

A STUDY ON IMPACT OF INFLUENCER MARKETING ON CONSUMER BEHAVIOUR FOR COSMETICS

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by

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DECLARATION

I ELAKIYA. R (42410289) hereby declare that the Project Report entitled “A STUDY ON IMPACT OF INFLUENCER MARKETING ON CONSUMERBEHAVIOUR FOR COSMETICS” done by me under the guidance of Dr GNANATH KILLA Sir is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

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ABSTRACT

In the era of digitalization and social media dominance, influencer marketing has emerged as a powerful tool for businesses, particularly in the cosmetics industry. This study investigates the profound impact of influencer marketing on consumer behavior in the context of cosmetics, exploring the dynamic relationship between influencers and consumers. The research employs a mixed-methods approach, combining quantitative analysis of consumer surveys with qualitative examination of influencer content and engagement metrics. By analyzing the data, the study aims to uncover the extent to which influencer marketing influences consumers' purchasing decisions, brand perceptions, and overall attitudes towards cosmetics. Key aspects to be investigated include the identification of influential factors within influencer content, such as authenticity, expertise, and relatability. Additionally, the study examines the role of social media platforms in shaping consumer preferences and the effectiveness of various influencer marketing strategies employed by cosmetics brands. The findings of this research contribute valuable insights to both academia and industry professionals. Understanding the intricate dynamics between influencers and consumers in the cosmetics sector can guide marketers in refining their strategies and optimizing their campaigns for enhanced consumer engagement and loyalty. Moreover, the study sheds light on the evolving nature of consumer behavior in the digital age, providing a basis for future research in the rapidly changing landscape of influencer marketing and its impact on the cosmetics industry.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Cosmetic products are mixture of natural substances or manufactured substances and offered to consumers. Consumers buy cosmetics for cleansing, improving or altering the complexion, skin, hair and nail. Cosmetic products include beauty preparations such as make-up and skin cream as well as grooming aids such as shampoo and deodorant.

John Keats English romantic poet quotes "A thing of beauty is a joy forever". The Roman philosopher. Plautus. Once wrote. "A Women without paint is like food without salt." Beauty and cosmetics Was even appreciated in the olden days much before John Keats and Platus.

India is a country of contrasts with a population of over a billion people. Over last couple of decades, Indian cosmetics industry has witnessed rapid growth, and during the past few years it has witnessed strong growth and has emerged as one of the industries holding immense futuregrowth potential. As far as some of the revolutionary concepts are concerned, like consumer consumption patterns, consumer behavior and innovations in products, the cosmetic industry has seen a magical metamorphosis.

Now a day's impact of the products have been influenced by an influencer or it has been influence through social media market. In every product buyer get influence unknowing through various social media platform and in such a way that people also get influence by an influencer marketing Peoples.

Influencer marketing involves marketing products and services on social platforms through influential people on the platform, popularly known as Influencers. Influencers can be Nano, Micro, Macro, and Mega depending on the number of their followers and average engagement on their pages. Since social media is widely popular among individuals of all ages especially youngsters, a lot of these users grew on to become influencers mainly because of their content and what they post. Influencers are, as a lot of social media users have defined, your virtual friends who recommend you products

and services through well-curated content. Influencers also work in niches and genres like beauty, food, fashion, lifestyle and create content on their forte genres and hence start building a following and soon achieve the influencer status. Becoming an influencer is directly related to them becoming a trustworthy source for their followers and an opinionated who has thousands of people agreeing with them. This is the key thing that attracts companies to use influencers to market themselves online. They try to get along with an influencer's key audience through the influencer and with the help of some smartly made marketing material, they try to drive sales and attention towards their brand.

As the pandemic hit the world like a wrecking ball, a lot of people took to social media to express themselves through various content on Facebook, Instagram, YouTube, and more. As they gained traction and popularity among users, who now flock to the online spaces even more than usual, they also gained valuable brand collaborations that have now turned into a whole marketing prospect in the marketing industry. More and more companies irrespective of their size have dropped all their other marketing plans to invest in Influencer marketing, which as of today is an industry worth billions of dollars.

The recent uprise of influencer marketing is also credited to the flawless compartmentalization of influencers based on their niche and area of interests. Companies pertaining to a particular niche now find it easier to get in touch with influencers who create content on the same niche. Hence it makes it easier for the companies to

1. work closely with people who know their industry and can create content and promotional material with their own expertise in the field, and

2. Get in touch with the influencer's audience who are interested in their industry.

If a beauty influencer promotes a beauty brand, it will reach more of the beauty brand's target audience as the influencer, known for beauty-related content, has most of their followers be either people interested in beauty or people who work in the beauty industry themselves.

While this was a view of the company side, on the consumer side, as they interact more with an influencer they like and consume their content, they grow more trustful of them and hence if they see the influencer promoting a certain beauty brand, they will trust their judgment and all the positive things they have to say about the brand and soon enough turn into a consumer of the brand themselves.

This research paper will look exclusively into the impact of influencer marketing on consumers and their purchase behavior as well as any considerable impact it has had on consumers during the pandemic and social media.

THE WORLD COSMETICS

The convergence in consumer habits when it comes to beauty products around world has contributed to the growing demand of cosmetics. Cosmetics and perfume industry currently generate an estimated turnover of US\$ 250 billion. In order to consistently combine safety requirements and client demand, this industry relies on continuous innovation and R&D investment both for product manufacturing and for marketing. After Real estate, cars and tourism the beauty and cosmetic industry known as the 'beauty economy', has become the fourth consumption zone. The world cosmetics and toiletries market recorded a strong growth, passing from 170 billion euros in 2001 to more than 250 billion euros in 2010, increasing at an average of 5.5 per cent per year. This market has grown at an expected average rate of 3 per cent per year.

THE INDIAN COSMETICS

The Indian cosmetic market has outperformed world's leading cosmetic markets in terms of growth in the recent past, it comprises of skin care, hair care, colour cosmetics, fragrances and oral care categories. It has outperformed world's leading cosmetic markets in terms of growth in the recent past. Today Indian colour cosmetics market stands at \$113.4 million and skin care at \$346.9 million. The factors like influence of western culture and higher disposable income have majorly conducted to the growth, and compensated the impact of economic slowdown.

Reasons for the growth of cosmetics industry in India

Taste and tradition of the middle class and higher strata of the society have changed due to increasing awareness of the western world and beauty trends and higher paying jobs. As a result women from such social strata are now more conscious of their appearance and are willing to spend extra money on enhancing it further. The change in cosmetic and skin care product consumption is witnessed today due to rise in number of women, especially from the middle-class population, having more disposable income. This actually has fuelled a growth in certain product categories in the market that hardly was seen earlier. The colour cosmetics and sun care products that have shown growth rates of 46% and 13% respectively over the past two years. The main engine that fuels the demand for various cosmetics products in India is its urban population. The crowning of three Indians as Miss World and Miss Universe along with the market liberalization process that began in 1991 have made Indian women conscious of their appearance. Consequently, the cosmetic consumption patterns of Indian women have changed and this trend is effecting growth in the cosmetic sector.

The range of cosmetic and beauty products in India has widened tremendously, with every passing year. Beauty product manufacturers in India have mostly been catering to the great demand for cosmetics and toiletries that fall into the low- or medium-priced categories as the greatest demand in India always revolves around economically priced products. The sector has mainly been driven by improved purchasing power and rising fashion consciousness of the Indian population. Furthermore, to increase consumer awareness the industry players are readily spending on the promotional activities. The demand for cosmetics in India is increasing due to many reasons like, growing awareness among Indian consumers, increased advertising in general and increased organised retail outlets which provide opportunity for greater product choice and availability.

In addition, the winning of Indian contestants in several international beauty pageants in the last few years has made the Indian woman more conscious of their appearance and aware of western cosmetic products and brands. The demand for professional beauty care products is increasing due to the emerging Indian fashion industry and has also contributed to the rise in demand for professional beauty care products. The Indian

cosmetic market, which comprises of skin care, hair care, colour cosmetics, fragrances and oral care categories, has outperformed world's leading cosmetic markets in terms of growth in the recent past, although this industry registered double-digit growth rate in recent past, the current penetration of cosmetics and toiletry products still proves to be inadequate.

Consumer Behaviour

Consumer behavior refers to the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy their needs and desires. Understanding consumer behavior is crucial for businesses and marketers as it helps them tailor their strategies to meet the needs and preferences of their target audience.

Cosmetics consumer behaviour

Using cosmetics has become a fashionable trend among women throughout the world because of Egyptian queen Cleopatra who was known for her make-up. When Greek invaded Egypt, they brought the technology of cosmetics back to Greece, and cosmetics were widely spread in Europe from Rome. The technology of makeup skills began to prevail in French during the years of 1700s, while Americans started to know it during the colonization period. Nowadays, the cosmetics industry takes a great part in American consumer market that makes billions of U.S dollars each year. Make-up skills result from the instinct of humanity to pursue beauty and it has turned to be an art in peoples' life. Thus, cosmetics are a potential industry on the modern earth.

TYPES OF COSEMETICS

The cosmetic product industry is one of the fast-growing sectors in the last decade. The use of cosmetic products has increased tremendously in recent days, which accounts for its growth. Along with many chemicals, cosmetic products, the use of herbal cosmetic products is also growing. In the last years, there are a lot of herbal product manufacturers in India as people have become more aware and prefer natural products over chemical cosmetics.

There are a lot of products that are both manufactured and imported from other countries. These products fall under five major categories based on the body part on which it is used and the purpose of it. The major five main types of cosmetic products are,

- Skincare range
- Haircare range
- Face care range
- Personal care range
- Treatment range

Skincare ranges

These are items designed to make skin look and feel better. The skincare market accounts for around 20% of all cosmetics sold, which is the largest share in any category. Skincare products can be further classified by how they function and what they do. These include moisturizers, creams, powders, essential oils, toners, serums, etc.

Haircare ranges

Haircare products are the second most popular form of cosmetic that accounts for about 25 percent of sales. Like the skincare group, hair products can also be categorized according to how they work and what they do. The hair products most frequently purchased are the ones designed to remove things from the hair, like shampoos. Some are meant to be left on like leave-in conditioners, hair gels, essential oils, etc.

Face care ranges

This category includes herbal cosmetics that can only be used, particularly on the face. These range of products kind of overlap with the skincare products. This range of category accounts for 30% of market sales. The difference is while all the face care products are on the skin, not all skincare products can be used on the face. Some of the face care products include face wash, face scrub, toner, sun creams, face packs, facial kits, face gels, serums, etc.

Personal care ranges

Other personal care products are the new beauty product category. This category accounts for about 15 percent of market sales (depending on which goods you include). These include products for oral care, such as toothpaste, mouthwash, and whitening products. They also include soaps, bathing gel, soaps, massaging oils, etc.

Treatment care ranges

This type of treatment care product is designed to cure specific skin or hair problems. For example, there is a specific type of cream that is targeted to cure acne, or spots, etc. The same goes for hair fall or dandruff issues too. There are also many subcategories under each category. Based on what you need, one can choose the herbal product. There are a lot of benefits to using herbal cosmetics as it is natural and doesn't have many side effects.

INFLUENCER MARKETING

The technique of influencer marketing has received a lot of attention in media. As we all know that even though influencer marketing is a new marketing technique being promoted digitally, the ambition to influence consumer desire and purchase decisions have been key factor for the managers of most organizations (Brown & Fiorella, 2013). This technique is precisely defined as “a form of marketing that has been emerged from a variety of decent practices and studies, in which focus has been placed on specific key individuals rather than the target market as a whole. It identifies the individuals that have influence over potential buyers, and orients marketing activities around these influencers (Brown & Fiorella, 2013, p.24). Often the term “influencers” can get mixed up with the term advocate, which does not necessarily have the same meaning. The influencers are mostly noncustomers incentivized to recommend a brand or a product, whereas advocates are existing customers that would recommend a brand or a product.

Impact of influencer marketing campaigns

Influencer marketing campaigns had a significant positive impact in terms of product awareness, consumer engagement, product sales, and revenues. More than 4,000 women sent their photographs for “The Avon True Make Up Marathon” contest; Avon True’s share of voice (SOV) increased from 7 per cent to more than 53 per cent during the campaign period (April to May 2017), which was higher than that of Maybelline, Colorbar, Lakme, and L’Oréal; the marketing campaign reached 16 million people, registered 28 million impressions across social media platforms, and resulted in a 114 per cent rise in sales. Over 30 leading beauty bloggers tried the makeup products, gave reviews, and covered the launch of the Avon True Look Book on their social media handles. The contest led to higher consumer engagement on Instagram. According to Campaignindia.in and Unmetric, the ‘Avon True Make Up Marathon’ was among the 20 leading Facebook posts during April to May 2017. The Facebook live launch event conducted by NYX reached 1 million people, and over 100,000 people actively engaged with the video, either commenting on, liking or sharing it. More than 1,000 people started following NYX on Instagram and its two flagship products, Liquid Suedes and Soft Matte Lip Cream, sold out in the first three hours of the launch. The influencer strategy helped increase footfall at the NYX brick and mortar store, with more than 700 people queuing up from 5 am on the inaugural day in Mumbai and nearly 85 per cent of the displayed makeup box sets sold. Over 151,000 people on Instagram watched The Man Company’s influencer marketing campaign, and over 42,000 people liked, commented, and shared it. This incredible reach helped the company’s management realise its objective of creating awareness about the limited-edition product in the Indian male grooming market.

Awareness and influencing consumer cognitive, behaviour and affective to drive their purchase intent. The role of influencers in digital marketing communication is widespread but is not backed by empirical evidence. This research will enable brands to identify right influencer motives, influencers and type of endorsement to be used in various stages of consumer buying process. This research will reveal factors which

affect consumer attitude and perception like experience, trustworthiness and credibility to assess this form of marketing. An important area to be explored is the impact of sponsored content and their disclosures. The following research provides insights for further research in this real be scholars and also provides relevant data distributed across different genders and age. This research will also help us identify various relationships, challenges, issues and will also burst the false notions built by various companies.

1.2. STATEMENT OF THE PROBLEM

The study aims to investigate the influence of social media influencers on consumer behavior in the cosmetics industry. Specifically, it seeks to understand the extent to which influencer marketing shapes consumers' purchasing decisions, perceptions of cosmetic products, and brand loyalty. This research addresses the need for a comprehensive analysis of the impact of influencers on the evolving landscape of consumer behavior within the cosmetics sector, providing valuable insights for businesses and marketers.

1.3 NEED FOR STUDY

Influencer Marketing started off as a secondary marketing activity for firms to support their traditional advertising campaigns, however, the effectiveness of this innovative type of marketing transformed this secondary activity. As consumers demand more genuine interactions with brands, influencers become the image of authentic endorsement, that is, if influencer and brand partnerships are done correctly. The influencer market has grown significantly, this means a larger Many –Himalaya and Lakme brands are investing a significant amount of time and resources into executing successful influencer marketing campaigns. If you are still wondering why influencer marketing is so popular, maybe it is time to hone your marketing skills. pool of influencers, and a larger pool of choice for brands. It is high time marketers and business owners recognize the importance of influencer marketing and use it to their advantage.

1.4 OBJECTIVES OF THE STUDY

- To find out the impact of influencer marketing on consumer and Consumer Behaviour
- To identify the relationship between Consumer Behaviour and influencer marketing in cosmetics industry
- To study the impact of influencer marketing on brand awareness and brand recall

1.5 SCOPE OF THE STUDY

- Identify and analyze various types of influencers in the cosmetics industry.

- Examine the impact of influencer marketing on different platforms
- Investigate how influencer marketing engages consumers in the cosmetics sector.
- Analyze how influencer marketing influences the perception of cosmetics brands.
- Assess the direct impact of influencer marketing on consumer purchase intent for cosmetics.
- Identify challenges faced by cosmetics brands in implementing influencer marketing.

CHAPTER – 3

REVIEW OF LITERATURE

Jang (2018)

The paper explains about Another important concept is the impact of sponsored and un-sponsored content by influencers on consumer inferences and response to these posts based on prior knowledge and credibility of influencers. This report is a sublime piece of work as it talks about different influencer motives and their respective responses for a thorough understanding. Various motives discussed are money motive, image motive, love motive, sharing motive and helping motive. The second phase involves study on variables like influencer credibility, product category, and disclosure and consumer resistance. This paper elaborates on several social media concepts like types of influencers, eWOM, disclosure etc. Before we evaluate consumer reaction we need to understand the consumer cognitive process to understand their response. Through psychological reaction theory the author explains how sponsored disclosure can bolster resistance. Third study involved validating the results of study 2. The findings of various studies if summarized indicate that influencer motives are multidimensional and very important to be studied for effective advertisement to conduct a positive impact on consumers.

Zdeka Kadekova, (2018)

The paper explains Influencers tend to act as mediator for companies to interact with their target market in unconventional ways. This paper also highlights the various platforms and media forms influencers use to attract their prospective followers and defines the Gen Y and Z generations. Various assumptions of this study were to decipher preferences of social network of different age groups, difference between different age groups and their chosen platform and influencers, relation between age and their consumer behaviour with respect to influencer marketing. This paper highlights several important facts which glorify the importance of influencer marketing and also talks about how brands create virtual influencers which means brands create their own influencers like NYX cosmetics. The author ends by producing the results and inference of the survey conducted which states that Gen Y and Gen Z show quite different behaviour with choice

of platform and type of influencer for example Gen Y is more attracted towards Facebook and Gen Z is enticed towards Instagram.

Sudha,M , Sheena,K(2019)

The article is targeting a specific industry to comprehend the decision making process in the fashion industry with respect to influencer recommendation. Fashion blogging is a very popular trend and at a very minimal cost it establishes a direct link with the consumers. Sharing opinions, experiences etc. This article also discusses the effects of blogs on women's buying behaviour and its advantages that can be leveraged through blogging. This study uses Philip Kotler's consumer decision making model with the objective mentioned above. According to the survey this type of marketing is one of the strongest force of decision making variable for the current young generation. While brand influence ranks first, celebrity and blogging are not far behind. This article also provides conclusive evidence on which is the most preferred platform and the form of media.

Madumere, 2017

The paper explain Influencer marketing is an emerging form of celebrity endorsements which are mainly based on stronger and closer relationships which are mutually beneficial. This article focuses on various means to integrate your marketing channels to enhance brand image and ROI. Influencer marketing should be aligned with company's target market, product, budget and objectives. At most care is important while selecting from plethora of influencers. This article highlights various factors for selecting these influencers and provides facts supporting this realm of marketing which includes 90% consumers trust peer recommendation. It also highlights the process of integrating this realm of marketing.

Neal, 2017

The motive of this article is analyse the impact of paid content on the engagement with consumers in the fitness industry. Source credibility theory used to decipher the perception of followers when influencers are affiliated to certain brands. These article introduces three types of influencer: Social influencers, celebrity influencers and peer influencers, their traits and their focused niche they belong too. Various factors tested in this study are physical characteristics, experience level , sponsorship , source

attractiveness model , self-image identification, relationbetween product and influencers field. The methodology used is content analysis and interviews. Findings of the research were as follows organic posts were identified with more positive associations than sponsored posts and hence they were categorised my non monetary motives.

Kozusnikova, (2019)

The study is based on California State University, Fullerton. It aims to analyse the effectof social media ads (particularly Instagram) on spending Behaviour College going students. This study mainly focuses on spending behaviour in fashion category. This is done through a qualitative research technique –Survey method and uses Qualtrics software for the same. Hypothesis of this survey was that active Instagram users spend more money on fashion products then non users with various other supporting hypothesis. The main objective was to analyse the increasing popularity of Instagram indirect marketing. Convenience sampling technique was used and the results were as follows: spending behaviour is analysed after considering income patterns. Based on that the author concludes that the hypothesis does not have sufficient data and according to available data they don't have significant relationship.

ManjuAhuja et al., (2003)

In their article, targeted on investigating the factors that influence the shopping behavior and browsing behavior of consumers during online purchase specifically, the study has been conducted about the consumers using business-to-consumer sites. The researchers also investigated buying preferences of consumers with varied demographic profiles which may reveal different buying approaches and consumer behaviors for a specific class of merchandise and services. Social media is the1 most effective factors that influence buying behaviour of customers.

Muhammad ShafiqGul et al., (2004)

In the analysis, the researchers concentrated on finding the relationship of Social Media and buying behaviour of customer. The study involved the students of academic institutes of karachi. Around two hundred and sixty questionnaires were answered by the students.

The study finds that there is no strong relationship between Customer Buying behaviour and Social Media.

Ramsunder (2011)

In their study says that shoppers' decisions are influenced heavily by on-line brands. Opinion of consumers will influence one another. This type of opinion by other consumers affects the repurchases. So, Consumers are moving to Internet to get more data for their buying decision.

Raghuramlyengar et al., (2012)

Investigated in Korea, how friends influence shopping through Social Network. Their study concentrate on two important questions, the first question is "Is there any influence by friends on purchases by consumers in social media network", the second question is "if there is such influence which consumers are affected". To strengthen the analysis, sample data were taken from social networking website Cyworld. Sample data of 208 users of Cyworld for ten weeks of purchase and non-purchase information was collected. The researchers build a model on the decision of buying and nonbuying and also with the amount spent. Markov chain Monte Carlo technique and Bayesian approach is used to estimate the model. The results indicated that there are three different categories of consumers with different buying behavior.

Dehghani et al., (2013)

Their study analyses the knowledge inheritance on customer's action and reputation of brand. Knowledge inheritance on the social media happen once a person observes behavior of others and make a similar decision that other people have already made. The knowledge cascade are often used for one amongst 2 effects on shoppers, Knowledge cascading causes the brand to appear high or low in Customer Intention on purchasing and additionally may have an effect on consumers trust on brand .The study aims at customers who have trust on brand image. These kind of customers are influenced by decision taken by others.

TeenaBagga et al., (2013)

The study analyses the inner and outer factors of consumer's online buying behavior. A structured form was used and a survey was conducted with two hundred samples. Questionnaires were sent through the mail and also posted through online web pages and were answered by the respondents themselves. The statistical analysis found seven major factors that govern the consumer's buying behavior. These seven factors were: would like for Social Communication, website Attributes, on-line Advertising, Recreation, Convenience, privacy issues and data Search.

Garima Gupta (2013)

In her paper analysed the influence of social media on product buying. The results proved of the actual fact that social media have an effect on product buying intentions. Particularly, there's a powerful impact of 3 factors called information about product, peer communication and the level of product involvement on shoppers purchase intentions with respect to social media. The author infers that, because the product is sold through on-line, it can't be examined; perceived data shared about the product on social media and information sharing among peer teams facilitates consumer's analysis on the product and makes decisions accordingly.

GeetanjaliNaidu et al., (2013)

In their study analyses the influence of social media in purchasing behavior of customer in Raipur. According to the survey result 75% of Indian youth uses internet for sharing their opinion, views and comment in numerous websites. The analysis concludes that people use social media widely for collecting information regarding product.

Balakrishnan et al., (2014)

This study finds the influence of social media towards brand image and buying opinion of younger Generation. 200 questionnaires were distributed to undergraduate students of universities in Malaysia. The response rate was 75 percent. 3 hypotheses and 2 propositions were tested using multivariate analysis and mean. The result showed that the internet communications, online communities, electronic word of mouth, and on-line publicity are successful in promoting the brand image and buying intention of consumers through social media platforms. These findings notify the managers to reach the younger

generation customers social media is the best selling tool. This analysis provides information to international sellers in applying social media activities to market their product.

Aindrila Biswas et al., (2014)

In her paper, aims to look the influence of social media on consumer selection behavior. Technology Acceptance Model was adopted to find the social media usage perceptions. The employees of the Multinational companies in India are the samples for the study. A equation modeling was used to test the eligibility of the model. The results state that users of social media inclined to have more purchase intention than the occasional users.

Dr. Sourbhi Chaturvedi et al., (2014)

In their study indicated that there may be 100 crore members present in social media; social media sites became an important medium for firms and consumers to meet each other for the exchange of information about products. They also suggest that the influence of social media on customer buying behavior is tremendous. Buying behavior in social network is influenced by gender, education, income, age etc.,

Alireza Mohammadpour et al., (2014)

The study aims to find the impact of social media marketing on online buying behavior of customers with respect to brand capital using path analysis 48 technique. A sample of 160 from university of Tehran were asked to fill the questionnaire on social media marketing, brand capital and online shopping behavior of consumers. The results indicated that social media had significant impact on brand name. Social media marketing had significant indirect positive impact on online shopping behavior of consumers. The results conform the role of brand marketing in concurrence with media and online buying behavior of consumers.

Marta Zembik (2014)

In his study explains that Social media comprises of blogs, public forums, social media sites, that is used for communication of some information. The data provided in social media is beneficial for organization/ firms and customers. Customers benefitted from the

product information posted by others, recommendations by other customers. Firms benefitted by the information provided by the customers in social media about their products, getting the feedback on their product market, information about the prospective customers, customers needs and demographic characteristics. This article emphasis on how social media information is essential for companies and customers in their decision-making process.

Prof. Assoc. Dr. ElenicaPjero et al., (2015)

The researchers conducted the study in Albania reality sector. Their article targeted on Social Media and its capacity to effect buying behavior of customer. The researchers discussed the growth and adaptability of Social Media networks by numerous users in the world. The researchers made a multifaceted analysis on the impact of Social Media on consumers and buying intentions. The samples are selected from users of Social Media in all dimensions and the result depicts the significant behavior of consumers.

Tayyaba Noreen et al., (2015)

The researchers conducted the study about the Social media impact in Pakistan and Korea. This study investigates the impact of social media on the buying behavior of consumers. This study focuses on e - word of mouth, social media publicity and social media. The findings indicated that consumers of Korean consumers have higher intention to buy a product using social media platforms when compared to customers in Pakistan. The results 49 proved that e - word of mouth have a bigger impact on buying intention when compared to publicity on social networks.

NimaBarhemmati et al., (2015)

In their study found that Social Network Marketing is becoming the most successful model in advertising. This study aims at how Social Network Marketing influences the shopper buying behavior among consumers who use social networking sites. The study also analyzes the relationships between customer engagement, social media selling activities and shopper purchase behavior. A survey was conducted among fifty students of Malaysian National University. The results showed positive relationships between consumer engagement of social media and their buying behaviors.

SakthivelAM et al., (2015)

In their analysis makes an attempt to check the influence of social media sites over young woman consumer's shopping behavior from Islamic faith countries. This study employs structural equation modeling to check out the influence of young woman consumers and the results disclosed that brand, society and reference teams exert additional influence over young woman consumer's shopping behavior through social media.

Williams et al., (2000)

In his study reveal that Social media marketing influences perception, shopper selection behavior, buying-decision and attitude from pre-purchase data phase to postpurchase behavior.

Belch and Belch et al., (2003)

Described in their study that at some situation during the purchasing process, shoppers stop looking out and evaluating data before going to the next stage. At this stage, shoppers decide whether or not they can obtain products or not. The buying decision depends on the motivation and influence of other shoppers through reviews and recommendation.

Young Ae Kim et al., (2007)

Explains in their study that buying choices are powerfully affected by people who the buyer knows and believes. Several internet buyers ask for the 50 opinions before buying a new product. Internet social communities allow chatting among trusting members, allow customers to share their experiences by means of writing reviews and rating others' reviews. Ecommerce websites have started to obtain information on the interaction between customers in their websites, to understand and investigate social influence on purchase process, to boost CRM and improve sales.

Achille (2008)

This study indicates that due to reviews and recommendations posted in various social media sites by the online buyers has increased the number of online buyers to forty percent in the past two years. As an impact of social media, through online forty one percent of consumers purchased books, thirty six percent consumers purchased clothes and shoes, twenty four percent consumers purchased video games and DVDs, twenty four percent consumers purchased airline tickets and twenty three percent consumers purchased equipment.

OTX analysis DEI Worldwide (2008)

In their study, analysed the influence of social media on buying behaviour of customers and a survey was conducted among US population, which shows that buyers presently use social media as high information resource for brands, companies, or product. It additionally concludes that social media outreach by brands and firms, particularly if a private on-line representative will make this outreach, are often far more important on shopper behavior than advertisements or different promotional devices. In fact, two thirds of shoppers are doubtless to pass the knowledge they receive to others and over half are doubtless to require action on this information. There is a significant stronger impact on shopper behavior when the social media is used as a positive outreach to share information.

JiXiaofen et al., (2009)

This paper has created a model of on-line spoken and opinion people have influenced on consumer's shopping intention . The study has known that the message impression of on-line spoken and leader's comments have lot of influence on consumer's temperament of shopping garments; the data of online spoken influences its receiver's attitude towards brand and consumer's temperament of buying clothes completely at the end.

Gursakal (2009)

This study analyses the influence of media society and the amount of time that customers spent on the net and social media. Nowadays, consumption trends have modified. The usage of magazines, interviews and catalogs by buyers and sellers are altered by searching on emails, internet sites and sharing information in social media. Because of

the effective role of social media, the time consumed on the net increases, and consumers" withdraw from traditional searching methods. Social media have become an important place where opportunities are mentioned, products are advertised and products are commented.

Penn Schoen and Berland Associates LLC (2010)

In their study explains how the social media can impact consumer electronics. The study was conducted by 1012 web interviews with U.S. general population aged above eighteen. The results discovered that social media network has become integrated into people,s lives. Social media helps to form shopper behavior. About 30% of social media users made purchases supported by social media reviews and recommendations from friends and unknown net users, nearly sixty-eight percent of respondents believe that these recommendations are more or less closer to traditional recommendations. About, 33% believe that social media reviews and recommendations they receive are far better than they receive through other means.

Cvijikj (2010)

In their study examines the Influence of Face book on buying decision making process. Consumers have confidence on opinions of different people or teams during buying decisions. This study evaluates the power of Face book on decision making method. A model Face book application was developed by researcher for sharing opinions with friends and making repositories of things. The study analyses the internet survey of thirty three participants. The survey 52 contained twenty queries, divided into 3 parts. The primary cluster involved data concerning the participant, like gender and age. The next cluster of questions involved the buyer"s shopper behavior and the last centered on the conception, thought and model Face book. The results make sure that consumers see their friends as the most reliable supply of knowledge when compared to other things. Results also indicates that friend,s opinion on a product plays a bigger role than whether or not they possesses the product.

According to McKinsey Company (2010)

In his study, Social Media has a notable influence on customers particularly who are first time purchasers of a product. It has a greater influence on highpriced products because the consumers want to conduct additional analysis and to get opinions for buying the product. This indicates that Social Media has an impact on customers in their data search stage of buying a product and as a result, customers will use Social Media to get data concerning the product and services.

Hoyer et al., (2010)

In his study explains that Social Media is a non-marketing factor which has a significant influence on customer buying decision process than the other sources of marketing. Social Media is platform where customers exchange much information with others via electronic word of mouth, reviews and recommendations. Social Media websites helps individuals to share and communicate each other via communities. According to the author, buyers on Social Media are ready to pay attention to others opinion and have a trust on the peers and influenced by the peer in their buying decision process.

Kozinets et al., (2010)

Suggest that on-line teams make an understandable influence on the buying behavior of the consumer and also in buying decision. For instance, the public discussion forum in the websites of social media offers consumers to collect information about the product, which helps them to take the decision on purchase selections.

Pookulangaran et al., (2011)

In his article states that purchasing is always an experience and social media permits the consumers to connect with people who are mostly strangers. 53 Cultural characteristics impacts on consumers" usage of social media and a great impact on the online buying behavior.

Haciefendioglu (2011)

In his study brings to light that buyers are influenced by the opinion of their friends on social media during their purchase decision. The study also states that the opinions of their friends in social media direct the consumers to take decision for purchase a specific product or from a specific company.

MehmoodRehmani et al., (2011)

In their analysis, investigated the various social media parameters that greatly affected the purchasing decision of consumers. The analysis gave importance to find the influence of social media on the consumers buying decision. The authors outlined the objectives of the studies, so as to realize the objectives, a suitable research model is predicted and research hypotheses were tested on the model.

Constantinides et al., (2011)

Analysed and reported that Social Media differentiates Shopper"s behaviors. Socio-cultural, Demographic, situational and psychological factors have an effect on shopper"s purchasing behavior. Business people can handle up more practical social media selling activities by categorizing social media users by their age, gender, academic level, geographical location and occupation/income level. In the same way, psychological factors like learning, motivation, perception and personality, Socio-cultural factors like family, social status and family culture. These variables provide benefits for business people to find and target the consumers of social media through proper social media marketing activities.

Diffley et al., (2011)

In their research investigation, it is clear that, Marketers have analyzed whether or not social media sites may be used as a good tool for selling and whether to involve buyers to participate in marketing on social media sites. They say that firms ought to undertake a distinct approach that attracts shoppers instead of loading their inbox. If more selling advertisements are pushed on to the shoppers, then shoppers will get frustrated over the product. This authors talks about developing a proper approach to use websites as advertising tool. As a conclusion the author suggests that firms has to develop 54 good relationship with shoppers to make social media sites a better tool for selling.

ErkanAkar et al., (2011)

In their study revealed the thing that affects consumer's attitudes towards selling through social media. For a businessman, Shopper communities act as new marketplaces for businessmen. The analysis aims to spot the factors that have an effect on the consumer's attitude towards selling a product on a social media platform.

Edison (2011)

In his recent analysis, on users of on-line social networks in America revealed that about 52% of United States citizens have a minimum of one or additional social network profiles. The analysis showed that one fourth of on-line social marketing users buy their favorite brands, on these on-line social networks sites, of which many users use Face book as brand pages. The result shows that on-line social networks became a source of information on products for buying decision making by Consumers.

Karimov et al., (2011)

In their research suggesting that purchasing of products online may be considered risky by customers because of the lack to make physical product analysis, lack of personal information contact, and in some cases the dearth of secure transactions. The efforts towards increasing the basic issue of trust in shopper behaviour can be supported with the employment of social media channels, like Face book, YouTube, Twitter, and company blogs as they enhance the sensation of social presence additionally, shoppers may use social media as a communication tool which can facilitate them decide what to shop for. The recent addition to the capabilities of social media is the addition of mobile applications to communicate with others.

Stephen Guo et al., (2011)

This paper analyses a Chinese marketplace, Taobao, which is the world's largest e-commerce site. Integrated instant electronic messaging tool makes Taobao high from its competitors. In our study, this study specializes how a person's transaction are

embedded in the social media. The analyses concludes a model for purchasing a product through buyer recommendation, if an individual wants for a product, how he will act to decide the shop. The 55 model uses data retrieval techniques from the websites and demonstrates how social factors will help to understand client behavior.

According to Drell (2011)

This study analyses the internet behavior of customers of social media and disclosed 2 main types of information shared through online. They were categorized as high information sharers and low information sharers. In this study, out of 100 percent, High information sharers of on-line shopper"s were 20 percent and belong to the age of teens, they are dedicated to brands, and had several of electronic equipment to share the information. On the other hand, Low information sharers of on-line shoppers were are 80 percent, were commonly older, concentrated on quality instead of brand.

IremErenErdogmus et al., (2012)

The aim of this study is to identify the impact of social media on brand trust of the customers. This study takes into account of customers following one brand on the social media and, therefore, the information were collected through the structured form with a sample of 338 folks and tested using various statistical tools. The study concludes that brand loyalty of consumers is affected when the brand was found in various applications and platforms on social media.

Khushbu Pandya (2012)

This study is an effort to make awareness among Indian marketers regarding the facility of social media which is spreading at a massive rate. The study is explorative in nature and used last five years secondary data. The findings of the study answer one major question – what's the state of social media on consumer behavior in India, the study provides figures, all major facts, analysis and examples of case study.

Greenleigh, (2012)

In his study, investigates the behavior of young agers in connection with social media on shopping decision. Millennials are the shoppers who are in the age group between teen

to mid-30s. In step with the researcher, Millennials have the characteristics like, always connected to social media, hyper-social, looking into other people activity, shopping and enjoying, strangers as their friends. This study detailed that fifty-one percent of Millennials trust strangers for shopping the product, over relatives or friends. 56 The study shows that eighty-four percent of Millennials takes the opinion from social media communities before shopping for products.

Sharma et al., (2012)

In their study find the advantage and disadvantage about a brand or product present on the Social Media. The study also reveals that Social Media has an overall influence on consumers shopping behavior.

Pietro et al., (2012)

Explore the extend of social media, particularly Face book, influence buying decision. They find happiness in using social media for buying decision. The study reveals about consumer"s suggestions and recommendations on merchandise on Face book, enjoyment in finding the information on brands and products, attitude in the usage of various tools provided by social media for the buying decision of products. The study also infers a good relationship between the views of consumer towards buying intention of customer and social media.

SaadiaNasir et al., (2012)

This analysis targets on the buying behavior of women customers in Pakistan. Study has been conducted with two hundred feminine respondents from Lahore town. The results indicate that women consumers take into account traditional word of mouth to be more promising information than social media for purchase choices.

Angella J. Kim et al., (2012)

This study identifies the attributes of social media activities that influence consumer purchase towards branded luxury products. The study identifies 5 apparent Social media activities of luxury brands and they are amusement, communication, fashionable, tailor

made and word of mouth. The results indicate that there exists significant positive relation between social media and purchase intention of consumer.

Themba et al., (2013)

Examines how the students of African University have interaction in product related e Word of mouth and the impact of their interaction on their shopping decision. The study reports that the communication in brand-related e Word of mouth through social networks is comparatively low and has an absolute positive impact on buying decision.

CHAPTER – 3

RESEARCH METHODOLOGY

METHODOLOGY

Research methodology is the process of systematically solving the research problem. It may be understood as a science of study how research is done scientifically. A research design is the arrangement of condition for collection and analysis of data in manner that aims to combine relevance to the research purpose with economy in procedure.

3.1 RESEARCH DESIGN

Descriptive Research Design

Descriptive research is a study designed to depict the participants in an accurate way. More Simply put, descriptive research is all about describing people who take part in the study. Through this method, researchers can easily finish collecting their data in a hours, free from worrying about whether it is an accurate representation of a population.

3.2 SOURCES OF DATA:

In this research, internal and external source of data are used. Collected raw materials through facts and figure of researcher's works. Collecting data from company records and document, these are all internal data and other data are external.

In data collection, there are 2 types

- **Primary Data**

It is a source of collecting data by first-hand information through observation, direct communication or personal interviews of respondent's customers. In this, questionnaire is used for conducting personal interviews and for collecting the data.

- **Secondary Data**

It is collected from standard books, internal sources, magazines and newspapers and also collecting data from external and internal sources from the company annual reports, company additional profile and company internal website.

3.3 STRUCTURE OF QUESTIONNAIRE:

Questionnaire was divided into two sections. First part was designed to know the general information about PERSONAL QUESTIONS and the second part contained the respondent 's opinions about Impact of Influencer marketing on Consumer Behaviour for Cosmetics

3.4 SAMPLE SIZE

The sample size for this research project is 75.

3.5 SAMPLING TECHNIQUE:

Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods. convenience sample is made up of people who are easy to reach.

SAMPLE DESIGN

It is a particular definite plan formulation before collecting the data from population. The research should select a particular sample. In sampling, there are 2 types- probability sampling and non-probability sampling. In this research, only nonprobability sampling is used

PERIOD OF STUDY

The period of the study is to determine that research process is carried out for 1 month.

3.6 TOOLS FOR ANALYSIS

Questionnaire was created in order to receive the necessary response required from the sample to achieve the research objective. The tools used for this are

1. **PERCENTAGE ANALYSIS**
2. **ANALYTICAL TOOLS(SPSS)**

- Correlation
- Anova

CORRELATION

Correlation is a statistical measure that expresses the extent to which two variables are linearly related (meaning they change together at a constant rate). It's a common tool for describing simple relationships without making a statement about cause and effect.

ANOVA

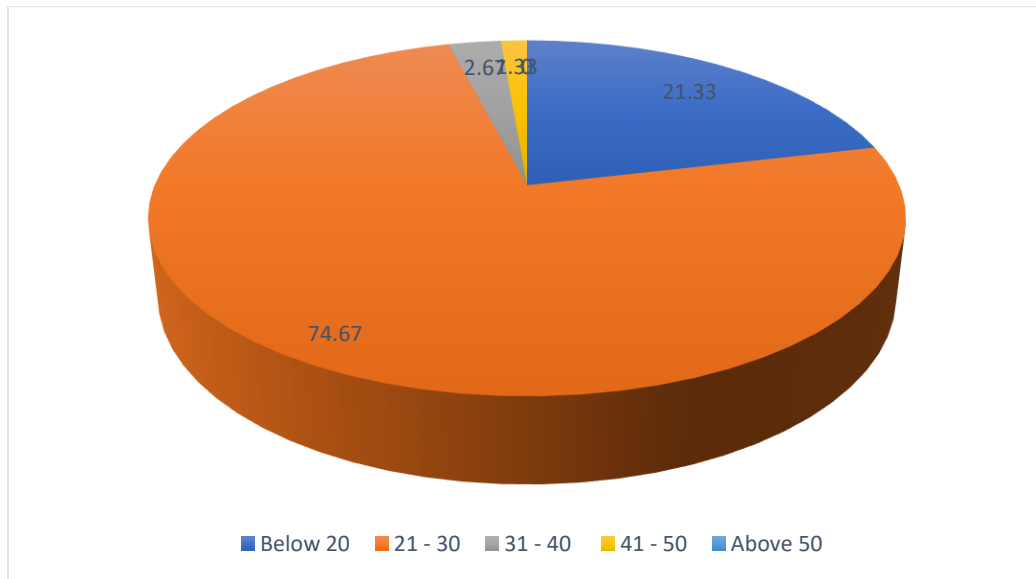
Analysis of variance, or ANOVA, is a statistical method that separates observed variance data into different components to use for additional tests. A one-way ANOVA is used for three or more groups of data, to gain information about the relationship between the dependent and independent variables.

CHAPTER – 4

DATA ANALYSIS AND INTERPRETATION

4.1.1 Table indicating the age of the respondents

S.NO	AGE	NO OF RESPONDENTS	PERCENTAGE
1	Below 20	16	21.33%
2	21 - 30	56	74.67%
3	31 - 40	2	2.67%
4	41 - 50	1	1.33%
5	Above 50	0	0%
TOTAL		75	100%



INTERPRETATION

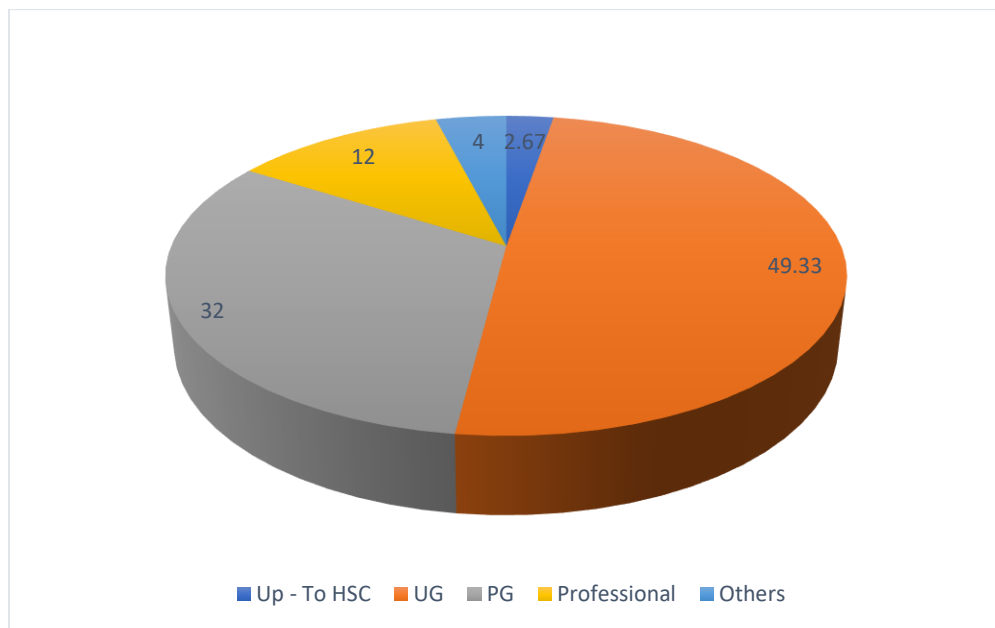
From the above table it can be understood that 21.33% of the respondents are in the Age category Below 20, 74.67% of the respondents are in the Age category 21 – 30, 2.67% of the respondents are in the Age category 31 – 40, 1.33% of the respondents are in the Age category Above 40.

INFERENCE

Majority 74.67% of the respondents are in the Age category 21 – 30.

4.1.2 Table indicating the Educational Level of the respondents

S.NO	EDUCATIONAL LEVEL	NO OF RESPONDENTS	PERCENTAGE
1	Up - To HSC	2	2.67%
2	UG	37	49.33%
3	PG	24	32%
4	Professional	9	12%
5	Others	3	4%
TOTAL		75	100%



INTERPRETATION

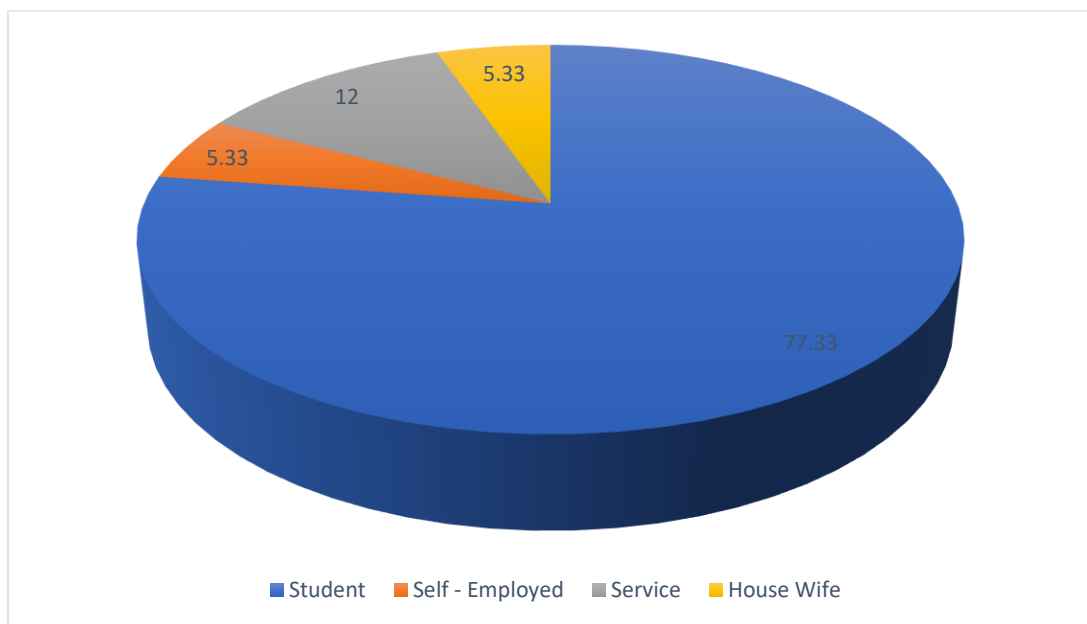
From the above table it can be understood that 2.67% of the respondents are completed Up - To HSC, 49.33% of the respondents are completed UG, 32% of the respondents are completed PG, 12% of the respondents are completed Professional courses, 4% of the respondents are others.

INFERENCE

Majority 49.33% of the respondents are completed UG.

4.1.3 Table indicating the Occupation of the respondents

S.NO	OCCUPATION	NO OF RESPONDENTS	PERCENTAGE
1	Student	58	77.33%
2	Self - Employed	4	5.33%
3	Service	9	12%
4	House Wife	4	5.33%
TOTAL		75	100%



INTERPRETATION

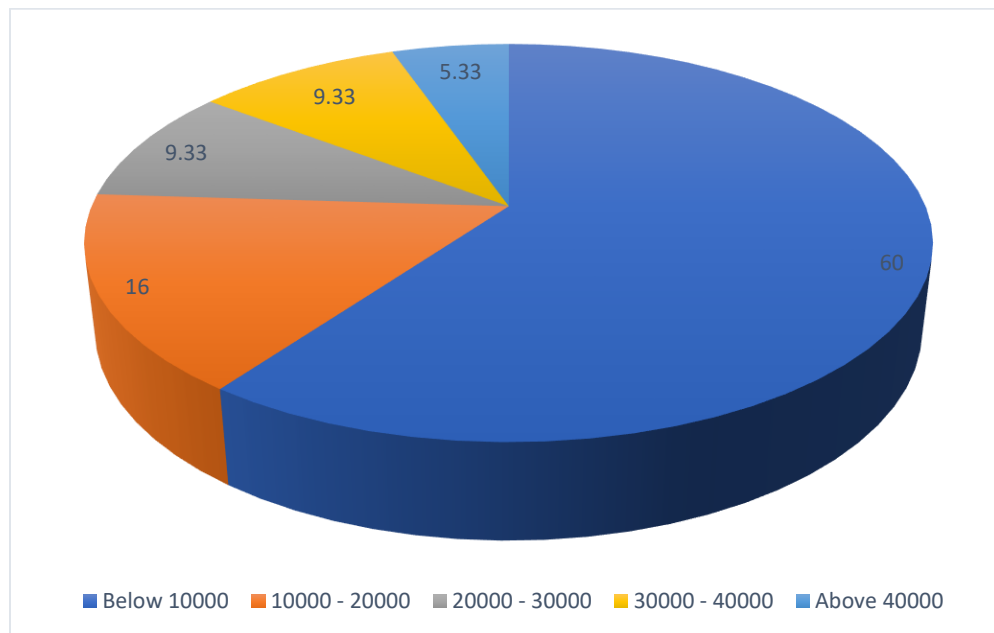
From the above table it can be understood that 77.33% of the respondents are students, 5.33% of the respondents are Self – Employed, 12% of the respondents are in Service, and 5.33% of the respondents are House Wives.

INFERENCE

Majority 77.33% of the respondents are students.

4.1.4 Table indicating the Monthly Income of the respondents

S.NO	MONTHLY INCOME	NO OF RESPONDENTS	PERCENTAGE
1	Below 10000	45	60%
2	10000 - 20000	12	16%
3	20000 - 30000	7	9.33%
4	30000 - 40000	7	9.33%
5	Above 40000	4	5.33%
TOTAL		75	100%



INTERPRETATION

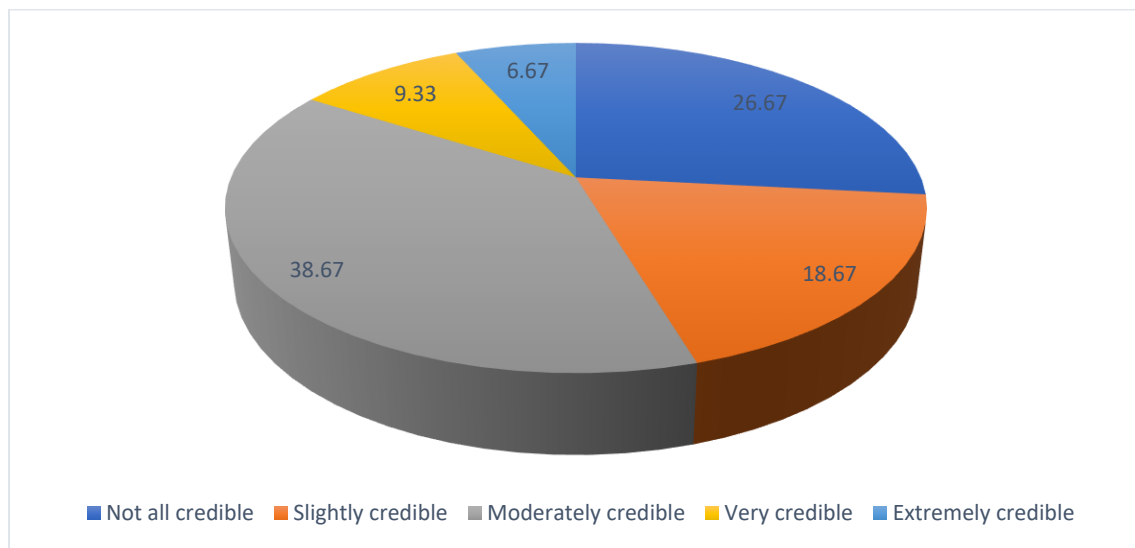
From the above table it can be understood that 60% of the respondents are earning Below 10000, 16% of the respondents are earning 10000 – 20000, 9.33% of the respondents are earning 20000 – 30000, 9.3% of the respondents are earning 30000 – 40000, 5.33% of the respondents are earning Above 40000.

INFERENCE

Majority 60% of the respondents are earning Below 10000.

4.1.5 Table indicating the Influencer Credibility Rating

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Not all credible	20	26.67%
2	Slightly credible	14	18.67%
3	Moderately credible	29	38.67%
4	Very credible	7	9.33%
5	Extremely credible	5	6.67%
TOTAL		75	100%



INTERPRETATION

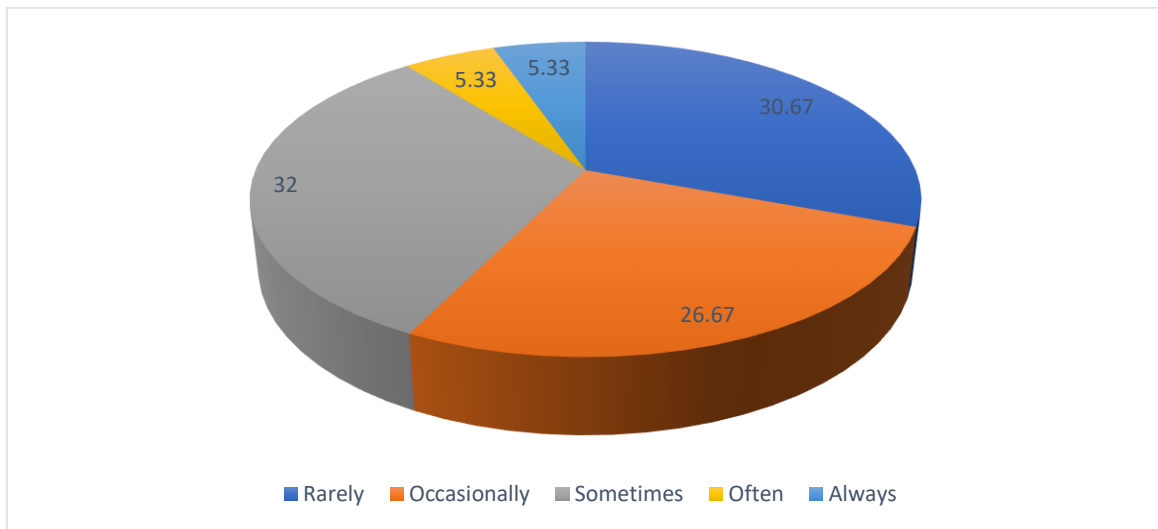
From the above table it can be understood that 26.67% of the respondents are Not all credible, 18.67% of the respondents are Slightly credible, 38.67% of the respondents are Moderately credible, 9.33% of the respondents are Very credible, 6.67% of the respondents are Extremely credible.

INFERENCE

Majority 38.67% of the respondents are Moderately credible with Influencer Credibility Rating

4.1.6 Table indicating the Trust in Influencer Recommendations

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Rarely	23	30.67%
2	Occasionally	20	26.67%
3	Sometimes	24	32%
4	Often	4	5.33%
5	Always	4	5.33%
TOTAL		75	100%



INTERPRETATION

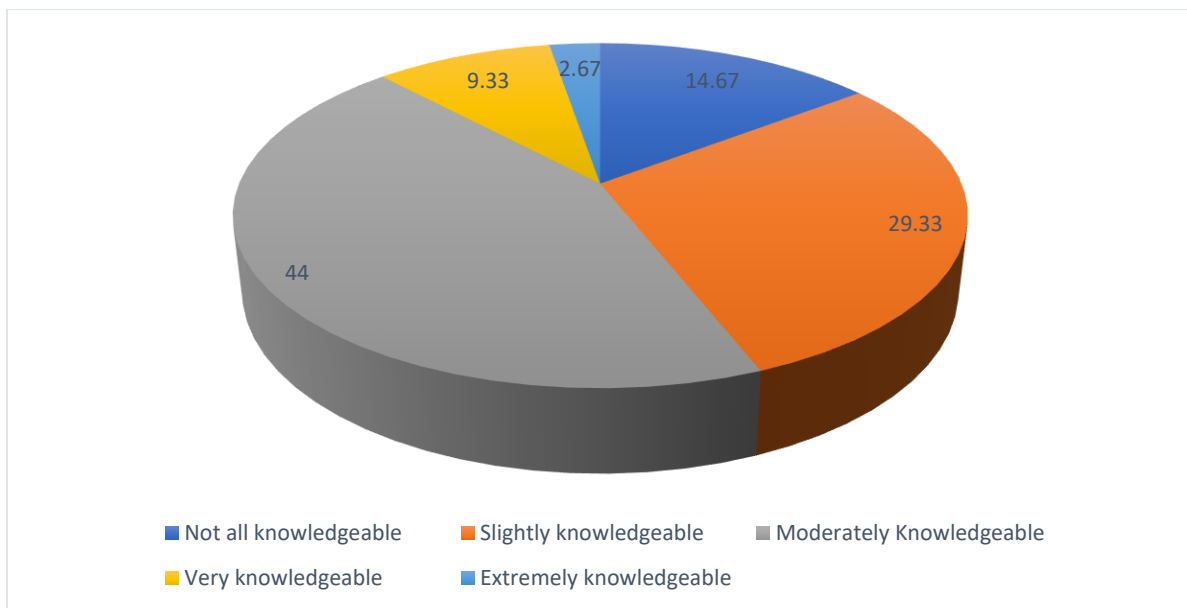
From the above table it can be understood that 30.67% of the respondents are Rarely, 26.67% of the respondents are Occasionally, 32% of the respondents are Sometimes, 5.33% of the respondents are Often, 5.33% of the respondents are Always.

INFERENCE

Majority 32% of the respondents are Sometimes with Trust in Influencer Recommendations.

4.1.7 Table indicating the Influencer Knowledge Assessment

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Not all knowledgeable	11	14.67%
2	Slightly knowledgeable	22	29.33%
3	Moderately Knowledgeable	33	44%
4	Very knowledgeable	7	9.33%
5	Extremely knowledgeable	2	2.67%
TOTAL		75	100%



INTERPRETATION

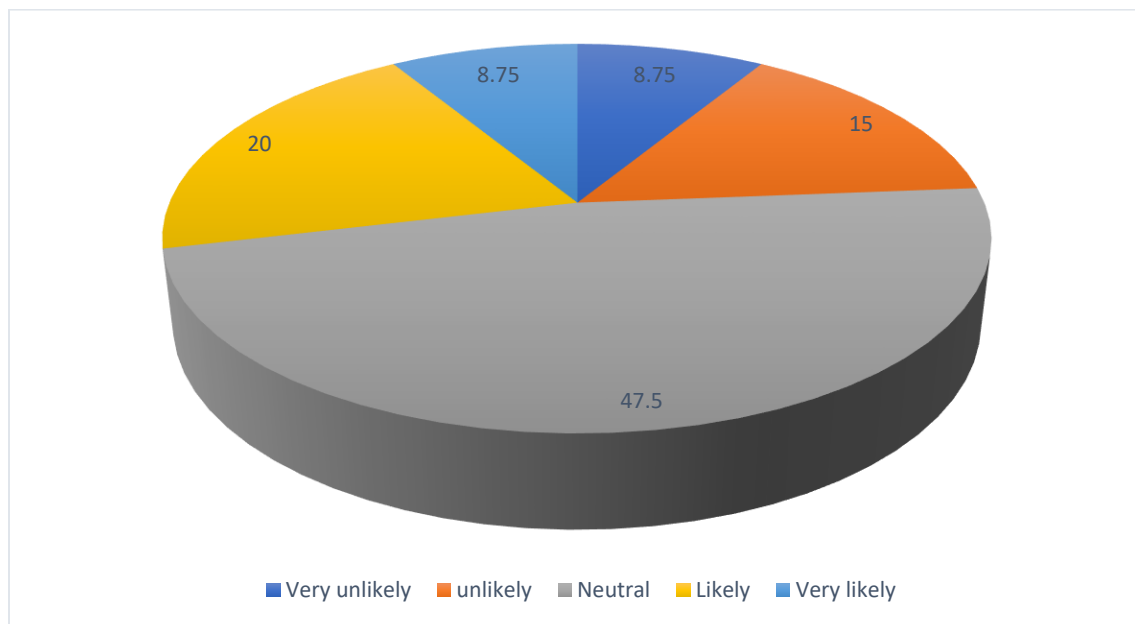
From the above table it can be understood that 14.67% of the respondents are Not all knowledgeable, 29.33% of the respondents are Slightly knowledgeable, 44% of the respondents are Moderately Knowledgeable, 9.33% of the respondents are Very knowledgeable, 2.67% of the respondents are Extremely knowledgeable.

INFERENCE

Majority 44% of the respondents are Moderately Knowledgeable.

4.1.8 Table indicating the Likelihood to Purchase Influencer-Recommended Products

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Very unlikely	2	2.67%
2	unlikely	12	16%
3	Neutral	38	50.67%
4	Likely	16	21.33%
5	Very likely	7	9.33%
TOTAL		75	100%



INTERPRETATION

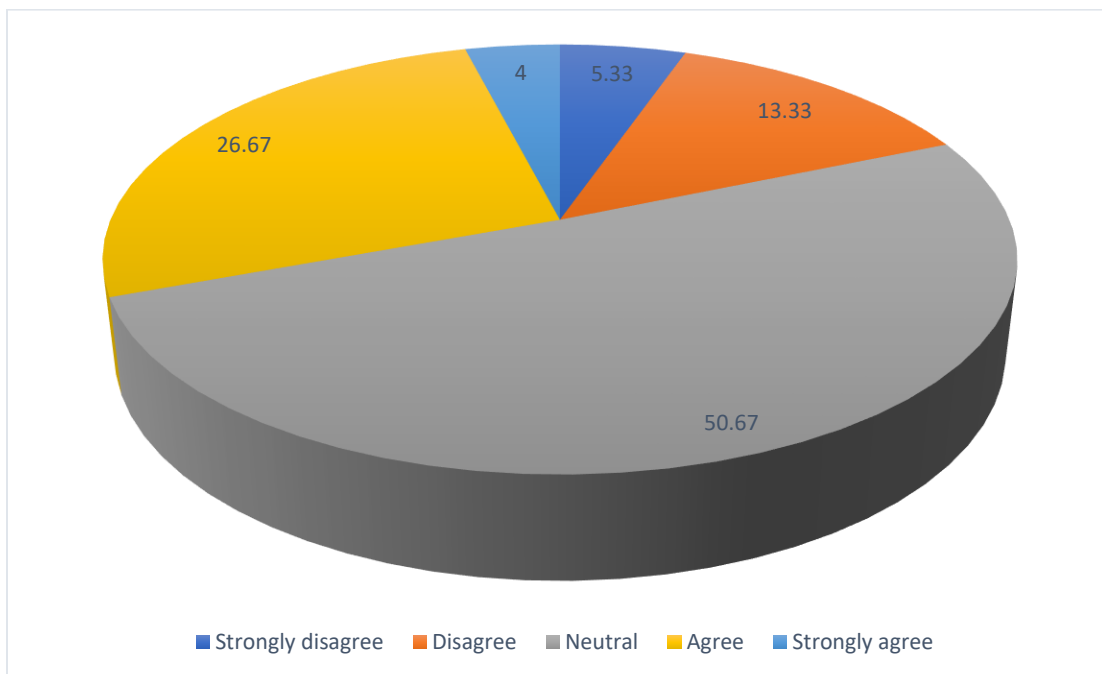
From the above table it can be understood that 2.67% of the respondents are Very unlikely, 16% of the respondents are unlikely, 50.67% of the respondents are Neutral, 21.33% of the respondents are Likely, 9.33% of the respondents are Very likely.

INFERENCE

Majority 50.67% of the respondents are Neutral with Likelihood to Purchase Influencer-Recommended Products.

4.1.9 Table indicating the Influence on Purchase Decision

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Strongly disagree	4	5.33%
2	Disagree	10	13.33%
3	Neutral	38	50.67%
4	Agree	20	26.67%
5	Strongly agree	3	4%
TOTAL		75	100%



INTERPRETATION

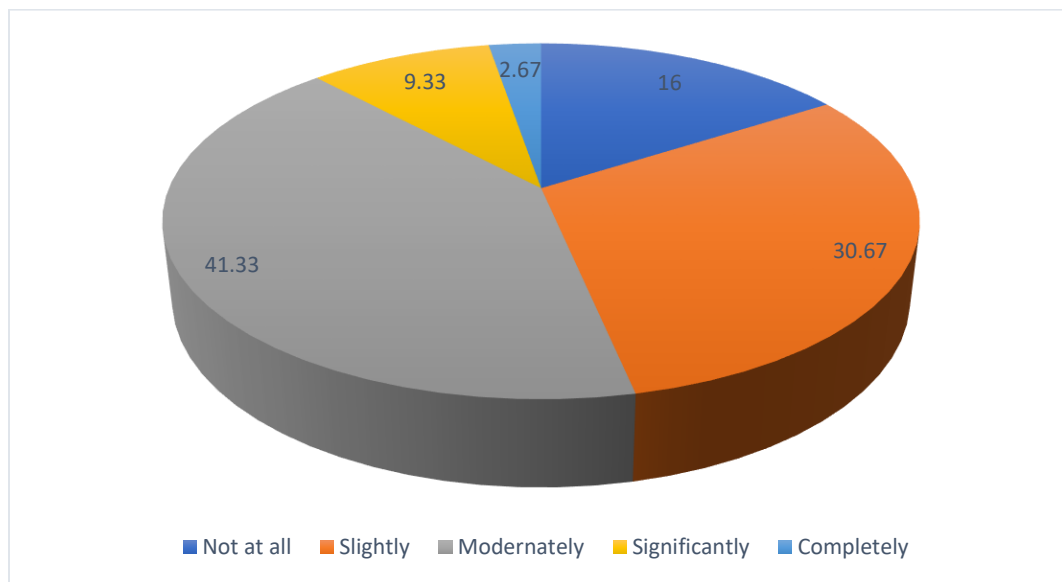
From the above table it can be understood that 5.33% of the respondents Strongly disagree, 13.33% of the respondents disagree, 50.67% of the respondents neutral, 26.67% of the respondents Agree, 4% of the respondents Strongly agree.

INFERENCE

Majority 50.67% of the respondents neutral with Influence on Purchase Decision

4.1.10 Table indicating the Perception of Influencer Product Usage

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Not at all	12	16%
2	Slightly	23	30.67%
3	Modernately	31	41.33%
4	Significantly	7	9.33%
5	Completely	2	2.67%
TOTAL		75	100%



INTERPRETATION

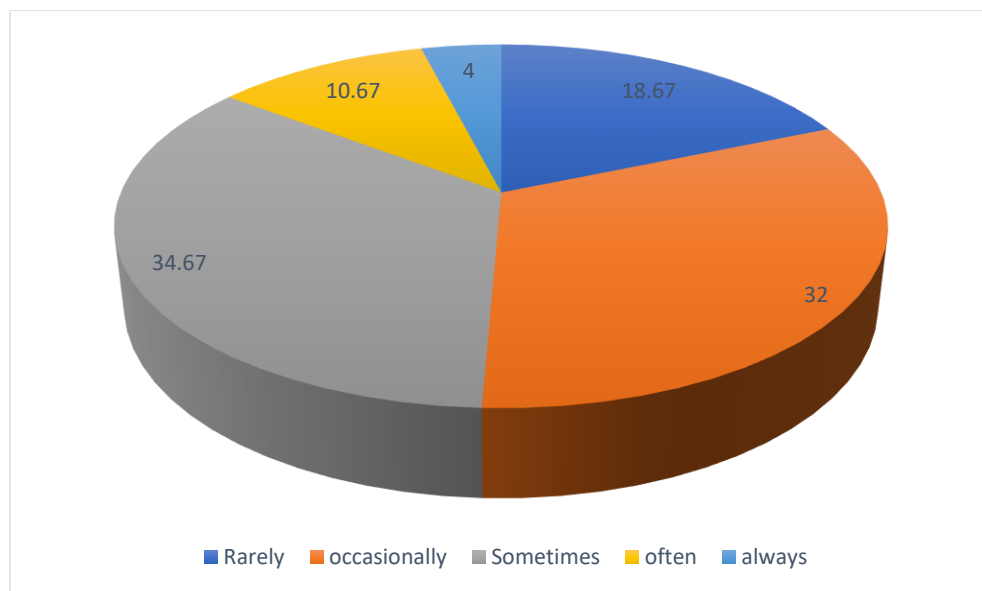
From the above table it can be understood that 16% of the respondents respond as not at all, 30.67% of the respondents say as slightly, 41.33% of the respondents say as moderately, 9.33% of the respondents say as considerably, 2.67% of the respondents say as significantly.

INFERENCE

Majority 41.33% of the respondents say as moderately with Perception of Influencer Product Usage.

4.1.11 Table indicating the Impact of Influencer Marketing on Product Exploration

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Rarely	14	18.67%
2	occasionally	24	32%
3	Sometimes	26	34.67%
4	often	8	10.67%
5	always	3	4%
TOTAL		75	100%



INTERPRETATION

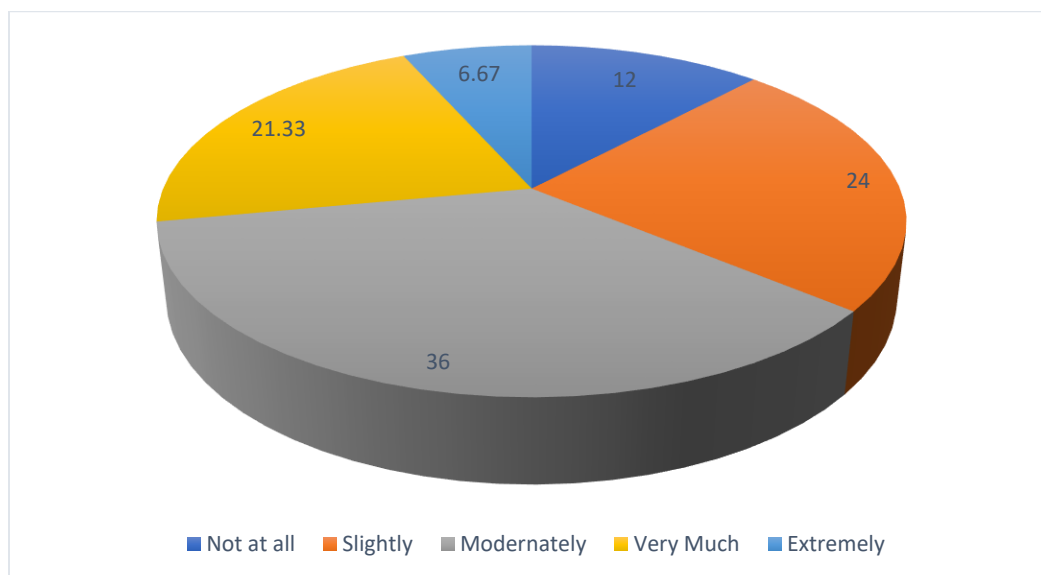
From the above table it can be understood that 18.67% of the respondents Strongly say as rarely or never, 32% of the respondents say as occasionally, 34.67% of the respondents say as neutral, 10.67% of the respondents say as frequently, 4% of the respondents say as always.

INFERENCE

Majority 34.67% of the respondents say as neutral with Impact of Influencer Marketing on Product Exploration

4.1.12 Table indicating the Role of Influencer Marketing in Cosmetic Shopping Habits

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Not at all	9	12%
2	Slightly	18	24%
3	Modernately	27	36%
4	Very Much	16	21.33%
5	Extremely	5	6.67%
TOTAL		75	100%



INTERPRETATION

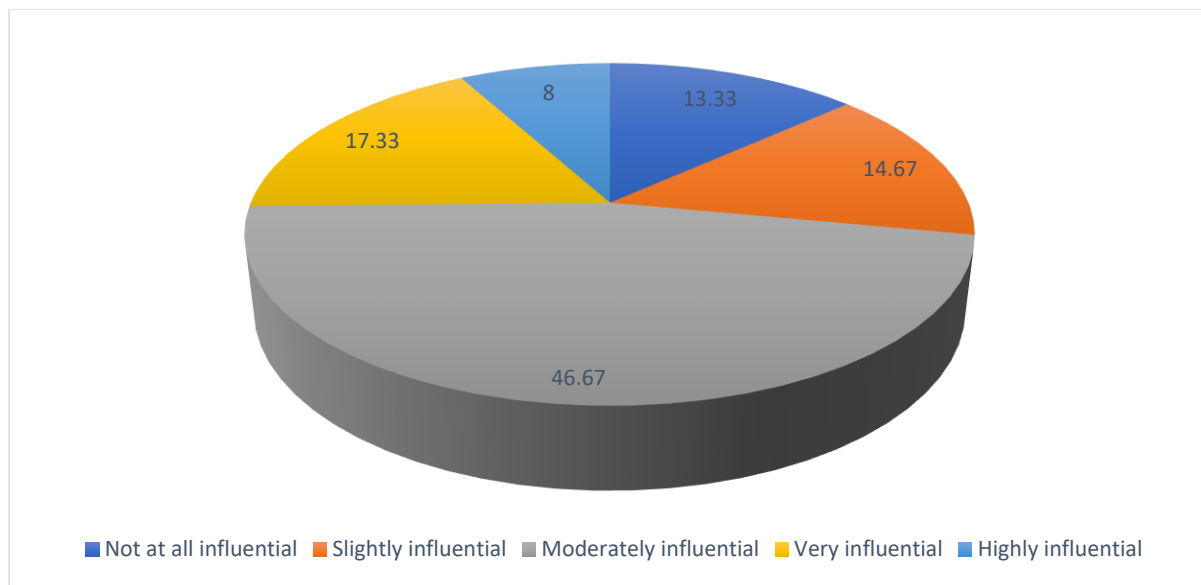
From the above table it can understood that 12% of the respondents respond as not at all, 24% of the respondents say as slightly, 36% of the respondents say as moderately, 21.33% of the respondents say as Very Much, 25.71% of the respondents say as Extremely.

INFERENCE

Majority36% of the respondents say as moderately with Influencer Marketing in Cosmetic Shopping Habits

4.1.13 Table indicating the Influencer Impact on Brand Loyalty

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Not at all influential	10	13.33%
2	Slightly influential	11	14.67%
3	Moderately influential	35	46.67%
4	Very influential	13	17.33%
5	Highly influential	6	8%
TOTAL		75	100%



INTERPRETATION

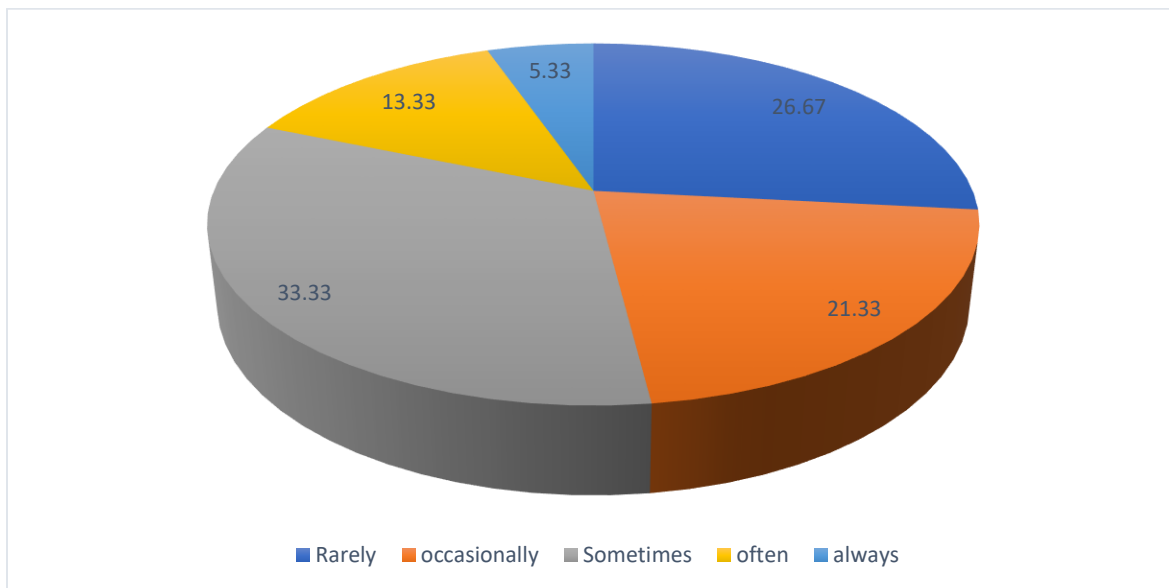
From the above table it can be understood that 13.33% of the respondents respond as not at all influential, 14.67% of the respondents respond as Slightly influential, 46.67% of the respondents respond as Moderately influential, 17.33% of the respondents respond as Very influential, 8% of the respondents respond as Highly influential.

INFERENCE

Majority 46.67% of the respondents respond as Moderately influential with the Influencer Impact on Brand Loyalty.

4.1.14 Table indicating the Frequency of Switching Brands Based on Influencers

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Rarely	20	26.67%
2	occasionally	16	21.33%
3	Sometimes	25	33.33%
4	often	10	13.33%
5	always	4	5.33%
TOTAL		75	100%



INTERPRETATION

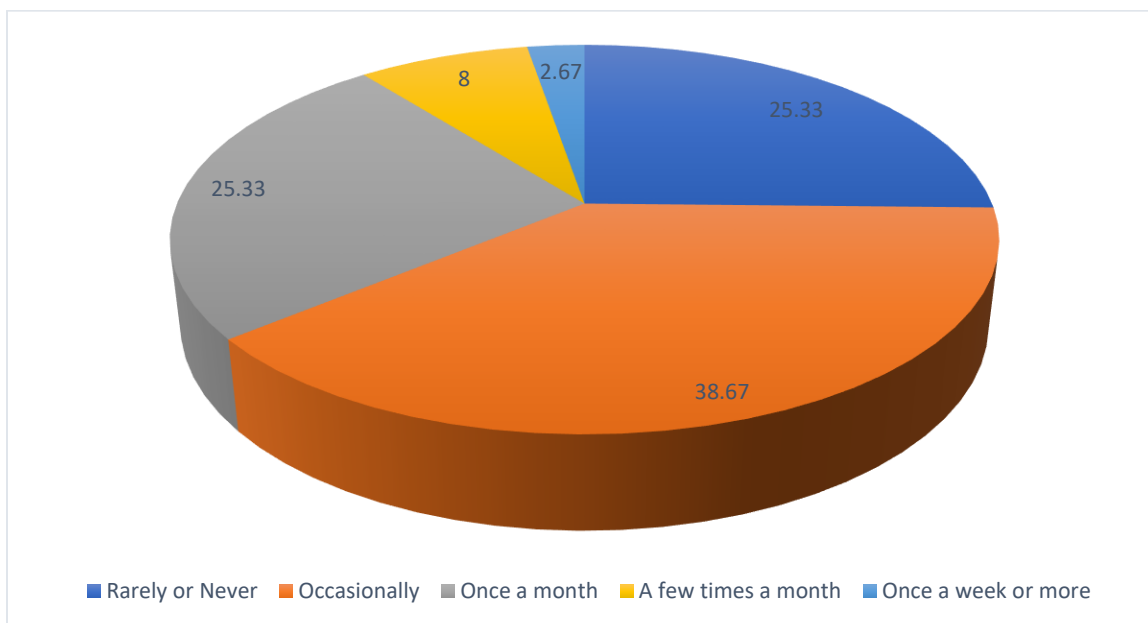
From the above table it can understood that 14.55% of the respondents Rarely, 23.64% of the respondents occasionally, 29.09% of the respondents Sometimes, 23.64% of the respondents often, 9.09% of the respondents always.

INFERENCE

Majority 29.09% of the respondents Sometimes with the Frequency of Switching Brands Based on Influencers.

4.1.15 Table indicating the Frequency of Influenced Cosmetic Purchases

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Rarely or Never	19	25.33%
2	Occasionally	29	38.67%
3	Once a month	19	25.33%
4	A few times a month	6	8%
5	Once a week or more	2	2.67%
TOTAL		75	100%



INTERPRETATION

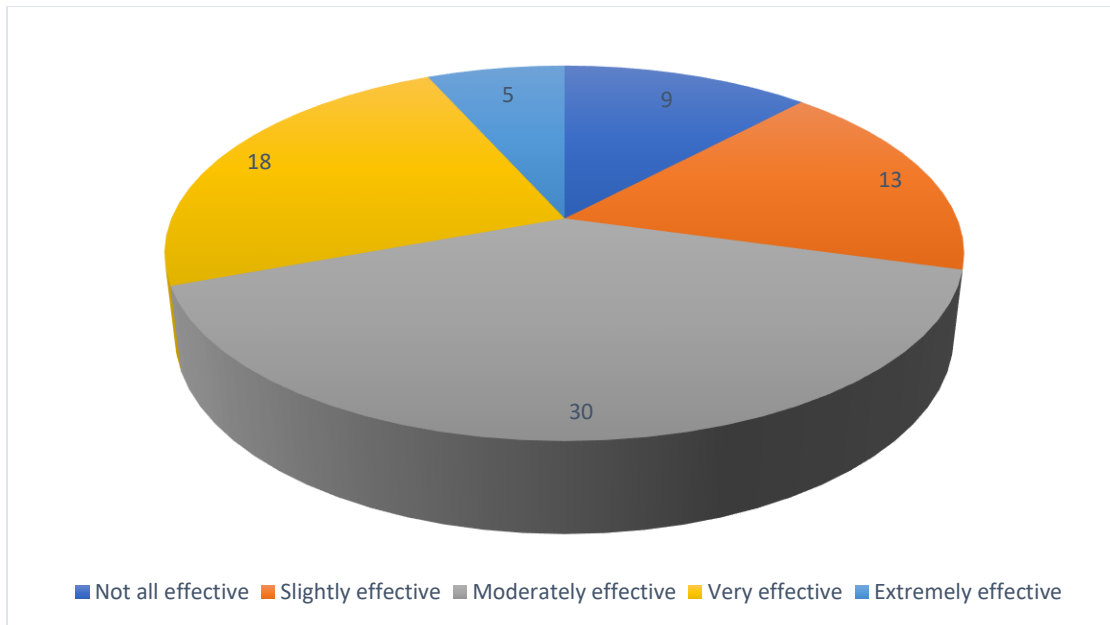
From the above table it can be understood that 25.33% of the respondents respond as Rarely or Never, 38.67% of the respondents respond as Occasionally, 25.33% of the respondents respond as Once a month, 8% of the respondents respond as A few times a month, 2.67% of the respondents respond as Once a week or more.

INFERENCE

Majority 38.67% of the respondents respond as Occasionally with Frequency of Influenced Cosmetic Purchases.

4.1.16 Table indicating the Perceived Effectiveness of Influencer Marketing

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Not all effective	9	12%
2	Slightly effective	13	17.33%
3	Moderately effective	30	40%
4	Very effective	18	24%
5	Extremely effective	5	6.67%
TOTAL		75	100%



INTERPRETATION

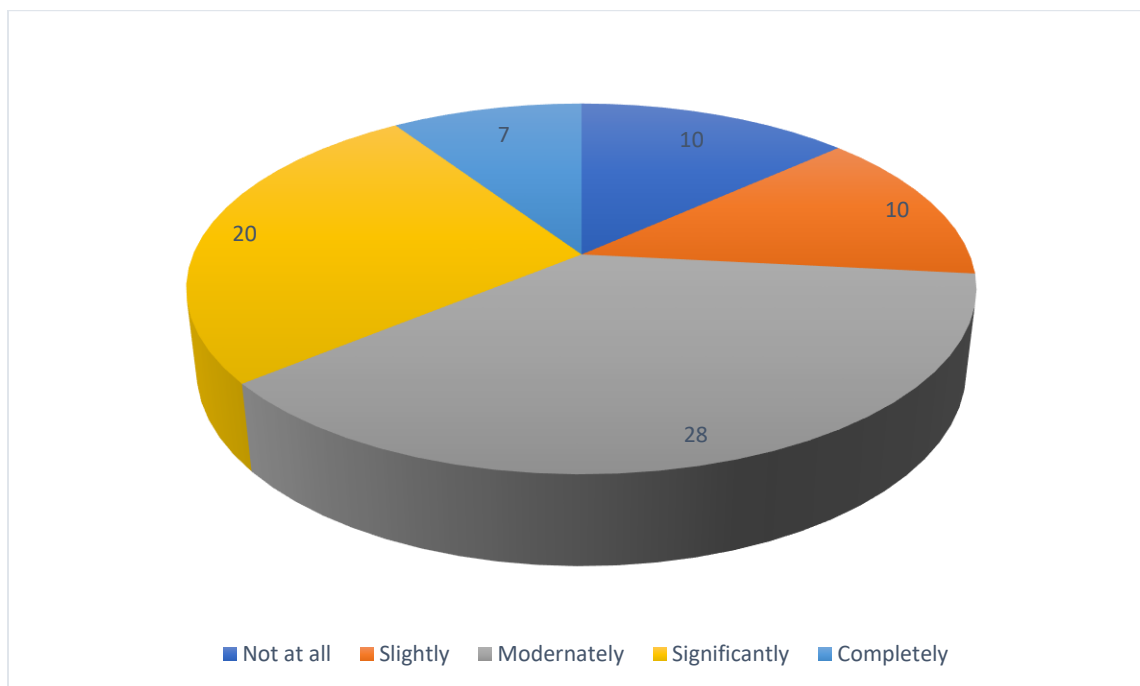
From the above table it can be understood that 12% of the respondents respond as Not all effective, 17.33% of the respondents respond as Slightly effective, 40% of the respondents respond as Moderately effective, 24% of the respondents respond as Very effective, 6.67% of the respondents respond as Extremely effective.

INFERENCE

Majority 40% of the respondents respond as Moderately effective with the Perceived Effectiveness of Influencer Marketing.

4.1.17 Table indicating the Influence on the Overall Cosmetics Market

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Not at all	10	13.33%
2	Slightly	10	13.33%
3	Modernately	28	37.33%
4	Significantly	20	26.67%
5	Completely	7	9.33%
TOTAL		75	100%



INTERPRETATION

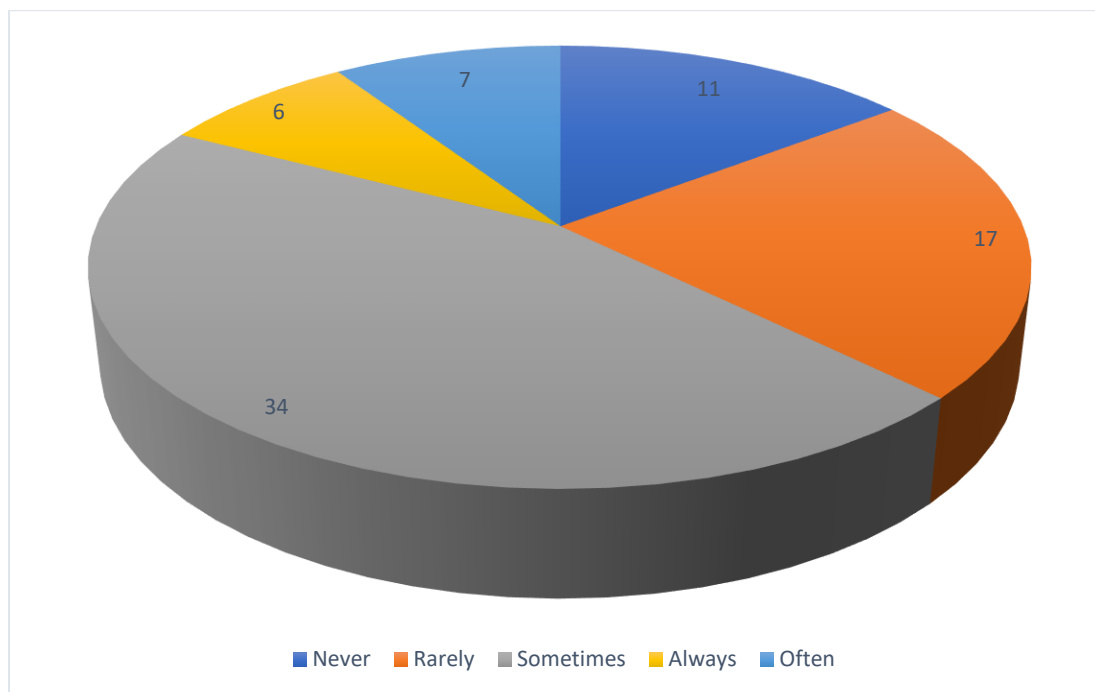
From the above table it can be understood that 13.33% of the respondents respond as Not at all, 13.33% of the respondents respond as Slightly, 37.33% of the respondents respond as Modernately, 26.67% of the respondents respond as Significantly, 9.33% of the respondents respond as Completely.

INFERENCE

Majority 37.33% of the respondents respond as Modernately with Influence on the Overall Cosmetics Market.

4.1.18 Table indicating the Following Cosmetic Influencers on Social Media

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Never	11	14.67%
2	Rarely	17	22.67%
3	Sometimes	34	45.33%
4	Always	6	8%
5	Often	7	9.33%
TOTAL		75	100%



INTERPRETATION

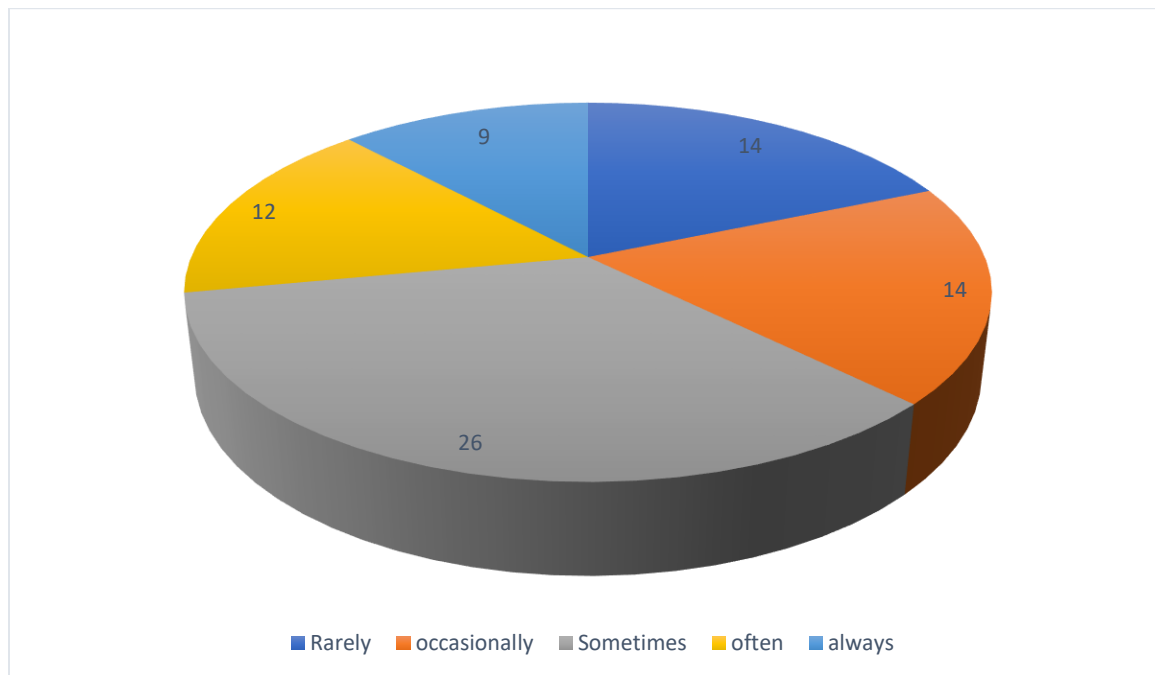
From the above table it can be understood that 14.67% of the respondents respond as Rarely, 22.67% of the respondents respond as occasionally, 45.33% of the respondents respond as Sometimes, 8% of the respondents respond as often, 9.33% of the respondents respond as always.

INFERENCE

Majority 45.33% of the respondents respond as Sometimes with the Following Cosmetic Influencers on Social Media.

4.1.19 Table indicating the Engagement with Influencer Content

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Rarely or Never	14	18.67%
2	occasionally	14	18.67%
3	Sometimes	26	34.67%
4	often	12	16%
5	always	9	12%
TOTAL		75	100%



INTERPRETATION

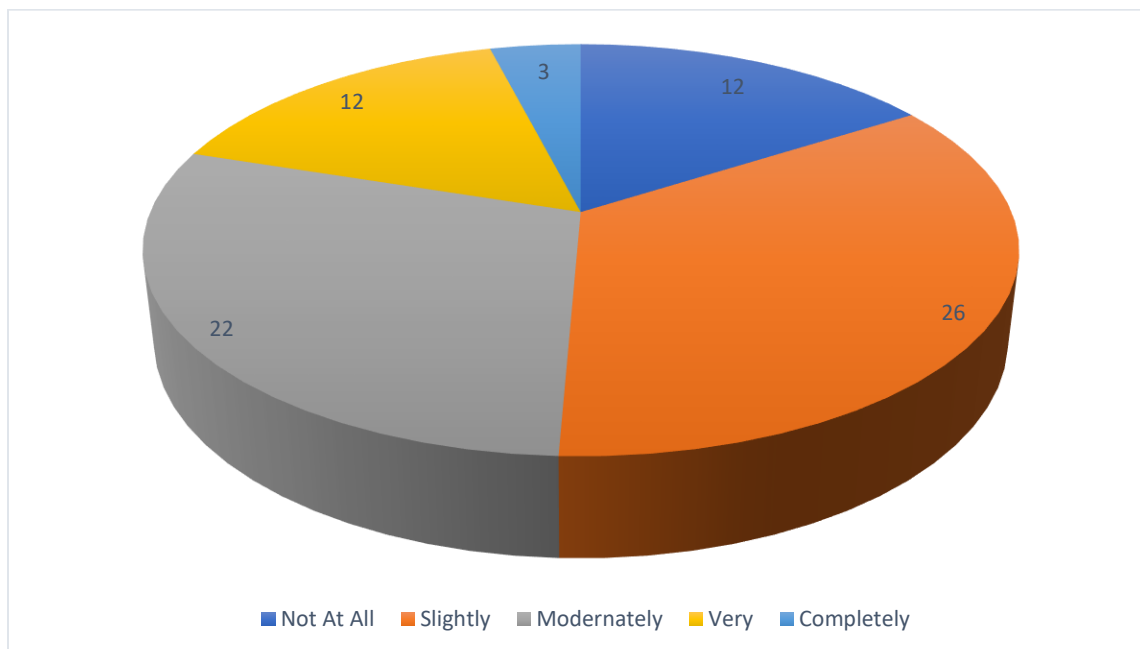
From the above table it can be understood that 18.67% of the respondents respond as Rarely or never, 18.67% of the respondents respond as occasionally, 34.67% of the respondents respond as Sometimes, 16% of the respondents respond as often, 12% of the respondents respond as always.

INFERENCE

Majority 34.67% of the respondents respond as Sometimes with Engagement with Influencer Content.

4.1.20 Table indicating the Belief in Genuine Use of Promoted Products by Influencers

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Not At All	12	16%
2	Slightly	26	34.67%
3	Modernately	22	29.33%
4	Very	12	16%
5	Completely	3	4%
TOTAL		75	100%



INTERPRETATION

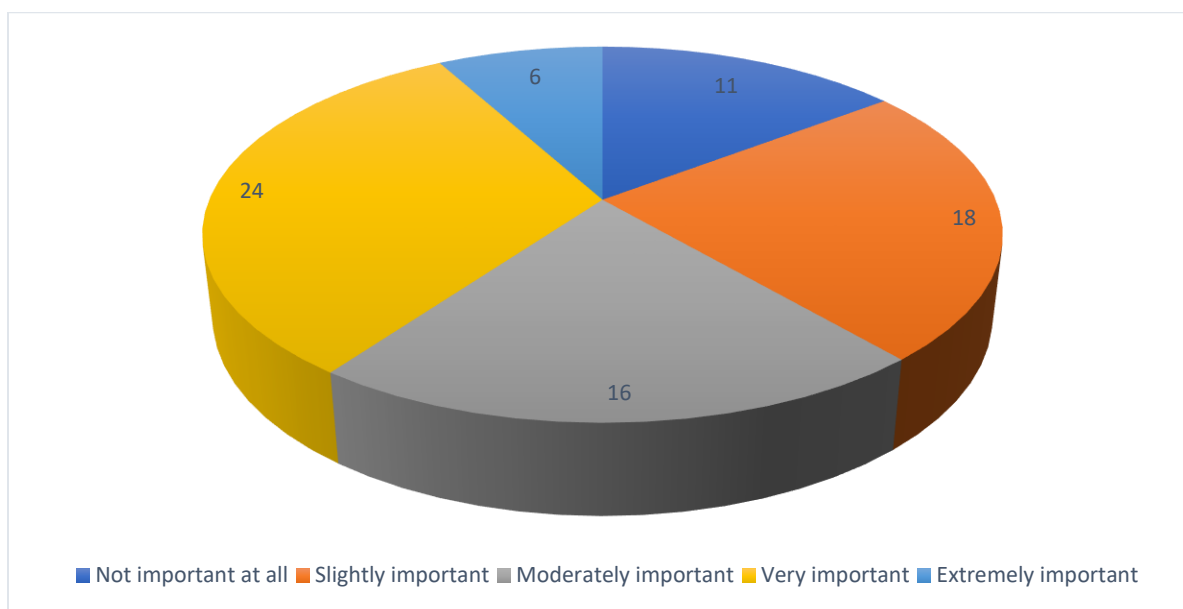
From the above table it can be understood that 16% of the respondents respond as Not At All, 34.67% of the respondents respond as Slightly, 29.33% of the respondents respond as Modernately, 16% of the respondents respond as Very, 4% of the respondents respond as Completely.

INFERENCE

Majority 34.67% of the respondents respond as Slightly with the Belief in Genuine Use of Promoted Products by Influencers.

4.1.21 Table indicating the Importance of Disclosure of Paid Promotions

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Not important at all	11	14.67%
2	Slightly important	18	24%
3	Moderately important	16	21.33%
4	Very important	24	32%
5	Extremely important	6	8%
TOTAL		75	100%



INTERPRETATION

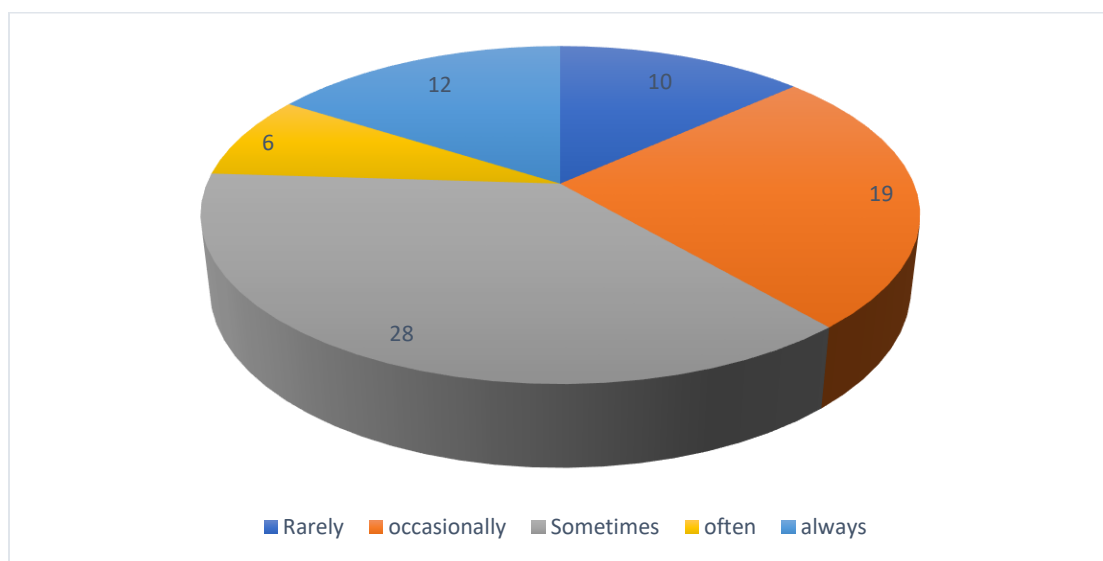
From the above table it can be understood that 14.67% of the respondents respond as Not important at all, 24% of the respondents respond as Slightly important, 21.33% of the respondents respond as Moderately important, 32% of the respondents respond as Very important, 8% of the respondents respond as Extremely important.

INFERENCE

Majority 32% of the respondents respond as Very important with Importance of Disclosure of Paid Promotions.

4.1.22 Table indicating the Seeking Additional Information After Seeing Influencer Content

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Rarely	10	13.33%
2	occasionally	19	25.33%
3	Sometimes	28	37.33%
4	often	6	8%
5	always	12	16%
TOTAL		75	100%



INTERPRETATION

From the above table it can be understood that 13.33% of the respondents respond as Rarely or never, 25.33% of the respondents respond as occasionally, 37.33% of the respondents respond as Sometimes, 8% of the respondents respond as often, 16% of the respondents respond as always.

INFERENCE

Majority 37.33% of the respondents respond as Sometimes with Seeking Additional Information After Seeing Influencer Content.

HYPOTHESIS TESTING

HYPOTHESIS – 1

(H0): There is no significant difference in the perception of influencer credibility among different age groups.

(H1): There is a significant difference in the perception of influencer credibility among different age groups.

ANOVA

ANOVA

Age of the respondents

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	21.809	4	5.452	.949	.441
Within Groups	402.111	70	5.744		
Total	423.920	74			

INTERPRETATION

The p value 0.441 which is greater than the significance value (0.05) hence null hypothesis (H0) is accepted and Alternate hypothesis (H1) is rejected

INFERENCE

Therefore, There is no significant difference in the perception of influencer credibility among different age groups.

CORRELATION

Correlations

		Age of the respondents	perception of influencer credibility
Age of the respondents	Pearson Correlation	1	-.032
	Sig. (2-tailed)		.785
	N	75	75
perception of influencer credibility	Pearson Correlation	-.032	1
	Sig. (2-tailed)	.785	
	N	75	75

INTERPRETATION

The p value is -.032 which is less than the significance value (0.05) hence Null hypothesis (H0) is rejected alternate hypothesis (H1) is accepted.

INFERENCE

Therefore, There is a significant difference in the perception of influencer credibility among different age groups.

HYPOTHESIS – 2

(H0): There is no significant association between monthly income and the effectiveness of influencer marketing in the cosmetics industry.

(H1): There is a significant association between monthly income and the effectiveness of influencer marketing in the cosmetics industry.

ANOVA

ANOVA

Monthly Income of the respondents

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	19.614	4	4.903	3.965	.006
Within Groups	86.573	70	1.237		
Total	106.187	74			

INTERPRETATION

The p value .006 which is greater than the significance value (0.05) hence null hypothesis (H0) is accepted and Alternate hypothesis (H1) is rejected

INFERENCE

Therefore, There is no significant association between monthly income and the effectiveness of influencer marketing in the cosmetics industry.

CORRELATION

Correlations

		Monthly Income of the respondents	effectiveness of influencer marketing in the cosmetics industry.
Monthly Income of the respondents	Pearson Correlation	1	.262*
	Sig. (2-tailed)		.023
	N	75	75
effectiveness of influencer marketing in the cosmetics industry.	Pearson Correlation	.262*	1
	Sig. (2-tailed)	.023	
	N	75	75

*. Correlation is significant at the 0.05 level (2-tailed).

INTERPRETATION

The p value .108 which is greater than the significance value (0.05) hence null hypothesis (H0) is accepted and Alternate hypothesis (H1) is rejected

INFERENCE

Therefore, There is no significant association between monthly income and the effectiveness of influencer marketing in the cosmetics industry.

CHAPTER – 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

- Majority 74.67% of the respondents are in the Age category 21 – 30.
- Majority 49.33% of the respondents are completed UG.
- Majority 77.33% of the respondents are student.
- Majority 60% of the respondents are earning Below 10000.
- Majority 38.67% of the respondents are Moderately credible with Influencer Credibility Rating
- Majority 32% of the respondents are Sometimes with Trust in Influencer Recommendations.
- Majority 44% of the respondents are Moderately Knowledgeable.
- Majority 50.67% of the respondents are Neutral with Likelihood to Purchase Influencer-Recommended Products.
- Majority 50.67% of the respondents neutral with Influence on Purchase Decision
- Majority 41.33% of the respondents say as moderately with Perception of Influencer Product Usage.
- Majority 34.67% of the respondents say as neutral with Impact of Influencer Marketing on Product Exploration
- Majority 36% of the respondents say as moderately with Influence on Cosmetic Shopping Habits.
- Majority 46.67% of the respondents respond as Moderately influential with the Influencer Impact on Brand Loyalty.
- Majority 29.09% of the respondents Sometimes with the Frequency of Switching Brands Based on Influencers.
- Majority 38.67% of the respondents respond as Occasionally with Frequency of Influenced Cosmetic Purchases.
- Majority 40% of the respondents respond as Moderately effective with the Perceived Effectiveness of Influencer Marketing.

- Majority 37.33% of the respondents respond as Modernately with Influence on the Overall Cosmetics Market.
- Majority 45.33% of the respondents respond as Sometimes with the Following Cosmetic Influencers on Social Media.
- Majority 34.67% of the respondents respond as Sometimes with Engagement with Influencer Content.
- Majority 34.67% of the respondents respond as Slightly with the Belief in Genuine Use of Promoted Products by Influencers.
- Majority 32% of the respondents respond as Very important with Importance of Disclosure of Paid Promotions.
- Majority 37.33% of the respondents respond as Sometimes with Seeking Additional Information After Seeing Influencer Content.
- By using ANOVA for finding the relationship between the Age & credibility of influencers you follow who promote cosmetic product, that the p value is 0.441 which is greater than the significant level (0.05). Hence, Ho is accepted and H1 gets rejected.
- By using ANOVA for finding the relationship between the monthly income & the effectiveness of influencer marketing in the cosmetics industry, that the p value is 0.006 which is greater than the significant level (0.05). Hence, Ho is accepted and H1 gets rejected.
- By using CORRELATION for finding the relationship between the Age & credibility of influencers you follow who promote cosmetic product, we found that there is a Negative correlation underlies between both the factors with the value of 0.01 level of significance and also found that strong relationship (-0.032) found between each variable.
- By using CORRELATION for finding the relationship between the monthly income & the effectiveness of influencer marketing in the cosmetics industry, we found that there is a positive correlation underlies between both the factors with the value of 0.01 level of significance and also found that strong relationship (0.262) found between each variable.

SUGGESTIONS

- Further investigate how product knowledge correlates with the perception of influencer product usage. Understanding what aspects of product information are most influential can guide content creation strategies.
- Explore the factors that lead to influencers being moderately influential on brand loyalty. Identify elements that contribute to brand switching based on influencer recommendations.
- Analyze the relationship between engagement with influencer content and belief in the genuine use of promoted products.
- Since a significant percentage views the disclosure of paid promotions as very important, consider enhancing transparency in influencer marketing campaigns.
- Explore the reasons behind seeking additional information after seeing influencer content only sometime
- The findings highlight the importance of building and maintaining trust and credibility in influencer marketing. Strategies to enhance these aspects could positively impact consumer behavior.
- The emphasis on the importance of disclosure suggests that transparency in influencer marketing is a key consideration for consumers. Implementing clear and prominent disclosures could contribute to a positive consumer perception.
- The study indicates that there is room for improvement in terms of engaging content and triggering further information seeking.

CONCLUSION

In conclusion, the study on the impact of influencer marketing on consumer behavior for cosmetics reveals a nuanced landscape where the majority of respondents, particularly those aged 21-30 and with undergraduate education, exhibit a moderate stance across various factors. The findings emphasize the significance of trust and credibility in influencer marketing, indicating the need for strategies that enhance authenticity. The neutral responses suggest a certain level of uncertainty or ambivalence, signaling an opportunity for deeper exploration through qualitative research. Furthermore, the study underscores the importance of income levels and education backgrounds in influencing consumer responses. As influencers are perceived as moderately influential across different aspects, from brand loyalty to cosmetic shopping habits, there is potential to fine-tune marketing strategies for greater impact. The considerable importance placed on disclosure highlights a growing demand for transparency in influencer partnerships, offering valuable insights for future campaigns. Overall, these findings serve as a foundation for refining influencer marketing strategies in the cosmetics industry, with a focus on building credibility, addressing uncertainties, and aligning with consumer values.

ANNEXURE

1.Name

2.Age

- a) Below 20
- b) 21 - 30
- c) 31 - 40
- d) 41 - 50
- e) Above 50

3. Educational Qualification

- a) Up - To HSC
- b) UG
- c) PG
- d) Professional
- e) Others

4. Occupation

- a) Student
- b) Self - Employed
- c) Service
- d) House Wife

5.Monthly Income

- a) Below 10000
- b) 10000 - 20000
- c) 20000 - 30000
- d) 30000 - 40000
- e) Above 40000

6. Please rate the credibility of influencers you follow who promote cosmetic products.

- a) Not at all credible
- b) Slightly credible

- c) Moderately credible
- d) Very credible
- e) Extremely credible

7. How often do you perceive influencers as honest and trustworthy in their cosmetic product recommendations?

- a) Rarely
- b) Occasionally
- c) Sometimes
- d) Often
- e) Always

8. To what extent do you believe that influencers are knowledgeable about the cosmetic products they promote?

- a) Not at all knowledgeable
- b) Slightly knowledgeable
- c) Moderately knowledgeable
- d) Very knowledgeable
- e) Extremely knowledgeable

9. How likely are you to consider purchasing a cosmetic product recommended by an influencer?

- a) Very unlikely
- b) Unlikely
- c) Neutral
- d) Likely
- e) Very likely

10. Do you find yourself more inclined to buy a cosmetic product after seeing it featured in an influencer's content?

- a) Strongly disagree
- b) Disagree

- c) Neutral
- d) Agree
- e) Strongly agree

11. To what extent do you believe that influencers genuinely use the cosmetics they recommend?

- a) Not at all
- b) Slightly
- c) Moderately
- d) Very
- e) Completely

12. How often does influencer marketing impact your decision to try a new cosmetic product?

- a) Rarely or never
- b) Occasionally
- c) Sometimes
- d) Often
- e) Always

13. Does influencer marketing play a significant role in your cosmetic shopping habits?

- a) Not at all
- b) Slightly
- c) Moderately
- d) Very much
- e) Extremely

14. Has influencer marketing influenced your loyalty to specific cosmetic brands?

- a) Not at all influential
- b) Slightly influential
- c) Moderately influential

- d) Very influential
- e) Highly influential

15. How often do you switch to a different cosmetic brand based on an influencer's recommendation?

- a) Rarely or never
- b) Occasionally
- c) Sometimes
- d) Often
- e) Always

16. How often do you make cosmetic purchases influenced by recommendations from influencers?

- a) Rarely or never
- b) Occasionally
- c) Once a month
- d) A few times a month
- e) Once a week or more

17. In your opinion, how effective is influencer marketing in the cosmetics industry?

- a) Not at all effective
- b) Slightly effective
- c) Moderately effective
- d) Very effective
- e) Extremely effective

18. To what extent do you think influencer marketing has influenced the overall cosmetics market?

- a) Not at all
- b) Slightly
- c) Moderately

- d) Significantly
- e) Completely

19. Do you follow cosmetic influencers on social media platforms?

- a) Never
- b) Rarely
- c) Sometimes
- d) Often
- e) Always

20. How often do you engage with influencer content (liking, commenting, sharing) related to cosmetics?

- a) Rarely or never
- b) Occasionally
- c) Sometimes
- d) Often
- e) Always

21. To what extent do you believe that influencers genuinely use the cosmetic products they promote?

- a) Not at all
- b) Slightly
- c) Moderately
- d) Very
- e) Completely

22. How important is it for you that influencers disclose when they are being paid to promote a cosmetic product?

- a) Not important at all
- b) Slightly important
- c) Moderately important
- d) Very important

e) Extremely important

23. How often do you seek additional information about a cosmetic product after seeing it in an influencer's content?

a) Rarely or never

b) Occasionally

c) Sometimes

d) Often

e) Always