Principles of Advertising

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**Influencers shape consumers social behavior or buying behavior. Influencer marketing or social influence marketing is** a comparatively innovative form of marketing. Social influence marketing exploits the social inspiration or impact of culture/subculture, social class, reference groups, family/household, and opinion leaders or some specific individuals’ behavior on the rest of the consumers. For an organization to be successful in their marketingstarategies, the marketing should focus on specific key influencers that highlight the consumer behavior of a particular market rather than targeting the whole market (Stephen, 2016).

Influencers are something that holds power to shake up consumer choices or changes their perspectives towards certain things. Influencers can be a culture or subculture, social class, reference groups, family/parents, and opinion leaders, etc. these are the most common influencers that enable marketers or corporations to launch their marketing strategies or products successfully. Contemporary marketing strategists observe the influencers of the target market closely and plan and execute their strategies in accordance with those influencers (Ashley, Tuten, 2015). For example, consumer behavior of a certain community with a certain culture will be shaped by that culture and community they live in, and they will reject those products that they find opposite to their culture (Lim et al., 2017). These influencers are found almost on every communal platform, and niche.

Families or a household have a great impact on consumer behavior.  A decision maker in a family concerning any purchase can be a wife, parent husband or even a child, or it can be all of them collectively. Reference groups are those that influence an individual consuming behavior through their suggestions and references, for instance, if this kind of influencer suggests or recommends a product, it is more likely that the consumer will buy that product or try it. Similarly, opinion leaders are those who are followed by the majority of people in a community or region, most of these people will follow their leader or someone who they think have better knowledge of a particular product or service.

**PetSmart**

# Petsmart studied the consumer behavior and found out that most of the dog owner's behavior towards shopping for their dogs were same as they had for themselves. They wanted to buy or shop for their dogs what they would like for themselves. For instance, they would like their dogs to be with them and roam in the shopping mall freely and buy attractive products and a good variety of food. For this reason, Petsmart recently deployed an exclusive musical experience for pets and owners which has resulted in more revenues already. This behavior is inspired by the group/subculture of dog owners who think that dogs should have the same entertainment opportunities and food options as themselves.

**Motorola**

Motorola mobiles are usually stylish and smart as Motorola through its unique design and advanced features of their mobile phones motivate its consumers to buy their products. This is because it recognizes the present global culture that influences most of the consumer's behavior to get attracted towards style and smartness of gadgets.

**Facebook**

Facebook is the most prominent and diverse organization regarding contemporary advertising, and that focuses on social influences the most (Nouri, 2018). Facebook targets almost all of the major influencers that shape consumer behaviors such as culture/subculture, social class, reference groups, family/household, and opinion leaders. In every part of the world where Facebook operates takes a close look to what they should provide in that particular region and what they shouldn’t concerning that markets religious, customary and cultural preferences (Chang et al., 2015).

**Google**

Google is another great example of a company that understands the consumer behavior shaped by influencers and executes its strategies in accordance. For example, Google adopted local languages for its website or offered translational services to the local public so that they can use Google’s services in every region having diverse languages. This comes under the cultural influence.

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