

A Study on Influencer Collaboration For Brand Awareness of Indigo Paints Ltd

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Abstract- *In the evolving landscape of digital marketing, influencer collaborations have emerged as a powerful strategy for enhancing brand visibility and consumer engagement. This study examines the role of influencer marketing in boosting brand awareness for Indigo Paints, a prominent player in the Indian paint industry. Known for its innovative product offerings and progressive branding, Indigo Paints strategically engages with influencers across platforms such as Instagram, YouTube, and TikTok to appeal to urban and millennial audiences. By partnering with influencers in niches like home décor, lifestyle, and interior design, the brand aims to move beyond traditional advertising and foster authentic connections with consumers.*

The research investigates how these collaborations impact consumer perception, brand recognition, and purchasing behaviour. Quantitative analysis reveals that gender does not significantly influence trust in influencers, indicating that marketing strategies should prioritize content authenticity, relevance, and audience engagement over demographic segmentation. The study also emphasizes the importance of selecting appropriate influencer types—micro, macro, or celebrity—based on campaign objectives and audience dynamics. These insights underscore the growing need for brands to develop data-driven, psychologically informed influencer strategies that align with consumer expectations in a digital-first era.

I. INTRODUCTION

Indigo Paints, a prominent player in the Indian paint industry, has recognized the power of digital influencers in enhancing brand awareness. Known for its innovative approach and high-quality products, the company is actively expanding its presence with a focus on engaging the urban and millennial demographic.

By collaborating with influencers in the home décor, lifestyle, and design sectors, the brand aims to foster authentic connections and go beyond traditional advertising methods. This study explores how Indigo Paints utilizes influencer collaborations to boost brand visibility and examines their

impact on consumer perception, brand recognition, and purchase behavior. It also analyzes the profiles of influencers they engage with and the measurable outcomes of these campaigns in driving brand awareness and consumer interaction.

As influencer marketing becomes integral to brand strategies, understanding its effectiveness in the context of Indigo Paints is both timely and relevant.

INDUSTRY PROFILE

Indigo Paints, founded in 2000 and headquartered in Pune, is one of India's leading paint manufacturers, known for its innovation and high-quality standards. The company offers a wide range of decorative paints, emulsions, enamels, primers, and specialty coatings, catering to both residential and commercial markets across the country.

With state-of-the-art manufacturing units in Rajasthan and Kerala, Indigo Paints maintains global quality standards and invests heavily in R&D to ensure performance, sustainability, and customer satisfaction. The brand has built a strong market presence through strategic marketing, including impactful ad campaigns featuring Amitabh Bachchan and digital initiatives targeting younger audiences via influencer collaborations and social media engagement.

COMPANY PROFILE

Indigo Paints is a prominent paint manufacturer in India, renowned for its high-quality decorative and industrial paint products. Founded in 2000, the company has successfully established itself as one of the leading players in the Indian paint industry. Indigo Paints' product portfolio includes a wide range of paints for residential, commercial, and industrial applications, including emulsions, enamels, primers, and specialty coatings.

The Kalamassery facility, located in Kerala, plays a crucial role in the company's manufacturing network. As one of its key production units, the Kalamassery plant is

responsible for producing a variety of decorative paints, including emulsions, wall putties, and texture paints. This facility contributes to Indigo Paints' goal of meeting the growing demand for high-quality paint products in the southern region of India.

II. REVIEW OF LITERATURE

Werner Geyser (2016): The Influencer Marketing Benchmark Report 2021 was produced by Influencer Marketing Hub, a platform founded in 2016 by Werner Geyser. The report is a collaborative effort by the Influencer Marketing Hub Team, which includes experts like Djanan Kasumovic, the Head of Growth at Influencer Marketing Hub. Kasumovic has a distinguished career in digital marketing, with experience at companies such as SnappCar, Travelbird, Kids Luxury Group, and B&S. He has been at the forefront of innovative digital marketing processes, mastering areas such as AI content production, AI marketing, and AI influencer marketing.

DeVeirman et al (2017): Brand awareness is a crucial element in a company's marketing strategy. It refers to the extent to which consumers can recognize or recall a brand. Influencers help increase brand awareness by introducing their followers to a brand through authentic content. The credibility of influencers has been shown to play a significant role in increasing consumer trust and brand visibility.

Barker (2019): Brand awareness can be effectively built through influencer collaborations. Studies show that when influencers recommend a product, their endorsement is perceived as more authentic and trustworthy compared to traditional advertisements.

OBJECTIVES

PRIMARY OBJECTIVE

The study is to examine how influencer collaborations contribute to brand awareness for Indigo Paints.

SECONDARY OBJECTIVE

Market Leadership and Growth
Innovation in Product Development
Customer Satisfaction and Quality Assurance
Regional and Global Expansion

RESEARCH METHODOLOGY

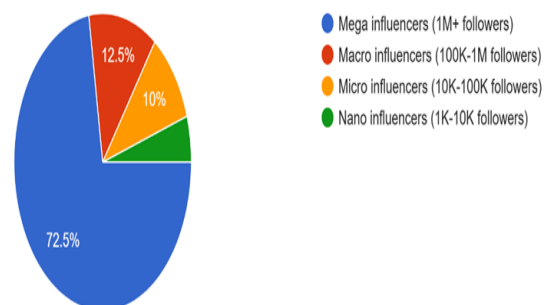
This study follows a descriptive research design, combining both qualitative and quantitative methods to assess the impact of influencer collaborations on brand awareness at Indigo Paints, Kalamassery. Primary data was collected through surveys, interviews, and focus groups, while secondary data included company reports and social media analytics. The research targeted 200 respondents using convenience and purposive sampling techniques. Data analysis involved descriptive statistics, regression analysis, and content evaluation to draw meaningful insights.

III. DATA ANALYSIS

TABLE SHOWING IMPACT OF INFLUENCER COLLABORATIONS ON BRAND RELATABILITY

INFLUENCER TYPE	NO. OF RESPONSE	PERCENTAGE
Mega influencers (1M+ followers)	58	72.5 %
Macro influencers (100K-1M followers)	10	12.5 %
Micro influencers (10K-100K followers)	8	10 %
TOTAL	80	100 %

FIGURE SHOWING THE IMPACT OF INFLUENCER COLLABORATIONS ON BRAND RELATABILITY



INTERPRETATION

The majority of respondents (72.5%) find **mega influencers (1M+ followers)** the most trustworthy, with **58 out of 80 people** choosing them. **Macro influencers (100K-**

1M followers) come in second, earning **12.5% of votes (10 responses)**. **Micro influencers (10K-100K followers)** follow closely behind with **10% (8 responses)**, while **nano influencers (1K-10K followers)** are perceived as the least trustworthy, receiving only **5% (4 responses)**.

CHI SQUARE TEST

TRUST IN INFLUENCER RECOMMENDATIONS	FEMALE	MALE	TOTAL
Always	0	2	2
Never	5	1	6
Often	3	8	11
Rarely	5	5	10
Sometimes	16	35	51
Total	29	51	80

STEP 2: EXPECTED FREQUENCY CALCULATION

formula:

$E = \text{Grand Total (Row Total)} \times (\text{Column Total})$

$E = 80 (2 \times 29) = 0.725$

TRUST LEVEL	FEMALE (EXPECTED)	MALE (EXPECTED)
Always	0.725	1.275
Never	2.175	3.825
Often	3.975	7.025
Rarely	3.614	6.386
Sometimes	18.511	32.489

STEP 3: CHI – SQUARE TEST FORMULA

The Chi-Square formula is:

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

O = Observed Frequency

E = Expected Frequency

TRUST LEVEL	FEMALE (OBSERVED - EXPECTED) ² / EXPECTED	MALE (OBSERVED - EXPECTED) ² / EXPECTED
Always	$\frac{(0-0.725)^2}{0.725}$	$\frac{(2-1.275)^2}{1.275}$
Never	$\frac{(5-2.175)^2}{2.175}$	$\frac{(1-3.825)^2}{3.825}$

	2.175	3.825
Often	$\frac{(3-3.975)^2}{3.975}$	$\frac{(8-7.025)^2}{7.025}$
Rarely	$\frac{(5-3.614)^2}{3.614}$	$\frac{(5-6.386)^2}{6.386}$
Sometimes	$\frac{(16-18.511)^2}{18.511}$	$\frac{(35-32.489)^2}{32.489}$

STEP 4: DEGREES OF FREEDOM (df)

The formula for degrees of freedom in a contingency table is:
 $df = (\text{rows} - 1) \times (\text{columns} - 1)$

Since we have 5 trust levels (rows) and 2 genders (columns):
 $df = (5 - 1) \times (2 - 1) = 4$

STEP 5: CHI-SQUARE CRITICAL VALUE

For $df = 4$ and a 5% significance level ($\alpha = 0.05$), the critical value from the Chi-Square table is 9.488.

STEP 6: DECISION RULE

If calculated $\chi^2 < \text{critical value (9.488)} \rightarrow \text{Fail to Reject Null Hypothesis (No significant relationship)}$

If calculated $\chi^2 > \text{critical value (9.488)} \rightarrow \text{Reject Null Hypothesis (There is a significant relationship)}$

INTERPRETATION

There is no statistically significant association between Gender and Trust in Influencer Recommendations at the 5% significance level. This suggests that trust in influencers does not significantly differ based on gender.

ANOVA

STEP 1: INTRODUCTION

This analysis examines whether there is a significant difference in the likelihood of purchasing a product promoted by an influencer among different groups.

STEP 2: HYPOTHESIS

Null Hypothesis (H_0): There is no significant difference in the likelihood of purchasing a product across different respondent groups

Alternative Hypothesis (H_1): At least one group has a significantly different likelihood of purchasing a product.

STEP 3: DETAILED RESPONSE TABLE

RESPONSE	NUMERICAL VALUE
Never	46
Unlikely	16
Neutral	8
Somewhat Likely	6
Very Likely	4

STEP 4: DATA PREPARATION

The responses were recorded on a Likert scale and assigned numerical values as follows:

RESPONSE	NUMERICAL VALUE
Never	1
Unlikely	2
Neutral	3
Somewhat Likely	4
Very Likely	5

STEP 5: ONE WAY ANOVA TEST

A one-way ANOVA test was conducted to determine whether there are significant differences in the likelihood of purchasing a product among different response groups.

STATISTIC	VALUE
F – Statistic	2.136
P – Value	0.08442

INTERPRETATION

Since the p-value is greater than 0.05, we fail to reject the null hypothesis (H_0). This suggests that there is no statistically significant difference in the likelihood of purchasing a product among different groups.

IV. SUGGESTIONS

- Since gender does not significantly impact trust in influencers, marketing strategies should focus on other factors such as authenticity and content quality.
- Brands should consider targeting consumers based on their engagement levels rather than demographic factors like gender.

- More research is needed to explore behavioural and psychological aspects that influence trust in influencer recommendations.
- For influencer marketing strategies, brands should experiment with different types of influencers (micro, macro, celebrity) to determine effectiveness.
- Since likelihood to purchase does not significantly vary between groups, marketers should focus on aspects like product relevance, price, and brand reputation.
- Brands should prioritize marketing efforts on Instagram and YouTube to maximize audience reach and engagement.

V. CONCLUSION

The study on influencer collaboration for brand awareness in the context of Indigo Paints, Kalamassery, provides valuable insights into modern marketing dynamics. Influencer marketing has emerged as a crucial tool for enhancing brand recognition and engaging with a wider audience. The increasing influence of digital platforms has transformed traditional marketing approaches, making social media a dominant force in shaping consumer perceptions. Through this study, it has been learned that while influencers can drive awareness, other critical factors such as product quality, pricing, and brand trust also play vital roles in consumer decision-making. Therefore, Indigo Paints should integrate influencer marketing with strong product positioning, customer engagement strategies, and competitive pricing to maximize its effectiveness. Moreover, continuous tracking and analysis of influencer campaigns will be essential in measuring their impact and optimizing future collaborations.

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