TRENDS OF INFLUENCER MARKETING IN MODERN TIME

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Abstract- *Recent trends and evaluation in the dynamic market introduced new concepts in the field of marketing; influencer marketing became trendy in the modern world as people became educated about the technology. Digitalization brought a golden chance for the brands and other content creators to get connected with society on a regular basis and maintain trust among the people. Analyzing the traditional concepts and implementing the modern concept became more important for the brands to create their marketing strategies effective because as people are getting more aware they start finding new ways of collecting information through the various mediums, we all know that to survive in the market it is important to keep ourselves updated and follow the latest trends of technology, in additional to it the trust of involvement plays an vital role in convincing the people for making their purchase decisions, it becomes very difficult for brands to become familiar with the customers and make them understand and their ideology. Nowadays people prefers to go with the brand which feels trustworthy to them and understand their needs and behavior, companies need to make the consumer believe that they are providing the best quality and always think for the betterment of the consumer, it is not all just about doing they need to share and make people aware about their efforts.*

The research paper evaluated the various recent trends in influencing marketing which plays a very important role for making customer believe in their ideology and their brands. The paper concluded with the various prospectuses related to influencing marketing.

1 INTRODUCTION

In the developing world, it is becoming very difficult for brands to manage huge crowds and to make them feel more comfortable about their brands, people are becoming choosier and are not trusting brands too easily without effective branding strategies. In this situation, influencer marketing is becoming trendier for both brands and audiences. Neil Patel in their article says "people trust people more than they trust brands". Influencer marketing allows you to leverage that trust to create goodwill towards your brand, many accounts that are popular on social networks are sponsored by the brands to make their product and services more demanding in the society, and target comparatively more audience than traditional methods. Social networks like Face book, Instagram, YouTube, Tiktok are the primary hubs of the influencers to share their creative content among their followers and other audience.

It is observed that people of age 16-28 are more frequently following the influencers and using social networks, Creative content is comparatively moreattractive to the young age group then TV and newspaper advertisement which motivates the audience to make their purchasing decision. As time is passing people are getting more comfortable with the technology and getting dependent on social networks to seek the information in their day to day life, which opens the gate of great opportunity for brands to connect with the audience with the global connectivity and regular interaction.

Influencer marketing is not just required in affecting the purchasing decision it can also be beneficial for brands to show their emotional side to public and create positive goodwill, like doing charity, spreading awareness and educating the society.It is quite seen that the companies which fulfill their social responsibilities and are involved in public welfare activities are more preferred by the consumers.

2 LITERATURE REVIEW

Abdallah (2015) shared his knowledge on Influencer marketing through Social media and other digital networks, as target marketing can be more beneficial than the other one.

Biaudet (2017) explained how the digital world became beneficial for the world and brands started using these platforms for marketing purposes, it also explained why brands should use Influencer marketing as a marketing tool.

Boerman et.al (2020) explained how Influencer marketing through YouTube affects young age children and becomes more attractive then Tv or any other advertisements, the also included the para-social relationship (PSR) that children experience during watching videos and getting involved with social networks.

Lou et.al (2019) explained how marketing can become beneficial for brands through social media and other digital platforms as people are getting educated regarding technology.

Nandagiri et.al (2018) elaborated the marketing advantages by using Instagram and YouTube, also explained the importance of videos and images as compared to written content in attracting the people.

Veissi (2017) explained about the Influencer marketing by using Instagram and tried to find new & innovative methods to approach the public.

Viertola (2018) explained how YouTube marketing Influence consumer behavior of teenagers as they get more attract towards advertisement on social networks as compared to tv and newspapers.

2.1 Objectives of the Study -
1. To study how the trustfactor affects the decision of the consumer while making their purchase decisions.
2. To study the changing trends of influencing marketing.
3. To understand how the influencer marketing is more effective than traditional marketing strategies.

3 RESEARCH METHODOLOGY

This research paper is Descriptive in nature. The study is based on the data and information collected and analyzed through various websites and published research articles.

3.1 Involvement of "Trust"

The concept of Influencer marketing is fully dependent on the trust factor, it is the human tendency that they believe on an actual person more, rather than on an artificial person like Company or any brand and you will indeed, believe on the person to whom you can talk, see or communicate not on the person who is nowhere.

After understanding these facts brands started exploring the market and finding the people who are publicly connected and can influence the society to do something or to make their purchasing decision in favor of the brand. Actors, models and many other celebs are sponsored by the brand to promote their products and services through Internet, Social media and other available platforms, they started to share with the society that what they are currently doing, which product theybelieve on and what experiences.

People are very curiousin knowing about the brands and products used by their ideals like which sports brand is preferred by Mr. Sachin Tendulkar or which fairness cream is used by Mr. Shahrukh khan because this type of information influences the purchasing decision of the consumer, in other words, we can say that the people liking Mr. Shahrukh khan will start liking the products used by Mr. Shahrukh khan and this became the key factor for brands to design their marketing strategy.

3.2 Changing trends of Influencer Marketing

Influencer marketing is one of the best tool for brands in the term of marketing and as time passes brands try to adjust their strategies according to the dynamic market. In the old-time when social media was not so trendy the scope of Influencer marketing was very narrow. There were very limited Influencers who where been followed by the public like movie stars, politician, or sportsmen, as there was no platform available for the local Influencers to approach the public in the absence of social digital platforms.

Digitalization brought a grate revaluation in the field of marketing, as technology updated people started using social media platforms from their smartphones and this brought an opportunity for local Influencers to use the social media platforms and connect with the people. Soon many new Influencers came in front to create creative content and share it with the public, few of them got famous as millions of people started following them, this introduced and uplifted the concept of sponsored content, native advertising, and vlog marketing.

Many brands decided to create their brand community on digital platforms by hearing these influencers and sharing creative in the favor of brands. A balance between local and international influencers creates a perfect brand community to promote the products and create a positive image regarding the brand. It helps to maintain regular interaction with the customers and keep them away about brand activities.

3.3 Effectiveness of Influencing Marketing over Traditional Marketing

According to the various studies and the recent trends on the modern marketing, it is well observed that people are getting more inclined towards the renowned faces of different field who's like and dislikes and their perception about the brands also influence their individual purchase decisions. Technology is playing a very important role in optimizing the effectiveness of influencing marketing by proving a platform to various brands and producers for making this strategy more effective in the minds of the consumers.

Influencing marketing also affects the minds of consumer while understanding their psychological behaviors and perception towards the brand which is completely missing in the traditional marketing strategies which always focuses on the practices of personal selling and earning the rewards.

One of the most important factor which make influencing marketing more effective than traditional marketing is, the ideology of traditional marketing which is more focused in making profits and making large sales, on the other hand influencing marketing is more inclined towards making the healthy customer relationships with the intention of serving in the long run. It is well observed that consumers no matter what the segment of the product is always look forward for their influencers about their perceptions, their preferences and their choices towards the individual brands.

4 MANAGERIAL IMPLICATION: CONCLUSION

Trust the most important factor that affects the purchasing decision of the consumer, after understanding the literature review and analyzing the primary data we came to the conclusion that in the changing environment of the market influencer marketing is more effective than traditional policies of marketing. People feel more connected with an individual rather than with an Unseen identity and with the help of the internet and other digital platforms influencers can have global connectivity with the people to share their likes, dislikes, and other suggestions.

It is the time when brands should make their decisions about their marketing policies and understand the need for change, technology is playing an important role in every sector and people are getting friendlier with digital technology. Brands should develop a habit of to represent their ideology while sharing their views and stories with the help of various mediums for enhancing the level of commitment and loyalty towards the brand.

Now everything is just available on a figure touch and this is why people like to spend their time more on social media or other digital platforms in place of going anywhere out, good or bad it's another topic for discussion but it creates a great opportunity for the brands to tap the consumers for choosing their product. Sponsoring the renowned faces and hiring them as an influencer marketer is really a good strategy for increasing sales and earning the customer's trust because it is all about trust it as all about who represents the brand and what people think about the brand.

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