

# Impact of Social Media Influencers on the Purchase Intention of Indian Youth for Cosmetic Products

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**Abstract-** This research is directed towards finding the impact of Social Media influencers on the youth's purchasing intention. Additionally, the research identifies all other elements that significantly affect the purchasing habits of the targeted market group. 176 samples' responses were gathered for this study, with the majority of them falling within the 15 to 25 age range. According to research, there is no such connection between creative content of the social media influencer video's and the customer response. More than the product's advertising of the influencers, the creative content has affected consumers. While the disclosure of the sponsorship has no impact on consumers' confidence in the influencer's judgement in product reviews, they do anticipate some degree of manipulation. The study demonstrates that customers primarily rely on brand recognition rather than influencer opinions, although brand recognition among influencers will have an impact on consumers' purchase patterns.

**Key words:** Social Media Influencers, Cosmetic products, Purchase Intention.

## INTRODUCTION

Cosmetics arise from the Greek word 'kosmeticos' meaning 'adorn'. Definition of cosmetics as per Indian regulations: Cosmetic" means any article intended to rubbed, poured, sprinkled or sprayed on or introduced into, human body or any part thereof for cleansing, beautifying, promoting attractiveness, altering the appearance and includes any article intended for use. The products include skincare, personal care, cosmetics, and fragrance as defined by the Cambridge Dictionary. In this world where the slogan of self-care is flashing through the hashtags on different social media platforms, the demand and consumption of cosmetics have increased. In recent research, given out

by global news wire site the Indian Beauty and Personal Care Market are Projected to Register a CAGR of 6.32%, in Terms of Value, Between 2022 & expects to reach a USD 33.33 Bn by 2027.

Social media has been a very important part of our day-to-day life especially the youth. India being one of the largest consumers of the smart phones has 750 million smart phone users from a total of 1.2 billion subscribers as on 2021 (sited by The Hindu on Feb 22 2022). Also, India is the largest user of Instagram a social media app, followed by United States. According to InfluGlue as on Sep 12 2022 India currently has over 448Mn active social media users who, on average, spend 2 hours and 25 minutes using social media.

In India, Celebrities accounted for merely 27% of influencer marketing spends (Vandana Verma 2022). The rest of the 73% was composed of nano, micro and mid-tier influencers. Since this majority is of the high relatability quotient and trust that they share with their audience the brands find them very convenient for endorsing their products.

Influencers are opinion leaders with a social following base. They appear as experts or trustworthy sources of information. Influencer marketing is advertising to, with, and via influencers to reach your target audiences as well as their followers (Anjali Chopra 2016). While influencer marketing does not only rely on particular recommendations, it is akin to word-of-mouth advertising. Influencers can originate from a variety of sources. Any person, team, organisation, place, or thing has the capacity to have an influence.

Native advertising on social media is a particularly effective kind of content marketing brought in by the social media influencers. An inviting atmosphere for businesses is created by the fact that 49% of social

media users depend on influencer recommendations when choosing what to buy. Brands are allocating even media resources to assist in delivering the best influencer-generated content to their target audience. (Vandana Verma 2022)

The audiences who follow these content creators are frequently active ones. In order to increase brand awareness, increase the company's reach, and generate new leads for your sales funnel, the firm might employ buyer personas to promote to them on various social media platforms. Influencer marketing can be used as a stand-alone technique or as a way to enhance your other marketing initiatives (Rajendra K. Srivastava 1999).

Social media offers new marketers who have put their businesses online a fantastic opportunity. Instagram may be used to advertise fresh goods and raise business recognition. Each month, 130 million Instagram users engage with shopping-related posts (Hansen R 2015). Anyone may use Instagram to promote their company and goods in a warm, genuine manner without overtly trying to sell them to the public.

Because to this partnership between brands and creators, businesses may target the audience they want to reach by expanding their reach across multiple buyer personas. Companies have access to a significant creator economy to convey their story because there are currently over 2 million content producers operating in India across several sectors. Also, the ROI provided by influencer marketing is exceptional. According to INCA's "The Indian Influencer Marketing Report," the top 4 categories making up 70% of the influencer marketing volume are personal care (25%), food and beverage (20%), fashion and jewellery (15%), and mobile and electronics (10%). In this paper the analysis of the purchasing impact created on the youth by the social media influencer in cosmetics industry is talked researched on.

## REVIEW OF LITERATURE

### • CONSUMER PURCHASE INTENTION

Xin Jean Lim, et al., (2017) concentrated on source credibility, source attractiveness, product compatibility, and viewers' understanding of the source's meaning through social media influencers. With an emphasis on source legitimacy, source

attractiveness, product match-up, and meaning transmission, The purpose of this study is to evaluate social media influencers' effectiveness. This study attempts to investigate the effectiveness of social media influencers with a focus on source legitimacy, source attractiveness, product match-up, and meaning transmission. 200 people were included in the sample size for the cluster sampling and data collection, which used questionnaires.

Ida Kristin Johansen et al., (2017) discovered that Influencer marketing has little to no effect on consumers' purchasing decisions. Influencers' source features encourage consumers' favourable attitudes (image satisfaction and/or advertising trust), which in turn influence consumers' buy intention. Competence, ingenuity, and homophily of influencers positively affect two customer sentiments. Only attractiveness has a favourable impact on image satisfaction, and only interaction has a positive impact on advertisement trust. The significance of consumers' self-brand in mediating the relationship between attitudes and purchase intentions was further supported by this study. The conceptual model is examined using structural equation modelling (SEM) in the statistical programme Lisrel 8.8 with a sample of 510 Chinese Weibo users.

Yi Li, Yangying Peng (2021) they claimed that, there is a link between the attitude an influencer displays and the conviction and uniqueness of the argument they foster. The homophily of the influencer is another criterion that consumers use to determine whether to believe the influencer and begin buying the products she endorses.

Saima M. Altaf Khan (2020) found that credibility of influencers is significantly impacted directly by trustworthiness, the quality of the information they provide, and entertainment value, as well as significantly impacted indirectly by these factors on consumer purchase intent. Additionally, a consumer's desire to make a purchase is directly influenced by the reliability and reputation of an influencer. Additionally, the likability of the influencers had no impact on their trustworthiness and buy intent, suggesting that customers place more importance on the content of the posts that the influencer distributes on social media than on their appearance and personality. Finally, it was discovered that trustworthiness had a sizable positive indirect influence on purchase intention in relation to the

mediating effect of credibility. However, their research did not pay much attention to influencer marketing, thus their findings provide a unique contribution.

- **DISCLOSURE OF SPONSORSHIP**

Susanna Lee & Eunice Kim (2020) observed that highly reputable influencers who appear in Instagram postings have no beneficial effects on the ad's attitude, the message it conveys, the audience's propensity to buy, or the intention to spread word of mouth. Discussions focus on the theoretical and managerial ramifications. A significant obstacle isn't the linguistic barrier either. The findings showed that people responded more favourably to an Instagram promotion post from a highly credible brand than from a brand with a low level of credibility. Fourthly, In terms of message credibility, attitude toward the advertisement, purchase intention, and eWOM intention, the results demonstrated that there was no statistically significant interaction between sponsorship disclosure, influencer credibility, and brand credibility.

Carolina Stubb et al., (2019) has learned Consumer perception of social media influencers and their disclosure of sponsorship money are directly correlated positively. Findings The study provides empirical evidence that, as compared to a clear sponsorship declaration, the justification of sponsorship compensation results in more favourable consumer perceptions of influencers receiving sponsorship income and boosts source and message credibility. The study was An experimental study design was used to examine the impact of a sponsorship compensation justification disclosure made by either an influencer or the sponsoring brand in comparison to a straightforward sponsorship disclosure and a no disclosure control post.

S. Venus Jin et al. (2019) In contrast to consumers exposed to traditional celebrity brand posts, those exposed to Instagram celebrity brand posts feel more envious of the source, perceive the source as more reliable, and have a more positive attitude toward the endorsed brand. Regression analyses and structural equation modelling were used to analyse the data, with a sample size of 104 and non-heterogeneous samples. Jay Trivedi et al. (2019) has research, The impact of a knowledgeable influencer in comparison to a desirable celebrity influencer was noted by the researchers. Brand attitude (AB), which is further influenced by brand adoration (BA), ultimately leads to online

purchase intentions. ACI (attractive celebrity influencers) and EI (expert influencers) both demonstrated a strong impact on AB, It was also noted that MPI played a regulating effect between brand attitude (AB) and expert influencer marketing. The effect of influencer marketing on consumers' brand admiration and online purchase intentions: an emerging market perspective is discussed in the article.

ShuangZhou et al. (2021) A crucial element in the promotion of the products is the SMIs. Since they could relate to the majority of them, the audience finds the promotion to be more trustworthy. This study determines whether cultural boundaries and individual conflict will affect social media markets. And telling them that a product is being promoted by an influencer will change how they shop.

- **KEY FACTORS AFFECTING SMI MARKETING**

SamiraFariva et al. (2020) asserted that (1) influence attempts (such as attractiveness, prestige, and expertise) positively influence parasocial relationships, (2) parasocial relationships negatively influence perceived endorser motive (self-serving), (3) reduce purchase intention, and (4) self-discrepancy moderates the purchasing behaviour. Since the study was qualitative, no significant tools were employed to determine the outcomes. 409 people participated in the survey sample, which was given out to online followers.

SamiraFariva et al. (2021) According to, marketing managers may occasionally be able to utilise the functional aspects of influencers individually or as a whole marketing strategy. According to the authors, it will be preferable if the marketing manager is cautious to take into account more important criteria besides reach and engagement. Influencers with specific audiences are needed for different products. The influencers should only receive sufficient information. Morgan Glucksman et al. (2017) Influencers on social media that support lifestyle brands have the best success engaging with consumers when they are authentic, confident and interactive with their material. This two-way interactive public relations strategy, which contributes to the success that firms may anticipate, explains why social media influencer marketing is one of the major trends of 2017.

Francisco Femenia et al. (2020) states that choosing an influencer requires consideration of specific goals and

is a laborious process that involves determining whether each SMI is fit and negotiating the terms of the engagement. The DMO should have as much control over the process as is practicable, and the SMIs should be given with official contracts and clear instructions in advance. To maximize advantages and cut costs, local service providers and external partners might be included. Metrics on the process should be obtained as well, particularly to monitor the precise results of each marketing initiative. The DMO can get help from technology in this endeavour. The results also demonstrate that influencer marketing has a bright future but is also extremely volatile, so destinations must keep their influencer marketing strategies and choices up to date.

Margareta Nadanyiova et al. (2020) has stated in his study, Influencer marketing and its impact on consumer lifestyles, that influencer marketing has a significant impact on people's lives, particularly those of those under the age of 35.

Steffi De Jansa et al. (2020) A conceptual framework for the strategic use of social media influencers and a literature analysis on the commercialization of social media stars. The study's findings include the following: The three research qualities that were looked at were source, message, and audience. The first study stream focused on the opinions of significant people and communication specialists. The second stream concentrated on the content techniques utilized by influencers for their sponsored postings. The third study stream's primary themes were what drew influencers in and how well their sponsored suggestions worked. The openness of this covert marketing strategy was the subject of several research in the third stream.

Almeida, Marta Neto de (2018) To determine when each influencer type is most effective depending on the customers' perception of the danger associated with cosmetic products, a study on how influencer type and perceived risk impact choices in the beauty business was conducted. To identify the products on this market that provide the greatest and greatest risk to female consumers, preliminary pilot study is now being conducted. In order to further understand customers' thoughts and attitudes regarding these two groups of influencers in terms of credibility, trust, expertise, and influence capacity on purchase intent and readiness to pay, a second pilot study and a larger study are then done. The data indicate that when a celebrity endorses

a product, consumers are more willing to purchase a high-risk item than a low-risk item. When it comes to microinfluencers, there is no observable difference. While other studies have indicated that micro-influencers have favourable effects on social media platforms, this study advances those findings by illuminating the boundary condition that is product perceived risk. This study's practical implications include helping marketers make wiser decisions about which influencers to employ in their social media marketing campaigns.

Patricia Coll, et al. (2015) Influencer marketing and other practises in the field of marketing communication have been discovered. The four phases of the Marstonian RACE model for public relations are visible in the communications strategic planning after we analyse the categorization. In this way, influencer communications initiatives are informed by previous research processes, planned with the influencer, carried out in concert with other marketing communications initiatives and evaluated with a follow-up based on KPIs, or key performance indicators, which can be measured and used to calculate results.

## RESEARCH METHODOLOGY

### TYPE OF RESEARCH

The research is descriptive in nature. As the goal was to gain a thorough understanding of phenomena that depend in their purchase behaviour of the cosmetics specifying the youth segment. The data was collected in the Likert 5 scale.

### SAMPLES

There were 176 samples collected from different sectors of online or Instagram users across the country. The age group of the sample chosen were from 15 to 25 years of age. The samples were asked to fill the questionnaire with the use of social medias like Instagram, Gmail and whatsapp. The survey sample were chosen through convenience sampling. Most of the population are students and thus dependent on the family for the purchase of skin care products.

### RELIABILITY TEST

## Reliability Statistics

Cronbach's Alpha	N of Items
.689	27

Lee Cronbach created Cronbach's alpha (also known as the coefficient alpha) in 1951 to quantify dependability or internal consistency. Consistency is another word for reliability. To determine the reliability of data collected Cronbach's alpha test is used. Cronbach Alpha's value of 0.6 and above score are considered acceptable. Alpha value of 0.689 from the above table shows that the data collected is reliable and thus proceeded with the analysis.

### OBJECTIVE

To investigate how social media influencers affect young people's desire to buy cosmetics.

### HYPOTHESIS

1. There is a relationship between the enjoyment aspect (the video must be interesting and use well-edited reels) and the customer's purchasing behaviour.
2. Consumer choice is influenced by product popularity.
3. Relationship exists between discounts on the product and the purchase intention.
4. The consumers purchase intention depends on the need for a product.
5. There is a relationship between the desire to buy the product and the revelation of sponsorship during product promotion.

TABLE 1-FACTORS THAT AFFECT THE AUDIENCE TO FOLLOW THE INFLUENCER

FACTOR	PERCENTAGE %				
	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
FAME	16.2	26	27.9	14.9	14.9
KNOWLEDGE IN SKINCARE/MAKEUP.	26.3	21.2	24.8	12.4	15.3
ENTERTAINING CONTENT	28.9	24.3	27	9.9	9.9
COMONALITY OF STATE/PLACE.	11.4	19.9	22.7	17	29

The sample size of 176 has suggested the above factors and their importance in purchasing a particular product that has been promoted by the influencer.

## DEMOGRAPHIC DATA TABLE

TABLE 1 AGE

AGE	FREQUENCY (IN PERCENTAGE)
15-17	1.1
18-20	6.3
21-25	85.8
ABOVE 25	6.5

TABLE 2-GENDER

GENDER	FREQUENCY (IN PERCENTAGE)
MALE	37.5
FEMALE	62.5

TABLE 3-RESIDENCE DESCRIPTION

DESCRIPTION OF RESIDENCE	FREQUENCY (IN PERCENTAGE)
VILLAGE	30.7
TOWN	29.5
MUNICIPALITY	19.3
METRO-CITY	20.5

### DATA ANALYSIS

The sample population consist of 37.5% of male and 62.5% of female. The sample is collected from all residential areas mostly spanning to 30.7% of village residences, 29.5% from town, 19.3% from city and 20.5% from metro-city. The sample size mostly has a majority from a family who earn more than Rs. 3,00,000 lakhs per month, they consist of 25% of the total sample.

As the majority of 67.6% of the group have followed the influencer on the social media platform but everybody in the samples have accepted that they have been coming across any of the influencers while using the platform. Also, the 62.5% of the population also follow one or more Non-Indian Influencer. The factors that have influenced the reason for following the influencer has been:

We may infer from Table 1 that one factor that influences respondents to follow an influencer is their fame. Since 42.2% of respondents agree, this is true. Given that they are backed by 47.5% of the

respondents, expertise of skincare and cosmetics is seen as a very important component. The majority of the respondents i.e. 53%, however, have strongly

agreed that the content of the influencer is important. This is a significant observation.

TABLE 2- BRAND FACTORS THAT AFFECT THE AUDIENCE TO PURCHASE

FACTOR	PERCENTAGE %				
	STRONGLY AGREE	AGREE	MODERATE	DISAGREE	STRONGLY DISAGREE
POPULARITY AMONG THE INFLUENCERS	10.8	26.7	35.2	13.6	13.6
POPULARITY AMONG THE PUBLIC	22.2	35.8	26.1	10.8	5.1
ADVERTISEMENT	4	29	23.3	28.8	25
PURCHASE BECAUSE OF BRAND	21	25.6	35.2	11.9	6.3

From the table it can be observed that 37.5% of the consumers consume the product when the brand is popular among the influencers. 58% of the respondents purchases the products when the brand is popular among the public. The advertisement is not influencing 53.8% of the respondents in purchasing the product. Thus, the majority of 46.6% purchase the product because of the brand. According to the findings, the promotion of a brand across several influencers has little impact on customers' intentions to make purchases. But if the product is well-liked by

the general populace, it may make a difference. Customers frequently choose brands they are familiar with while making purchases. The outcome is comparable to Jia En Lee's study (2019). A fascinating finding was that while the brand would influence the purchase, the product's marketing does not influence the intention to buy. In short, a well-known brand with strong public awareness and some interaction among influencers might have a beneficial effect on consumers' purchase decisions.

TABLE 3-PERSONAL FACTORS THAT AFFECT THE CONSUMERS TO PURCHASE A PRODUCT

FACTOR	PERCENTAGE %				
	STRONGLY AGREE	AGREE	MODERATE	DISAGREE	STRONGLY DISAGREE
NEED	47.7	19.9	17	6.3	9.1
CHEAP OR AT DISCOUNTED PRODUCTS	19.3	22.2	31.8	18.2	8.5

When consumer behaviour is examined, it is shown that most people only make purchases when they are truly necessary. A 67.6% majority of the sample agrees with that, which is taken into account as

supporting the argument. And 41.5% of respondents (considering strongly agree and agree as a support for the claim) believe that things are only purchased when they are being sold for a low or reduced price.

TABLE 4-EFFECTS OF DECLARATION OF SPONSORSHIP OF A POST ON THE PURCHASING BEHAVIOUR OF THE CONSUMERS

FACTOR	PERCENTAGE %				
	STRONGLY AGREE	AGREE	MODERATE	DISAGREE	STRONGLY DISAGREE
WILLING TO PURCHASE AFTER DISCLOSURE ABOUT THE SPONSORSHIP	10.8	26.7	35.2	13.6	13.6
DOES NOT DECREASE TRUST	16.5	23.3	38.1	13.1	9.1
DOES NOT MANIPULATE THE REVIEW BECAUSE OF SPONSORSHIP	6.8	15.3	36.4	23.9	17.6

According to this observation, the majority of viewers do not mind learning about sponsorship, and a total of 37.5% (using strongly agree and agree as evidence for the argument) said that it will not affect their decision to buy the product. Because they could behave in accordance with the circumstances of the promotional post, the majority has a modest perception of willingness to purchase.

Regarding the trust element, the majority of 39.8% favour social media influencers that announce their sponsorship with the brand and still have followers who trust them, while only 22.5% believe that the influencers are not faking reviews.

### FINDINGS

The customer is not much impacted by the connection between creativity and product promotions by influencers. Even when an influencer works with a business to promote itself, people still have faith in them. The influencer's trustworthiness has little meaningful impact on consumers' purchase decisions. The audience won't buy the things they promote unless they have a need for them and anticipate receiving a discount or inexpensive goods; otherwise, they won't buy the goods.

We may see that when influencers work with businesses and disclose sponsorship, customers accept the relationship. However, buyers believe that because of the sponsorship, they would rig the influencers' reviews of the goods. The intriguing finding is that even if the audience thinks the influencer is faking the review, they still trust them and are willing to buy the products they advertise.

Thus, it can be seen that influencer marketing may be utilised as a platform to connect with or educate customers about the product, although even a well-known celebrity cannot have an impact on a customer's decision to buy. The popularity of the brand and product will only have a significant impact on whether someone decides to buy the item.

### CONCLUSION

The customer is not much impacted by the connection between creativity and product promotions by influencers. The popularity of the brand and product will only have a significant impact on whether someone decides to buy the item. Even when an

influencer works with a business to promote itself, people still have faith in them. The fact that the influencers are working with brands is accepted by the audience, and they anticipate review manipulation, which they accept. This does not diminish the influencers' reputation. The brand value is important when making a purchasing choice, and the likelihood of a purchase is increased by the brand's popularity among the influencer community.

### LIMITATIONS

The sample is more diverse and the study is more focused on the qualitative components of the purchase. The feature of recurring buying is not the focus of the study and could be a future scope for the research work.

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