



AN ANALYSIS OF INFLUENCER MARKETING IN THE ADVERTISING INDUSTRY

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Abstract:

Influencer marketing has emerged as a highly popular advertising method, particularly following the significant increase in internet users in India. Influencers, who are niche-focused personalities, concentrate on specific categories such as travel, fitness, technology, lifestyle, and more, garnering substantial followings on social media. This paper explores various aspects of influencer marketing, providing insights into its impact. The primary aim of the study is to understand the effect of influencer marketing on audiences, assess the influence of different social media platforms, and evaluate whether influencer marketing can replace traditional advertising methods. An online survey was conducted among 100 participants. The study reveals that influencer marketing is highly effective in creating brand awareness and enhancing brand credibility. Platforms like YouTube and Meta products (Facebook and Instagram) significantly influence purchasing decisions. While influencer marketing proves to be a powerful tool for branding and services, it is unlikely to completely replace traditional advertising methods.

Keywords: Influencer Marketing, Facebook, Instagram, Advertising

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