

THE EFFECT OF INFLUENCER MARKETING AND BRAND IMAGE ON PURCHASE DECISIONS: A LITERATURE REVIEW

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Abstract

Keywords:

Influencer Marketing,
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Purchasing Decision,
Literature Study.

This study aims to analyze the relationship between influencer marketing and brand image on purchasing decisions through a literature study approach. The method used is a literature review with secondary data sources in the form of scientific articles obtained from Google Scholar during the period 2021–2025. Literature selection was carried out based on predetermined inclusion and exclusion criteria, then analyzed using descriptive techniques and narrative synthesis to identify patterns of findings, consistency of results, and research gaps. The study results show that influencer marketing generally contributes significantly to increased interest and purchasing decisions through aspects of credibility, attractiveness, and audience engagement. Furthermore, brand image plays a role in shaping positive perceptions, reducing perceived consumer risk, and strengthening product preference. These findings indicate that the combination of influencer-based promotional strategies and strengthening brand image is a crucial factor in influencing consumer behavior in the digital age. Conceptually, this study provides a comprehensive overview of the consistency of previous research results and opens up opportunities for developing more complex research models involving mediating or moderating variables in further research.

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INTRODUCTION

The development of digital technology has significantly changed the marketing strategies used by companies. One increasingly popular form of digital marketing is *influencer marketing*, a promotional strategy that leverages individuals with large followings and high levels of trust on social media to influence consumer behavior. Influencers are considered capable of delivering marketing messages in a more personal and persuasive manner, thereby shaping perceptions and influencing consumers in the purchasing decision-making process.



Besides *influencer marketing*, brand image is also a crucial factor influencing consumer purchasing decisions. Brand image reflects consumers' perceptions, beliefs, and associations with a brand. Brands with a positive image tend to be more trusted and chosen by consumers than those with a weak or lesser-known image. In the context of increasingly fierce business competition, companies are required not only to promote their products intensively but also to build a strong and consistent brand image in the minds of consumers.

Although numerous studies have explored the influence of *influencer marketing* and brand image on purchasing decisions, there are still limitations in literature reviews that systematically synthesize and evaluate previous research findings. Differences in research findings, object contexts, and methods indicate research gaps that require further analysis through a literature review approach. However, studies specifically synthesizing previous research findings through a literature review approach are still relatively limited.

Based on this description, this study aims to analyze the influence of influencer marketing and brand image on purchasing decisions through a literature study approach, as well as formulate conceptual implications for further research and marketing practice.

RESEARCH METHODOLOGY

This study employed a literature review approach to analyze and synthesize previous research findings on the influence of influencer marketing and brand image on purchasing decisions. This approach was used to gain a comprehensive understanding of the patterns of findings, consistency of results, and research gaps that could be explored in further studies.

The data sources in this study are secondary data obtained through a search of scientific articles in the Google Scholar database. The literature search process was carried out using the keywords: "influencer marketing", "brand image", and "purchase decisions". The search focused on articles published between 2021 and 2025 to ensure the relevance and novelty of the research. Inclusion criteria in this study include: 1) Articles discussing the influence of influencer marketing and/or brand image on purchasing decisions, 2) Articles using quantitative research methods, 3) Articles published in national journals or proceedings with ISSN/DOI, 4) Articles that can be accessed in full (full text). Meanwhile, exclusion criteria included articles that were irrelevant to the research variables, duplicate articles, and articles that did not clearly state the results of the analysis. The literature selection process was carried out through several stages, namely: (1) identifying articles based on keywords, (2) screening based on titles and abstracts, (3) evaluating the feasibility based on the overall content of the articles, and (4) determining the final articles that met the research criteria. The selected articles were then analyzed using descriptive analysis and narrative synthesis techniques to compare research results, find similarities and differences in findings, and identify patterns of relationships between variables.

The results of the literature analysis are then presented in the form of a summary table of previous research to facilitate the comparison process and drawing conclusions.

RESULTS AND DISCUSSION

Previous research that is relevant to the discussion is as follows:

Table 1. Previous Research

NO	AUTHOR (YEAR)	RESEARCH RESULTS	EQUALITY	DIFFERENCE
1	Darmawan & Setiawan (2024)	<i>Influencer Marketing (X1), Electronic Word Of Mouth (X2) and Social Media Marketing (X3) has a positive and significant influence on Purchasing Decisions (Y)</i>	<i>Influencer Marketing (X1) has a positive influence on Purchasing Decisions (Y)</i>	<i>Electronic Word of Mouth (X2) and Social Media Marketing (X3) have a positive influence on Purchasing Decisions (Y)</i>
2	Fathurrahman, Triwardhani, & Argo (2021)	<i>Influencer Marketing (X1) and Viral Marketing (X2) have a positive and significant influence on Purchasing Decisions (Y)</i>	<i>Influencer Marketing (X1) has a positive influence on Purchasing Decisions (Y)</i>	<i>Viral Marketing (X2) has a positive influence on Purchasing Decisions (Y)</i>
3	Bs, Arizal, & Handayani (2023)	<i>Content Marketing (X1), Influencers (X2), and Social Media (X3) have a positive and significant influence on Purchasing Decisions (Y)</i>	<i>Influencer (X2) has a positive influence on Purchasing Decision (Y)</i>	<i>Content Marketing (X1) and Social Media (X3) have a positive influence on Purchasing Decisions (Y)</i>
4	Ginting & Evyanto (2025)	<i>Brand Image (X1), Product Quality (X2) and Trust (X3) have a positive and significant influence on Purchasing Decisions (Y)</i>	<i>Brand Image (X1) has a positive influence on Purchasing Decisions (Y)</i>	<i>Product Quality (X2) and Trust (X3) have a positive influence on Purchasing Decisions (Y)</i>

5	Fatmasari & Barusman (2025)	Brand Image (X1) and Brand Awareness (X2) have a positive and significant influence on Purchasing Decisions (Y)	Brand Image (X1) has a positive influence on Purchasing Decisions (Y)	Brand Awareness (X2) has a positive influence on Purchasing Decisions (Y)
6	Aida & Akbar (2025)	Brand Image (X1), Brand Trust (X2), and Product Quality (X3) have a positive and significant influence on Purchasing Decisions (Y)	Brand Image (X1) has a positive and significant influence on Purchasing Decisions (Y)	Brand Trust (X2) and Product Quality (X3) have a positive and significant influence on Purchasing Decisions (Y)

The Influence of Influencer Marketing on Purchasing Decisions

Research by Amalia (2025) found that *influencer marketing* has been proven effective in building consumer trust through credibility, follower count, and engagement levels. The emotional and personalization factors in *influencer* messaging also contribute to the appeal of the promoted product.

Research by Siham, Suharto, & Tyas (2025) found that *influencer marketing* has a positive impact on companies because it can reach a wider market simply by providing engaging content, thus instilling a sense of trust in consumers. An *influencer* must be honest in promoting the product, and the message conveyed to consumers must align with the product's claims.

Based on the research results, it can be concluded that *influencer marketing* has proven effective in increasing consumer trust and product appeal. The success of this strategy is influenced by *the influencer's credibility*, number of followers, level of audience engagement, and *the influencer's ability* to convey messages emotionally and personally. Furthermore, honesty and the alignment of promotional messages with product claims are crucial factors for *influencer marketing* to have a positive impact on companies, particularly in reaching a wider market and building sustainable consumer trust.

The influence of influencer marketing on purchasing decisions has been widely studied by Aini & Zagladi (2025), Pratama, Yani, & Retnosary (2025), and Murtaglo & Budiyanto (2025).

The Influence of Brand Image on Purchasing Decisions

Research by Tesniwati, Kencanawati, Anggraini, & Lestary (2025) states that brand image is the initial stage for a company to become known among the public, which greatly influences sales. If a marketed brand has a familiar name, it will be easily remembered by the public. If a brand is unfamiliar, it will be difficult to remember or purchase a product. The choice of brand image also affects consumer recall because it

influences sales. Currently, many companies are competing to dominate market share, therefore companies are always innovating the brands they create.

Research by Suprpto, Laulita, & Yosuky (2025) found that a strong brand image fosters consumer trust, creates emotional connections, and differentiates a product from competitors. A positive image reduces perceived risk, builds loyalty, and justifies premium pricing.

Based on the research results, it can be concluded that brand image plays a strategic role in enhancing consumer recall, trust, and decision-making regarding a product. A strong and familiar brand image makes it easier for consumers to recognize and remember a product, reduces perceived risk, and creates an emotional bond that fosters loyalty. Furthermore, a positive brand image provides a competitive advantage for companies in market competition and directly contributes to increased sales and product marketing success.

The influence of brand image on purchasing decisions has been widely studied by Kusuma & Norhabiba (2025), Akbar & Iriani (2025), and Ariana & Yulianthini (2025).

CONCLUSION AND SUGGESTIONS

Conclusion

Based on the synthesis of various previous studies, it can be confirmed that influencer marketing and brand image are two variables that consistently demonstrate a positive relationship with consumer purchasing decisions. Empirical evidence from various studies between 2021 and 2025 shows that influencer-based promotional strategies can increase the effectiveness of marketing communications through a more persuasive and relevant approach for digital audiences.

On the other hand, the strength of a brand's image serves as a psychological foundation in the consumer evaluation process. A positive perception of a brand fosters confidence, strengthens preferences, and facilitates consumer decision-making among numerous product alternatives. The relationship between these two variables suggests that purchasing decisions are influenced not only by short-term promotional stimuli but also by the long-term perceptions inherent in the brand.

Overall, this literature review reveals a relatively consistent pattern of findings across studies, despite varying subjects, respondent characteristics, and additional variables. This suggests that influencer marketing and brand image are important determinants of consumer behavior in the digital age.

Suggestion

Based on the results of the literature review that has been carried out, several recommendations can be put forward as follows:

1. For Further Researchers

It is recommended to expand research database sources, not just limited to Google Scholar, but also to international databases for a more comprehensive literature coverage. Future research could also employ a Systematic Literature Review (SLR) approach with more structured procedures and include quantitative analysis such as bibliometric analysis or meta-analysis to strengthen the validity of the findings. Furthermore, developing models with intervening or moderating variables would provide a deeper understanding of the mechanisms of influence between variables.

2. For Companies

Companies need to develop long-term collaboration strategies with influencers whose characteristics and values align with their brand identity. Campaign performance

should also be evaluated regularly using engagement, conversion rates, and brand recall indicators.

3. Share Digital Marketing Practices

Influencer marketing activities shouldn't be used in isolation, but rather combined with strengthening brand image through storytelling, consistent messaging, and improving product and service quality. An integrated approach will have a more lasting impact on purchasing decisions than short-term promotional strategies.

Implications

1. Theoretical Implications

The results of this study reinforce concepts in consumer behavior theory and digital marketing communications, which suggest that social factors (influencers) and psychological factors (brand perception) significantly contribute to the decision-making process. This study also provides a conceptual foundation for further research to develop more complex models, for example by adding mediating variables such as consumer trust, perceived quality, or perceived value.

In addition, this research can be an academic reference in developing a conceptual framework that integrates digital marketing strategies with brand management simultaneously in one research model.

2. Practical Implications

For marketing practitioners, this study's findings underscore the importance of selecting influencers with aligned values, clear audience segmentation, and a high level of credibility. Companies should consider not only the number of followers but also the quality of interactions and the influencer's personal reputation.

In addition, companies need to consistently build a brand image through visual identity, communication messaging, product quality, and customer experience. Aggressive promotional strategies without the support of a strong brand image have the potential to produce unsustainable results. Therefore, integrating digital promotional activities with strengthening brand equity is key to winning market competition.

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