A STUDY ON THE IMPACT OF SOCIAL MEDIA INFLUENCER'S ENDORSEMENT ON BEAUTY PRODUCTS WITH SPECIAL REFERENCE TO ERANKULAM DISTRICT

Dissertation

Submitted by

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Under the guidance of

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In partial fulfillment of the requirement for the Degree of

MASTER'S OF COMMERCE

ST. TERESA'S COLLEGE ESTD 1925

ST. TERESA'S COLLEGE (AUTONOMOUS), ERNAKULAM

COLLEGE WITH POTENTIAL FOR EXCELLENCE

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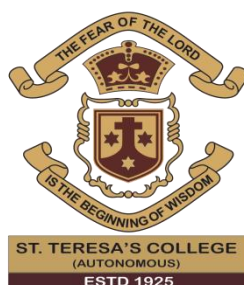**Mahatma Gandhi University**

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CERTIFICATE

This is to certify that the project titled **" A STUDY ON THE IMPACT OF SOCIAL MEDIA INFLUENCER'S ENDORSEMENT ON BEAUTY PRODUCTS WITH SPECIAL REFERENCE TO ERANKULAM DISTRICT"** submitted to Mahatma Gandhi University in partial fulfilment of the requirement for the award of Degree of Bachelor in Commerce is a record of the original work done by **Mary Ros M Mathew** under my supervision and guidance during the academic year 2021-23.

Project Guide

Ms. REEMA DOMINIC   **Smt. Jini Justin D'Costa**

Assistant Professor   **(Head of the Department)**

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Viva Voce Examination held on….   **External Examiner(s)**

DECLARATION

I Ms. Mary Ros M Mathew final year M.Com students, Department of Commerce (SF),St. Teresa's College (Autonomous) do hereby declare that the project report entitled **A STUDY ON THE IMPACT OF SOCIAL MEDIA INFLUENCER'S ENDORSEMENT ON BEAUTY PRODUCTS WITH SPECIAL REFERENCE TO ERANKULAM DISTRICT** submitted to Mahatma Gandhi University is a bonafide record of the work done under the supervision and guidance of MS. Reema Dominic, Assistant Professor of Department of Commerce (SF), St. Teresa's College (Autonomous) and this work has not previously formed the basis for the award of any academic qualification, fellowship, or other similar title of any other university or board.

PLACE: ERNAKULAM   MARY ROS M MATHEW

 DATE:

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It is our privilege to place a word of gratitude to all persons who have helped us in the successful completion of the project.

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INTRODUCTION

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1.2 INTRODUCTION

In the twenty-first century, marketing underwent a paradigm change. The millennium gave the idea of marketing a fresh look. A marketing strategy known as advertising involves purchasing real estate to advertise a good, bad, or intangible idea. The purpose of advertising is to attract consumers who are most likely to make a purchase of a company's goods or services.

Influence marketing is a form of social media promotion that makes use of brand advocacy and product mention. Influence marketing helps followers develop a sense of trust. Academics, journalists, business advisers, and industry analysts all have a role as influencers that benefit the company.

Influencer marketing combines both traditional and modern marketing strategies. It incorporates the concept of celebrity endorsement into a current idea of content-driven marketing campaign. One of the most prominent influencer marketing channels is quickly becoming YouTube. YouTube influence marketing is becoming an essential component of the beauty industry, going far beyond just an up-and-coming trend. The idea behind influence marketing is to use social celebrities or other people with large fan bases to promote goods and services. This increases consumer trust, especially when contrasted to conventional web adverts.

Influence marketing is a type of social media marketing that involves product placements and endorsements from individuals and groups with a pretended expert degree of expertise or social influence in the relevant topic. In the era of social media and ad fatigue, influencer marketing is essential. This generates outstanding outcomes and contributes to the trust-building of your brand.

1.3 STATEMENT OF PROBLEM

While offline, physical connection is challenging and limited, brands and advertisers are looking for the most efficient approach to deliver their messages with their targeted consumers over the internet. One practical strategy for advertisers to connect directly with people on social media is influencer marketing. As a result, the concept of influencer marketing keeps

expanding quickly. Influence marketing for cosmetics results in higher brand recognition and perceived quality, which significantly affects target market purchase intent. The YouTube channel viewers of these beauty vloggers would either buy or not buy the offered product in reaction to their marketing. This study has been encouraged by these relevant factors.

In this light, the study intends to study certain questions like:

- What is the of customers towards social media influencers endorsement marketing of beauty products?
- Whether beauty brand impact is created through social media influence marketing?
- Whether social media influence marketing of beauty products lead to purchase decision?
- What are the factors that lead to purchase decision of beauty brands?

1.4 SCOPE OF THE STUDY

The impact of social media influencers' endorsement of beauty brands in the Ernakulam area is the subject of the study. College students in the Ernakulam district provided information and details for the study. 100 consumer sample studies are taken into account for this reason.

1.5 OBJECTIVES

- ❖ To study which category of social media influences, have the maximum audience.
- ❖ To study whether the social media influences lead to purchase decision of beauty products.
- ❖ To study the factors, lead to social media influences leads to purchase decision of beauty product.

1.6 HYPOTHESIS

H1= There is significant difference between gender and social media

H2= There is significant difference between gender and purchase decision

H3= There is significant difference between gender and factors of purchase

1.7 SIGNIFICANCE OF THE STUDY

Top beauty firms' social media influencer marketing research provide input to those companies. The study aids the brands in determining whether influencer marketing provides the road for them to develop relationships, produce social proof, and showcase their value proposition through tactical alliances with subject-matter experts. The study also contributes to our understanding of the influence of consumers and the advantages influence marketing affords them.

The survey also reveals whether social media influence marketing aids in promoting beauty businesses' content and raising brand recognition.

1.8 METHODOLOGY OF THE STUDY

1.8.1 Research design

In survey analytical study, primary data analysis and observation are utilised to evaluate the effect of social media influencers' endorsement on beauty businesses.

1.8.2 Tools for collection of data

Data was gathered via constructing online forms for questionnaires, which were then disseminated to respondents through the appropriate channels. For the study, both primary and secondary data were taken into account. Through a questionnaire, primary data was gathered from college students in the Ernakulam district. News, articles, journals, and e-books from websites were used to gather secondary data.

1.8.3 Tools for Data Analysis

The aims of the study were taken into consideration when analysing and interpreting the data that had been collected. The statistical method utilised for data analysis is the percentage method. For easier comprehension and aesthetically pleasing output presentation, the findings are shown in frequency tables, graphs, percentages, pie, bar diagrams and statistical method used.

LIMITATIONS OF THE STUDY

- ❖ Lack of awareness of the term Influence marketing.
- ❖ Due to lack of time for the study detail analysis cannot be carried out.
- ❖ Personal prejudice might have an impact on the respondent's judgement.

1.9 CHAPTER SCHEME

CHAPTER 1: Covers Introduction to study, Statement of problem, Scope of the study, Objective of study, Hypothesis, Significance of study, Research Methodology, Limitation of the study and Chapters scheme.

CHAPTER 2: Contain Review of Literature.

CHAPTER 3: Contain Theoretical Frame work of the Study

CHAPTER 4: Contain Analysis and Interpretation Data

CHAPTER 5: Contain the Summary of Finding, Suggestion and Conclusion

CHAPTER II

LITERATURE REVIEW

2.1 LITERATURE REVIEW

(Shen, 2013):

In order to raise brand awareness and strengthen customer loyalty, beauty companies have been using social media, especially Facebook, according to this paper. There is no question that changes in media consumption habits have caused businesses to change their emphasis from people to goods and from information delivery to information exchange. To our knowledge, there aren't many studies that look at how beauty brands and/or companies use social media to engage with their current and prospective customers. The goal of the present research was to determine which social media platforms were most frequently used by the companies Estée Lauder, MAC cosmetics, Clinique, L'Oreal, Maybelline, and CoverGirl to engage with their customers.

(Ralli, 2015):

Conducted research on the topic of influencers' dominant role in the YouTube beauty community. It investigates the traits and tools that YouTube beauty creators use to persuade people. A model was made to be utilised for video observations in order to determine the traits and techniques employed by YouTube Beauty Creators. Over 100 videos from 12 different beauty channels were examined in order to find eight new strategies and traits that YouTube beauty creators are employing to sway their audience. It ends by establishing a connection between YouTube Beauty Creators and various leadership philosophies and by talking about the significance of this great effect. The significance of it for viewers of these types of videos' social identity development is stressed. The significance of social structures in relation to the gender question and how the image era influences these two variables are highlighted last.

(Forbes, 2016):

The features of a few chosen social media influencers in the beauty industry were identified in a study on how the beauty industry uses social influencers to understand how they are used in YouTube advertorials for businesses. Three influencers who were sponsored by Maybelline and included their own videos on their YouTube channels were employed in the study. Analysis of the impact of influencers on viewers was done using the attribution theory and social learning theory. This study used a content analysis of videos posted by a selection of social influencers to identify five traits that successful established beauty social influencers had in common. These qualities were based on a review of the literature. According to the survey,

Maybelline did a fantastic job of choosing influencers who exhibited the traits listed above. While some domestic influencers demonstrated the five traits more effectively than others, each one has certain strengths that enable them to be successful in giving Maybelline a voice in the debate over beauty. Each quality—knowledgeable and relatable. helpful, self-assured, and articulate—these qualities connect to the influencers' use of their voices to introduce Maybelline into online discussions. Being personable fosters transparency between a brand and its customers, whilst being educated displays understanding and awareness of the wider beauty industry.

(Burke, 2017):

Instagram and other visual microblogging platforms have rapidly grown in popularity, opening up new channels for communication between businesses and stakeholders. In order to use the available social media platforms to increase visibility among the millennial audience, businesses have had to adapt as these platforms change. Recently, companies have resorted to social media influencers (SMI), also referred to as online "celebrities," to disseminate information and shape consumers' opinions of their products. In particular, using this approach frequently in marketing and engagement with the fashion and beauty sectors. There is a study gap presently regarding the consumer's perspective on SMIs and SMIs effects on consumers, despite the abundance of research on the effects of celebrity endorsements. The online study conducted for this thesis examined the impact of social comparison and self-congruity on customers' perceptions of products promoted by SMIs on Instagram. This is done by contrasting user perceptions of the product with advertisements posted on Instagram by SMI, brands, and unbranded retail sources**.**

(Botelho, 2017):

Based on the literature study, a framework was created that identified the traits of social media influencers that might affect their decision to buy a cosmetic item. An online survey with 338 respondents was performed to test the framework hypothesis. According to the findings, homophily and argument quality have a greater influence on a consumer's buy intention than do fame, knowledge, and interaction. It was further demonstrated that consumers' buy intentions when thinking about a cosmetic product are unaffected by the social media influencer's reliability and likeability. Other pertinent findings were made, indicating that this topic could have a number of managerial, academic, and marketing ramifications. With the

help of these contributions, managers can consciously choose which qualities to consider when choosing to work with social media stars.

(Intan Sumita Ino, 2018):

Modern technology has caused Smartphones to bring about new shifts in social activities. With the advent of the internet and the necessity of carrying a mobile phone, people are beginning to use gadgets. In actuality, a lot of individuals use two phones simultaneously. The world has been ruled by gadgets and cell phones in particular over the last ten years.One of the nations impacted by technical advancements is Indonesia. A novel method of engaging in social activities has been made possible by smartphones. It has to do with "Social Media." Instagram used to be a photo-sharing app, but it now serves other purposes as well, including e-commerce and company promotion, some of which can involve celebrity endorsement. Celebrity endorsements have grown in fame in Indonesia as a strategy for marketing goods, especially local cosmetics. A celebrity endorsement is a type of marketing strategy or advertising campaign used by companies, charities, and other brands in which well-known individuals use their social standing or notoriety to aid in the sale of goods and services or even to raise awareness of social or environmental problems.

(Lee,, 2018):

Conducted research on how YouTube material related to beauty affects consumers' buying intentions. This study looks into online recommendations in the context of YouTube videos about beauty. To determine whether these movies have an impact on consumer decision-making about cosmetic purchases, the Information Adontion Model is applied.This study interviewed 42T female millennials online. PLS regression was used to analyse the data that had been collected. The findings showed that perceived information usefulness was significantly and favourably influenced by information quality and source credibility, which also had an impact on information adoption and purchase intention. Additionally, this study confirmed the elaboration likelihood model's (ELM) enlarged view regarding the relationship between information quality and source credibility. Theoretical and real-world consequences are discussed in light of the findings.

(Astuti, 2018):

A study on the effects of YouTube and Instagram on how consumers perceive luxury cosmetic brands and their intentions to purchase them. In the context of a luxury cosmetics brand, this study seeks to ascertain the role that You Tubers and Instagrammers play in the para social interactions that occur between their followers and the influence they have over consumer perceptions and purchase intentions. The study's methodology is descriptive quantitative research, and it included 430 women respondents who were between the ages of 18 and 34. Physical and social attractiveness are observed to positively influence para social interaction (PSI) for both YouTube and Celebgram, according to the research. The study's findings show that YouTuber and Celebgram have an impact on brand perception and purchase intention, so the company could improve the interaction of the influencer with their followers by, for example, offering discount codes by using the influencer's name in a certain time or specific e-commerce merchant.

(Murwaningtyas, 2018):

Online shopping has changed the community's lifestyle due to the quick growth of information and communication technology. Instagram should be used as part of an online marketing strategy to increase organic cosmetic purchase intent, one of which is the use of famous endorsers in advertising. This study took into account the Theory of Planned Behaviour and used factors such as purchase intention, attitude towards advertising, trustworthiness, expertise, and attractiveness. The purpose of the study was to determine, via Instagram, the impact of celebrity endorsing on attitudes towards advertising and intentions to buy organic cosmetics. Instagram was used as a social media platform for the Google Form data collection method. In this study, structural equation modelling (SEM) and a maximum likelihood estimation model were used. The study of 200 respondents revealed that celebrities' dependability, knowledge, and experience have a favourable impact.

(Aisha Ayu Basuki, 2019):

Instagram, YouTube, and Facebook users, as well as other social media platforms, are increasingly popular in Indonesia. One of the most widely used social media networks in Indonesia is Instagram. The word "influencers" emerged as a result of how popular Instagram has become these days. The new social media hero, known as an influencer, is gaining popularity. Instead of working with conventional celebrities, many companies have changed their marketing strategies to work with influencers. Make Over, one of Indonesia's leading

beauty companies, takes advantage of the occasion to work with a few leaders in the industry. Tasya Farasya, one of Indonesia's most well-known cosmetic influencers, once worked with Make Over. In this research, three mediating variables—celebrity endorsement, purchase intention, and parasocial interaction—are analysed. By utilising a quantitative approach, this work is descriptive research. The participants in this research are potential Make Over customers in Malang. Purposive sampling is the method used, and certain requirements must be met. 150 people who follow Tasya Farasya on Instagram and have seen one of her reviews of the Make Over product are included in the trial. The information in this research was analysed using the statistical programme Smart-PLS.

(Denton, 2019):

How much influence persuasive techniques have on the younger generation of customers through social media and digital marketing. This was demonstrated using a variety of social media sources, including influencers, bloggers, personalities, social media platforms, and more. The goal of this thesis was to ascertain whether the persuasive strategies used by brands to market their goods to younger generations are leading to an increase in the number of purchases made by these customers or influencing their choices to buy beauty products.

(Kondyli, 2019):

The purpose of this study is to investigate how young Greek women view Instagram endorsements of high-end makeup products produced by influencers in the beauty industry. The study is more specifically concerned with the perceived worth and credibility of high-end cosmetic product endorsements as well as the perceived worth of the endorsed high-end cosmetic products. Twelve young Greek women who were fans of Greek beauty influencers and were between the ages of 18 and 35 were interviewed qualitatively and in-depth for this study. The data were analysed using a thematic approach after data collection in order to find themes or patterns that relate to the study questions. The results show that practises like makeup product evaluations, tutorials, or testing are popular among young women. Additionally, sincerity, transparency, knowledge, expertise, relatability, and spontaneity are viewed more favourably when it comes to the apparent credibility of the endorsements. The quality, experience, and packaging of the highly recommended high-end cosmetics are additional factors that contribute to their perceived worth.

(HermandaA.2019):

The study sought to understand the effects of social media advocates on consumers' perceptions of brands, their own selves, and their intentions to buy cosmetics. In order to inform the social media audience about cosmetic goods, social media influencers took on the role of a third party. Influencers were frequently seen as role models in terms of purchasing by those who shared the same self-concept as them. A consumer's intention to buy was influenced by their growing sense of themselves and their business. Data from online questionnaires would be shared in social media profiles as part of the cross-sectional design used in the study. The convenience sampling method would be used to compile the samples, and the maximum number of respondents would be 219 individuals. Purchase intention served as the endogenous variable in the study, while social media advocates served as the exogenous variable. Brand image and self-concept served as the intervening variables. The Structural Equation Modelling (SEM) analysis technique, which makes use of the SmartPLS program, would be used. According to the study, brand image had a significantly positive impact on purchase intention, whereas social media influencers and self-concept had a significantly negative impact.

(Chin, 2019):

In this study, students at UCSI University's purchase intentions are examined in relation to social media influencers who appear in advertisements for beauty care goods. Applying Ohanian's (1990) Source Credibility Theory, it investigates how students' perceptions of social media influencers' credibility and their intention to purchase beauty care products are influenced by these factors, including their expertise, trustworthiness, and attractiveness. The study also seeks to determine whether there are any notable differences in how various ethnic groups view the reliability of social media influencers. 234 students from the Faculty of Social Science and Liberal Arts received questionnaires for the quantitative study. The results demonstrate a strong correlation between social media's trustworthiness.

(Ronn Alexis V. Castillo, 2019):

In today's digital world across various social media platforms, influencer marketing, the process of examining, identifying, and supporting beauty influencers who speak on behalf of the brand's customers, is a trend, providing a chance for brands to market through social media influencers. The researchers used a quantitative analysis using Pearson Product Moment Correlation to examine and identify the effectiveness of social media influencers in the said industry on the purchase intention of Filipino consumers in order to investigate the

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effectiveness of social media influencers in the cosmetics and skincare industry. This study stands out because it focuses on the cosmetic and skincare business in the Philippines, which is still relatively new but is developing quickly. One feature that sets this research apart from others is the lack of studies conducted in the Philippines, where social media influencers are crucial to a brand's marketing and advertising efforts. Four key hypotheses have been highlighted by the research. These influencing factors for Generation Z Filipino customers include Trust, Perceived Credibility, Perceived Image, and Brand Attitude. The data collected revealed that all of the hypotheses produced a substantial relationship and a favourable correlation with regard to buy intention.

(Chekima, 2020):

The cosmetics industry has experienced rapid global development and is regarded as a lucrative but fiercely competitive industry. Celebrity endorsement is a well-liked attention-grabbing tactic used by brand manufacturers across the globe to increase the efficacy of the advertisement. Due to the popularity of social media and online stores, businesses are progressively ignoring it in favour of social media influencers. However, it's unclear how successful this novel method of influencer communication actually is. This study looked into how social media influencer credibility (attractiveness, trustworthiness, and expertise) affected the effectiveness of advertising (attitude towards the product, attitude towards the advertisement, and purchase intention) in order to determine whether it was appropriate to use a social media influencer to promote cosmetics.

(ROSARA, 2020):

As the top social media platform in Indonesia, YouTube plays a significant part in the promotion of beauty goods. Research methods, data, and design: In this research, 210 female respondents between the ages of 17 and 30 who subscribed to an Indonesian beauty influencer completed an online survey. To analyse the independent factors in relation to the dependent variable, simple regression and multiple regression analyses were carried out. Results: The findings demonstrate that the simultaneous significant impact of social media influencers, electronic word of mouth, and perceived quality on purchase intention. However, only two factors—social media influencer and perceived quality—have a substantial impact on purchase intention on their own. Conclusions: When advertising through social media, perceived quality and influencer marketing may be the most effective tactics.

(Abdullah, 2020):

The way that people communicate, interact, and engage with one another has entirely changed as a result of social media.

The most significant aspect is that this platform is crucial in enabling increased influence. This research aims to pinpoint the characteristics of social media influencers that affect consumers' intention to buy in the fashion sector. It uses the Ohanian model of sources of credibility to investigate the relationship between credibility, know-how, likeability, similarity, and familiarity and Instagram users' intention to buy fashion items. The inquiry is being answered by 148 sample students from University Malaysia Kelantan. According to research, the three most important variables influencing Instagram users' purchase intentions for fashion products are likability, trustworthiness, and familiarity. The research has implications for social media influencer marketing strategies like Instagram.

(Dermawan, 2020):

Conducted research on how YouTube beauty vloggers affect Indonesian consumers' intention to buy local cosmetic products. This study examined the effect of YouTube beauty vloggers on Indonesian women's attitudes towards and willingness to buy locally produced cosmetics. Personal interviews with female beauty consumers and beauty vloggers were conducted for the study. Personal interviews as a research tool, according to Hennink et al. (2011), aid researchers in obtaining precise data and help them learn more about the case being investigated, how respondents interpret the case, their perceptions of it, and why they choose particular items. After the interviews, the qualitative data was analysed and interpreted; deep sample perceptions were determined using qualitative research**.**

(Maria Rybaczewska, 2020):

Conducted research on YouTube vloggers' influence on consumers' purchase decisions as brand ambassadors. It explores the growing impact of YouTube vloggers on consumer purchasing decisions, although little is known about the precise nature of the link between vloggers and their viewers or subscribers. This research investigates the function of vloggers as brand influencers on consumer (their viewers') buying behaviour in an effort to fill this knowledge vacuum. It intends to look into how viewers and subscribers interact with vloggers in terms of brand awareness and consumer purchasing patterns. It uses a mixed-method approach that includes online surveys of vloggers and viewers as well as non-participant

observation of vloggers' activities and interactions with viewers within a few prominent vlogs. The findings highlight the importance of vloggers as brand influencers that give their audiences information that is regarded as reliable and persuasive in terms of buy recommendations. They also look at the elements influencing this process.

(KÁDEKOVÁ, 2020):

Is a piece about how influencer marketing is a modern phenomenon that is opening up new virtual prospects. The study attempted to provide a thorough reflection on influencer marketing and assessed the effect of Generation Y and Z customer behaviour. They looked at the variations between client generations as well as whether influencers who promote items can draw in customers and persuade them to make a purchase. 459 Slovak Republic people from Generations Y and Z participated in the survey. According to the research's findings, there are considerable disparities between the aforementioned generations with regard to how consumer behaviour influences market opportunity.

(Siti Hasnah Hassan, 2021):

Through increased accessibility and diversity, participation in cultural acceptance and diversity, and making their lives publicly visible on social media, social media influencers contribute to the growth of the beauty business. These social media stars, also referred to as "beauty gurus," use their makeup expertise to work with cosmetics companies. By increasing the visibility of those companies among social media users, they are paid handsomely for their work. Even though research on social media influencers has been done, it hasn't been made obvious how influencers interact with young millennials regarding their choice of cosmetics and how to use them. The purpose of this study was to evaluate the credibility of beauty "gurus" in influencing young female millennials' preferences for cosmetics companies. Using a judgmental sampling of young women who have subscribed to and participated in a survey, data were gathered using this technique.

(Fakhreddin, 2021):

Instagram has become increasingly popular for cosmetic product influencer promotion. The purpose of this research is to look at the causes of social media opinion leadership and how it affects consumers' actual purchasing decisions. The findings from a group of 223 followers show that originality, quality, and quantity are crucial factors influencing how an individual is viewed as an opinion leader. Additionally, opinion leadership affects consumers' willingness

to buy, real buying behaviour, and brand loyalty. Our knowledge of how opinion leadership influences consumers' purchase decisions is deepened by these results. The results also have positive ramifications for creating successful social media business communication strategies.

(Ika Rahmawati, 2022):

This research aims to examine the effects of influencer imitation behaviour and FOMO on purchase intention for locally produced cosmetic products that are supported by social media influencers. Multivariate causality analysis was used in this research. The study used women in Jakarta, specifically the co-founder of the local cosmetic brand SYCA. Purposive sampling was used to obtain samples from 200 respondents, as each participating respondent had to fulfil the predetermined requirements. The information gathered through surveys that were conducted online. The PLS Structural Equation Modelling analysis (SEM). The results show that influencer credibility has a positive impact on influencer imitation behaviour and that fear of losing out is positively impacted by influencer credibility.

(RamelaI, VilliersII, & ChuchuIII, 2022):

Researchers have given the effect of social media influencers a lot of thought, which has led to an increase in the amount of literature on the subject. This research set out to empirically investigate the impact of social media influencers on the sales of beauty products. Their impact is evaluated based on factors like likability, perceived popularity, image congruency, perceived trustworthiness, and number of fans. The research used quantitative techniques to gather the data required to draw accurate conclusions. To collect opinions, a self-administered survey was created and used. In the business area of Braamfontein in Johannesburg, South Africa, 287 willing participants' data were gathered through convenience sampling. The findings demonstrate that when it comes to influencer/social media marketing, customers are significantly influenced by trust and likeability

CHAPTER III
THEORTICAL FRAMEWORK

3. THEORTICAL FRAMEWORK

3.1 INTRODUCTION

Social media engagement has rapidly increased over the last few years. On their cell phones, more people are registering for and regularly using social media sites. Brands are attempting to develop strategies to meet the demand for access to internet stores and real-time news. In this world of logos, the majority of the top 100 brands have apps to keep customers interested while also raising brand recognition.

People want to trust the businesses they purchase from and are becoming more conscious of the products they use. Businesses must foster a sense of loyalty and confidence with their clients. The business becomes more relatable and trustworthy by being active on social media and posting images or videos.

The use of celebrity endorsement by businesses to attract more potential customers to their goods has been around for a very long time. It's getting harder and harder for businesses to come up with new ways to connect with customers as people become more conscious of what they purchase and who to trust. Nowadays, social media marketing that incorporates star endorsement is very popular. Celebrities are employed to increase awareness of the company and its goods.

3.2 BACKGROUND

"Social media influencers (SMIs) represent a new type of independent third-party endorser who shapes audience' attitudes through blogs, tweets, and the use of other social media." The idea of using various known and unknown types of influencer marketing with influential people or characteristics seems to be an extreme dynamic development of social media. Social media influencers (SMI) are representatives of independent third-party endorsers which help in shaping the attitudes of the audience through tweets, blogs and other social media uses (Freberg et al. 2011, p. 90). SMIs are considered to be human brands who use various types of social media platforms to portray themselves. Given the tremendous reach of these SMIs to the growing audiences have made brands spend approximately $8 billion for sponsoring in 2019 and is expected to reach $15 billion in 2022. This phenomenon of marketing of using SMIs

(human brands) which is used by brands to promote their products or services is known as influencer marketing (Audrezet et al. 2018). Influencers are perceived as opinion leaders by firms who are a source of information distributors to their followers. They are the ambassadors of these brands who support their Confidence in other people Social media development Digital Influencers 4 marketing activities and generate a multiplier effect based on eWOM. This creates a digital relationship which is a very important factor.

3.3 SOCIAL MEDIA

Previously, businesses would text clients, but now they can do all of that more quickly and inexpensively through social media. When you can share a campaign on Instagram or send a private message to a Facebook group, there's no need to spend money on text messages. The more people using various social media platforms, the more data there is for businesses to analyse about their consumers. The buyer is much closer to everything thanks to social media networks. A more targeted audience can be reached more successfully with marketing.

Every social media platform gathers a vast amount of information about a single individual. Companies can use this data to determine what kinds of products this individual would be interested in purchasing. The kind of material that the business publishes also affects how appealing it is to a particular clientele.

3.3.1 PLATFORMS OF SOCIAL MEDIA

FACEBOOK

The most popular social networking platform is this one. Users can share as little or as much personal information about themselves after creating a free account. (Digital Unite)

Instant messaging with other users, sharing videos, photos, and articles, and joining or creating groups with people who share your hobbies are just a few of Facebook's key features. You can connect to Facebook from anywhere in the globe because it is accessible around-the-clock. (Life wire)

Every Facebook user has a newsfeed where they can view updates from the people they follow and their contacts. Facebook is accessible both as a website and as a mobile application. Companies can purchase advertising space on Facebook and create a profile that people can visit.

YOUTUBE

Users can create their own channels and post their own videos on YouTube for other people to watch. Besides just watching, users can like, comment, and share videos on other social media sites.

INSTAGRAM

Instagram aims to connect the globe through images. (Instagram 2015).You can exchange photos and videos on this social networking site. You have a newsfeed with messages from the people you are connected to, just like on Facebook. Instagram is renowned for its use of filters, hashtags, and more edited pictures. You can choose whether to make your profile public or secret. All business Instagram profiles are open to the public.

The term "instafamous" was also created by Instagram. This individual is well-liked and might be regarded as somewhat well-known. Although they may only be renowned for their Instagram accounts, Instafamous individuals are the new trend that businesses are turning to.

TWITTER

Another type of social media is Twitter, where anyone can establish an account, including businesses, celebrities, and public figures. Many politicians use Twitter because it is a quick method to communicate a brief message and because each tweet (post) is limited to 140 characters (letters, numbers, and punctuation). Additionally, you can share images, videos, and links. Similar to Instagram, Twitter allows you to follow people, and your personal newsfeed will display messages from those you follow. The inability to modify posts is what sets Twitter apart from all other social media platforms. Once you've published the article, if you want to make changes, you must delete the entire thing and start over.

3.3.2 FEATURES

EXPERTISE

Receivers can communicate effectively and accurately when they are knowledgeable enough to identify the influencers and information sources. Experience, skills, knowledge, and talents can all be used to detect expertise.

TRUSTWORTHINESS

Customers place a lot of value on trust. The more confidence people have in the spokesman for the company, the more probable it is that they will buy the product. However, unfavourable remarks about the spokesperson may undermine consumer confidence in them, which may have a detrimental effect on the brand's reputation and product sales.

ATTRACTIVENESS

An influencer who invests time in developing a solid reputation with both clients and customers is someone who will invest time in doing the same for a brand. The influencer gains more followers thanks to the total physical appeal, charisma, and skills displayed on social media platforms.

PASSION

Because you are a part of their space, a good influencer will take the time to learn about your brand. They are interested in learning everything that has occurred, is occurring, and will occur. They keep up with the most recent trends and are aware of when they will pass. An enthusiastic influencer can confidently and endlessly discuss every facet of their industry.

ENGAGEMENT

An influencer maintains an active and regular publication schedule and spends time liking, sharing, and commenting on posts on social media to further the discussion. An influencer maintains contact with their audience through interaction.

3.3.3 IMPACT

REACH NICHE MARKET

Through influencer marketing, beauty firms may promote their products to their target market with ease. Influencers in this area are well-versed in their expertise and have sizable social media followings.

BRAND AWARENESS

It is simple for marketers to spread awareness of their beauty goods to consumers since influencers have sizable, engaged followers.

CONSUMER TRUST

Influencer endorsement can raise the credibility of the beauty brand and boost consumer confidence in the endorsed items. When assessing products, consumers seek out sincere opinions from recognised authorities.

CHANGES IN SALE

Both negative and favourable reviews of a product that an influencer has recommended can have an impact on sales of beauty items.

QUICKLY BUILDS TRUST

Influencers have relationships, credibility, and confidence with their fans. We value the ideas and information they offer. You may easily gain an influencer's attention by sharing their content, and if they start sharing yours, your message will reach an audience that is already interested in it.

ESTABLISH LONG-TERM RELATIONSHIPS

Working with smaller influencers and creators offers the chance to build long-lasting relationships, according to marketers. Long-term partnerships are beneficial because they increase your credibility with an influential audience by demonstrating that you continue to engage with them, use their products and services, and have faith in the calibre of what you offer them.

3.4 CELERBIRTY ENDORSEMENT

"Endorsement are form of advertisement that user famous personalities or celebrities who command a high degree of recognition, trust, respect or awareness amongst the people"

Celebrity branding, also known as celebrity endorsement, is a type of advertising campaign or marketing strategy used by brands, businesses, or non-profit organisations. It entails famous people or public figures using their notoriety to help advertise a good or service or even to spread awareness about environmental or social issues. Markets employ celebrities as brand ambassadors in the hopes that the goods or brand image associated with the celebrities will benefit from the positive perceptions of the celebrities.

3.5 INFLUENCER MARKETING

A social media user who has gained trust in a particular sector is known as a social media influencer. Because of their reach and authenticity, these content producers can share information with a broad public and influence others. Social media influencers frequently work with brands in partnerships to promote their goods and services to followers in return for cash payments, free gifts, or special deals. When brands target influencers, they have several different goals in mind, including enhancing brand recognition and popularity. A well-known marketing tactic is influencer marketing, which involves collaborating with influencers or sharing ideas in order to promote companies, goods, and services. These could take the shape of sponsored blog posts, Facebook, Twitter, or LinkedIn ads, as well as Instagram stories or posts, sponsored blog posts, and other social media marketing campaigns. As they are being introduced from a trustworthy source, this has helped brands' sales rise. Instagram is more common among younger people even though it is less popular than Facebook generations. Millennials (aged between 24-34) are top users while Gen Z (aged between 18-24) are next as per Statista (2019). These two age groups make about 71% of total Instagram followers active followers. Gen Z prefers micro influencers for their reliability, trustworthiness and strong followership. This results in higher engagement rates and ROI. This is true for Nano and Micro influencers while Micro and Mega influencers have high popularity. This ROI or engagement rates are measured by the number of comments, likes and shares per post divided by the influencer's following. Guttman (2019, as cited in Statista, 2019) found a gain by 9% in engagement rates of micro influencers. According to a 2019 survey conducted by Facebook IQ, 66% of sponsored content on Instagram worldwide from which 83% of people discover a new product/service on Instagram while 81% use the platform for researching a new product/service. Purchasing choice of a new product/service through Instagram content accounts about 80%. Different types of content on Instagram are photos, videos, Instagram story and IGTV feature. Brands collaborate with influencers over sponsored content for their Instagram stories or Livestream feature. Official brand accounts are handed over to influencers for some time to drive traffic and increase engagement. The uncertain times of COVID-19 with imposed restrictions around the globe has increased the use of social media platforms in search of entertainment, motivation, support and advice. These influencers/bloggers were out of content as they were unable to shoot appropriately. Yet, adaptability proved to be the biggest success for both advertisers and influencers which resulted in 76% increase of likes on Instagram Ad posts and 300% Instagram live usage with higher engagement rates.

Three perspectives of the influencer marketing:

❖ **Brand owner perspective: -**

The brand owners can achieve their communication goals with this digital style of communication. It contributes to the growth of consumer involvement, the promotion of brand image and brand attitudes, and the creation of traffic to reach a growing number of consumers. Social networking platforms can also use this. The brand managers have a significant part to play in choosing the influencer(s) who best represent the brand and its target demographic.

❖ **Influencer perspective: -**

In terms of influencers, marketers offer them a variety of paid relationships based on their popularity. Since the more well-known the influencers are, the larger their audience will be and the more partnerships they will secure, the number of followers is therefore a crucial factor in the selection process. To avoid jeopardising their credibility and followers' confidence, it is crucial that they select collaborations and businesses with which they have something in common.

❖ **Consumer perspective: -**

There are five decision actors in a consumer's decision-making process: the initiator, the influencer, the decider, the buyer, and the user, who may or may not be the same individual. The influencers must encourage the purchase in this situation, and on the other hand, users must be aware that influencer marketing is paid promotion. However, when it comes to following an influencer, people use credibility and trust as reference criteria.

3.5.1 SIZE OF THE INFLUENCER

Influencers don't reach the same number of people or have the same audience.

According to Conick   influencers can be classified into three groups based on the quantity of their followers:

- • Micro Influencers: Influencers having between 50 and 25,000 followers.
- • Mid-influencers: those who have between 25,001 and 100,000 followers
- • Macro Influencers: Influencers with more than 100,000 followers.

3.5.2 THE CREDIBILITY OF THE INFLUENCER

When selecting the influencers, they wish to work with, businesses must be careful and take into account the impact those influencers will have on the brands.

In their Social Media Influencer Value Model from 2018, Lou and Yuan identified the influencer's credibility as a key component of persuasiveness while promoting goods, services, or brands. Their perceived trustworthiness is determined by how social network members view them. According to Hovland, Janis, and Kelley (1970), credibility was found to be influenced by three factors: knowledge, dependability, and beauty (McGuire, 1985). The more often an influencer exhibits these traits, the more power he will have over social media followers. This approach assisted us in determining if followers find the social media influencers, they follow to be credible and whether brands consider credibility when selecting the influencers, they wish to work with.

3.6 CELEBRITY ENDORSEMENT V/S INFLUENCE MARKETING

3.6.1 KNOWLEDGE AND RELIABILITY

Celebrities and influencers differ mostly in how well-versed they are in the items they promote. A celebrity does not necessarily need to be an expert on the businesses they support, and their fans are aware of this. Despite not having utilised the products, a celebrity can still provide an excellent review. Conversely, influencers typically have fewer followers but offer genuine feedback after using the goods they promote. As a result, they are marginally more dependable than famous people.

3.6.2 REACH AND IMPACT

Celebrities undoubtedly appeal to a wider audience and have a greater impact. As a result, a celebrity's endorsement generates a lot of notice. An influencer, on the other hand, has a limited audience but might act as a buddy to individuals who are drawn to a certain company.

3.6.3 COST INVOLVED

A celebrity endorsement comes at a considerably higher price. Influencers are reputed to be a little flexible when it comes to pricing.

In recent years, the use of social media and the internet has grown considerably. It has prompted people to use social media as a platform for self-expression, including beauty vloggers who publish their works on YouTube. Influencers are increasingly important in fashion and beauty company marketing strategies.

3.7 CUSTOMER PURCHASE DECISION IN DIGITAL MARKETING

Kardes (2011) defines consumer behaviour as "all behaviours related to the acquisition, use, and disposal of goods and services." This also covers "the consumer's emotional, mental, and behavioural responses that precede or follow these activities." Four diverse elements, including cultural, social, personal, and psychological ones, might have an impact on customer behaviour.

3.8 CONSUMER BEHAVIOUR

Consumer behaviour is the study of people, groups, or organisations, and all the actions connected to the acquisition, use, and disposal of goods and services, as well as how the consumer's feelings, attitudes, and behaviours influence these actions. Preferences impact purchasing decisions. In an effort to comprehend people's desires and consumption patterns, the formal study of consumer behaviour looks into personal characteristics like demographics, personality lifestyles, and behavioural variables (such as usage rates, usage occasion, loyalty, brand advocacy, and willingness to provide referrals). The influences on the consumer from societal groups, including opinion leaders and brand influencers, as well as social groups including family, friends, sports, and reference groups, are also being looked into.

3.8.1 TYPES OF BUYING BEHAVIOUR

COMPLEX BUYING

When the customer is actively involved in the purchasing process, complex purchasing behaviour occurs. They take their time to learn everything they can about the features and capabilities of the product. A customer's brand image is crucial in complex purchasing behaviour. This kind of behaviour frequently occurs when a buyer wants to buy a costly item or one that will be kept for a long time, like a car, for example.

DISSONANCE-REDUCTION BUYING BEHAVIOUR

high levels of client interaction but little brand distinction are its defining characteristics. customers pay close attention to the features of the product, but they do not carefully compare

identical products from various brands. when customers purchase products that are readily available, this behaviour may be seen.

VARIETY-SEEKING BUYING BEHAVIOUR

When customers aren't as involved in the purchasing process, they tend to buy more variety. They are, however, carefully weighing the variations between brands. Such actions are frequently taken in relation to inexpensive items or services. Because consumers won't hesitate to transfer brands if they are dissatisfied with the goods or services they purchased, firms find it challenging to control this kind of behaviour.

HABITUAL BUYING BEHAVIOUR

This refers to the acquisition of daily commodities or services. Customers are not very active in the process and do not really notice brand distinctions.

3.8.2 FACTORS INFLUENCING CONSUMER BEHAVIOUR

Marketers make an effort to comprehend consumer behaviour in the marketplace and the driving forces behind it. These motivations are what affect how consumers behave. There are:

Psychological aspects:

The psychology of people is very important in determining a consumer's preferences and likes and dislikes for a certain product or service. Several significant psychological factors include:

- ❖ Perception
- ❖ Motivation
- ❖ Attitudes and Beliefs Learning

Social Factors:

Humans exist in a complex social context where they are surrounded by numerous individuals with various purchasing habits. Man, being a sociable species that wishes to be accepted by everybody, attempts to emulate socially acceptable behaviours. Therefore, social influences have a significant impact on a person's purchasing decisions. Some of the social factors are:

- ❖ Family
- ❖ Reference Groups
- ❖ Roles and status

Cultural Factors:

It is considered that a person picks up a set of values, perceptions, behaviours, and preferences very early in life from the people around him, particularly his family and other important institutions at the time. As a result, the individual's behaviour tendencies are shaped by the culture in which they were raised. Several cultural factors are:

- ❖ Culture
- ❖ Subculture
- ❖ Social Class

Personal Factors:

Their purchasing decisions are influenced by a variety of personal circumstances. Some of them include:

- ❖ Age
- ❖ Income
- ❖ Occupation
- ❖ Lifestyle

Economical Factors:

The economic variables, which have a big impact on a person's purchasing decision, are last but certainly not least.

- ❖ Personal Income
- ❖ Family Income
- ❖ Income Expectations
- ❖ Consumer Credit
- ❖ Liquid Assets of the Consumer
- ❖ Savings

CHAPTER IV

DATA ANAYSLIS AND INTERPRETATION

4. DATA ANAYSLIS AND INTERPRETATION

4.1 INTRODUCTION

This chapter is attempted to make a detail analysis of the impact of social media influences endorsement on beauty products in special reference to Ernakulum districts. Primary data are collected from the accessible population. For the study, data were collected from 100 respondents. The result of the data is reported in tables and diagram for better understanding and attractive presentation of output. The data analysis and interpretation is based on the objectives of this study.

Table 4.1

Table showing Gender of the respondents

Gender	No of respondents	Percentage of respondents
Female	86	86%
Male	14	14%
Total	100	100%

Source: Primary Data

Figure 4.1

Figure showing Gender of the respondents
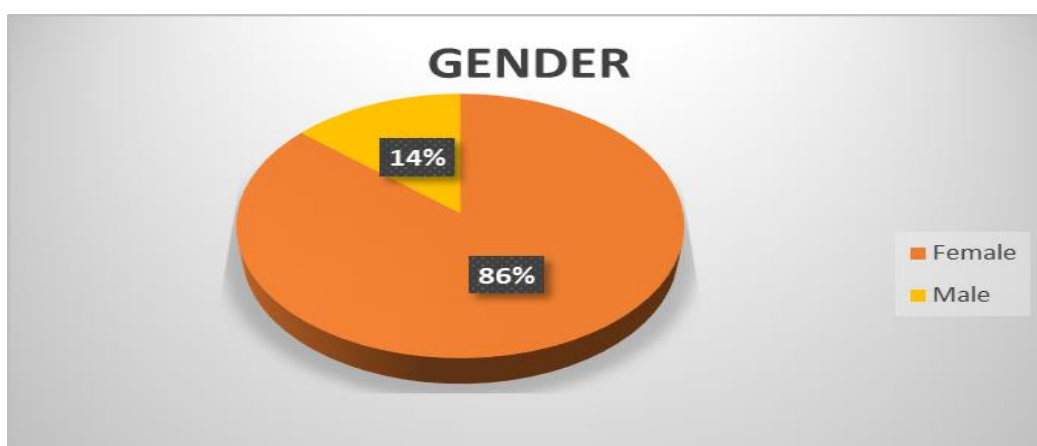
INTERPRETATION

From the table 4.1, total number of respondents were 100 from that 86 percentage of the respondents are female 14 percentage of the respondents is male.

Table 4.2

Table showing the Age of respondents

Age	No of respondents	Percentage of respondents
Below 18	31	31%
19 to 25	38	38%
26 to 35	8	8%
Above 35	23	23%
Total	100	100%

Source: Primary Data

Figure 4.2

Figure showing age of the respondents
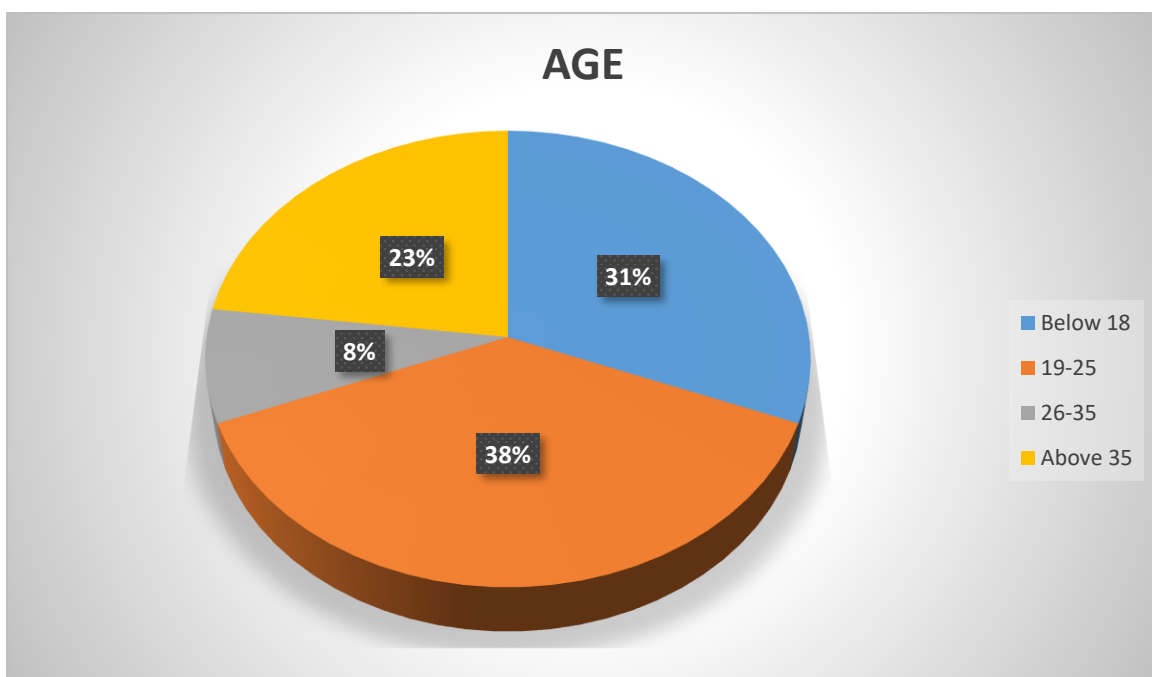
INTERPRATION

From the table 4.2, it is clear that 38 percentage respondents are at the age of 19 to25 is more concern about beauty product, 31 percentage respondents are at the age of below 18, 23 percentage respondents are at the age of 26 to 35,8 percentage respondents are at the age of above 35 is least concern about beauty product influencer market in social media.

Table 4.3

Table showing most influencer media

Most influencer media	No. of respondents	Percentage of respondents
YouTube	60	60
Instagram	47	47
Facebook	11	11
Twitter	1	1
Other	8	8
Total	100	100

Source: Primary Data

Figure 4.3

Figure showing most influencer media
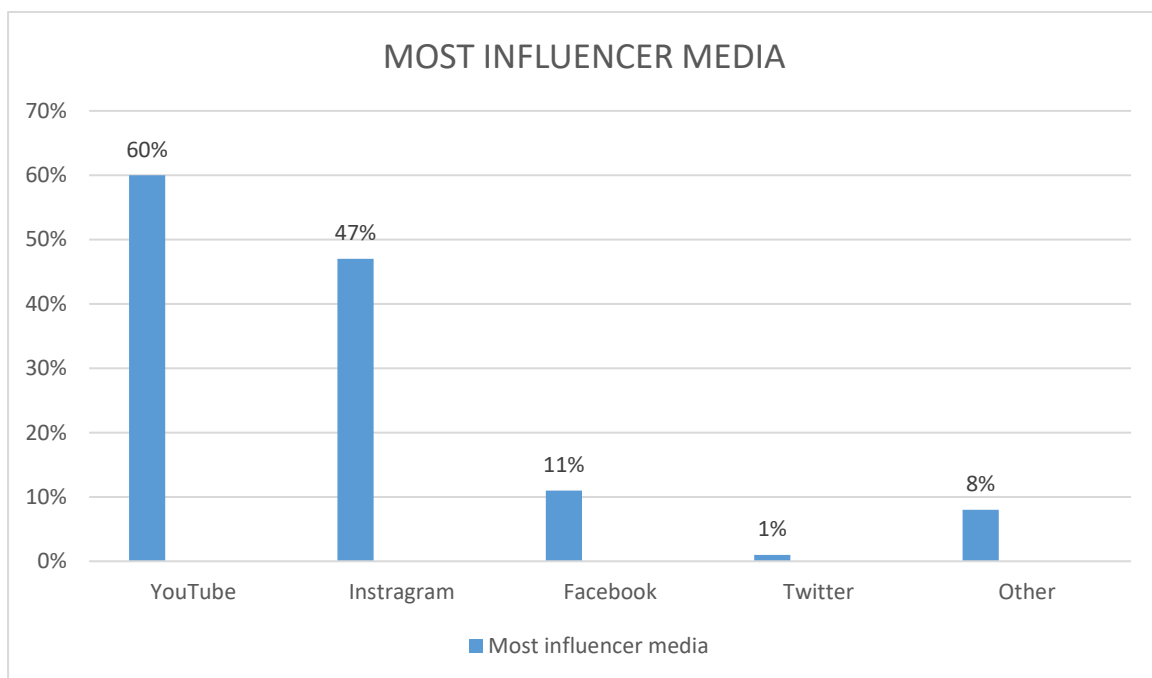
INTERPRATION

From the table 4.3, it is clear that 60 percentages of the respondents are spending in YouTube, 47% percentages of the respondents are spend on Instagram, 11 percentage on Facebook and rest 9 percentage on Twitter and other social media.

Table 4.4

Table showing Time spend on social media

Time spends	No. of respondents	Percentage of respondents
Less than 2 hours	30	30
Between 2 to 4 hours	49	49
Between 4 to 6 hours	19	19
More than 6 hours	2	2
Total	100	100

Source: Primary Data

Figure 4.4

Figure showing Time spend on social media
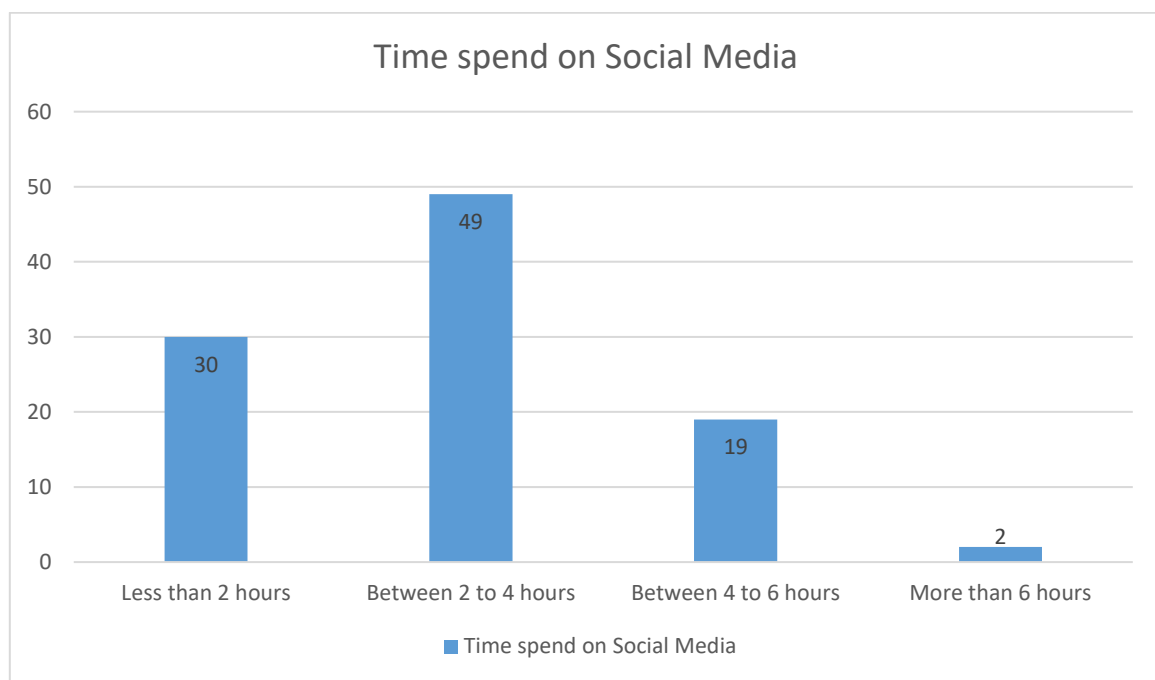
INTERPRATION

From the table 4.4, it is clear that 30 percentage respondents are spending less than 2 hours, 49 percentage respondents are spending time between 2 to 4 hours, 19 percentage respondents are spending time between 4 to 6 hours, 2 percentage respondents are spending time more than 6 hours in social media

Table 4.5

Table showing search for reviews of beauty product

Search for reviews	No. of respondents	Percentage of respondents
Always	8	8
Often	16	16
Sometimes	31	31
Rarely	33	33
Never	12	12
Total	100	100

Source Data: Primary Data

Figure 4.5

Figure showing search for reviews of beauty product
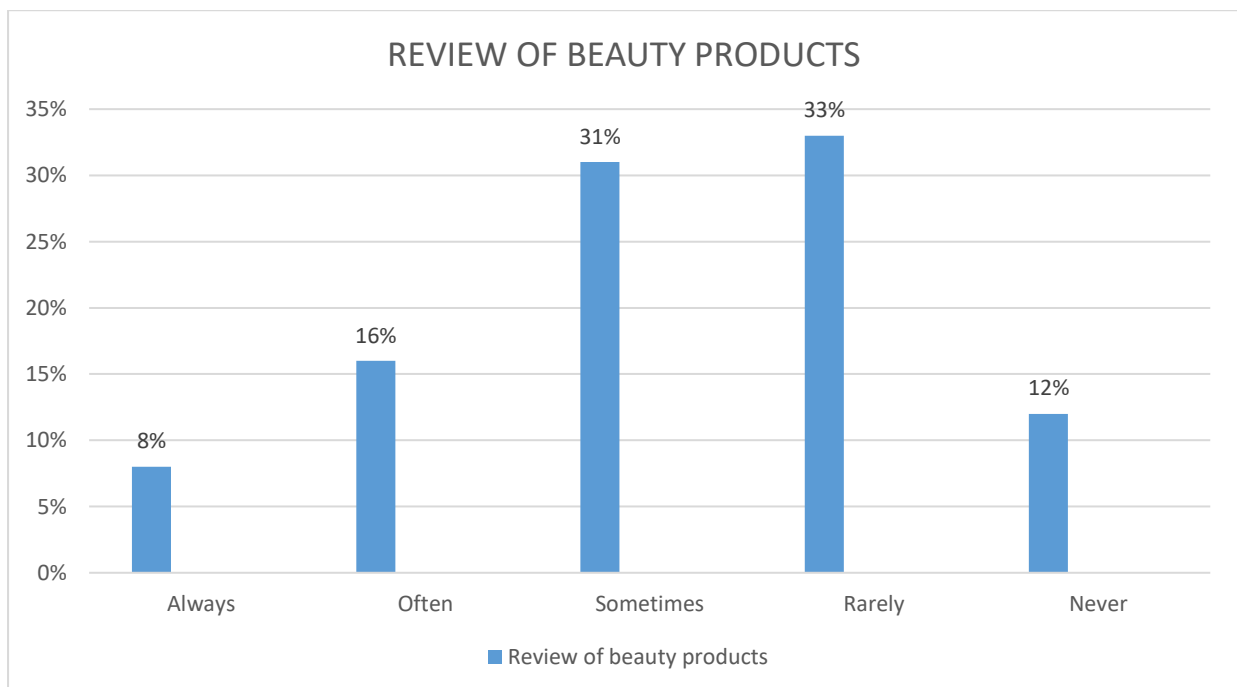
<u>INTERPRATION</u>

From the table 4.5, it is clear that 33 percentage of respondents are rarely searching for review of the beauty product, 31 percentage of respondents are sometime searching for review of the beauty product, 16 percentage of respondents are often searching for review, 12 percentage of respondents are never searching for review, 8 percentage of respondents are always searching for review of the beauty product.

Table 4.6

 Table showing watching beauty influencer content in the social media

Search for reviews	No. of respondents	Percentage of respondents
Always	5	5%
Often	17	17%
Sometimes	32	32%
Rarely	30	30%
Never	16	16%
Total	100	100

Source Data: Primary Data

Figure 4.6

Figure showing watching beauty influencer content in the social media
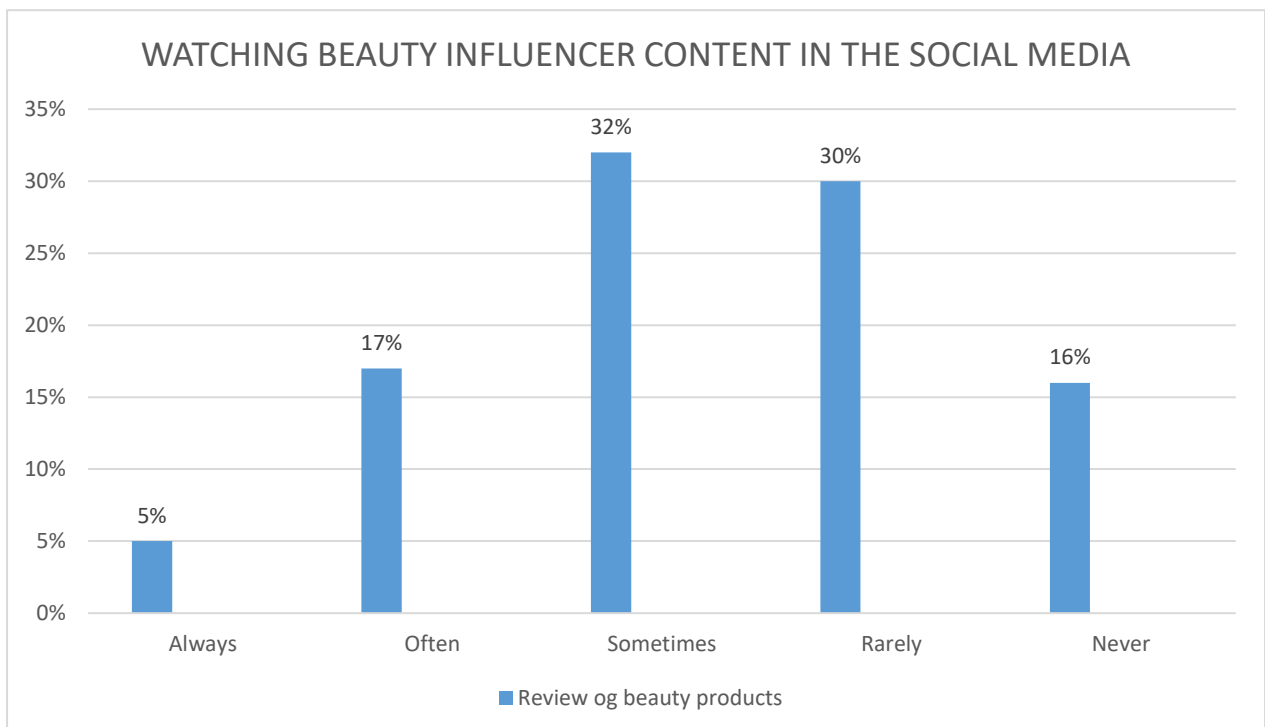
<u>INTERPRATION</u>

From the table 4.6, it is clear that 32 percentage of respondents are sometimes searching for beauty influencer content in the social media, 30 percentage of respondents are rarely searching for beauty influencer content in the social media, 17 percentage of respondents are often searching for beauty influencer content in the social media, 16 percentage of respondents are never searching for beauty influencers content,5 percentage of respondents are always searching for beauty influencers content of the beauty product.

Table 4.7

Table showing purchase frequency of beauty product

Duration	No. of respondents	Percentage of respondents
Weekly	4	4%
Monthly	12	12%
Half yearly	42	42%
Yearly	42	42%
Total	100	100

Source Data: Primary Data

Figure 4.7

Figure showing purchase frequency of beauty product
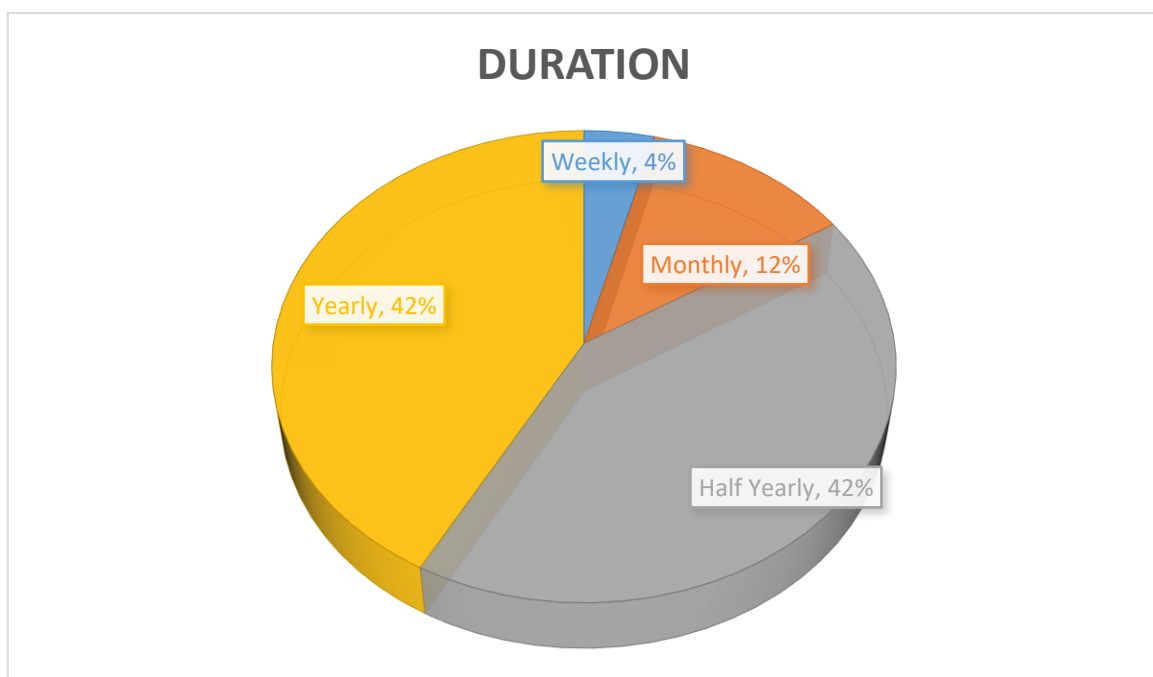
INTERPRATION

From the table 4.7, it is clear that 42 percentage of respondents purchases the beauty product in yearly and half yearly. Only 4 percentage of the respondents purchase the beauty product weekly. 12 percentage purchased monthly.

Table 4.8

Table showing reason for following beauty channel in social media

Search for reviews	No. of respondents	Percentage of respondents
Knowledge	45	5%
Coupon discount	8	17%
Entertainment	37	32%
Other	24	30%
Total	100	100

Source: Primary Data

Figure 1.8

Figure showing reason for following beauty channel in social media
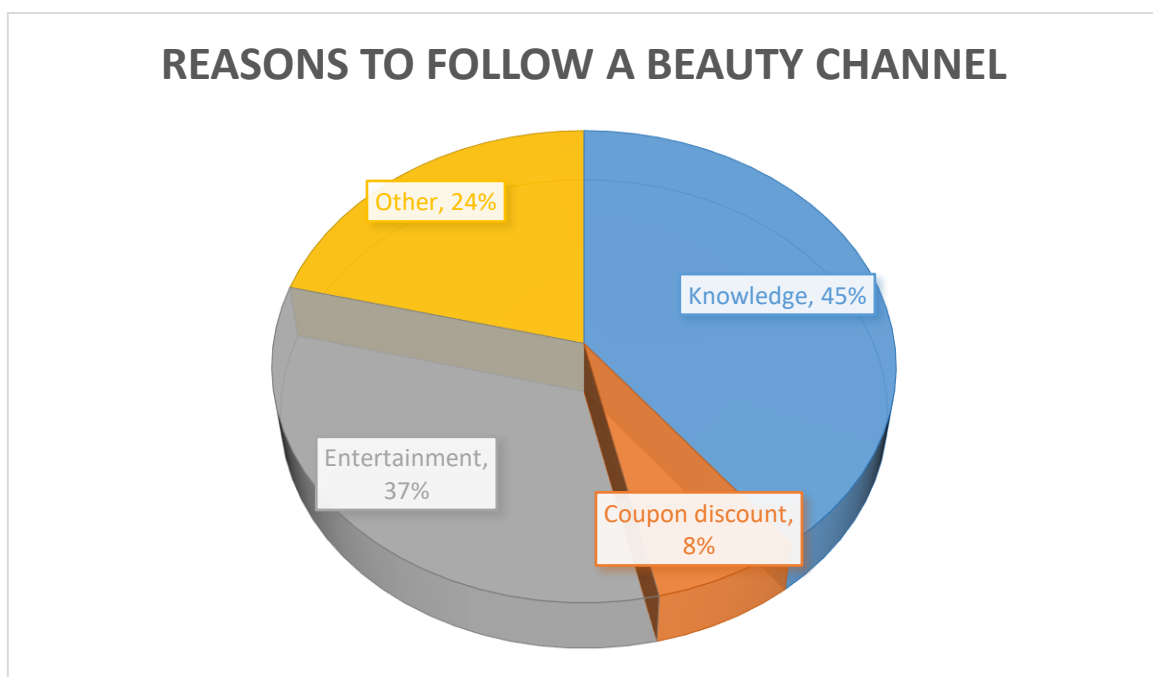
INTERPRATION

From the table 4.8, it is clear that 45 percentages of the respondents are following beauty product for knowledge, 37 percentages of respondents are for entertainment, 8 percentages of respondents are for coupon discount and rest 24 percentage of respondents are for other reasons.

Table 4.9

Table showing look for reviews before making purchase of a beauty product

Look for reviews	No. of respondents	Percentage of respondents
Strongly disagree	1	1%
Disagree	1	1%
Neutral	18	18%
Agree	39	39%
Strongly agree	41	41%
Total	100	100

Source: Primary Data

Figure 4.9

Figure showing look for reviews before making purchase of a beauty product
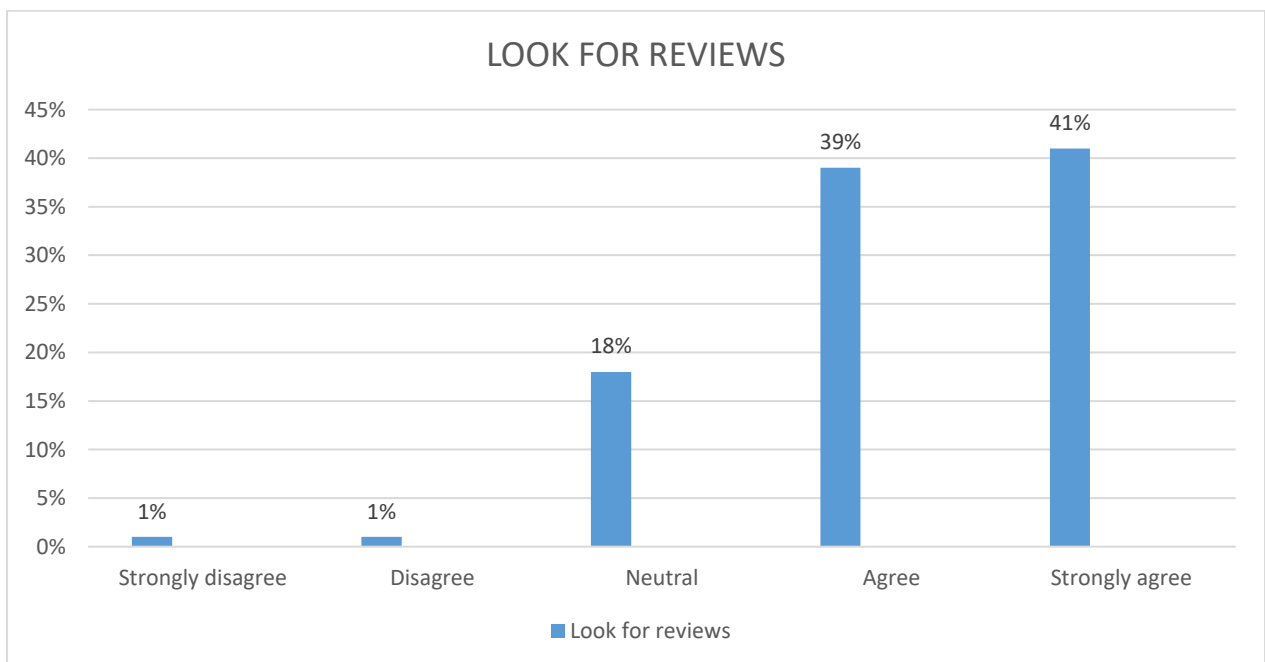
<u>INTERPRETATION</u>

from the table 4.9, it is clear that 39 percentage of the respondents are agree to look for reviews before making purchase of a beauty product, 1 percentage of the respondents are totally disagreed in looking for reviews before making purchase of a beauty product, 1 percentage of the respondents are strongly disagreed, 18 percentage of the respondents are look for reviews before making purchase of a beauty product in neutral. 41 percentage of the respondents are strongly agree looking for reviews.

Table 4.10

Table showing makes easier for purchaser to make purchase decision

Makes easy to do purchase	No. of respondents	Percentage of respondents
Strongly disagree	1	1%
Disagree	3	3%
Neutral	17	17%
Agree	55	55%
Strongly agree	24	24%
Total	100	100

Source: Primary Data

Figure 4.10

Figure showing makes easier for purchaser to make purchase decision
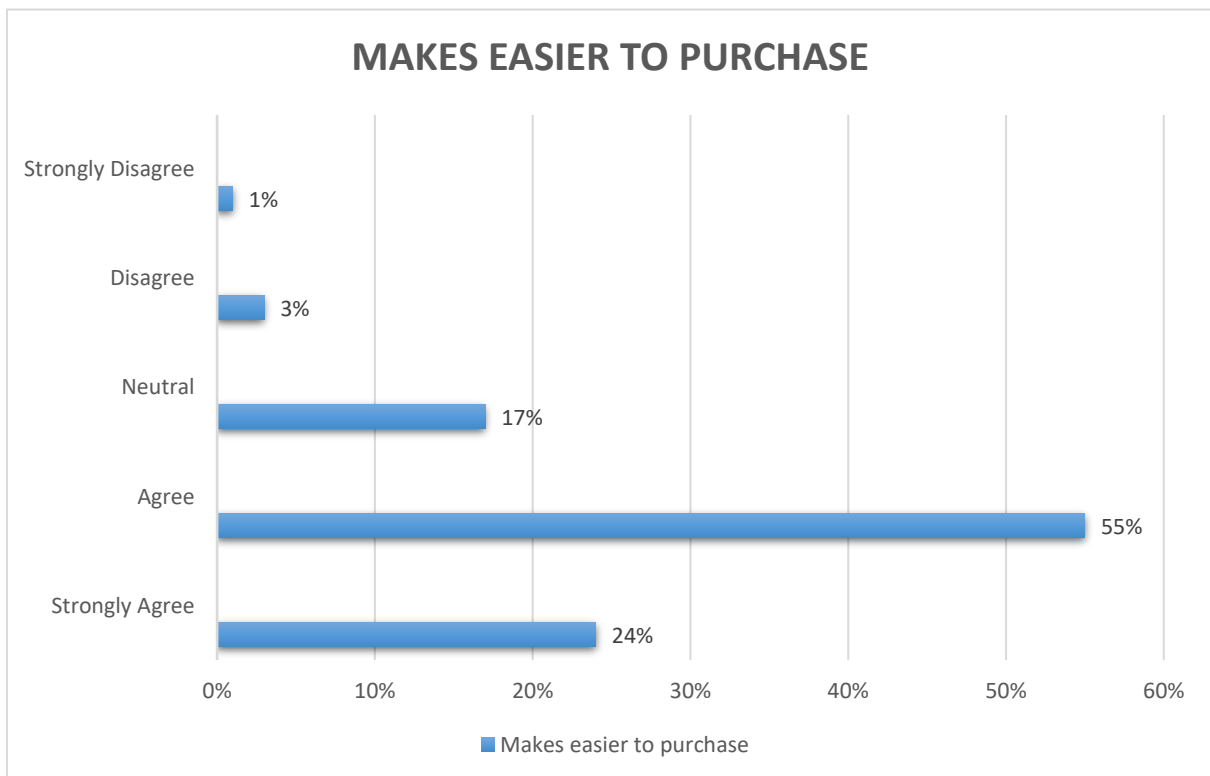
INTERPRETATION

From the table 4.10, it is clear that 55 percentage of the respondents agrees that beauty products vlogging makes it easier for making purchase decision. 24 percentage of the respondents are strongly agreed in making purchase decision. 17 percentage of the respondents are of neutral opinion for making which it is easier in making purchase decision. 3 and 1 percentage of the respondents are disagreed and strongly disagree that purchase decision is not easy even the product is introduced through beauty influencers.

Table 4.11

Table showing Social Media influencer's review of beauty products is more trustworthy than celebrity endorsement

Social Media review if beauty products are more trustworthy than celebrity endorsement	No. of respondents	Percentage of respondents
Strongly disagree	3	3%
Disagree	6	6%
Neutral	30	30%
Agree	43	43%
Strongly agree	18	18%
Total	100	100

Source: Primary Data

Figure 4.11

Figure showing Social Media influencer's review of beauty products is more trustworthy than celebrity endorsement
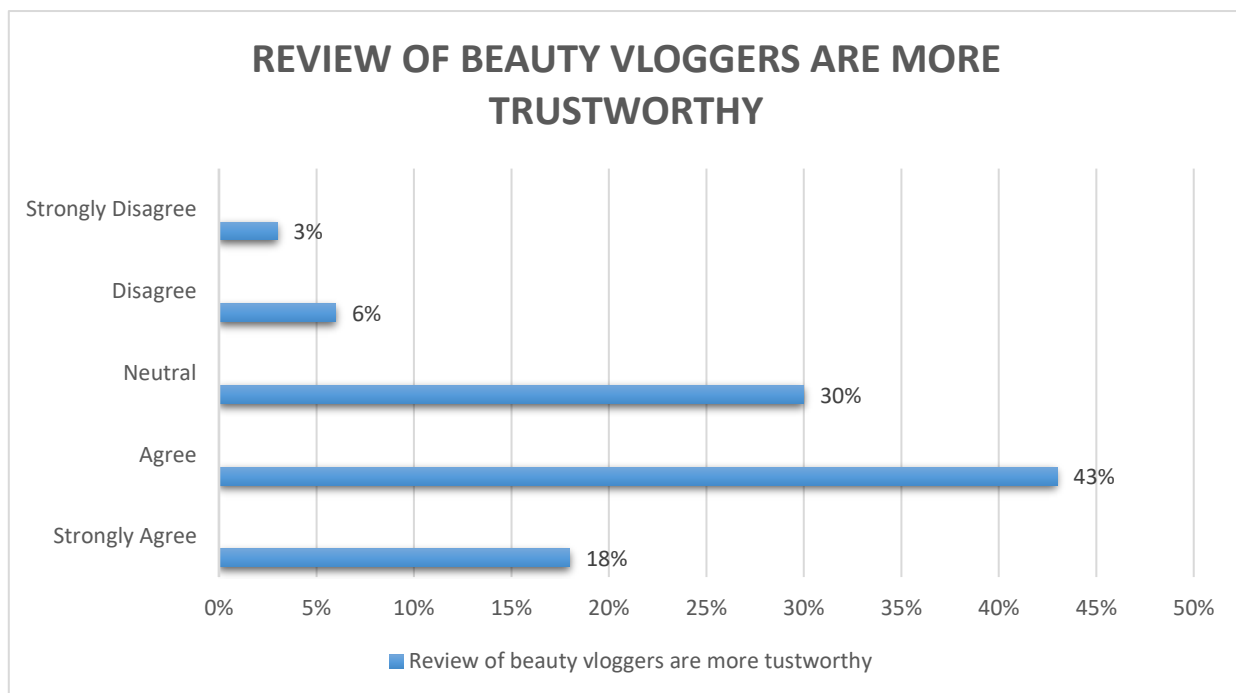
INTERPRETATION

From the table 4.11, it is clear that 43 percentage of the respondents says review of beauty products is more trustworthy than celebrity endorsement. 6 percentage of the respondents disagree in trusting influencers than celebrity and 18 percentage of the respondents are strongly agree in trusting beauty vloggers.30 percentage of the respondents have neutral opinion in trusting beauty vloggers than celebrity endorsement. 3 percentage of the respondents are review of beauty products least trustworthy than celebrity endorsement.

Table 4.12

Table showing believe influencers will not endorse a harmful beauty product

Harm product won't endorse	No. of respondents	Percentage of respondents
Strongly disagree	4	4%
Disagree	21	21%
Neutral	39	39%
Agree	22	22%
Strongly agree	14	14%
Total	100	100

Source: Primary Data

Figure 4.12

Figure showing believe influencers will not endorse a harmful beauty product
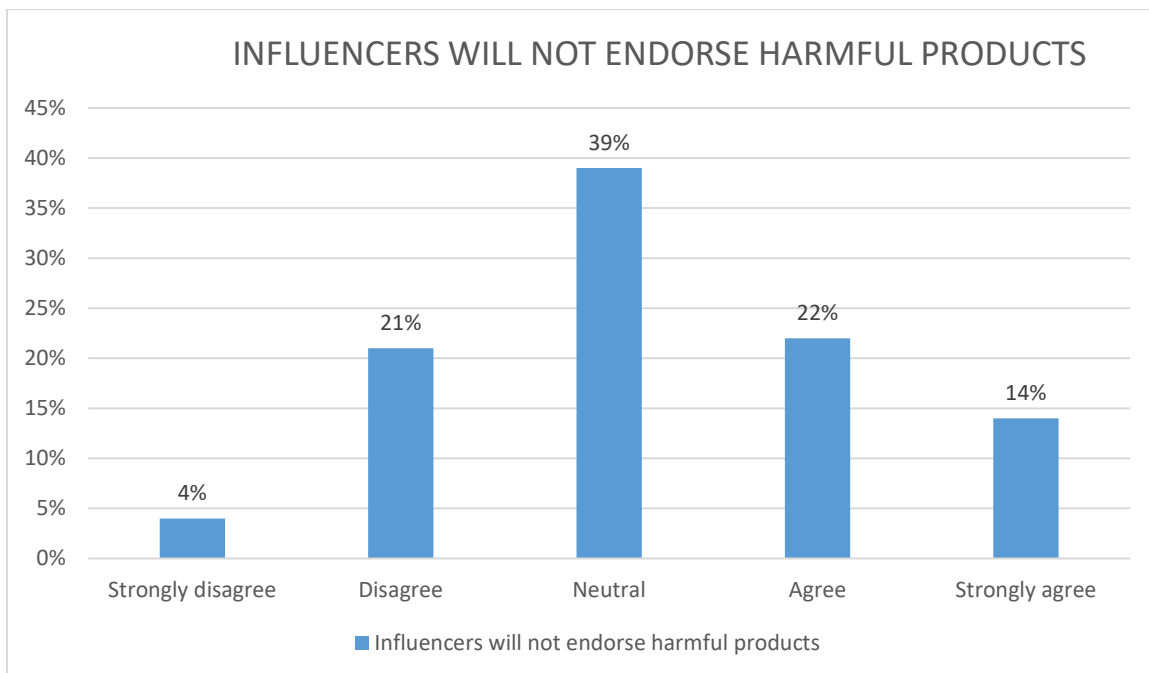
INTERPRETATION

From the table 4.12, it is clear that 39 percentage of the respondents have a neutral believe in beauty influencers will not endorse a product that harms. When 2 percentages of the respondents believe influencers will not endorse a harm product, only 4 percentage respondents that chances are there for endorsing to harmful products.

Table 4.13

Table showing Beauty vloggers requires expertise and knowledge

Beauty vloggers requires expertise and knowledge	No. of respondents	Percentage of respondents
Strongly disagree	0	0%
Disagree	2	2%
Neutral	14	14%
Agree	41	41%
Strongly agree	43	43%
Total	100	100

Source: Primary Data

Figure 4.13

Figure showing Beauty vloggers requires expertise and knowledge
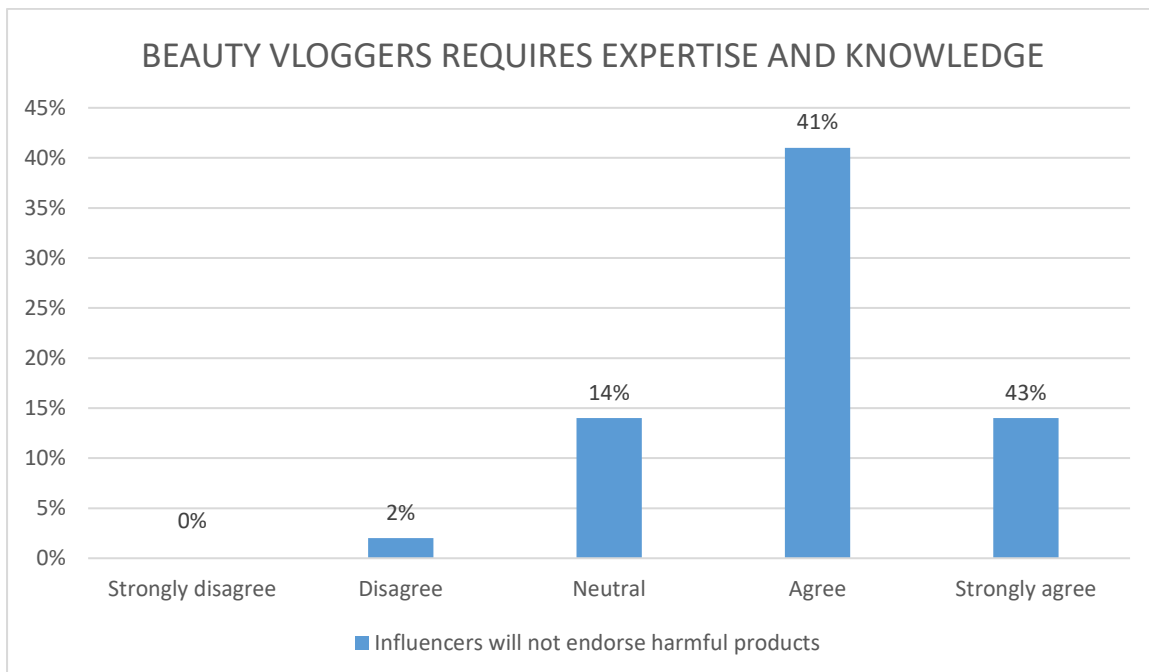
INTERPRETATION

From the table4.13, it is clear that 43 percentage of the respondents strongly agree that expertise and knowledge is needed for a beauty vlogger. 41 percentage of respondents are agreed in opinion. 14 percentage of respondents are neutral. 2 percentage of the respondents are disagreed and none of the respondents are strongly disagree that expertise and knowledge is necessary for a beauty vlogger.

Table 4.14

Table showing ready to buy the beauty products even it is a sponsored video

Ready to buy the beauty products even it is a sponsored video	No. of respondents	Percentage of respondents
Strongly disagree	4	4%
Disagree	27	27%
Neutral	52	52%
Agree	13	13%
Strongly agree	4	4%
Total	100	100

Source: Primary Data

Figure 4.14

Figure showing ready to buy the beauty products even it is a sponsored video

SITLL BUY THE BEAUTY PRODUCTS EVEN IT IS A SPONSORED VIDEO

- Influencers will not endorse harmful products

INTERPRETATION

From the table 4.14, it is clear that 52 percentage of the respondents have neutral opinion in buying the beauty products even it is sponsorship video, 13 percentage of the respondents are agreed to buy products even it is a paid sponsorship, 27 percentage of the respondents of the respondents disagree and 4 percentages of the respondents strongly disagree to the statement.

Table 4.15

Table showing suppose purchasing a beauty product what will you value more

Suppose purchasing a beauty product what will you value more	No. of respondents	Percentage of respondents
Popularity of the beauty vlogger	27	27%
Number of viewers	17	17%
Number of subscribes	18	18%
Other	38	38%
Total	100	100

Source: Primary Data

Figure 4.15

Figure showing suppose purchasing a beauty product what will you value more
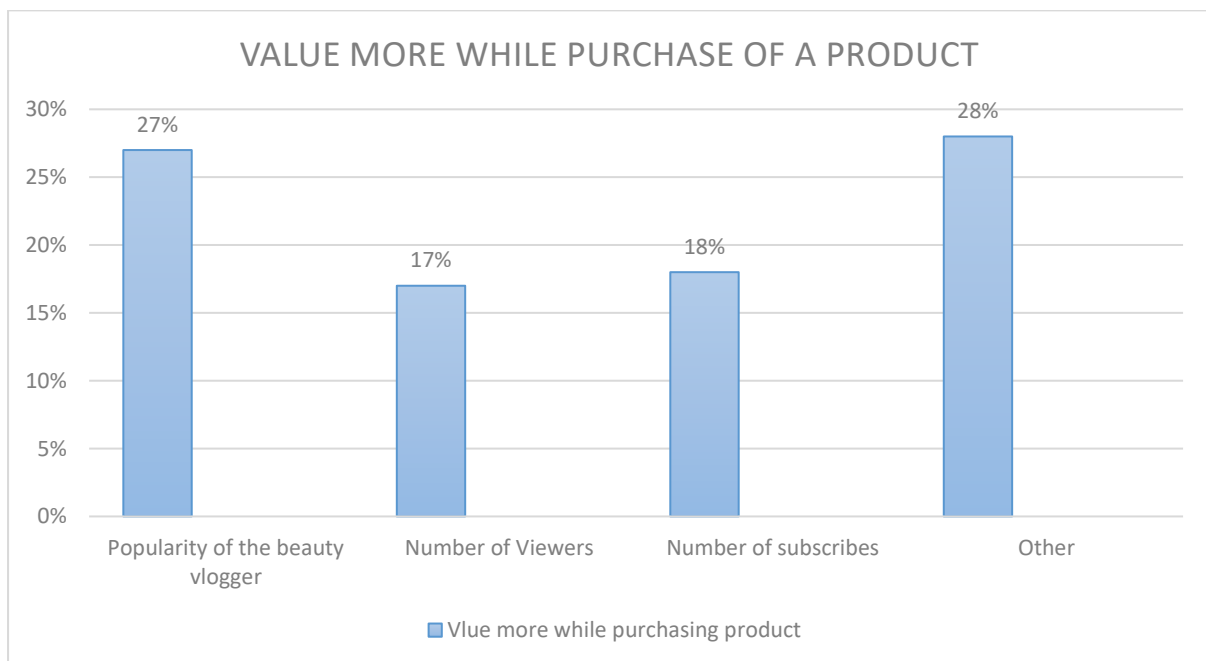
<u>INTERPRETATION</u>

From thetable4.15, it is clear that 38 percentage of the people use other method used for value more will purchase products, 27 percentage of them use popularity of the beauty vlogger, 17 percentage of them use number of viewers and 18 percentage of them value number of subscribers.

Table 4.16

Table showing factors influences audiences to watch the content

Factors influences audiences to watch the content	No. of respondents	Percentage of respondents
Product review	69	69%
Product tutorial	18	18%
Coupon code discount	4	4%
Live steaming	1	1%
Other	8	8%
Total	100	100%

Source: Primary Data

Figure 4.16

Figure showing Factors influences audiences to watch the content
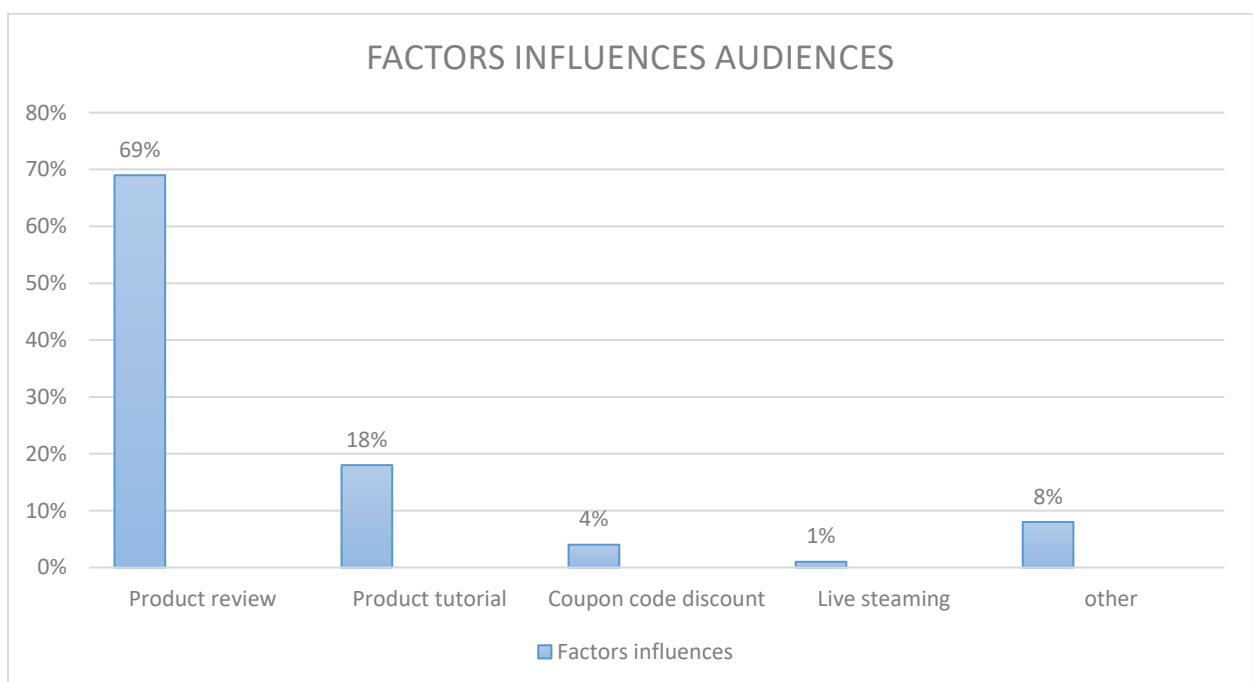
INTERPRETATION

From the table 4.16, it is clear that 69 percentage of audience watch the product review, 18 percentage of them watch the product tutorial, 4 percentage of them use coupon code discount and rest 9 percentage of them use live steaming and other factors that influences the audiences.

Table 4.17

Table showing price of the products affect your purchase decision even after an influencer recommendation

Price of the products affects your purchase decision even after an influencer recommendation	No. of respondents	Percentage of respondents
Always	29	29%
Often	21	21%
Sometimes	37	37%
Rarely	9	9%
Never	4	4%
Total	100	100

Source: Primary Data

Figure 4.17

Figure price of the products affect your purchase decision even after an influencer recommendation

PRICE OF THE PRODUCT AFFECT THE PURCHASE DECISION

■ Price of the product affect the purchase decision
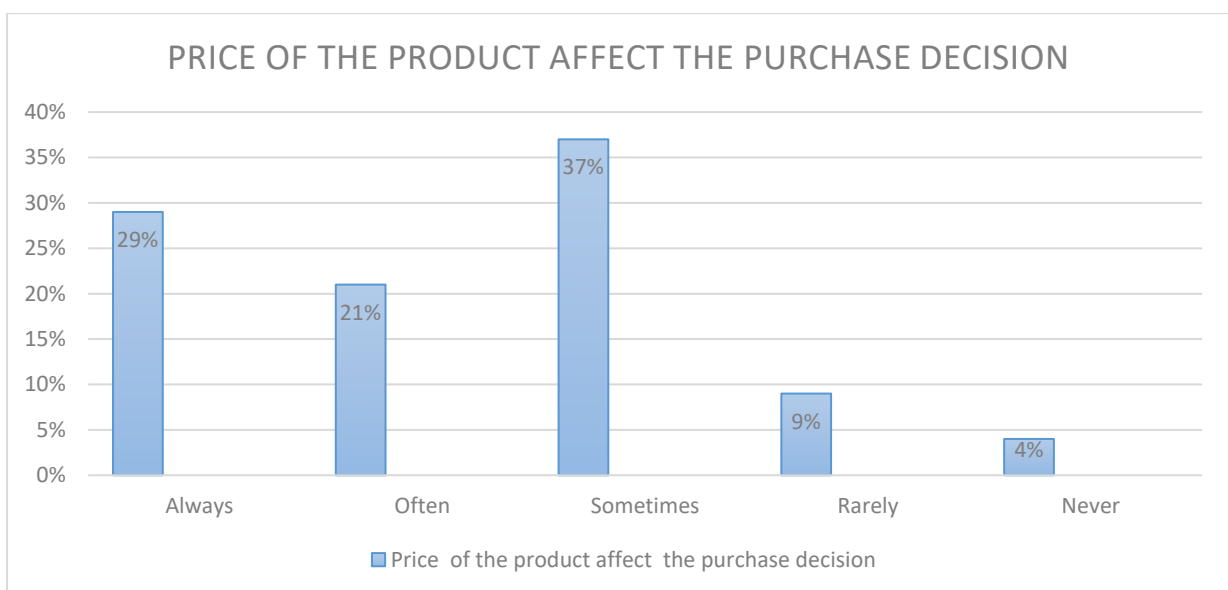
INTERPRETATION

From the table 4.17, it is clear that 37 percentage of the respondents shows that they sometimes only price of the products affects your purchase decision, 29 percentage of the respondents shows always, 21 percentage of the respondents show often, Rest of 11 percentage of the respondents show rarely and never think of price of the product affect the purchase decision.

CHI – SQUARE TESTING

4.1 TO STUDY WHICH CATEGORY OF SOCIAL MEDIA INFLUENCES HAVE THE MAXIMUM AUDIENCE.

Ho = There is no significant difference between gender and social media

H1 = There is significant difference between gender and social media

Crosstab					
			YouTube		Total
			0	1	
Gender	Female	Count	31	55	86
		Expected Count	34.4	51.6	86.0
	Male	Count	9	5	14
		Expected Count	5.6	8.4	14.0
Total		Count	40	60	100
		Expected Count	40.0	60.0	100.0

Chi-Square Tests	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4.001a	1	.045		
Continuity Correction b	2.910	1	.088		
Likelihood Ratio	3.919	1	.048		
Fisher's Exact Test				.075	.045

Linear-by-Linear Association	3.961	1	.047		
N of Valid Cases	100				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.60.					
b. Computed only for a 2x2 table					

55 females and 5 men reported using YouTube, compared to 31 females and 9 males who did not. The difference between the groups is statistically significant at the.05 level, according to the results of the chi-square test, which produced a p-value of.045.

Crosstab					
			Facebook		Total
			0	1	
Gender	Female	Count	76	10	86
		Expected Count	76.5	9.5	86.0
	Male	Count	13	1	14
		Expected Count	12.5	1.5	14.0
Total		Count	89	11	100
		Expected Count	89.0	11.0	100.0

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.247a	1	.619		
Continuity Correction b	.001	1	.971		
Likelihood Ratio	.274	1	.601		
Fisher's Exact Test				1.000	.523

Linear-by-Linear Association	.245	1	.621		
N of Valid Cases	100				
a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 1.54.					
b. Computed only for a 2x2 table					

Ten female and one male acknowledged using Facebook, whereas 13 men and 76 females said they didn't. The chi-square test produced a p-value of 0.619, indicating that there is no statistically significant difference between the groups at the 0.05 level.

Crosstab					
			Instagram		Total
			0	1	
Gender	Female	Count	50	36	86
		Expected Count	45.6	40.4	86.0
	Male	Count	3	11	14
Total		Count	53	47	100
		Expected Count	53.0	47.0	100.0

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	6.514a	1	.011		
Continuity Correction b	5.124	1	.024		
Likelihood Ratio	6.789	1	.009		
Fisher's Exact Test				.019	.011

Linear-by-Linear Association	6.449	1	.011		
N of Valid Cases	100				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.58.					
b. Computed only for a 2x2 table					

36 females and 11 men acknowledged using Instagram, compared to 50 females and 3 males who said they didn't. With a p-value of.011, the chi-square test showed that there was a statistically significant difference between the groups at the.05 level.

Crosstab					
			Twitter		Total
			0	1	
Gender	Female	Count	84	1	85
		Expected Count	84.1	.9	85.0
	Male	Count	13	0	13
		Expected Count	12.9	.1	13.0
Total		Count	97	1	98
		Expected Count	97.0	1.0	98.0

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.155a	1	.694		
Continuity Correction b	.000	1	1.000		
Likelihood Ratio	.286	1	.593		
Fisher's Exact Test				1.000	.867

Linear-by-Linear Association	.153	1	.696		
N of Valid Cases	98				
a. 2 cells (50.0%) have expected count less than 5. The minimum expected count is .13.					
b. Computed only for a 2x2 table					

One female and zero males acknowledged using Twitter, whereas 84 female and 13 males said they didn't. The chi-square test produced a p-value of.694, indicating that there is no statistically significant difference between the groups at the.05 level.

Crosstab					
			other		Total
			0	1	
Gender	Female	Count	79	7	86
		Expected Count	79.1	6.9	86.0
	Male	Count	13	1	14
		Expected Count	12.9	1.1	14.0
Total		Count	92	8	100
		Expected Count	92.0	8.0	100.0

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.016a	1	.899		
Continuity Correction b	.000	1	1.000		
Likelihood Ratio	.017	1	.897		
Fisher's Exact Test				1.000	.689

Linear-by-Linear Association	.016	1	.899		
N of Valid Cases	100				
a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 1.12.					
b. Computed only for a 2x2 table					

One male and seven males acknowledged using other, whereas 13 men and 79 females said they didn't. The chi-square test produced a p-value of .899, indicating that there is no statistically significant difference between the groups at the .05 level.

INTERPRETATION

The findings suggest that there is a gender gap in social media usage, particularly for YouTube and Instagram, where more females reported using the platforms compared to males. However, there is no statistically significant difference between the genders in their use of Facebook and "other" platforms. Interestingly, the data also showed that there were no females who reported using Twitter, while the majority of Twitter users were males. Overall, these results provide insights into gender differences in social media usage and may have implications for marketing strategies and social media outreach efforts targeted at specific demographics.

4.2 TO STUDY WHETHER THE SOCIAL MEDIA INFLUENCES LEADS TO PURCHASE DECISION OF BEAUTY PRODUCTS

Ho = There is no significant difference between gender and purchase decision

H_1 = There is significant difference between gender and purchase decisio

Crosstab					
			knowledge		Total
			0	1	
Gender	Female	Count	45	41	86
		Expected Count	47.3	38.7	86.0
	Male	Count	10	4	14
		Expected Count	7.7	6.3	14.0
Total		Count	55	45	100
		Expected Count	55.0	45.0	100.0

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.775a	1	.183		
Continuity Correction b	1.087	1	.297		
Likelihood Ratio	1.841	1	.175		
Fisher's Exact Test				.250	.148
Linear-by-Linear Association	1.757	1	.185		
N of Valid Cases	100				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 6.30.					
b. Computed only for a 2x2 table					

The Chi-Square p-value for knowledge is 0.183. Since the p-value is higher than 0.05, we are unable to rule out the null hypothesis and come to the conclusion that there is no discernible relationship between gender and knowledge-based buying decisions.

Crosstab					
			Coupon discount		Total
			0	1	
Gender	Female	Count	78	8	86
		Expected Count	79.1	6.9	86.0
	Male	Count	14	0	14
		Expected Count	12.9	1.1	14.0
Total		Count	92	8	100
		Expected Count	92.0	8.0	100.0

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.416a	1	.234		
Continuity Correction b	.434	1	.510		
Likelihood Ratio	2.524	1	.112		
Fisher's Exact Test				.596	.285
Linear-by-Linear Association	1.401	1	.236		
N of Valid Cases	100				
a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 1.12.					
b. Computed only for a 2x2 table					

The Chi-Square value p-value of 0.234 for the coupon discount suggests that we are unable to reject the null hypothesis.

Crosstab					
			Entertainment		Total
			0	1	
Gender	Female	Count	56	30	86
		Expected Count	53.3	32.7	86.0
	Male	Count	6	8	14
		Expected Count	8.7	5.3	14.0
Total		Count	62	38	100
		Expected Count	62.0	38.0	100.0

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	2.532a	1	.112		
Continuity Correction b	1.675	1	.196		
Likelihood Ratio	2.455	1	.117		
Fisher's Exact Test				.141	.099
Linear-by-Linear Association	2.507	1	.113		
N of Valid Cases	100				
a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is 5.32.					
b. Computed only for a 2x2 table					

The Chi-Square result has a p-value of 0.112 for amusement. We reject the null hypothesis since the p-value is less than 0.05 and come to the conclusion that there is a significant relationship between gender and entertainment buying decisions.

Crosstab					
			other		Total
			0	1	
Gender	Female	Count	66	20	86
		Expected Count	65.4	20.6	86.0
	Male	Count	10	4	14
		Expected Count	10.6	3.4	14.0
Total		Count	76	24	100
		Expected Count	76.0	24.0	100.0

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.187a	1	.666		
Continuity Correction b	.009	1	.925		
Likelihood Ratio	.180	1	.671		
Fisher's Exact Test				.738	.445
Linear-by-Linear Association	.185	1	.667		
N of Valid Cases	100				
a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 3.36.					
b. Computed only for a 2x2 table					

The Chi-Square value for additional components was a p-value of 0.666, suggesting that we are unable to rule out the null hypothesis.

INTERPRETATION

The Chi-Square test was used to compare the alternative hypothesis (H_1) that there is a significant difference between gender and purchase choice with the null hypothesis (H_0) that there is no significant difference between gender and buy decision. The results showed that there is no discernible relationship between gender and knowledge-based buying decisions, coupon discounts, and additional components. However, there is a significant relationship between gender and entertainment buying decisions. Therefore, when it comes to amusement, there is a significant difference between gender and buying decisions. These findings can be used to inform marketing strategies targeted at specific genders and their preferences in purchasing decisions.

4.3 TO STUDY THE FACTORS LEAD TO SOCIAL MEDIA INFLUENCES LEADS TO PURCHASE DECISION OF BEAUTY PRODUCT.

H_0 = There is no significant difference between gender and factors of purchase

H_1 = There is significant difference between gender and factors of purchase

Gender * What are the factors that would interest you to watch the content Crosstabulation								
			What are the factors that would interest you to watch the content					Total
			1	2	3	4	5	
Gender	Female	Count	60	15	3	1	7	86
		Expected Count	59.3	15.5	3.4	.9	6.9	86.0
	Male	Count	9	3	1	0	1	14
		Expected Count	9.7	2.5	.6	.1	1.1	14.0
Total		Count	69	18	4	1	8	100
		Expected Count	69.0	18.0	4.0	1.0	8.0	100.0

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.738a	4	.947
Likelihood Ratio	.810	4	.937
Linear-by-Linear Association	.013	1	.909
N of Valid Cases	100		
a. 6 cells (60.0%) have expected count less than 5. The minimum expected count is .14.			

INTERPRETATION

The p-value (asymptotic significance) is higher than the significance criterion of 0.05 based on the Chi-Square test findings. There is no discernible difference between gender and the elements that would make someone want to watch material, thus we are unable to reject the null hypothesis. In summary, we cannot draw the conclusion that the elements that would cause someone to consume material are significantly influenced by gender.

CHAPTER V
FINDING, SUGGESTIONS & CONCLUSION

5. FINDING, SUGGESTIONS & CONCLUSION

INTRODUCTION

It is essential for consumer to get awareness about beauty product that is influenced through social media. The study has identified that the beauty vloggers plays significant role in social media platform. Primary data were collected from the respondents using goggle from questionnaire. Analysis of the data and interpretation of the result were made with reference to the objectives of the study.

5.1 FINDING

- ❖ There are significant gender differences in social media usage for YouTube and Instagram, with more females reporting usage compared to males. In contrast, Twitter usage is predominantly male-dominated, with no females reporting usage. However, there are no significant gender differences in the use of Facebook and "other" platforms. These findings provide valuable insights into gender differences in social media usage and may inform marketing strategies targeted at specific demographics.

- ❖ There is a significant relationship between gender and entertainment-based buying decisions, but no significant relationship between gender and knowledge-based or coupon-based buying decisions. Additionally, there was no significant relationship found between genders and buying decisions based on additional components. These results suggest that gender may play a role in certain types of buying decisions, particularly those related to entertainment, but not in others.

- ❖ There is no significant relationship between gender and the elements that would cause someone to consume material. The p-value obtained from the test was greater than the significance criterion of 0.05, indicating that the results were not statistically significant. Based on this, it cannot be concluded that gender significantly influences the elements that would cause someone to consume material. Therefore, the null hypothesis cannot be rejected.

- ❖ Out of 100 respondents 86 percentages of respondents are female and 14 percentage of the respondents are male.
- ❖ Most of the respondents belong to the age between 19 to 25 and least belong to the age between
- ❖ Most of the respondent use YouTube media platform.
- ❖ 56 percentages of the respondents are spending between 2 to 4 hours.
- ❖ Frequency of respondents always watching beauty product content in the social media is only 5 percentages.
- ❖ Knowledge and entertainment are the significant reason to follow a beauty channel.
- ❖ Most of the products are promoted through product reviews.
- ❖ 87 percentages of respondents sometimes make purchase decision even after an influencer recommendation.
- ❖ Most of the respondents strongly agree to look for reviews before making purchase decision of beauty product.
- ❖ Most of the respondents believe that influence marketing makes easy to make purchase decision.
- ❖ Frequency of purchase made by half of the respondents are in yearly basis.
- ❖ Most of the respondents agree that expertise and knowledge is necessary for a beauty vlogger.
- ❖ Respondents have agreed in trustworthiness on influence marking than celebrity endorsement. When harmful products are not endorsed by the influencer, some of consumers are ready to try the product.

5.2 SUGGESTIONS

- ❖ In order to use influencer marketing to influence more people, specific incentives like coupon discounts must be offered. This will affect how buyers decide what to buy.
- ❖ One must take into account customer input.
- ❖ Influencers are recommended to be knowledgeable about the products they recommend. They must be knowledgeable about the impact of the product's constituents.
- ❖ It is advised that content makers stay real and do not overstate the efficacy of the product because consumers demand authentic material from beauty vloggers. Customers' faith in beauty brand products may rise as a result.
- ❖ To increase awareness of the beauty brand, influencers must go into detail regarding the ingredients utilised in the product.
- ❖ Product reviews shouldn't contain a lot of commercial content because doing so can make consumers less trusting.
- ❖ The influencer needs to be honest about the benefits and drawbacks of the products.

5.3 CONCLUSION

In conclusion, influencer marketing has become an important strategy for businesses, particularly in the beauty industry, to connect with their target audience and increase sales. This study aims to examine the impact of social media influencers' endorsement of beauty brands in the Ernakulam area, focusing on college students as the population. The objectives of the study are to identify the most effective category of social media influencers, determine if they lead to purchase decisions of beauty products, and explore the factors that influence those decisions. The study's significance lies in providing insights for beauty firms on the effectiveness of influencer marketing and the benefits it offers to consumers. However, the study has some limitations, including lack of awareness of the term "influence marketing" among respondents, time constraints, and personal prejudice affecting respondents' judgment.

The study provides valuable insights into gender differences in social media usage, showing that YouTube and Instagram are more popular among females, while Twitter is predominantly male-dominated. Gender may also play a role in certain types of buying decisions, particularly those related to entertainment, but not in others. However, there is no significant relationship between gender and the elements that would cause someone to consume material.

The sample consisted mostly of females aged 19 to 25 who predominantly use YouTube, with many spending 2 to 4 hours on the platform. While only a small percentage always watch beauty product content on social media, knowledge and entertainment are significant reasons for following a beauty channel. Product reviews are the most common way products are promoted, and many respondents make purchase decisions after an influencer recommendation.

Most respondents look for reviews before making a purchase decision, and believe that influence marketing makes it easier to make a decision. Half of the respondents make purchases on a yearly basis, and expertise and knowledge are seen as necessary for a beauty vlogger. Respondents also trust influence marketing more than celebrity endorsement, and are willing to try products not endorsed by influencers if they are deemed safe.

Overall, these findings provide useful insights for beauty brands and marketers looking to leverage influencer marketing to connect with their target audience and increase sales in the Ernakulam area.

Influencer marketing can be an effective tool in the beauty industry, but it is important to offer specific incentives, take customer input into account, and ensure that influencers are knowledgeable, authentic, and honest in their product reviews. Additionally, providing detailed information about product ingredients and avoiding excessive commercial content in reviews can help increase brand awareness and build trust with consumers.

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APPENDIX

THE IMPACT OF SOCIAL MEDIA INFLUENCES ENORSEMENT ON BEAUTY PRODUCTS WITH SPECIAL REFERENCE TO ERANKULAM DISTRICTS

Dear respondent,

I'm a student of ST.TERESA'S COLLEGE (AUTONOMOUS) ERNAKULAM, pursuing M.com in finance and Taxation .The following is a questionnaire provided for the purpose of data collection a part of my final year project. The study intends to examine the impact of socialmedia influnces endorsement on beauty products with special reference to Erankulam city.

I assure you that all the data collected will be used only for the purpose of the study and will be kept strictly confidential. Hereby expecting your esteemed cooperation and suggestions.

THANK YOU.

* Indicates required question

1.   Email ID *

     _____

2.   Gender *

     Mark only one oval.

     ( ) Male

     ( ) Female

     ( ) Other

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3. Age *

    Mark only one oval.

    ◯ Below 18

    ◯ 19-25

    ◯ 26-35

    ◯ Above 36

4. Which scial media do you spend more time *

    Tick all that apply.

    ☐ Youtube
    ☐ Instragram
    ☐ Facebook
    ☐ Twitter
    ☐ OTHER

5. How much time do you spend on social media in a day *

    Mark only one oval.

    ◯ Less than 2 hour

    ◯ Between 2 to 4 hours

    ◯ Between 4 to 6 hours

    ◯ More than 6 hours

6. Do you search reviews of beauty product in social media *

    Mark only one oval.

    ◯ always

    ◯ Often

    ◯ Sometimes

    ◯ Rarely

    ◯ Never

7.   Do you watch beauty influencer content in the social media *

Mark only one oval.

⬭ Always

⬭ Often

⬭ Sometimes

⬭ Rarely

⬭ Never

8.   How do you often buy beauty products *

Mark only one oval.

⬭ Weekly

⬭ Monthly

⬭ Half Yearly

⬭ Yearly

9.   Reason for you to follow beatuy channel in social media *

Tick all that apply.

☐ Knowledge
☐ Coupon discount
☐ Entertainment
☐ Other

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10.   Please tick the following box according to your mindset. *

Mark only one oval per row.

	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE
I actively seek out reviews before making purchase of a beauty products	⬭	⬭	⬭	⬭	⬭
It makes easier for me make purchase decision	⬭	⬭	⬭	⬭	⬭
Social media influencer review of beauty product are more trustworthy than celebrity endorsement	⬭	⬭	⬭	⬭	⬭
Influencers will not endorse a product that harm me	⬭	⬭	⬭	⬭	⬭
Do you think expetise and deep knowledge is needed for a beauty vloggers.	⬭	⬭	⬭	⬭	⬭

11. Suppose you are about to   purchase a beauty product and you are looking at a   *
     review of the product in social media. Which of the following would you value
     more

     Mark only one oval.

     ◯ Popularity of the beauty vlogger

     ◯ No. of viewers

     ◯ No .of subscribers

     ◯ Any other

12. What are the factors that would interest you to watch the content *

     Mark only one oval.

     ◯ Product review

     ◯ Product tutorial

     ◯ coupon code discount

     ◯ Live streaming

     ◯ other

13. Does price of the products affect your purchase decision even after an influencer *
     recommendation

     Mark only one oval.

     ◯ Always

     ◯ Often

     ◯ Sometimes

     ◯ Rarely

     ◯ Never

Google Forms

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