

Influencer Marketing

Digital Marketing trends for e-commerce, niche markets and a large businesses

Priyanka Drall
Indira Gandhi National Open University

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Abstract

In this article, the topmost trend for marketing is analysed which is influencer marketing or social media. Influencers are marketing gold as they connects, Mavens and persuades the consumer according to them. In today's trend audience has a biggest impact of influencer whom they advise the most. The "law of the few" by Halcolm Gladwell (2000) states about how little things can make a difference as through social media, a niche market can also be promoted to a big extent. An effective influencer marketing strategy can help you gain customers' trust, loyalty, and authenticity as well as persuade them that buying from you is a chance they can't afford to pass up. Influencer marketing has a bright future with significant profit margins in the upcoming years.

Keywords: Influencer marketing, Niche marketing, E-commerce, large businesses.

Introduction

Enrouting to digital era, the market aspect of reaching their customer changed and now mostly marketers prefer social media whether through Youtube, Instagram or facebook and so on. As we all are aware of online shopping of our favourite brands and we know that the product is advertised by our favourite person, actor, influencer.

Mostly influenced us the most so now online does not only limits to shopping of groceries but it is becoming the best source to advertise the product of big brands through influencers. The researchers determine the formulation of the problem as:

- 1) Is influencer marketing persuading the customer more conveniently?
- 2) Is influencers market is the best source of marketing your product in today's era?

LITERATURE REVIEW

Influencer Marketing

Influencer marketing is the process by which well-known social media users work with firms to promote their goods and services.

Influencers are individuals or organizations with a targeted expert degree of expertise or social influence in a certain sector. Influencer marketing is a type of social media marketing that involves endorsement and product placement from these types of influencers.

E-commerce

Technology is leading towards new ways for both the marketers and consumer which are previously unavailable. E-commerce (Electronic commerce) is trading or facilitating of trading of goods or services using internet it facilitate the source of services like mobile commerce, electronic fund transfer, inventory management, online sales, automated data collation, internet marketing. Modern and Commerce is used world wide and infact more effective and efficient work as influencer marketing is heading up to the success.

Niche Marketing

A specific portion of the market's demography and target audience are termed as niche marketing like shoes – shoes for casual wear. Shoes for office, shoes for men or

women. When influencer focus on particular area like Beauty, health and fitness, fashion travel and gaming is segmented as niche marketing through influencers.

Influencer marketing can be key for SHEs and startups of a particular categories.

Large Businesses

Having large resources and capital to Support expansion and competitiveness in the market. During pandemic we can mark a new era of marketing beyond traditional marketing is influencer marketing . This is not United to small business but also creates our brand images of large businesses to large audiences in few seconds. So influencers marketing leads up the e-commerce or we can say sales part to the point extent.

Influencers Marketing is persuading Customer more conveniently

Connectors : Know lots of people across a variety of different interest. They continually stays in touch and bring people together.

Havens : Solve problems and distributes the answer often broadly.

Persuades: Convince other to agree with their points so basically all the three types are considered and is important to find right influencer for right product.

As we know when ever it comes to sales the people believers or trust the person they advise so influencers are the people who are advised by lots of people so they find it easy to convenience the audience very easy as their hard works pay off through audience response.

Is the influencer market the most effective marketing resource? Your offering is modern? Customers' total reliance on online shopping during the shutdown has already created new marketing opportunities. According to statistical report, the influencer marketing sector in India would be worth ` 200 crore by 2025 with a compound annual growth rate of 5 percent.

Today's a wide, group of audience relies on various social platforms for information as well as entertainment. They look to these digital platforms for something as simple as discovering recipe or looking for product recommendation.

Influencers access a large audience segments to a large audience for a product which leads to wide area for e-commerce.

Relevant Previous Research Result

No.	Authors	Previous Research Result	Similarly with article	Different in resource
1.	Shadrina and Sulistyanto 2022	Analysis of the effect of content marketing influencer and social media an consumer purchae decision (Study on Instagram and tiktok user in Magellan City)	Discussing social media and influencers	Research locus namely instgram and tiktok in Majelang city
2.	Djoko Detyo Widodo (2022)	Determination of digital marketing, influencers marketing social media	Discussing Social media and e-commerce	Research locus digital marketing

		and e-commerce literature services		
3.	Indika and Javita (2012)	Instagram social media as promotional tool to increase consumer purchase interest.	Social media	Variables of consumer buying decision.

RESEARCH METHOD

The method of writing this article by qualitative and quantitative methods as by proving of facts in detail with graphs and data help us to clear the "Role of Influencer workshop in a very clear way.

Assessing theories and data from online and offline both the modes as from Library, google scholar, shodganga and other online mode.

FINDINGS AND DISCUSSION

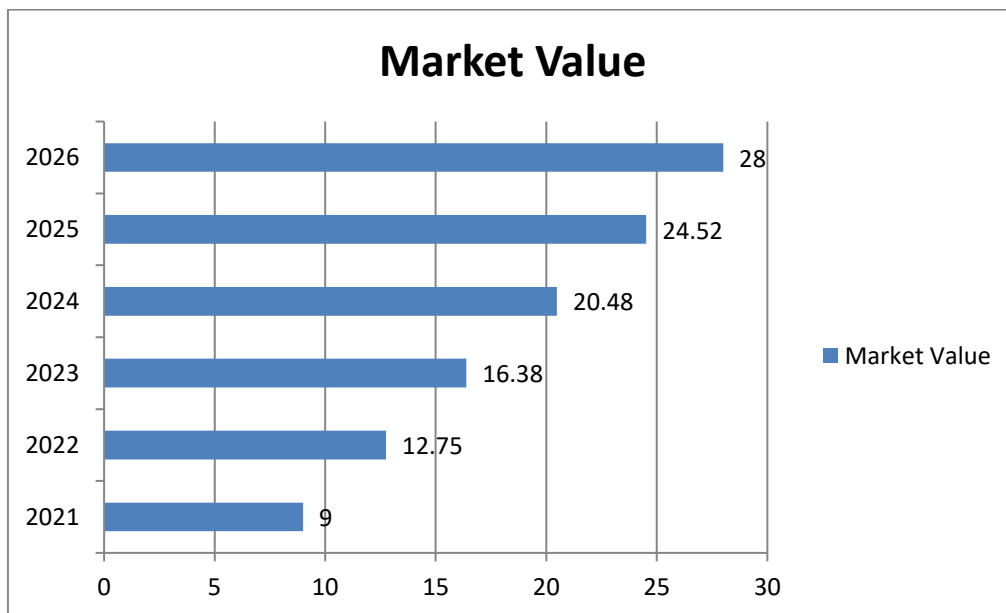
Influencer Marketing is a form of marketing is which focus is placed on influential people to reach the target market (Vanhishika Bhargava). These are name influencer marketing of e-commerce.

Yoga bar	Health food and drinks	2014, Anindita Sampath Kumar	Fitness influencer Arun Sharma
Rage Coffee	Premium Coffee Retailer	Bhasrat Sethi	India's star cricketer Virat

			Kohli
Mama's Earth	Indians Natural Beauty and Wellness	Husband and Wife duo Varun and Ghazal Alagh	Campaign such as "Shaddiwala glow" by Shilpa Shetty

These are some of the industries which grows more faster and reached to the large no. of audience through influencers.

Value of Influencers Marketing Industry in India first 201 to the projection unit 2026 (www.statistics.com).



No. of 2022 the influencers marketing industry in India was value at over 12 million Indian rupees. It was projected to grow rate of 25% over next five years.

Influencers marketing is becoming a wide space for growth as we have discussed whether in Niche market or large businesses through e-commerce. All this take us toward new modern era of development.

Conclusion

Based on above theory and explanation we conclude;

1. Influencer marketing is persuading customer were conveniently.
2. Influencers marketing is the best source of marketing of your product is today's era whether niche market or large scale.

Recommendation

Further recommendation can be made on instagram his depth, on particular influencer or content writing too.

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Priyanka Drall
