THE STUDY ON THE IMPACT OF SOCIAL MEDIA INFLUENCERS ON PURCHASE INTENTION TOWARDS THE COSTMETIC PRODUCTS

PROJECT REPORT

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In partial fulfilment of the requirements for the award of the degree of
BACHELOR OF COMMERCE

Submitted by
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CERTIFICATE

This is to certify that the project work entitled **"THE STUDY ON THE IMPACT OF SOCIAL MEDIA INFLUENCERS ON PURCHASE INTENTION TOWARDS THE COSTMETIC PRODUCTS"** is a bonafide piece of work done by Fathima K H (Reg. No. 200021072320), Jerin Jaimy (Reg. No. 200021072285), Joseph Benny (Reg. No. 200021072286), K B Suhara (Reg. No. 200021072288) in partial fulfilment of the requirements for the award of degree of Bachelor of Commerce in Mahatma Gandhi University, Kottayam, under the supervision of MS. PONNY JOSEPH. This is further certified that this project work is not any part thereof has not been submitted elsewhere for anyother degree.

Signature of HOD | Signature of guide | Name and Signature of External examiner

Place: Thrikkakara
Date : 31-03-2023

DECLARATION

We hereby declare that this project work entitled **"THE STUDY ON THE IMPACT OF SOCIAL MEDIA INFLUENCERS ON PURCHASE INTENTION TOWARDS THE COSTMETIC PRODUCTS"** is our original work under the guidance of Ms. Ponny Joseph, Department of Commerce, Bharata Mata College, Thrikkakara, Kochi. We also declare that this project work has not previously formed for the award of any academic qualification and the data are collected and used for the preparation of this report is true to the best of our knowledge.

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CHAPTER I
INTRODUCTION

1.1 Introduction

The growth and development of social media platforms has encouraged companies to find innovative ways to market products and services and adapt modern marketing strategies to reach a wider audience. This addition signals an opportunity to shift marketing strategies to use social media influencers as a driver for business growth. Influencer marketing is the use of people who directly or indirectly influence other people to promote a product, service or initiative. You can now find people representing businesses through branded content on social media platforms like Instagram, Facebook, Snapchat, Twitter and YouTube.

Influencers really act as the ultimate link between the brand and the consumer. Influencers, those who make an impact, keep people engaged on social media everywhere with their content, views, thoughts and the uniqueness they offer. As the number of people using social media increases, so does the number of influencers and the number of companies choosing influencer marketing. If a brand is not using social media influencer marketing as a strategy to better engage its target audience, now may be the time for the company to start evaluating its advertising strategy. The reach is large, the audience is endless, and the influencers are professionals who create engaging marketing content that is a long-term investment for any business, big or small.

Beauty knows no gender. With emerging trends in media and technology, men and women have adapted to the beauty and skin care industry. In the past, cosmetics companies mainly relied on traditional forms of advertising, using traditional media such as television and magazines, as well as distribution channels such as supermarkets, hypermarkets, department stores, pharmacies, personal care stores, direct sales and specialty stores. However, technology has changed the way customers search for and buy cosmetics. A culture of digital beauty gurus has emerged, eclipsing all mainstream advertising that uses their makeup skills. Many bloggers and content creators turn to social influencers to find products, services and travelogues that influence their brand and lifestyle. Ideally, they offer an opportunity to expand the concept of beauty as models on social media platforms.

Additionally, the growing trend of influencer marketing has accelerated the growth of the cosmetics and skin care industry. The increase in the use of cosmetics has encouraged brands to move to social media, constantly working with influencers to promote their cosmetics. For example, top brands that regularly use influencers as part of their strategic engagement plans include L'Ore'al, MAC, Este'e Lauder, NYX, Glossier, Lush, Becca, Milk Makeup, Kylie Cosmetics and Melt Cosmetics. Evidence shows that social media influencers have a positive impact on the beauty and lifestyle of online audiences, where they are often seen as role models whose tastes, ideas and attitudes deserve adulation.

1.2 Statement of problem

Just before technological advances, scheduled television was practically the only form of television available to media consumers and one of the most important platforms used by marketers to advertise to the masses. Today, with the creation of the Internet and the popularity of social media platforms such as Instagram, Facebook, and YouTube, consumers have unlimited freedom and choice in the content they want to watch. This is due to the unlimited structure of the World Wide Web, where anyone can communicate directly. This creates problems for brands. As their target audience continues to spread across different media channels, reaching them becomes more and more difficult. As a result, marketers realized that influencer marketing could provide a solution to the problem. It allows brands to find and advertise directly to their target audience through influencers. Social media marketing is a new trend in marketing and increasingly popular in India. Many businesses, organizations and consumers are beginning to realize that social media influencers are a new trend as a means of promoting marketing through collaboration.

The role of influencers in digital marketing communication is widespread but is not backed by empirical evidence. Most previous studies did not emphasize a specific target area, and only a few studies focused on the influencer of purchase intentions for cosmetic products. Therefore, there is no research that specifically focuses on influencers in the cosmetics industry. For a deeper understanding of this area, this study dives into the world of cosmetic social influencers and their impact on purchase intention. Therefore, this study examines how a social media influencer can influence consumers' purchase intentions towards cosmetic products. The purpose of this study is to understand the impact of social media influencer marketing on purchase intentions for cosmetic products. The goal of the research is to find the most effective marketing platform for influencers in the world of cosmetics.

1.3 Objectives of the study

- Determine whether and how much influencers affect consumers in purchasing decisions
- Identify the type of cosmetic products where consumers rely heavily on the opinion of cosmetic influencers
- Determine the preferred social media platform to purchase the cosmetic product recommended by the influencer.
- Identify the most preferred influencer type in influencer marketing.
- Desired influencers characteristics
- Identify the factors that influence your intention to purchase cosmetic products through influencers.

1.4 Significance of the study

As social media platforms grow and evolve, how can brands maintain and stay relevant? The purpose of this project is to find out how brands use influencer marketing in social media. Brands have always focused on targeting consumers and needs. Brand image of social media influencers helps build direct relationships with their key consumers and encourages brand loyalty. A brand does not have complete control over its online conversation, but the influencer's direct voice and the consumer's trust in that individual are embedded in the brand through the two-way conversation that is created for the product through social media. Therefore, this study will help marketers evaluate the effect of social media influencer marketing on the purchase intention of cosmetic products. Companies can use the results as new insight into their marketing goals.

1.5 Scope of the study

This research paper will look exclusively into the impact of influencer marketing on consumers and their purchase behaviour. The purpose of the study is to find out the influence of social media influencer on the purchase intention of cosmetic products. The purpose of the research is to obtain first-hand information on how influencer marketing is used by companies in the cosmetics industry. This study aims to examine various variables such as influencer credibility, influencer attractiveness, information quality, usefulness and information adoption for purchase intentions. This research will reveal factors which affect consumer perception like experience, trustworthiness and credibility to assess this form of marketing. An important area to be explored is the impact of sponsored content and their disclosures. Undeniably, the study had massive potential for future research. The following research provides insights for further research in this real be scholars and also provides relevant data distributed across different genders and age.

1.6 Research Design

1.6.1 Nature of the study

This research is based on both quantitative and descriptive nature. In this study, the dependent variable is purchase intention and the independent variable is the influence of social media influencers.

1.6.2 Nature of the data

Both primary and secondary data is used for this study.

1.6.3 Sources of the data

Primary data was collected from 100 respondents who are active on social media and familiar with influencer marketing. Secondary data was collected from various

sources such as books, journals, magazines, newspapers, internet, marketing white papers, websites and other research etc.

1.7 Sample Design

1.7.1 Nature of population

Target population is people of the age category of 18-35 years from the district of Ernakulam. Results of this study are based on respondents who are active users of various social media platforms and are exposed to various cosmetic influencers.

1.7.2 Sample Size

The sample size selected for the study is 100.

1.7.3 Sampling Method

Non-probability convenience sampling method is used for collecting samples for the study.

1.8 Tools used for analysis

The data was analysed and interpreted with the help of different tools such as percentages, frequency tables, figures, graphs, diagrams and charts.

1.9 Limitation of the study

- Inadequate sample size - The population is finite and only 100 samples are selected.
- Data collection was limited to online questionnaire.
- Collected primary data is based on non-probability convenient sampling.
- Narrow view of the entire topic to cosmetics category.
- Time constraint in the study, the period was for 20 days only.
- Study was limited to only one geographical place i.e. Ernakulam district, so cannot be generalized.

1.10 Chapterization

Chapter 1: This chapter covers introduction of the study, statement of the problem, scope and significance of the study, purpose of the study, design of the study, instruments used in the analysis.

Chapter 2: This chapter contains a review of relevant literature.

Chapter 3: This chapter describes a theoretical framework on the impact of social media influencer marketing on purchase intentions for cosmetic products study and figure diagram.

Chapter 4: This chapter deals with data analysis and interpretation.
Chapter 5: This chapter covers the main findings, suggestions and conclusions of the study.

CHAPTER II
LITERATURE REVIEW

2. LITERATURE REVIEW

Morgan Glucksman et al. (2017) conducted a study on "The Rise of Social Media Influencer Marketing in Lifestyle Branding". A pentad analysis of Instagram posts and qualitative content analysis of social media YouTube videos were conducted to identify the factors that make a social media influencer successful in communicating a lifestyle brand to their followers. The study revealed that the success of social media influencers does not depend only on the number of followers, but on their ability to influence followers through authenticity, trust and interaction to create a connection between followers and the brand.

Jin, A. Muqaddam, and Ryu in their 2019 study, Instafamous and Social Media Influencer Marketing. The study found that compared to consumers exposed to traditional celebrity brand posts, consumers exposed to celebrity brand posts on Instagram perceive the source as more credible, have a more favourable attitude toward the advertised product, feel a stronger social presence, and are more envious source. According to the study, influencer marketing would be a more successful branding tactic than traditional referral marketing.

Neal, 2017, This article aims to examine the impact of paid content on customer engagement in the fitness industry. Source credibility theory is used to understand how followers react when influencers are associated with specific brands. This article examines three different categories of influencers—social, celebrity, and peer—as well as their characteristics and specific areas of influence. Physical characteristics, experience level, sponsorship, source attractiveness model, self-image identification and the relationship between the product and the sphere of influence are some of the variables examined in this study. Interviews and content analysis form the approach. According to the results of the study, organic posts had more favorable correlations than sponsored posts, thus classifying them as non-following intentions.

Laura, The main purpose of this essay is to draw conclusions about influence size, credibility, attitude and influence on purchase intention. This essay measures its impact using the phenomena of reasoning behavior and the credibility of its sources. Word of mouth, the message, user-generated content and the platforms used are the focus of the research. UCG is simply content created by individuals using social media platforms to showcase and express themselves, not brands or companies. This method is commonly used to influence your peers, which led to word of mouth and the birth of influencer marketing. For the study, respondents were divided into two groups: macro- and micro-influencers. The research objective was achieved and the results revealed that surprisingly, consumers perceived micro-influencers as more

trustworthy than macro-influencers, thus increasing their likelihood of making a purchase. The most obvious explanation is that they are still unaffected by excessive sponsored posts and focus on a specific niche. Consumer attitudes and perceived trustworthiness have also been shown to mediate purchase intention. Perceived motivations are therefore crucial in selecting influencers for a company's brand.
Bojang (2017) considers the value of trust as an influence on beauty. Understanding the trust placed in an e-marketing platform is crucial because it can lead to either danger or success. In this study, it is important to consider how customers are perceived as trustworthy. One of the key concepts in research is trust. Guys and beauties don't know each other intimately in the social media environment. If influencers were trustworthy, reliable, honest and sincere, it would be easier to convince buyers.

According to **Bruns (2018),** consumers' feelings of confusion and uncertainty are often alleviated by trust, which motivates action or influences purchase decisions. When social media influencers are genuine, kind, open and honest with their content, consumers will trust them. Without these essential qualities, influencers are severely limited in their ability to persuade and influence their audience.

Lee (2020) argues that influencers have a personal tendency to influence the purchase choices of other customers. Because of their ability to connect with their peers, influencers are increasingly valued as trusted and insightful information providers. In addition, they are able to influence the thoughts and actions of others better than average.

Chapple (2017), influencers in the cosmetics and skin care industry have a positive effect on consumer purchase intentions, especially for luxury brands. This indicates that consumers consciously adopt their product recommendations by trying the product themselves and/or recommending it to others. These influencers favourably influence consumers' purchase intentions, especially for high-quality products. This means that buyers voluntarily consider the influencer's product recommendations by trying and/or purchasing the product themselves.

According to **Xin Jean Lim et al. (2017)** focused on viewers' perception of source relevance across social media influencers, source legitimacy, source attractiveness, and product fit. This study emphasizes source legitimacy, source attractiveness, product compatibility. The purpose of this study is to investigate the effectiveness of social media influencers.

Ida Kristin Johansen et al (2017) showed that influencer marketing has little or no impact on consumer purchase decisions. Positive consumer attitudes (satisfaction with the image and/or advertising trust) are facilitated by the initial characteristics of the influencers, which in turn influence consumers' purchase intentions. The feelings of the two customers are positively influenced by the expertise, resourcefulness and homophily of the influencers. Only attractiveness and interactivity have a favourable

effect on image satisfaction and, consequently, trust in advertisements. This study provided further evidence of the importance of customer self-brand in mediating the relationship between perceptions and purchase intentions.

Saima M. Altaf Khan (2020) found that these elements have strong indirect effects on consumer purchase intentions, as well as significant direct effects on influencer credibility in terms of trustworthiness, quality of information conveyed, and entertainment value. In addition, the influencer's credibility and reputation directly affect the consumer's willingness to buy. Furthermore, their preference did not affect influencer trustworthiness and purchase intention, suggesting that customers value the content of an influencer's social media posts more than appearance and personality. Finally, regarding the mediating effect of trustworthiness, it was found that trustworthiness had a significant positive indirect effect on purchase intention.

According to **Susanna Lee and Eunice Kim (2020)**, highly trusted influencers in Instagram posts do not positively affect ad attitude, message, audience's willingness to buy, or intention to share the ad. Another discussions focus on management and theoretical implications. The language barrier is not a big obstacle either. According to the study, respondents were more positive about an Instagram ad from a brand they trusted a lot than one they trusted a little. Fourth, the findings showed that sponsorship disclosure, influencer credibility, and brand credibility did not have statistically significant effects on message credibility, attitude toward the ad, purchase intention, or eWOM intention.

Carolina Stubb et al (2019) learned that consumer perception of social media influencers and disclosure of their sponsorship money are directly positively correlated. The study provides empirical evidence that, compared to a clear sponsorship message, justification of sponsorship compensation leads to a more favourable consumer perception of influencers receiving sponsorship income and increases the credibility of sources and messages. The study was an experimental research study that examined the effects of disclosing the justification for the sponsorship fee to an influencer or sponsoring brand compared to a simple sponsorship and a non-controlling position.

Steffi De Jansa et al. (2020) A conceptual framework for the strategic use of social media influencers and a literature review on the commercialization of social media stars. The results of the study include: The three characteristics studied were source, message and audience. The first stream of research focused on the opinions of prominent people and communication experts. The second stream focused on the content techniques that influencers use in their sponsored posts. The main themes of the third research stream were what attracted influencers and how well their sponsored offerings performed. The transparency of this secret marketing strategy has been the subject of several studies of the third stream.

Almeida, Marta Neto de (2018), A study was conducted on how influence type and perceived risks affect choices in the beauty industry. An initial pilot study is currently underway to identify the products in this market that pose the greatest risk to female consumers. A second pilot study and a larger study will then be conducted to better understand customer thoughts and attitudes about these two groups of influencers in terms of credibility, trust, expertise and ability to influence purchase intent and pay. Data shows that when a celebrity endorses a product, consumers are more likely to purchase a high-risk product than a low-risk product. When it comes to micro-influencers, there is no noticeable difference. While other studies have shown that micro-influencers have beneficial effects on social media platforms, this study contributes to these findings by illuminating the boundary condition of perceived product risk. The practical implications of this research include helping marketers make smarter decisions about which influencers to use in their social media marketing campaigns.

Zdeka Kadekova 2018, Influencers often act as intermediaries for companies that want to reach their target demographic in a new way. This essay defines Generations Y and Z and the multiple platforms and media types that influencers use to attract new followers. Several of the study's assumptions included determining the social network preferences of different age groups, the differences between those age groups and their chosen platforms and influencers, and the relationship between age and consumer behaviour in influencer marketing. In addition to discussing how companies produce virtual influencers or their own influencers like NYX Cosmetics, this article offers several important facts that demonstrate the importance of influencer marketing. Finally, the author presents survey results and conclusions that show that Generation Y and Generation Z behave completely differently when it comes to platforms and the types of influencers they follow. For example, Generation Y is more attracted to Facebook, while Generation Z is attracted to Instagram.

Madumere, 2017, Influencer marketing is a new type of celebrity endorsement that focuses on building better, more intimate and mutually beneficial relationships. This article focuses on several strategies for integrating marketing channels to improve ROI and brand image. Influencer marketing must be aligned with the company's goals, target market and products. Most importantly, be careful when choosing from the plethora of influencers. This article discusses the many criteria used to select these influencers and the facts that support this area of marketing, including the statistic that 90% of people trust recommendations from their friends. It also emphasizes how to integrate it into the marketing field.

De Veirman, Marijke, n.d. According to the results of two experimental studies, influencers with large Instagram followings are perceived as liked, in part because their popularity is perceived as greater. Importantly, perceptions of popularity derived from an influencer's follower count only sometimes shape the influencer's opinion. However, the likeability of well-known influencers can suffer if the influencer himself only follows a small number of accounts. In addition, working

with influencers with large followings may not be the best marketing strategy to promote different products, as it reduces brand uniqueness and consequently attitudes.

The Impact of Social Media Influencer Marketing on Customers in Ho Chi Minh City, L. G. Nam and H. T. According to **Dan, Nam and others**, social media marketing could be a great alternative to traditional forms of marketing because the marketing industry is changing at the same time as the internet revolution. The authors conducted a study on social media influencer marketing in Ho Chi Minh City and reviewed the literature. The authors find that consumers have a high level of trust in influencer marketing and that four factors—influencer credibility, content calibre, endorsement product relevance, and consumer engagement—significantly influence consumer purchase intention. Based on the results, an important component of influencer marketing is influencer trust.

Cobain 2020, There's a reason why the topic of trust keeps coming up when talking about influencer marketing today. People now understand that celebrities are paid to endorse products they may not even be interested in, and that advertising often lies. On the other hand, influencers – people who have built a following around their passions – are more inclined to recommend things they've checked out, because otherwise they'll end up with an audience. This is why their audience believes in them.

CHAPTER III
CONCEPTUAL FRAMEWORK

3.1 Social Media Platforms

The Cambridge Business English Dictionary defines the word "social media" as "forms of media that allow people to communicate and share information via the Internet or mobile phones." The most popular are social media such as Facebook, Twitter, Instagram, YouTube and Snapchat. This new type of communication has completely changed the way consumers live and do business. In addition, these social networks allow users to meet and interact with new people, provide instant feedback on the content of other participants and stay in touch with their family, friends, acquaintances and others with whom they share mutual interests.

Social media was originally not intended as a marketing platform, but a place where bloggers could express their opinions on various topics, provide information that someone might need when visiting their page, and be entertained. However, current trends show that a page with a significant number of followers can eventually influence the audience. Because marketers believe that social media influencers increase brand awareness and provide authentic storytelling, marketers are now using social media influencers to promote products and services.

3.1.1 Social media platforms in India:-

Instagram
Facebook
YouTube
Twitter
Snapchat
ShareChat
WhatsApp
Messenger
Telegram
Moj
Pinterest
LinkedIn

3.2 Influencer Marketing

By the end of 2022, Statista has projected that the influencer marketing business in India will be worth around INR 12 billion. It was expected to grow at an annual rate of 25 percent over the next five years. By 2026, the industry will be worth INR 28 billion.
Influencer marketing, also known as social media influencer marketing, is a type of social media marketing that involves product placement and endorsements by influencers or individuals and organizations who are considered experts in their field or have significant social influence. Influencers are those who can influence the purchasing decisions and other measurable behaviour of others by posting original content - often sponsored content - on social media sites such as Facebook, Instagram, YouTube, Snapchat, Twitter or other online platforms.

The fastest growing online consumer acquisition strategy is influencer marketing. While influencer marketing may seem like a whole new marketing discipline, it's actually just word of mouth in digital form. Influencer marketing is a type of marketing that focuses on finding experts in a specific field who can influence and reach specific groups of potential customers through the connections they have made with their followers. Influencer marketing is a way of identifying people who are influential in a target demographic. Another definition of influencer marketing is the process by which a brand finds and engages individuals who have significant influence on their target market and audience in order to promote and increase sales.

3.2.1 Advantages of Influencer Marketing

The whole concept of influencer marketing is to engage customers so that they can interact with the brand much more. Traditional marketing mainly focused on creating advertisements to inform people about products, but now people are disillusioned with this concept. This is where the whole process of social media marketing can be really helpful in generating leads.

Many people follow an influencer on social media, so if they endorse the brand, it would bring trust among all people. Also, the marketing would be very focused and very important. For example, if you have a sports brand, you hire a famous athlete to endorse it and people who are interested in sports will see it first.

Because advertising is more focused and relevant, it makes it much easier to get customers. Influencers work on compelling stories so their followers can relate and interact with the brand.

Influencer branding is an extremely focused concept and if the influencer is chosen correctly, it would spread the words of your brand to people who are mostly interested in your products and thus you would definitely invest your money mainly in potential customers.

It has been observed that influencer marketing even helps in increasing the SEO rank of a particular website. This is because when influencers talk about your brand, most of their followers will also talk about it, which would lead to an increase in overall brand visibility, which in turn improves SEO rankings.

Brand awareness and accessibility rise to a new level with influencer marketing. Rather than considering high-profile movie stars or expensive brand advertisements, influencer marketing focuses on hiring a social influencer who has a large following in the industry and therefore a much lower total cost of hiring them.

3.2.2 Disadvantages of Influencer Marketing

You need to be really knowledgeable to make sure your influencer marketing is going the way you want it to. Be confident in the influencers who support your brand. Their social media presence should be really good and should not be unstable or vulnerable to any kind of threats. This, in turn, can damage your brand image.

Influencer marketing is essentially a strategy that needs to be integrated into a broader marketing mix. The whole concept requires a lot of time, patience and dedication to succeed.

This marketing strategy will not bring you success by paying influencers. Mainly would influence the whole process and generate creative ideas to get more leads. That's why even though many companies invest in this marketing strategy, they fail miserably.

3.3 Social Media Influencers

In the modern day, social media influencers have served as crucial marketing tools for businesses. A person who has the power to sway others' purchasing decisions is referred to as an influencer. Making an imprint on people's minds is what we mean when we use the word "influence." Influencers are those who provide content for social media websites like Instagram, YouTube, Twitter, Snapchat, and Facebook, including images, videos, text, blogs, and tweets. Whereas mass audiences were primarily the focus of traditional marketing, influencers have the special capacity to reach previously unreachable specialised populations.

3.3.1Types of Influencers

On the basis of the size of their following, their niche, and their method of content generation, influencers have been divided into four categories. There are four types of influencers:

1. Nano influencers
2. Micro influencers
3. Macro influencers
4. Mega influencers

1. Nano influencers

Family members or friends who have a following of fewer than 10,000 people can qualify as nano influencers. These influencers have fan bases of between 1,000 and 10,000. They have grown in popularity among brands because working with them doesn't cost much. Additionally, they have high engagement rates and lower compensation rates, which improves these brands' returns on investment (ROI). But because of their relatable material and genuine involvement, these influencers frequently forge close bonds with their audience. Additionally, because they operate on such a tiny scale, nano-influencers have more time and energy to invest in specific partnerships. This translates into more specialised material for your brand and individualised interactions with specific communities.

2. Micro influencers

Due to their expertise in a particular area, micro influencers are referred to as industry experts. There are between 10,000 and 100,000 followers (10K to 100K). The rising stars of influencer marketing are micro influencers. These influencers frequently have a sizable followings on niche websites like Instagram, YouTube, and TikTok. Marketers adore collaborating with micro influencers because their original content, relatable recommendations, and sincere interactions engage a specialised, fervent following. Additionally, they are less expensive than bigger influencers. However, that does not imply that they are useless. Due to their smaller fan base and frequent connection, they offer businesses a fantastic return on investment.

Micro-influencers are those who have an intimate relationship with their social network's users. Micro influencers present themselves as genuine individuals who also happen to be subject matter experts. They have greater reach than the typical person and a very specific and specialised following, but they are not sufficiently well-known to risk having their trustworthiness and approachability called into question. Recent data supports the idea that using micro-influencers can improve customer conversion rates and the persuasiveness of advertising messages. Although the influencers have fewer views and fewer followers than macro or mega influencers, they frequently have better engagement and loyalty.

"A new style of online performance that involves people boasting their popularity over the web using technologies like videos, blogs, and social networking sites" is how micro-influencers or micro-celebrities are defined. Because they are well-known to a specific audience, micro-influencers provide the impression to their followers that they are genuine, reliable, and creative. They are well known for having a favourable effect on brand attitude and loyalty and are extremely effective at arousing consumer demands due to their capacity to disseminate recommendations to a sizable following. Micro influencers are regular people who have the power to increase engagement by up to 26–60%. The influencers are renowned authorities on a variety of subjects.

3. Macro influencers

Celebrities with a following of between 100,000 and 1 million people are considered macro influencers. Strategically positioned individuals in social networks throughout all spheres of society, macro influencers are influential on one or more themes. They

are frequently regarded as reputable and credible because of their mix of knowledge and skill in a certain product or service sector. Through constant content creation and engagement over time, these influencers have built their profile and are now recognised as thought leaders in their specialised fields. When buying a new product, consumers prefer to heed the advice of opinion leaders since it lowers the likelihood that they will buy an unproven item. A more broad audience can benefit from the leadership of macro-influencers on various levels. Compared to superstars, macro-influencers provide a more specialised approach because their fans frequently have similar interests. Your brand can have a significant reach by working with macro-influencers, but depending on your budget, this may still be relatively expensive.

4. Mega influencers

Mega-influencers are traditional celebrities or public figures with over a million followers. Mega-influencers or famous people can influence consumer behaviour worldwide by appearing in advertisements. Examples of mega-influencers are athletes, musicians, artists and celebrities. They are excellent candidates for extensive brand awareness campaigns due to their celebrity status, which allows them to appeal to a wide audience. Mega influencers showed only 2-5% engagement, which is quite low even with the reach of a million followers. These powerful influencers have a weak ability to motivate consumers to appropriate actions and provide weak brand relevance. Because they are topically relevant, they are more suitable for raising awareness. Mega influencers can give your brand unprecedented exposure, but working with them can be very expensive. Additionally, while their audiences are often large, their engagement rates may not be as high as influencers with specialized and smaller followings.

3.3.2 What are the Skills That Influencers Must Have?

1. Have Strong Content development Skills: It goes without saying that you cannot succeed as an influencer without having strong content development skills. Knowing what to post, when to post it, and how to post it is part of the art of content creation.
2. People will always be looking for stuff that is novel and original, so bring your creative self to life. You must maintain a high level of creativity as a result. Only when your thoughts are creative will your audience be interested in what you have to say.
3. Search Engine Optimisation (SEO): You may increase your visibility and acquire access to a larger audience by creating a well-thought-out SEO plan.
4. Designing for Various material Formats: Producing quality material is only the first step; you also need to convey it to your audience in the most effective manner. To consistently deliver engaging information, you should be able to experiment with videos, pictures, text, and other visual components.
5. Develop Your Writing Skills: Your written content, whether it's copy for a video or captions for a story, needs to be powerful to connect with your audience. This is so that people know that you stand for the brand or product you are advertising.

3.3.3 How to Become an Influencer?

Step 1. To become an influencer, you first need to identify your niche and decide how you can get involved. Influencers choose to write content on a topic that interests them. You need knowledge or skills to support your desire. If you don't, good content will eventually run out.
Step 2. The next step is to choose a social media platform to post all of your content. Although you can have profiles on several platforms, it is best to choose one of them as the most important. Your niche can also affect the platform you use as your primary platform.
Step 3: Research Your Audience and Be Informed You need to publish quality and relevant information. You may consider providing timely information. Keep up with the latest developments and emerging trends both within and outside your industry. However, it is important to know what the public wants.
Step 4: Engage with your followers and listen to critics: Communicating with your followers is just as important as getting to know them. By doing this, you will keep their attention and wanting more. Communicating with them has two advantages: First, you get to know what they want to see more of. Second, it gives customers a sense of meaning and gives your brand an authentic and personal look.
Step 5: Develop a content strategy and be authentic. If you want to grow as an influencer, you need to practice creating productive content and sharing it with your audience. Create a sensible action plan. Designing material related to your niche should be part of it, because at the end of the day, you want to keep your audience interested. In addition, you must strongly believe in the information you present or the brand you endorse. Plus, interest brings your brand to life.
Step 6 Maintain consistency: The key to success is consistency. The more you post, the more memorable you become. Plus, it will help grow your fan base.

3.4 Cosmetic Industry

A company that manufactures and sells cosmetics is known as a cosmetic industry. In 2023, the cosmetics industry will generate revenues of $6.27 billion. The market is expected to grow at 2.87% per annum (CAGR 2023-2027). Cosmetics consist of mixtures of chemical components obtained either from natural sources or synthetically produced. According to Indian law, cosmetics are: Cosmetics include any article used without changing the structure or functions of the body and intended to be rubbed, poured, sprinkled, sprinkled or applied to the human body or any part of it for cleansing, beautification. , promoting. attractive or changing appearance. Cosmetic products can also be classified according to their physical composition. Cosmetics can be in the form of pressed or loose powders, liquid or cream emulsions, dispersions or anhydrous creams or sticks.

Cosmetic products can be sold in a variety of formats, including beauty salons, department stores, supermarkets, pharmacies, convenience stores, grocery stores, and beauty supply stores. They can also be sold online or through the websites of their

physical establishments. Due to the strong connection between human life and self-awareness and personality, cosmetic products are in high demand today. These cosmetic products increase the attractiveness of people. Cosmetics play an important role in society, and as technology advances, beauty products improve and allow people to improve or change their physical appearance. In addition, the advantage of the Indian cosmetics industry is the increase in the income level of the people of the country, which will undoubtedly increase their purchasing power and increase the demand for cosmetics there.

Cosmetic companies are starting to promote their products on social media platforms as they become more aware of the potential of these channels. Artificial intelligence, graphics and social media communication have a significant impact on the cosmetics market, as they increase brand awareness, reduce marketing costs and allow companies to target more specialized markets. Many people are attracted to social media posts related to cosmetics and these people can become future customers. Many of them are inspired by the messages and make purchasing choices based on them. For example, makeup tutorials posted on YouTube influence many people and therefore buy cosmetics. Cosmetics companies have revolutionized traditional marketing by using brand ambassadors and social media influencers to promote their products. The use of influencer marketing in the cosmetics sector creates new opportunities. Influencers offer a unique and individual channel to customers by presenting a trendy image of themselves, the products they use, and their thoughts on the market or certain companies. As competition in the cosmetics market intensifies, consumers are constantly informed about several brands offering the same type of cosmetics.

3.5 Purchase Intention

Purchase intention is the likelihood that someone will buy a particular product based on their desires, attitudes and impression of the brand or product. A consumer's interest in buying and using a certain product or service can be characterized as purchase intention. The probability of buying a product is correlated with the concentration of consumers planning to buy it.

Factors affecting Purchase Intention

Credibility

Credibility is defined as the degree of trustworthiness and reliability of a source. Customers' purchase intentions are influenced by the trustworthiness of influencers. Focusing on sources of information, source credibility describes the extent to which the recipient of the message perceives the source as reliable. Consumers' belief in a source's intention to present mostly accurate information is called credibility. Credibility is defined as the reliability, honesty and integrity of the endorser. One of the components of source credibility is trustworthiness. In order to influence their followers, influencers must be credible. Users' perception of an influencer's credibility, trustworthiness, honesty and sincerity is a key indicator of their

trustworthiness. Influencers gain the trust of their followers by consistently creating content and developing relationships with them. Trust becomes a key factor in motivating purchases. When sources are credible, consumers are more likely to believe them and focus on the caliber and veracity of the influencer's information.

Experience

Expertise means a high level of knowledge or skill. Alternatively, this variable can be interpreted as the degree to which the endorser is likely to have the knowledge, training or skills necessary to market the product. Influencers can be more experienced than established advocates. Influencers use their data to post on social media about companies and topics that are most likely to interest their followers.

Knowledge

Information refers to a person's ability to create business or financial value, as well as engagement and intellectual capital. The stronger the product knowledge, the stronger the advertising effect, because product knowledge has a significant positive effect on brand attitude, advertising behaviour and purchase intention. Because an influencer is seen as an authority or has significant expertise in their discipline, followers are more likely to take the information they provide. Because influencers know the products they are marketing, followers therefore perceive them as more credible and authentic.

Attractive

The source attractiveness model consists of three factors: similarity, likeability, and familiarity. The term "attractiveness" encompasses many qualities that people may find attractive in male celebrities, not just physical attractiveness. For example, intellectual activity, character traits, lifestyle or physical ability.

Likeability

Likeability is attachment to a source caused by the behaviour and appearance of the source. Agreeableness is the attachment of the information recipient to the appearance and personality of the information source. People like a person more if they have been exposed to their ideas for a long time. A well-known SMI is therefore seen as a more desirable person with greater influence on the customer's product choice.

Similarity

The term "similarity" refers to the alleged similarity between the sender and receiver of the message. Similarity refers to being the same person with similar characteristics such as background, interests, attitudes, social status and lifestyle that social media users can identify with. They can convince their followers to buy a product or brand based on their own judgment, skills and status as an expert in the field who has the same status as their followers. Social media influencers have the power to turn something into a fashion phenomenon and "must-have" clothing, causing consumers

to copy their look and believe that if they wore the same products as the influencers, they would have the same lifestyle.

Familiarity

Understanding the source by discovery is known. The comfort between the source of information and the recipient can also be called familiarity. This is because familiarity significantly influences brand choice, which motivates the consumer to buy. The more people rate a person positively, the more often they are seen, which makes them want to interact with that person. Furthermore, the better someone knows a celebrity's name or appearance, the more likable that star is. Customers prefer the known to the unknown, as the latter carries more risk.

Authenticity

Influencers who are genuine with their followers are open, transparent and true to themselves. Followers find a social media influencer approachable, natural and genuine. Their followers feel genuine because of the casual tone of their content and the heartfelt interactions on their pages. Social influencers are those who are more known and close to their fans. Social influencers provide reliable sources of information with unique ideas and don't just edit other people's tweets.

Interactivity

Interaction is when the influencer and audience work together to receive feedback. One of the most important characteristics of a social influencer is interaction. Brands and customers connect through social media influencer marketing. Influencers encourage their followers to buy a product by creating a favourable impression of the company and product through interactive video content.

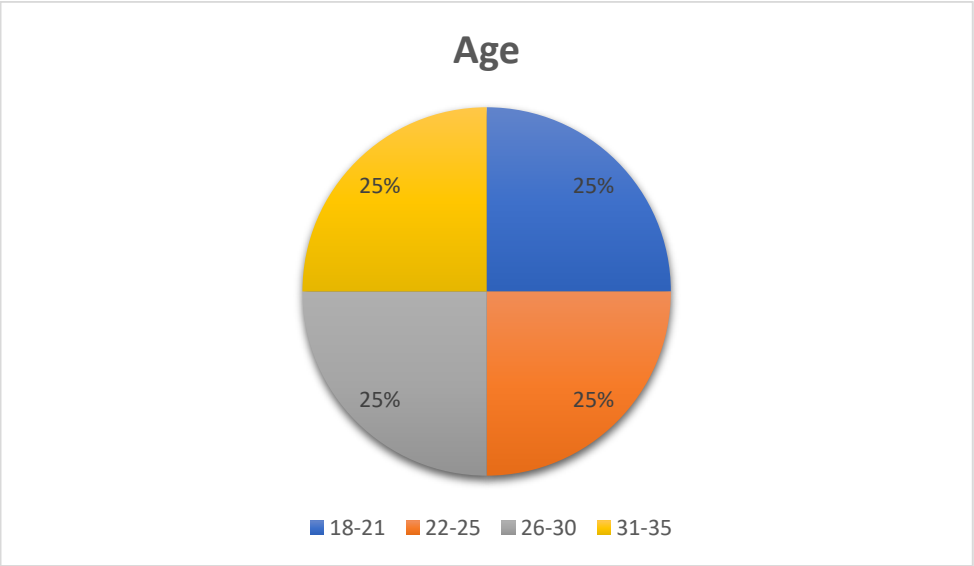
CHAPTER IV
DATA ANALYSIS AND INTERPREATION

Classification of Age

Table 4.1: Classification of Age

Age Group	No. of respondents	Percentage %
18-21	25	25%
22-25	25	25%
26-30	25	25%
31-35	25	25%
Total	**100**	**100%**

Figure 4.1: Classification of Age



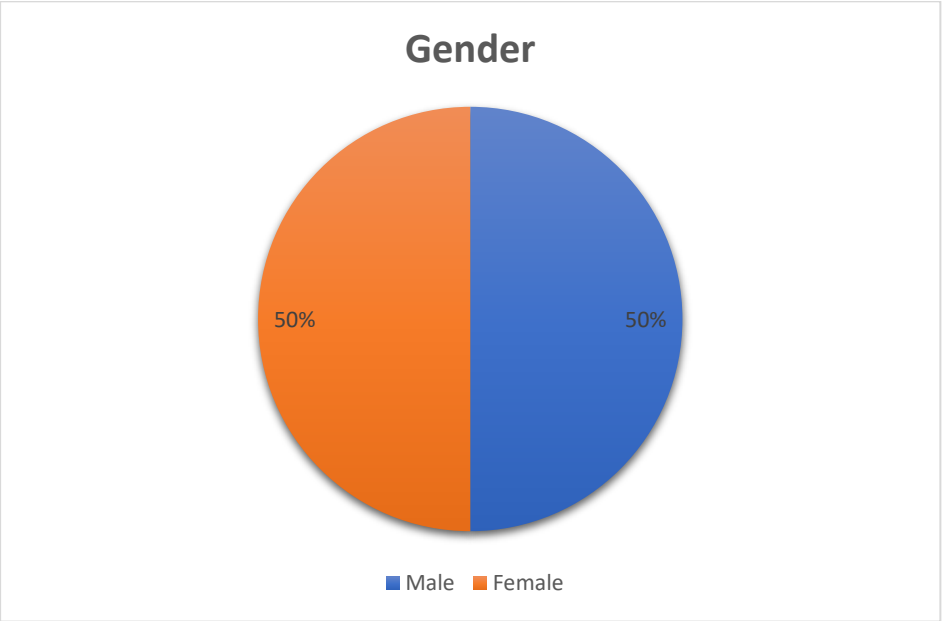
Interpretation:
This figure shows the classification of age of the respondents. The figure clearly shows that out of 100 respondents, there is 25 respondents each from each age category with 25% each.

Classification of Gender

Table 4.2: Classification of Gender

Gender	No. of respondents	Percentage %
Male	50	50%
Female	50	50%
Total	**100**	**100%**

Figure 4.2: Classification of Gender



Interpretation:

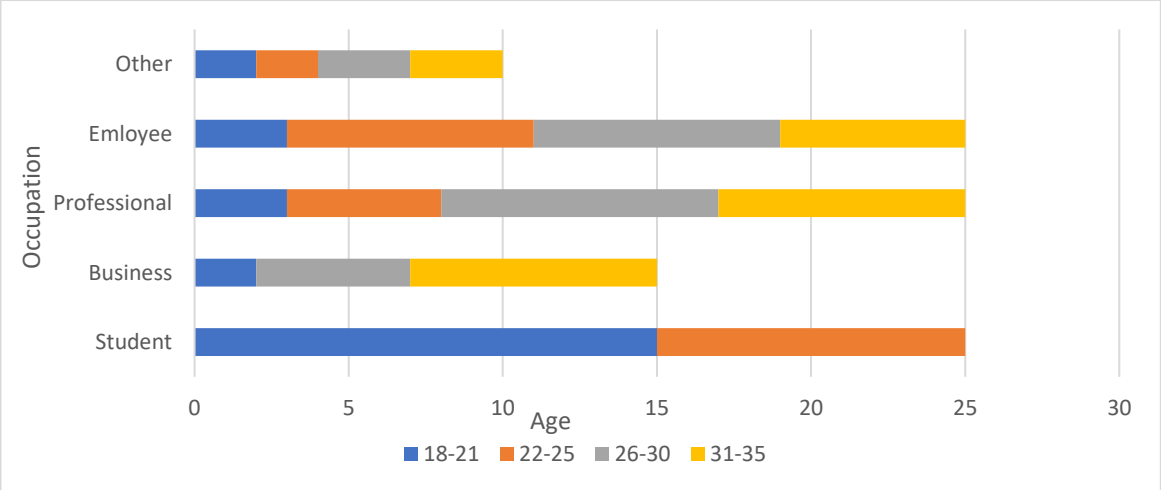
This table shows the gender wise classification of respondents. This table clearly describes that out of 100 respondents, 50% are males and the remaining 50% are females.

Classification of Occupation

Table 4.3: Classification of Occupation

Occupation	No. of respondents	Percentage %
Student	25	25%
Business	15	15%
Professional	25	25%
Employee	25	25%
Others	10	10%
Total	**100**	**100%**

Figure 4.3: Classification of Occupation



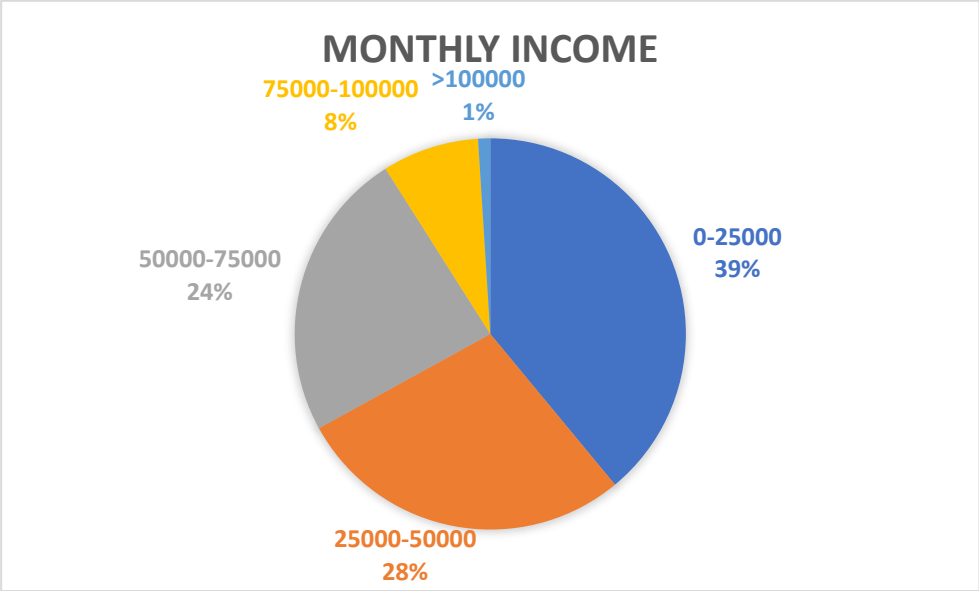
Interpretation:
This figure shows the category of occupation of respondents. This table shows that out of 100 respondents, 25 are students, 15 are engaged in business, 25 are professionals, 25 are employers and rest 10 are engaged in some other occupation.

Classification of Monthly Income

Table 4.4: Classification of Monthly Income

Monthly Income	No. of respondents	Percentage %
0-25000	39	39%
25000-50000	28	28%
50000-75000	24	24%
75000-100000	8	8%
>100000	1	1%
Total	**100**	**100%**

Figure 4.4: Classification of Monthly Income



Interpretation:

This table shows the details of monthly income of the respondents. Out of the 100 respondents, majority of the respondents (39%) have income <250000, followed by 28% of 25000-50000 income category, 24% in 50000-75000

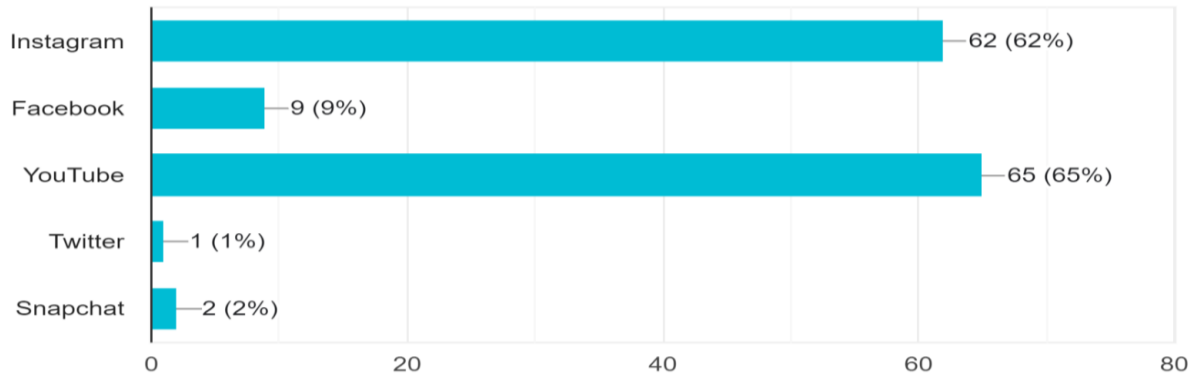
category, 8% with 75000-100000 income and the balance 1% have income >100000.

Social media platforms in which we follow cosmetic influencers.

Table 4.5: Social media platforms in which we follow cosmetic influencers

Social Media Platforms	No. of respondents	Percentage %
Instagram	62	62%
Facebook	9	9%
YouTube	65	65%
Twitter	1	1%
Snapchat	2	2%
Total	**139**	**139%**

Figure 4.5: Social media platforms in which we follow cosmetic influencers



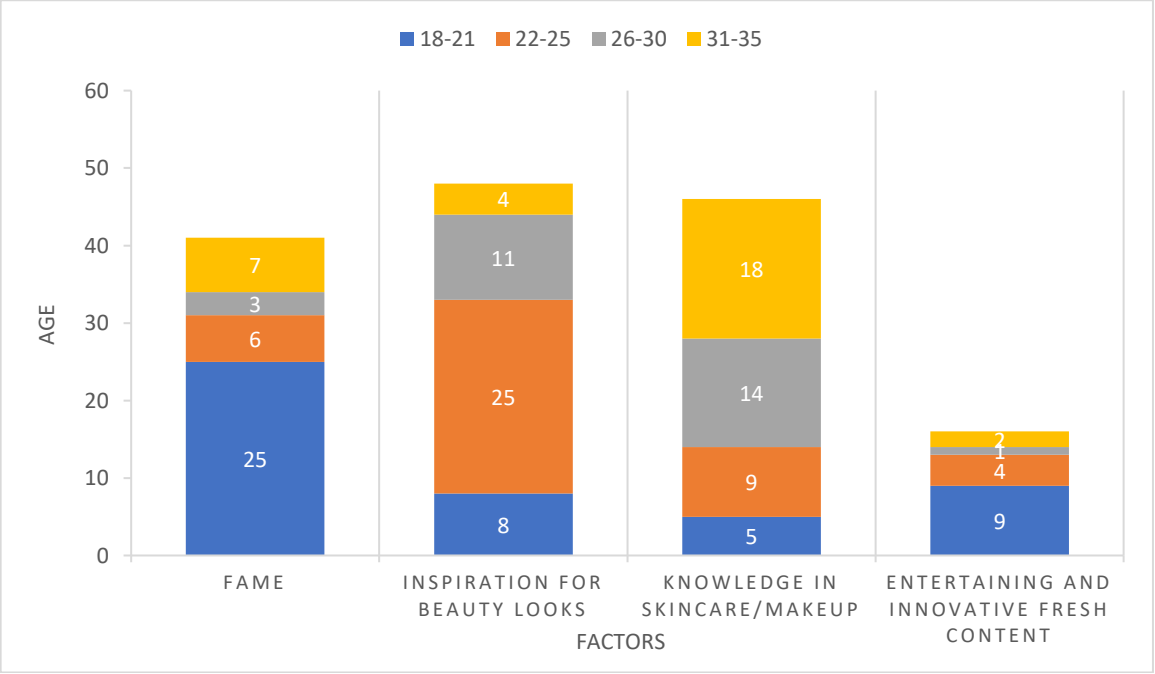
Interpretation:
This graph shows the details of the social media platforms in which we are following the cosmetic influencers on. From the graph, it is clear that YouTube (65%) is the most followed social media platform for cosmetic products, followed by Instagram (62%), Facebook (9%), Snapchat (2%) and Twitter (1%). Out of 100 respondents, 139 response were received, which shows that some users follow cosmetic influencers in more than one social media platform.

Factors to follow the cosmetic influencers.

Table 4.6: Factors to follow the cosmetic influencers

Factors	No. of respondents	Percentage %
Fame	41	41%
Inspiration for beauty looks	48	48%
Knowledge in skincare/makeup	46	46%
Entertaining and innovative fresh content	16	16%
Total	**151**	**151%**

Figure 4.6: Factors to follow the cosmetic influencers



Interpretation:
This table shows the factors that make you to follow the cosmetic influencers. Majority of the respondents presume inspiration for beauty looks (48%) as the major factor affecting our followance. It is followed by knowledge in skincare (46%), fame (41%) and content (16%) as the contributing factors for following the cosmetic influencers.

Seek recommendations from influencers before buying a cosmetic product.

Table 4.7: Recommendations from influencers before buying a cosmetic product

Seek Recommendations	No. of respondents	Percentage %
Never	14	14%
Rarely	11	11%
Sometimes	33	33%
Quite often	13	13%
Very often	4	4%
Always	25	25%
Total	**100**	**100%**

Figure 4.7: Recommendations from influencers before buying a cosmetic product

Interpretation:

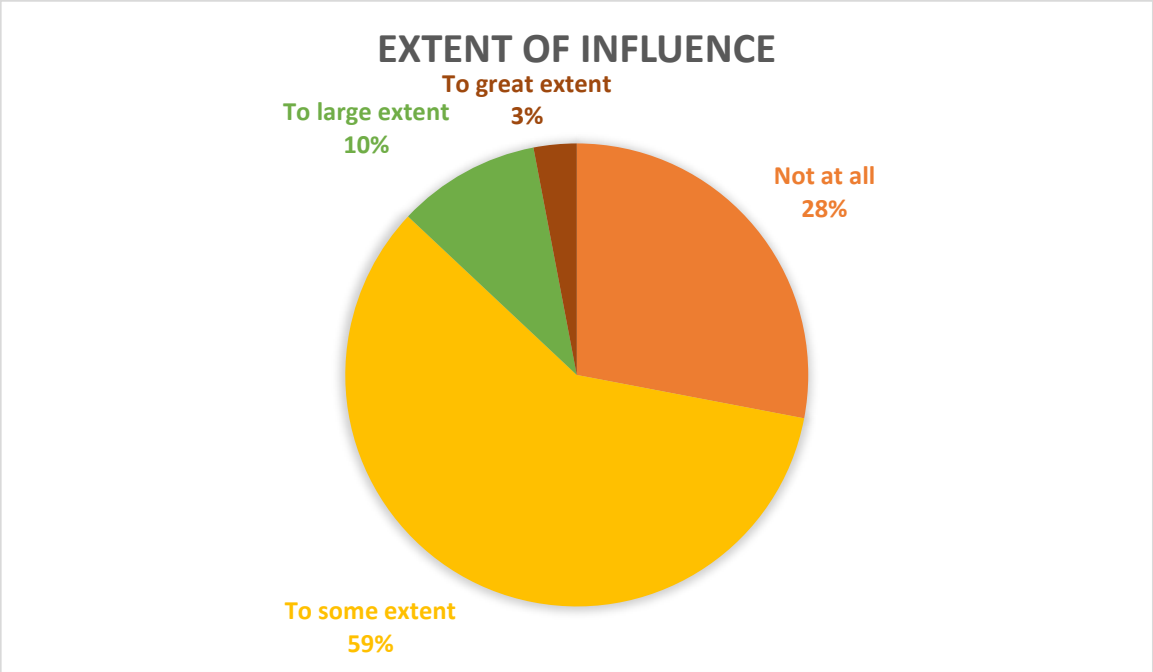
This graph shows whether we search for reviews or recommendations from influencers on social media before buying a cosmetic product. It clearly shows that majority of the respondents (33%) sometimes seek for recommendations. 25% of the respondents always, 14% never, 13% quite often, 11% rarely and 4% very often search for reviews and recommendations from influencers before buying a cosmetic product in social media.

Extent of influence to recommendations from cosmetic influencers

Table 4.8: Extent of influence to recommendations from cosmetic influencers

Extent of influence	No. of respondents	Percentage %
Not at all	28	28%
To some extent	59	59%
To large extent	10	10%
To great extent	3	3%
Total	**100**	**100%**

Figure 4.8: Extent of influence to recommendations from cosmetic influencers



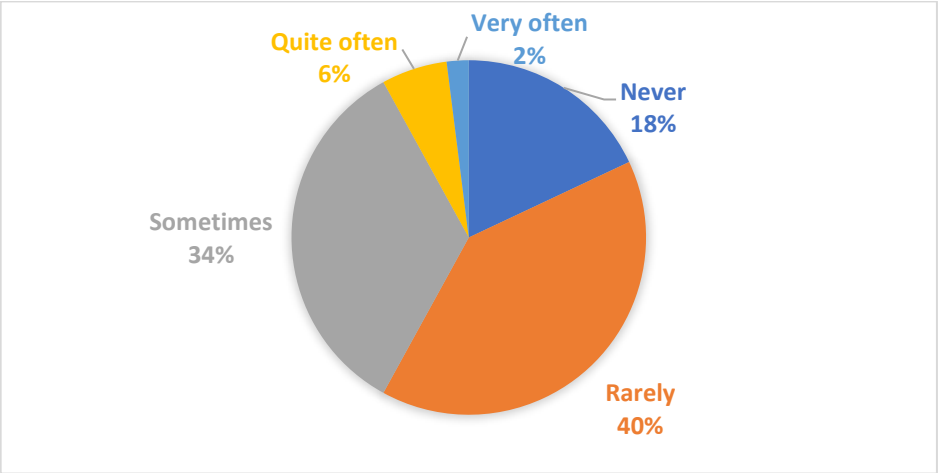
Interpretation:
This table shows to how much extent you are influenced by cosmetic influencers. Out of the 100 respondents, 59% of the respondents shows some extent of influence to recommendations from cosmetic influencers. Whereas 28% not at all get influenced, 10% to a large extent and rest 3% to a great extent gets influenced.

Frequency of purchase of cosmetic products

Table 4.9: Frequency of purchase of cosmetic products

Frequency of purchase	No. of respondents	Percentage %
Never	18	18%
Rarely	40	40%
Sometimes	34	34%
Quite often	6	6%
Very often	2	2%
Always	0	0%
Total	**100**	**100%**

Figure 4.9: Frequency of purchase of cosmetic products



Interpretation:
This table shows how often you buy cosmetic products recommended by an influencer. It clearly depicts that 40% rarely bought cosmetic products

influenced by cosmetic influencers. We can see that, 34% sometimes choose to buy, 18% have never bought, 6% quite often, 2% have very often and at last 0% have always purchased cosmetic products after recommendation of influencers.

Satisfaction level of the purchase of cosmetic products.

Table 4.10: Satisfaction level of the purchase of cosmetic products

Satisfaction level	No. of respondents	Percentage %
Yes	59	59%
No	41	41%
Total	**100**	**100%**

Figure 4.10: Satisfaction level of the purchase of cosmetic products

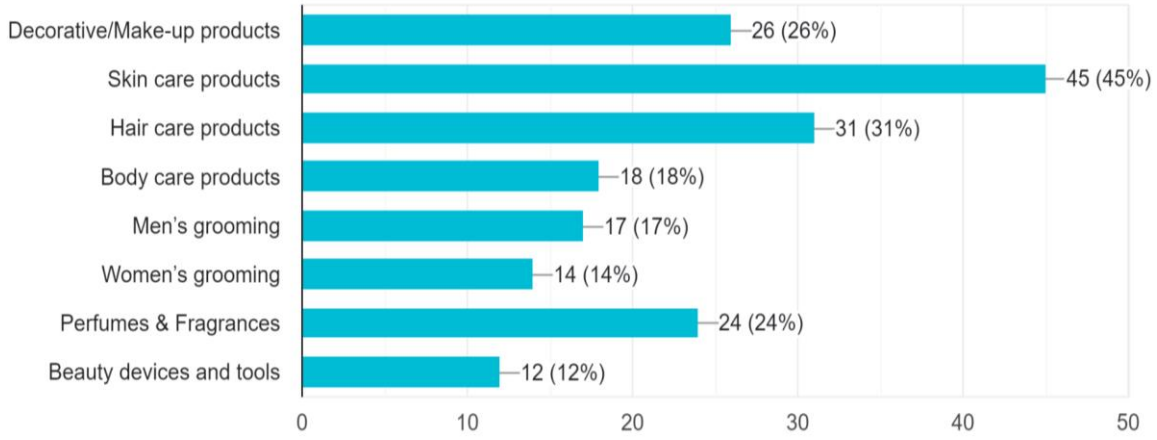
Interpretation:
This figure shows the level of satisfaction we attained after purchasing the cosmetic products. It can be seen that, 59% of the respondents are satisfied with the purchase made whereas the balance 41% are not satisfied with cosmetic product purchased.

Preferred type of cosmetic products to purchase

Table 4.11: Preferred type of cosmetic products to purchase

Type of cosmetic product	No. of respondents	Percentage %
Decorative/Make-up products	26	26%
Skin care products	45	45%
Hair care products	31	31%
Body care products	18	18%
Men's grooming	17	17%
Women's grooming	14	14%
Perfumes & Fragrances	24	24%
Beauty devices and tools	12	12%
Total	**187**	**187%**

Figure 4.11: Preferred type of cosmetic products to purchase



Interpretation:
This table shows the mostly preferred type of cosmetic products purchased. It is clear from the table that, skin care products (45%) are the most preferred type,

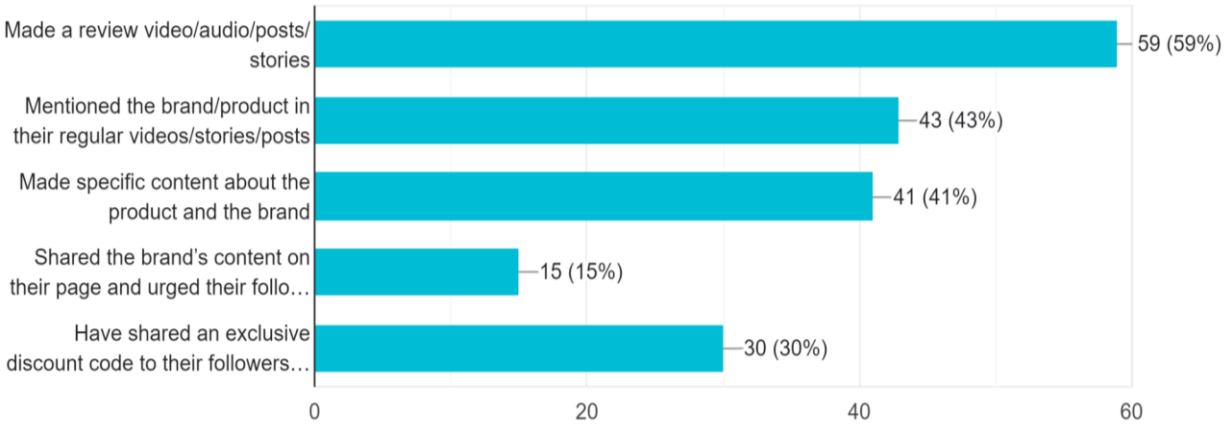
followed by hair care products (31%), makeup products (26%), perfumes (24%), body care (18%), men's grooming (17%), women's grooming (14%) and beauty devices tools (12%).

Styles of promotion used by influencers for promoting cosmetic products

Table 4.12: Styles of promotion used by influencers for promoting cosmetic products

Styles of promotion	No. of respondents	Percentage %
Made a review video/audio/posts/stories	59	59%
Mentioned the brand/product in their regular videos/stories/posts	43	43%
Made specific content about the product and the brand	41	41%
Shared the brand's content on their page and urged their followers to check them out	15	15%
Have shared an exclusive discount code to their followers if they purchase from the brand they are promoting	30	30%
Total	**188**	**188%**

Figure 4.12: Styles of promotion used by influencers for promoting cosmetic products



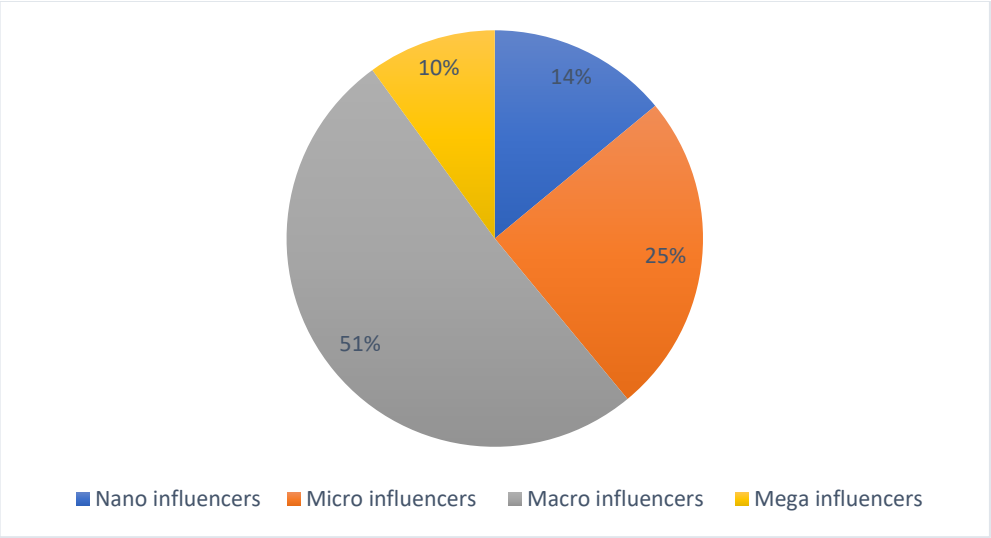
Interpretation:
This graph shows the different styles of promotion used by influencers for promoting cosmetic products. From the graph it is clear that, the most commonly used method of promotion is made a review video/audio/posts/stories (59%). 43% mentioned the product in their regular posts, 41% made specific content about the product, 30% have shared exclusive discount codes promoting purchase of the product and 15% shared the brand's content on their page and urged their followers to check them out.

Preferred type of influencers

Table 4.13: Preferred type of influencers

Preferred type of influencers	No. of respondents	Percentage %
Nano influencers	14	14%
Micro influencers	25	25%
Macro influencers	51	51%
Mega influencers	10	10%
Total	**100**	**100%**

Figure 4.13: Preferred type of influencers



Interpretation:
This table depicts the preferred type of influencers to follow for. Macro influencers are the mostly preferred type of influencers with a percentage of

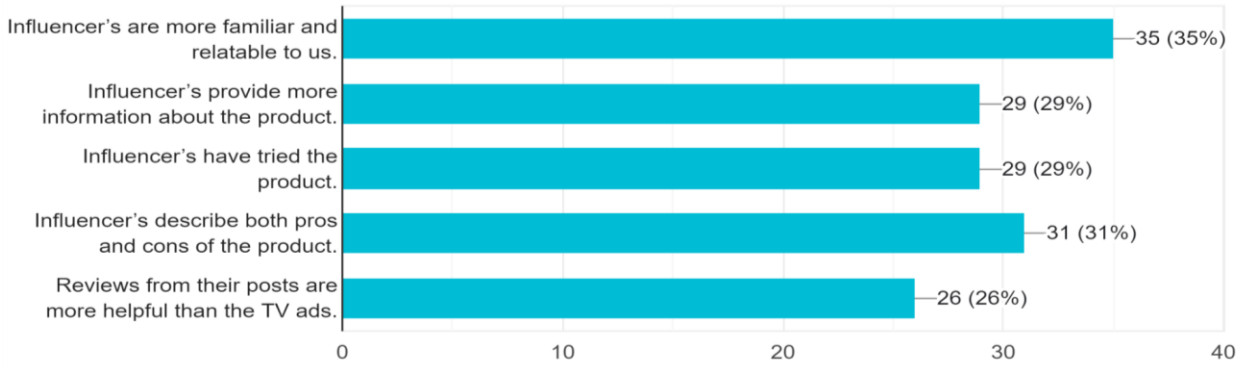
51%. 25 % prefers micro influencers and 14% prefers nano influencers. The least preferred type of influencers is mega influencers with a percentage of 10%.

Trust factors of cosmetic influencers over the brand

Table 4.14: Trust factors of cosmetic influencers over the brand

Trust factor	No. of respondents	Percentage %
more familiar and relatable to us	35	35%
provide more information about the product	29	29%
have tried the product	29	29%
describe both pros and cons of the product	31	31%
Their reviews are more helpful than the TV ads	26	26%
Total	**150**	**150%**

Figure 4.14: Trust factors of cosmetic influencers over the brand



Interpretation:

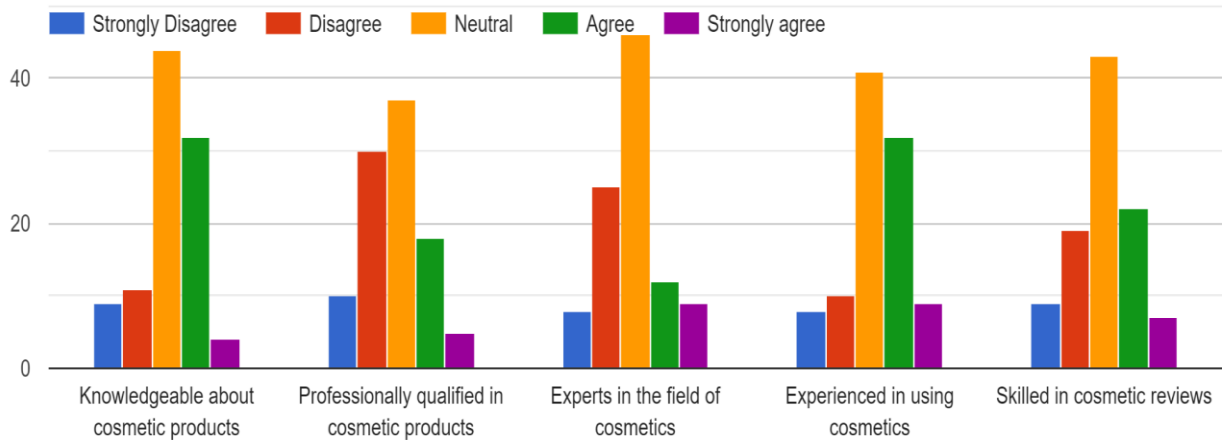
This table shows the why we trust more the recommendation from influencers than the brand itself about a cosmetic product. The majority (35%) of respondents trust because influencers are more familiar to us than the brand itself. 31 % of respondents trust influencers because they describe both pros and cons of the product. 29% of respondents trust influencers more since they provide more information and have even tried the product. The least 26% of respondents consider reviews of influencers are more useful than the TV ads.

Influencer expertise

Table 4.15: Influencer expertise

	Knowledgeable		Professional		Experts		Experienced		Skilled	
	No.	%	No.	%	No.	%	No.	%	No.	%
Strongly Disagree	9	9%	10	10%	8	8%	8	8%	9	9%
Disagree	11	11%	30	30%	25	25%	10	10%	19	19%
Neutral	44	44%	37	37%	46	46%	41	41%	43	43%
Agree	32	32%	18	18%	12	12%	32	32%	22	22%
Strongly Agree	4	4%	5	5%	9	9%	9	9%	7	7%
Total	100	100%	100	100%	100	100%	100	100%	100	100%

Figure 4.15: Influencer expertise



Interpretation:

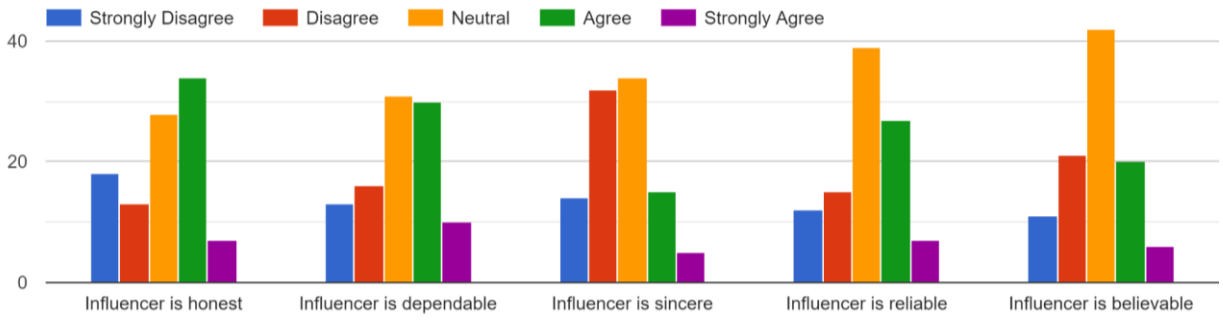
This table shows the impact of influencer expertise on consumer's purchase intention towards cosmetic products. 4% of respondents strongly agree that influencers are knowledgeable whereas 9% strongly disagree it. 5% of respondents strongly agree that influencers are professionally qualified whereas 10% strongly disagree it. 9% strongly agree influencers to be expert against 8% of those who strongly disagree. 9% strongly affirms that influencers are experienced whereas 8% strongly disagree to it. 7% strongly agrees to the point that influencers are skilled as against 9% who strongly disagrees it.

Influencer trustworthiness

Table 4.16: Influencer trustworthiness

	Honest		Dependable		Sincere		Reliable		Believable	
	No.	%	No.	%	No.	%	No.	%	No.	%
Strongly Disagree	18	18%	13	13%	14	14%	12	12%	11	11%
Disagree	13	13%	16	16%	32	32%	15	15%	21	21%
Neutral	28	28%	31	31%	34	34%	39	39%	42	42%
Agree	34	34%	30	30%	15	15%	27	27%	20	20%
Strongly Agree	7	7%	10	10%	5	5%	7	7%	6	6%
Total	100	100%	100	100%	100	100%	100	100%	100	100%

Figure 4.16: Influencer trustworthiness



Interpretation:

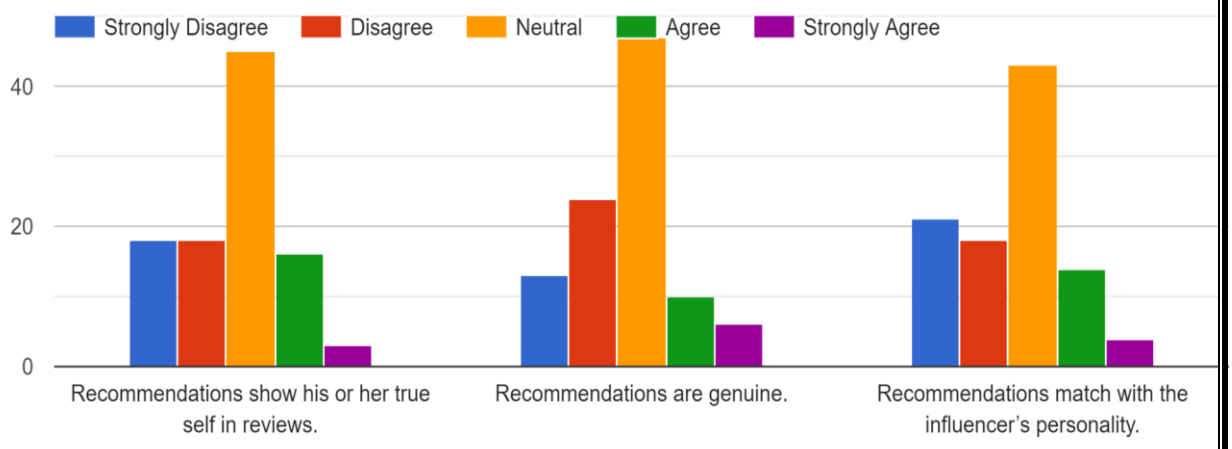
This table shows the impact of influencer trustworthiness on purchase intention of cosmetic products through influencer marketing. 7% of respondents strongly agree that influencer is honest whereas 18% strongly disagrees it. Only 10% strongly agrees that influencer is dependable as against 13% of strongly disagree. 14% strongly disagrees that influencer is sincere as opposite to 5% who strongly agrees. 7% strongly agrees that influencer is reliable as to 12% who strongly disagrees. Only 6% strongly agrees influencers to be believable as against those of 11% who strongly disagrees.

Influencer authenticity

Table 4.17 Influencer authenticity

	show his or her trueself in reviews		**genuine**		**match with the influencer's personality**	
	No.	**%**	**No.**	**%**	**No.**	**%**
Strongly Disagree	18	18%	13	13%	21	21%
Disagree	18	18%	24	24%	18	18%
Neutral	45	45%	47	47%	43	43%
Agree	16	16%	10	10%	14	14%
Strongly Agree	3	3%	6	6%	4	4%
Total	**100**	**100%**	**100**	**100%**	**100**	**100%**

Figure 4.17 Influencer authenticity



Interpretation:

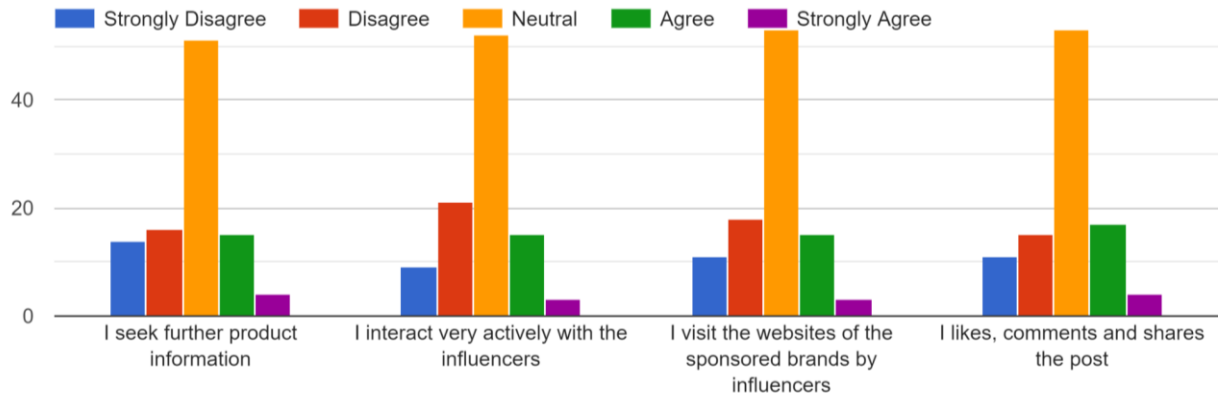
This tables shows the impact of authenticity of influencers to the purchase intention of cosmetic products. From the graph, it is clear that only 3% strongly agrees that influencers show his or her true self in reviews as to 18% who strongly disagrees. 6% strongly agree to the point that influencers are genuine whereas 13% also strongly disagree it. 21% strongly disagree that recommendations match with their personality, and only 4% strongly agrees it.

Influencer interactivity

Table 4.18: Influencer interactivity

	seek further product information		interact very actively with the influencers		visit the websites of the brands		likes, comments and shares the post	
	No.	%	No.	%	No.	%	No.	%
Strongly Disagree	14	14%	9	9%	11	11%	11	11%
Disagree	16	16%	21	21%	18	18%	15	15%
Neutral	51	51%	52	52%	53	53%	53	53%
Agree	15	15%	15	15%	15	15%	17	17%
Strongly Agree	4	4%	3	3%	3	3%	4	4%
Total	100	100%	100	100%	100	100%	100	100%

Figure 4.18: Influencer interactivity



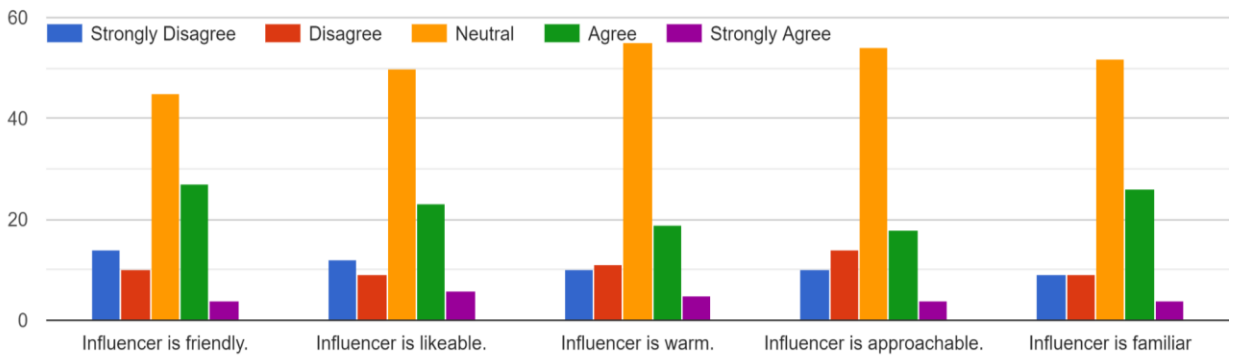
Interpretation:
This table shows the impact of influencer interactivity to the purchase intention of cosmetic products through influencer marketing. We can see that 4% of respondents strongly agree that they seek further product information from influencers as against 14% who strongly disagree it. Only 3% infers that they strongly interact actively with influencers as opposed to 9% strongly disagreed. Again only 3% strongly agrees that they visit websites of the sponsored product, as against 11% strong disagreement. And 4% strongly agrees that they either likes, comments, or shares the post as opposite to 11% strong disagreement.

Influencer likeability

Table 4.19 Influencer likeability

	Friendly		Likeable		Warm		Approachable		Familiar	
	No.	%	No.	%	No.	%	No.	%	No.	%
Strongly Disagree	14	14%	12	12%	10	10%	10	10%	9	9%
Disagree	10	10%	9	9%	11	11%	14	14%	9	9%
Neutral	45	45%	50	50%	55	55%	54	54%	52	52%
Agree	27	27%	23	23%	19	19%	18	18%	26	26%
Strongly Agree	4	4%	6	6%	5	5%	4	4%	4	4%
Total	100	100%	100	100%	100	100%	100	100%	100	100%

Figure 4.19 Influencer likeability



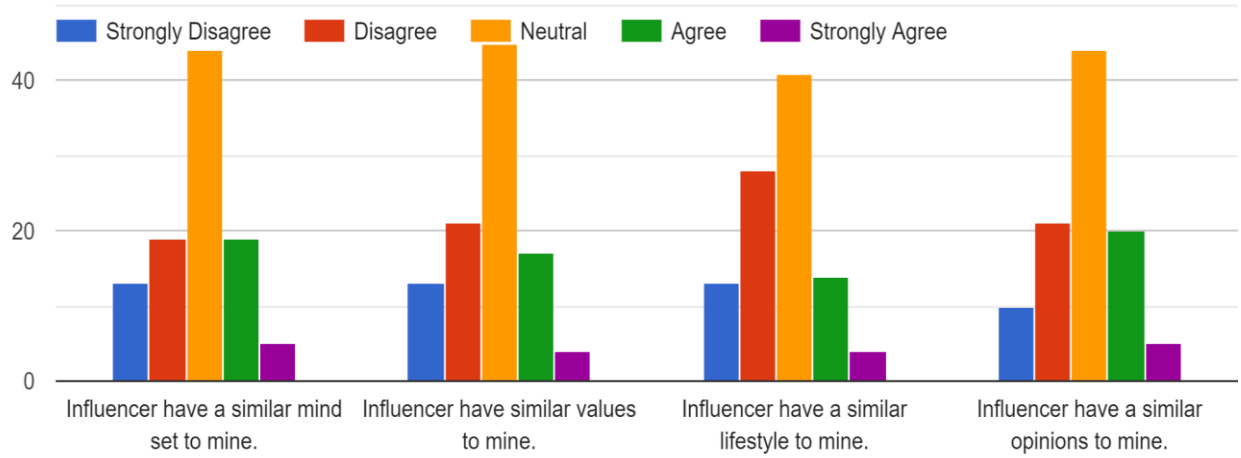
Interpretation:
This table shows the impact of influencer likeability on the purchase intention towards cosmetic products through influencer marketing. Here, 4% strongly agrees that influencer is friendly while 14% strongly disagrees it. Another 6% strongly agrees influencer to be likeable as against 12% strong disagreement. Only 5% strongly agrees as influencers to be warm as opposed to 10% strong disagreement. Only 4% strongly agrees influencer as approachable whereas 10% strongly disagrees. Another 4% strongly agrees influencer to be familiar as opposed to 9% strong disagreement.

Influencer similarity

Table 4.20 Influencer similarity

	similar mind set to mine		similar values to mine		similar lifestyle to mine		similar opinions to mine	
	No.	%	No.	%	No.	%	No.	%
Strongly Disagree	13	13%	13	13%	13	13%	10	10%
Disagree	19	19%	21	21%	28	28%	21	21%
Neutral	44	44%	45	45%	41	41%	44	44%
Agree	19	19%	17	17%	14	14%	20	20%
Strongly Agree	5	5%	4	4%	4	4%	5	5%
Total	100	100%	100	100%	100	100%	100	100%

Figure 4.20 Influencer similarity



Interpretation:

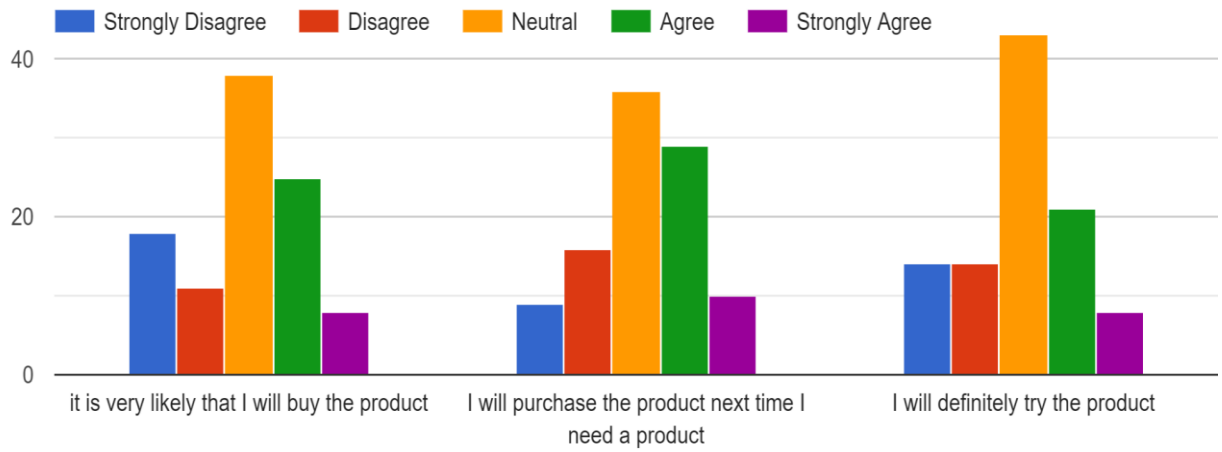
This table shows the impact of influencer similarity to the purchase intention of cosmetic product through influencer marketing. From the above table, it is clear that 5% of respondents strongly agrees to the statement that influencers have a similar mind set to them, whereas 13% strongly disagreed. Another 4% strongly agrees that influencers have similar values to them, and 13% strongly disagreed. Only 4% strongly agrees that influencer have similar lifestyle to them, as opposed to 13% strong disagreement. And 5% strongly agrees that influencers have similar opinion to them, as against 10% strong disagreement.

Purchase Intention

Table 4.21 Purchase Intention

	it is very likely that I will buy the product		I will purchase the product next time I need a product		I will definitely try the product	
	No.	%	No.	%	No.	%
Strongly Disagree	18	18%	9	9%	14	14%
Disagree	11	11%	16	16%	14	14%
Neutral	38	38%	36	36%	43	43%
Agree	25	25%	29	29%	21	21%
Strongly Agree	8	8%	10	10%	8	8%
Total	100	100%	100	100%	100	100%

Figure 4.21 Purchase Intention



Interpretation:

This table shows the purchase intention of consumers towards cosmetic products through influencer marketing. Only 8% strongly agrees that it is very likely to buy the product, as against 18% strong disagreement. And 10% strongly agrees that they will purchase the product next time if they need it, as opposed to 9% strong disagreement. Only 8% strongly agrees that they will definitely but the product, as opposed to 14% strong disagreement.

CHAPTER V
FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 Findings

Out of the 100 respondents there is 25 respondents from each age category.

The gender wise classification respondents shows that out of the 100 respondents 50% are males and 50% are females.

Our study mainly focussed on students, professional, and employees.
Majority of respondents have income below 25 thousand rupees.
Among the respondents, majority of youth use YouTube, followed Instagram, Facebook, Snapchat and Twitter.
The major factor to follow the cosmetic influencers is the inspiration for beauty looks that we gain from these influencers.
Majority of respondents sometimes only seek recommendations from influencers before buying a cosmetic product.
Respondents get influenced to the recommendations from cosmetic influencers only to some extent (59%).
There is no frequent purchase of cosmetic products being recommended by cosmetics influencers, majority buys rarely.
Those who bought cosmetic products recommended by influencers are satisfied.
Skincare product is the mostly preferred type cosmetic product to purchase being recommended by influencers.
The most commonly used style of promotion by influencers for promoting cosmetic products is making reviews in the form of video ,audio, post, stories.
The mostly preferred type of influencer is Macro influencers.
Since influencers are more familiar and relatable to us they trust more the recommendations from influencers than the Brand itself of the cosmetic products.
The respondents strongly agree that influencers are experts in the field of cosmetics.
Majority of the respondents agree that knowledge and experienced influencers the more.
The factors affecting the purchase intension in relation with influencer trustworthiness includes honesty, dependability, sincerity, reliability, believability. Out of these majority of respondents looks for reliability of influencers.
The genuinity of influencers promotes authenticity, which in turn increases the purchase intension.
Respondents mainly interact with the influencers through likes, comment, share the post.
The likeability was found to have a higher result among the other variables selected.
Considering the influencer similarity factor, influences and respondent similarity in opinion impact the purchase consideration.
Considering all the above factors we took for our analysis, the respondents provide a positive insight that they will purchase the needed product for next time.
As per the findings we conclude that all together the influencer marketing and the influencers both have a positive impact on purchase intension towards cosmetic products.

5.2 SUGGESTIONS

Influencer marketing can be an effective way to improve customer purchase decisions. Here are some suggestions for influencer marketing:

Identify the right influencers: Find influencers who have a strong following and engagement with your target audience. Look for influencers who align with your brand values and product offerings.

Build relationships with influencers: Reach out to influencers and build a relationship with them. Offer them free products or services, invite them to events, or collaborate with them on content.

Encourage honest reviews: Encourage influencers to provide honest reviews of your products or services. Customers value authenticity and are more likely to trust reviews from influencers who are transparent about their experiences.

Leverage different types of content: Encourage influencers to create different types of content, such as blog posts, social media posts, videos, and live streams. This can help you reach a wider audience and engage customers in different ways.

Overall, the key to successful influencer marketing is to find the right influencers and build relationships with them. By working with influencers to create authentic content that resonates with your target audience, you can improve customer purchase decisions and drive sales for your business.

5.3 CONCLUSION

The influencer industry has been explosive and lucrative in recent years, with an increasing number of young women becoming famous on social media. For advertisers to reach their customers, influencer marketing has become a key component of marketing. As e-commerce and digital marketing become more common, brands – especially in the beauty and cosmetics industry – are using influencer marketing to strengthen their connections with customers. This study attempted to reveal social media influencer's attributes that significantly influence cosmetic products purchasing power among young consumers. The results provide better insights for future researchers to understand how specific criteria can influence the young follower's loyalty to social media influencer's and impact their behaviour. It can be concluded that the most significant characteristics of the influencer's is authenticity and at the same time, influencer's expertise does not have any significant impact on young consumers. Hence this work can be used as a basis for future research to obtain more detailed results and a deeper understanding of influencer marketing. Future research may also look at the comparison study on the most crucial traits needed to succeed as an influencer in different type of social media platforms.

The purpose of this study was to identify the factors that significantly influence the ability of young consumers to purchase cosmetic products. The findings will provide future researchers with a better understanding of how certain factors may influence youth follower. More than half of the participants believe that influencer marketing has significantly influenced their choice to purchase a product and general awareness of the types of marketing that entice them to do so or interact with a company.

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APPENDIX

Questionnaire

1. Name
2. Age

- ☐ 18-21
- ☐ 22-25
- ☐ 26-30
- ☐ 31-35

3. Gender
   - ☐ Female
   - ☐ Male
4. Occupation
   - ☐ Student
   - ☐ Business
   - ☐ Professional
   - ☐ Employee
   - ☐ Others
5. Monthly income
   - ☐ 0-25000
   - ☐ 25000-50000
   - ☐ 50000-75000
   - ☐ 75000-100000
   - ☐ >100000
6. Which social media platforms do you follow the influencers on cosmetic products?
   - ☐ Instagram
   - ☐ Facebook
   - ☐ YouTube
   - ☐ Twitter
   - ☐ Snapchat
   - ☐ All of the above
7. What are the factors that affect you to follow the cosmetic influencers?
   - ☐ Fame
   - ☐ Inspiration for beauty looks
   - ☐ Knowledge in skincare/makeup
   - ☐ Entertaining and innovative fresh content
8. Do you search for reviews or recommendations from social media influencers before buying a cosmetic product?
   - ☐ Never
   - ☐ Rarely
   - ☐ Sometimes
   - ☐ Quite Often
   - ☐ Very often
   - ☐ Always

9. How much do you think you are influenced by recommendations from influencers regarding cosmetic products?
   - ☐ Not at all
   - ☐ To some extent
   - ☐ To large extent
   - ☐ To great extent
10. How often do you buy cosmetic products recommended by a cosmetic influencer?
   - ☐ Never
   - ☐ Rarely
   - ☐ Sometimes
   - ☐ Quite Often
   - ☐ Very often
   - ☐ Always
11. Are you satisfied with the cosmetic product you bought recommended by an influencer of your choice?
   - ☐ Yes
   - ☐ No
12. What type of cosmetic products do you prefer to buy on influencer's recommendation?
   - ☐ Decorative/Make-up products
   - ☐ Skin care products
   - ☐ Hair care products
   - ☐ Body care products
   - ☐ Men's grooming
   - ☐ Women's grooming
   - ☐ Perfumes & Fragrances
   - ☐ Beauty devices and tools
13. What are the different styles of promotion used by influencers for promoting cosmetic products?
   - ☐ Made a review video/audio/posts/stories
   - ☐ Mentioned the brand/product in their regular videos/stories/posts
   - ☐ Made specific content about the product and the brand
   - ☐ Shared the brand's content on their page and urged their followers to check them out
   - ☐ Have shared an exclusive discount code to their followers if they purchase from the brand they are promoting
14. Imagine you are about to buy a cosmetic product and you are looking at a review of the product by an influencer. Whose opinion would you value more?
   - ☐ Nano influencers
   - ☐ Micro influencers

☐ Macro influencers
☐ Mega influencers

15. Why do you trust more the recommendation from influencers than the brand itself about a cosmetic product?
☐ Influencer's are more familiar and relatable to us.
☐ Influencer's provide more information about the product.
☐ Influencer's have tried the product.
☐ Influencer's describe both pros and cons of the product.
☐ Reviews from their posts are more helpful than the TV ads.

Indicate your agreement level with the following affirmations on the purchase intention of consumers.

16. Influencer expertise
☐ Knowledgeable in evaluating the quality of cosmetics.
☐ Professionally qualified in cosmetic products
☐ Experts in evaluating the quality of cosmetics
☐ Experienced in using cosmetics
☐ Skilled in cosmetic reviews

17. Influencer trustworthiness
☐ Influencer is honest.
☐ Influencer is dependable.
☐ Influencer is sincere.
☐ Influencer is reliable.
☐ Influencer is believable.

18. Influencer authenticity
☐ Recommendations show his or her true self in reviews.
☐ Recommendations are genuine.
☐ Recommendations match with the influencer's personality.

19. Influencer interactivity
☐ I seek further product information
☐ I interact very actively with the influencers
☐ I visit the websites of the sponsored brands by influencers
☐ I likes, comments and shares the post

20. Influencer likeability
☐ Influencer is friendly.
☐ Influencer is likeable.
☐ Influencer is warm.
☐ Influencer is approachable.
☐ Influencer is familiar.

21. Influencer similarity

- ☐ Influencer have a similar mind set to mine.
- ☐ Influencer have similar values to mine.
- ☐ Influencer have a similar lifestyle to mine.
- ☐ Influencer have a similar opinions to mine.

22. Purchase Intention

- ☐ It is very likely that I will buy the product
- ☐ I will purchase the product next time I need a product
- ☐ I will definitely try the product