

Impact of Influencer Marketing on Purchase of Cosmetics

Sanjana Raj

MBA Student

Sanjanaraj235@gmail.com

Anupama Sundar D

Associate Professor

JSS Centre for Management Studies

JSS Science and Technology University

JSS Technical Institutions Campus

Mysuru

Abstract

Social media influencer marketing has recently received significant attention. The popularity of social media influencers (SMIs) has been growing exponentially, making influencer marketing (IM) prevalent in firm strategies. Despite the mounting interest of researchers and practitioners, the resulting scholarly work remains divergent, partial and fragmented. In light of the pivotal role of SMIs on the consumer decision journey and as this research domain is still developing, a comprehensive and critical overview of extant research on this topic is sorely needed. In response, this paper is the first to consolidate the present state of research on IM within social media settings. Many studies have explored the Para social relationship (PSR) formation between influencers and followers. PSR has not often been weighted against other widely used relationship marketing constructs, despite the multitude of PSR studies. This study developed a research model which was constructed to investigate the relative weight of the influencer marketing on the purchase intension of cosmetics. Data were collected through a survey of respondents who bought cosmetic products after watching Reels/Short video advertisements made by influencers. The study found that influencer had a significantly positive impact on purchase intentions relative to other characterizations and that was significantly related. This paper discusses the theoretical and practical implications of these findings.

Keywords - *Influencer marketing, social media, Social media influencers, Cosmetics, Reels/Short Videos, Content.*

Introduction

Social media has changed the advertising game forever and in a big way. The growth of social media users is rapid- in 2020.3.6 billion people were using social media worldwide in 2020. Of these, India contributes a significant number. With 25- 30 million users increasing per year, there are approximately

400 million social media users in India as of January 2021. These figures can be viewed in different ways, but make one thing clear- there is tremendous potential for social media marketing in India. The youth of today is very well versed with technology, have less of an attention span and don't want to be force fed advertisements. The rapid adoption of social media has resulted in a de facto omnipresence of content created, spread and consumed by users (Ho & Ito, 2019), generating new communication dynamics (Melumad et al., 2019; Peng et al., 2018). This interaction that occurs naturally between peers on social media has contributed to knowledge sharing and the dissemination of important information. Interestingly, empirical evidence reveals that consumers are likely to invest blind faith in the content shared on social media groups (Shareef et al., 2020). Arguably, the ubiquitous connectivity enabled by the proliferation of social media has fundamentally transformed consumers' position in traditional power structures (Evans, 2019) and completely changed the relationship between consumers and brands (Lamberton & Stephen, 2016). In these computer-mediated environments, consumers are voicing their opinions about products and services and have the power to control the decision process of the masses. Thus, people are not just passive recipients of marketing communications anymore. Instead, social media allows them to act as both consumer and promoter for a brand (Lamberton & Stephen, 2016). The research aims to study the role of influencers in the consumer behavior of cosmetic products of age group between 20-25age student and working Females. It will evaluate the depth of the connection between influencers and the audience and has the objective of analyzing the impact of influencer marketing on the purchase of cosmetics.

History

Marketing is about people finding ways to deliver exceptional value by fulfilling the needs and wants of other people (Ferrell, 2021). For this purpose, different types of strategy have emerged over the years such as Digital Marketing, Green Marketing or Guerilla Marketing (Wind and Mahajan, 2001). Digital marketing can be defined as implementation of digital technologies, which are used to create channels to reach potential recipients, in order to achieve the enterprise's goals, through more effective fulfillment of the consumer needs (Sawicki, 2016). One of the channels created is influencer marketing. According to the Association of National Advertisers (2022), influencer marketing focuses on leveraging individuals who have influence over potential buyers and orienting marketing activities around these individuals to drive a brand message to the larger market. Given their potential to reach large audiences, influencers incite companies to include them as a relatively new marketing communication tool, referred to as influencer marketing (De Jans, Van de Sompel, De Veirman and Hudders, 2020). A lot of research has been done to determine exactly what influencer marketing is, why companies are using it more and more and what it brings them (Backaler and Shankman, 2018; Coll, 2019; Genú, 2019; Levin, 2019). Influencer marketing is described as a new effective and cost-efficient marketing tool as it is not perceived by customers as advertising (Ye, Hudders, De Jans and De Veirman, 2021). It is today a key component of the firm's digital marketing strategies (Abidin, 2015) used to promote brands and reach very engaged audiences. This strategy could be compared as an evolved word-of-mouth marketing as it works thanks to experience sharing, user-generated content and spreading via blogs and social media (Ye et al., 2021). This user-generated content gains importance in the digital world because it offers genuine and honest insight into the value of a product or service, and people are more likely to trust and follow these recommendations compared to brand generated communications (Djafarova and Rushworth, 2017). The main influencer marketing's tools are social media in general (Instagram, facebook, Twitter and youtube) and social media influencers. Social media influencers are users of social media who are being followed by a significant number of other users (De Veirman, Cauberghe and Hudders, 2017; Harrigan, Daly, Coussement, Lee, Soutar and Evers, 2021). As they share a part of their lives with relevant content, they provide the impression that the followers know them. Users develop admiration, para-social interaction; which refers to the relations people have with media figures (Horton

and Wohl, 1956); perceived similarity, sense of belonging, intimacy and psychological closeness which play an important role here (Ye et al., 2021) This makes the influencers more trustworthy by users. As they reach large audiences, and thanks to their popularity companies and brands use them to promote products or services. Followers are increasingly attached to the influencers and the influencer communities (Ki, Cuevas, 3 Chong and Lim, 2020). This attachment helps influencers to achieve marketing and business success of branding and selling. More and more, marketing experts state that the technologies used in promotion and communication activities are evolving rapidly, leading to changes in markets and changes in customer behavior (Dwivedi, Ismagilova, Hughes, Carlson, Filieri, Jacobson, Jain, Karjaluoto, Kefi, Krishen, Kumar, Rahman, Raman, Rauschnabel, Rowley, Salo, Tran, and Wang, 2020). All the changes specific to the digital area are a matter of concern to any organization because they can act as either opportunities or threats, with important consequences in terms of economic and social results. Social media influencers have an important impact on consumers' buying behavior, with a greater tendency to acquire what is marketed. Factors that increase confidence in social media influencers are whether the consumer feels connected, honesty and that social media influencer markets products and/or services within its area of expertise (Singh, 2021).

As previously explained, influencer marketing allows brands and companies to promote their product through tools such as influencers and social networks. Many industries are using this growing marketing strategy such as sports, technology, food and travel (Ingrassia, Bellia, Giurdanella, Columba and Chironi, 2022; Ye et al., 2021). However, influencer marketing presents new opportunities to the beauty and fashion industry (Paço and Oliveira, 2017). Consumers are particularly bound to follow influencers in product categories that deal with fashion and beauty (Nafees, Stoddard, Cook and Nikolov, 2021). Indeed, beauty and fashion influencers are very numerous and arouse great interest in followers. It is therefore the beauty industry that we are going to look at and all that it encompasses, as it is of great importance to many consumers. Fashion is defined as “the process of social diffusion by which a new style is adopted by some group of consumers” (Sudha and Sheena, 2017, p.18). Fashion influences many aspects of our lives; it has both economic and social value and provides individuals with a tool to express themselves and create an identity. It is therefore important to understand the process of customer decision making within the cosmetics industry.

Objectives of the Study

To understand the impact of Social Media Influencers and their endorsements on the consumer's intention to buy cosmetics.

To understand the level of trust gen Z female of age 20-25 years has on social media influencers.

Literature Review

S. Venus Jin, Aziz Muqaddam, Ehri Ryu worked with the purpose of this paper is to test the effects of two types of celebrities (Instagram celebrity vs traditional celebrity) on source trustworthiness, brand attitude, envy and social presence. The proposed theoretical model consists of the celebrity type as the independent variable, social presence as the mediator and self-discrepancy as the moderator. The results indicated that consumers exposed to Instagram celebrity's brand posts perceive the source to be more trustworthy, show more positive attitude toward the endorsed brand, feel stronger social presence and feel more envious of the source than those consumers exposed to traditional celebrity's brand posts. Structural equation modeling and bootstrap confidence intervals indicate that social presence mediates the causal effects of celebrity type on trustworthiness, brand attitude and envy. Multiple regression analyses reveal the moderating effects of appearance-related actual-ideal self-discrepancy.

Francisco J. Martínez-López, Rafael Anaya-Sánchez et al study on Influencer marketing: brand control, commercial orientation and post credibility. Leveraging social media influencers allows companies to provide information on their products in a more social and interactive way. Yet, scholarly research on the implications of the effect of influencers on consumer trust, their interest and the purchase decision process is still in its infancy. This study proposes a theoretical model to explain how perceived brand control over an influencer's post and the perceived commercial orientation of such a post affects consumer trust in influencers. Results show that trust of the influencer is reduced more by the post's perceived commercial orientation than perceived brand control of the influencer's post. Although perceived brand control also reduces the willingness to search for more information. The results also show that trust of the influencer is salient in predicting post credibility, which in turn predicts interest and willingness to search for more information.

Nimish Kadam, Anindita Deshmukh, Dr. Rajashri Kadam did a study on impact of social media influencers' endorsements on the buying behavior of gen Z, for lifestyle and electronics product category with special reference to pune city where the main purpose was to understand the impact of Social Media Influencers and their endorsements on the consumer's intention to buy, To understand the level of trust gen Z of different gender has on social media influencers and to study which category of social media influencers have the maximum audience. Advertising on social media is done in a very subtle manner, almost at a subconscious level and influencers are a good example of that. This type of advertising has a long lasting impact on the public. If done right, it is interactive, engaging and forms a connection rather than only appealing to the rational side of the consumer. Pune city has one of the largest youth populations in India with 2nd highest density of universities, being an IT hub, and other factors. Lifestyle and electronic industries play a massive role in the buying behavior of this youth. Lifestyle is good at creating visuals with the help of influencers for food, fitness, organic, products, etc. and is the latest trend. Electronics appeal to the tech-oriented youth and are commonly advertised by almost all influencers on various platforms. This research paper aims to connect all these factors together with the help of primary and secondary data. The objective is to analyze the link between the average consumer's trust in influencers and the resulting consumer behavior of the youth of Pune in the age group of 15-25. Primary data will be collected through a structured questionnaire. The observations will be studied and presented in the form of findings.

The effect of influencer marketing on the buying behavior of young consumers **by Noémie Gelati Jade Verplancke** with the aim of the study is to research how companies within the beauty and fashion industry use influencers and social media to influence consumers and especially the adolescent and young adults. The findings had impacts of this influence on the behavior and especially the purchasing behavior of the consumers. Brands, thanks to social networks and influencers, have a real power of influence on young generations of consumers. Consumers identify and create links with influencers, which drive them to follow influencer's recommendations. This relationship impacts young consumers on different level. Indeed, followers tend to purchase what the persons they idealize use or wear, being the influencers in this case. Thus, even if partnerships are a strategy used a lot by brands, it is not the only one. Today, brands are aware of the behavior of consumers, and they know that their sales will improve if an influencer posts any type of content with their products and especially if they are not paid to do it. In fact, followers have more trust toward what is said by an influencer when there is no paid collaboration involved. That's why on top of partnership, where the influencer perceives remuneration, brands also send them gifted products in the hope that the influencer will use them.

Influencer Marketing Effectiveness research paper on insights for managing influencer marketing, in terms of influencer selection, follower considerations, and content briefings by **Fine F. Leung, Flora F. Gu, Yiwei Li, Jonathan Z. Zhang, and Robert W. Palmatier**. Influencer marketing initiatives require firms

to select and incentivize online influencers to engage their followers on social media in an attempt to promote the firms' offerings. However, limited research considers the costs of influencer marketing when evaluating these campaigns' effectiveness, particularly from an engagement elasticity perspective. Moreover, it is unclear whether and how marketers could enhance influencer marketing effectiveness by strategically selecting influencers, targeting their followers, or managing content. This study draws on a communication model to examine how factors related to the sender of a message (influencer), the receiver of the message (influencer's followers), and the message itself (influencer's posts) determine influencer marketing effectiveness. The findings show that influencer originality, follower size, and sponsor salience enhance effectiveness, and posts that announce new product launches diminish it. Several tensions arise when firms select influencers and manage content: Influencer activity, follower-brand fit, and post positivity all exert inverted U-shaped moderating effects on influencer marketing effectiveness, suggesting that firms that adopt a balanced approach along these dimensions can achieve greater effectiveness. These novel insights offer important implications for marketers designing influencer marketing campaigns. The findings showed that influencer originality, follower size, and sponsor salience enhance effectiveness, and posts that announce new product launches diminish it. Several tensions arise when firms select influencers and manage content: Influencer activity, follower-brand fit, and post positivity all exert inverted U-shaped moderating effects on influencer marketing effectiveness, suggesting that firms that adopt a balanced approach along these dimensions can achieve greater effectiveness.

Hisashi Masuda, Spring H. Han, Jungwoo Lee paper Impacts of influencer attributes on purchase intentions in social media influencer marketing: Mediating roles of characterizations with the findings to be purchase intention induced by an influencer via video advertising was influenced by trustworthiness, perceived expertise, and PSR, with a particularly strong influence exerted by PSR. Social media influencer marketing has recently received significant attention. Many studies have explored the parasocial relationship (PSR) formation between influencers and followers. PSR has not often been weighted against other widely used relationship marketing constructs, despite the multitude of PSR studies. This study was developed a research model based on the theory of persuasion, which was constructed to investigate the relative weight of the PSR. The study considered three personal attributes (attitude homophily, physical attractiveness, and social attractiveness) and three characterizations (trustworthiness, perceived expertise, and PSR) as antecedents of purchase intention. Data were collected through a survey of respondents who bought products/services after watching YouTube advertisements made by influencers. The study found that PSR had a significantly positive impact on purchase intentions relative to other characterizations and that PSR was significantly related to the three personal attributes. In addition, PSR formation was significantly influenced by consumers' perceived influencer types. The survey showed that social media influencer marketing strategies need to be fine-tuned based on personal attributes, characterizations, and influencer types.

Social media influencer marketing: A systematic review, integrative framework and future research agenda by **Demetris Vrontis, Anna Makrides, Michael Christofi, Alkis Thrassou** with a systematic review of relevant studies published in peer-reviewed academic journals across diverse fields was conducted in order to identify key themes and dominant concepts. The popularity of social media influencers (SMIs) has been growing exponentially, making influencer marketing (IM) prevalent in firm strategies. Despite the mounting interest of researchers and practitioners, the resulting scholarly work remains divergent, partial and fragmented. In light of the pivotal role of SMIs on the consumer decision journey and as this research domain is still developing, a comprehensive and critical overview of extant research on this topic is sorely needed. In response, this paper is the first to consolidate the present state of research on IM within social media settings. More specifically, a systematic review of relevant studies published in

peer-reviewed academic journals across diverse fields was conducted in order to identify key themes and dominant concepts. The analysis of 68 articles from 29 Chartered Association of Business Schools-ranked journals forges a robust understanding of this phenomenon, shedding light on the mechanisms underlying the appeal of SMLs and their influential power in shaping consumer attitudes and behavior. Based on the analysis, an integrative multidimensional framework is presented that considers antecedents, mediators and moderators of potential outcomes, as well as contextual factors that translate into consumer behaviour. In so doing, various research gaps are identified and avenues for future research are proposed that reflect important emerging areas and unexplored realms with reference to theory, context and methodology. Conclusively, implications of this study for theory and practice are discussed.

Influencer Marketing in Recent Times by **Rajath Venkatesh, Merin Meleet , Dr. Nagaraj G Cholli** gave their insights on Social media influencer marketing is a recent innovation in digital advertising. Social media influencers are those who use images, videos, and other posts on social media platforms to affect consumers' impressions of a company or product. Social media advertising is done extremely subtly, almost subconsciously, and has a long-lasting effect on the public. When executed well, it engages the user, is interactive, and creates a relationship with them rather than just appealing to their logical side. Influencer marketing is becoming more popular as a result of word-of-mouth marketing trends. Organizations are recognizing the potential of influencers in influencing a purchasing choice as customers use social media platforms. The purpose of this paper is to provide a comprehensive overview of influencer marketing prospects and problems, as well as to determine the relative influence of influencer marketing on consumer purchasing behaviour. According to the study, peer influence had no impact on consumer behavior, but attitudes toward influencers and a perception of behavioral control that permits an increase in domain knowledge did. According to the findings, credibility of influencers is significantly influenced directly by trustworthiness, information quality, and entertainment value, as well as significantly influenced indirectly by these factors and consumers' intention to make purchases. Additionally, a consumer's desire to make a purchase is directly influenced by the credibility and trustworthiness of an influencer.

Nathalie Zietek paper on Influencer Marketing which gave the characteristics and components of fashion influencer marketing with the aim of providing fashion brands a set of the components and characteristics of influencer marketing to generate transparency within this new marketing field. The ad blocking hype has brought new challenges for fashion brands to be seen and heard. Therefore, new marketing strategies have to be found. Since the usage of mobile devices increased and consumers spend more time on online social networks - influencer marketing had been found as an authentic marketing channel to reach the consumers. Therefore, this thesis aims on providing fashion brands a guideline of the components and characteristics of influencer marketing. To accomplish this research objective, the qualitative method approach of expert interviews had been chosen and four experts from the fashion influencer marketing were questioned about their daily work with influencers to elaborate their needs and the challenges they are facing. The interviews lead to four core components of influencer marketing: authenticity, long-term relations, co-creation and micro-influencers. Underneath these core components the following sub-components were found: brand fit, exclusivity, visual language, passion, trust, price, creative freedom, and frequent communication. The main conclusion of this study was that working with micro influencers is key a component of influencer marketing.

GAP Analysis

The novelty of the study of influencer marketing means that there is still no consolidated theoretical body or a widely accepted definition (Enke & Borchers, 2019). Although companies are gradually abandoning traditional celebrity endorsements in favour of social media influencers (Schouten et al.,

2019), influencer marketing literature is scarce and based on previous endorsement theory (e.g. Lou & Yuan, 2019; Reinikainen et al., 2020; Shan et al., 2019). The development of influencer marketing's own literature (e.g. Djafarova & Rushworth, 2017; De Veirman et al., 2017) has yet to produce the extensive knowledge of the key mechanisms required to make it effective (Lou & Yuan, 2019; Schouten et al., 2019), and to understand its effects on the consumer (Shan et al., 2019). Understanding these mechanisms is fundamental. The right choice of influencers and the correct management of their content can show the effects on the emotional relationships with consumers (Trivedi & Sama, 2020), and might have other benefits for the brand, like better attitudes towards it or purchase intentions (Evans et al., 2017). At the same time, influencers themselves would ideally need to know the effects of their posts in order to adapt content and make it more persuasive (Sokolova & Kefi, 2020). In this sense, the credibility of the message issued and the confidence in the influencer are considered key variables in the success of influencer marketing actions (Djafarova & Rushworth, 2017; Jin & Phua, 2014; De Veirman et al., 2017). It is these aspects that our study considers. In particular, we focus on five perceptual variables present in every influencer marketing campaign which are social media, influencer, cosmetics, Reels/Short videos and content. Influencer marketing being the mediating Variable and Buyer behavior as the Dependent variables. Both influencers and brands need to take them into account when designing or assessing a programme.

Sampling Method

With the aim to collect satisfactory information to elaborate influencer marketing, Probability sampling is a sampling technique where a researcher sets a selection of a few criteria and chooses members of a population randomly. All the members have an equal opportunity to be a part of the sample with this selection parameter.

Sampling Technique

Convenient stratified sampling is a research method that combines the principles of convenience sampling and stratified sampling. In this approach, the population is divided into distinct subgroups or strata based on specific characteristics or criteria. Unlike traditional stratified sampling, where random samples are taken from each stratum, convenient stratified sampling involves selecting samples conveniently from these predefined strata.

Sample Size

As this thesis focuses on response to questionnaire from the female student or working individuals with age 20-25, a purposive sampling strategy was chosen. Therefore, requests for responses were sent out to students and working female. Finalizing the sample Size to be 103.

Data Collection

Survey data were utilized to conduct the study. Primary data was gathered through the administration of questionnaires to students and working Female individuals with age between 20-25.

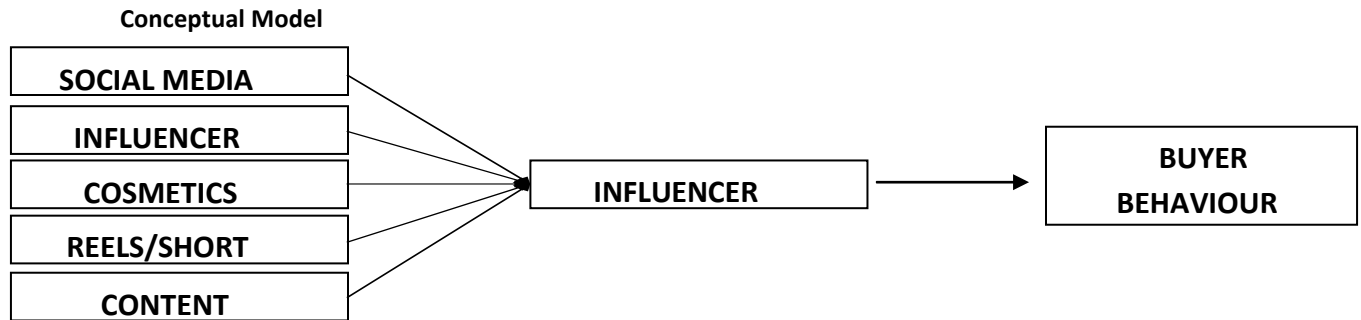
Primary Data

For this research, the primary data has been collected and equivalent value has been gathered through structured questionnaire. The primary data has been gathered from Female students and working women with age between 20-25.

Questionnaire Design

As Independent variables are Five, which are Social Media, Influencer, Cosmetics, Reels/Short videos and Content. For each of the variables five questions were formulated. The dependent variable buying

behavior also had five questions. Each question had Five options to answer for which was strongly disagree, disagree, neutral, agree and strongly agree.



3.7 Hypothesis

H0 – Social media, Influencer, Cosmetics, Reels/Short videos and content influences Buyer Behavior.

H1- Social media, Influencer, Cosmetics, Reels/Short videos and content does not influence Buyer Behavior.

Variables Description

Social media - Social media refers to online platforms and applications that enable users to create, share, and exchange content in the form of text, images, videos, and other multimedia. These platforms allow individuals and organizations to connect with others, communicate, and interact in a virtual environment. Users can create personal profiles, follow or connect with other users, and engage in various activities such as posting updates, commenting on posts, liking, and sharing content. Social media has become a significant part of modern communication, allowing people to stay connected, express opinions, and discover new ideas and information.

Influencer - An influencer is a person who has a significant following on social media platforms and possesses the ability to affect the opinions, behaviors, and purchasing decisions of their audience. They leverage their credibility and authenticity to promote products, services, or ideas, often collaborating with brands to create sponsored content. Influencers typically specialize in specific niches and engage with their followers through posts, videos, and other forms of media, establishing a relationship of trust that makes their recommendations influential.

Cosmetics - Cosmetics refer to products used to enhance or alter a person's appearance. These products include items like makeup, skincare creams, lotions, perfumes, hair dyes, and other beauty products. Cosmetics are applied topically and are designed to improve the texture, tone, and overall look of the skin, hair, and nails. They are widely used for personal grooming, self-expression, and enhancing one's features. Cosmetics can come in various forms, such as powders, creams, liquids, and gels, and are available in a wide range of colors and formulations to suit different skin types and preferences.

Reels/Short Videos – Reels/short videos are brief video clips typically lasting from a few seconds to a minute. They are a popular format on social media platforms like Instagram, TikTok, and YouTube Shorts. These short videos are designed to quickly capture attention and convey a message, story, or entertainment within a brief timeframe. Reels often feature creative editing, music, and various visual effects, making them engaging and shareable. Users use short videos for diverse purposes, including

showcasing talents, sharing quick tutorials, telling stories, or promoting products and services in a concise and visually appealing manner.

Content - Content refers to any information, material, or creative work shared or published online, including text, images, videos, articles, and multimedia. It is the substance that makes up websites, social media posts, blogs, podcasts, and more. Content is created for various purposes, such as informing, entertaining, educating, or engaging audiences. In the digital context, quality content is essential for attracting and retaining viewers, readers, or users, and it plays a crucial role in digital marketing, social media, and online communication strategies.

Influencer Marketing - Influencer marketing is a digital marketing strategy where businesses collaborate with influencers, individuals with a significant and engaged following on social media platforms, to promote their products or services. By leveraging the influencers' credibility and influence, brands can reach specific target audiences in an authentic and relatable way. Influencers create content featuring the brand's offerings, sharing their experiences and recommendations with their followers. This approach capitalizes on the trust followers have in influencers, making it an effective method for brand promotion and product endorsement in the online sphere.

Buyer behavior - Buyer behavior, also known as consumer behavior, refers to the study of how individuals, groups, or organizations make decisions about purchasing, using, and disposing of goods, services, ideas, or experiences. It involves analyzing the psychological, social, and economic factors that influence consumers' choices and actions in the marketplace. Understanding buyer behavior is crucial for businesses to develop effective marketing strategies, create products that meet customer needs, and provide satisfying shopping experiences. Factors such as cultural influences, social norms, personal beliefs, and economic considerations all play a role in shaping buyer behavior.

Statistical Tools

The data have been analyzed utilizing a statistical package for social sciences (SPSS). Various statistical techniques were utilized to dissect the data, for example, descriptive statistics, reliability analysis, correlation analysis, and multiple regression models. The Statistical Package for the Social Sciences (SPSS) is a comprehensive software package used for statistical analysis in social science research and other fields. Developed by IBM, SPSS provides a user-friendly interface for data analysis, manipulation, and visualization. It allows users to enter, clean, and transform data, and offers a wide range of statistical tests and analyses, including descriptive statistics, inferential statistics, regression analysis, and more. SPSS also features data visualization tools, enabling users to create various charts and graphs to represent data patterns. It supports both graphical user interface (GUI) interactions and command-driven syntax, catering to users with different levels of expertise. SPSS is widely used in academic, research, and business settings for its versatility and ease of use in analyzing complex datasets.

Data Analysis

Descriptive Statistics

Descriptive Statistics												
	N	Range	Minimum	Maximum	Mean	Std. Deviation	Variance	Skewness	Kurtosis			
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
SM1	103	2.00	3.00	5.00	4.3010	0.06736	0.68363	0.467	-0.465	0.238	-0.799	0.472
SM2	103	2.00	3.00	5.00	4.3010	0.05661	0.57454	0.330	-0.116	0.238	-0.560	0.472
SM3	103	2.00	3.00	5.00	4.2136	0.04503	0.45698	0.209	0.770	0.238	0.171	0.472

SM4	103	4.00	1.00	5.00	4.1456	0.06675	0.67748	0.459	-1.922	0.238	8.451	0.472
SM5	103	4.00	1.00	5.00	4.3495	0.08011	0.81299	0.661	-1.732	0.238	4.412	0.472
IN1	103	3.00	2.00	5.00	3.3301	0.07972	0.80912	0.655	0.683	0.238	0.048	0.472
IN2	103	3.00	2.00	5.00	4.1359	0.05527	0.56096	0.315	-0.643	0.238	3.271	0.472
IN3	103	3.00	2.00	5.00	3.6990	0.07536	0.76485	0.585	-0.767	0.238	0.386	0.472
IN4	103	3.00	2.00	5.00	4.2427	0.07862	0.79787	0.637	-0.586	0.238	-0.818	0.472
IN5	103	2.00	3.00	5.00	3.9223	0.06426	0.65214	0.425	0.078	0.238	-0.613	0.472
CO1	103	3.00	2.00	5.00	4.0485	0.07851	0.79679	0.635	-0.325	0.238	-0.736	0.472
CO2	103	3.00	2.00	5.00	3.8058	0.06625	0.67240	0.452	0.053	0.238	-0.411	0.472
CO3	103	3.00	2.00	5.00	4.0583	0.05659	0.57438	0.330	-0.628	0.238	2.650	0.472
CO4	103	3.00	2.00	5.00	3.9223	0.07767	0.78826	0.621	-0.596	0.238	0.266	0.472
CO5	103	3.00	2.00	5.00	3.5437	0.08811	0.89417	0.800	-0.050	0.238	-0.713	0.472
RE1	103	4.00	1.00	5.00	4.2039	0.07726	0.78415	0.615	-1.498	0.238	4.228	0.472
RE2	103	3.00	2.00	5.00	4.2039	0.06668	0.67677	0.458	-0.660	0.238	0.867	0.472
RE3	103	3.00	2.00	5.00	4.2524	0.07771	0.78863	0.622	-1.339	0.238	2.170	0.472
RE4	103	3.00	2.00	5.00	4.2816	0.05239	0.53169	0.283	-0.243	0.238	1.952	0.472
RE5	103	3.00	2.00	5.00	4.0000	0.07926	0.80440	0.647	-0.346	0.238	-0.557	0.472
CON1	103	3.00	2.00	5.00	4.0097	0.08994	0.91282	0.833	-0.571	0.238	-0.535	0.472
CON2	103	3.00	2.00	5.00	4.1262	0.06424	0.65199	0.425	-0.564	0.238	1.094	0.472
CON3	103	3.00	2.00	5.00	3.7864	0.07513	0.76248	0.581	0.113	0.238	-0.758	0.472
CON4	103	4.00	1.00	5.00	3.5825	0.09207	0.93436	0.873	-0.465	0.238	-0.371	0.472
CON5	103	3.00	2.00	5.00	3.8058	0.08948	0.90811	0.825	-0.804	0.238	-0.001	0.472
IB1	103	3.00	2.00	5.00	3.8738	0.08800	0.89311	0.798	-0.505	0.238	-0.393	0.472
IB2	103	3.00	2.00	5.00	4.1456	0.06955	0.70583	0.498	-0.726	0.238	0.988	0.472
IB3	103	3.00	2.00	5.00	3.7379	0.07164	0.72708	0.529	0.137	0.238	-0.568	0.472
IB4	103	4.00	1.00	5.00	3.8447	0.07897	0.80144	0.642	-0.293	0.238	0.264	0.472
IB5	103	4.00	1.00	5.00	3.7767	0.07918	0.80357	0.646	-0.265	0.238	0.271	0.472
Valid N (listwise)	103											

The first output from the analysis is a table of descriptive statistics for all the variables under investigation. Typically, the mean, standard deviation, and the number of respondents (N) who participated in the survey are given. The mean value describes the characteristics of the most common response among the stated dataset. The total number of samples collected is 103 and by the above table no data is missing.

Factor Analysis of Independent Variables

Factor analysis is used to find factors among observed variables. Factor analysis groups variables with similar characteristics together. Therefore, with factor analysis, you can produce a small number of factors from a large number of variables which is capable of explaining the observed variance in the larger number of variables.

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		
		.582
Bartlett's Test of Sphericity		Approx. Chi-Square
		530.221

Df	36
Sig.	.000

The KMO measures the sampling adequacy (which determines if the responses given with the sample are adequate or not) which should be close to 0.5 for satisfactory factor analysis to proceed. Kaiser recommend 0.5 (value for KMO) as minimum (barely accepted), values between 0.6-0.8 acceptable, and values above 0.9 are excellent. Looking at the above table, we can see that the value obtained is 0.582.

Total Variance Explained

The requirement for identifying the number of components or factors stated by selected variables is the presence of eigenvalues of more than 1. The eigenvalue is greater for the first 3 components. The extracted sum of squared holding % of variance depicts that the first factor accounts for 34.082%, of the variance features from the stated observations, the second 26.326%, the third 19.501%, the fourth 8.928% and the fifth 6.299%. Thus, 5 components are effective enough in representing all the characteristics or components highlighted by the stated 08 variables.

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.734	30.382	30.382	2.734	30.382	30.382	2.492	27.690	27.690
2	2.369	26.326	56.708	2.369	26.326	56.708	1.936	21.516	49.206
3	1.755	19.501	76.209	1.755	19.501	76.209	1.731	19.237	68.442
4	.803	8.928	85.137	.803	8.928	85.137	1.052	11.687	80.130
5	.567	6.299	91.435	.567	6.299	91.435	1.018	11.306	91.435
6	.328	3.639	95.075						
7	.211	2.344	97.419						
8	.146	1.621	99.040						
9	.086	.960	100.000						

Extraction Method: Principal Component Analysis.

Rotated Component Matrix:

Rotated Component Matrix ^a					
	Component				
	1	2	3	4	5
CON5	.926				
CON4	.901				
IN5	.802				
RE2		.933			
RE4		.911			
SM3			.916		

SM2			.862		
SM4				.933	
CO4					.921
Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.					
a. Rotation converged in 6 iterations.					

Extraction Method: Principal Component Analysis. Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 6 iterations.

The idea of rotation is to reduce the number of factors on which the variables under investigation have high loadings. Rotation does not actually change anything but makes the interpretation of the analysis easier. We can see that the items have formed two groups. If the value is lower than the required value of 0.5 then that variable could be considered for further analysis. The items that come under two groups will not be considered for further analysis. In the table we can see that none of the items belongs in the groups. Thus, all the items are taken for further analysis.

Reliability

Reliability analysis was done to test the reliability between each item that belong to the group.

The Cronbach's Alpha of the variables can be seen in the below tables. Cronbach Alpha measures internal consistency of the items as a group. The test results indicated that there was a significant level of consistency. The Cronbach Alpha needs to be above 0.5.

Reliability Statistics

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.913	.911	25

Factor Analysis of dependent Variables

KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.654	
Bartlett's Test of Sphericity	Approx. Chi-Square	255.334
	Df	10
	Sig.	.000

The KMO measures the sampling adequacy (which determines if the responses given with the sample are adequate or not) which should be close to 0.5 for satisfactory factor analysis to proceed. Kaiser recommend 0.5 (value for KMO) as minimum (barely accepted), values between 0.6-0.8 acceptable, and values above 0.9 are excellent. Looking at the above table, we can see that the value obtained was 0.654.

Total Variance Experienced

Total Variance Explained						
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.972	59.437	59.437	2.972	59.437	59.437
2	.899	17.975	77.411			
3	.655	13.094	90.505			
4	.349	6.975	97.480			
5	.126	2.520	100.000			

Extraction Method: Principal Component Analysis.

The requirement for identifying the number of components or factors stated by selected variables is the presence of eigenvalues of more than 1. The eigenvalue is greater for the first 3 components. The extracted sum of squared holding % of variance depicts that the first factor accounts for 59.437%, of the variance features from the stated observations.

Reliability

Reliability analysis was done to test the reliability between each item that belong to the group.

The Cronbach’s Alpha of the variables can be seen in the below tables. Cronbach Alpha measures internal consistency of the items as a group. The test results indicated that there was a significant level of consistency. The Cronbach Alpha needs to be above 0.5.

Reliability Statistics

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.818	.818	5

Regression

Model Summary

Model Summary									
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df 1	df 2	Sig. F Change
1	.891 ^a	.79	.784	.4648118	.795	75.023	5	97	.000

		5		4					
a. Predictors: (Constant), IB5, IB4, IB3, IB2, IB1									

R- value represents the correlation between the dependent and independent variable. A value greater than 0.4 is taken for further analysis. In this case, the value is .891, which is really good.

ANOVAa

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	81.043	5	16.209	75.023	.000 ^b
	Residual	20.957	97	.216		
	Total	102.000	102			
a. Dependent Variable: DV						
b. Predictors: (Constant), IB5, IB4, IB3, IB2, IB1						

The p-value should be less than 0.05. In the above table, it is .000. Therefore, the result is significant. A value is greater than 1 for F-ratio yield efficient model. In the above table, the value is 75.023, which is good.

Coefficients

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficient	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.905E-16	.039		.000	1.000
	SM	.360	.039	.360	9.171	.000
	IN	.654	.039	.654	16.657	.000
	CO	.327	.039	.327	10.696	.048
	RE	.323	.039	.323	8.230	.000
	CON	.435	.039	.435	11.085	.000
a. Dependent Variable: IB						

5.1 Findings

- Influencer Marketing has Impact on the purchase of cosmetics.
- The study revealed that the variables Social Media, Influencers, Cosmetics, Reels/ Short videos and content which are the components of Influencer Marketing impacted on the cosmetic purchase behavior of the consumers.
- The credibility and authenticity of influencers significantly enhance brand trust, creating a direct correlation between influencer recommendations and increased purchase intent.

- The engaging Reels/Short videos and product demonstrations provided by influencers serve as content, guiding consumers towards informed purchasing decisions.
- Influencers Trust and Credibility, Reach, emotional connection, social proof expertise has reshaped the way individuals perceive and engage with cosmetic products.

5.2 Suggestion

For a comprehensive exploration of the Impact of Influencer Marketing on the Purchase of Cosmetics, the project could incorporate a multi-faceted approach. Firstly, conducting in-depth interviews and surveys with consumers across diverse demographics can provide valuable qualitative data, elucidating the nuanced reasons behind their choices influenced by influencers. Additionally, analyzing social media trends and engagement metrics concerning cosmetic products endorsed by influencers would offer quantitative insights, aiding in understanding the reach and impact of various influencer campaigns. Collaborations with influencers themselves, through interviews or case studies, could provide an insider perspective, highlighting the challenges, successes, and ethical considerations in their partnerships with cosmetic brands. Furthermore, considering a comparative analysis between influencer marketing and traditional advertising methods within the cosmetics industry could provide a well-rounded view. A blend of qualitative and quantitative research, coupled with real-world influencer collaborations, would ensure a comprehensive and insightful exploration of this dynamic phenomenon in the cosmetics market.

5.3 Conclusion

Social media is becoming most influencing tools for the marketing strategies for companies. Data shows that influencer marketing gives better reach than traditional marketing tools. Most of the Gen Z customers follow social media and they also follow the different influencers. In conclusion, the influence of social media influencers on the purchase of cosmetics decisions within the cosmetics industry is undeniable and transformative. Influencers create not just a bridge between products and consumers, but a narrative. Their Trust and Credibility, Reach, emotional connection, social proof expertise have reshaped the way individuals perceive and engage with cosmetic products. Through engaging content like Reels/Short videos influencers provide consumers with a deeper understanding, creating trust that often translates directly into sales. Furthermore, the seamless integration of influencer marketing into social media platforms has allowed cosmetics brands to reach broader and more diverse audiences. The global reach of influencers transcends geographical boundaries, enabling brands to connect with consumers from various cultures and backgrounds, thereby enriching the industry's inclusivity. In essence, influencer marketing has revolutionized how cosmetics are marketed, sold, and perceived. Its ability to create connections, foster trust, and engage consumers on a personal level has elevated it to a fundamental pillar of the cosmetics industry, and its influence is destined to shape the future landscape of consumer behavior and marketing strategies.

5.4 Scope for further Studies

Study was conducted on samples from Mysuru only so cannot be generalized. Most of the respondents are students and some are working individuals of age between 20-25. Buying capacity may also work as a mediator in this process which cannot be studied in this research. As impact of social media and influencer strategies is increasing the study can be extended in terms of few more product categories and also into luxury goods Buying. Also the study of relationship between antecedents of influencer and the impact can be studied in detail. By delving into these areas, researchers can contribute valuable insights to the field of influencer marketing, shedding light on the nuanced dynamics between influencers, consumers, and cosmetics brands. These studies can inform marketing strategies, enhance

consumer experiences, and ultimately shape the future landscape of influencer marketing in the cosmetics industry.

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