

**INFLUENCER MARKETING IS A NEW POSSIBILITY TO CONTROL THE  
PROCESS OF CONSUMER'S DECISION ACCEPTANCE ABOUT  
PURCHASING**

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The features of influence marketing, its location in marketing activity is determined and exposed. The essence of influence marketing is considered; basic elements and values of marketing influencer for companies, and also reason of its use in practical activity of enterprises are distinguished.

**Keywords:** influence marketing, influencer marketing, agents of influence, leaders of ideas.

**I. Introduction**

Nowadays influence marketing is examined as the innovative activity of modern enterprises, sent to steady business development, increase of its profitability, investment attractiveness and increase of influence in the network. The decision-making process about the purchasing and its used instruments, considerable attention of marketing specialists is devoted to this research. Creating an advertisement, it is often applied to perceptible perception, if a consumer from a passive contemplator is changed into the person who actively makes decision in behalf the commodity purchase. Exactly the problem of influence appears on the process of decision-making about consumer's purchasing.

There is the whole division of marketing, sanctified to the problem of perception influence, is influencer marketing that engages in the search of influence methods on the groups of users, for loyalty forming to the commodities' producer of and providing trust to the brand.

Influence marketing is one of marketing forms, where the accent is done on the concrete key persons, but not on the target market in the whole. It determines persons that have an influence on potential customers, and orients marketing activity round these authorities.

## **II. Formulation of the problem**

This question was investigated by the known scientist of F. Kotler in the famous book "Marketing Basis", in subdivision "Influence of marketing on society overall". Also an informative base for writing publications and scientific articles of such authors as: T. Aslanov, J. Berry, E. Drozd, D. Hall and others. The research of this problem showed that technologies did not stand on one place, and it is needed to develop, to improve, to be creative and make progress in the sphere of consumer's attention attraction.

Every day, marketing specialists try to find new methods and ways in marketing activity, to attain desirable influence on consumer's behavior. But the main problem is remained by the search of innovative channel of communication for forming of clear, successive and convincing idea about a producer and his product. Therefore, the aim of the article is the research of separate aspects of influence methods on consumers with the help of people, who come forward as authorities among the representatives of target audience.

## **III. Results**

Today's consumer considers that it is better to study on someone's errors and be "well-prepared". Before purchasing the commodity, or fill a virtual basket in an e-shop, he seeks "for advice" on online resources, reads the reviews in the Internet from people who already saw it in an action. The power of such recommendations it is difficult to over-estimate, in fact they, as a rule, written on behalf of ordinary users, that cause a trust by their impartiality, or known personalities that has already enjoyed certain authority in society. And such approach gradually passes to the qualitatively new concept - influence marketing. Therefore, it is new possibility to influence on

decision about your target audience purchase. An instrument of this influence is popular persons for audience.

But the influence agent can be not only a man but also any group, brand, company or even place (for example, club on interests), people who trust on certain questions. This influence on the market, as a rule, related to the experience of individual, his popularity and reputation.

Influence marketing opens boundless possibilities of publication of different content before the proprietors of companies; in addition, they get a chance to build more natural direct relations with users. In the context of influencer marketing, influence has less arguments and forcing to the certain point of view, and anymore about free co-operations between different parties in a concord [3, p. 20].

In the Internet, the leaders of ideas, as a rule, are presented almost in every niche and industry. There the so-called leaders lay out the detailed reports and reviews on their experience of purchases, describe descriptions of commodities, share the impressions from the use of commodities. There is an enormous amount of thematic forums, “reviews” sites, through the own channels on video hosting of YouTube or Vimeo, and also publish different appropriate information through channels or whole concords in Instagram, Twitter, Vkontakte and Facebook sanctified to the reviews as cosmetic, clothing, domestic technique, films, foodstuffs and other.

Usually they can be experts, consultants in some area; bloggers; journalists; politicians; celebrities and sportsmen; scientists and analysts. It means that influencer maintenance can be executed as reviews of watched advertisement, where they act part of potential customer, or come forward as the third person. These third persons exist or in the chain of supplies, or they are the so-called leaders of ideas.

Who is a person who influences; Brown and Hayse determine influencer as the “third party, who forms a decision about the client’s purchase, but does not bear his responsibility” [1, p. 45].

People trust the leaders of ideas, in fact, they seem impartial, and in that time as a traditional advertisement is often ignored. Recommendation of influence agent is accepted as brother's or sister's advice who tells you "try, it incredibly". An ordinary advertisement in social networks is perceived as they "call" you from every quarter by strangers that is why at sometimes consumers simply stop to notice these appeals.

Character of relations represents the quality of relation created through the history of co-operations, shows the relations conditions, as the balance of interdependence and distance of business-partners. The key description is a level of trust, collaboration and reciprocity between network participants. It takes into account the authority dependence, trust, experience, interdependence, frequency (amount of transactions between the participants of network during this time period and others). The given aspects are connected. Confidence relations increase the volume of the passed information and its value. The trust accumulated as the result of long-term mutual relations becomes a filter through which the company's perception passes by other participants of network.

The relation contents represents connection network participants, large possibilities for development of general aims, and general vision. Previous generations heard about commodities exceptionally through communication effluent from brands. As the informative field broadens continuously, possibilities of consumers are increased. The amount of customers that go to online recommendations grew in the modern world, and accordingly, increased the amount of people who is ready to be actively divided by their own supervisions about such commodities. Any business, regardless of industry in that they are, can take the advantage from creation of conversations round the products.

Since relations were strung, it is, however, needed to work on that, to compel someone to divide the perceived reference. To obtain the exchange maintenance of reference there must be such basic elements:

- actuality - if she does not relate to reference, people will not be divided by it, or if it does not relate to them;
- an unicity - advertised commodity must be exceptional;
- quality of maintenance - valuable and faithful maintenance will bring results;
- trust to the author is a leader of idea;
- trust that touches sources - it is important to know how people find your content;
- visibility - to duplicate an advertisement in a few channels of distribution;
- impression is the classic marketing in the action.

However, there is payment of influencer marketing, that is broken up on two sub-groups:

- is earned by practice of influencer marketing. The earned marketing arises out of unpaid or existing earlier relationships with the third person who promoted commodity for own personal social increase.

- is payment influencer marketing. Payment influencer marketing companies can apply the forms of sponsorship, advertisement or review of reports and can appear in any moment in maintenance. Budgets are changed in wide limits and, as a rule, is based on audiences' scope [2].

#### **IV. Conclusions**

People in majority associate a brand with its advertisement, videos on TV and other artificial businesses, but the main aspect is person's attitude to the product. An adequate advertisement is communication. A good advertisement is sincere conversation. Therefore, let your brand be told someone who can do this. Any person, group, brand or place, potentially can be influential, if they use large respect and they are very noticeable.

Thus, influence marketing uses authorities, converting them for the firm's supporters for increasing market awareness of the firm among the target markets. And an agent of influence is: "... individuality considerable

part of audience is listened about. He makes decision on the basis of his/her own opinion and experience”.

Summarizing the mentioned points it is possible to generalize, that influence marketing matters for companies through: social scope that is able to attain millions of consumers through the social channels and blogs; original and effective maintenance, content marketing branding; consumers’ trust that supports strong relationships with the audience.

### **Literature**

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