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INFLUENCE ME

ROMANIAN YOUTH USE OF INFLUENCE



CHOOSING INFLUENCERS

important very important



THE INFLUENCER'S INFLUENCE



Most versatile influencers are social networks, friends/ relatives and specialized publications (either websites or magazines). They have influence on at least 3 out of 5 investigated categories.

Most influencers have a targeted influence in only one category (mothers and specialized professionals), based on their area of expertise. They are not to be ignored due to their power of influence (first ranking).



They recently read auto, beauty, IT specialized magazines in a higher extent vs. general population and vs. general news from newspapers.

On internet, due to high fragmentation of specialized websites leading to a large amount of information choices, websites polarizing youth in a high extent are mostly those of general interest.

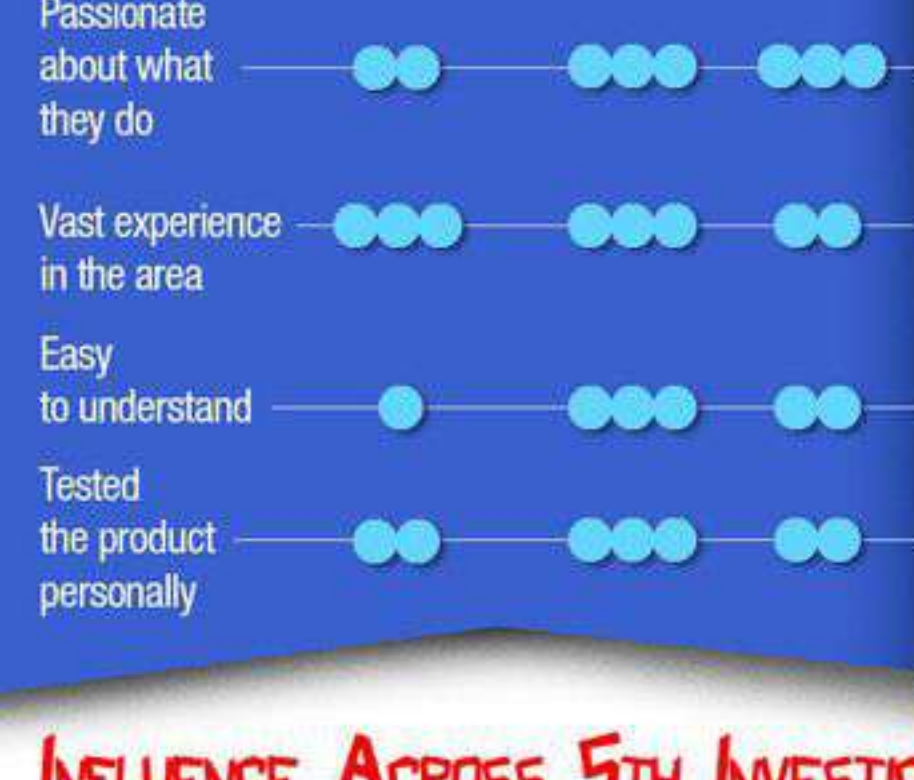
FOCUS ON CELEBRITIES



DETAILED IMPACT BY TYPE OF CELEBRITY



FOCUS ON SOCIAL NETWORKS



The 'I know them personally' factor sustains the influence of friends from social media.

Their passion derives from their personal interest and are not organized or driven by marketing purposes – their credibility is backed up by being a common person.

They pass on information in a natural way making it easy and accessible for everyone that sees their page.

INFLUENCE ACROSS 5TH INVESTIGATED CATEGORIES

SWEETS & SNACKS

Despite being a highly consumed category, they are not actively looking after information: they have push main information sources as TV and IS.

Close persons are primary influence factors and appetite is main driver.

Men are more attached to the "taste of home", having moms as no. 1 influencer.

DRINKS

As only 19% decide alone the brand beer and in 31% of the cases someone else decides, main influencers are friends & relatives.

For overall Drinks category, a major role is played by close influencers and barmen.

Among friends & relatives, have higher consideration those who are ticking all influencers selection criteria.

GADGETS

It's a YOUTH category as it is both used and intended to use in an increased extent vs. general population.

Top influencers are specialized websites, friends & relatives and social networks.

All sources have to have an advised opinion: even friends and relatives need to deliver up to date information and be passionate about this category.

PERSONAL CARE

High impact category for both men & women as it is tight related to personal image

Have plenty of mass information sources (TV, magazines, internet, in store), therefore influencers are needed only in case of advised opinion: dermatologists, specialized websites, pharmacists.

Men are also influenced by close ones like mother or friends.

Highly appreciate: up to date easy understandable information & product testing

FASHION

Image centric category, having as upper limit celebrity image.

Own example is mandatory for influencing others, therefore they will guide mostly after specialized sources (magazines & websites, besides celebrities) and secondary after close ones.

In store experience is also highly influencing brand choice (78% are buying famous brand clothes or shoes).

CONCLUSIONS & RECOMMENDATIONS

Key findings



Social networks are the most versatile influencers, gathering together multiple interests & delivering on the 2 most important influencers criteria: up to date content and personal product experience.

Commonly consumed categories , like Drinks or Sweets/ Snacks are more easily influenced by close or related persons – product experience is highly important.

Specialized influencers tend to have more impact in areas that relate to status and image (Technology, Personal Care and Fashion).

For men, influencer's influence is directly proportional with category involvement: professionals for Drinks, Gadgets and Fashion; close ones for Personal Care and Sweets/ Snacks.

Implications

Up to date information combined with fans brand experience will increase brand's Facebook Page influence. Reapply snackable modular information delivery on different interests from social media in other mediums.

Increase community brand experience and shared consumption occasions in order to attract peer influence for Food & Drinks.

As voice trumps noise in image related categories, long time place influencer's trust, passion and knowledge in existing communities for sound amplification.

Distribute Influencers content based on category involvement: use personal channels and influence for high involvement categories; when the category don't define the audience, drive brand relevance in social networks emphasizing target's adjacent interests.