

A Study on Impact of Instagram Influencers on Customer Behaviour with Reference to Cosmetic Products

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Abstract

Creating an impact in peoples mind is what we mean is "influence". The impact could be positive or negative, it could be direct or indirect and it could affect everyone or some people. The world of buying undergone significant change as a result of technological innovation. The internet has started play a significant role in helping customer find the product they are looking for online. With the help of social media, particularly Instagram, which has become a popular shopping destination for young people. Nowadays, businesses are making every effort to establish and maintain strong presence on social media platforms, with the Instagram being the most popular, given the increasing number of viewers who turn to Instagram influencers, their associated trust and their intention to purchase after being fascinated by them. Organizations have not just recently started to use influencers marketing. Businesses have long used "influencer" as a selling tool to promote a good or services as it is another type of selling method in which word of mouth impact is used. Influencers marketing is really a smart kind of reference marketing. The purpose of study is to examine Instagram influencers affect on cosmetic purchasing behaviour of customer. Finding out how Instagram influencers affect Indian consumers cosmetic purchase decision is the goal of the study. In this study, both exploratory research strategy and structured questionnaire used in survey to gather data from the informants. A group of 100 female has been selected to do the research in the time span of 10 days.

Keywords: *social media, Instagram, influencer, cosmetic product.*

Introduction

Social media plays a significant role in the lives of the majority of us. Facebook, Twitter, Instagram, or WhatsApp without these sites, our days would be lacking. The significance of social media has grown in recognition over the past year. Social media is about conversations, community, connecting with the audience, and establishing relationships. These are the key principles for social media managers. It is more than just a broadcast medium or a tool for advertising and sales. You can respond to what people are saying about you on social media in addition to hearing what they are saying. First, listen, and then speak. Be enticing, beneficial, pertinent, and entertaining. Don't be scared to attempt new things, but make sure they make sense before you start.

Instagram is a social media platform for sharing pictures and videos that is run by the American business Meta Platforms. Users of the app can upload media that can be altered using filters, arranged by hashtags, and categorized by location. Public or pre-approved followers may share posts. Users can view trending material, like photos, follow other users to add their stuff to a personal feed, and browse other users' content by tag and location.

Instagram can be used to advertise for-profit goods and services. Because of its emphasis on visual communication, which may be quite beneficial for business owners, it can be separated from other social networking platforms. The platform's vast user base and rapid growth rates might also result in high engagement. Due to the platform's ability to be used for free even for commercial purposes, it can also assist businesses in reducing branding expenses. However, the platform's emphasis on visual communication can occasionally work against the presentation of material. Every continent has a significant presence for influencer marketing, and India is no exception. For brands with a global audience, inclusion of diverse influencers is essential. The lively and colorful people of India stand in for the billions of people around the world who are looking for material that speaks to their interests and culture.

Review of Literature

A social media influencer (SMI) is a regular person who has managed to gain infamy and has an impact on their followers on social media. While an influencer is typically thought of as a celebrity or well-known person who can persuade more people to behave or make decisions in a certain way (Marwick, 2015). Researchers have classified the SMI phenomenon as ordinary people who rose to fame rather than celebrities since it naturally arose as social media changed (Senft, 2008; Mendoza, 2010). SMIs are defined as third parties who, through their behaviors, can influence or direct others to behave in a desired way toward a brand product, according to (Peck, et al., 2004). According to Duan et al. (2008), SMIs are people who are active on social media platforms and have the potential to influence their audience.

Individuals or groups with ample following on social media sites like Instagram are considered influencers (Tafesse & Wood, 2021). These influencers produce various types of material and use a variety of marketing techniques to draw viewers and grow their fan bases. This gives rise to the idea of Instagram followers who can influence other followers (Modkowska, 2019). Because they are intended to lead their audiences in a specific direction of belief on purchases or any other thought of major significance, these various people are mostly known as influencers. Most of the time, these influencers are paid for what they do, and those who pay them profit from their attention being drawn by their target audiences (Fainmesser & Galeotti, 2021).

In India, the cosmetics sector is expected to be worth roughly 20 billion US dollars in 2020, according to Keelery (2021). Business Wire (2021) predicts that this industry will expand at a two-digit CAGR of 16.39 percent, reaching an estimated market value of 290 billion by the fiscal year 2026. Products used for bath and body, which are required every day, are one of the causes contributing to this rise. Another factor contributing to this booming sector is the shift in Indians' attitudes, who now place a high value on personal hygiene and skincare, according to Sarkae (2021). The favourable effects of utilizing skin care and cosmetic products unquestionably raise consumer demand for these products. The shift in Indians' thinking, where personal grooming and skincare have become increasingly essential, is another factor causing this booming market, according to Sarkae (2021). The benefits of using skin care and cosmetic products undoubtedly raise consumer demand for them. The rise in per capita income, which unquestionably boosts consumers' spending power and drives up demand for cosmetics in India, is

another key element working in the cosmetic industry's favour. Accessibility is made simpler by easy availability on online platforms, which is a crucial component in driving up the sale of cosmetics.

Influencer marketing is locating and contacting influential users in order to persuade them to promote a company or certain goods through their social media activities (Veirman et al., 2017). Identification of the influencer or endorser for disseminating content is essential to influencer marketing (Li, Lai & Lin, 2017). Finding a suitable opinion leader or influencer is a difficult task, much like in many other word-of-mouth marketing tactics (Veirman et al., 2017). Selecting an influencer may result in a paradigm shift between the reach of the message and the relationship built with the influencer, specifically in influencer marketing. Today, the number of followers is commonly used to identify influencers on social media as it may result in a greater reach of the (commercial) message and may thus leverage the power of this specific sort of word-of-mouth at scale (Veirman et al., 2017). The exercise of thought leadership may benefit from having a large number of followers as ideas disseminate more quickly and broadly, increasing one's ability to influence others on a personal level (Veirman et al., 2017). The extent to which consumers analyze this data and utilize it to evaluate a social media influencer, particularly in terms of opinion leadership, is still unknown (Veirman et al., 2017).

The extent to which consumers analyze this data and utilize it to evaluate a social media influencer, particularly in terms of opinion leadership, is still unknown (Veirman et al., 2017). Furthermore, effective persuasive communication should take into account more factors than just how far the word may travel through an influencer (Veirman et al., 2017). The most likeable, trustworthy influencer with a high value as an opinion leader should be sought for in order to improve the message's impact (Veirman et al., 2017). Thus, choosing the most effective and appropriate influencer while also taking into account the kind of product they want to promote presents a dilemma for advertisers (Veirman et al., 2017). Influence marketing originally used offline thought leaders like journalists as its primary influencers (Brown and Hayes, 2015), but today its focus is on digital influencers (Sammis et al. 2016, p.7), who are referred to as "the art and science of influencing people online. "Utilizing online influencers to spread brand messaging to their audiences. Its fundamental idea is to use common people as brand ambassadors in internet groups where consumers are simpler to locate (Belch and Belch, 2011). Influence marketing, according to Sudha & Sheena (2017), derives its value from three sources: resonance (the quantity of actions that influencer produces by posting material), relevance (creating innovative and effective content), and influencer scope (measuring audience size). A significant number of influencers or bloggers have arisen on Instagram, which has among other platforms exhibited the most noticeable development, reaching more than one billion monthly active users in 2018. Digitalization and social networks have generated new opportunities (Medioni and Bouzaglo, 2018; Tech Crunch, 2018).

These influencers are described as "a new sort of independent third-party endorser that impacts public perceptions through the bias of blogs, tweets, and the use of other social media" by Freberg et al. (2011, p. 90). It is likely that these influencers "will produce original, creative, and authentic content" (Marrone and Gallic, 2018 p. 858).

The social media platforms that bring together the most well-known influencers are Instagram and Youtube (Medioni and Bouzaglo, 2018, p. 121). However, Instagram is a social network that has had "exceptional development" both as a social network and a marketing channel, making it a prime example of the benefits of influence marketing (Kim et al., 2017; Serra-Cantalops et al., 2018; Rietveld et al., 2020).

The same study found that "in 2019 and 2020, Instagram is still the favoured platform of marketers for influence marketing (advertisers and agencies) for posts and stories" (Asselin, 2020). In fact, marketers

utilize Instagram not just as a tool for advertising but also as a platform to more effectively reach their target demographic (Belanche et al., 2019). Companies have discovered that these influencers are successful at informing the public about new items and trends (Jin et al., 2019). Because of this, Instagram has emerged as the social media platform of choice for businesses trying to implement an effective marketing strategy (Sanz-Blas et al., 2019).

Influencers create content and interact with consumers on social networks and other platforms using a variety of tools, including posts and sponsored articles, contest games, the placement of brand products and gifts, all in an effort to foster a positive attitude that will ultimately result in a purchase intention Amel et al (2017).

Need for the Study

The need of the study is to perceive that in recent days number of Instagram influencers are increasing for every products especially for cosmetic product in the market. To understand whether they are really influence consumer or not.

Objective of the Study

To find how Instagram influencers affect the behavior of consumer while purchasing cosmetic products

To find how consumer give importance to Instagram influencers and their videos

Research Methodology

The research follows the following processes

Descriptive Research

Collecting data by providing questionnaire to the respondent through google form.

This study gather useful data should have the right survey question.

This survey done by conducting online survey.

Convenient Sample

This survey used convenient sample technique to select the sample. Through delivery of structured questionnaire data was collected. The structured questionnaire prepared in advance by researchers, so that they were aware about object before interview.

Primary Data

Primary data will be data gathered through unique or direct exploration. It is gathered through sending google form to the respondent.

Secondary Data

Secondary data alludes to information that is gathered by somebody other than the primary user. It is the information which has been collected in the past by someone else. This study includes information collected from, research papers, websites, publications, newspapers, questionnaire etc.

Hypothesis

Hypothesis is a plan that provides explanation for the happening of phenomenon. Hypotheses in a scientific context, is a testable articulation about the connection between at least 2 factors or advanced explanation for some observed phenomenon. The hypothesis is classified into null hypothesis (H0) and Alternative Hypothesis (H1.).

Hypotheses for this study is:

H1: There is impact of Instagram influencers on the buying behavior of consumer with reference of cosmetic products.

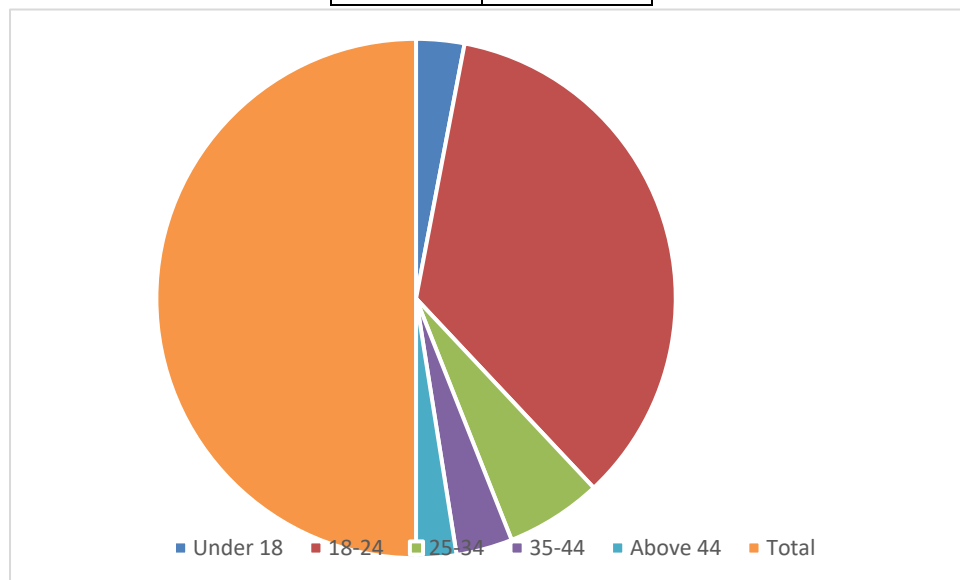
H0: There is no significant difference in the buying behavior of consumer by the Instagram influencers with the reference of cosmetic product.

Data Analysis and Findings

These information is collected from 100 females by providing questionnaire through Google form.

1. What is your age?

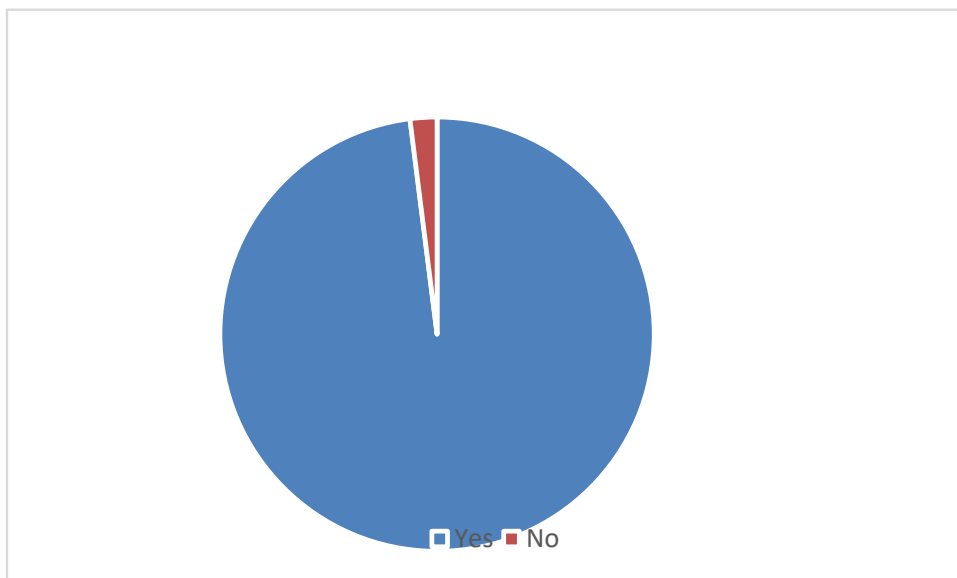
Age	Number of respondent
Under 18	06
18-24	70
25-34	12
35-44	07
Above 44	05
Total	100



2. Do you have an Instagram account?

Particulars	Number of respondents
Yes	98
No	02
Total	100

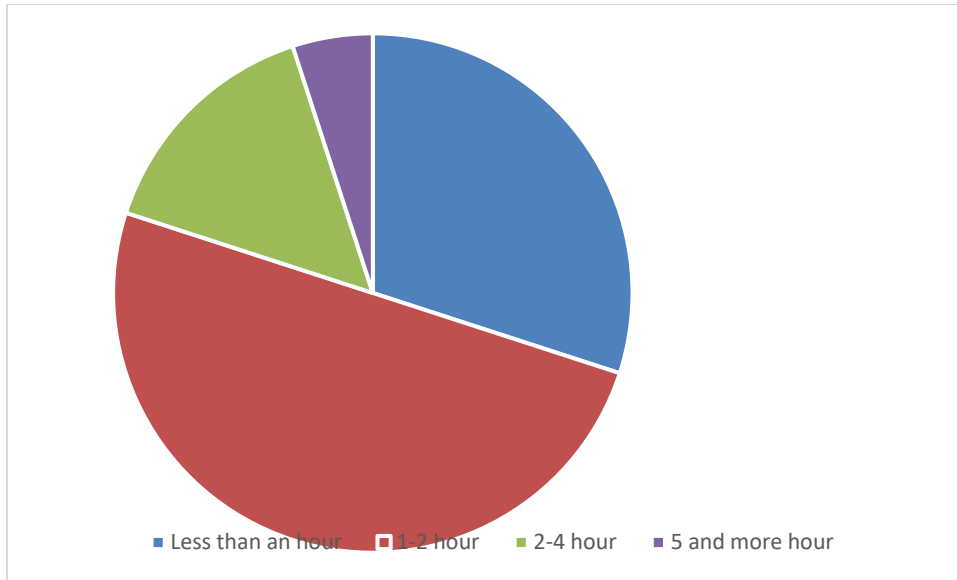
This table represent frequency distribution of 100 respondents out of which there are 98 number of respondents who using Instagram, 02 respondents are not using Instagram. Here, maximum respondents using Instagram.



3. How much time do you usually spend on Instagram?

Time	Number of respondents
Less than an hour	30
1-2 hour	50
2-4 hour	15
5 and more hour	05
Total	100

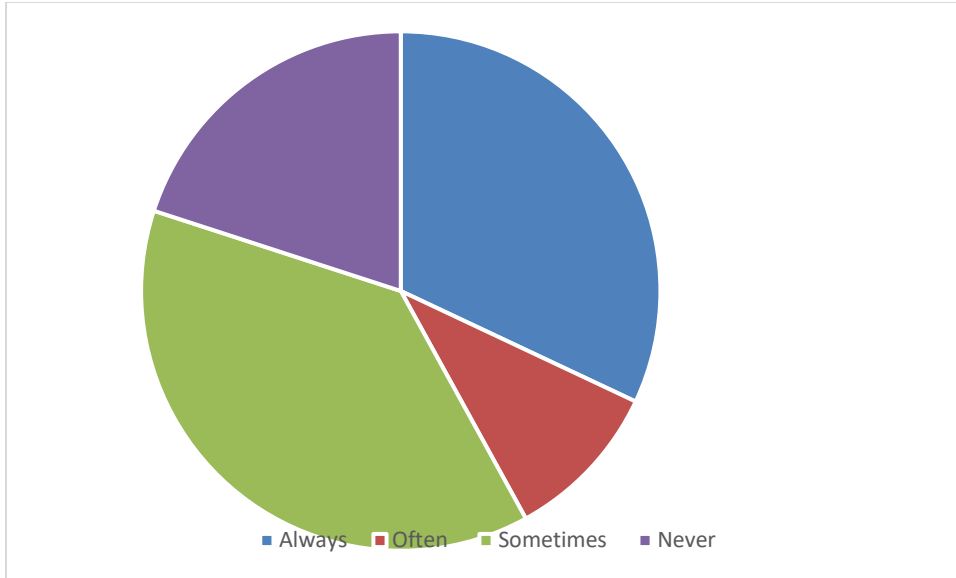
This table represent frequency distribution of 100 respondents out of which there are 30 respondents spends less than an hour, 50 respondents spends 1-2 hour, 15 respondents spends 2-4 hours, 05 respondents spends 5 and more in Instagram. Maximum respondents access Instagram 1-2 hour.



4. When buying new makeup products do you tend to look up their reviews online?

Times C	Number of respondents
Always	32
Often	10
Sometimes	38
Never	20
Total	100

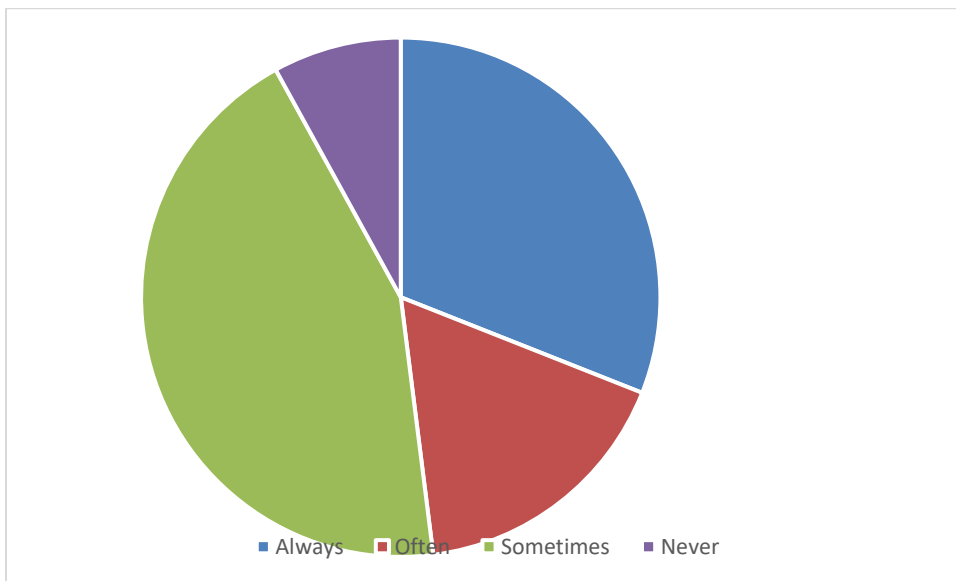
This table represent frequency distribution of 100 respondents out of which there is 32 respondents who always tend to look up reviews online, 10 often , 38 sometimes and 20 never tend to look up reviews in online.



5. Have you seen advertisements of beauty products by Instagram influencers?

Particulars	Number of respondents
Always	31
Often	17
Sometimes	44
Never	08
Total	100

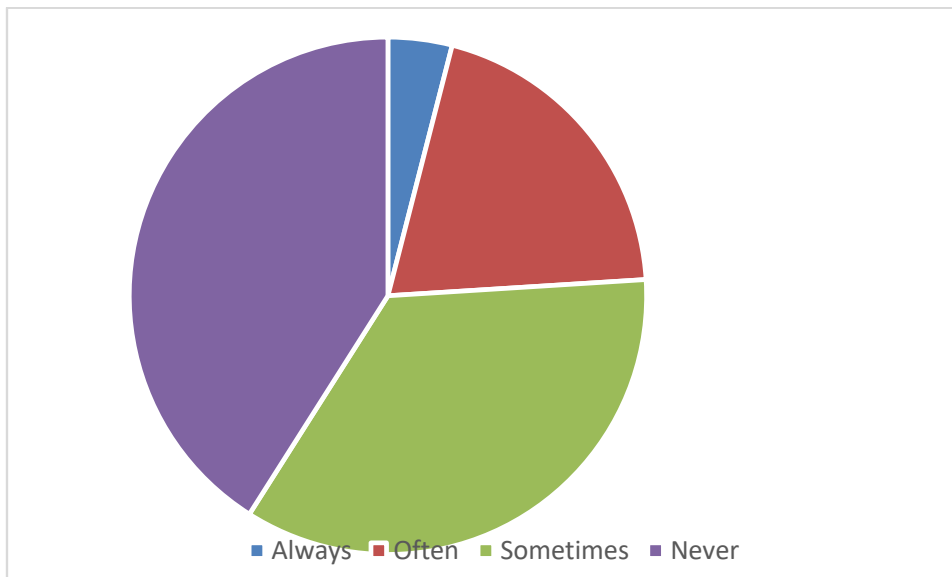
This table represent frequency distribution of 100 respondents out of which 31 respondents always, 17 respondents often, 44 respondents sometimes, 08 respondents never seen advertisement of beauty products by Instagram influencers.



6. Have ever purchased beauty products based on Instagram influencers?

Particulars	Number of respondents
Always	04
Often	20
Sometimes	35
Never	41
Total	100

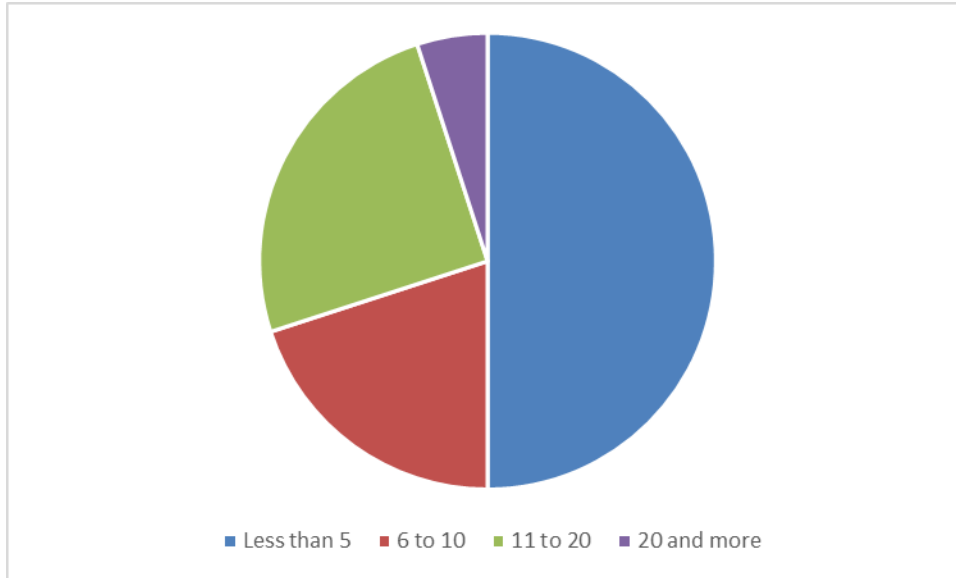
This table represent frequency distribution of 100 respondents out of which 4 respondents always, 20 respondents often, 35 respondents sometimes, 41 respondents never purchased beauty products based on Instagram influencers.



7. How many beauty influencers do you follow?

Particulars	Number of respondents
Less than 5	50
6-10	20
11-20	25
20 and more	05
Total	100

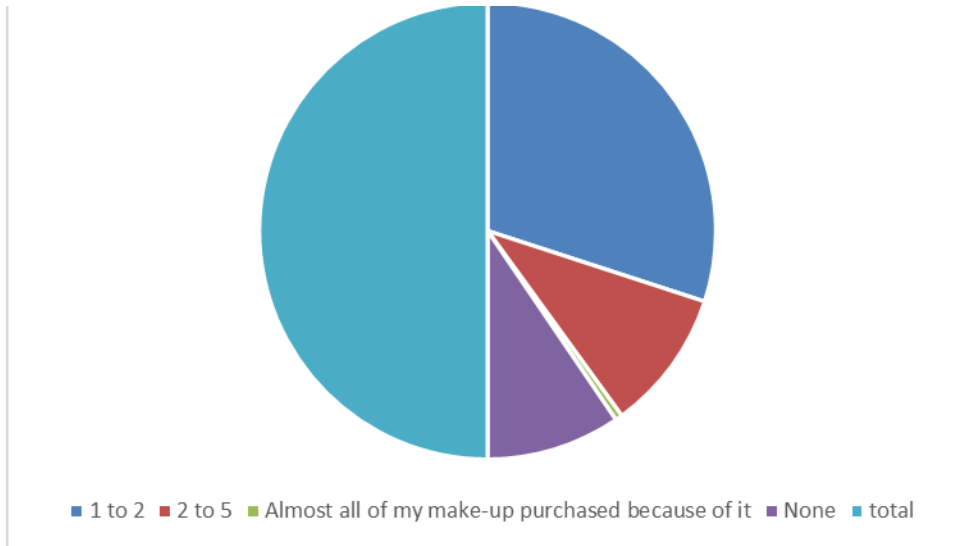
This table represents frequency distribution of 100 respondents out of which 50 respondents less than 5, 20 respondents 6-10, 25 respondents 11-20, 05 respondents 20 and more influencers they follow



8. How many makeup purchases have you made because Instagram influencers?

Particulars	Number of respondents
1-2	60
2-5	20
Almost all of my make-up purchased because of it	01
None	19
total	100

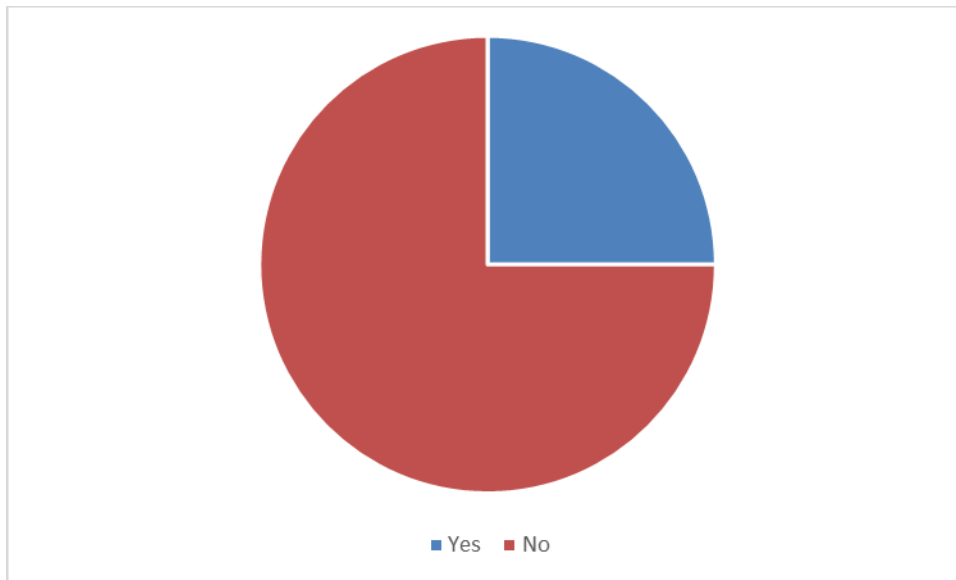
Out of 100 respondents 60 respondents have 1-2 product and 20 respondents have 2-5 products purchased through Instagram influencers



9. Do you feel that Instagram influencers recommendation have influenced you to buy more?

Particulars	Number of respondents
Yes	25
No	75
Total	100

Out of 100 respondents 25 respondents are started to purchase more by recommendation of Instagram influencers. 75 respondents are not influenced by Instagram influencers.



Conclusion and Suggestions

In regard to digital marketing, social media influencer marketing is becoming more significant. The consumer's readiness and the mediator's work raise the credibility. While using social media, credibility also increases. In the case of beauty products, quality and credibility are crucial, and if the information in

the title is inaccurate or poorly delivered, the consumer loses confidence in its perceived worth. As a result, the product may become obsolete. As a result, the market is becoming more and more competitive thanks to social media users who are not only persuaded by the information posted there. According to the report, social media marketing influences customer purchasing decisions for cosmetic items favourably. However, the factors that respondents say would most affect how social media will adapt are difficulties and technology.

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