

THE IMPACT OF SOCIAL MEDIA INFLUENCERS ON CONSUMER BEHAVIOUR IN  
THE BEAUTY INDUSTRY: A FOCUS ON THE 18-21 AGE GROUP.

Project Report

Submitted by

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*In partial fulfilment of requirements for award of the degree*

*Of Bachelor of Arts*

St. Teresa's College (Autonomous), Ernakulam



College With Potential for

Excellence Accredited by NAAC with 'A++'

Grade

Affiliated to

Mahatma Gandhi University

Kottayam-686560

April 2024

## Declaration

I do affirm that the project “THE IMPACT OF SOCIAL MEDIA INFLUENCERS ON CONSUMER BEHAVIOUR IN THE BEAUTY INDUSTRY: A FOCUS ON THE 18-21 AGE GROUP” submitted in partial fulfilment of the requirement for the award of the Bachelor of Arts degree in English Literature and Communication Studies has not previously formed the basis for the award of any degree, diploma, fellowship or any other similar title or recognition.

Ernakulam

Tanisha Lewis

22/03/2024

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B.A. English Literature and Communication Studies

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## Certificate

I hereby certify that this project entitled “The Impact of Social Media Influencers on Consumer Behaviour in the Beauty Industry: A Focus on the 18-21 Age Group” by TANISHA LEWIS is a record of bonafide work carried out by her under my supervision and guidance.

Ernakulam

Drisya K K

22/03/2024

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## Acknowledgement

I take this opportunity to offer my humble prayers and thanks to God Almighty for His mercy and blessings for the completion of this project.

I am deeply grateful to Rev. Dr. Sr. Vinitha, CSST, Provincial Superior and Manager, St. Teresa's College (Autonomous), Ernakulam, for her kind cooperation and I am highly indebted to Rev. Sr. Emeline, CSST, Director, St. Teresa's College (Autonomous), Ernakulam and Dr. Lizzy Mathew, Principal, St. Teresa's College (Autonomous), Ernakulam for their unconditional support and encouragement during my course of study in this institution.

I am extremely grateful to Ms. Allu Alfred, Head of the Department of Communicative English, St. Teresa's College (Autonomous) for the valuable suggestions and guidance provided by her in fulfilling this project. I am profoundly indebted to my guide for her constant support and help for the successful completion of this project.

I am extremely thankful to my supervising guide, (Name), Department of Communicative English for her guidance and to all the teachers of the department for their valuable help rendered for the successful completion of this project.

Last but not the least, I wish to express my gratitude to my friends and family for their love and support.

Tanisha Lewis

## **ABSTRACT**

We are said to be in the era of digitalization where technology has transformed the way we view the world and ourselves; hence we can understand that the usage of social media is high now more than ever; In this era, we place an importance for social media influencers as they dominate these media platforms; in this study, it investigates how social media influencers impact consumer behavior, focusing on the 18–21 age group. Data was acquired from young consumers using mixed approaches that combined quantitative surveys and qualitative discussions to examine their attitudes, perceptions, and behaviors regarding purchasing habits of beauty products influenced by social media influencers. The results reveal the opinions of young adults and their shopping decisions in the beauty industry that are influenced by social media influencers. There is a stable consumer engagement and loyalty when factors like credibility, authenticity, trustworthiness are exhibited by social media influencers. This study adds to our understanding of the dynamics of the “influence” wielded by social media influencers and consumer behavior in the beauty industry and offers insightful information to both researchers and practitioners.

Keywords include: Social Media Influencers, Beauty Industry, Consumer engagement.

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## **1-Introduction.**

In a globalized economy like the one we are witnessing and living now, many doors have opened to multiple opportunities across all areas and fields. In this project, we examine the impact set out by social media influencers. In a digitalized era, we have given an upper hand to those who dominate areas such as social media. Lifestyles and routines of commoners were heavily influenced by 2017. The pandemic also played a major role in shaping people's lives. People began doing more research about their environment as a way to pass time during lockdown; as people began to learn and unlearn, they also started realizing the importance of personal hygiene, which was again a result of the pandemic. This is when the advent of products and equipment within the beauty industry began to flourish. Skincare, makeup products, all of these showed people how to groom themselves.

“Personal grooming” has become a concept that portrays aesthetics, hygiene, and beauty. Along with the pandemic, people began experimenting with beauty products, fashion, and different lifestyle choices. Some products that started flourishing were the use of sunscreens, hair and face serums, etc. People started breaking down the science of cosmetics. It is also associated with mental well-being because it is often seen as a “mindful” and “therapeutic” practice. Societal and cultural practices have also been revived by engaging in age-old practices of beauty and grooming rituals; this can create a sense of connection with your roots and others around you.

### **1.1 Impact of Social Media Influencers**

Social media influencers play a pivotal role in shaping trends, promoting products, and influencing consumer behavior within the beauty industry. Influencers now wield the power to paint a picture of a brand or a product; they have the full freedom of creativity to portray the “item” as they please. Thus, with their talent and ideas, they can “promote” and

“advertise” of a product’s full potential. Their recommendations and honest reviews can captivate and persuade their audience to an extent. “Trendsetting” is also a phenomenon that became popular with the concept of “social media influencers”. It helps to shape the perspective of an audience. The youth are known to imitate each other; specifically, teenagers for reasons like social acceptance, keeping up with the latest trends, etc. They’re also an active group in the society who are more open to trying out new lifestyles, hobbies, etc. Upon research, it is understood that the youth tend to follow trends that are popular on the media, a small portion of it includes imitating similar lifestyle patterns of that of a social media influencer; i.e. using the same beauty products like skincare, hair care, makeup products, etc. sometimes when an influencer talks about the product they are using; sponsored or not sponsored, the youth, at times feel a strong urge to purchase the same product. This is currently the scenario of influencers influencing “consumer behavior”.

## **1.2 Consumer engagement and Beauty industry**

“Consumer engagement” is also a crucial aspect to consider regarding beauty marketing; the “influencers” often act as a “middlemen” to engage with the audience by replying to comments, interacting directly or via social media platforms/emails etc. This fosters a relationship between the company, the influencer, and consumers. There was also an increased rise in the concept of e-commerce. People shifted to purchase items online as lockdowns were ordered. Beauty brands have embraced virtual try-on technologies, augmented reality (AR) tools, and online consultations to provide a more interactive and personalized shopping experience for customers. There are also several successful collaborations between beauty brands and influencers that have helped in gaining certain brands a “name” in the industry. Examples would include Fenty Beauty by Rihanna, Jaclyn Hill x Morphe, etc.



The researcher included information from a website that states about how Rihanna, a very popular celebrity that started the Fenty Beauty line;

“The strategic use of celebrity endorsements and influencer collaborations allowed Fenty Beauty to tap into a vast audience of loyal fans and beauty enthusiasts.

Rihanna’s iconic status and authentic connection to the brand elevated Fenty Beauty’s appeal, drawing in consumers who admired her artistic vision and commitment to diversity. By partnering with influential makeup artists and beauty gurus, Fenty Beauty expanded its reach to niche communities and gained credibility through word- of-mouth marketing.

The brand’s choice to collaborate with influencers who shared its values of inclusivity and self-expression ensured that the message resonated with their audiences authentically. Fenty Beauty’s products became a part of viral makeup challenges, trends, and online conversations, further solidifying the brand’s position as a leader in the beauty industry. Through celebrity and influencer partnerships, Fenty Beauty was not only able to drive immediate sales but also cultivate a community of advocates who continue to champion the brand’s values and products.”

The beauty industry is a vast industry that encompasses a wide variety of products and services catering to personal needs, professional needs, etc. It consists of numerous grooming products like cosmetics, skincare, fragrances, haircare and so on. It is a booming industry that generates multi billion dollars that satisfy various societal tastes and demographics. In this study, we are specifically studying the demographic of young adults, i.e. 18-21 year olds.

There also exists a complex intermix of psychological factors that influence a certain age group. Teenagers and young adults fall in the 18-21 category; therefore, understanding their behavior and analyzing their reasons to participate in the purchasing behavior will be explored further in this project.

This project will also delve deep into understanding the positives and the different drawbacks of the impact of social media influencers on consumer behavior in the beauty industry. Positive results such as increased awareness and access to diverse products. Negative results such as unrealistic beauty standards, quality of products used, influence of impulsive and unnecessary purchases, lack of transparency regarding sponsored content.

This study is significant because it may offer marketers, industry professionals, and beauty businesses useful information. Determining the interplay between the 18–21 age group and social media influencers may help with strategic choices about brand positioning, product launches, and marketing initiatives. This study adds to the continuing discussion about influencers' roles and how they affect customer behaviour as the beauty business develops in the digital era.

### **1.3 SCOPE OF THE STUDY**

The study explores the influence of social media influencers on the 18-21 age group in the beauty industry. It examines how these influencers influence purchasing decisions, analyzes industry trends, evaluates the effectiveness of influencers, and studies consumer behavior regarding beauty products. The study also explores the impact of brand perception on these decisions, particularly in the 18-21 age group.

#### **1.4 Objectives of the study**

1. To investigate the influence of social media influencers on consumer behavior in the beauty industry, particularly among young adults aged 18-21.
2. To analyze current beauty industry trends influenced by social media influencers and their impact on consumer preferences and purchasing decisions.

3. To evaluate the effectiveness of social media influencers in promoting beauty products and shaping consumer perceptions.
4. To understand the behavior of young consumers aged 18-21 regarding beauty products and their engagement with influencer content on social media platforms.
5. To explore how brand perception, influenced by social media influencers, affects consumer choices and purchasing behaviour in the beauty industry, with a focus on the 18-21 age group.

## 2 – LITERATURE REVIEW

A thesis's literature review provides an extensive understanding of the area's current level of knowledge, which is the basis for the research that is done. It is essential for determining the research's significance and uniqueness and for guiding the study's course. Evaluating the reliability, credibility, and applicability of different sources—including books, reports, academic papers, and other scholarly works—is a part of a literature review. According to the University of Edinburgh,

“In a larger piece of written work, such as a dissertation or project, a literature review is usually one of the first tasks carried out after deciding on a topic. Reading combined with critical analysis can help to refine a topic and frame research questions. Conducting a literature review establishes your familiarity with and understanding of current research in a particular field before conducting a new investigation.”

Joel Backaler's book *Digital Influence: Unleash the Power of Influencer Marketing to Accelerate Your Global Business* is a thorough manual for comprehending and implementing influencer marketing in today's digital world. It provides an overview of the history of influencer marketing in the introduction, covering everything from the rise of social media to conventional celebrity endorsements. The author makes the argument that trustworthy advice and recommendations are now preferred by customers over traditional types of advertising. Influencers are grouped by Backaler according to their audience impact, relevancy, and reach. The author distinguishes between three categories of influencers: macro-influencers, such as public personalities and celebrities, micro-influencers, who have a smaller but very engaged audience, and ordinary consumers with a devoted following.

Another source of literature is Brittany Hennessy's book "Influencer: Building Your Personal Brand in the Age of Social Media" provides an in-depth manual on how to recognize and capitalize on social media influencers to create personal brands and thrive in the digital age. Hennessy opens up the discussion by defining influencer marketing and emphasizing its importance in the modern digital world. She goes into depth about social media influencers' life-changing journeys, emphasizing how they become powerful brand advocates. By creating authentic, accessible material that captivates their audience, these influencers have mastered their trade. Their genuineness and connection with consumers have made them valuable partners for companies looking to engage with customers in an increasingly crowded online environment. Throughout the book, there is a constant emphasis on the significance of developing a personal brand that captures your distinct identity, beliefs, and area of expertise. Hennessy offers advice on how to find your brand's specialty, develop your brand narrative, and keep your social media presence consistent.

In the research conducted by Jihye Kim and Minseong Kim, titled, "Rise of Social Media Influencers as a New Marketing Channel: Focusing on the Roles of Psychological Well-Being and Perceived Social Responsibility among Consumers"; they concluded that,

"The main purpose of this study was to predict users' loyalty toward their favorite social media influencers from the perspectives of perceived friendship and psychological well-being, which were initially determined by social media influencer attributes, including perceived language similarity, interest similarity, interaction frequency, and self-disclosure. More importantly, this study found a significant moderating role of users' perceived social responsibility of their favorite social media influencers in the relationship between psychological well-being and loyalty toward the influencer. The empirical findings of this study provide new insights into social media influencer marketing, particularly within the context of strategic partnerships between a brand/product and social media influencers."

## **3– METHODOLOGY**

### **3.1- Introduction to methodology**

A research paper's methodology section is where you explain the steps and methods you took to carry out your investigation. It acts as a roadmap for how you conducted your study and how you collected, examined, and interpreted information to find answers to your research questions or validate your theories. It describes "how" you conducted your investigation.

### **3.2– Assumptions of the study**

While conducting the study of “the impact of social media influencers on consumer behavior in the beauty industry particularly observing the 18-21 age group; several assumptions may underlie the research, this can shape the methodology, research design and interpretation of the study; some of the assumptions are:

- **Social Media Influence:** The study assumes that consumers' behavior in the beauty business is significantly influenced by social media influencers, especially among young adults (18–21 years old). This presupposes that members of this age group actively use social media platforms and are influenced by the content they come across.
- **Consumer Behavior:** This study assumes that various elements, such as social media content, peer influence, brand image, and product reviews, have an impact on customer behavior in the beauty industry. It also assumes that young adults' shopping decisions are significantly influenced by these factors.
- **Preference for Online Information:** The study assumes that rather than traditional advertising or word-of-mouth, the 18–21 age group prefers to obtain information and

recommendations about beauty products and trends through online platforms, such as social media channels and the content of beauty influencers.

- **Influencer Trust:** It is assumed that younger consumers view social media influencers as reliable sources of information and advice when it comes to beauty items. Brand loyalty and purchase decisions may be influenced by this trust.
- **Homogeneity within the Age Group:** The study assumes that there is some degree of homogeneity in the attitudes, preferences, and behaviours of the 18–21 age group with relation to cosmetic products and social media usage. However, it is important to recognise that this age group is diverse and to take into account possible differences based on things like gender, economic level, cultural background, and personal interests.
- **Impact on Purchasing Decisions:** According to the study, young customers in the beauty industry are directly influenced by the content of social media influencers when making purchases. This implies a causal relationship between consumer behaviour and exposure to influencer content, which may need thorough empirical evaluation.

### 3. THEORETICAL FRAMEWORK

The theoretical framework for the study on "The Impact of Social Media Influencers on Consumer Behaviour in the Beauty Industry: A Focus on the 18-21 Age Group" can draw upon various theories to deepen the understanding of the complex relationships between social media influencers and consumers. Here are a few theories that can be used;

1. **Uses and Gratifications Theory:** “Uses and gratifications theory is a psychological perspective that “explains why people use mass media and what gratifications they

receive from it. The theory was first introduced in the 1940s by Lazarsfeld and Stanton”

This theory of communication focuses on the reasons behind and methods by which people use media to satisfy their needs and wants. Within the framework of the research, it is possible to investigate the reasons why young adults interact with influencers in the beauty industry: whether they are looking for amusement, a way to connect with others, knowledge, or ideas about next trends and beauty products.

2. Social Identity Theory: Social identity theory (SIT) was developed by Henri Tajfel in the late 1960s and early 1970s.

According to this idea, people’s perceptions of themselves are influenced by the social groups they belong to, and they use this connection in order to maintain a positive social identity. The study of the interaction between social and personal identities is known as social identity theory in social psychology. The goal of social identity theory is to define and forecast the circumstances under which people perceive themselves as members of a group or individuals. The theory also considers how social and personal identities affect how people perceive themselves and behave in groups.

When used in conjunction with the study, it can shed light on how young consumers' brand preferences and consumption habits are influenced by social media influencers who either represent aspirational standards of beauty or are members of similar social circles.

3. Social Influence Theory-Herbert Kelman, a Harvard psychologist, developed the Social Influence Theory in 1958. According to Social Influence Theory, people's decisions, attitudes, and behaviours are influenced by the others in their social circle. Due to their massive following and capacity for persuasion, social media influencers have a big say over what items young customers decide to purchase in the beauty



market. In relation to the study, we can investigate the degree to which young consumers, ages 18 to 21, are influenced by social media influencers in terms of their attitudes, preferences, and purchasing habits about beauty items. They can investigate how consumer decision-making processes are impacted by influencer material, such as product reviews, tutorials, and endorsements.

#### 4. CONCEPTUALIZATION OF TOPIC AND KEY WORDS

For the better understanding, there are few keywords the researcher come across in this study.

- “Consumer Engagement” - Customer engagement is the way a company creates a relationship with its customer base to foster brand loyalty and awareness.
- “Trendsetters” - someone or something that starts or helps to popularize a new fashion, style, movement, etc.
- “Brand Awareness” - Brand awareness is a marketing term for the degree to which consumers recognize a product by its name.
- “Middlemen” - A person or organization that makes a profit by trading in goods as an intermediary between the producer and the consumer.
- Social Media Influencers: Social media influencers are individuals who have established a reputation for their expertise on a specific topic, regularly posting on their preferred channels, and attracting a large following.
- Beauty Industry: The beauty industry encompasses various products such as cosmetics, perfume, skincare, and haircare.

### 3.5 - SAMPLE SELECTION

Sample selection for a dissertation simply refers to the group you select to conduct your study; it can be a particular age group, gender, other social stratifications. National Institutes of Health defines “sample selection” as “Sampling can be defined as the process through which individuals or sampling units are selected from the sample frame.”

The sample that I have chosen is the age group of 18-21; as young adults are now the main category that has a lot of social media exposure, a questionnaire was prepared to be sent to people that come under this age category. The intention to collect at least a 100 responses.

### 3.6 METHODS OF THE STUDY

This study uses a mixed-method approaches to explore the influence of social media influencers on consumer behaviour in the beauty industry, focusing on the 18-21 age group. A targeted online survey will be distributed to a diverse sample of individuals aged 18-21, focusing on social media usage, preferences, trust in influencers, and purchasing behaviour. Semi-structured interviews will be conducted with a subset of participants to understand their experiences and perceptions. The study will also explore qualitative aspects such as personal connections with influencers, trust factors in influencer recommendations, influencers' role in shaping beauty preferences, and ethical concerns. The findings will be triangulated to provide a comprehensive understanding of the research questions.

### 3.7 DATA COLLECTION

The study will use a combination of quantitative and qualitative methods, including an online survey and semi-structured interviews. Purposive sampling will ensure representation across various demographics. Ethical considerations will be taken into account, including obtaining informed consent and ensuring anonymity. Secure data management practices will be implemented, and a pilot test will be conducted to identify ambiguities. A realistic timeline for data collection will be established, and data validation

checks will be implemented to ensure accuracy. This approach aims to provide a comprehensive understanding of how social media influencers influence the beauty-related consumer behavior of individuals in the 18-21 age group.

### 3.8 LIMITATIONS of the study

The study has several limitations, including a sample size restriction of 100 participants, time constraints, uncertainties in data quality and reliability, and a homogeneity assumption of 18-21 age group attitudes towards cosmetic products and social media usage. The study also acknowledges the need for thorough empirical evaluation to establish causality and understand the underlying mechanisms driving consumer responses to influencer marketing strategies. Addressing these limitations through methodological improvements, such as increasing sample size, extending data collection periods, enhancing data quality measures, considering demographic diversity, and conducting further empirical research, can strengthen the study's validity and reliability.

### 3.9 ANALYSIS OF THE STUDY

The study analyses data on the impact of social media influencers on consumer behaviour in the beauty industry among 18-21-year-olds. It uses quantitative and qualitative methods to analyse key variables such as social media usage patterns, influencer trust levels, and purchasing behaviour. Thematic coding and content analysis are used to identify recurring themes and patterns related to influencer impact on beauty preferences and purchasing decisions. The study also integrates findings from both quantitative and qualitative analysis to enrich the overall understanding of the research questions. Emergent themes and patterns highlight the salient factors influencing consumer behaviour, such as influencer role, brand perception, and trust-purchase decision relationship. The findings are

discussed for beauty brands, marketers, and influencers, offering recommendations for effective strategies.

## 4 – Data Analysis and Interpretation

In this section, the gathered data will be analysed; as the researcher successfully collected a 100 responses from individuals under to 18-21 category; a clearer idea was contributed to this study.

Age  
100 responses

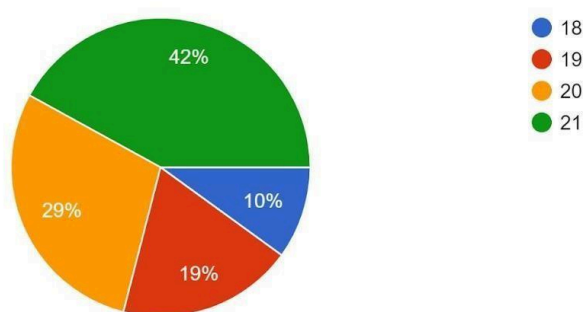


Figure 1

The first pie chart is regarding the age. We can conclude that 21 year olds are the majority.

Gender  
100 responses

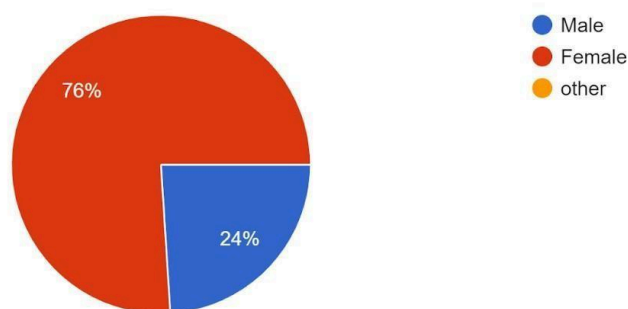


Figure 2

The second graph is regarding their gender, we can come to the conclusion that the majority is female who participated in this questionnaire.

How frequently do you purchase beauty products?

100 responses

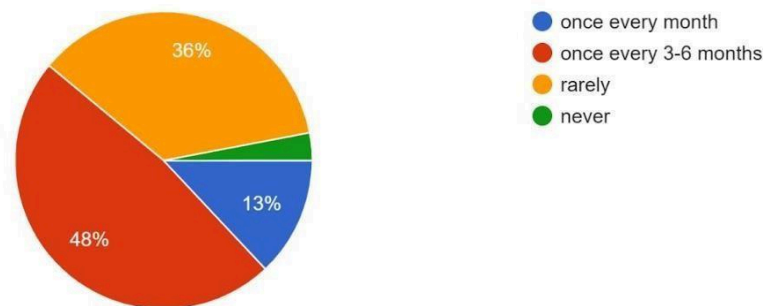


Figure 3

Different types of beauty products are being bought every 3 – 6 months by the majority of the group. 36% of them buy these products rarely, 13% once every month and 3% never.

what are the factors that you look out for when you purchase beauty products?

100 responses

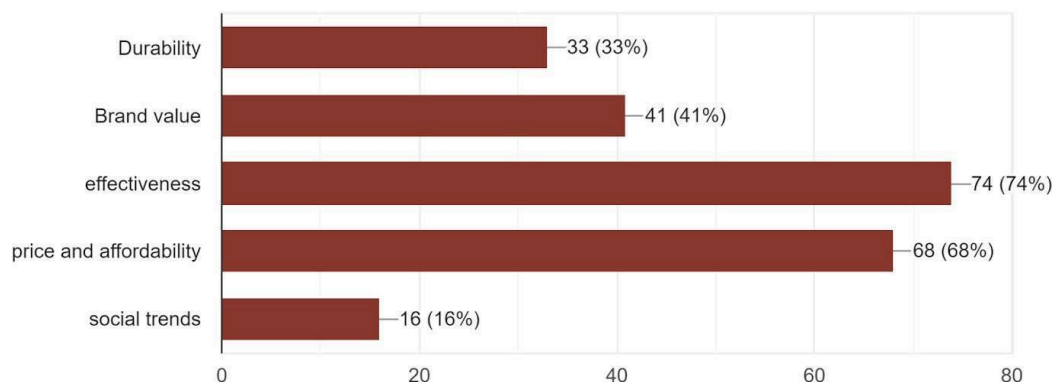


Figure 4

A lot of them value a product's "effectiveness" more than the other factors because there is a strong desire for evident results; before and after using the products. Many young adults are also now becoming more aware of the ingredients being used in the products; this can half guarantee whether the product will be "effective" or not. Young adults are also a group that is navigating to finding their identity and personality; and they are often seen as making changes in their appearances, so they use these beauty products to express themselves and

boost confidence by using them. The second factor is “price and affordability”, third factor being “brand value”, fourth factor being “durability” and the last one being “social trends”

How often do you engage with (like, share, comment, posting stories etc) beauty related content on social media platforms?

100 responses

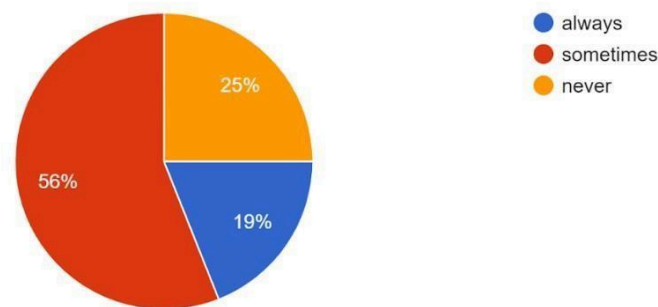


Figure 5

In this pie chart, we can see young adults being prone to interacting with beauty related content which in turn will alter the algorithm to cater to their beauty interests on various social media platforms like YouTube, Instagram, TikTok, etc. Beauty products related content on social media platforms reach the 18-21 year old age group mainly through influencer marketing, but that is not the sole reason. Other reasons being using hashtags, livestreaming and interactive content, etc.

on which social media platform you get to view the most beauty related content?

100 responses

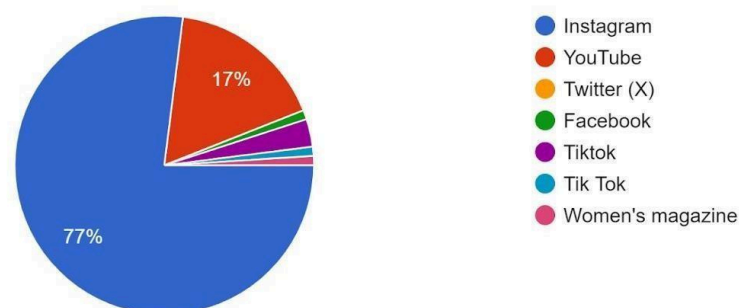


Figure 6

In this figure, we can see “Instagram” dominating over other social media platforms in promoting beauty content. The next popular platform is “YouTube”. Another social media platform that is very popular among young adults is “TikTok” and that is the third most popular platform.

To what degree do influencers play a role in the process of finding new beauty products?  
100 responses

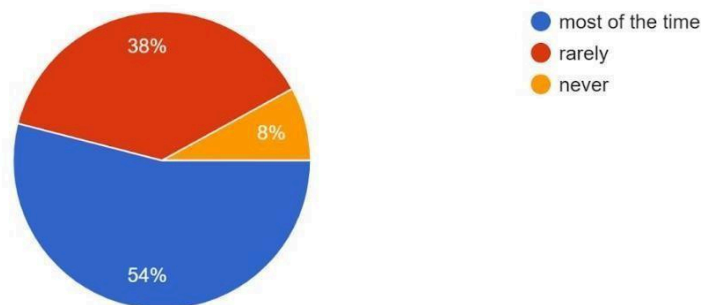


Figure 7

In this figure, we can come to the conclusion that social media influencers do indeed play a significant role in helping consumers find a variety of beauty products; the degree varying from recommendations and reviews, to trendsetting, inspiring the youth, etc. We also have a small group that states social media influencers only rarely play a role in helping them find new beauty products.



Are you aware when an influencer is promoting a product through sponsored content?

100 responses

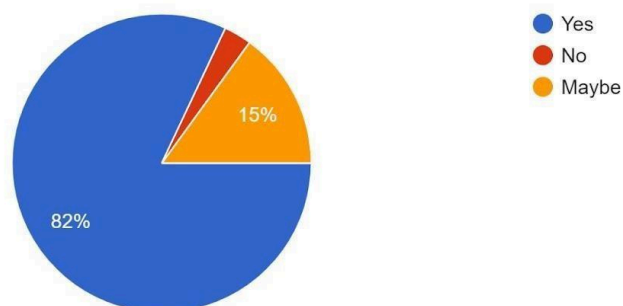


Figure 8

The participants also agree that they are aware when a product is being sponsored via an influencer. This is an important detail in this study as sometimes, a sponsored content may not get honest responses or reviews. A sponsored content can be recognized through different hashtags related to the sponsor. Another instance is when a certain brand of a beauty product is repeatedly mentioned in the social media influencer's profile. Affiliate links and discounts would also be mentioned which makes it easier to identify.

How likely are you to keep buying products from a brand/company that an influencer has recommended?

99 responses

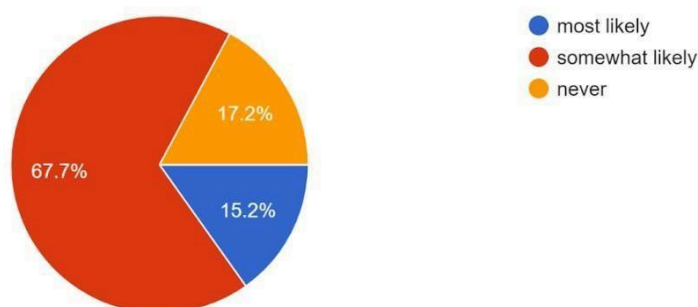


Figure 9

In this last figure, majority of them are open to buy products that a social media influencer recommends; this could be due to different reasons like living the same lifestyle as the influencer, new interests, open to trying new products, influence of peers, promotion and

offers. The other half from “somewhat likely” to “never”, this could be due to different reasons like trust, budget restraints, personal preferences, limited access or availability, lack of need or lack of interest, etc.

The researcher had also included few open ended questions to which many of the participants answered; their responses will be included in the appendix section.

What are the characteristics of an influencer that make them seem "credible"?

98 responses

Relatibility, credibility, time period of experience, number of followers etc

Non sponsored content, The actual effectiveness of the products, Long term usage of a product by them

They should have a good following count

Promotion on a smaller scale of just a few legit brands.

Number of followers, age, experience etc

When something is straightforwardly put out as a sponsored content I feel it definitely takes away some credibility. But when there's definite proof of a 'tried and tested' sponsorship, they seem a bit more trustable.

honest review

What are the characteristics of an influencer that make them seem "credible"?

98 responses

someone who is down to earth and not constantly doing sponsorships

Reliability and Experience

Being open about their experience with the product

If the person gives proper information on the product and reasons of why we should use it or how it can be helpful

Their social reach and following and their impact on their audience

How they recommend products after trying it themselves on camera as well as reviews

Their following

What are the characteristics of an influencer that make them seem "credible"?

98 responses

If the influencer gives unbiased reviews and presents both pros and cons of a particular product

has shown the product multiple times in their routine or videos, does not have too many sponsorship with various brands, has talked about the products without being sponsored, has been using it for a longer period of time, their online credibility and presence as a whole, does not partner with questionable/controversial/unethical brands and companies

They use the products themselves and show us the results. They are knowledgeable in the field of what type of product they are promoting (eg: if it's a hair product, they would know a lot about hair). Ps- they have a lot of subscribers

When they appropriately criticize / review the cons of the product

Being genuine and honest

What are the characteristics of an influencer that make them seem "credible"?

98 responses

when they test how long a product lasts or the stickiness of it

when they are not afraid to give a negative review or both negatives and positives of a product

POCs; if a lot of other people claim to love the products they're influencing

Reviewing the product before posting about it

Minimalistic approach, brand value

I don't trust them

If they give honest reviews. It includes things which they don't like about the product.

Standing out from the paid partnership label and giving the true product details

What are the characteristics of an influencer that make them seem "credible"?

98 responses

Number of views on their posts?

Them actually using it

The price range of the products they review, the lighting of their videos, whether their videos are sponsored or not etc.

Their knowledge about the product

Real transformations

Nil

not sponsored social media content and gives out negative and positive reviews.

What are the characteristics of an influencer that make them seem "credible"?

98 responses

trust

When they give every single details about the product, pros and cons.

when they promote less ad products

Their following and how open they are

Appealing

Trust and being genuine

relatability

Inclusivity

What are the characteristics of an influencer that make them seem "credible"?

98 responses

Popularity

They should be honest and trustworthy..

Less obnoxious and clearly benefitting from their products. Being transparent

they seem genuine and do not always promote products from major brands, those who engage with followers often

testing with proof, transparency

When it's not sponsored

their content should be genuine and honest reviews of different products

What are the characteristics of an influencer that make them seem "credible"?

98 responses

An influencer seems credible when they are real and honest, know a lot about their topic, and always share good stuff. They should talk to their followers and be clear about any ads or partnerships.

Using the same product multiple times

Fame

Authenticity

the reputation of the influencer and they're honesty

Credible influencers should exhibit authenticity and transparent, genuine interactions with their audience.

The testing of products with honest results

What are the characteristics of an influencer that make them seem "credible"?

98 responses

If they're a dermatologist or a nutritionist

Transparent about the products that work and don't work.

when they are honest in the content they post

The products they use, the number of followers, the feed backs they receive.

Number of likes, followers they have unconsciously create an image that they are credible. Also their presentation

By being genuine, an influencer can establish a personal connection with their audience, which enhances the sincerity and reliability of their recommendations and endorsements. More lasting relationships develop between influencers and their followers when they remain true to their values and beliefs.

Below are the responses for, "Name one or few products that you purchased after being influenced by an influencer".

Name one or few products that you purchased after being influenced by an influencer.

98 responses

None

None

Nil

laneige lip sleeping mask

Aqualogica sunscreen, rare beauty lip oil, dot and key tinted lip balm

Rare beauty lip oil

NA

Name one or few products that you purchased after being influenced by an influencer.

98 responses

Perfumes and clothes sometimes (?). I don't think I remember anything specific....

lip shades

summer friday's lip butter balm

Face masks, moisturisers, toners

The elf primer thats a dupe for the viral milk makeup primer

Parachute Aloe Vera coconut oil

Can't recall

Name one or few products that you purchased after being influenced by an influencer.

98 responses

Wow skincare blackhead remover cream  
Dot and key face serum

Sunscreen

Maybelline Lifter Gloss

aqualogica sunscreen, swiss beauty eyeshadow palette and derma co sunscreen

Pilgrim peeling solution

none

No experience so far

Name one or few products that you purchased after being influenced by an influencer.

98 responses

clarins lip oil

a lipstick

Kayali perfumes, Juvias place blush, Kylie Jenner lip products

Lipstick from Fenty, Mac., etc

Nope

Yaa, I purchased a garnier vitamin c serum, factor notes planner,

Sunscreens

Curly hair products

Name one or few products that you purchased after being influenced by an influencer.

98 responses

Dove men's aftershave cream

A lip balm, a lip liner, lip stick, a foundation

Dior Sauvage, Air Jordan 11

lip products.

Sun cream

Maybelline

Vinyl Ink Maybelline, it was bad

Sunscreen, moisturizer, toners

Name one or few products that you purchased after being influenced by an influencer.

98 responses

face care

Minimalist - Sunscreen

sky high - maybelline (mascara)

Maybelline lipsticks

sunscreen from dermaco

Lip tint, eyeliner

Lakme

Name one or few products that you purchased after being influenced by an influencer.

98 responses

Curly hair care products, scalp massager, sulphate free shampoos and sunscreen

Mars, Mama Earth, Love Beauty and Planet

Maybelline sky high mascara, sunscreen, iconic kajal

Neutrogena

Niacinamide serum by Minimalist, mCaffeine's exfoliating scrub

I purchased a product named "Purifying Neem Face Wash" from the brand Himalaya Herbals.

L'Oreal Paris hair serum

Drunk Elephant



Name one or few products that you purchased after being influenced by an influencer.

98 responses

Dove men's aftershave cream

A lip balm, a lip liner, lip stick, a foundation

Dior Sauvage, Air Jordan 11

lip products.

Sun cream

Maybelline

Vinyl Ink Maybelline, it was bad

Sunscreen, moisturizer, toners

Name one or few products that you purchased after being influenced by an influencer.

98 responses

Body lotion and suncream

My sister bought me the viral lip tint lipstick

Rimmel London

Laneige toner

Vilvah Alo gel, retinol

Face wash

long time ago, i was influenced to buy cetaphil face cleanser. it didn't work well on my skin.

Bumble and Bumble surf foam spray.

Name one or few products that you purchased after being influenced by an influencer.

98 responses

Dot and key sunscreen, lipstick

Bepanthen a medicated moisturizer

Cleanser, lipstick..

Primer, Concealer

i bought a sunscreen from aqualogica last year

Tower 28 Lip Jelly Gloss  
Any Rhode skincare and makeup

Chemist at play deodrant



Name one or few products that you purchased after being influenced by an influencer.

98 responses

Maybelline Concealer
Lakme foundation cream
Rare beauty
Ntg
Cleanser, sunscreen and hair serum
Tinted lip balm from forest essentials.
Makeup and clothing items

Below are the responses that were recorded for the question, “Have you developed long-term brand loyalty based on influencer recommendations? (name the brand and its product that you are using)”

Have you developed long-term brand loyalty based on influencer recommendations? (name the brand and its product that you are using)

97 responses

No
no
nope
No
Not really
Nope
Yes

Have you developed long-term brand loyalty based on influencer recommendations? (name the brand and its product that you are using)

97 responses

Rare beauty- lip oil

Laneige lip mask, I've been using it for two years

None so far

no.

yes: summer Fridays, elf

Requil

Nike- shoes

Have you developed long-term brand loyalty based on influencer recommendations? (name the brand and its product that you are using)

97 responses

Minimalist sunscreen

Maybelline, it's lipsticks are a staple.

yes, it's the aqualogica sunscreen recommended by @badassbrownbeauty

Nothing so far

Nivea cream

Garnier vitamin c serum

Nil

Have you developed long-term brand loyalty based on influencer recommendations? (name the brand and its product that you are using)

97 responses

Sugarboo. Obsessed with their shampoo and conditioner that turned out to work quite well with my hair.

Nivea

Yes, Apple, 13 pro max, airpods, apple watch 8

himalyan face washes

not really.

Yes. Lakme

Not yet.

Have you developed long-term brand loyalty based on influencer recommendations? (name the brand and its product that you are using)

97 responses

yes. Minimalist, sunscreen, serum

yes, i am forever loyal to maybelline - sky high mascara

Maybelline Fit Me

Aqualogica sunscreen

Yes. Lakme, foundation

Cetaphil maybe but not because of an influencer

no

Have you developed long-term brand loyalty based on influencer recommendations? (name the brand and its product that you are using)

97 responses

simple moisturizer

Neutrogena sunscreen

yes, my staple is Nivea facewash, i have been using it for the past two years

Yes, i have due to positive reviews and recommendations from influencers. The brand is "Forest Essentials" and the product I'm using is a tinted lip balm.

L'Oreal

Mac products in general

None

Have you developed long-term brand loyalty based on influencer recommendations? (name the brand and its product that you are using)

97 responses

Yes, Rimmel London

Vilvah

Nivea ,dove face wash shampoo

Yes, Vaseline face moisturizer for men.

Dot and key sunscreen

Yes. I don't want to single out any specific brand or item.

Cetaphil - cleanser

Foxtale cleaning duo

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Have you developed long-term brand loyalty based on influencer recommendations? (name the brand and its product that you are using)

97 responses

Not yet

Cetaphil

Yes, i have a strong loyalty for the brand "Himalaya Herbals" the product is a face wash.

None

None.

n/a

I have not

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Have you developed long-term brand loyalty based on influencer recommendations? (name the brand and its product that you are using)

97 responses

Not really, can't think of anything specific rn

Not really

Plum skincare

yes, the cetaphil moisturizer has worked well for me for the past 6 months

Yess, the always go to perfume is nykaa strawberry perfume, but it's not actually a influencer recommended. So I am not sure whether this will count or not.

Face shop

Yes, bath and body works

## **Ch 5 – Conclusion**

As the project has reached its conclusion; it has shed light on various angles of this particular study. The impact of social media influencers in the beauty industry with a narrowed down focus on 18-21 age group. Through thorough research, discussions and reading, obtaining primary information and opinions from the mentioned demographic, we have successfully demonstrated about the “influence” that social media influencers wield, we saw how sometimes, they can impact the purchasing habits of young adults; particularly the 18-21 year olds. We can understand that new marketing trends can also be used to effectively reach the demographic; leveraging the use of social media influencers and their influence. Although, majority of the consumers rely on the opinions and recommendations of social media influencers; there still exists a portion of consumers who don’t follow the trends or look out for the opinions of social media influencers.

It is understood that there are ample opportunities for further research for this particular study and we can comprehend better about the changing dynamics of internet marketing and help build more effective techniques for interacting with younger consumers in the beauty business by carrying out more research on this topic.

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## **APPENDIX.**

1. Name
2. Age
3. Gender
4. How frequently do you purchase beauty products?
  - once every month
  - once every 3-6 months
  - rarely
  - never
5. what are the factors that you look out for when you purchase beauty products?
  - Durability
  - Brand value
  - effectiveness
  - price and affordability
  - social trends
6. How often do you engage with (like, share, comment, posting stories etc) beauty related content on social media platforms?
  - always
  - sometimes
  - never
7. on which social media platform you get to view the most beauty related content?
  - Instagram
  - YouTube
  - Twitter (X)
  - Facebook
  - Other:



8. Do you trust recommendations from social media influencers when it comes to beauty products?
  - Yes
  - No
  - Other:
9. What are the characteristics of an influencer that make them seem "credible"?
10. Can you recall a specific instance where a social media influencer influenced your decision to purchase a beauty product?
11. To what degree do influencers play a role in the process of finding new beauty products?
  - most of the time
  - rarely
  - never
12. Name one or few products that you purchased after being influenced by an influencer.
13. Are you aware when an influencer is promoting a product through sponsored content?
  - Yes
  - No
  - Maybe
14. Does the sponsored content affect your trust in the influencer's recommendation?
  - Yes
  - No
  - Other:
15. is it important for you to see diversity and inclusivity in the influencers you follow for beauty advice?
16. Have you developed long-term brand loyalty based on influencer recommendations? (name the brand and its product that you are using)

17. Are you more likely to try budget-friendly or luxury products based on influencer recommendations?

18. How likely are you to keep buying products from a brand/company that an influencer has recommended?

- most likely
- somewhat likely
- never