Changing face of Authority figures and Influencers in the new age: A Study of New Emerging Practices in the Indian Advertising Industry

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Abstract:

Advertising is the key focus because it plays a pivotal role at the junction where the economy and culture interact. Advertising trends have evolved from the quintessentially traditional print ads and TV spots to new marketing strategies that include QR codes, co-branding, content marketing and online advertising. While print and TV are steadfast in the ad industry, new technology is opening new avenues to reach consumers. India’s ad revenue is expected to grow by a subdued 12% to $17.3 billion in 2023, according to a report by advertising agency GroupM. In marketing, authority figures can have a significant influence on customer decisions. Endorsements from celebrities, experts, or even satisfied customers can add credibility to a product or service. This can lead to increased sales and brand loyalty. Moreover, Influencer collaboration has moved beyond the status of merely being an improvement in the dynamic world of modern marketing, and has instead established itself as a crucial component of a well-planned marketing strategy. Leading organizations now assign particular budgets designed for influencer marketing campaigns in an effort to stay at the very forefront of industry trends. Every firm appears to be eager to utilize influencer marketing to its fullest potential as the market matures and changes. *The research aims to propose an in-depth review on the strategic change happening in the Indian advertising industry in relation to the use of authority figures and influencers for promotional activities.*

Keywords:

Indian advertising, Television commercial, Indian Authority figures, Influencer advertising.