

Influencer Marketing Across Cultures

Introduction

Influencer marketing is the practice of compensating individuals for posting about a product or service on social media. Influencer marketing is on the rise, and many marketers now plan either to start using influencers or to increase their use of them in their media mixes. Despite such growth, relatively little strategic or academic insight exists that is specific to influencers. We identify influencers' three functional components: the audience, the endorser, and the social media manager. We then detail for each of these components the different sources of value influencers potentially offer marketers. We draw on relevant academic research to offer advice about how to leverage each component strategically. We close by describing how the interplay of these functional components makes influencers a potentially powerful—and undervalued—marketing tool. [1 – *ScienceDirect*. *ScienceDirect*]

Influencer marketing can vary significantly across different cultures, and it is important for brands to understand these differences in order to effectively engage with audiences in different regions of the world.

Cultural factors such as language, values, beliefs, and norms can significantly impact the way influencer marketing campaigns are received and perceived in different cultures. For example, in some cultures, direct and overt promotion of products may be perceived as pushy or insincere, whereas in others, it may be expected and even appreciated.

Moreover, the types of influencers and platforms used in influencer marketing can also vary across cultures. For instance, in some cultures, bloggers and micro-influencers with a smaller but more dedicated following may be more effective than macro-influencers with a larger but less engaged audience. Similarly, some social media platforms may be more popular in certain regions than others, and brands need to be aware of these differences when planning their influencer marketing campaigns.

To be successful in influencer marketing across cultures, brands need to conduct thorough research and analysis of each market they are targeting. This includes understanding the cultural nuances, identifying the right influencers, developing culturally appropriate content, and selecting the most effective platforms for reaching their target audience.

In summary, influencer marketing across cultures is a complex and nuanced field that requires careful consideration of the cultural factors that impact the success of marketing campaigns in different regions of the world. Brands that are able to navigate these differences effectively can create more targeted and culturally sensitive campaigns that resonate with diverse audiences worldwide.

Problem statement

As we already said in introduction the problem in influencer marketing across cultures is that cultural differences can significantly impact the effectiveness of influencer marketing campaigns. Brands that fail to understand these cultural nuances may struggle to effectively engage with their target audience in different regions of the world, leading to lower engagement and conversion rates. Moreover, the lack of understanding of cultural differences may lead to unintended consequences, such as offending or alienating the target audience. This can result in negative publicity and damage to the brand's reputation, which can be difficult to recover from. The problem is further complicated by the fact that different cultures may have different preferences for influencers and social media platforms. Brands need to be aware of these differences and adapt their influencer marketing strategies accordingly.

Therefore, the problem in influencer marketing across cultures is how to create effective campaigns that resonate with diverse audiences while navigating the complex and nuanced cultural differences that impact the success of these campaigns

1. How do cultural differences impact the effectiveness of influencer marketing campaigns in different regions of the world?

Cultural differences can have a significant impact on the effectiveness of influencer marketing campaigns in different regions of the world. Cultural differences can affect how people perceive and respond to marketing messages, including those delivered by influencers. For example, humor, language, and visual cues that work well in one culture may not be effective in another culture. Cultural differences can also affect the types of influencers that are most effective in different regions. For instance, some cultures may prefer to follow celebrity influencers, while others may be more likely to follow micro-influencers or experts in a particular field. Cultural differences can impact the way that people use social media,

which can affect the success of influencer marketing campaigns. For example, some cultures may use social media primarily for entertainment purposes, while others may use it to stay informed about news and current events. Therefore, it is important for brands to understand cultural differences and tailor their influencer marketing campaigns accordingly to effectively engage with their target audience in different regions of the world.

2. What are the risks and challenges associated with influencer marketing, and how can brands mitigate these risks?

Influencer marketing and creator-driven growth is a great way to boost brand awareness and attract new customers. However, this form of marketing also comes with some risks that should not be ignored. It's important for businesses to be aware of these risks and prepare for them. Some of the risks include the possibility of a negative impact on brand image, the risk of a failed campaign, or a potential mismatch between the brand message and the message the content creator is presenting. Therefore, it is essential to have a carefully prepared strategy for this form of marketing, to carefully select the appropriate content creator, and to continuously monitor the results of the campaign in order to react to potential problems in a timely manner and to minimise the risks associated with this type of marketing...etc [2 – “10 risks of influencer marketing you must know about.”]

3. How to keep up with the last trends in influencer marketing?

In order to run successful campaigns with an effective ROI, brands today need to constantly monitor the latest trends, for example on social network TikTok, which is very popular these days. The goal of monitoring these trends is to remain competitive and attractive to consumers. [3 – 4 tips to keep up with the last trends in influencer marketing]

Objectives

The objectives of influencer marketing may vary across different cultures, but some common goals include

- **Increase brand awareness:** Influencer marketing can be a powerful tool for introducing a brand to new audiences and building brand awareness.
- **Drive sales:** By partnering with influencers who have a strong connection to their audience, brands can drive sales and increase their revenue.
- **Build trust and credibility:** Influencers are often seen as trusted sources of information and recommendations. By working with influencers, brands can build trust and credibility with their target audience.

- **Increase social media engagement:** Influencers have a large following on social media, and partnering with them can help brands increase engagement on their social media platforms.
- **Reach new audiences:** Influencers have their own unique following, which can help brands reach new audiences that they may not have been able to reach otherwise.
- **Improve brand perception:** Influencer marketing can help improve a brand's image by associating it with the values and interests of the influencer and their audience.
- **Launch new products:** By partnering with influencers, brands can create buzz around new product launches and generate excitement among their target audience.
- **Increase website traffic:** Influencers can drive traffic to a brand's website through sponsored content and links in their social media profiles.

Success requires the development of a thorough global marketing strategy that considers the specific cultural intricacies of each intended audience. [4 – “*Successful Cross-Cultural Marketing*”]

- **Market segmentation:** In order to create a successful cross-cultural marketing strategy, it is crucial to possess a thorough comprehension of your intended market. This necessitates undertaking comprehensive research on the cultural customs, principles, and convictions of your target audience.
- **Creating the right content:** After gaining an in-depth understanding of your target market's culture, the next step is to create culturally relevant content. This may involve various strategies, such as featuring local celebrities in your ads or designing social media campaigns that address local issues.
- **Cooperation with local influencers:** Partnering with local influencers is an effective approach to culturally reach your target audience. These influencers can help you promote your brand in a natural and authentic way that aligns with their followers' interests.
- **respect for cultural customs:** Communication styles can vary greatly across different cultures, and it's important to keep this in mind when developing cross-cultural marketing strategies.

Literature review

Influencer marketing has become a new popular marketing strategy. However, when dealing with influencer marketing across cultures there are new obstacles that a company must take into account. In this literature review we explore research on influencer marketing across cultures.

According to new research, it may have to do with your cultural biases. Or, to be more specific, the instances in which culture matters—and the times it doesn't.

When does culture influence consumer purchasing decisions? This is a complex and under-examined issue recently explored by Donnel Briley of the University of Sydney and Jennifer Aaker, the General Atlantic Professor of Marketing at Stanford GSB. Four experiments found that culture-based differences show up when information is processed in a cursory and spontaneous manner. So when you passed that roadside billboard, you were likely to be influenced by advertising that appealed to your particular culture. But when you had the

time to deliberate more — by examining information on the web, for instance — attempts by advertisers to rely on cultural factors tended not to be as successful.

The results were instructive. When participants gave their immediate reactions to the advertisements, Asian American participants heavily favored the preventive messages; Anglo Americans had the opposite reaction, rating the promotional messages as more effective. This tallied with the researchers' theories that Americans, who value achievement, accomplishment, and independent thinking, would focus on the positive consequences of their purchasing decisions. On the other hand, Chinese subjects, who tend to value protection and security, and have more interdependent ways of viewing the world, were expected to concentrate on the negative consequences of their actions or decisions. All this bore out when subjects gave only a cursory glance at the ads. [5 – “*When Does Culture Matter in Marketing?*”]

Methodology

Quantitative research

Is a research method that involves using objective questions to collect numerical data from a large sample of respondents that can then be analysed to identify patterns, associations and trends. For cross-cultural influencer marketing campaigns, quantitative research can be used to evaluate the impact of cultural adaptation on campaign success, including engagement rates, conversions and brand awareness. This method allows researchers to collect data from different cultures and use it to measure the effectiveness of different adaptation strategies, ultimately allowing them to develop metrics for evaluating the success of cross-cultural influencer marketing.

Qualitative research

Involves collecting and analyzing non-numerical data (e.g., text, video, or audio) to understand concepts, opinions, or experiences. It can be used to gather in-depth insights into a problem or generate new ideas for research.

Qualitative research is the opposite of quantitative research, which involves collecting and analyzing numerical data for statistical analysis.

Qualitative research is commonly used in the humanities and social sciences, in subjects such as anthropology, sociology, education, health sciences, history, etc. [7 – *What Is Qualitative Research?*]

Here are some potential qualitative research questions related to marketing and influencer marketing:

1. How do consumers perceive influencer marketing compared to traditional advertising methods?
2. What factors contribute to the success of influencer marketing campaigns as perceived by consumers and marketers?
3. How do influencers choose the brands they work with, and what criteria do they use to determine if a brand matches their personal values and image?

Limitations

Like everything in life the influencer marketing has its limits. These include:

- **Choosing the wrong influencers**

Choosing the wrong influencers can be detrimental to the success of an influencer marketing campaign. What factors do brands consider when selecting influencers? How do they determine if an influencer is the right fit for their brand and target audience? Can a mismatch between the brand and the influencer's values or audience lead to negative effects on the campaign's performance?

- **Losing control over your brand image**

Losing control over your brand image refers to a situation where a brand's image is negatively affected due to actions taken by an influencer or a third party, over which the brand has little or no control. For instance, if an influencer who is promoting a brand's product or service is involved in a scandal or controversy, this can lead to negative publicity for the brand and

damage its image. Similarly, if an influencer misrepresents the brand's message or values, it can result in confusion or backlash from consumers, which can also harm the brand's image. Overall, losing control over the brand image can have serious consequences for a brand's reputation and credibility, and it is important for brands to carefully choose their influencers and monitor their activities to mitigate this risk.

- **Difficulty measuring results**

Difficulty measuring results refers to the challenge of accurately assessing the impact and effectiveness of influencer marketing campaigns. This can occur due to a variety of reasons, such as a lack of clear goals and objectives, limited access to reliable data, or difficulties in attributing sales or other outcomes directly to the influencer campaign. Without accurate measurement, it can be difficult to determine the ROI of influencer marketing campaigns and to make informed decisions about future investments in this area.

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