

Chapter 6

New Media and Advertising: The Role of Influencers in the Process of Interactivity in Advertising

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ABSTRACT

This study describes the new advertising trend through “influencers,” one of the recently developed advertising applications. It can be said that “apply and buy” is the basic rhetoric of the new trend. This study is theoretically based on the concept of “interactivity.” In order to achieve this interactivity, influencers can be shown as an important advertising trend in the new media. In this study, how the concept of influencers has become the main actor of advertising in new media is discussed. How much and how the product is introduced by influencers, consumer responses, comments, and questions will allow an evaluation of this process. Discourse analysis method will be used in this evaluation. The data obtained will make an assessment of the role of influencers possible in the process of interactivity in advertising.

INTRODUCTION

The dizzying experiences of marketing strategies in the world in recent years there is no doubt behind the change that the developments in technology and their especially its effect on communication channels. New media in particular platforms, as opposed to traditional marketing communication, has many different options to consumers ability to provide information. The consumer does not only get the information about the product anymore. At the same time, it has evolved into a secondary reference point that has the power to guide, interrogate, interpret, make suggestions, direct to alternative options, and, moreover, the target audience other than the main source of advertising for product and brand preferences. This transformation; has reflected in marketing strategies by providing instant sharing of consumer reactions and comments of interactive media that grows and develops along with technological developments.

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The most striking examples of interactive communication on marketing comes to the life on the Wide Web by the Internet (Belch and Belch cited by Peltekoglu, 2010: 53). Internet, which makes you feel more and more powerful on marketing strategies, has become a platform where manufacturers who want to promote their products and services in a wide range from national companies to local and small-scale enterprises and to ensure their brands to benefit from their power in the highest maximization. As well as technological advances lead to different applications in marketing communications by enabling interactive communication, the same developments also effect social structure, lifestyles, consumer preferences and habits, in fact. It is seen that these effects, which are fed by the projections of globalization, not only technically change the marketing strategies, but to prepare the individuals of the society who will use different marketing communication ways. Changes in individuals' social life are reflected in their attitudes and behaviors as consumers. The boundaries that disappear with the globalization mentioned by Bauman (1999: 60-62), have led to a differentiation in the tendency to meet individual desires for the members of the individualized society, a transformation in the level of expectation, satisfaction and pleasure. Again, according to Bauman, "It is better to take advantage of the desire objects instantly and then remove and discard them; markets evaluate this situation to make both the pleasure and the old instant" (Bauman, 2005: 194). There is no reason to connect to a product losing its value or obsolete product instead of an another new and improved product if the consume does not meet the promised and expeted standard or if the sense of innovation gradually disappears with the pleasure (Bauman, 2005: 195). In this context, new forms of communication offered by the new media, offer individual pleasure and consumption modeling for the members of individualized society. The most important factors underlying the advertising trend throughı influencer settlement and development is the inevitable rise in the passion of pleasure and satisfaction of individuals of an individualized society that seeks to capture the global world. Changing lifesytlles have brought out different forms of interaction between consumer behavior and marketing communication especially in a society like Turkey where the young population increases, the average life expectancy increases, the woman becomes more active in business life. Changing living conditions and habits inevitably influences marketing methods are trying to bring the behavioral change along with a social marketing approach as well as selling a product or service. This narrows the boundries of relations between marketing communication and public relations (Peltekoglu, 2010: 59).

While it is a public relation study that marketing communicators try to capture individuals' emotions, being interested in how individuals feel and proposing new lifestyles to them by addressing their emotional gaps in communication strategies in changing social life presenting the relevant way and tools and intorducing the products come across as advertising. At this point, analyzing in the scale of Turkey related to the advertising via influencers, which is the basic research element of this study, will make saying a word about how the new media plays a role in the "Influencer and interactivity" and the place where new media stands possible.

In this context, the basic research question of the study has been constructed like how the interactivity process in the new media works on the basis of discourse through the examples of Influencers in Turkey. The question of "How Influencer orient the interactivity process?" will be searched for answers by discourse analyzing through consumer-influencer dialogues. In addition, the language that influencer used and the discourse that influencer preferred when influencer introduce brand or service will be evaluated in terms of contribution to the interactivity process. As a result of all these discourse analyzes about the role in the interactivity process of influencers in the new media; evaluating and coming to a conclusion in terms of direction of communication, user control and time crieria will be possible.

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