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3.3. THE ROLE OF THE POP-CULTURAL PHENOMENON IN THE MANAGEMENT OF THE REFLEXIVE TOOLS OF MODERN INFLUENCER MARKETING STRATEGIES IN THE CONTEXT OF DIGITALIZATION

Digitalization and transformation of modern business, as well as the use of digital technologies to optimize business processes, including their marketing component, became a catalyst for unlocking the marketing potential of social digital platforms. Social networks, Internet resources, product placements, video hosting sites, gaming platforms along with economic organizations, brands and opinion leaders, have a marketing influence on consumers. The transformation of the offline world to the online world is growing exponentially, and consequently, corresponding changes accompany marketing strategies and tools. With users' addiction to digital and the influence it has, strategies of the use of influencers to promote a product have become double-edged.

A new stage in the development of influencer marketing, which is characterized by direct channels of communication with the consumer, has transformed marketing from an activity aimed at satisfaction of market needs into a cultural component of society. This, combined with popularizing influencers, turns influencer marketing into a pop-cultural phenomenon. Thus, the use of reflexive tools within influencer marketing strategies that are in the public interest will be the driving force in the interaction between the consumer and the influencer. Management in using this kind of marketing tools is an obligatory integral part of modern influencer marketing strategies.

The aim of the article is to determine the role of the pop-cultural phenomenon in the management of reflexive tools of marketing strategies that use influencers. The year 2020 is associated with the spread of global pandemic, which is

unprecedented in today's environment and whose economic, political and social consequences have been continuing. Quarantine measures contributed to changes in life processes, transporting them from the real world to the virtual one.

This manifest itself in all spheres of human life (entertainment – streaming services have replaced cinemas, household – online shopping and food delivery, professional – the rise of Zoom communication). However, the main function of information technology, by definition, is informational. The severity of the current crisis has heightened the need for reliable and accurate information, which the society tend to seek from independent, non-commercial sources. If the independence and lack of profit of modern influencers can be questioned, then the tendency to trust them and the impact they wield have strengthened their position.

The original definition of influencer marketing is a form of social media marketing that involves support and product placement from influencers who have perceived expertise or social influence in their field [1, pp. 10-11]. It was formulated by D. Brown and N. Hayes and is actively used today. The Ukrainian and Russian approaches to influencer marketing copy the American model. Marketers V. Budozhapova and S. Danilova define influence marketing as a tool for reaching out to the audience on social networks with the help of famous personalities [2, p. 14].

The focus on the opinion leadership is justified by the work of many scientists. For instance, according to the theory of propaganda by H. Lasswell, which was based on the thesis about a common reaction to propaganda influence, as well as the vulnerability of the average person's consciousness [3, pp. 117-129], it can be concluded that the author considered the audience, in fact, helpless in front of the media impact that is implemented in well managed crisis conditions. Such studies in the field of communications as works by P. Lazarsfeld and by J. Klapper have questioned G. Lasswell's thesis about the helplessness of the object of communication in the face of the overarching impact of the media [4, pp. 27-32; 5, pp. 12-25]. According to P. Lazarsfeld's theory of limited effects, each community or group of people has

its own opinion leaders who may come from different social groups, respectively, their message can be interpreted and used in different ways [6, p. 16]. Social networks, which organically entered human life, began to serve as a space for that kind of information messages.

However, the established paradigm of influencer marketing is outdated.

One of the primary arguments in favor of the need to rethink the definition of influencer marketing is the scalable integration of social media and the IT-sphere into a person's daily life. Only two areas of business use the word "user" to define their consumers: drug-trade and IT. People's addiction to digital gives influencer marketing the potential to penetrate into people's minds directly. The information revolution, as a metaphor, is expressed as the revolutionary impact of information and communication technologies on all spheres of society, is chronologically determined by the last quarter of the twentieth century.

Combining the effects of previous revolutionary inventions in the information sphere (printing, telephony, radio communications, personal computers, the Internet), the fact of being of the information revolution has created a technological basis for overcoming any distances for the transmission of information, for combining the intellectual abilities and spiritual forces of mankind. 2020 has become a new evolutionary stage of the information revolution.

Information, which can be defined as data, regardless of the form of its presentation, has become more accessible and at the same time more in demand. Influencer marketing, which is related to informing the consumer directly and constructing new meanings (either straight or in disguise), ended up in an optimally developed socio-cultural ecosystem.

The information environment, which is expressed as the aggregate of hardware and software facilities, processing and transmission of the information, as well as the existing conditions for the implementation of the development and use of information and communication technologies, contribute to the development of processes that were behind barriers previously. It's not only about

personal barriers that have been destroyed by the publication of personal content on social networks, but also about barriers to information verification.

Disinformation has become the norm for consumption by society, which serves as a platform for massive manipulation of consumer opinion, and, consequently, demand. Influencer marketing tools are the response to society's information needs. The information demand has also changed. Previously, it was a need for information which is necessary to solve a specific problem or achieve a certain goal. Now the information need is determined by the satisfaction of interest, obtaining information about what is popular, and not about what is necessary. Thus, influence marketing, integrated into the information society, becomes a part of life, a reflector of people's culture, or even a component of last one.

Limiting influencer marketing to social media is a conceptual relic of the past. The variety of social products, most of which (if not all of them) are characterized by digital technologies, allows us to consider the influencer marketing as a permanent process with an unlimited number of platforms. A music streaming service, video hosting or game library, along with a social network, can be called an information repository. It is a system for storing both data and metadata.

Due to the increase of number and variety of hardware and software tools, processing and transmission of information, the information environment is expanding, and the information inequality is declining. The boundaries of social differentiation associated with information literacy, namely the possession of the knowledge and skills that are necessary to searching, organizing, interpreting, evaluating and creation of information, continue to blur, or even disappear at all.

The Internet and information technologies have become cheaper, and the usability factor has made them more accessible to people of all ages and with any level of education. Thus, an audience that is opened to the impact of influencer marketing tools transformed from elite to mass. Information technology, a set of methods, software, hardware and linguistic facilities, the purpose

of which is the use of information, take place in the life of every person.

Moreover, the original conditions of influencer's competence have also lost their relevance. If in the past the influencer had to prove himself in a certain area in order to have the power on their target audience, which was identical to the consumers of the products of this area, nowadays this principle has been gone off. The mass effect and the audience coverage are more valuable indicators.

The reason for the act of moving the issue of competence to the background is the blurring of the spheres of activity and professional overlapping, which corresponds to modern realities. This is reflected both in brand collaborations (Red Bull and GoPro or Apple and MasterCard) and in the skills of modern professionals (a marketer needs to know the basics of web layout in order to add the code of Google tools or management skills that become a necessity in almost any profession).

Another reason is informational freedom both on the part of the communicator and on the part of the recipient. Censoring of the influencer's message is minimized, and free access to content is feasible even taking into account linguistic, cultural, social and competent barriers. The development of information culture, knowledge and skills necessary to interact with information on the network is due to the development of the technologies necessary for this. Thus, the information society maximizes the impact of information, adapting to modern realities.

The definition of an influencer has also long gone beyond the scope of an opinion leader. Opinion leaders are people who are distinguished by their high social status and better awareness in the eyes of their followers and, thereby, have an impact on understanding of the content and meaning of mass communication messages [7, p. 25]. However, not only a person can have a high level of impact on consumers, but also a popular idea, phenomenon, community, geographic point on the map, absolutely everything that has a mass audience [8, p. 173]. Content, as the information filling of any information repository, has multifunctional characteristics.

As an information product that satisfies information need, content plays the role of an independent information unit, but if we are not talking about a service with paid functions (an online cinema or a gaming library), then the content will have communication functions, which corresponds to the conditions for using influencer marketing tools. And product placement, advertising integrations and other native tools allow us to have an impact on the audience even with the help of an information product in its primary manifestation. The influencer marketing paradigm shift could be seen in the Table 1.

Table 1 - The influencer marketing paradigm shift

Factor	Past	Present
Platform	Social networks	Any digital platform or IT-product with an information function
Principle	Competence and authority in a particular field	Viral effect
Influencer	Opinion leader	Popular

Scalable integration of communication channels into the everyday life of the consumer is not an ultimate goal and, obviously, is not the final result of digitalization. A more valuable manifestation of the transition of interaction between the brand and the consumer to the digital environment is the resource of attention.

"Never before in history have 50 designers – 20–35-year-old white guys in California – made decisions that would have an impact on two billion people. Two billion people will have thoughts that they didn't intend to have because a designer at Google said this is how notifications work on the screen that you wake up to every morning." [9]. These words belong to Tristan Harris, Former Google Design Ethicist, Co-Founder & President of The Center for Humane Technology.

Internet companies, that are hegemonic industry (Google, Youtube, Facebook), do not charge a fee for registration or use and give their product for free (Table 2).

Table 2 - Top-10 sites by traffic in October 2020

#	WEB-site	Number of visits per day, million	Average session duration	Average number of pages visited per session
1	GOOGLE.COM	84 181	11m 19s	8.6
2	YOUTUBE.COM	32 636	21m 35s	11.1
3	FACEBOOK.COM	24 338	10m 45s	8.5
4	BAIDU.COM	5 858	06m 16s	8.3
5	TWITTER.COM	5 807	11m 19s	12.1
6	WIKIPEDIA.ORG	5 278	03m 51s	3.0
7	INSTAGRAM.COM	5 238	08m 04s	11.7
8	YAHOO.COM	3 550	07m 40s	6.3
9	YANDEX.RU	3 490	10m 45s	8.5
10	PORNHUB.COM	2 851	08m 39s	7.5

* The column "Number of visits per day" does not show the number of unique visits. Every visit on each device is counted [10].

Free use of sites from the Table 2 is nominal. The thought that had been voiced in 1973, and then had been being transformed due to the development of technology, today might sound like this: "If you do not pay for a product, then you are the product."
Today B2B-sphere is less about products and services and more about people, their time and attention. The original purpose of this was spreading of information. Nowadays it is more like forming opinions and analyzing users'/consumers' reactions. The source of tools and channels for influencer marketing strategies will only end when the Internet breaks (never).

The downside of the existing information eco-system is the difficulty of keeping the consumer's attention. The struggle for attention and time, that users of digital platforms are willing to spend on the perception of information about a brand, product, idea, is intensifying due to an abundance of information product. The problem of modern influencer marketing is a consequence of the reasons why it has gained weight. It is the lack of a universal information tool that could have an interest so scalable that it is

viral potential and impact are not limited by time, geography, and personal characteristics of the target audience.

The first reason this problem arises is the lack of monopoly among influencers. The influencer marketing strategies of competing companies are becoming less distinguishable: similar influencers and opinion leaders, repeating platforms and the same tools (giveaway, product placement, multi-roll, etc.). Differentiating influencers according to the degree of impact could be a temporary solution because the environment for marketing influence is dynamic and changeable.

The object that was popular on the Internet yesterday could be completely forgotten today. Generating new influencers is the same irreversible process as evolution, which is accompanied by the cruel rules of Darwinism. The strongest one wins in the struggle for user attention. Therefore, developing an influencer marketing strategy, it is needed to focus not on the situational popularity of the influencer, but on its longevity.

The second reason, due to which the integration of marketing tools is limited by the communication channel, is the multi-topic nature of information flows. The purpose of social products, which act as platforms for influencer marketing tools, is not to promote a particular brand or product. Marketing activity is limited by the perception of the platform audience. The effect of viral marketing remains desirable, but does not massive. In isolated cases, when an element of an advertising campaign manages to overcome the barrier of perceiving information as advertising, is classified as "content" by the audience, a viral effect may occur.

But it will be directed at a specific advertisement and not at the brand's products. After making sure that the promotion with traditional influencer marketing tools becomes less effective (due to the struggle for users' attention and the perception of advertising as an imposed opinion), the need of using new tools and forming new strategies becomes obvious. The proposed solution to the problem could be the reflective management of consumer opinion.

Reflexive management is informational impact on objects, for the description of which it is necessary to use such concepts as consciousness and will. These objects are both individuals and

associations of people: family, group, country, nation, society, civilization [11, p. 55].

In a broad sense, reflexive management is the impact on the entire system of values, goals and the way of thinking of managed objects. It is based on the motivational mechanism.

In practice, reflexive management tools can be divided into two bordering concepts:

1) the art of manipulation (by consumers of products or content);

2) controlling social mood.

The subject-object model of reflexive management is connected with the existence of the desired scenario from the managing side and tools for impact on the object which ensure the execution of this scenario. However, manipulation in its pure form is impossible without a link between the influencer and the managed object. The lack of monopolization among influencers differentiates users of the IT-product, which plays a role of a platform for implementing influencer marketing strategy and, therefore, brand users. It is obviously, the model of reflexive influencer marketing is missing one link. It is a tool that has the most universal characteristics:

- popularity;
- virality;
- maximum possible lack of differentiation of perception;
- consumer participation in generating or evaluating information.

To determine the topics that have a popularity resource the analysis of the top repeated search queries in the Google Chrome browser was made. Google Chrome remains the most used browser on the territory of Ukraine during the study period (for December 2019 75% of Ukrainians use Google Chrome as the main browser) (Table 3).

Table 3 - Top-10 Popular search queries on Google in Ukraine

#	2013	2014	2015	2016	2017	2018	2019
1	Matchmakers 6	Fizruk	Donetsk News	Euro 2016	Fizruk 4 season	World Cup 2018	Game of Thrones 8 season
2	Movies 2013	Gromadske TV	50 shades of gray	Fizruk season 3	Bachelor 7	Major season 3	Zelensky
3	Bachelor 3	Channel 5	Zhanna Friske	Major Season 2	NAZK	Eurovision 2018	Julia Nachalova
4	The power of returning home	News Ukraine	Kuzma Scriabin	Eurovision 2016	Movies 2017	School Season 2	Zavorotnyuk
5	Roksolana the magnificent century	No censor	Russian spring	Suicide squad	Anonymizer	Policeman from Rublyovka3	Election results 2019
6	Eurovision 2013	Donetsk News	Kitchen Season 5	Game of Thrones 6 season	Game of Thrones 7 season	Kemerovo	Decl
7	Fast and furious 6	Maidan online	Fast and furious 7	Kitchen Season 6	Eurovision 2017	Movies 2018	Chernobyl
8	Klitschko Povetkin	Espresso TV	Ostanniy Moskal	Bachelor 6	Olga Season 2	Marina Poplavskaya	Debate
9	Iron Man 3	Russian spring	The power of Feriha's love	Pokemon Go	Youth Season 5	Bachelor 8	Poroshenko
10	Meteorite in Chelyabinsk	Dollar exchange rate	Bachelor 5	Olympic Games 2016 in Rio	Kiev day and night Season 3	Olympics 2018	Eurovision 2019

* Search queries are presented in their original form

** ▮ - the information product made in Ukraine, ▮ - the information product made in Russia, ▮ - sport, ▮ - famous personalities, ▮ - information product aimed at the whole world, □ - search queries that are related to the socio-political climate of Ukraine.

*** Top is compiled by the author and is based on annual browser reports [12].

**** The reason for the frequent search query "Chernobyl" was the TV-show with the same name on the HBO streaming service.

The results of analysis of the top repeated search queries which are presented in the Table 3 demonstrates that only 27% of search queries are related to the socio-political information background in the country and at the same time are not related to the popular component of mass culture. The part of 73% is a search for information about cinematography of Ukrainian and Russian production, popular personalities, sports and sporting events in other words pop-cultural phenomenon which is aimed at the perception of the mass consumer of an information product around the world. The last component of search queries (in this case: cinema, gaming, music events and comics) accounts for almost a third of all popular search queries in the Google Chrome browser over the past seven years.

Taking as a basis the popularity analytics, an obvious trend is the production of mass culture. The exception was 2014, which is associated with military and political actions in the east of Ukraine.

Pop-culture (popular culture, mass culture, majority culture) is the culture of everyday life, entertainment and information that prevails in modern society. It includes such components as the media (including television, radio and the Internet), sports, cinema, music, popular literature, visual arts, etc. The content of mass culture is determined by daily events, aspirations and needs that make up the life of the majority of the population (in other words the mainstream) [13, p. 32].

Pop-culture, by definition, cannot be uninteresting for influencer marketing strategies. This is due to the following characteristics of pop-culture:

- reflection of the values of society;
- meeting information needs;
- integration into everyday life;
- use platforms that are identical to platforms for influencer marketing tools.

The next criterion for finding a universal information tool that could play the role of a form for reflexive management of consumer opinion is virality. Virality or viral potential can be

interpreted as a characteristic of content that determines the likelihood that users would want to share it. It should be noted that the concept of popularity is different from the concept of virality. To analyze content that has viral properties, we use reports of Twitter as a public platform for the exchange of opinions.

From January 1, 2016 to December 31, 2019, billions of tweets were analyzed to identify the most frequently used hashtags and then correlate them with the topic of discussion [14]. The results of analysis are demonstrated in the Table 4.

A significant rise of retweets and virality is seen in the discussion regarding the following topics:

- health,
- sustainability,
- business,
- blended reality,
- fanaticism,
- representation of the modern person.

The indicator of the involvement of social network users in the discussion of these topics increased by more than 300%. The undisputed percentage leader was the topic of blended reality, but it is important to notice that the interest in XR-technologies was not caused by so much interest and information needs of users. The real reason of it is technological progress and scalable implementation of mixed reality. In fact, the leadership of XR-technologies could be questioned. However, it does not negate the fact that the number of discussions and social involvement has taken off (Table 4).

Table 4 - Top 18 topics with viral effects among Twitter users

№	Object	Subject	Increment
1	Data-Driven Bodies	Health apps	+255%
		Fitness trackers	-74%
2	Holistic Health	Whole-body wellness	+390%
		Pharmaceutical solutions	-50%
3		Mental health	+22%

	Being Well Together	Physical fitness	-75%
4	DIY Spirituality	Eastern spirituality	-50%
		Alternative spirituality	+154%
5	In Awe of Nature	Nature exploring	+42%
		Storms	+106%
6	Cosmic Fascination	Cosmic Fascination	+21%
		Astro-science	+110%
7	Ethical Self	Green/ethical nutrition	+190%
		Pollution due to food production	+277%
8	Sustainable Steps	Climate change	+173%
		Reusable goods and plastic	+31%
9	Clean Corporations	Corporate-authored Tweets	+19%
		Consumer-authored Tweets	+360%
10	Creative Currency	Something self-created	+246%
		Emerging creative pursuits	+195%
11	Hustle Life	Creative ways to earn a living	+471%
		"Side hustle"	+295%
12	Connecting Through Video	Video that connects people	+173%
		"My live stream"	+145%
13	Blended Realities	Uses of VR/AR beyond gaming	+27%
		XR	+9424%
14	Future Tech	Tech and efficiency	+61%
		Tech and connectivity	+188%
15	Tech Angst	Tech ethics	+158%
		Fear of robots and automation	+103%
16	Fandom	Expressions of fandom	+233%
		"Stanning"	+332%
17	Gender Redefined	Gender roles	+176%
		Derogatory terms around gender	-57%
18	Represent Me	Representation and equality	+306%

For more detailed analysis of the selected objects of discussion and determination of the optimal one for using reflexive management in context of influencer marketing strategies, it is possible to assign a nominal coefficient of importance to the objects. Comparing the most discussed topics on Twitter and information needs that are satisfied by discussing these topics with the categories of human needs according to Maslow we can do it:

1) Basic needs.

"Holistic Health" corresponds to Physiological Needs. There is discussion of dietary nutrition, proper sleep, antibiotic and probiotic use.

"Clean Corporations" is consistent with Safety Needs. There is discussion of sustainable materials, recycling, environmental pollution by vehicles.

Topics related to basic human needs have a lower coefficient. This is argued by the fact that physiological and safety needs constitute the base of Maslow's pyramid. Considering topics of discussion as a potential tool for influencer marketing strategy, it makes sense to focus on those that correspond to more important categories of human needs: psychological needs (social connections, communication and support, joint activities, recognition, achievement of success and appreciation) and self-fulfillment needs (cognition, self-actualization, self-expression, self-identification).

2) Psychological needs.

Discussions on topics such as "Being Well Together", "Connecting Through Video" and "Gender Redefined" are only indirectly related to Maslow's social connection needs, and the increase in discussion does not exceed 300%. A topic that truly expresses a person's need for social connections, support and professional success is "Hustle Life". Cambridge Dictionary defines side hustle as a piece of work or a job that you get paid for doing in addition to doing your main job.

A significant part of the tweets within this topic are expectedly associated with specific "hustles": crowdfunding, joint

employment or banal economy. What has really come to light in the analysis of engagement and virality is the essence of "hustles": podcasts, art, anime, cosplay, fan-art, and the board game Dungeons and Dragons (DnD). Being in search of new sources of income, users have learned to monetize their passion for pop-cultural manifestations. Game streaming has become the main content trend of Twitter, and the attraction of followers is not carried out with advertising, but it is with the support of the community and hashtags: #affiliate #anime #art #cosplay #drawing #dnd #fanart #fashion #NewPatron #podcast #sidehustle #sketch #startup #SupportSmallStreamers #thrifting.

3) Self-fulfillment needs.

The need for new knowledge was expressed in the discussion of "Blended Realities". There are mixed reality in education, immersive business models and interactive digital art. Artists are using XR technology to create paintings, writers are doing to generate ideas, and more automated processes are emerging in music production. Mixed reality technologies are in demand not only in the field of pop-culture, but the number of discussions of "AI and arts" has increased by 360%, while the same indicator for XR-education is only + 99%.

The topic "Represent Me" covers the issues of discrimination against social minorities, while the discussion of "Representation and equality" is directly came to the manifestation of pop-cultural phenomenon in cinema. Cinematography, as one of the most popular influencers, evident reflects the mood of society and broadcasts models of a person's presentation in society. The fact that the topic has become one of Twitter's most viral topics is a testament to the powerful impact that pop-culture has.

The latest trend is "Fandom". Digital platforms have strengthened the bond between pop-culture expression and fan community, strengthening the fandom's position in society and allowing users to identify and express themselves as fans of any pop-cultural manifestation. There has been an increase in the use of the hashtag #stanning, through which fans express their

allegiance, comparing love to pop-culture with addiction. The aspect of virality in campaiging from the side of the army of fans to vote for a particular element of pop-culture during events of competitive nature (award ceremonies, determination of top places in the charts, etc.) is clearly demonstrated. The increase in such tweets is 410%.

Fan tourism mentions increased by 39%. Fans travel to the locations where movies and TV-shows have been filmed to immerse themselves in the fictional universes of which they are fans. This is becoming more affordable because locals monetize the area by organizing fan-tours. #Dubrovnik became the leader in hashtags in this field due to the fact that it is the place, where such popular films as "Robin Hood", "Star Wars: The Last Jedi" and "Game of Thrones" were filmed.

The trend in fandom discussions that has grown the most is the expansion of impact and opportunities for pop-cultural expressions that are the idol of the fandom. The growth percentage of tweets was 741%. Fans have begun absorbing information that pop-cultural influencers broadcast and promote better. Influencers are not only opinion leaders, but also pop-cultural genres (music, cinema, art), and sometimes fictional characters. User trust is attributed to the secondary benefit they receive from a pop-cultural product. It is self-expression and self-actualization through the "fan" label.

The next trend is fan-art. The increase in discussions was 129%. Fan-art is the most interesting in terms of viral potential, since the habit of sharing fan-art with followers is an indicator of influencers' good form. Thus, viral coverage is increasing due to the reposts of accounts with a multimillion audience. The obvious disadvantage of using this trend for marketing purposes is the difficulty in creating content. Fan-art is a manifestation of talent. Unlike the ability to travel to places where famous films were shot, talented visualization of pop-cultural manifestation is the use of hard-to-find resources and skills of artists, rather than the ability to pay and the services of a tour operator.

The latest trend, the discussion of which increased by 102%, is associated with a concept of "LARPing". A live action role-playing game (LARP) is a form of role-playing game where the participants physically portray their characters. In this case, influencer marketing goes beyond the online world, entering the territory of event marketing, which only maximizes the impact of pop-culture as an influencer. Thus, pop-cultural trends have a higher coefficient of importance factor than Twitter trends that reflect basic human needs.

The next characteristic that an information tool which is suitable for the link between influencer marketing and the consumer should have is the lack of differentiation of perception at the highest possible level. Modern society can be characterized by a permanent desire to compete and fight to achieve the highest benefits and advantages. This occurrence can be observed among the activities of world influencers: religion, politics, etc. In contrast to the cultural manifestations of society, which divide it into "left" and "right", the pop-cultural phenomenon could be characterized as uniting the world community of different countries with different historical, cultural (including religion) and political values.

"Avengers: Endgame" as the highest grossing film, is the foundation of the next part of the research. The box-office can be considered as an indicator of success in the field of cinema. The last part of "The Avengers" set a number of records in different countries in terms of the rate of accumulation of box-office (the fastest 0.5, 1.0, 1.5, 2.0, 2.5 billion US dollars), general box-office (both in particular countries and around the world – $ 2.8 billion), fees from pre-premiere screenings and the premiere (Table 5).

Table 5 - First weekend box-office of "Avengers: Endgame"

Country	Box-office, $million	Country	Box-office, $million
China	330	Brazil	26

United Kingdom	54	Spain	13
South Korea	47	Japan	13
Mexico	33	Vietnam	10
Australia	31	Ukraine	2

* During the first weekend, the Ukrainian box-office was ₴ 56 million. The dollar exchange rate at the date of the film's premiere was 26.81 [15]

Taking into account the fact that the film became the world-wide box-office record holder, it can be objectively asserted that the film "Avengers: Endgame", as a pop-cultural manifestation, was in demand not only in the domestic film market. Moreover, comparing the indicators of Ukraine, which are presented in Table 5, with the indicators of the highest-grossing film of Ukrainian production, it could be concluded about the preference of the world pop-culture to the national one. The film "Viy" grossed $4.6 million on the Ukrainian market for the entire time of distribution. For a similar indicator of "The Avengers" it took two weeks for Ukrainian cinema audience [15].

The record set in the Ukrainian cinema market for the largest number of people attending the screening of one film also belongs to the final part of "The Avengers". It is 1 million 134 thousand people. World pop-culture, the main supplier of which is the United States, prevails over national manifestations of pop-culture. Consequently, the integration of the pop-cultural phenomenon into the marketing strategy neutralizes the differentiation of consumers entailed by the used influencer marketing tools. Concepts such as "nation", "mentality" and "history" are weakened by such concepts as "popularity" and "culture".

The last point that a universal information tool for influencer marketing strategies must correspond to is consumer participation in the generation or evaluation of information. Similar to influencer marketing, where influencers compete for user attention, the survival of the fittest exists in the world of pop-

culture. The market for literature, cinema, graphic novels (comics), music and gaming is oversaturated. There are reputable sources of information that direct and focus the audience's attention (Academy Awards for Cinematography or Pulitzer Prize for Literature), but the choice is made to a greater extent by content consumers. It also could be true that the society is limited in its choice, and has the ability to perceive only the proposed content.

At the same time, society at the level of the existence of fandoms or more local institutions (down to individual posts on social networks and collections on streaming services) takes part in generating pop-culture. This is expressed primarily with non-financial indicators: the assessment of pop-cultural manifestations, petitions, hashtags, fan-art, etc. Secondly, it is done with the profit of the company which produces the pop-cultural product. The consequence of this occurrence could be the situation when Lucasfilm continues to release films and series inside the setting of the Star Wars universe and J.K. Rowling continues to publish materials based on the Potteriana.

Conclusions that were obtained as a result of writing a scientific work:

1)   Modern society, as well as the processes that are characteristics of the modern world, create an optimal information atmosphere. There is the presence of recipients' interest and the ability to transmit and form meanings from communicators using a huge number of communication channels.

2)   The influencer marketing paradigm has changed. Platforms for influencer's activity have overstepped social networks, the concepts of "influencer" and "opinion leader" have ceased to be identical, and the principle of competence has been replaced by the indicator of virality.

3)   The information environment is characterized by a high level of competition for user attention, and existing influencer marketing tools are losing their relevance due to increased consumer self-awareness.

4) Reflexive management, as the concept of covert manipulation of the mass through information tools, is becoming more relevant and in demand.

5) The problem of the lack of a universal information tool is expressed in the differentiation of influencers and content consumers depending on various factors (platforms for communication, a short life cycle of the usable influencers and absence of user loyalty).

6) After analyzing the data, it was revealed that the marketing potential of the pop-cultural phenomenon (the impact of pop-cultural manifestations on society) allows the use of pop-culture as an information tool in the context of influencer marketing. Pop-culture has the necessary characteristics for this: popularity, viral effect, lack of differentiation in perception and consumer participation in the generation and evaluation of information.

7) The integration of pop-culture as a reflective tool into influencer marketing strategy (reverse product placement) can be a solution to the problem of limited influencer power caused by the above factors.

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