

Influencer Marketing on Consumer Behaviour Toward Cosmetic Products

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Abstract- The study of consumer habits is one of the fastest expanding academic fields. Knowing and understanding customers is not as easy as it may seem. How consumers would react in any scenario is notoriously difficult to predict. We, as consumers, show highly noticeable variations in our purchasing habits and play a crucial part in varying economic environments, such as those at the regional, national, and global levels. One of the few things that unites us all is that we are consumers, and the presence of customers with unmet or partly satisfied needs, and desires is the cause for the existence of a commercial enterprise. It is the study of how, what, when, and why consumers make purchases that constitutes consumer behavior.

Although marketers have always been a part of human society, traditionalists who only associate marketing with advertising and promotion may be surprised to learn that modern marketers focus more on establishing trusting connections with consumers, assessing their wants and needs, and ultimately meeting their approval. It's stimulating to make a hasty buy. Success in business hinges on an understanding of customer behavior. One of the definitions of consumer behavior is "the mental and physical activity consumers participate in while deciding whether to acquire, use, or discard a product." (Loudon and Della Bitta, 1980)

Keywords- Influencer marketing; Social media influencers; Para social relationship; Credibility; Brand trust; Purchasing behavior; Cosmetics; Consumer habits; Fashion; Beauty trends.

INTRODUCTION

Seventy percent of young people have more faith in influential people than in celebrities. In many cases, audiences trust influencers more than they do well-known celebrities. They can identify with and trust

their favorite influencer, and they find comfort in them. Almost half of all millennials (46%) say they trust their favorite influencer more than their closest friends when it comes to knowing who they are. Because of the credibility they've earned among their followers, marketers should let influencers speak in their own words rather than prescribing exactly what they should say to spread their message.

The value of companies strengthening their ties with influential people has been rising. To put it another way, 49% of customers look to influencers' recommendations before making a purchase (as reported by the Digital Marketing Institute). A further 40% of customers acknowledged purchasing a product after seeing an influencer use it on Twitter, YouTube, or Instagram. Given these numbers, it's clear that partnering with influential people in the industry is a smart marketing strategy. Promoting a brand via influential people raises brand recognition.

The proliferation of social media sites has prompted companies to experiment with new methods of advertising their wares, broadening their scope in the process. Influencer marketing, which defies standard and strategic marketing norms, increases local and global corporate competition. Brands are turning to influencers more frequently these days to interact with their audience in a more authentic and natural way. As an advertising tactic, influencer marketing connects businesses, products, and services to online influencers that are well-liked and frequently interact with target markets. The advent of social media has made it possible for bloggers to update their readers often on the services and products they recommend.

With the rise of Internet enterprises, the global cosmetic sector seems to be constantly evolving. In places where they don't have a physical presence, several of the world's most well-known cosmetics brands offer their goods online. It has been shown that the most successful cosmetics email marketing campaigns are those that have a specific aim in mind

with email content that is seen as helpful and encourages readers to visit a shop to try out the products or speak to a salesperson. Instead of information on the latest beauty trends, useful material featured.

To be successful in the cosmetics market, companies must effectively communicate with their customers and convey their brand's image to the public. There follows a study of the marketing and mass communication tactics that have helped this sector flourish, considering the most current and up-to-date scientific literature as well as photos and samples from social media websites. This is done in the following sections.

To demonstrate how the cosmetics industry has grown from a marketing standpoint and how women's roles in this market have altered through time, we've separated our thesis into three pieces. The cosmetics industry began as a response to the needs of women. To begin with, a woman's physical beauty and social independence are highly valued by the industry. Because due to the beauty industry, many women were able to gain financial independence and change their social status. The use of cosmetics by individuals and society at large has long been seen as a sign of individuality and self-expression. Women may utilize platforms like Instagram and YouTube to interact with one another and be inspired by one another. The beauty community is home to both people looking for advice on how to apply cosmetics to show their personality and those want to inspire other women in a creative and educational way. There have been a number of "beauty gurus" who went on to successful professions.

Socially and monetarily, they may become self-sufficient since they are able to aid other females with concerns and desires and urge others to do the same segmenting the market. For marketing purposes, comparing and contrasting the methods used to promote beauty standards in the past and now was critical. One can see how consumers' purchasing habits have changed over time as a result of psychological, cultural, and social factors. Last but not least, from the perspective of marketing, it is critical to examine how social media has revolutionized and reinforced the contact between cosmetic companies and their clients.

An efficient means of communicating with and projecting the public's perception of a brand is

essential in the cosmetics industry. In the wake of the rise of social media, consumers' impressions of a cosmetic brand, as well as how they learn about goods and beauty procedures, have all changed. As a result, it's possible that the previous methods of doing things are outdated. Advertising and marketing practices of the past are no longer adequate to attract or keep customers.

PROBLEM STATEMENT

To investigate the importance of the connection between influencer marketing for cosmetic products on social media platforms and its impact on user entertainment, brand image, brand marketing, and brand sales.

OBJECTIVES OF THE STUDY

- To investigate the makeup-using customer base from a socioeconomic standpoint.
- To learn which types of goods fall within the "impulse" category,
- Foreknowledge of a customer's intent to buy is necessary before making a sale.
- In order to get insight into what causes one to make a buy on impulse.
- The goal of this research is to learn how customers choose which cosmetics to buy.

LITERATURE REVIEW

The expansion of the cosmetics business may be traced back in part to the enormous profits that the Indian fashion industry has made possible via the use of recent scientific discoveries, innovations, methods, and media attention. The causes cited include an increase in the number of people concerned with their personal hygiene and appearance as a result of shifting demographics and lifestyles, more disposable income, increased media exposure, expanded product options, expanded retail channels, and greater availability (Euromonitor International, 2016).

Briney (2018) notes an interesting trend among Indian consumers of cosmetics: while people in other parts of the world are turning to traditional Indian herbal and ayurvedic applications for beauty solutions, Indian consumers are increasingly looking to international personal care brands as lifestyle enhancement products, in the mistaken belief that doing so will give

them a more refined and upper-class image. Male customers prefer to shop for and choose their own cosmetics brands, according to research by Drs. Vinith Kumar Nair and Prakash Pillai R. When making a purchase, quality is the most important aspect for male shoppers. They have a go-to store where they get all of their beauty supplies. Male shoppers are also seen purchasing all of their cosmetic needs at once.

The development of any plan requires an initial comprehension of how consumers really make purchases. Insight gained from this may be used to better position products in the market and gauge the success of marketing campaigns. The corporation evaluates the performance of its positioning strategy by looking at how customers respond to its goods. It's important for stores to get to know their clientele so they can better serve them by anticipating their needs and providing solutions. When a shop owner has a firm grasp on how his customers behave, he is in a better position to take an impartial look at his own company's strengths and weaknesses.

However, despite the fact that the word "cosmetics" is derived from the Greek word "kosmetico," the ancient Greeks favored a more basic and natural style, both in clothes and in their personal appearance. Most likely, this was owing to the low level of autonomy granted to women in ancient Greek culture. Because prostitutes might be hired even if married, a man didn't want his wife to wear cosmetics because it was connected with prostitution. Greek women were not expected to be attractive or enticing, but rather to be excellent housewives and homemakers (Hunt et al., 2019).

During a time when people's ability to express themselves freely was dwindling, this was a frequent practice. Nevertheless, as models of civilized and exquisite cultures for subsequent generations, these three significant societies in the past left their influence on beauty and hygiene procedures. As the 19th century approached, the use of cosmetic compounds began to be connected with social position, aesthetics, and fashion as well.

METHODOLOGY

DATA ANALYSIS AND INTERPRETATION

1. Classification of the Respondent's on the Basis Marital Status

Research design: Descriptive research

Research equipment: Questionnaire

Sampling method: Non-probability technique

Sampling frame: Convenience sampling

Sources of data:

Both the primary sources and secondary sources of data have been used to conduct the study.

Primary sources:

The primary data for this study has been collected by approaching the salaried employees via internet (digital survey method).

Secondary sources:

The secondary data are collected from articles published on various websites (desk research)

Sample design: Data has been presented with the help of bar graphs, pie-charts, etc.

Methods for Data Collection

- Primary Data
- Secondary Data

Primary Data: Primary source of data was collected by questionnaire.

Secondary Data: Secondary source of data was collected from books, journals, magazines, websites.

Tools for analysis:

- Diagrammatic representation through graphs and charts
- Suitable inferences will be made after applying necessary statistical tools.
- Findings & suggestions will be given to make the study more useful.

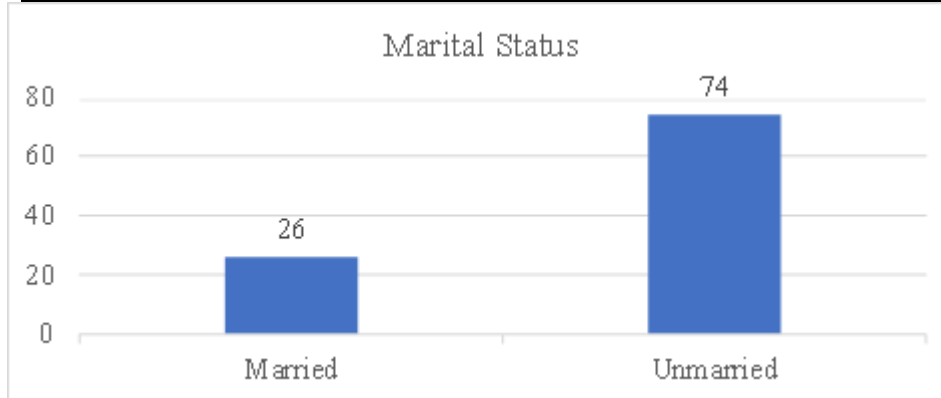
Hypotheses

H1: There is no significant difference between influencer marketing on consumer behavior towards cosmetic products

H2: Differential effects of influencer marketing on cosmetics purchases are clearly discernible across consumers.

H3: There is no discernible difference between influencer marketing's effects on cosmetics sales.

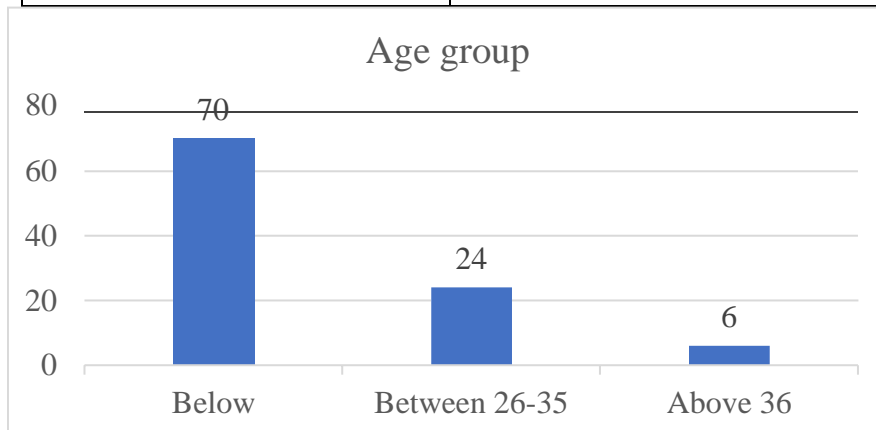
Marital Status	No of Respondents	Percentage
Married	26	26
Unmarried	74	74



Interpretation: The above table and graph analysis represents that 26 percent of the respondents are married and the remaining 74 percent of the respondents are unmarried. It interprets that Majority of the respondents found in the survey are unmarried

2. Classification of the Respondent's on the Basis Age Group

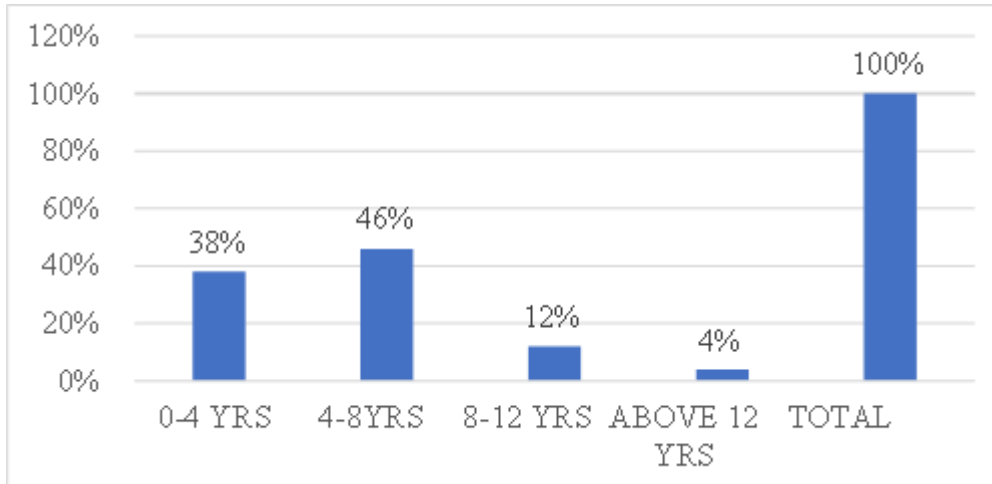
Age group	No of Respondents	Percentage
Below 25	70	70
Between 26-35	24	24
Above 36	6	6



Interpretation: The above table and graph analysis represents that 70 percent of the respondents age group is below 25 years, 24 percent of the respondents age group is between 26-35 years and the remaining 6 percent of the respondents age group is above 36 years. Majority of the respondents found in the survey are below 25 years of age group.

3. Experience

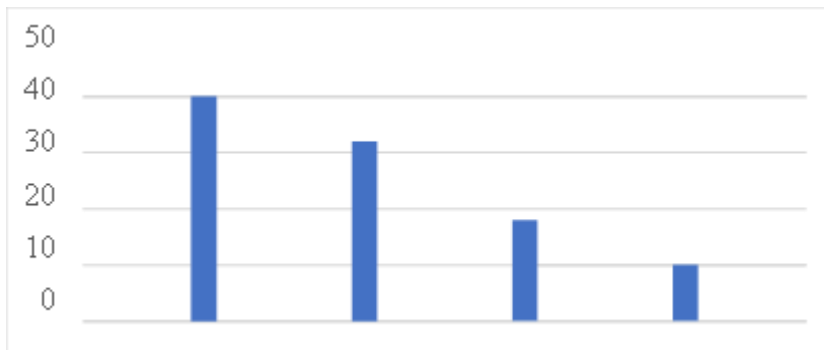
Experience	No. of respondent	Percentage (%)
0-4	38	38%
4-8	46	46%
8-12	12	12%
Above 12	4	4%



Interpretation: From the table above, the overall poll shows that around 38 per cent of the 0-4 years of experience and 46% of the 4-8 years of experience therefore have a considerable influence on the organization of both these expert groups.

4. How often do you go shopping?

Shopping	No. of Respondents	Percentage
Once a day	40	40
Once a week,	32	32
Twice a month	18	18
Once a month	10	10



Interpretation: 40% of respondents Once a day, 32% of respondents once a week, 18 % of respondents twice a month, 10% of respondents once a month

5. When making a purchase, what kinds of details do you gather?

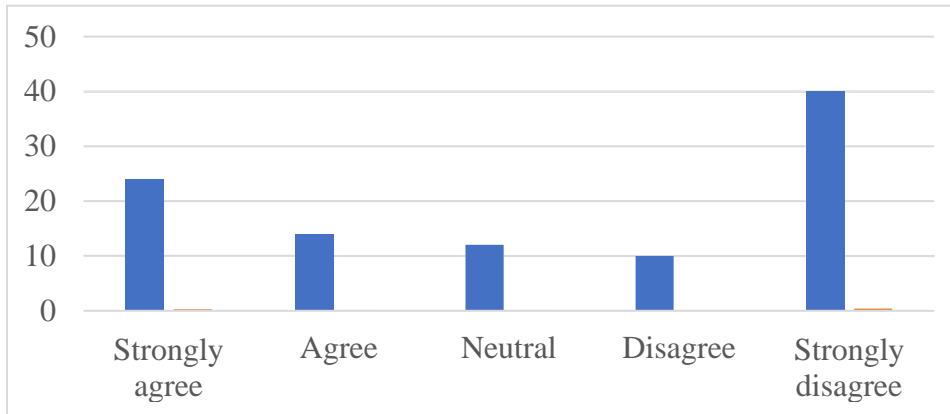
Platform	No. of respondents	Percentage
Brand	7	14
Price	10	20
Quality	25	50
Material	8	16



Interpretation: According to the table and chart above, 14% of respondents When making a purchase, what kinds of details do you gather, while 20% they are kind of information do you collect before purchasing. 50% of respondents they are when making a purchase, what kinds of details do you gather.

6. How happy are people with the festival season?

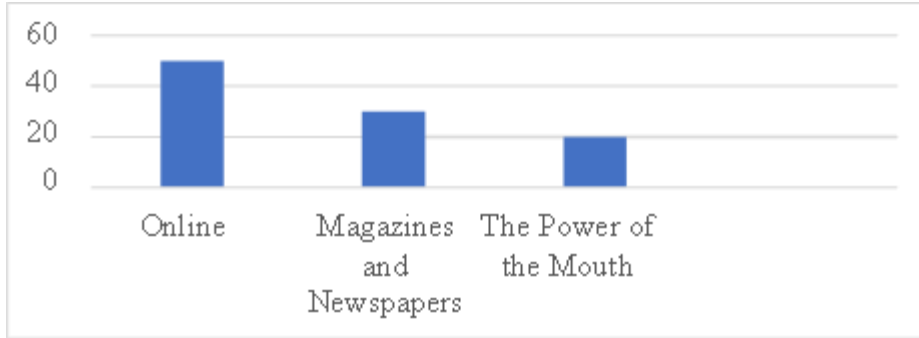
Criteria	Number of responders	Proportion
Strongly agree	24	24%
Agree	14	14%
Neutral	12	12%
Disagree	10	10%
Strongly disagree	40	40%



Interpretation: According to the graphic, 24% of respondents agreed strongly that How happy are people with the festival season? This remark was approved by 14 per cent of the respondents (although not forcefully). The declaration is made by 12% of respondents neutral. Their disagreement was just 10 percent. 40% of respondents expressed significant disagreement on this issue.

7. How to learn about cosmetic items

Criteria	Number of responders	Proportion
Online	50	50
Magazines and Newspapers	30	30
The Power of the Mouth	20	20



Interpretation: Above graph shows that how to learn about cosmetic items 50% of respondents Online, 30% of respondents Magazines and Newspapers and 20 % of respondents power of themouth

8. Where people go to buy cosmetics.

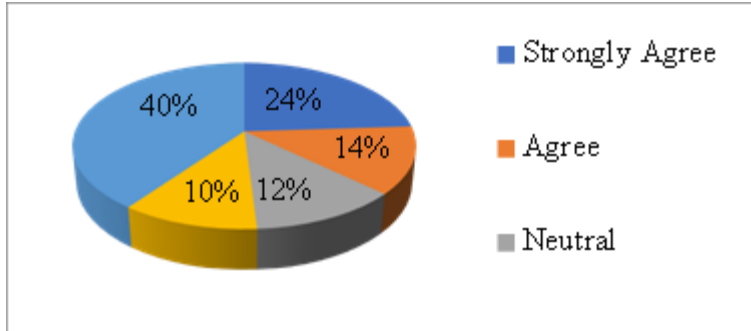
Criteria	Number of responders	Proportion
Traditional Shop	30	30
Shopping Center	28	28
Online Stores	32	32
Marketplaces	10	10



Interpretation: According to the graph show that where people go to buy cosmetics 30 % of respondents Traditional Shop, 28% of respondents Shopping Center, 32 % of respondents Online Stores and 10 % of respondents Marketplaces.

9. Target clients for a mid-priced cosmetics firm may be defined using a market strategy.

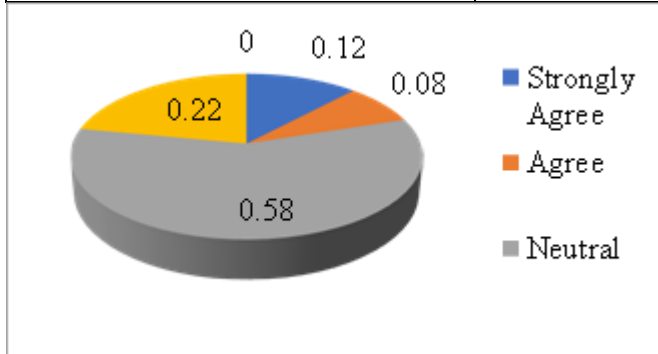
Criteria	Number of responders	Proportion
Strongly agree	48	24%
Agree	28	14%
Neutral	24	12%
Disagree	20	10%
Strongly disagree	80	40%



Interpretation: 24 percent of respondents strongly agreed that target customers for a mid-priced cosmetics company may be determined using a market strategy, according to the image provided. This comment was backed by 14 percent of the survey participants (although not forcefully). 12 percent of those polled are neutral, and they've made this claim. Only 10% of them were in agreement. Survey respondents indicated that 40 per cent of mid-priced cosmetics companies may use a market approach to identify their ideal customers.

10. Will you put your skin at risk while experimenting with face foundation or other types of cosmetics.

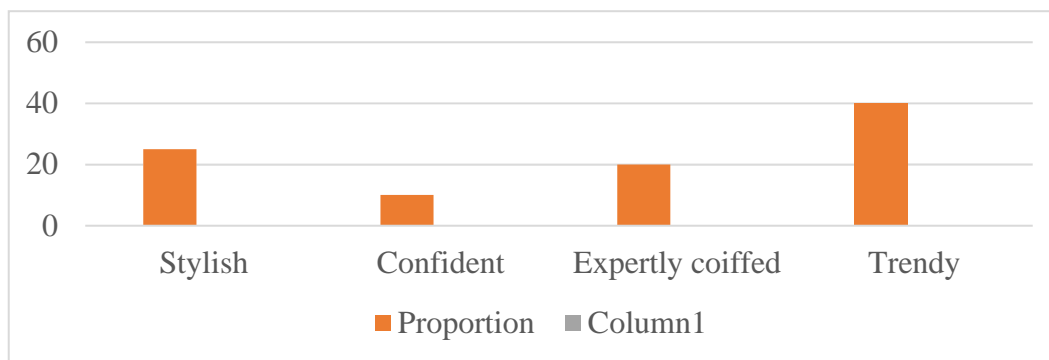
Criteria	Number of responders	Proportion
Strongly Agree	12	12%
Agree	8	8%
Neutral	58	58%
Disagree	22	22%
Strongly Disagree	0	-



Interpretation: Will you put your skin at danger when using face foundation or other cosmetics? According to the graphic, 12 percent of respondents agreed. Only 8% of those polled said they agreed with this statement, which isn't a majority. 58 percent of respondents found the statement to be neutral. Some 22% of the people polled disapprove of the findings. No one who responded was adamantly opposed to this idea.

11. Which kinds of personalities do you think makeup wearers portray?

Criteria	Number of responders	Proportion
Stylish	25	25
Confident	10	10
Expertly coiffed	20	20
Trendy	40	40
Nope, I'm out of answers.	5	5



Interpretation: In the graph, 25% of respondents are considered stylish, 10% are considered confident, 20% are considered well-coiffed, 40% are considered trendy, and 5% are considered I have no idea.

REGRESSION ANALYSIS

It is possible to accurately determine which factors affect a certain subject by using regression analysis. It is possible to accurately identify the most important and least important components, as well as the interplay between these two groups.

	df	SS	MS	F	Significance F
Regression	1	362.8763	362.8763	2.126545	0.240843
Residual	3	511.9237	170.6412		
Total	4	874.8			

P value = 0.240843

Overall regression: right-tailed, F (1,3) = 2.12655, p-value = 0.24084. Since p-value \geq α (0.05), we accept the null hypothesis(H0), rejected Alternative hypothesis.

FINDINGS AND RECOMMENDATIONS

The above table and graph analysis represents that 26 percent of the respondents are married and the remaining 74 percent of the respondents are unmarried. It interprets that Majority of the respondents found in the survey are unmarried

The above table and graph analysis represents that 70 percent of the respondents age group is below 25 years, 24 percent of the respondents age group is between 26-35 years and the remaining 6 percent of the respondents age group is above 36 years. Majority of the respondents found in the survey are below 25 years of age group.

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Above graph shows that how to learn about cosmetic items 50% of respondents Online, 30% of respondents Magazines and Newspapers and 20 % of respondents power of the mouth.

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In the graph, 25% of respondents are considered stylish, 10% are considered confident, 20% are considered well-coiffed, 40% are considered trendy, and 5% are considered I have no idea.

CONCLUSION

The field of research known as Consumer Behavior examines the factors that influence consumers' decisions about what and how they consume to meet their wants and requirements. Customers' purchasing decisions are heavily influenced by their consumer behavior; knowing this may help you better serve your customers.

Consumers often go to influencers for advice on which things to buy because of the deep and genuine connections they've established with their followers. Brands may take advantage of the growing popularity of social media by harnessing the power of influential users to spread the word about their products.

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Annexures

1. Classification of the Respondent's on the Basis Marital Status

- Married
- Unmarried

2. Classification of the Respondent's on the Basis Age Group

- Below 25
- Between 26-35
- Above 36

3. Experience

- 0-4
- 4-8
- 8-12
- Above 12

4. How often do you go shopping?

- Once a day
- Once a week,
- Twice a month
- Once a month

5. When making a purchase, what kinds of details do you gather?

- Brand
- Price
- Quality
- Material

6. I am happy to go for purchase during the festival season?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

7. How do you come to know about the cosmetic items?

- Online
- Magazines and Newspapers
- The Power of the Mouth.

8. Where do people go to buy cosmetics?

- Traditional Shop
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