A Study on the Effect of Influencer Marketing with Special Reference to Cosmetic Products in Virudhunagar

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Abstract

Influencer marketing is a social media marketing strategy to promote products or services to followers by collaborating with influencers and content creators. Influencer endorsements and product mentions increase brand recognition and revenue. By collaborating with influencers who align with the brand identity, values, and niche, can tap into their influence and credibility, and expose the brand to potential customers who are already interested in your industry, product, or service. Influencer marketing can also help to generate authentic and user-generated content that showcases the brand in a positive and relatable way. Hence, an attempt has been made to study the opinion of the respondents towards the effect of influencer marketing about cosmetics product. The main objectives of this study are

To study the socio-economic profile of the respondents

To examine the consumer buying behaviour about cosmetics products

To analyse the role of influencer marketing with regard to cosmetics products in Virudhunagar.

To offer suggestions for effective implementation of influencer marketing for cosmetic products. The present study is based on both primary and secondary data. Primary data have been collected from 120 respondents in Virudhunagar who were selected by convenience sampling method. The collected data were edited, tabulated and analysed for the purpose of presentation. Secondary data have been collected from various journals, books and websites.

Keywords: Influencer Marketing, Cosmetic Products, Social Media, Influencer

Introduction

Influencer marketing is a social media marketing strategy to promote products or services to followers by collaborating with influencers and content creators. Influencer endorsements and product mentions upsurge brand recognition and revenue. They help brands avoid coming off as selling since

49% of consumers trust and rely on influencer recommendations. Because it is challenging to build a genuine and loyal following and influencers fast-track success. Having earned trust with followers, social influencers come across as experts in their chosen fields. Thus, followers respect their recommendations highly. So one TikTok video or Instagram post from a well-known influencer can boost sales practically overnight for small businesses and large corporations.

Statement of the Problem

Influencer marketing is a form of marketing that supports businesses to collaborate with persons who have a following for bigger brand exposure. Companies may ask a person with a enormous following to publish social media content that upholds their products or services. People often follow individuals they trust on social media the role of influencers in digital marketing communication is widespread but is not backed by empirical evidence. This research will enable brands to identify right influencer motives, influencers and type of endorsement to be used in various stages of consumer buying process. Influencers have built a loyal and engaged fan base that follows their content, style and lifestyle.

By collaborating with influencers who align with the brand identity, values, and niche, can tap into their influence and credibility, and expose the brand to potential customers who are already interested in your industry, product, or service. Influencer marketing can also help to generate authentic and user-generated content that showcases the brand in a positive and relatable way. Hence, an attempt has been made to study the opinion of the respondents towards the effect of influencer marketing about cosmetics product.

Scope of the Study

Influencer marketing helps to establish credibility and trust, cost-effective, attract quality leads and boost brand awareness. Celebrities, models and sports personalities influence the consumer buying pattern for many products and services. The present study focused on cosmetics products as most of the celebrities often influence the customers for the purchase of cosmetics products.

Objectives

The main objectives of this study are

- ➢ To study the socio-economic profile of the respondents
- ➢ To examine the consumer buying behaviour about cosmetics products
- ➢ To analyse the role of influencer marketing with regard to cosmetics products in Virudhunagar.

> ➢ To offer suggestions for effective implementation of influencer marketing for cosmetic products.

Review of Literature

The review of previous studies related to influencer marketing, consumer behaviour towards cosmetics products and role of influencer in changing the consumer behaviour are as follows:

Conick (2018) has stated that Marketers are also using influencers to engage with the consumer segment who normally skip or avoid advertisements. They understand the significance of developing influencers to build authentic relationships with their consumers.

Ahmad *et al* (2018) have referred that recently engaging influencers on social media is one of the most effective ways to promote products and services as 94% of marketers found that campaigns using influencers are profitable.

Johansen & Guldvik (2017) have stated that Influencer marketing has been used more in recent times. From a meagre 1,000 influencers across India at one time, Instagram now has over 6 million influencers on its platform; while around 44 million influencers exist worldwide.

De Veirman, Cauberghe & Hudders (2017) in their study they found that on social media, influencers share their opinion about products, services and brands which can be considered as leader points of view in their network and community.

There are so many studies indicating influencer marketing on various products. But the studies are few in number related to role of influencer in determining the purchase of cosmetics products. Hence the present study analyses the effect of influencer marketing with reference to cosmetic products in Virudhunagar.

Methodology

The present study is based on both primary and secondary data. Primary data have been collected from 120 respondents in Virudhunagar who were selected by convenience sampling method. The collected data were edited, tabularised and analysed for the purpose of presentation. Percentage analysis, Mean score analysis and Likert's five point scaling technique.have been applied to analyse the data. Secondary data have been collected from various journals, books and websites.

Socio Economic Profile of the Respondents

Socio-economic variables are factors describing a person's or groups' social and economic position, encompassing income, education and occupation as primary indicators and also including aspects like poverty level, gender, housing, employment and community factors. These variables help researchers understand how social and financial factors interact to influence opportunities, well-being and health outcomes and are crucial for analysing societal inequalities and understanding disparities in access to resources and quality of life.

The opinion of respondents about Influencer Marketing may be influenced by socio-economic variables such as age, gender, marital status, educational qualification, occupation, profession, annual income, and family size of the respondents. Hence, these variables of the respondents were presented in Table 1.

Table 1 Socio Economic Profile of the Respondents

Socio Economic Variables		Number of Respondents	Percentage to Total
Age (in years)	Below 20	24	20.00
	20 – 30	38	31.67
	30 - 40	31	25.83
	Above 40	27	22.50
Gender	Male	50	41.67
	Female	70	58.33
Marital Status	Married	47	39.17
	Unmarried	73	60.83
Educational Qualification	Upto HSC	32	26.67
	Under Graduate	52	43.33
	Post Graduate	36	30.00
Occupation	Employed	31	25.83
	Self-Employed	34	28.33
	Professionals	29	24.17
	Home Makers	26	21.67
Annual Income (in Rs.)	Below 2,00,000	35	29.17
	2,00,000 – 3,00,000	32	26.67
	3,00,000 – 4,00,000	28	23.33
	Above 4,00,000	20	20.83

Source: Primary data

Out of 120 respondents surveyed, 38 (31.67%) are in the age group of 20 – 30 years; 70 (58.33%) are female; 73(60.83%) are unmarried; 52 (43.33%) are under graduate degree holders; 34 (28.33%) are self-employed and 35 (29.17%) have earned below Rs. 2,00,000 per annum.

Frequency of engaging with Cosmetic Brands and Influencers on Social Media

Consumers frequently engage with cosmetic brands and influencers on social media, with a significant portion purchasing products seen on these platforms, and many making regular purchases (monthly or every few months) after seeing content on social media. Influencer expertise, authenticity, and engaging formats like tutorials and reviews are key to fostering trust and capturing consumer attention. Table 2 indicates the frequency of engaging with cosmetics brands and influencers on social media.

Table 2 Frequency of engaging with Cosmetic Brands and Influencers on Social Media

Frequency	No. of Respondents	Percentage
Always	18	15
Often	13	10.84
Sometimes	40	33.33
Rarely	27	22.50
Never	22	18.33
Total	**120**	**100**

Source: Primary data

Out of 120 respondents, 40 (33.3%) have sometimes engaged with cosmetic brands and influencers on social media; 27 (22.5%) have rarely engaged, 22 (18.33%) have never engaged, 18 (15%) have always engaged and 13 (10.8%) have often engaged with cosmetic brands and influencers on social media often.

Purchase of Cosmetic Product based on the Recommendation of Influencer

Purchasing cosmetics based on influencer recommendations is a common practice driven by trust in the influencer's credibility, expertise, and authenticity, with factors like authenticity, reliability and product match influencing purchase decisions. Table 3 depicts whether the respondents have purchased the cosmetics products on the basis of the recommendation of an influencer or not.

Table 3 Purchase of Cosmetic Product based on the Recommendation of Influencer

Opinion	No. of Respondents	Percentage
Yes	74	61.67
No	46	38.33
Total	**120**	**100**

Source: Primary data

Out of 120 respondents, 74 (61.7%) have purchased their cosmetic product based on an influencer's recommendations and 46 (38.3%) have not purchased their cosmetic product based on an influencer's recommendations.

Cosmetic Products Purchased through Influencer Marketing

Cosmetic products are increasingly purchased through influencer marketing as it leverages the trust and credibility influencers build with their followers to promote products through reviews, tutorials, and endorsements. This strategy is effective in reaching new audiences, generating awareness, driving sales, and providing content for brands, particularly in the cosmetic industry. Table 4 spells out the cosmetic products purchased through influencer marketing.

Table 4 Cosmetic Products Purchased through Influencer Marketing

Products	No. of Respondents	Percentage
Perfume products	33	27.50
Hair products	40	33.33
Bath products	16	13.33
Makeup products	31	25.84
Total	**120**	**100**

Source: Primary data

Out of 120 respondents, 40 (33.3%) have purchased hair products, 33 (27.5%) have purchased perfume products, 31 (25.8%) have purchased the Makeup products and 16 (13.3%) have purchased the bath products through influencer marketing.

Factors influencing to buy Cosmetic Products

Factors influencing cosmetic purchases include product attributes (quality, price, suitability for skin, ingredients), personal factors (self-image, lifestyle, age, income, prior experience), psychological aspects (emotions, perceptions), social influences (recommendations, endorsements, social media

trends, user-generated content) and marketing elements (brand reputation, packaging, advertisements). In this study, some factors which influence the purchase of cosmetic products by the respondents are tabulated in Table 5.

Table 5 Factors influencing to buy Cosmetic Products

Factors	No. of Respondents	Percept to total
Price	16	13.33
Brand reputation	33	27.50
Influencer's credibility	10	8.34
Product reviews	49	40.83
Others	12	10
Total	**120**	**100**

Source: Primary data

Out of 120 respondents, 49 (40.8%) have bought cosmetic products due to product reviews, 33 (27.5%) have influenced to buy cosmetic products through brand reputation, 16 (13.33%) have considered price, 12 (10%) have considered other factors, 10 (8.34%) have focussed influencer's credibility and 13.3 (16) per cent have influenced through price of the cosmetic products.

Qualities required for an Influencer

Key qualities for a successful influencer include authenticity, expertise in a niche, strong content creation skills, and the ability to build trust and connect with an audience. Table 6 depicts the qualities of an influencer from the point of view of respondents.

Table 6 Qualities required for an Influencer

Qualities	No. of Respondents	Percentage
Authenticity	6	5
Knowledge about products	69	57.5
Engaging content	29	24.17
Personal connection	16	13.33
Total	**120**	**100**

Source: Primary Data

Out of 120 respondent, 69 (57.5%) have stated that the knowledge about products makes an influencer credible; 29 (24.17%) have felt that engaging content makes an influencer credible, 16 (13.3%) have felt that personal connection makes an influencer credible in providing cosmetic products recommendations and 6 (5%) have felt that authenticity is required for an influencer.

Opinion of the Respondents about Influencer Marketing

One of the main benefits of influencer marketing is that it can help to reach a large and targeted audience that trusts and values the influencer's recommendations. Influencers have made a loyal and engaged follower who follows their content, style, and lifestyle. Influencer marketing can also help to generate authentic and user-generated content that showcases your brand in a positive and relatable way. Influencers can create and share content that fits their own voice and aesthetic, and that resonates with their audience. This helps to build trust, awareness, and loyalty among your target market, and increase your social proof and word-of-mouth referrals. Hence, the respondents were asked to state their opinion about the features of influencer marketing. Likert's five point scaling technique has been applied to quantify their opinion and presented in Table7.

Table 7 Opinion of the Respondents about Influencer Marketing

Features	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree	Total Score	Mean Score	Rank
Influencer's Recommendations are more trustworthy	38 (190)	50 (200)	19 (57)	10 (20)	3 (3)	470	3.92	III
Influencer helps in Selecting best product	20 (100)	63 (252)	23 (69)	10 (20)	4 (4)	445	3.71	VIII
Awareness about new products	36 (180)	52 (208)	23 (69)	7 (14)	2 (2)	473	3.94	I
Awareness about new brands	32 (160)	62 (248)	16 (48)	6 (12)	4 (4)	472	3.93	II
Awareness about price and discounts	28 (140)	59 (236)	21 (63)	5 (10)	7 (7)	456	3.80	VI

Experience of the Influencer is helpful	31 (155)	54 (216)	24 (72)	6 (12)	5 (5)	460	3.83	V
Influence of famous personalities	30 (150)	54 (216)	22 (66)	10 (20)	4 (4)	456	3.80	VI
Satisfaction is assured by Influencer	30 (150)	55 (220)	25 (75)	6 (12)	4 (4)	461	3.84	IV

Source: Primary data

On the basis of the mean scores given by the respondents, the ranks have been found out. Most of the respondents gave I rank to Awareness about new products with the mean score of 3.94 followed by Awareness about new brands (3.93).

Suggestions

On the basis of findings of the study, some suggestions are offered.

➢ The influencer should not exaggerate the contents of the products/brands as it create falsification points.

➢ The influencer has to disseminate the cosmetic products which are good to the health of the consumers. If they came to know that the toxic chemicals which are added as ingredients of the products, they may immediately withdraw themselves from advertisements.

➢ The influencer has to reach the potential customer via popular media sites.

➢ Even though attracted by influencers of cosmetic products,

• the buyers have to check the ingredients used for the manufacturing of cosmetic products and should know about the usage of pattern of the cosmetic products

• The consumers have to buy branded cosmetic products in order to avoid the negative side effects.

• The consumers have to use the same brand of products to the long tenure and never change it often.

Conclusion

Influencer marketing works because of the high amount of trust that social influencers have built up and recommendations from them serve as a form of social proof to your brand's potential customers. The constant relationship between company, influencer and customers will ensure smooth influencer collaborations and successful campaign outcomes.

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