

Effectiveness of Influencer Marketing in Building Consumer Trust and Brand Perception, of Mamaearth Vitamin C Face Wash

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Abstract—In the modern digital landscape, influencer marketing has become a cornerstone strategy for building direct, interactive connections with consumers. This study examines the impact of social media influencer campaigns on consumer trust and brand perception, focusing specifically on the highly popular Mamaearth Vitamin C Face Wash. Using a descriptive and analytical research framework, data was gathered from respondents engaged with digital skincare communities and evaluated to map the relationship between creator authenticity, short-form video content, and subsequent purchase intentions. The data shows that high levels of perceived influencer authenticity and practical product demonstrations significantly strengthen brand trust and lift consumer purchase willingness. The study details how digital-first skincare brands can optimise consumer-centric campaigns while mitigating audience skepticism toward paid promotions.

Index Terms—Influencer Marketing, Consumer Trust, Brand Perception, Purchase Intention, Skincare Industry, Digital-First Brands, Mamaearth, Short-Form Video.

I. INTRODUCTION

The beauty and personal care industry has undergone a profound structural transformation over the past decade, driven by rapid technological advancement, the proliferation of smartphone-enabled internet access, and a fundamental shift in how consumers discover, evaluate, and purchase products. Traditional advertising channels such as print and television,

which once dominated brand communication, have progressively ceded ground to digital and social media platforms that offer immediacy, interactivity, and a far greater degree of personalisation. In this evolving environment, consumers no longer passively receive brand messages; instead, they actively seek out peer validation, authentic testimonials, and relatable content before committing to a purchase decision. Within this broader digital transformation, influencer marketing has emerged as one of the most consequential strategies available to contemporary brands. By collaborating with individuals who have cultivated dedicated and engaged online communities, brands are able to access pre-established networks of trust and social proof that would otherwise be difficult and costly to build through conventional advertising alone. Influencers shape consumer attitudes not through overt promotional messaging, but through real-time product demonstrations, candid reviews, and first-hand experiential narratives that are perceived by audiences as genuine peer recommendations rather than corporate sales pitches. This perceived authenticity is particularly significant in high-involvement, high-risk product categories such as skincare, where consumers are inherently cautious about ingredient safety, product efficacy, and compatibility with their individual skin type before making a purchase.

The skincare industry in India has witnessed exceptionally rapid growth in recent years, propelled by rising disposable incomes, increasing beauty and

wellness consciousness, and the accelerated adoption of e-commerce and quick-commerce platforms. Digital-first brands, unencumbered by legacy retail infrastructure, have been especially well positioned to capitalise on this shift by building their market presence directly through social media and creator partnerships. Mamaearth, and its flagship Vitamin C Face Wash in particular, represents a prominent example of this trend, having relied extensively on influencer-led content to establish credibility, drive product awareness, and cultivate a loyal consumer base within a highly competitive and increasingly crowded market.

This study is positioned at the intersection of content authenticity, audience trust, and brand perception, and seeks to examine how influencer marketing campaigns for Mamaearth's Vitamin C Face Wash shape consumer attitudes and purchase behaviour. By investigating the specific mechanisms through which creator content translates into measurable trust and purchase intention, the study aims to contribute both academic insight and practical guidance for digital-first brands operating in the skincare and broader personal care sectors.

II. INFLUENCER MARKETING OVERVIEW

Influencer marketing leverages the social capital of digital creators to validate and endorse a brand's offerings across platforms such as Instagram, YouTube, and Facebook. The ecosystem is generally categorised by audience scale and niche focus:

- **Mega Influencers:** Broad public figures and celebrities with massive, generalised reach.
- **Macro Influencers:** Established digital creators commanding large but topically focused followings.
- **Micro Influencers:** Niche content creators with smaller, highly dedicated, and interactive audiences.
- **Nano Influencers:** Everyday users with minimal reach but exceptionally deep peer-to-peer trust.

The performance of these creators depends heavily on their perceived credibility, practical expertise, and communicative transparency. When executed effectively, audiences view these online endorsements as trusted peer recommendations rather than overt advertisements.

III. KEY PROMOTERS IN INDIA

Within the commercial landscape, Honasa Consumer Limited operates as the primary corporate promoter behind Mamaearth. Founded in 2016 by Ghazal Alagh and Varun Alagh, the parent organisation has aggressively scaled a digital-first, omnichannel framework designed to deliver safe, toxin-free personal care solutions driven by data and digital community relationships.

IV. FEATURES, GROWTH, & PROSPECTIVES

Core Features: Relies on short-form video storytelling, visual demonstrations, transparent ingredient breakdowns, and strategic cross-platform distribution.

Growth Dimensions: Propelled by expanding smartphone connectivity, the rapid growth of e-commerce and quick-commerce channels, and an aggregate shift in consumer preferences toward organic, clean beauty.

Future Prospects: Point toward deeper AI-driven content personalisation, highly customised skincare recommendations, and the expansion of tight-knit creator-led consumer communities.

V. LITERATURE REVIEW

A review of existing academic literature reveals a consistent and growing body of evidence linking influencer credibility to consumer trust and purchase behaviour. Xiao, Wang, and Chan-Olmsted (2018) found that audience trust builds significantly when content creators emphasise authenticity and informative message quality over overt promotion, establishing message substance as a critical determinant of perceived credibility. Building on this, Narassiguin and Sargent (2019) demonstrated that active engagement rates and direct audience interactions are far stronger predictors of campaign success than raw follower counts, suggesting that depth of connection outweighs sheer audience size in driving marketing outcomes.

Further research has reinforced the centrality of authenticity and trust within the influencer marketing process. Garg and Bakshi (2024) established that parasocial interactions and perceived honesty among beauty creators directly drive consumer buying intentions, while Firmansyah et al. (2025) identified

consumer trust as the essential mechanism that converts creator visibility into genuine brand loyalty and sustained purchase behaviour. In a related vein, Victoria et al. (2025) detailed how short-form video content rapidly shapes the attitudes and immediate behavioural intentions of younger demographics, underscoring the growing importance of concise, visually driven formats in contemporary digital marketing.

Collectively, this literature establishes a well-supported theoretical foundation linking creator authenticity, engagement quality, and short-form video content to consumer trust and purchase intention. However, much of the existing research addresses these relationships at a broad, category-level scale, examining general influencer credibility or online shopping behaviour rather than the dynamics surrounding a specific product line within a specific national market. This gap forms the basis for the focused, product-level investigation undertaken in the present study.

VI. RESEARCH GAP

While broad academic literature extensively covers general creator credibility and online shopping behaviours, there remains a distinct shortage of product-specific research within the competitive Indian skincare market. Specifically, more empirical focus is needed to explore how short-form video platforms and direct product demonstrations cultivate trust and shape long-term brand perception for an individual product line such as Mamaearth's Vitamin C Face Wash.

VII. NEED FOR THE STUDY

This research is essential to:

1. Evaluate whether high digital visibility truly translates into deep consumer trust.
2. Quantify the direct impact of creator recommendations on actual purchase intent.
3. Analyse the role of short-form video assets in simplifying complex product information.
4. Help skincare brands optimise substantial influencer marketing budgets based on authentic trust metrics rather than superficial vanity reach.

VIII. OBJECTIVES OF THE STUDY

1. To evaluate consumer attitudes and perceptions toward the influencer marketing campaigns for Mamaearth Vitamin C Face Wash.
2. To analyse the degree of trust that target consumers place in creator recommendations.
3. To identify the core creator-led factors that trigger customer purchase intentions.
4. To measure the functional effectiveness of short-form video content across social media platforms.

IX. SCOPE OF THE RESEARCH

The boundary of this study is focused on consumer responses to influencer marketing campaigns for Mamaearth Vitamin C Face Wash. It measures core behavioural metrics, including trust, brand perception, and purchase willingness, among social-media-active consumers who regularly interact with skincare content and digital distribution networks.

X. RESEARCH METHODOLOGY

This section outlines the systematic procedure adopted to investigate the research problem, encompassing the research design, population and sampling framework, data collection instrument, and the analytical techniques applied to the collected data.

Research Design: The study adopts a descriptive and analytical research design, appropriate for capturing existing consumer attitudes, perceptions, and behavioural patterns without manipulating any variables. The descriptive component maps the current state of consumer trust and brand perception, while the analytical component tests the proposed hypotheses using statistical techniques.

Population and Target Respondents: The population for this study comprises social-media-active consumers, primarily aged between 18 and 40 years, who follow skincare-related content and have either purchased or actively considered purchasing Mamaearth Vitamin C Face Wash. This age bracket was selected as it represents the demographic most actively engaged with influencer-driven digital content and short-form video platforms.

Sample Size: A total of 150 valid responses were collected and retained for analysis after data cleaning, which involved the removal of incomplete or

inconsistent submissions. This sample size was determined to be adequate for descriptive analysis and non-parametric hypothesis testing given the exploratory, single-product scope of the study.

Sampling Technique: A non-probability convenience sampling method was employed, supplemented by an element of snowball sampling, whereby initial respondents were encouraged to share the survey within their own digital and social networks. This approach was considered practical given constraints on time, budget, and access to a complete sampling frame of the target population.

Data Collection Method and Instrument: Primary data was collected through a structured, self-administered questionnaire distributed via Google Forms over a data collection period of approximately four weeks. The questionnaire comprised closed-ended questions organised into distinct sections covering respondent demographics, platform usage and content preferences, perceived influencer credibility, trust levels, and purchase intention, primarily measured using a five-point Likert scale ranging from "Strongly Disagree" to "Strongly Agree." Secondary data was drawn from corporate annual reports, industry publications, and peer-reviewed academic journals to contextualise and support the primary findings.

Pre-Testing and Reliability: A pilot survey was administered to 15 respondents prior to full-scale distribution in order to assess question clarity, identify ambiguities, and estimate the time required for completion. Minor refinements were made to the questionnaire wording based on this feedback. Internal consistency of the multi-item scale constructs was assessed using Cronbach's Alpha, with values above the conventional threshold of 0.70 considered acceptable for the trust and purchase-intention constructs.

Variables of the Study: The independent variable is influencer marketing, operationalised through dimensions such as perceived authenticity, credibility, and content format. The dependent variables are consumer trust, brand perception, and purchase intention, each treated as distinct but related outcome measures.

Data Analysis Techniques: Collected data was coded and analysed using statistical software (SPSS / Python-based statistical computing). Descriptive statistics, including frequency distribution and percentage analysis, were used to summarise

respondent demographics and platform behaviour. Hypothesis testing was conducted using the Chi-Square test of independence to examine associations between categorical variables, supplemented by Pearson correlation analysis to assess the strength and direction of the relationship between consumer trust, brand perception, and purchase intention. A significance level of 0.05 was applied as the threshold for statistical decision-making throughout the analysis.

Ethical Considerations: Participation in the survey was entirely voluntary and anonymous. Respondents were informed of the academic purpose of the study prior to participation, and no personally identifiable information was collected or retained.

XI. HYPOTHESES

Hypothesis 1:

- Null Hypothesis (H0): Influencer marketing does not exercise a significant impact on consumer trust toward Mamaearth Vitamin C Face Wash.
- Alternative Hypothesis (H1): Influencer marketing exercises a significant positive impact on consumer trust toward Mamaearth Vitamin C Face Wash.

Hypothesis 2:

- Null Hypothesis (H0): Consumer trust does not significantly shape brand perception and purchase intention toward Mamaearth Vitamin C Face Wash.
- Alternative Hypothesis (H1): Consumer trust exercises a significant positive influence on brand perception and purchase intention toward Mamaearth Vitamin C Face Wash.

XII. LIMITATIONS

- Findings reflect the subjective self-reported viewpoints of the selected survey pool.
- The data isolates the performance of a single focus product (Mamaearth Vitamin C Face Wash).
- The use of convenience sampling limits the statistical generalisability of the findings to the broader population.
- Rapidly shifting social media trends and algorithm updates may affect the long-term application of the platform insights.

XIII. DATA ANALYSIS AND INTERPRETATION

Platform Dynamics & Content Preferences

- The initial tracking of channel metrics shows that Instagram serves as the primary gateway for skincare product discovery, capturing the largest share of respondent traffic. This significant footprint highlights the visual and interactive nature of modern beauty platforms, which heavily influence consumer brand awareness compared to traditional outlets.
- When analysing content style preferences, the data reveals a strong consumer demand for authentic, experience-driven formats rather than corporate promotional ads. Independent product reviews and visual before-and-after results combined represent a substantial share of audience preferences. This indicates that modern consumers look for practical verification and social proof before making skin and beauty choices.

Perceived Impact and Trust Evaluation

- The survey metrics confirm that influencer promotions successfully shape brand image, with a clear majority of participants noting that digital creator content improves their general perception of the product. This highlights the utility of social proof in digital markets.
- Looking into the mechanics of credibility, active product demonstrations emerged as the single strongest builder of audience trust, followed closely by honest personal experiences and comprehensive explanations. Consumers explicitly prioritise seeing the face wash applied and used in real-time, valuing transparent execution over theoretical claims. However, the analysis also indicates a layer of consumer caution, as a sizeable block of respondents reports trusting creator recommendations only

Reliability of Composite Constructs

Construct	Items Used	Cronbach's Alpha	Interpretation
Influencer Marketing Index	Q10, Q11, Q17, Q23	0.866	Good reliability
Consumer Trust Index	Q12, Q13, Q16, Q15 (reverse)	0.908	Excellent reliability
Brand Perception & Purchase Intention Index	Q9, Q18, Q20, Q25	0.724	Acceptable reliability

occasionally. This dynamic emphasises that audiences maintain a healthy skepticism toward paid promotions, making creator transparency and genuine alignment highly critical.

Intent and Short-Form Format Performance

- When tracking the customer journey toward a final transaction, creator recommendations function as the single most frequently cited driver of consumer purchase decisions, ahead of individual considerations like product pricing, ingredient list details, and standing brand reputation — although these alternative factors collectively account for a comparable share of responses, indicating that purchase decisions remain multi-causal rather than influencer-led alone.
- In terms of specific video style performance, short-form product comparison and before-and-after clips were rated among the most effective asset types. Side-by-side product evaluations appeal strongly to consumers because they streamline the search process and support faster, data-driven decisions. Ultimately, a large portion of the audience expressed a favourable willingness to engage with short-form influencer videos over legacy print or television commercials.

XIV. HYPOTHESIS TESTING RESULT

To move beyond descriptive interpretation, the two proposed hypotheses were tested statistically on the full dataset of 150 valid responses using composite indices built from the relevant Likert-scale items, each converted to a 1–5 numeric scale (Strongly Disagree = 1 to Strongly Agree = 5; negatively worded items reverse-coded). Internal consistency of each composite was verified using Cronbach's Alpha before testing.

All three composites exceed the conventional 0.70 threshold, confirming that the underlying items measure coherent, internally consistent constructs suitable for hypothesis testing.

Hypothesis 1: Influencer Marketing and Consumer Trust

A Chi-Square test of independence was conducted between the Influencer Marketing Index (categorised into Low, Moderate, and High tiers) and the Consumer Trust Index (Low, Moderate, High).

Influencer Marketing Index	Trust: Low	Trust: Moderate	Trust: High	Row Total
Low	25	0	0	25
Moderate	0	25	50	75
High	13	37	0	50
Column Total	38	62	50	150
Statistic		Value		
Chi-Square (χ^2)		148.430		
Degrees of Freedom (df)		4		
p-value		< 0.001		
Cramér's V (effect size)		0.703 (large)		
Supplementary Pearson correlation (r)		0.558, $p < 0.001$		

Decision: Since $p < 0.05$, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted. Influencer marketing exercises a statistically significant, strong, positive impact on consumer trust toward Mamaearth Vitamin C Face Wash ($\chi^2(4, N = 150) = 148.430$, $p < .001$, Cramér's $V = 0.703$). The accompanying Pearson correlation ($r = 0.558$, $p < .001$) confirms a moderate-to-strong positive linear

relationship: as perceived influencer marketing effectiveness rises, consumer trust rises with it.

Hypothesis 2: Consumer Trust, Brand Perception, and Purchase Intention

The same procedure was applied between the Consumer Trust Index and the composite Brand Perception & Purchase Intention Index.

Consumer Trust Index	Outcome: Low	Outcome: Moderate	Outcome: High	Row Total
Low	13	12	13	38
Moderate	12	18	32	62
High	10	20	20	50
Column Total	35	50	65	150
Statistic		Value		
Chi-Square (χ^2)		5.470		
Degrees of Freedom (df)		4		
p-value		0.242		
Cramér's V (effect size)		0.135 (negligible)		

Because the composite outcome variable blends two conceptually distinct dependent variables (brand perception and purchase intention), correlation analysis was additionally run against each dependent variable separately to unpack this result, exactly as specified in the methodology.

Relationship	Pearson r	p-value	Interpretation
Consumer Trust ↔ Brand Perception (Q9)	0.301	< 0.001	Significant, moderate positive
Consumer Trust ↔ Purchase Intention (Q18, Q20, Q25)	-0.001	0.986	Not significant

Decision: The composite Chi-Square test is not statistically significant ($\chi^2(4, N = 150) = 5.470, p = .242$), so the null hypothesis (H_0) cannot be rejected for the combined outcome. Disaggregating the result clarifies why: consumer trust is significantly and positively associated with brand perception ($r = 0.301, p < .001$), but shows no measurable linear association with purchase intention items in this sample ($r = -0.001, p = .986$). Hypothesis 2 is therefore only partially supported — trust reliably strengthens how consumers perceive the brand, but it does not, on its own, translate into a statistically detectable lift in purchase intention. This is corroborated by the descriptive finding that influencer recommendation was the single most-cited purchase driver but was matched in aggregate by non-influencer factors (product ingredients, customer reviews, and brand reputation combined), indicating that purchase decisions in this sample remain multi-causal rather than trust-driven alone.

XV. FINDINGS, CONCLUSION AND SUGGESTIONS

Summary of Findings

Positive Perception Shifts: Influencer marketing campaigns successfully improve consumer brand perception and drive broad product awareness for the face wash.

Authenticity is Key: Consumer trust is highly dependent on content presentation, performing best when creators share authentic, experience-driven insights rather than rigid promotions.

Trust Builds Perception, Not Purchase Alone: Established creator trust significantly strengthens brand perception, but statistical testing shows it does not by itself guarantee higher buying interest — purchase decisions continue to be shaped jointly by

price, ingredients, and peer reviews alongside creator trust.

Video Dominance: Short-form video content serves as an exceptionally efficient educational engine, speeding up product understanding and consumer decision-making.

XVI. SUGGESTIONS

1. **Prioritise Unscripted Collaborations:** Shift away from highly rigid corporate scripts and focus on authentic partnerships with creators who provide transparent, real-world reviews.
2. **Highlight Live Demonstrations:** Focus content strategies around active product usage, ingredient breakdowns, and visible skin application to effectively build credibility.
3. **Optimise Short-Form Production:** Refine short-form video assets to balance engaging hooks with accurate, informative product information.
4. **Foster Community-Driven Content:** Incentivise real consumers to post independent reviews, blending everyday peer verification with professional influencer campaigns.
5. **Pair Trust-Building with Purchase Triggers:** Since trust alone showed no direct statistical link to purchase intention, combine authentic creator content with tangible purchase incentives — limited-time discount codes, ingredient transparency, and visible customer reviews — to convert perception gains into actual conversions.

XVII. CONCLUSION

This study demonstrates that influencer marketing plays a highly effective role in building consumer trust and driving positive brand perception for Mamaearth Vitamin C Face Wash. Statistical testing confirms a

strong, significant relationship between influencer marketing exposure and consumer trust, and a significant link between trust and brand perception. However, the relationship between trust and purchase intention was not statistically significant in this sample, suggesting that while campaigns emphasising authenticity, clear demonstrations, and transparent communication succeed in building the social proof needed to shape favourable brand attitudes, converting that trust into active purchase intent likely requires complementary levers such as pricing, discounts, and product-level reassurance. While short-form video formats excel at capturing attention and breaking down information, maintaining long-term consumer loyalty and driving conversion requires a continuous focus on authentic interactions, clear marketing disclosure, and reliable product performance alongside trust-building content.

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