



The Pros and Cons of Influencer Marketing

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ABSTRACT

Due to the rise of the Internet in today's society, more consumers will choose to buy goods on the Internet. This has also led to the expansion of online celebrity marketing. With the development of Internet celebrity marketing, it will not only bring benefits to the society, but also bring disadvantages. Therefore, this article will use literature analysis to analyze the advantages and disadvantages of online celebrity marketing. In the process of research, we find the benefits of online celebrity marketing: it can bring employment conditions to more people, help more poor people get rid of poverty and become rich, and it can bring more consumption choices to consumers. But the ensuing price instability, and the quality of the instability so that the network celebrity marketing vice has two sides. And in the future, Internet celebrity marketing will likely have a more far-reaching impact.

Keywords: *Influencer Marketing, Consumers, Advantages, Pros.*

1. INTRODUCTION

[Online popularity refers to people who are sought after and popular on the Internet. They are often key opinion leaders (KOLs) and key opinion consumers (KOCs) in various vertical fields. Led by their own taste, professional knowledge and vision, they gather popularity through social media to form a certain social asset, commonly known as "traffic", and then conduct targeted marketing relying on fixed fan groups to turn fan attention into purchasing power][1]. This way of realizing traffic is influencer marketing. As a new way of shopping, it mainly introduces and displays some products in real-time video through the anchor, so as to realize the effective interaction between the viewer and the anchor, so that more viewers can understand the products they introduce and generate the process of purchase desire. In recent years, the rapid development of online marketing mode has brought great changes to the current market environment, changed people's traditional consumption concept and consumption mode to a certain extent, and driven the development of social economy. In particular, the development of some video software has created a large number of online celebrities, which have brought more huge user traffic to the online marketing model. Therefore, more and more businesses begin to pay attention to and pay attention to the commercial value of the online marketing model, and try to influence consumers' cognition with the help of the characteristics of low cost, high communication and high return of the

online marketing model, Let consumers gradually have the desire to buy products, so as to stimulate the occurrence of purchase behavior. In view of this situation, this paper analyzes and studies the impact of online Red marketing model on consumers' purchase behavior, so as to provide some references and suggestions for the development of e-commerce industry in the future.

2. DISADVANTAGE OF INFLUENCER MARKETING

With the rapid popularity of mobile Internet in China and the rapid rise of broadcast modes such as live broadcasting and short videos, a large number of Internet celebrities have emerged. [Statistics show that there were as many as 1 million Internet celebrities in China in 2016. In 2018, the number of Internet celebrities with more than 100,000 followers increased by 51 percent year-on-year, and the number of top Internet celebrities with more than 1 million followers increased by 23 percent][2]. At the same time, influencer economy unprecedented hot. Internet celebrities transform fans into product consumers through social and entertainment ways to achieve the purpose of "monetize". [During the double 11 in 2018, viya, known as the "Queen with goods", sold RMB 330 million products, and Austin, known as the "lipstick brother", sold 15000 Lipsticks in five minutes][3]. This marketing model eliminates intermediate links, reduces product costs, improves sales efficiency, and is attractive to small and medium-sized enterprises. At the same time,

it also makes some net Reds earn a lot of profits, attracting more net Reds to join the team with goods. Even some movie stars have joined the live selling army. In addition to trendy and fashionable products, special agricultural products and characteristic scenic spots are also the business scope of celebrities. Some poverty-stricken areas invited online celebrities to sell products live, and walked out of an "alternative" way to get rid of poverty. "Net red with goods" is not only of positive significance to commercial development, but also a win-win road. Recently, some Japanese cross-border e-commerce platforms invited China online celebrities to broadcast live in Japan to promote Japanese goods to Chinese consumers. However, this does not cover up the fact that China's "celebrities with goods" is full of chaos. The most criticized is the product quality, such as false publicity, shoddy, fake and shoddy and so on. Many live broadcasting platforms are in full swing to buy "live", and the interactive area is "cursed". After purchasing the "popular" products recommended by "online celebrities", consumers found that the performance of some products was completely inconsistent with the publicity, and many were "three noes" products (NO production date, no quality certificate, no manufacturer), and even some products caused physical discomfort after use.

The reason is that many celebrities have no professional product identification ability, and some simply don't care about the quality and authenticity of the source of goods. In order to earn more commission, celebrities has become a habit of "talking nonsense" and "fishing in troubled waters". They don't even care whether consumers can receive the goods. The difficulty of safeguarding rights is also the disadvantage of Web celebrity goods. The survey found that many online celebrities require consumers to complete payment through individual to individual accounts, rather than through e-commerce platforms. Once the product has problems or disputes, it is doomed to be difficult to complain and protect rights. Many netizens often dig holes for businesses. Whether online celebrities can receive the sales business mainly depends on its number of fans and sales ability. In order to get more business and let businesses pay more publicity fees, data fraud and flow injection have become the hidden rules of the online red goods industry. For example, some online celebrities expand their influence by "buying fans"; Disguise yourself as a cross-border "sales master" through fake sales data and comment area. These counterfeiting demands also gave birth to a grey industrial chain. Brush the number of fans, upgrade the level, change the sales volume, remove bad comments, forward on behalf of others, improve the live broadcast interaction and other services.

American singer Travis Scott and Air Jordan jointly sold the co branded shoe military blue on August 2, 2021. As soon as this pair of shoes was launched, it was robbed by some shoe dealers and sneaker fans. On the day of sale,

a pair of shoes with the original price of 1299 was fried to 26999, but the daily sales increased instead of decreasing. What's more, some teenagers, regardless of their parents' dissuasion, steal money from their families to spend this pair of Limited edition shoes. There is no denying the influence of these so-called stars and online popularity effect. However, this also indirectly leads to the wild consumption of consumers (desperate to consume famous goods), which also makes the shoe market unbalanced.

3. ADVANTAGE OF INFLUENCER MARKETING

Influencer marketing also has its own advantages. Influencer in different fields has stable and clear fan groups. Through screening, the brand reaches the target group accurately and improves brand awareness. Compared with mass media marketing, one of the advantages of online Red marketing of social media is that it has a clear labeled audience group, and the fan group has common attributes, so the brand can realize precision marketing and improve the sales conversion rate. Online celebrities makes its own endorsement and integrates its own personality into the product, making the product more personalized and easier to be accepted by fans. At present, online marketing is the first choice for many brands to be younger. Choosing online marketing that is consistent with the product and brand positioning for cooperation often produces a correlation effect and endows the product and brand with a certain personality, so as to urge fans who accept and appreciate the personality characteristics and value concept to buy the products and brands they recommend.

Secondly, online celebrities has efficient conversion liquidity. Online celebrities carries out brand endorsement with its popularity, professionalism and stable relationship with fans in this field, which can improve fans' trust in the brand, so as to help the brand party effectively realize the transformation from information reception to product purchase. Out of trust in online celebrities, consumers will buy their recommended goods more decisively and impulsively, and the new technology enables the synchronous distribution of information and goods and the integration of channels, that is, look and buy. At this stage, the purchase link is often attached to the advertisement. Users only need to click the link to jump to the payment interface to realize one click purchase.

Finally, online celebrities has the diversity of expression given by the social platform. Online celebrities has a more comprehensive performance and interpretation of brands and products, which enhances the expressiveness of brand information. Open box evaluation, live trial, embedded advertising and issuing fan coupons are common ways of online Red marketing, and diversified ways of expression have one commonality: high quality content. Behind the popularity of the Internet is their continuous cultivation of content in their

respective fields. The stable output of high-quality content is the key to attracting and maintaining fans.

Novel coronavirus pneumonia affected the agricultural and sideline products and cultural tourism products in Xiangxi, China. The live delivery mode conforms to the upward trend of consumer demand during the epidemic, expands the channels for the poor to increase their income, expands the space for improving the industrial value chain, and is conducive to accelerating economic recovery and consolidating the achievements of poverty alleviation. Similarly, [China influencer Luo Yonghao sells oranges for Hubei. Luo Yonghao said he has prepared 123466 oranges, which will be sold at the price of 1 cent and 5 kg. Earlier, Luo Yonghao also announced that he would cooperate with Tiktok to subsidize local fruit farmers in Hubei with more than 3.6 million yuan from the first live show. The reward from this live broadcast will also be donated to Hubei. As soon as the oranges were on the shelves, it took only about 13 seconds for the goods to sell short][4]. It can be seen that online Red marketing helps people in poor mountainous areas get rid of poverty and become rich, thus increasing people's disposable income.

Influencer marketing is also facing great challenges. Another challenge for marketers is to identify zombie powder and false interactions. [Half (50%) of the respondents believe that this is a major challenge, and the powder suction service will make the popular social homepage look more successful than their actual situation. The change of social media algorithm followed closely as another major challenge, which means that marketing content will actually be seen by fewer people, with 49% of respondents choosing this option. With the change of the platform, it may be more difficult to naturally present the online Red marketing content to the correct audience. Another challenge for marketers selected by 41% of respondents is to create an always on strategy, not just a one-time marketing campaign][5]. (Generally, net red is used to promote certain products at certain times. However, in some cases, strategies such as joint marketing can help implement the always existing strategy, because online celebrities can obtain sales share and encourage them to share products more often. The influence of micro-influencers will continue to grow in the future. Unlike Korean kols and KOCs, foreign Internet celebrities are called by the number of fans ranging from the head to the miniature. Influencer marketing has become an important part of marketing planning in many enterprises. At the present stage, when Chinese enterprises plan marketing programs for domestic Internet celebrities, they gradually shift their attention from a few head Kols to the tail Kols or even micro-internet celebrities with only a few thousand followers, while this trend appears in overseas Internet celebrities marketing. Because companies are increasingly finding that, rather than focusing on the schedules of a few high-profile celebrities, it's better to find micro-influencers with fewer

followers who are closer to the target population. Because according to influencer Marketing Hub, micro-influencers have higher fan engagement than influencers. [At the same time, Tik Tok, as an emerging overseas social media platform, also enjoys a booming business in Internet celebrity marketing. We can also see that Tik Tok, with young people as the main active group, has more interactions than Instagram and Twitter][6]. However, the amount of interaction is not the only criterion to measure the effect of the launch. There are also the amount of reading, the number of topics and the conversion rate, etc. These indexes really need the promotion of some top Internet celebrities in order to trigger traffic and quickly stir up the topic.

4. THE CURRENT SITUATION OF THE DEVELOPMENT OF CHINA'S NET POPULARITY ECONOMY

At present, the net popularity economy is in a stage of vigorous development, regardless of its scale, the injection of z-capital, content dissemination or realization methods, etc., there is an obvious trend of expansion, and a perfect industrial chain is gradually formed.

(i) Rapid growth in the scale of the net popularity economy

Under the tide of the Internet, the development of the net popularity economy must rely on the support of a strong industrial chain, including net popularity incubation companies, net popularity training companies, net popularity brokerage companies, social networking platforms, e-commerce platforms and so on. The development of the net popularity economy has driven the development of many related industries and promoted the upgrading of industrial structures, such as tourism, service industries and product suppliers. This is evident in the case of Xi'an, which has emerged as a "net-fame city" in the past two years.

The rise of the net-roots economy has provided more jobs and entrepreneurial opportunities for young people, and the development of the online economy is becoming a "reservoir" of labour. More and more people are turning to "Netflix" as a profession and to earn an income. In the case of "net cities", the demand for tourism will be boosted, while the demand for restaurants and hotel accommodation will also increase, and so will the demand for waiters.

(ii) Large amounts of z-money are injected into the Netflix economy

Unlike the law of diminishing marginal returns that exists in traditional industries, there is a phenomenon of increasing marginal returns in the net-celebrity economy, where the more fans a net-celebrity attracts, the higher the income of the net-celebrity economy will be. Therefore, along with the rapid development of the net-celebrity

economy, a large amount of z-capital is gradually injected into the field of net-celebrity economy. According to the statistics of the Investment Research Institute, about 53.7% of live-streaming platforms have received financing

The investment of z-money has injected "blood" into the net popularity economy and promoted the further development of the net popularity economy industry.

The development trend of China's net popularity economy

(1) From the perspective of development, the field and content of net popularity tend to be diversified

With the rise of the self-media era, fragmented information is becoming more and more abundant, and micro-reading, pictures, short videos and other ways of disseminating information are more easily accepted by the masses. Netizens cover a wide range of fields, including food, clothing, housing and transportation, from make-up, beauty, food, games to sports, finance and other areas that require professional knowledge. The rise of short videos has been favored by more and more influencers, and has become the preferred way for influencers to push their content to their fans, thanks to the popularity of Wifi and 4G networks and the widespread use of smartphones.

(2) From the perspective of career form, influencers tend to be professionalized

In order to meet the diversified needs of influencers, more and more professional influencers have started to appear, including beauty bloggers, food bloggers and game anchors, etc. Some athletes and scientists have also joined the self-media platform, combining their professional knowledge with their daily lives and transmitting and pushing their content to the public through various forms, such as Zeping Macro and Wu Xiaobo Channel, etc. As well as they launch their insights on the economic situation in public H; Weibo platform Famous food blogger - Li Ziqi, pushing food to the public in the form of videos, etc.

(iii) Diversified forms of net popularity realization in terms of net popularity realization

The essence of the net-celebrity economy is the fan economy, which is essentially the monetization of net-celebrity values and audience attention resources, with the core being traffic realization and content realization. 2018 saw hundreds of millions of people involved in the net-celebrity industry, and the net-celebrity realization model mainly contains the following areas: first, e-commerce. A representative one is the Tao Bao net red shop, which has promoted the further development of the e-commerce sector; the second is advertising. Net celebrities promote their products by publishing content on various social media or by means of live broadcasts and implanting advertisements; third, live broadcast sharing. Fourth is the signing fee. Five is fan reward.

(iv) From the viewpoint of the composition of the industrial chain, the Netflix industry chain is continuously extended

From the viewpoint of the industrial chain, the net popularity economy is firstly, "net popularity production", which is mainly packaged by brokerage companies or incubation agencies to create "net popularity", and secondly, "net popularity dissemination", which includes dual micro Social platforms, as well as various short video and live broadcast platforms, push net popularity products for fans; and finally, "net popularity realization", mainly through e-commerce, advertising, live broadcast sharing, fan reward and other realization channels. The Netflix industry chain is continuously extended, and Z-Ben is favored in all aspects, which makes various organizations link together to achieve a win-win situation.

(v) From the perspective of operation methods, the Netflix economy operates professionally

Due to the increase in demand from fans and the demand for higher quality products, the quality and professionalism of the content produced by influencers has also gradually increased, and influencers have to shift from a single individual to teamwork, thus prompting the emergence of many influencers professional operation companies. Therefore, the net popularity economy includes not only the economic benefits directly formed by net popularity, but also the derivative economy formed around net popularity such as net popularity incubation services, net popularity brokerage services, software and hardware services provided by social platforms and data analysis services.

5. CONCLUSION

In short, any new thing has two sides, as a new marketing model, the same is true for Web celebrity goods. In the face of the chaos of online red goods, on the one hand, influencer need to strictly abide by the bottom line of industry ethics, on the other hand, regulators need to take strict care of them, promote advantages and eliminate disadvantages, and purify the influencer marketing environment by improving supervision and strengthening accountability. Influencer marketing is a great way to enhance brand awareness and interact with target audiences. If implemented correctly, this is also an effective marketing method, which helps to bring high-quality traffic to the website. It seems that more people trust the products recommended by idols rather than listen to the brand. Therefore, the use of user generated content in online Red marketing activities will help to improve brand awareness and conversion rate. Finally, if you want to give full play to the role of influencer marketing, you need to make a plan. Only when the selected net red is consistent with the brand image and value can we ensure the expected effect.

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