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INFLUENCER MARKETING: EXAMINING THE IMPACT OF SOCIAL MEDIA INFLUENCERS ON CONSUMER BEHAVIOR (CHINA AS EXAMPLE)

This paper examines the impact of influencer marketing on consumer behavior. Through the analysis of relevant literature and research, it is found that the recommendation and endorsement of influencers have a positive impact on consumers' purchase decisions. Influencer marketing can also shape brand image and influence consumer attitudes and opinions. The results show that brands should make full use of the influence of influencers and choose influencers that match the target audience to maximize the influence of consumers' purchasing behaviors and attitudes.

Keywords: influencers, consumers, purchasing behaviors and attitudes

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МАРКЕТИНГ ВЛИЯНИЯ: ИЗУЧЕНИЕ ВЛИЯНИЯ ИНФЛЮЕНСЕРОВ В СОЦИАЛЬНЫХ СЕТЯХ НА ПОВЕДЕНИЕ ПОТРЕБИТЕЛЕЙ (НА ПРИМЕРЕ КИТАЯ)

В данной статье рассматривается влияние маркетинга влияния на поведение потребителей. Благодаря анализу соответствующей литературы и исследований обнаружено, что рекомендации и поддержка влиятельных лиц оказывают положительное воздействие на решения потребителей о покупке. Маркетинг влияния также может формировать имидж бренда и влиять на отношение и мнения потребителей. Результаты показывают, что брендам следует в полной мере использовать влияние влиятельных лиц и выбирать влиятельных лиц, которые соответствуют целевой аудитории, чтобы максимизировать влияние на покупательское поведение и отношения потребителей.

Ключевые слова: влиятельные лица, потребители, покупательское поведение и отношение

The in-depth development of Internet technology has led to the emergence of a group of influential Internet celebrities in society, and these people are known as Internet celebrities. Under the influence of Internet celebrities, the marketing model of enterprises has also undergone profound changes, and new marketing models have emerged. In the fierce market competition environment, in order to better promote the development of enterprises. It is necessary for enterprises to pay more attention to the Internet celebrity economy in combination with the actual social development, and explore the network economy marketing model suitable for the development of the enterprise itself on the basis of comprehensive comparison and analysis of the advantages and disadvantages, opportunities and challenges of the development of the Internet celebrity economy.

The emergence of internet celebrity marketing is closely related to the construction of a digital consumption environment. With the development of technologies such as big data, cloud compu-

ting, and the Internet of Things, e-commerce marketing has gradually transformed from traditional strategies to new online marketing models. In this context, Internet celebrity marketing emerged as the times require and has become an important means for enterprises to promote products and services. Especially when online live broadcasts began to gain prominence in 2016, and driven by the COVID-19 epidemic in 2020, the attention and participation in online celebrity live broadcasts have increased significantly, making influencer marketing an industry with huge commercial value and development potential.

Influencer marketing mainly relies on influencers who have a large number of fans and influence on social media or self-media platforms to deliver product and brand information through content publishing, live interaction, etc., attracting potential audiences and prompting them to make purchases. This type of marketing helps companies build brand credibility, drive sales, and improve user experience.

Influencer marketing has become the main means of marketing for brands at present. The underlying logic is to cooperate with social media influencers to carry out "word-of-mouth communication" and promote brand information to their fans to achieve marketing purposes. It is a marketing strategy that uses Internet celebrities to convey brand messages to the market. It is a brand-new publicity channel that helps brands reach mass traffic more directly and quickly.

The credibility of an influencer is a multi-dimensional concept. It encompasses the influencer's professionalism, reliability, attractiveness, homogeneity, and altruistic motivation. Professionalism means that the influencer has deep knowledge and skills in his field and can provide valuable advice and information to the audience; reliability is reflected in the consistency of the influencer's words and deeds, and the fulfillment of promises, so that the audience feels that they are trustworthy; attractiveness is related to the personal charm and image of the influencer, and a popular influencer is more likely to get the attention and love of the audience; homogeneity refers to the relationship between the influencer and the audience in terms of interests, similarities in values and other aspects that help build emotional connection and trust, while altruistic motivation is the willingness of influencers to provide selfless help and support to their audiences, rather than just pursuing personal gain.

Audience trust in influencers is influenced by a variety of factors. When audiences perceive an influencer to have the above credibility traits, they are more likely to have a sense of trust in the influencer. In addition, the professionalism of the audience can also affect their trust in the influencer. If the audience has a high level of knowledge in a certain area, it may be easier for them to identify the authenticity and value of the information provided by the influencer and thus make more informed consumption decisions. At the same time, the audience's propensity to trust is also an important factor. Some people naturally have a high level of trust in others, while others are relatively cautious. This propensity to trust can affect their receptivity to influencers and their recommended products.

In influencer marketing, the credibility of the influencer and the trust of the audience are interacting. An influencer with a high level of credibility is more likely to win the trust of the audience, which in turn boosts the sales of the product or service. And the audience's trust will in turn affect their perceptions and attitudes towards influencers and the products they recommend. Therefore, when choosing an influencer to work with, companies need to fully consider their credibility and the trust characteristics of their target audience to ensure that their marketing campaigns can achieve the best results.

At the same time, businesses should also realize that it is not enough to rely on the credibility of influencers and the trust of their audiences. In marketing activities, enterprises also need to provide valuable products or services, develop effective marketing strategies, and pay attention to the needs and feedback of the audience to improve the marketing effect in an all-round way.

Above all, the credibility of influencers and the trust of the audience in influencer marketing are two core elements. Businesses need to carefully consider these factors and combine them with other marketing strategies and means to achieve the best marketing results.

The marketing model of the influencer economy.

1. The basic marketing process of the Internet celebrity economy.

First, Internet celebrity packaging. The nature of Internet celebrity packaging is very similar to the nature of enterprise packaging, and a special marketing team is needed in the process of Internet celebrity packaging, and under the guidance of the team, Internet celebrity packaging can be carried out according to the actual situation, so as to fully highlight the characteristics and development advantages of Internet celebrities and enhance the influence of products.

Second, brand promotion. After the completion of the Internet celebrity packaging, a unique Internet celebrity brand will be formed, and on this basis, it is necessary to record some videos to promote the brand, and then take appropriate means to carry out marketing communication.

Third, the realization of brand value. Realizing brand value requires a new marketing model to monetize the brand. Brand monetization is the act of fans consciously buying a product after watching a video promoted by an influencer.

Fourth, branded goods. After the Internet celebrity has a large number of fans, the Internet celebrity will actively promote their own products like fans, and in the process will form unique brand products, at this stage, the Internet celebrity can get more profits by promoting the goods related to their own development, and gain more fans in the process of product promotion.

2. The marketing model of the Internet celebrity economy.

Compared with the traditional marketing model, the Internet celebrity economic model is a kind of precision marketing, which has the characteristics of low price and people-friendly in the process of development, and the commercial value of enterprises is also tapped in the process of continuous development. At this stage, the Internet celebrity economic model mainly includes the following types.

First, use social media for marketing models. Internet celebrities interact with fans through various social media, and at the same time, Internet celebrities can also rely on this platform to publish some pictures, short videos, etc. in the process of development, so as to obtain a broader development space in the process of accumulating fans and achieve the development purpose of selling products.

Second, rely on the marketing development model of economic companies. In an influencer economy company, the main task of an influencer is to communicate with fans and promote their products in the process of chatting. The brokerage company is tasked with constantly promoting supply chain marketing.

Third, the marketing model of supply chain producers. Internet celebrities pay more attention to trends than others, and they will find opportunities to find the needs of consumers in the process of work, and produce according to the needs of consumers. On the basis of the economic company's support for the development of Internet celebrities, it will also provide a supply chain for the development of the Internet celebrity economy through the analysis of supply chain contacts and big data, so as to realize the industrialization development of the Internet celebrity economy.

3 Case Studies and Examples.

The King of lipstick: Li Jiaqi. Li Jiaqi became popular through live broadcast trials and evaluation of beauty products, and has won the cooperation of many well-known brands due to its high quality of evaluation content and many dry goods, as well as its high popularity and super ability to bring goods. Big brands can gain higher reputation and popularity in the hands of Li Jiaqi, and some

unknown small brands can also quickly gain popularity and sales through Li Jiaqi's recommendation and publicity.

Li Jiaqi's own popularity is accumulated by his long-term live broadcast evaluation of beauty products, and his popularity is not accidental, and he has many fans and strong stickiness, and has a high degree of loyalty and trust in Li Jiaqi. As a beauty product KOL, Li Jiaqi has tried a lot of products, has rich experience, has a certain authority and influence, through his publicity in the fandom can quickly make a name for himself among fans, and after using the product and describing its advantages and characteristics, it can be very effective for many fans to know the performance of the product, and "plant grass" under its recommendation. In this way, through Li Jiaqi's promotion, the brand has gained popularity, and the products have also increased in sales.

Li Ziqi is a well-known food video blogger on Weibo, and a self-media person signed by Weibo. It is known as the "Oriental Food Life Home". Li Ziqi's works convey a positive attitude and love for life, and the spirit of independence and self-improvement conveyed in his content combined with life experience, which is a well-known Internet celebrity familiar to people on the Internet. The key to Li Ziqi's brand building is to take root in the pastoral life with ancient style, and through the implantation of this concept, it provides an alternative perspective on life for busy city people, so that people can know how to rest under the inspiration of Li Ziqi's brand, so as to enjoy a moment of tranquility. The content positioning of the Li Ziqi brand is the production of ancient cuisine and traditional Chinese skills. The subject matter of Li Ziqi's works comes from the real and simple traditional life of the Chinese, with the food culture of the Chinese nation as the main line, and revolves around four aspects: clothing, food, housing and transportation. When Li Ziqi is cooking food, he also inserts some traditional methods for cooking, provoking emotions, so as to mobilize people's multiple senses to understand food.

Ms Papi. The target market of Papi is mainly positioned at young people, especially the post-90s and post-00s. This group of people is active on major social media platforms and likes to watch and share interesting, fresh, and creative content. Papi's video content is mostly based on daily life, workplace experience, social phenomena, etc., and is expressed in a humorous and witty way, which can easily resonate and love young audiences. Her marketing strategy focuses on personalization and differentiation. Through her unique perspective and expression, she has created unique content that has successfully attracted a large number of fans. At the same time, she is good at grasping hot topics and creating in combination with current affairs, which increases the timeliness and attractiveness of the content.

4 Influence on Consumer Behavior and Factors Influencing Effectiveness.

Social media influencers have a significant impact on consumer behavior, particularly in the following areas. Effects on Purchasing Decisions. Influencers' recommendations and endorsements can sway consumer purchasing decisions. Their authentic and relatable content creates a sense of trust and credibility, leading followers to perceive their recommendations as reliable product or service endorsements. Influencers often provide detailed reviews, demonstrations, or testimonials, which help consumers make informed choices and feel more confident in their purchasing decisions [1].

Brand Perception and Awareness. Influencers play a crucial role in shaping brand perception and awareness among their followers. By featuring a brand or discussing its products or services, they expose their audience to the brand and generate positive associations. The consistent presence of a brand in an influencer's content helps build brand recognition and recall, making the brand more familiar and increasing the likelihood of future engagement with the brand.

Shaping Consumer Attitudes and Opinions. Influencers have the power to shape consumer attitudes and opinions about various topics. Their content often includes personal experiences, storytelling, or educational elements that influence how followers think and feel about certain subjects.

By aligning themselves with specific values, causes, or lifestyles, influencers can influence their audience's perceptions and beliefs, encouraging them to adopt certain attitudes or viewpoints.

Several factors contribute to the effectiveness of influencer marketing campaigns.

Relevance and Alignment between Influencers and Brands. Choosing influencers whose content and values align with the brand's image and target audience is crucial. When influencers are genuinely interested in and knowledgeable about the brand's offerings, their endorsements appear more authentic and resonate better with their followers. Authenticity and Transparency in Influencer Content. Maintaining authenticity is vital for influencer marketing success. Followers value genuine experiences and recommendations from influencers they trust. Brands should encourage influencers to create content that reflects their true opinions and experiences with the product or service [2].

Transparent disclosure of sponsored content is essential to maintain trust with the audience. Clear labeling or disclosure ensures that followers are aware of any brand partnerships or compensated endorsements.

Size and Engagement of Influencer's Audience. The size of an influencer's audience does not necessarily determine campaign success. Micro-influencers with smaller but highly engaged and targeted audiences can often generate higher levels of engagement and conversions than larger influencers with less engaged followers. High levels of engagement, such as likes, comments, and shares, indicate an active and responsive audience. Influencers with a dedicated and engaged following tend to have a more significant impact on consumer behavior.

5 Advantages, disadvantages and future challenges of influencer marketing.

Merit. The recommendation and endorsement of influencers can produce a powerful advertising effect, arouse the interest and attention of consumers, and promote the sales of a product or brand. By selecting influencers who match the target audience group, you can achieve more accurate audience positioning and improve the efficiency and effectiveness of advertising communication. Influencers build a relationship of trust with their followers, and their recommendations are seen as authentic and credible, which can enhance consumers' trust in the product or brand.

By cooperating with well-known influencers, brands can gain higher exposure, expand their visibility and brand awareness, and enhance their market competitiveness.

Cons of influencer marketing. Some influencers may have false propaganda or untrue recommendation behaviors, which may lead to consumers' suspicion and questioning of advertisements and affect the effectiveness of advertisements. Working with well-known influencers often comes with a hefty fee, which can be challenging for small businesses or brands on a budget. As the number of influencers increases, audiences may be faced with too many promotional messages, resulting in a decrease in their interest and acceptance of ads.

The Future and Challenges of Influencer Marketing.

Enhance transparency: Influencers and brands need to pay more attention to transparency to ensure that testimonials and endorsements are authentic and credible, and to prevent false claims.

Diversify collaborations: In addition to well-known influencers, brands can consider partnering with micro and medium-sized influencers to better meet the needs of different audiences and reduce the cost of collaboration.

Content innovation: Influencers need to constantly innovate and improve the quality of their content to attract and retain the attention of their audience and avoid audience fatigue and neglect of advertising.

Regulations and regulation: With the popularity of influencer marketing, more regulations and regulatory measures are likely to emerge to protect consumer rights and regulate market behavior.

Overall, influencer marketing has great potential to influence consumer behavior and branding. However, brands and influencers need to face challenges such as authenticity, cost, audience saturation, and respond to future growth and competition through increased transparency, diverse collaborations, content innovation, and regulatory compliance.

Influencer marketing has become a powerful strategy for brands to influence consumer behavior through social media influencers. These influencers have a significant impact on consumer purchasing decisions, brand perception, and shaping consumer attitudes and opinions. The effectiveness of influencer marketing campaigns is influenced by various factors. To maximize the impact of influencer marketing, brands need to carefully select suitable influencers whose audience aligns with their target market and whose content and values are relevant to the brand. Authenticity and transparency in influencer content are essential, as genuine recommendations and experiences resonate better with followers. Maintaining clear disclosure of sponsored content helps maintain trust with the audience. The size and engagement of an influencer's audience are important considerations. While larger influencers may have broader reach, micro-influencers with smaller but highly engaged audiences can generate significant impact and conversions. High levels of engagement indicate an active and responsive audience.

In conclusion, influencer marketing proves effective in shaping consumer behavior. By leveraging the influence of social media influencers, brands can reach their target audience, increase brand awareness, and drive consumer engagement and purchasing decisions. However, it is crucial for brands to carefully plan and execute influencer marketing campaigns, considering the factors that influence effectiveness and maintaining authenticity and transparency throughout the process.

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