

Study on Influence Marketing

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Abstract- In today's digital world, advertising and marketing has a great effect on people's interactions, work, purchases and life habits. Customers show interest to know about the companies they purchase products and services from. Advertising is a perfectly excellent revenue flow in this business. Branding is no longer a guarantee for accelerated sales. Companies need to know how to brand their products, so as to reach the customers better. Facebook and Instagram are being used by people to a larger extent for distribution of messages, nowadays. This means entrepreneurs have their work cut out if they are going to get their message and company noticed with the aid of the people the usage of these applications. Social media and video retailers like YouTube have enabled 'regular' individuals to become influencers. Companies do employ celebrities to propose their products in order to get tens of millions of humans fascinated in their product or service. Let us do a study of influence marketing, opinion leadership and weigh the influence marketers against the celebrity who are into product endorsements.

CELEBRITY BRANDING

How many times have you bought a product because a celebrity endorsed it? During my childhood days, I used to buy boost, a health drink that provides essential supplements which are vital for proper growth and development of growing children. I used to buy boost only because famous international cricket Sachin Tendulkar endorsed it. Sachin Tendulkar was an idol for several youngsters who followed the cricket sport. Adidas first began sponsoring Messi in 2006. In February 2017, the brand took this relationship a step further and signed a lifetime sponsorship deal with the Argentinian footballer. I am pretty sure a lot of Messi's fans followed their star and got Adidas products. Celebrity branding or celebrity endorsement is a form of advertising campaign or marketing strategy that brands, companies or a non-profit organization use to promote a product, service, or even raise awareness on social matters. They involve celebrities with good social status or fame for endorsements. Marketers use

celebrity endorsers hoping that the positive images of the celebrity endorser of the brand will also be passed on to the products or the brand image associated with the celebrities. Celebrity endorsement is usually commonly used by fashion or beauty brands.

Brand recognition is a huge part of celebrity branding. The success of Tommy Hilfiger's collaboration with the American supermodel Gigi Hadid demonstrated what having an A-list name attached to your designs can do. We all know Hilfiger is no stranger to famous collaborations either. General public recognizes the brand quite well. It is most successful when a brand is exposed without a company name and is then recognized by the customer through the visual signifiers such as logos, slogans, and colors.

Pros of celebrity endorsements are listed below.

- Increased attention to the product and the brand
- Polishing the image of the brand
- Introduction of the brand to new and wider audience
- Brand repositioning
- Guarantee of successful advertising of the brand

Celebrity endorsements have great influence in sales when promoting a product and brand, as they can supply information, which is focused on the benefits and remarkable features of the product in an unbiased and standard form, which has a great effect on the business revenue. Consumers notice the product better when celebrities advertise. It is a good basis of capturing and retaining consumer attention. Studies have shown that using celebrities in advertising increases the message's persuasiveness which results in consumers having a better recall and recognition for the product or brand.



There are few cons of endorsing products through celebrity. They are listed below.

Celebrities and their high-profile lives' get constantly reviewed and scrutinized by the media. There are risks of using celebrities in advertising. When celebrities endorse multiple products, consumers can become skeptical of the motives of celebrities and lose trust on product as well as celebrity. Besides that, celebrity endorsements do not guarantee long-term favorable effects, due to the risk to advertisers that the celebrity endorser may get caught up in a scandal, creating negative perceptions to consumers. If celebrities get caught in scandals such as alcohol, drug, sex or crime related events, it can have a negative effect on the image of the brand. Consumers' negative perceptions of the celebrity endorser may be transferred to the brand, therefore negatively influencing sales of the brand's products.

Brand image can change when celebrity face an injury, have physical appearance impacted, marital status changed or have a decline in professional visibility. When celebrities start to overshadow brand, customers will start to focus on the celebrity rather than the product. Consumers are now more aware of how advertising and celebrity endorsements work, which brings them to question celebrity's credibility within advertisements as more consumers are starting to voice their opinions asking if the brand or the product should be trusted based on the celebrity that is being paid to endorse the product.

RISKS OF ENDORSING PRODUCTS VIA CELEBRITY

When a celebrity is promoting a brand there can be risks involved, where there is a miscommunication between the customer and the representation of the product. In some cases, there is no connection between the product and the celebrity, which can emerge as an effective or a defective result due to the position and relevance of the product. Companies who use celebrity endorsers are at a risk financially, whether or not, they are choosing the proper celebrity endorser to represent their company and return the favor with an increase in sales, or for the brand to become recognized on a wider scale. Firms are additionally taking risks in hoping that their chosen celebrity endorser will portray their brand in the correct way, due to the fact any small or massive

mistake can cost the company in a poor outcome, in particular due to the celebrity's social popularity it can affect a large audience. This could be due to miscommunication between the company and the endorser marketing the product or service.

The news of controversy surrounding a celebrity would be a definite source of noise and it alters the message a brand is attempting to convey. customers would have already got specific connotations and personal views on the celebrity when negative news regarding them has surfaced, which might consequently directly have an effect on that very same consumer's image of the corporate. this is often called the term 'Source-related Thoughts' wherever the source considerably sways the thoughts of the receiver. it's been said that "If customers notice a selected spokesperson annoying or shady, they're less probably to just accept what this source has got to say.

Choosing to apply the celebrity branding method to connect to customers is both win or lose. With the future being so unexpected, the use of a celebrity to endorse a product and enterprise ought to deliver huge positives or may want to have immensely damaging results but there may be no way of predicting which outcome the enterprise will get. by choosing the perceived maximum trustworthy and appropriate celebrity relative to the business would be the most secure bet to gain fulfillment and save you recognition damage. companies want to outweigh the pros and cons and decide whether or not they're prepared to take the risk.

The practice of advertising on Instagram came naturally when businesses realized that celebrities have a direct means of communication to their target demographic. According to a study, the ten most popular Instagram accounts are all celebrities who all have around 30 million followers. By partnering with one of these celebrities, businesses have the opportunity to reach an engaged and targeted audience of 30 million people. Many of America's top-earning celebrities Instagram accounts are continually promoting products such as health supplements, vitamins.

On Instagram alone, a profile with three-to-seven million followers can charge as much as \$75,000 per endorsement, even a profile with 50,000 to 500,000 followers might make \$1000 for a post on Instagram.



The viability of utilizing influencer supports when contrasted with conventional big name supports is not well understood. Therefore, the present research investigated the impact of celebrity versus influencer endorsements on advertising effectiveness (attitudes toward the advertisement and product, and purchase intention), moderated by product-endorser fit. Moreover, this research investigated two potential mediators underlying this relationship: identification (perceived similarity and wishful identification) and credibility (trustworthiness and expertise). Two experiments investigated celebrity vs. influencer endorsers with good vs. poor fit with a beauty and a fitness product, or a food and a fashion product. Overall, our results showed that participants identify more with influencers than celebrities, feel more similar to influencers than celebrities, and trust influencers more than celebrities. In all, our results show the added value of using influencer endorsers over celebrity endorsers and the importance of similarity, identification and trust in this process.

WHAT IS INFLUENCE MARKETING?

Influence marketing is an integral element of social media marketing. It revolves around the influencers and their strategies to determine product placements and advertisements of the subject. It builds a character or a business activity to attract a massive following and generate a social influence to support a particular product.

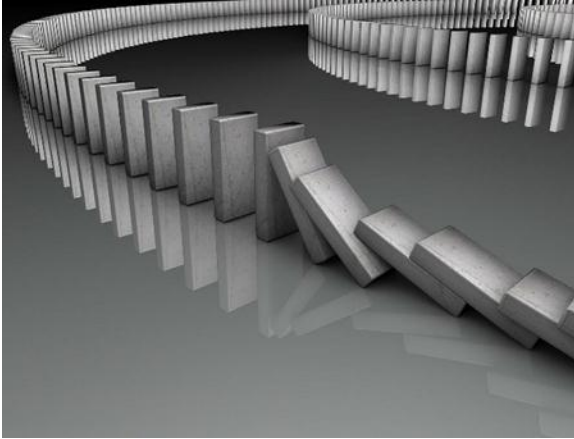
WHO IS AN INFLUENCER, AND WHAT SHE DOES?

How can you define an influencer? Well, she is the person who has the guts and potential to mold or influence the purchasing decisions of the shoppers. The companies put the strategy of launching an

influencer on practice when the association of a prominent conventional name with a brand does not help to reach the target. A study reviewed the impact of endorsing a product through a celebrity and compared the proceeds to that of endorsements by influencers. This procedure investigated the effectiveness of an advertising campaign, by looking at the attitudes of target people towards advertisement, and products, and valued the intentions of people to buy the products. Also, this research targeted to review two of the primary mediators of this relationship. One is the identification of the similarity perceived about the influencers and celebrities and the validity of the source. The reliability and expertise of the source are criterions to establish the reliability of the endorser. Researchers selected two products, a protein-rich product and a fashion product, and ran two experiments to check whose image fit with the product in a better way, either of a celebrity or an influencer. The results were surprising. The research concluded that people are more inclined to identify the product with an influencer than a celebrity. Customers find it easy to relate to influencers and trust them more. The results affirm that value gets high through the influencer endorsers as compared to the celebrity endorsers considering the trust, identification, and similarity prospects involved.

WHO ARE OPINION LEADERS AND WHY HAVE THEY A PROMINENT POSITION?

Opinion leaders are those people who can influence public opinions about a subject by making recommendations about a product under discussion. Nowadays, opinion leaders use Instagram as their essential tool to provoke a trend in the industry. The trends rule in the industry for a more extended period. It is becoming a common practice of the consumers to use social media to collect the information before deciding. Many opinion leaders are getting active and struggling hard to emerge as influential members in the social media communities so that people can consider them as a trusted authority of advice. As reported by Instagram through statistics, numerous consumers of the fashion industry are joining the platform.



The fashion industry is, for sure the most crucial one as it has acquired a more significant portion of the global economy. People prefer to wear stylish and fashionable garments, to acknowledge their status. This industry keeps on reporting the rapid changes as people's preference for the styles and designs of the clothes shifts promptly. Individuals tend to sport newer styles, and thus the companies have to adapt the marketing strategies to make their brands work. Individuals discuss the new traits and trends of clothing with one another, update the others with information, or even make suggestions for the improvements in styles. That is the reason why social communication plays a vital role to diffuse the fashion trends.

First of all, it is necessary to determine the type of content available on a trending Instagram profile that makes a user consider him/her as an influential leader? Uniqueness and perceived authenticity of the content along with the presentation, and number of the videos or pictures available are some of the features, that test the content substance on Instagram, along with the choice of the topic. When properly combined, these factors make way for a person to become an opinion leader. A person needs to be different and creative to represent the content material more appealingly. Secondly, it is necessary to recognize that how working as an influencer leader can change the behaviors of people?

The more the person will understand her role as an opinion leader and what impacts her role creates to bring a change in the fashion industry through an Instagram account, the more she will benefit the companies. Yes, companies are involving more and more influencers for promotional campaigns, but they are not much aware of their effectiveness. This

particular area is progressing as compared to the effectiveness of the inclusion of celebrities in promotional activities. We have no study available to date that can compare these two strategies and answer the criticism. The effectiveness of the two main elements of advertisements, the influencers and the celebrities must be identified to help practitioners. By looking at the trend of people making accounts on social media, and influencing people through their daily feeds, many celebrities are also making their way towards these platforms and are launching their pages or channels to communicate with the general public. Companies have started spending massive budgets to recruit the influencers for the endorsements of their brands. Opinion leaders not only hold a dominant position to affect another person's choice, but they are also invariably judged for their reliability and authenticity of the information they deliver.

It seems that female endorsers are trusted more in comparison with female celebrity endorsers, and women change their styles and choices as per the information delivered by female Instagrammers. It happens because people think the values, interests, and characteristics that they carry are the same as that of the opinion leaders, and they find pleasure in adapting the changes. This attitude comes from both the actual and perceived similarity and also determines the wishful identification, so a person may strive to become like that of an opinion leader. The identification associated with celebrities falls in the category of wishful identification, whereas the one with the influencer is most likely the perceived one. People take influencers as their long-distance friends, as the influencers address their target group in a more direct and relatable manner. These social media platforms also let people comment on the posts of opinion leaders that help in making the bond stronger, and followers believe them to be companions of influencers.

Two mediators i.e. the ratio of the usage of social media platforms along with the social and financial status of the customer are also vital to consider as these both factors can also reinforce the opinions of the influential leaders.

This study included all the mediators to bring forward the results that can build a guideline for marketers to apply effective, influential marketing strategies. By looking at the findings, we will also

plan recommendations for both companies and marketers to generate massive benefits from the collaborative marketing methods. The results drawn will also help influencers to select those features for their content which can help them in gaining command over their subject.

CONCLUSION

Celebrities cannot present themselves as ordinary people because of their prominence as starlets, but influencers can do. However, one cannot ignore the fact that people get more attracted to the glory and glam of the showbiz industry. Also, a gap between the buyer and a product can take place if people think of the influencer not to be suitable for the endorsements and challenge their credibility. To endorse a product successfully, it is essential to check the relevance of an influencer with the product. They must establish a link between the endorser and product to shape the buyer's intentions by developing his interest in the campaign. Influencers develop themselves as the "brand ambassadors" of a particular product category by building their image as the representative and experts of that domain. For instance, a fashion model can influence mindsets of the target market through beauty endorsements. A campaign will not create an impact if a fashion model will promote the arts and crafts supplies. If they will ask a fashion model to promote an eye shadow palette or foundations that match the skin types, then this campaign will be more associative and will be received by the public. An opinion leader may also find it difficult to endorse a product that might not match with her area of specialization. It is essential to find a fit between the endorser and the product to have the best outcome of the efforts of influencers as compared to that of celebrities. If we can exactly fit the product with that of the endorser, this fit will represent the effectiveness and trustworthiness of an endorser. The results are hard to achieve with celebrity endorsers.