



INFLUENCER TRUST REPORT

February 2023



ABOUT THE ADVERTISING STANDARDS COUNCIL OF INDIA

Company History

Established in 1985, The Advertising Standards Council of India (ASCI) is the self-regulatory body of the Indian advertising industry. ASCI resolves issues around

- Dishonest or misleading ads
- Indecent or offensive ads
- Harmful ads
- Ads that are unfair in competition

ASCI looks at advertisements across all media types and formats such as TV, print, digital, outdoor, radio, point of sale, claims made on packaging and so on.

ASCI works closely with different stakeholders in the matter of consumer protection. ASCI's code is part of The Advertising Code enshrined within the Cable TV Networks (Regulation) Act, 1994, providing it with a legal backstop.

Complaints management

ASCI's speedy, independent, and low-cost complaint management approach ensures that both consumers and the industry have the opportunity for a fair resolution. All stakeholders can register their complaints at no cost via WhatsApp at 77100-12345 or at www.ascionline.in



ASCI's independent jury (The Consumer Complaints Council or CCC) comprises 40 eminent professionals, both from the industry as well as from civil society, who review complaints on a weekly basis and provide their recommendations



Four retired high court judges hear appeals from complainants or advertisers who may wish to contest a CCC recommendation



Eminent technical experts from over 20 fields support the CCC and the Review Panel

Training and Advisory Services

With a view to supporting the industry get it right, ASCI has several initiatives such as the ASCI Masterclass, as well as services like the 'ADVERTISING ADVICE' (AA). ASCI has long-established expertise in the area of advertising depictions, claims and representations, through its extensive panel of advertising and technical experts. ASCI's AA panel comprises of advertising experts and technical experts who are well-qualified and experienced specialists from several disciplines such as Ayurveda, Formulations, Microbiology, Electronics, Market Research, Nutrition, Financial services and so on. Many organisations voluntarily submit their ads at a pre-production stage to ASCI to receive non-binding advice on whether the ad potentially may violate any ASCI code. Small changes at the production stage can save a lot of hassle later. The advisory services provided by ASCI are not binding on the advertiser or its independent jury - the CCC.

ASCI also offers an Endorser Due Diligence service to help endorsers meet their obligations to ensure that the ads they feature in do not make misleading claims and potentially violate the law.

PART A- ONLINE DIPSTICK RESULTS

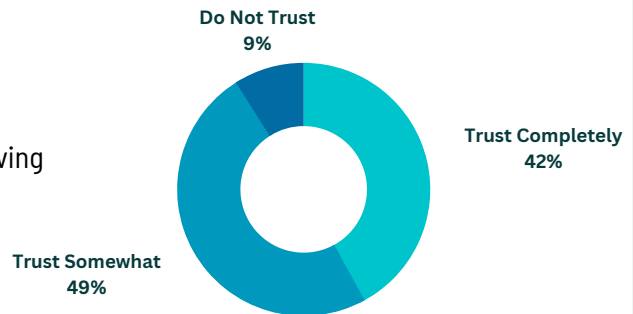
In an online survey carried out by ASCI with 820 respondents above the age of 18, following are the findings:



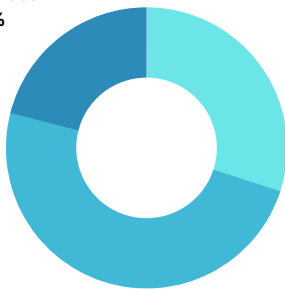
6 out of 10 respondents claim to spend at least 2 hours on social media everyday

9 of 10 people Trust Advertising

91% of respondents trust advertising, with 42% having complete trust and 49% trusting advertising somewhat.



Don't trust
21%



Trust completely
30%

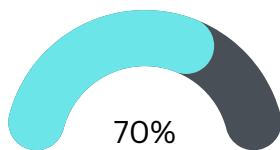
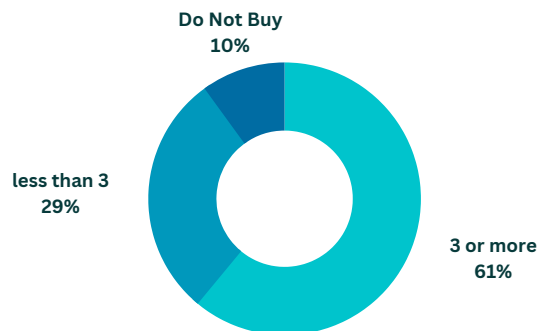
Trust somewhat
49%

Influencer Trust at 79%

Social media influencers are trusted by 79% of respondents. 30% have total trust in them, while 49% trust them somewhat.

90% of respondents have made purchases based on influencer endorsement

Nearly 90% of respondents say they have made at least one purchase, and 61% claim to have made 3+ purchases. This behaviour seemed to be most prevalent among people aged 25 to 44.

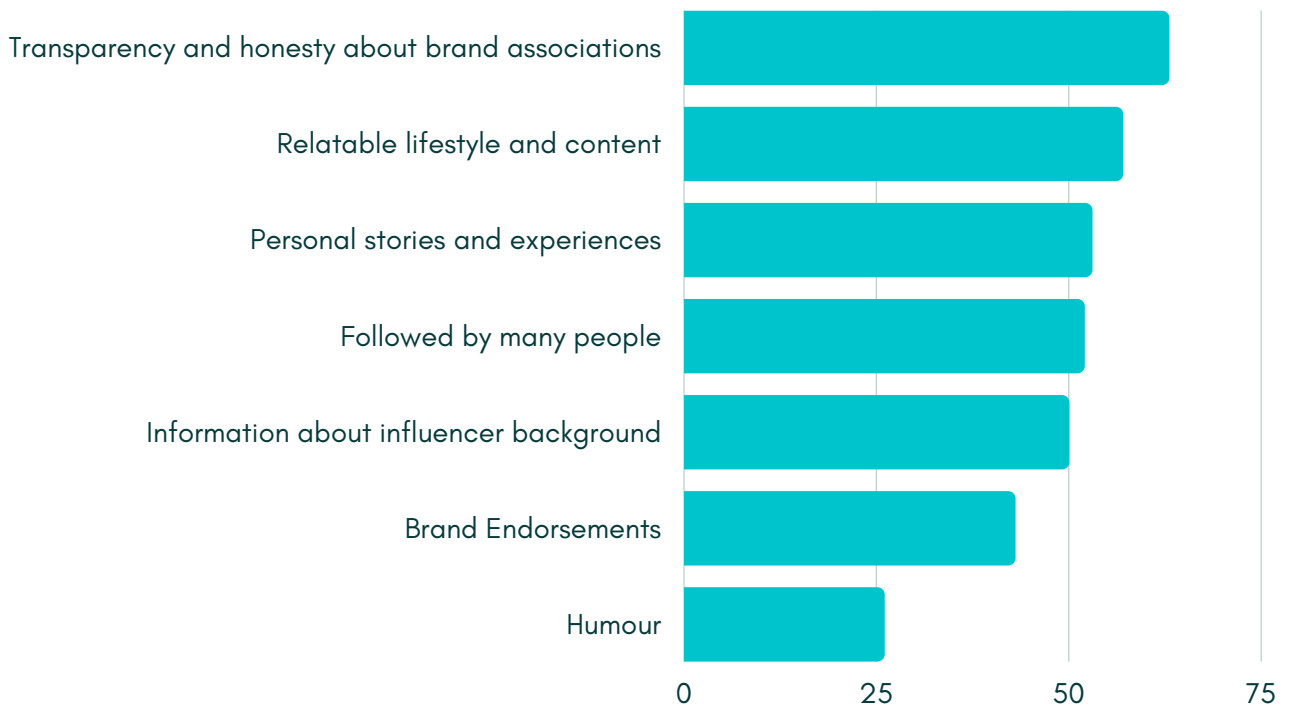


7 of 10 people are likely to buy a product endorsed by an influencer

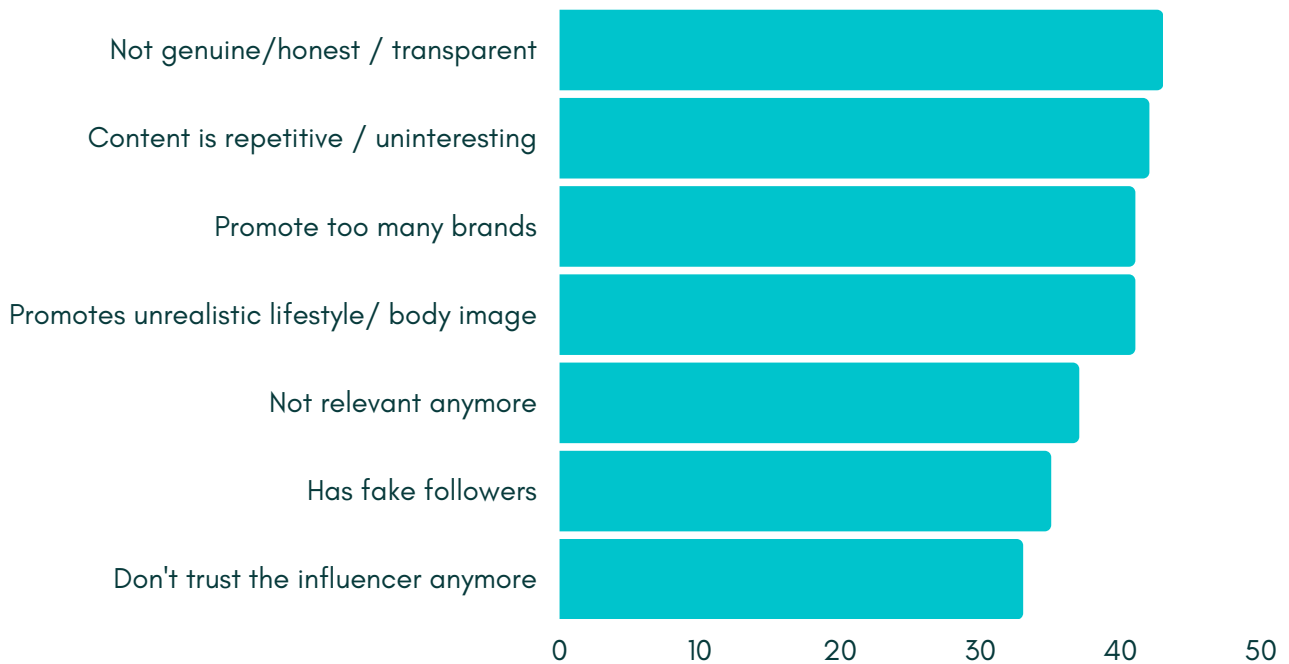




Transparency and honesty about brand associations emerge as the Number 1 reason for influencer trust, followed by relatable content and personal stories

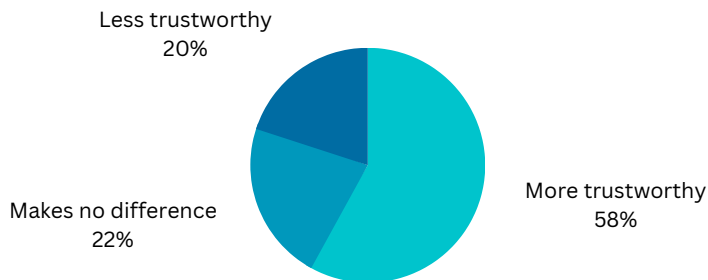


Lack of transparency, repetitive content, and over-promotions cause audiences to stay away

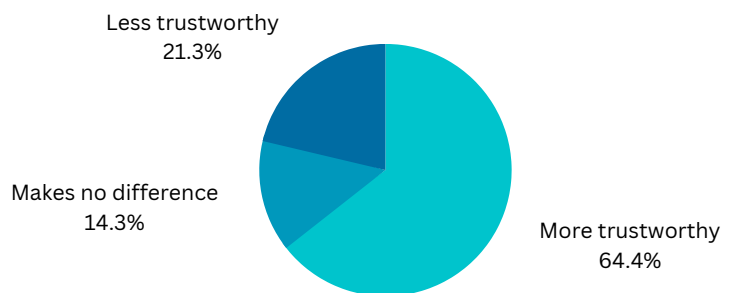


Both brands and influencers gain through partnerships

58% of respondents think that an Influencer becomes more trustworthy if s/he endorses a brand



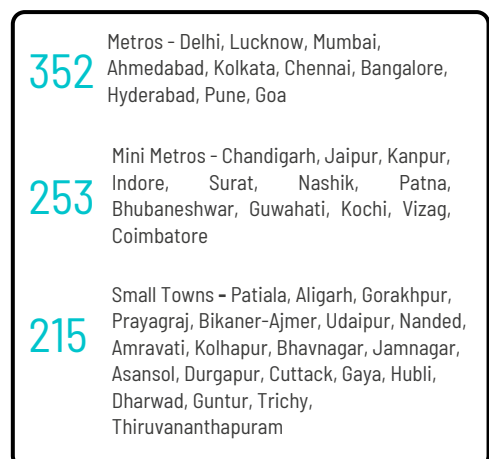
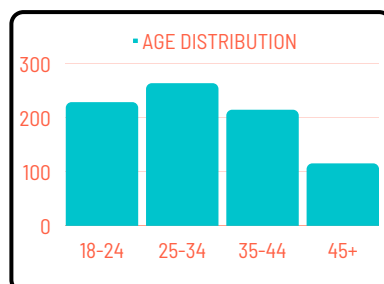
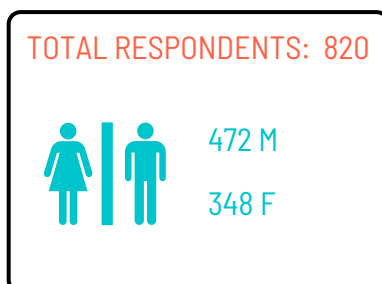
64% of respondents think that a brand becomes more trustworthy if an influencer endorses it



METHODOLOGY DETAILS:

STRUCTURED ONLINE QUESTIONNAIRE WITH 820 RESPONDENTS

RESPONDENT PROFILE





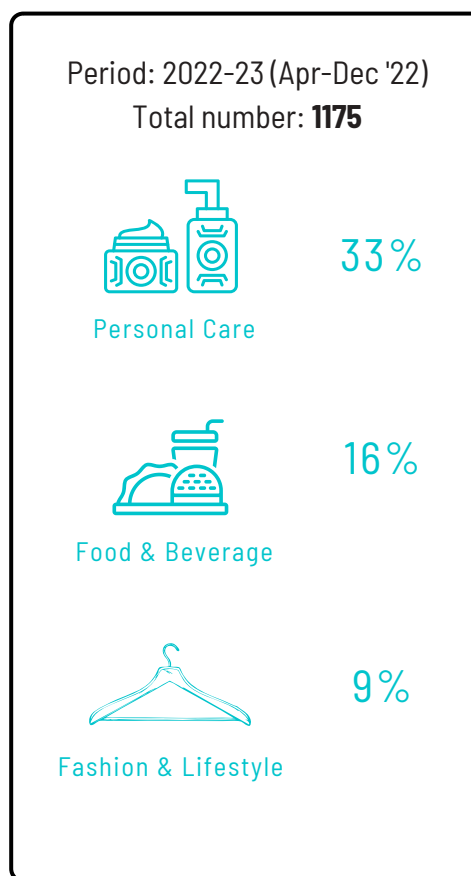
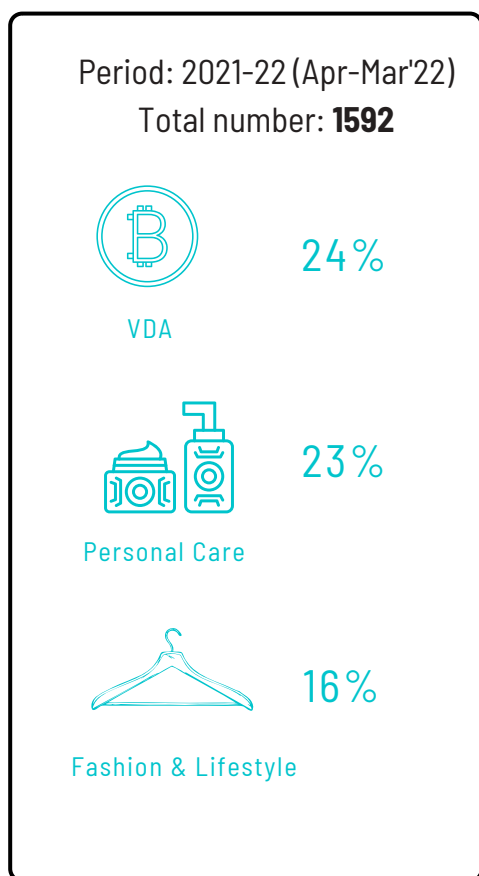
PART B: ASCI VIOLATIONS BY INFLUENCERS

The ASCI- Influencer Trust survey establishes that a lack of transparency is one of the most common reasons to move away from influencers. While many brands and influencers declare their affiliations and material connections, it has been observed that many still do not adhere to the ASCI guidelines.

It may be noted that, with the Central Consumer Protection Authority (CCPA) also requiring disclosure of material connections, influencers not doing so will potentially violate the law.

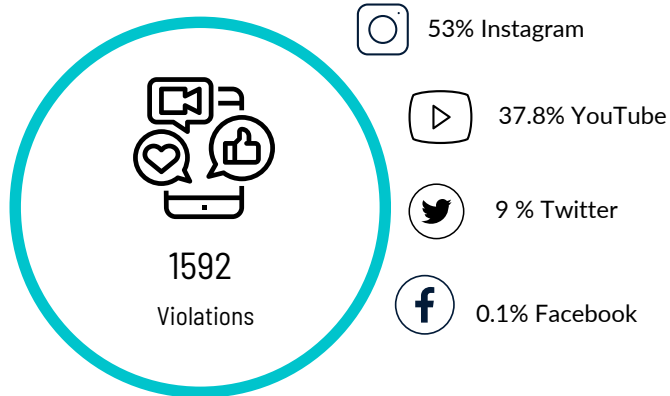
Since implementing the ASCI Guidelines in June 2021, ASCI processed 2767 complaints against brands and influencers for not declaring material connections. Of these, 1592 were from the year 2021-22, and 1175 were from the period April to December 2022. Over 90% of these cases required modification.

CATEGORY-WISE VIOLATIONS

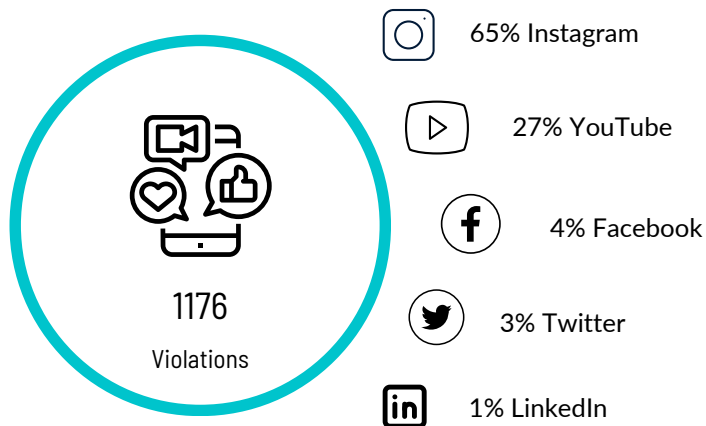


Platform-wise influencer violations

Period 2021-22 (April '21 - March '22)



Period 2022-23 (April '22 to December '22)





ASCI The Advertising Standards Council of India

contact@ascionline.in
www.ascionline.in

