

Consumer Behaviour in The Era of Social Media Influencers: With A Special Reference to Haircare Products

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Abstract—In the contemporary digital landscape, social media has revolutionized the way consumers interact with brands, with social media influencers playing a pivotal role in shaping consumer behavior. This study focuses on the growing influence of social media influencers in the context of the haircare industry. It aims to investigate how influencer marketing affects consumer attitudes, preferences, trust levels, and purchasing decisions regarding haircare products. The research delves into key factors such as content relatability, authenticity, engagement through reviews and tutorials, and the perceived expertise of influencers. Platforms like Instagram, YouTube, and TikTok are examined as primary channels through which influencers impact consumer perceptions and establish emotional connections with their audiences. The study also highlights generational preferences, showing that younger consumers are more inclined to trust influencer recommendations over traditional advertisements. Using a mixed-methods approach that includes quantitative surveys and qualitative interviews, the study provides insights into behavioral shifts, brand loyalty development, and the role of user-generated content. It explores how influencers bridge the gap between brands and consumers by acting as relatable opinion leaders and trendsetters. The findings suggest that influencer marketing has not only enhanced brand visibility but also redefined the consumer journey in the haircare sector. The study concludes with strategic recommendations for brands to build effective collaborations with influencers and emphasizes the importance of maintaining transparency and ethical practices in influencer endorsements to ensure long-term consumer trust.

I. BASIC INTRODUCTION

Consumer behaviour refers to the processes and actions that individuals take in selecting, purchasing,

using, and disposing of goods and services to satisfy their needs and desires. In the digital age, this behaviour is increasingly shaped by various online stimuli, especially through social media. Platforms such as Instagram, YouTube, TikTok, and Facebook have not only transformed communication but have also emerged as powerful marketing tools.

One of the most prominent developments in this space is the rise of social media influencers (SMIs)—individuals who have built a significant audience and can influence followers' attitudes, lifestyles, and buying decisions. These influencers often collaborate with brands to promote products and services in ways that appear authentic and relatable, leading to greater trust and engagement from audiences compared to traditional advertisements.

This study explores the dynamic relationship between consumers and influencers and how this interaction affects buying behaviour in today's digital marketplace.

1. Purpose of the Study:

The main purpose of this study is to explore and analyze the impact of social media influencers on consumer behaviour. In an era where traditional advertisements are often viewed with skepticism, social media influencers have emerged as more trusted and relatable sources of information for consumers. This study aims to examine how influencer characteristics such as credibility, attractiveness, expertise, and engagement influence consumer trust, brand perception, and ultimately, purchasing decisions.

Additionally, the research seeks to investigate the shift in consumer preferences from brand-centric to

influencer-driven marketing, understand the emotional and psychological factors that affect consumer responses to influencer content, and assess whether influencer marketing can be considered more effective than traditional marketing strategies.

This study is especially relevant for marketers, brands, and advertisers looking to understand modern consumer behaviour patterns and optimize their strategies accordingly.

2. Objectives of the Study

The study will focus on the following key objectives:

- To examine the role of social media influencers in shaping consumer preferences and decisions of haircare products.
- To assess the level of trust consumers, place in influencers compared to traditional advertising.
- To understand how different demographics (age, gender, etc.) respond to influencer marketing.
- To evaluate the effectiveness of influencer marketing in influencing consumer purchase intention.

3. Methodology of the Study

a) Data Collection

The research uses both primary and secondary data:

• Primary Data

Primary data was collected through a structured questionnaire shared with the selected participants. The questionnaire included questions on social media usage patterns, trust in influencers, purchasing decisions, and brand loyalty. Responses were gathered using Google Forms to ensure ease of access and anonymity.

• Secondary Data

Secondary data was collected from various sources such as academic journals, research papers, industry reports, and reputable websites. This included prior studies on influencer marketing, consumer behaviour theories, and social media analytics. Secondary data provided a theoretical framework and helped in comparing and validating the primary findings.

b) Sampling

The sampling process for this study was designed to capture a comprehensive view of how social media influencers affect consumer behaviour by incorporating multiple perspectives:

• Personal Review:

Participants were selected based on their ability to provide personal reviews of products or services promoted by social media influencers. This perspective helped gather authentic, first-hand experiences of how influencers shaped their perceptions and satisfaction.

• Personal Decision:

The sample included individuals who have made purchase decisions influenced by social media influencers. This perspective captured how influencers impact actual buying behaviour, including factors like trust and brand preference.

• Expert Opinion:

Industry professionals and marketing experts were also included in the sampling. Their insights provided expert opinions on the broader impact of influencer marketing, effectiveness, and future trends.

• Observation Method:

In addition to surveys, an observation-based approach was employed by analysing influencer content and user interactions (like shares, comments) to identify common patterns. This method added an objective, data-driven dimension to the study

4. Limitations of the Study

While this study aims to provide valuable insights into consumer behaviour in the era of social media influencers, certain limitations are acknowledged:

- The sample size may not be large enough to represent the entire population.
- The study is limited to specific age groups and social media platforms.
- Participants' responses may be influenced by personal biases or social desirability.
- The fast-evolving nature of social media means findings may be time-sensitive and require frequent updates.

II. REVIEW OF THE LITERATURE

The emergence of social media has significantly altered the way consumers interact with brands and make purchasing decisions. In this digital era, social media influencers (SMIs) have become powerful

voices in the marketplace. Several studies have explored the changing dynamics of consumer behaviour under the influence of these online personalities. This chapter reviews relevant literature to understand the impact of influencers on consumer trust, engagement, brand perception, and purchasing behaviour.

1. Freberg et al. (2011)

According to Freberg et al were among the early researchers to explore the role of social media influencers, describing them as "micro-celebrities" who actively shape public opinion. Their study emphasized that influencers who build their personal brand through consistent and authentic content gain followers' trust. The credibility and expertise of influencers, according to the study, are crucial in affecting how consumers evaluate the information shared and whether they act on it.

2. Lou and Yuan (2019)

According to Lou and Yuan conducted a study to analyze the relationship between influencer credibility and consumer purchase intention. Their findings revealed that influencers perceived as trustworthy, knowledgeable, and attractive significantly increase the likelihood of followers buying the promoted products. This study highlights how important perceived credibility is in shaping consumer attitudes in the context of influencer marketing.

3. De Veirman, Cauberghe, and Hudders (2017)

According to De Veirman, Cauberghe, and Hudders examined the effect of an influencer's follower count and content presentation on consumer perceptions of brands. Interestingly, they found that while influencers with large followings enhanced brand awareness, micro-influencers with fewer followers but higher engagement rates were often seen as more relatable and trustworthy. This suggests that the quality of interaction may be more influential than the quantity of followers.

4. Djafarova and Rushworth (2017)

According to Djafarova and Rushworth explored how young female consumers respond to influencer marketing. Their research revealed that consumers were more likely to trust influencers who appeared "real" and relatable, rather than idealized celebrities.

The study emphasized the importance of authenticity, suggesting that consumers value honest product reviews and transparent communication from influencers.

5. Casalo, Flavian, and Ibanez-Sanchez (2018)

According to Casalo, Flavian, and Ibanez-Sanchez investigated how emotional connection and user engagement affect consumer loyalty. Their research showed that consumers who feel emotionally connected to an influencer are more likely to engage with their content and follow their product recommendations. Emotional bonds can foster long-term loyalty and make consumers more receptive to branded messages.

6. Smith and Anderson (2019)

According to Smith and Anderson analyzed the general impact of social media on consumer decision-making. They found that nearly 76% of young adults consult social media content before making a purchase. The study concluded that platforms like Instagram and YouTube play a major role in shaping modern consumption patterns, especially for fashion, beauty, and lifestyle products.

7. Hughes et al (2019)

According to Hughes et al focused on generational differences in influencer impact. They discovered that Gen Z consumers prefer short-form, entertaining video content (e.g., TikTok), while Millennials respond better to story-based content on platforms like Instagram. This study helps marketers tailor influencer campaigns to different age groups for better effectiveness.

8. Sokolova and Kefi (2020)

According to Sokolova and Kefi explored the psychological concept of parasocial relationships—one-sided emotional bonds that consumers form with influencers. Their research found that such relationships can significantly enhance trust and influence purchase decisions. Consumers may feel as though they "know" the influencer personally, making them more likely to buy recommended products.

9. Jin and Phua (2014)

According to Jin and Phua examined how the sponsorship transparency of influencer posts affects

consumer responses. Their findings indicated that while clear disclosure of paid partnerships is required by law, it can negatively impact consumer trust if not handled authentically. However, influencers who are open and honest about sponsorships still retain high levels of credibility if their content aligns with their usual values and audience interests.

10. Schouten, Janssen, and Versapaget (2020)

According to Schouten, Janssen, and Versapaget conducted a meta-analysis of influencer marketing effectiveness. Their comprehensive review of multiple studies found that influencer marketing significantly outperforms traditional advertising in terms of engagement and conversion rates. The study concluded that influencers are more persuasive because they present branded content in a personalized and non-intrusive manner.

Research Gap

The reviewed studies provide a comprehensive understanding of how social media influencers affect consumer behaviour. Key factors influencing consumers include trust, credibility, emotional connection, authenticity, and platform engagement. Additionally, aspects such as brand-influencer fit, demographic preferences, and transparency in advertising also play significant roles. These insights lay a strong foundation for further investigation.

III. DATA ANALYSIS, INTERPRETATION AND INFERENCE

1. Age group of respondents

Particulars	No. Of Respondents	Percentage
Below 18	1	1.4%
18-24	62	84%
25-34	6	8.1%
35-44	3	4.1%
45 and above	2	2.7%

Interpretation:

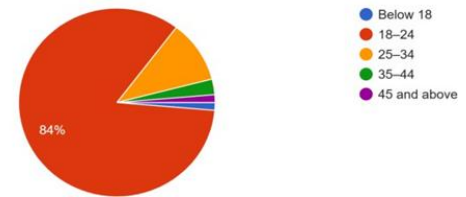
- The majority of respondents (84%) are aged 18–24, indicating that the survey mainly reached young adults.
- Only 16% of responses came from other age groups, showing low participation from individuals above 24 years.

- The data lacks representation across different age groups, which may affect the generalisability of the results.

Inferences:

- The survey is dominated by young adults (18–24 years), suggesting that the topic is highly relevant or accessible to this age group.
- There is low participation from older age groups, indicating limited age diversity and potential bias toward younger perspectives in the survey results.

75 responses



2. Gender Distribution

Gender	No. Of Respondents	Percentage
Male	46	61.3%
Female	29	38.7%
Other	0	0%

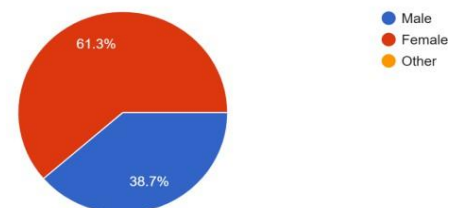
Interpretation:

- A majority of the respondents are male, making up 61.3% of the total.
- Female respondents account for 38.7%, indicating a fair but smaller participation compared to males.
- There were no respondents from the 'Other' gender category, showing a lack of representation beyond the male-female binary.

Inferences:

- The survey results may be influenced by a male-dominant perspective due to higher male participation.
- The absence of responses from other gender identities highlights the need for more inclusive and gender-sensitive survey practices.

75 responses



3. Occupation of Respondents

Particulars	No. Of Respondents	Percentage
Student	48	64.9%
Working professional	12	16.2%
Homemaker	2	2.7%
Self-employed	5	6.8%
Other	7	9.5%

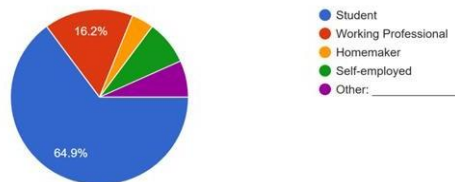
Interpretation:

- Most respondents (64.9%) are students.
- Working professionals (16.2%) are the second-largest group.
- Other occupations like homemakers, self-employed, and others are less represented.

Inferences:

- The data reflects a student-dominated perspective.
- A more balanced sample is needed for broader conclusions.

74 responses



4. Monthly family income

Particulars	No. Of Respondents	Percentage
Below ₹25000	1	37.8%
₹25,001-₹50,000	28	37.8%
₹50,001-₹1,00,000	13	17.6%
Above ₹ 1,00,000	5	6.8%

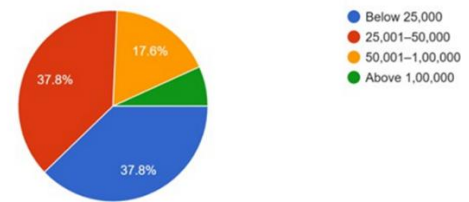
Interpretation:

- Majority (37.8%) have a monthly family income of ₹25,001–₹50,000 and below
- ₹25,000
- 17.6% earn between ₹50,001–₹1,00,000.
- Only 1.4% earn below ₹25,000, and 6.8% earn above ₹1,00,000.

Inference:

- Most respondents belong to middle-income families.
- Very few are from low- or high-income groups.

74 responses



5. Family Size

Particulars	No. Of Respondents	Percentage
1-2 Members	2	2.7%
3-4 Members	26	35.1%
More than 4 Members	46	62.2%

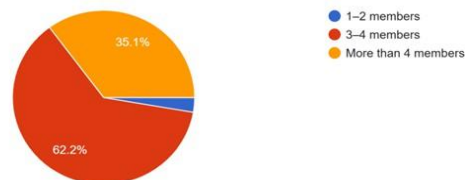
Interpretation:

- Most respondents (62.2%) belong to families with more than 4 members.
- 35.1% have a family size of 3–4 members.
- Only 2.7% live in small families of 1–2 members.

Inference:

- Large families are common among respondents.
- Household decisions may involve multiple family members.

74 responses



6. Frequency of social media usage

Particulars	No. Of Respondents	Percentage
Rarely	2	2.7%
Occasionally	11	14.9%
Daily	46	61.3%
Several times a day	15	21.3%

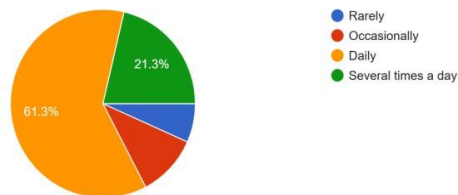
Interpretation:

- A majority of respondents (61.3%) use social media daily, indicating that it is a regular part of their routine.
- 21.3% of respondents use social media several times a day, showing a high level of engagement among a significant portion.
- A smaller group of respondents use social media occasionally (14.9%) or rarely (2.7%), reflecting lower usage patterns.

Inferences:

- Most respondents are highly active on social media, using it daily or multiple times a day, which suggests its strong influence in their daily lives.
- The low percentage of occasional or rare users indicates that social media is widely adopted and consistently used among the surveyed population.

75 responses



7. Preferred social media platform for following influencers

Particulars	No. Of Respondents	Percentage
Instagram	43	57.3%
YouTube	21	28%
WhatsApp	8	12%
Facebook	1	1.4%
Other	1	1.4%

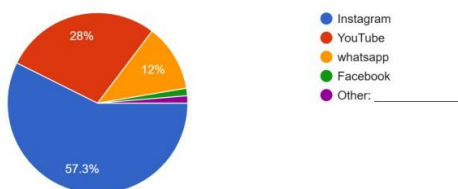
Interpretation:

- Instagram is the preferred platform for following influencers, used by 57.3% of respondents.
- YouTube is the second most popular choice with 28% of respondents using it for influencer content.
- Platforms like WhatsApp (12%), Facebook (1.4%), and Other (1.4%) have significantly lower usage for following influencers.

Inferences:

- Instagram plays a dominant role in influencer marketing, making it the most effective platform to reach the target audience.
- The low usage of platforms like Facebook and WhatsApp suggests a shift in user preference towards more visual and interactive platforms for influencer content.

75 responses



8. Social media influencers who promote haircare products.

Particulars	No. Of Respondents	Percentage
YES	26	34.7%
NO	48	65.3%

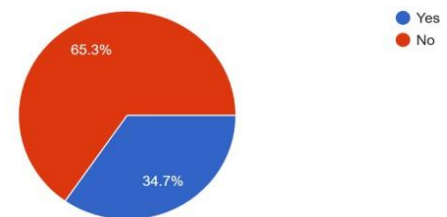
Interpretation:

- A majority of respondents (65.3%) do not follow any social media influencers who promote haircare products.
- Only 34.7% of respondents do follow such influencers, indicating limited engagement with haircare-related influencer content.

Inferences:

- The influence of haircare product promoters on social media is relatively low among the surveyed audience.
- This suggests a potential opportunity for influencers and brands to create more engaging or targeted content to attract interest in the haircare segment.

75 responses



9. Purchased a haircare product influenced by social media promotions.

Particulars	No. Of Respondents	Percentage
YES	17	22.7%
NO	57	77.3%

Interpretation:

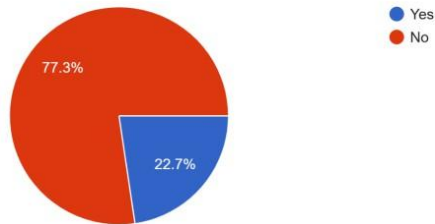
- A large majority of respondents (77.3%) have not purchased a haircare product after seeing it promoted by a social media influencer.
- Only 22.7% of respondents have made a purchase influenced by such promotions, indicating limited conversion from influencer content.

Inferences:

- Influencer promotions have low impact on actual purchase decisions for haircare products among the respondents.

- This suggests that while influencer content may raise awareness, it does not strongly drive buying behavior, possibly due to lack of trust, need, or product relevance

75 responses



10. Trust level in recommendations made by social media influencers.

Particulars	No. Of Respondents	Percentage
Not at all	32	43.2%
Slightly	28	37.8%
Moderately	11	14.9%
Highly	3	4.1%

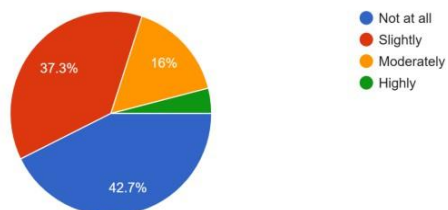
Interpretation:

- A significant portion of respondents (43.2%) do not trust recommendations made by social media influencers at all.
- 37.8% of respondents have slight trust, indicating general skepticism toward influencer promotions.
- Only a small percentage moderately (14.9%) or highly (4.1%) trust influencer recommendations, showing limited overall credibility.

Inferences:

- Trust in social media influencers is relatively low, which may hinder their ability to influence purchasing decisions.
- Brands relying on influencer marketing may need to focus on building authenticity and transparency to gain consumer trust.

75 responses



11. The factor influencing trust in a social media influencer.

Particulars	No. Of Respondents	Percentage
Expertise in the domain	15	20%
Physical attractiveness	14	20%
Follower count	15	18.7%
Authenticity & honesty	25	34.7%
Engagement with followers	25	6.6%

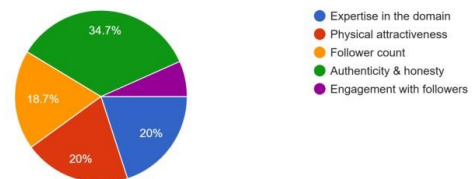
Interpretation:

- Authenticity and honesty are the most influential factor, with 34.7% of respondents considering it key to trusting an influencer.
- Expertise in the domain (20%) and physical attractiveness (20%) are equally important for a notable portion of respondents.
- Follower count influences trust for 18.7%, while engagement with followers is the least influential at only 6.6%.

Inferences:

- Genuine and honest communication builds the strongest trust in influencers, indicating that audiences value sincerity over appearance or popularity.
- Superficial factors like attractiveness and follower count have some influence, but credibility and perceived expertise are more trusted by the audience.

75 responses



12. Effectiveness of influencers vs. traditional advertisements in promoting haircare products

Particulars	No. Of Respondents	Percentage
Much less effective	19	25.3%
Somewhat less effective	18	24%
Equally effective	27	36%
More effective	11	14.7%

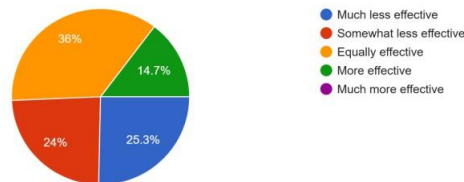
Interpretation:

- The highest percentage of respondents (36%) believe it is equally effective, indicating a balanced perception.
- A combined 49.3% (25.3% + 24%) feel it is less effective, showing a significant portion with a negative view.
- Only 14.7% consider it more effective, suggesting limited support for higher effectiveness.

Inferences:

- The overall sentiment leans slightly toward ineffectiveness, despite a neutral majority.
- This may indicate a need to improve strategy or delivery to shift public perception positively.

75 responses

**13. Perception of Relatability: Influencer Marketing vs. Traditional Marketing**

Particulars	No. Of Respondents	Percentage
Strongly agree	11	6.7%
Agree	30	40%
Neutral	26	36%
Disagree	5	14.7%
Strongly disagree	2	2.6%

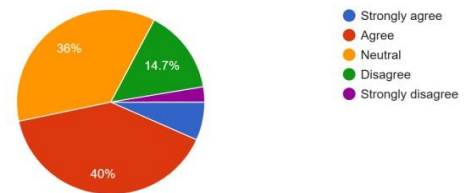
Interpretation:

- A majority of respondents (40%) agree with the statement, showing a generally favorable opinion.
- A significant portion (36%) remains neutral, indicating uncertainty or indifference toward the statement.
- Only a small percentage (6.7%) strongly agree, while disagreement is relatively low (14.7% disagree + 2.6% strongly disagree).

Inferences:

- The overall sentiment is positive but not strongly enthusiastic, suggesting room for improvement or clearer communication.
- The high neutral response indicates a lack of strong conviction, possibly due to limited information or mixed experiences.

75 responses

**14. Type of Influencer Content That Most Impacts Purchase Decisions**

Particulars	No. Of Respondents	Percentage
Tutorials/Demonstrations	6	8%
Before-After results	35	46.7%
Personal testimonials	17	24.0%
Product reviews/unboxing	8	10.7%
Brand collaborations/giveaways	8	10.7%

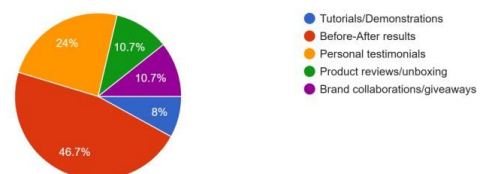
Interpretation:

- The majority of respondents (46.7%) are most influenced by before-after results, showing they value visible proof of product effectiveness.
- Personal testimonials (24%) also play a significant role in decision-making, indicating that authentic experiences resonate well with the audience.
- Other content types like product reviews/unboxing and brand collaborations/giveaways (both at 10.7%), along with tutorials/demonstrations (8%), have relatively lower impact.

Inferences:

- Visual and result-oriented content such as before-after transformations is the most persuasive in influencing consumer decisions.
- Personal experiences and honest storytelling are more impactful than promotional or branded content, highlighting the importance of authenticity in influencer marketing.

75 responses



15. The role of audience feedback in shaping purchase decisions influenced by social media content.

Particulars	No. Of Respondents	Percentage
Never	18	24.3%
Sometimes	27	37.3%
Often	13	17.3%
Always	16	21.3%

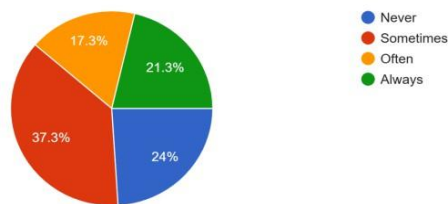
Interpretation:

- A large portion of respondents (37.3%) sometimes read comments or reviews on influencer posts before making a purchase, indicating occasional reliance on peer feedback.
- 24.3% of respondents never read such reviews, suggesting a group that either trusts influencers directly or makes independent decisions.
- Meanwhile, 21.3% always and 17.3% often check comments, highlighting that a combined 38.6% consistently seek social proof before purchasing.

Inference:

- Consumer feedback and peer reviews on influencer posts play a significant role in shaping purchase decisions for a large segment of respondents.
- The data suggests that while not everyone relies on comments, there is a strong tendency among consumers to validate influencer promotions through audience interactions.

75 responses



16. Recommend a haircare product that was promoted by an influencer to others.

Particulars	No. Of Respondents	Percentage
Very unlikely	10	13.3%
Unlikely	12	16%
Neutral	38	52%
Likely	14	18.7%
Very likely	0	0%

Interpretation:

- More than half of the respondents (52%) remain neutral about recommending a haircare product

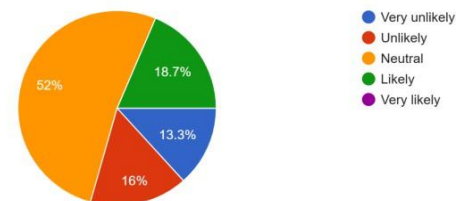
promoted by an influencer, showing uncertainty or lack of strong opinion.

- A combined 29.3% of respondents are unlikely (16%) or very unlikely (13.3%) to recommend such products, indicating skepticism or limited trust.
- Only 18.7% of respondents are likely to recommend influencer-promoted haircare products, and none are very likely to do so.

Inferences:

- The data suggests that influencer-promoted haircare products are not strongly recommended by most respondents, reflecting moderate to low enthusiasm.
- The high neutrality and low likelihood to recommend imply that influencer endorsements may not be compelling enough to drive word-of-mouth promotion in this category.

75 responses



17. Average monthly spending on haircare products.

Particulars	No. Of Respondents	Percentage
Below 500	51	69.3%
500-1000	17	22.7%
1001-2000	4	5.3%
Above 2000	2	2.7%

Interpretation:

- A majority of respondents (69.3%) spend below ₹500 per month on haircare products, indicating that most consumers maintain a low to moderate budget in this category.
- 22.7% of respondents spend between ₹500–₹1000, showing a smaller segment willing to invest slightly more in haircare.
- Only 8% of respondents spend over ₹1000 per month (5.3% in ₹1001–₹2000 range and 2.7% above ₹2000), suggesting that high-end haircare purchases are limited.

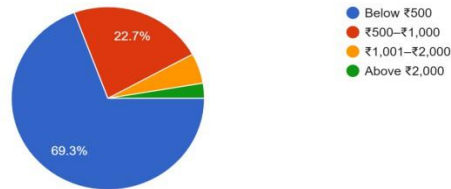
Inferences:

- The data reflects that the majority of the target audience are price sensitive consumers, likely

preferring affordable haircare options.

- For brands and influencers, focusing on value-for-money products may be more effective than promoting premium-range items in this market segment.

75 responses



18. Most important before purchasing a haircare product is promoted by an influencer

Particulars	No. Of Respondents	Percentage
Product ingredients	27	36%
Price	18	24%
Brand reputation	16	21.3%
Influencers recommendation	11	2.3%
User reviews	2	16%

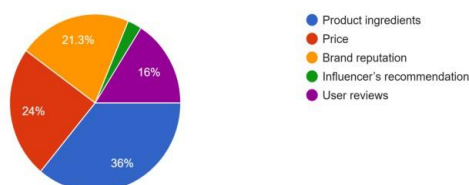
Interpretation:

- A significant portion of consumers (36%) consider product ingredients the most important factor when purchasing haircare products.
- Price (24%) and brand reputation (21.3%) are also key considerations, reflecting a balance between affordability and trust.
- User reviews (16%) have some influence, while Influencer recommendations (2.3%) are the least impactful in decision-making.

Inferences:

- Companies should focus on offering transparent, high-quality ingredients and maintain competitive pricing to attract informed and value-conscious consumers.
- Strengthening brand image and building trust through credible marketing may be more effective than relying heavily on influencers or user reviews.

75 responses



IV. FINDINGS AND SUGGESTIONS

FINDINGS

1. Demographic Insights

Age Group: 84% of respondents are aged 18–24, showing high youth engagement. Gender: 61.3% are male, indicating a gender imbalance.

Occupation: 64.9% are students, pointing to a predominantly student sample.

Income: 37.8% of families earn ₹25,001–₹50,000 monthly, representing the middle-income group.

2. Social Media Behavior

Usage Frequency: 61.3% use social media daily or more, confirming high digital activity.

Preferred Platform: 57.3% prefer Instagram to follow influencers, making it the most influential platform.

Following Haircare Influencers: Only 34.7% follow haircare influencers.

3. Influencer Impact

Purchases Influenced: Only 22.7% purchased haircare products after influencer promotion indicating low conversion.

Trust in Influencers:

43.2% don't trust them at all. Only 4.1% trust them highly. Factors Influencing Trust:

Authenticity & honesty lead at 34.7%. Expertise & attractiveness follow (~20% each).

Effectiveness vs. Traditional Ads:

14.7% say influencers are more effective than traditional advertising. 36% rate them as equally effective.

4. Content Preferences

Most Persuasive Content: Before-after results (46.7%) have the greatest influence. Least Impactful: Tutorials (8%) and reviews/unboxing (10.7%) are less persuasive.

5. Consumer Behavior

21.3% always, 17.3% often, and 37.3% sometimes read comments on influencer posts before purchasing, while 24.3% never do.

Spending Habits: 69.3% spend below ₹500/month on haircare indicating price sensitivity.

Recommendation Likelihood: 52% are neutral, and

16% are unlikely to recommend products endorsed by influencers.

6. Social Proof

Audience Feedback Importance: 39.2% often or always read comments before purchasing, showing reliance on peer validation.

V. SUGGESTIONS

1. Target Youth (18–24 years): Focus campaigns on young adults, using relatable content and platforms they prefer.
2. Prioritize Instagram Marketing: Leverage Instagram Reels, Stories, and micro-influencers for maximum impact.
3. Build Trust with Authentic Influencers: Choose influencers who are honest, transparent, and consistent.
4. Highlight Product Ingredients & Affordability: Emphasize natural/effective ingredients and maintain competitive pricing.
5. Use Before-After & Testimonial Content: Visual proof and real experiences drive the most engagement and trust.
6. Encourage Peer Feedback & Reviews: Promote user interaction and social proof to influence buying decisions.

VI. CONCLUSION

The study highlights the growing influence of social media and its key role in shaping consumer behaviour, particularly among young adults aged 18–24. While platforms like Instagram are central to influencer marketing, trust remains a critical barrier most respondents are skeptical of influencers, especially in the haircare segment.

Although influencer marketing is seen as more relatable than traditional advertising, actual purchase conversion remains low. Authenticity, ingredient transparency, and visible product results significantly impact consumer decisions.

Overall, for influencer marketing to be truly effective in the haircare industry, brands must focus on building trust, offering value-for-money products, and creating relatable, honest content that resonates with a digitally active yet cautious audience.

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