



Influencer Marketing: Modern Phenomenon and Development Prospects

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Abstract: Influencer marketing is a marketing strategy based on cooperation with influential personalities in social networks to promote products and services.

This article provides an overview of the current state of influencer marketing, its impact on consumer behavior, and opportunities for future development, aimed at providing the understanding necessary for the effective use of this marketing strategy in today's dynamic business environment.

Key words: marketing; digital technologies; digital marketing; influencer marketing.

The development of social media has made influential individuals crucial players in the marketing industry. Influencer marketing changed rapidly from being an unconventional tactic to an essential component of advertising campaigns. This article explores the role, significance, and prospects of influencer marketing in modern business.

The influence of influencer marketing on consumer behavior.

Influencer marketing has a significant impact on consumer behavior for several reasons:

1. **Persuasion and trust:** Customers are susceptible to making decisions regarding what to purchase based on the suggestions and viewpoints of trusted influencers. Recommendations from well-known people may force them to purchase particular goods or services.
2. **Social identification:** Consumers may strive to resemble influencers by imitating their lifestyles, tastes, and preferences, which leads to a desire to purchase goods or services that are suitable for the influencer.
3. **Community building:** Influencers can foster loyalty to products or brands they support by bringing their followers together in communities with shared interests and values related to their personality or content.
4. **Product and service demonstrations:** Influencers utilize their platforms to showcase products and services in real-life situations, allowing consumers to see how the products can be used or how they can enhance their lives.
5. **Collaboration and engagement:** To create a sense of involvement and ensure a positive consumer experience, influencers often interact with their audience by responding to comments, asking questions, and conducting surveys.

Influencer marketing has an enormous impact on what people purchase, particularly in industries where recommendations from friends and family and social approval are important factors. Through distinctive and authoritative personalities, it not only increases the impact of marketing campaigns but also enables brands to establish more intimate relationships with consumers.

Benefits and risks of collaborating with influencers:

By collaborating, influencers are able to assist businesses reach a wider audience, engage in deeper conversations with consumers, and promote products more successfully. Influencers often have a sizable social media following, which helps brands reach a wider audience and draw in new clients. Influencers also frequently have a lot of authority in their niche, so brands can build credibility and convince customers of the value of their goods and services by collaborating with them.

Collaborating with well-known personalities can significantly increase brand awareness, particularly among audiences who may not have been familiar with the brand before. Influencers can assist brands in reaching their target audience by delivering personalized marketing messages, which is often more effective than traditional methods.

Working with influencers does have some risks, though. For example, some influencers may have mismatched public personas or be connected to offensive material or incidents that could harm a brand's reputation. Influencer partnerships may give brands less control over the manner and timing of product or service promotion. Influencer advertising can be misinterpreted by customers, particularly if it seems overly promotional or deviates from the influencer's typical content.

For small companies with limited budgets, collaborating with well-known influencers can be expensive. Therefore, when considering collaboration with influencers, it is important to carefully evaluate the advantages and disadvantages, as well as ensure that the collaboration aligns with the brand's overall goals and values.

The development of influencer marketing initially relied on collaborations with celebrities and well-known personalities who had a significant influence on their audience. Gradually, with the development of social media, this type of marketing began to include so-called "micro-influencers" or regular people who have a small but dedicated following. This allowed brands to reach a narrower and more targeted audience through more relevant and authentic means. With the advancement of technology and social media, the role of video content and streaming platforms has become more prominent. Influencers started creating content on YouTube, Instagram, TikTok, and other platforms, which led to a more intimate and personal interaction with their audience.

Influencer marketing is currently paying increasing attention to individuality, personalization, and long-term strategic partnerships. Brands view influencer marketing as part of their overall marketing strategy rather than just a separate promotional channel, and they strive to collaborate with influencers who can establish deeper connections with their target audience.

The future development of influencer marketing is likely to be linked to improvements in analytics and effectiveness measurement technologies, as well as increased regulation and standardization in this field. A deeper integration of influencer marketing with other digital marketing strategies is also expected. This will enable companies to maximize their collaboration with influencers to achieve their goals.

Thanks to the development of artificial intelligence, analytical tools, and methods of measuring effectiveness, influencer marketing will become more objective and evidence-based. Brands will use data to identify the most attractive consumers and assess their impact on consumer behavior.

In the future, video content and streaming will become increasingly important components of influencer marketing. In the constant battle for viewers' attention, brands will strive to collaborate with influencers to create high-quality and appealing video content.

Micro- and niche influencers, who have a narrow and dedicated audience, will become increasingly important in future influencer marketing. This will allow brands to reach specific market segments and build relationships with customers.

Influencer marketing has become an important tool for marketers as it allows for the creation of more authentic and personalized campaigns, as well as increased customer engagement. However, for a strategy to be successful, companies must continually monitor and adapt to changes in this field. They must consider both the advantages and potential risks.

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