data collection instrument that utilizes a series of questions derived from a measurement scale. Participants respond to these questions, providing the data. Flower and Couper (2009) offer a similar definition, describing a questionnaire as a tool consisting of a set of questions designed to gather information. The purpose of a questionnaire should be clearly communicated, outlining the research objectives. The example questionnaire (see Appendix A) is divided into sections. The first section collects demographic information. Section B focuses on Facebook influencer marketing with five statements designed to gauge participants' perspectives. Section C explores brand trust using four items, and the final section delves into brand loyalty with five additional items.

3.6.2 Measurement Scales

3.6.2.1 Facebook Influencer Marketing

Facebook Influencer marketing was measured using a scale adopted from Torres et al (2019). Researchers used a five-point Likert scale to assess the effectiveness of a Facebook influencer on five different criteria. The scale ranged from one (strongly disagree) to five (strongly agree). To ensure the reliability of their measurement, they calculated Cronbach's Alpha coefficient. This coefficient exceeded 0.7, indicating that the scale produced consistent results. Therefore it was a reliable scale. Hypotheses was analyzed using simple linear regression.

3.6.2.2 Brand Trust

Ballester and Aleman (2005) formulated the scale which was used by the researcher. Tested brand trust on a seven point likert scale. 5 point Likert. 1 represented strongly disagree and 5 was strongly agree. They used it in order to verify the chain of effects from brand trust and brand performances. Reliability was measured and the trust scale exhibited alpha 0.81 they used Cronbach's Coefficient. It also contains four items asked.

3.6.2.3 Brand Loyalty

Brand loyalty was measured using a scale that was adopted from Ballester and Aleman (2005). The last section of questionnaire tested brand loyalty on a 5 likert scale. The scale contains five items which was used to measure the dispositional commitment an ongoing relational with a brand. Reliability was measured and the score was above 0.7, hypotheses were analyzed using simple linear regression.

3.7 Pilot Study

The pilot study was conducted on 5 participants inclusive of female family members and friends. Their responses were assessed to ensure that they understood the requirements of the questionnaire. Worked well and they responded in 10 minutes at maximum.

3.8 Data Collection Procedures

The researcher drafted a letter of permission to Norton Town Council in-order to conduct the research. Upon the approval the researcher administered questionnaires in order to obtain data.

3.9 Reliability and Validity

Reliability is the extent to which a research assessment tool is capable of producing the same results in any circumstances (Lathlean and Garnish 2015). In order to ensure reliability of the research instruments Cronbach Alfa was used to test. Chan and Idris (2017) stated that alpha coefficient should be above 0.7.

Validity was defined by Lanchester (2005) as the extent to which surveys measures what is supported to measure. Correlation analysis between variables was carried out to determine validity in terms of the discriminating validity test. Confirmatory factor analysis was used to determine the convergent validity.

3.10 Data Analysis and Presentation Procedure

Shamoo (2003) described statistics as the systematic use of numerical methods to understand and evaluate data. The collected data was analyzed by the SPSS-AMOS (version 26) and was presented in tables. To assess the relationship between the variables, the study employed a technique called simple linear regression analysis.

3.11 Ethical Consideration

According to Polit and Hungler (1999) defined ethics as the moral compass that guide our actions and choices. This principle was central to our research design. Authorization was granted from Norton Town Council to ensure proper conduct and we carefully designed the questionnaire to exclude any personal information. Throughout the study, the researcher prioritized treating respondents with respect and safeguarding their privacy.

3.12 Summary

The chapter outlined the research methodology including the research design, target population, sample size and also sampling procedures. Research instrument which was used is a questionnaire. Also measurement scales, procedures and data presentation was also displayed in this chapter. Permission was sought from responsible authorities. Next chapter covered data analysis and presentation.

CHAPTER FOUR

DATA ANALYSIS AND PRESENTATION

4.0 Introduction

The section of this study analyzed and presented the results of the data findings. The study used tables to present data.

4.1 Questionnaire Response Rate

Out of 370 questionnaires that were distributed around ward 13 Norton. 340 were returned and fully answered showing a very high response rate of 91%. Only 30 were not submitted back demonstrating a strong willingness to participate in the survey and it is displayed below.

Table 2 Questionnaire Response Rate

	Frequency	Rate
Questionnaire distributed	370	100%0
Questionnaire returned	340	91%

Source: primary data

Brinkman (2014) supports that 70% score is generally regarded as satisfactory, this level of achievement is often considered acceptable within the framework of quantitative research.

4.1.2 Demographic Profile of Respondents

The segment covered details about the demographic characteristics of the respondents in ward 13. These are gender, level of education, age, status and how often do you go shopping on facebook.

Table 3 profile of respondents

Questions		Frequency	Percentage of frequency
Gender	Males	0	0
	Females	340	100
	Total	340	100
Age	Below18	12	3.5
	18-30	141	41.4
	31-40	106	31.2
	41-50	45	13.2
	Above 50	36	10.6

	Total	340	100
Level of education	O level	64	18.8
	A level	138	40.6
	Under Grad	82	24.1
	Graduate	25	7.4
	Post graduate	31	9.1
	Total	340	100
Status	Married	126	37.1
	Single	161	47.4
	Widowed	34	10
	Divorced	18	5.3
	Total	340	100
How often do you go shopping on facebook	More than once a week.		
	Once a month	36	10.9
	Once a week	122	35.9
	Less than once a month	83	24.4
	2-3 times a month		
	Total	30	8.8
		69	20.3
		340	100

Basing on the table 2 above it indicated that 340 participants took part in the study. The study targeted only females (100 %) from Norton ward 13. The demographic information showed that the majority of participants on the study were between the ages 18 and above 50. The study showed that the 18-30 age groups made up the largest percentage which is 41.4% second being the age group of 31-40 which had 31.2%. The outcome means that the area is dominated by young women.

The population's level of education is also presented in the table above. "A" level had the highest percentage which is 40.6%, meaning that the community managed to have basic education. The least percentage is 7.4% which is for those that have graduated. Marital status

was also part of the demographic section. Single dominated with the highest percentage of 47.4, followed by married which had 37.1%, widowed 10% and lastly divorced which had 5.3%.

The demographic also constituted the part of how often do you go shopping on facebook. And it showed that shopping on facebook is now popular because 35.9% is the highest of people who shop in a month.

4.2 Uni-Dimensionality Test

Segars (1997) supports that it can only measure dimensions that are not directly observed, such as height. These measures only provide an approximation of the actual results, rather than capturing the true values. In order to effectively understand the data each dimension must be analyzed individually.

4.2.1 Facebook Influencer Marketing

The uni-dimensionality test was done on five items to measure facebook influencer marketing and all the items loaded significantly. Results are presented in the table 4 below.

Table 4Factor analysis results of Facebook Influencer Marketing.

ITEM	FACTOR
The influencer i usually follow is attention attractive	.891
I am always aware of this influencer on facebook that i usually follow	.866
I think this influencer, who i usually follow is knowledgeable	.821
I like this influencer that i usually follow	.805
This influencer i usually follow has a good reputation	.763
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.855
Reliability	.916

Source: SPSS

4.2.2 Brand Trust

Brand trust scale compromised four items and after the Uni-Dimensionality test was done, all the items loaded on one factor and very significant. This was evidenced by their P- values and the items were considered for input in the measurement model. The items were presented in the table below.

Table 5Factor analysis results of Brand Trust

ITEM	FACTOR
Darling is a brand name that never disappoints me	.771
Darling is a brand name that meets my expectations	.764
Darling name guarantees satisfaction	.763
I feel confidence in Darling	.679
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.799
Reliability	.833

Source: SPSS

4.2.3 Brand Loyalty

The scale had five items and after the Uni-Dimensionality test, the five factors found significant and these are BL1, BL2, BL3, BL4 AND BL5. The factors which loaded are shown on the table 5 below.

Table 6Factor analysis results of Brand Loyalty

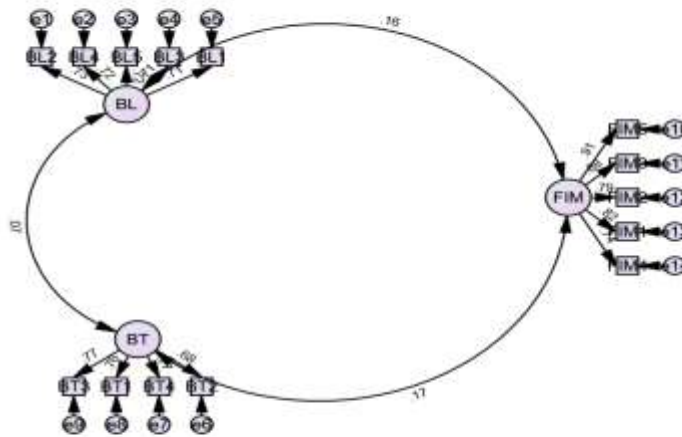
ITEMS	FACTOR
Darling would be my first choice	.732
Even if another brand is on sale, i prefer Darling	.723
If there was not Darling brand left in the store, i would go elsewhere to buy Darling	.720
If Darling is available in the store, i will not buy other brands	.710
I consider myself to be loyal to Darling	.708
Kaiser-Meyer-Olkin Measure of Sampling Adequacy	.854
Reliability	.842

Source: SPSS

4.3 Measurement Model

The measurement model assessment was done to assess the validity and the reliability of the conceptual model in measuring what it intends to measure. Below is the measurement model of the study.

Figure 4: Measurement Model



Source: AMOS

The measurement model assessment above indicates that all the items loaded significantly to their respective factors thereby indicating the presence of convergent validity. Convergent and discriminative validity was analyzed using Average Variance Extracted (AVE). The values for all research contracts were all above 0.5 which means that there is convergent validity. Discriminate validity was achieved in this study and this is shown by the absence of correlations between factors. Reliability of the findings was measured by the composite reliability, the results indicated that the data was reliable and this is shown by a composite reliability which is above 0.7. The table below shows AVE coefficients, composite reliability and shared variance results.

Table 7 Composite Reliability and Average Variances Extracted

Construct	Number of items	Composite Reliability	AVE
Facebook Influencer Marketing	5	0.9160	0.6870
Brand Loyalty	5	0.8424	0.5167

Brand Trust	4	0.8328	0.5554
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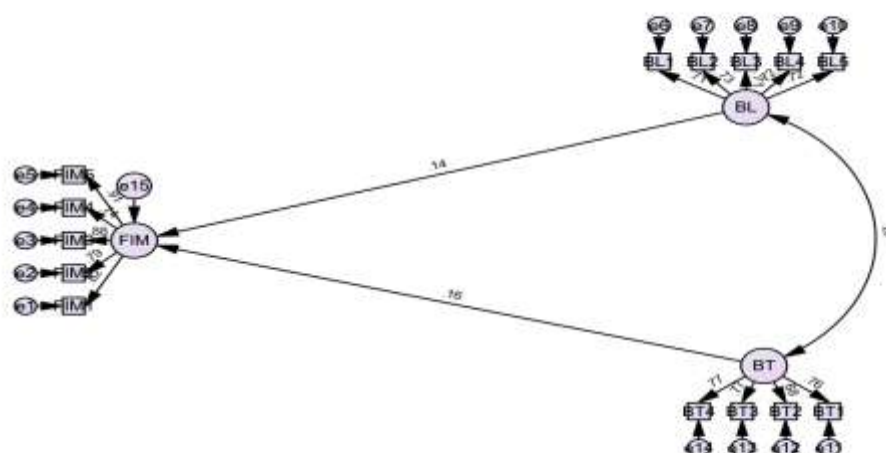
The reliability measurement instrument was found to be satisfactory, with a Cronbach's alpha greater than 0.7. This indicates a high degree on internal consistency among the scale items, meaning that the items are measuring the same underlying construct reliably.

The validity of the measurement instrument was also assessed and found to be adequate. Facebook influencer marketing had 0.68 which is higher than the expected. This provides evidence that the instrument is accurately measuring the intended constructs and supports the instruments overall validity.

4.4 Hypothesis Testing

Structural Equation Modeling (SEM) was conducted using AMOS software to test the study's hypothesis. The result showed that the entire hypotheses were supported (table8). The structural model for the study is shown in figure 5 below.

Figure 5: Structural Model for the study



Source: Amos

Table 8Hypothesis Testing Results

Hypothesis	Statement	B	T	P	Decision
H1	Facebook influencer marketing has a positive relationship with brand loyalty	.15	2.364	.018	Accepted
H2	Facebook influencer marketing has a positive relationship with brand trust.	.16	2.571	.010	Accepted

Source: Primary Data

The first hypothesis proposed that a relationship exists between facebook influencer marketing and brand loyalty. The regression coefficient between facebook influencer marketing and brand loyalty was .15. The hypothesis was supported because the significant was at 0.05 level (table 7). In other words brand loyalty can be influenced by facebook influencer marketing.

In hypothesis two, it was postulated that facebook influencer marketing has a statically significant effect on brand trust. The hypothesis was supported. The regression coefficient between facebook influencer marketing and brand trust was .16 which was significant at the 0.05 level (table 7). Facebook influencer marketing was found to be significantly associated with brand trust.

4.5 Discussion

The study aimed at explaining the impact of facebook influencer marketing on brand trust and brand loyalty on artificial hair products. The findings confirmed the existence of a correlation between these variables. Similar results from past researches also justified the use AMOS for interpreting the hypothesis testing.

4.5.1 Facebook Influencer Marketing Has A Positive Relationship With Brand Trust.

The purpose of the first hypothesis was to determine how brand trust can be achieved by facebook influencer marketing. The results of the study showed that facebook influencer marketing can achieve brand trust, this notion was supported by Almahdi et al (2022) studied a relationship of Trust Transfer in Social Media Influencer Marketing. Research showed that influencers has a direct, positive impact on their perceptions of the associated brand. They used Cronbach's alpha and the results were above 0.7. Correlation coefficient was used to evaluate validity.

This relationship was also supported by the theory of social credibility by Hovland et al (1950). It explains that the higher the perceived expertise and trustworthiness of the influencer, the more credible they are seen by the target audience. This credibility then ‘transfers’ to the brand being promoted as the influencer’s positive attributes becomes associated with the brand. This transfer from the influencer to the brand is a key mechanism by which influencer marketing can build brand trust.

4.5.2 Facebook Influencer Marketing Has A Positive Relationship With Brand Loyalty.

Lastly it was to determine the impact of facebook influencer marketing on brand loyalty. The outcome supported that there is a positive relationship between facebook influencer marketing and brand loyalty. It was also supported by Manavat et al (2022) investigated the impact of influencer on brand loyalty in the cosmetic industry. The data was analyzed using SPSS data analysis and structural equation modelling using AMOS 18. And this study showed a significant positive relationship because the factor produced results greater 0.5 and that is good confirmatory factor analysis fit and it was used to check validity and reliability of the data.

4.6 Summary

The chapter presented and analyzed data, the discussion of the findings was also laid out.

CHAPTER FIVE

SUMMARY, CONCLUSION AND RECOMMENDATIONS

5.0 Introduction

This last section presented an overview of the study’s conclusions including the summary of the research findings. The chapter also noted and identified areas that warrant further research and investigation.

5.1 Summary

The research aimed at identifying how facebook influencer marketing affects brand trust and brand loyalty. The objectives were to identify the relationship that exists facebook influencer marketing and brand trust and to investigate if there is a relationship between facebook influencer marketing and brand loyalty. Past studies were also highlighted.

The study had a sample size of 370 and employed a casual research design. A total of 340 questionnaires were used to collect data and 91% of the total was returned. Data was collected and analyzed using the SPSS-AMOS (version26). The research findings highlighted, H₁:facebook influencer marketing has affirmative relationship with brand trust. H₂: facebook influencer marketing has a positive relationship with brand loyalty.

5.2 Conclusions

In conclusion, according to the results above facebook influencer marketing does have a meaningful, positive influence in building brand trust and loyalty. The reason might be influencers can promote products and services in an authentic way that resonates with their audience, which can lead to increased brand awareness and credibility. When influencers make disclosures about their genuine encounters with brands, it can cultivate trust and loyalty among their followers. Additionally, influencers utilizing facebook can be a effective means to reach a targeted audience and increase engagement which can further contribute to a brand's success.

5.3 Recommendations

In order for Darling to achieve trust and loyalty from using facebook influencer marketing, there is need for them to use a longitudinal design. The reason is to better understand the long term effect of facebook influencer marketing on brand trust and loyalty. It might be helpful to use a longitudinal design that follows the same consumers over time. It also allows researchers to assess the durability of the effects of influencer marketing on brand trust and loyalty.

5.3.1 To establish the relationship between facebook influencer marketing and brand trust.

To effectively use facebook influencer marketing to build trust and credibility especially for artificial hair products, it is important to choose influencers who are authentic and genuine in their endorsement of the products. Transparency is also a key, so make sure influencers disclose their relationship with your brand. Another thing is choose influencers who are relevant to your

target audience and have strong reputation and engagement with their followers. Long term partnership with facebook influencers can also help build trust and credibility over time.

5.3.2 To establish the relationship between facebook influencer marketing and brand loyalty.

To establish loyalty from influencer marketing, it is important to run contests and giveaways on facebook to encourage engagement and increase brand awareness. Partner with influencers to promote these campaigns and reach wider audiences. Also take advantage of the facebook features such as polls, quizzes and games to encourage awareness of the brand which results to brand loyalty. Utilize facebook's branded content policy which allows influencers to table their sponsored content providing transparency for their audience. Ensure that you comply with this policy to maintain a positive brand reputation.

5.4 Areas of Further Research

As social media platforms continues to innovate and change over time, it is essential for brands to deeply understand the most effective ways to engage with their target audience. Influencer marketing has proven to be a valuable strategy for building awareness and trust as well as to fight competition and drive sales. To maximize the impact of influencer marketing business need to carefully select influencers who line up with their trade name values and target audience. They should also make sure that the influencer's content is high-quality, captivating and pertinent to their audience.

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APPENDIX A: CODED QUESTIONNAIRE

Bindura University of Science Education



RESEARCH SURVEY QUESTIONNAIRE

Dear participant

I am IdahTafadzwaPamhare, a student at Bindura University of Science Education conducting a research into the **Impact of facebook influencer marketing on brand trust and brand loyalty. A case study of artificial hair products: Darling Hair**. This research is in partial fulfilment of my bachelor's degree in Marketing.

I would greatly appreciate your participation in this study. It comprises 4 sections in which responses will be indicated by means of a tick or X. All the answers you will provide are neither right nor wrong. The information you will provide will be **strictly** used for **academic purposes only**. Every answer that will provide will be kept with confidentiality. For further do not hesitate to ask.

Contact details

Phone number: 0714978433

email: idahtafadzwapamhare@gmail.com

SECTION A: DEMOGRAPHIC

This section is aimed at knowing your age, level of education as well as your status. Please kindly tick or X in the appropriate box to show your response. **DO NOT INCLUDE YOURNAME.**

GENDER:

1. MALE
2. FEMALE

AGE

1. BELOW 18YEARS
2. 18 YEARS TO 30 YEARS
3. 31 YEARS TO 40 YEARS
4. 41 YEARS TO 50 YEARS
5. ABOVE 50

LEVEL OF EDUCATION

1. O LEVEL
2. A LEVEL
3. UNDER GRADUATE
4. GRADUATE
5. POST GRADUATE

STATUS

1. MARRIED
2. SINGLE
3. WIDOWED
4. DIVORVED

HOW OFTEN DO YOU GO SHOPPING ON FACEBOOK

1. MORE THAN ONCE A WEEK
2. ONCE A MONTH
3. ONCE A WEEK
4. LESS THAN ONCE A MONTH
5. 2-3 TIMES A MONTH

SECTION B: FACEBOOK INLFUENCER MARKETING

In this section, the following statement is about a facebook influencer who promotes Darling Hair on facebook. Kindly indicate the extent to which you agree or disagree.

Influencer: Lorraine Guyo

The scale is as follows 1=strongly disagree, 2=disagree, 3=neutral, 4=agree, 5=strongly agree

CODE	STATEMENT	1	2	3	4	5
FIM1	I like this influencer that i usually follow					
FIM2	I think this influencer, who i usually follow is knowledgeable					
FIM3	I am always aware of this influencer on facebook that i usually follow					
FIM4	This influencer i usually follow has a good reputation					
FIM5	The influencer i usually follow is attention attractive					

SECTION C: BRAND TRUST

This section is on how much you trust the Darling Hair brand. Kindly tick in your appropriate answer.

The scale is as follows 1=strongly disagree, 2=disagree, 3=neutral, 4=agree, 5=strongly agree

CODE	STATEMENT	1	2	3	4	5
BT1	Darling is a brand name that meets my expectations					

BT2	I feel confidence in Darling					
BT3	Darling is a brand name that never disappoints me					
BT4	Darling name guarantees satisfaction					

SECTION D: BRAND LOYALTY

This section allows you to indicate the extent to which you are loyal to Darling Hair. Kindly tick your appropriate answer in the space provided.

The scale is as follows 1=strongly disagree, 2=disagree, 3=neutral, 4=agree and 5=strongly agree

CODE	STATEMENT	1	2	3	4	5
BL1	I consider myself to be loyal to Darling					
BL2	Darling would be my first choice					
BL3	If Darling is available in the store, i will not buy other brands					
BL4	Even if another brand is on sale, i prefer Darling					
BL5	If there was not Darling brand left in the store, i would go elsewhere to buy Darling					

Thank you for your participation!!!!

PPENDIX B: LETTER OF PERMISSION

BINDURA UNIVERSITY OF SCIENCE EDUCATION
Department of marketing
P.Bag 1020

Bindura

19 February 2024

**The Town Secretary
Norton Town Council
PO box 904
Norton**

Dear sir/ madam

RE: Permission to carry out a study research in Norton, Johannesburg.

I am a female student at Bindura University of Science Education. I am currently studying Bcom Degree in Marketing. As a request for the completion of my study, i am carrying out a project entitled: **impact of facebook influencer marketing on brand trust and brand loyalty. Case study of artificial hair products: Darling Hair.**

I am kindly requesting for your assistance and permission to carry out the research study using residents in johannesburg as a case study. All the information is guaranteed to remain confidential and will be used specifically for academic purposes only by the researcher. Your assisted is kindly appreciated in advance.

Yours faithful

IdahTafadzwaPamhare
0714978433/0772964273