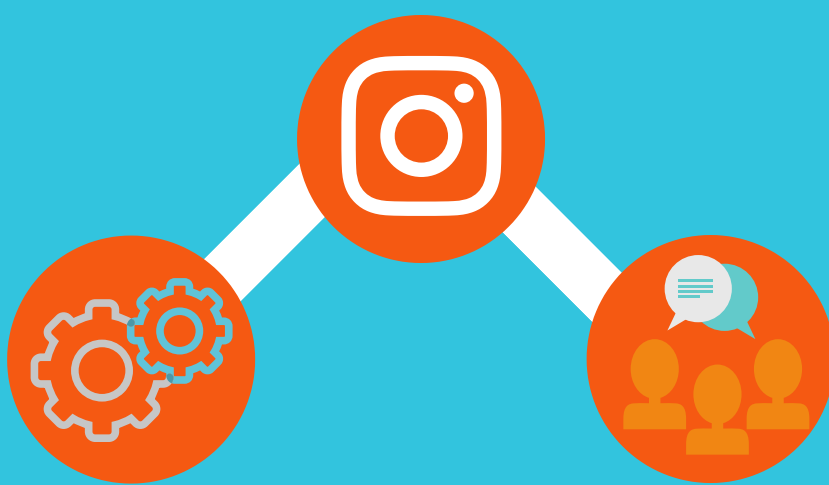


INFLUENCERS ON Instagram

MURIELLE POSTHUMA



Influencers as the new opinion leaders:

INFLUENCING PUBLIC OPINION



Both large and smaller corporations from all industries make increasing use of advertisement through social media, instead of in traditional media.



Influencers spread information and advertisement content to their followers, enabling companies to reach certain target groups.



Product placement, the manner in which products are presented in imagery, is an important aspect of influencer marketing on Instagram.



For the desired effect on consumers' attitude towards hedonistic products narrative imagery in advertisement is proven to work better, while conceptual analytical imagery is a better choice for advertising utilitarian products.

INFLUENCERS ON INSTAGRAM

#microcelebrities #ad #Instagram

Influencers changed the world of online marketing drastically. Both large and smaller companies advertise less in traditional media and instead promote their products and services on social media by working with so-called influencers. These opinion leaders of the digital age post content in which the product or service is shown, described or both. What is going on in the world of influencer marketing? And what is the consumer's attitude towards this new form of advertisement?

Billions of people use social media platforms, such as Twitter, Facebook, LinkedIn and Instagram. These platforms enable us to communicate on distance, provide us with information and are a source of entertainment. One thing many of us are, however, unaware of, is the extent to which economic objectives are integrated into our online world.

One way in which economic extensions are penetrated in online platforms is the use of accounts with many followers on these platforms to promote products and services. There are relatively small influencers, but also very famous ones, such as the Kardashians and Nikkie Tutorials. Influencers share pictures, videos and narrations, through which they promote products and services to their followers. This is called influencer marketing. Through certain tactics, influencers try to reach their target audience, and establish and maintain a relationship with them, as most forms of influencer marketing rely on the mutual interaction of influencers and their followers. Many aspects of influencer marketing are interesting for the way we look at advertising in the digital age, such as the use of free labour of followers and the manner in which products are promoted.

At the core of the present research laid the question "Which manner of conceptualization of the product or service by influencers through imagery and narration creates the most desired effect?". To answer this question, a distinction was made between utilitarian products and services, products and services with a specific purpose, and hedonistic products and services, products and services that only serve the purpose to bring joy. Utilitarian products are, for example, cosmetic products and an example of an hedonistic product is a vacation trip. As little research has been conducted on the framing of such products and services in the widespread influencer marketing, this research aimed to provide a basis for a theoretical framework to close the knowledge gap on this subject.