



THE POWER OF SOCIAL MEDIA INFLUENCERS IN SHAPING CONSUMER TRUST, TRENDS AND PURCHASE DECISIONS OF BEAUTY PRODUCTS

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ABSTRACT

Influencers are individuals who have a sizable following on social media or other platforms. Brands use these individuals to promote their goods and services. Because of their fame, knowledge, or rivals in the niche market, these influencers and their followers affect consumers' decisions to purchase brand goods or services. Experts in marketing post it in real time on their social media profiles. Social media marketing, also known as SMM, is used by influencers to help brands sell their goods and services. Since most consumers under 25 will typically pay more attention to appeals made by people their own age than by those made by older people, influencers are very effective. Micro or nano influencers, who have smaller, more invested audiences, are a group of well-known and lesser-known social media personalities who collaborate as part of an influencer marketing campaign. It is simpler to establish a budget, target market, and campaign objectives when these tactics are customized for particular brands.

KEYWORDS: Consumer Trust, The Beauty Industry, Purchase Decisions, Digital Marketing, Influencer Marketing, Consumer Behavior, Trendsetting, Product Reviews, Beauty Trends, Brand Loyalty, Content Creation, Perceived Credibility, And Social Media Influencers.

INTRODUCTION

These days, it is difficult to deny that social media influencers have the power to make the beauty industry famous since they shape consumer trust, trends, and purchasing decisions across all sectors. Influencers are crucial to advertising because of their intimate audiences, which serve as a conduit between the brand and the customer. Influencer marketing, as opposed to other types of advertising, uses relatable, authentic, and personal word-of-mouth advertising, which gives beauty brands an advantage in connecting and interacting with their target audience. Users can now find new beauty products and their efficacy on Facebook, Instagram, and YouTube much more easily thanks to social media.

Through reviews, how-to manuals, and sponsorships, celebrities and even micro-influencers sway the public's opinion about a variety of services, establishing a certain degree of credibility and trust. This study looks at how social media influencers affect consumer behavior in the pristine beauty industry in terms of the trust they foster, the trends they start, and the purchases they encourage. In order to clarify the function of social media beauty influencers in the beauty industry, the study will examine consumer responses and market shifts.

REVIEW OF LITRATURE

1. Mohamad Sajili, Ani Rakhmanita, Pramelani (2024) THE ROLE OF SOCIAL MEDIA INFLUENCERS IN SHAPING CONSUMER PREFERENCES: TRENDS AND IMPLICATIONS FOR BRAND STRATEGY, This study analyzes how social media influencers on Shopee affect consumer preferences through brand awareness and trust. Using data from 100 Jakarta consumers and Smart PLS, it finds influencers influence preferences both directly and indirectly.

Collaborating with influencers boosts brand credibility, engagement, and purchase behavior.

2. Marina Kusumawati, Ginanjar Rahmawan (2020) FACTORS INFLUENCE OF PURCHASE INTENTION ON BEAUTY PRODUCT, The study explores purchase interest in Wardah beauty products, focusing on beauty vloggers, product quality, brand image, and price. With 102 Soloraya respondents, findings show product quality is the strongest factor, followed by beauty vloggers, brand image, and price.

3. K. S. Deepika (2023) SOCIAL MEDIA INFLUENCER INFLUENCE ON CUSTOMER PURCHASE DECISION FOR BEAUTY PRODUCTS, This research investigates how social media influencers affect beauty product purchases. Based on 200 respondents, it finds that influencer likability and emotional connection impact decisions, while attributes like trustworthiness and popularity do not. Gender also plays a role, but age does not.

4. Huynh Vy (2020) THE ROLE OF SOCIAL MEDIA INFLUENCERS IN THE CONSUMER DECISION-MAKING PROCESS, Focusing on Vietnam's beauty market, this study examines how influencers shape consumer decisions, especially in the first three stages of decision-making. While influencers offer valuable content, their authenticity may decrease with increased sponsorship. Practical branding recommendations are provided.

RESEARCH OBJECTIVES

1. To understand how age, gender, and income influence beauty trend engagement and purchasing behavior
2. To understand the role of influencers authenticity in shaping purchasing decisions
3. To explore how social media influencers help consumers stay updated on beauty product trends



4. To find out what factors influence the people most when buying beauty products from social media influencers post (or) videos
5. To understand how often consumers use social media and how it influences their trust and purchase decisions

SCOPE OF THE RESEARCH

1. The study focuses on how consumer trust, beauty trends, and cosmetics industry purchase decisions are impacted by social media influencers.
2. It targets active social media users who follow recommendations from influencers and content about beauty.
3. Instagram, TikTok, YouTube, and Shopee Live are among the platforms frequently used for beauty marketing that are covered in the study.
4. To investigate varying degrees of influence on customers, both micro- and macro-influencers are included.
5. Purchase intention, brand awareness, emotional connection, and influencer credibility are among the important factors examined.

RESEARCH METHODOLOGY

RESEARCH DESIGN

A research design is a comprehensive blueprint that directs a study toward its goal. A research study's design entails a number of interconnected choices. Since it dictates how the information will be gathered, the choice of research methodology is the most important one. The type of research one wishes to conduct determines which research approach is best. Based on the survey method, the current study is descriptive in nature. This section provides a brief overview of the techniques used in the sample selection, respondent selection, data collection, and analysis tools.

AREA OF THE STUDY

The geographical area of the study chosen for this research is Coimbatore district, Tamil Nadu

POPULATION OF THE STUDY

The populations of the study are the people who are living in Coimbatore who actively use social media platforms such as Instagram, YouTube, and Facebook and have been exposed to beauty product promotions by social media influencers in the last six months.

SAMPLING TECHNIQUE

A convenience sample is a sample where the respondents are selected, in part or in whole, at the convenience of the researcher. The researcher makes no attempt, or only a limited attempt, to ensure that this sample is an accurate representation of some larger group or population.

SAMPLE SIZE

Since the entire population cannot be taken for the study, the size of the sample was restricted to 157 respondents.

HYPOTHESIS OF THE STUDY

H0: There is no significant difference between age groups and the frequency of engaging with beauty-related content shared by social media influencers.

H1: There is a significant difference between age groups and the frequency of engaging with beauty-related content shared by social media influencers.

H0: There is no significant difference between consumers occupation and their product choices influenced by social media influencers.

H1: There is a significant difference between consumers occupation and their product choices influenced by social media influencers.

H0: There is no significant difference between consumer's income and they trust to buying beauty products from social media influencer's posts(or)videos.

H1: There is a significant difference between consumer's income and they trust to buying beauty products from social media influencer's posts(or)videos.

H0: There is no significant difference between consumer location and their engagement with beauty trends shared by social media influencers.

H1: There is a significant difference between consumer location and their engagement with beauty trends shared by social media influencers.

H0: There is no significant difference between gender and the level of trust in beauty influencer's product recommendations.

H1: There is a significant difference between gender and the level of trust in beauty influencer's product recommendations.

DATA COLLECTION

There are several ways of collecting the appropriate data. While deciding about the method of data collection to be used for the study, the researcher should keep in mind, that there are two types of primary data & secondary data.

1. PRIMARY DATA

Primary data are those which are collected a fresh and for the first time and thus happen to be original in character. Primary data for the study has been collected through questionnaire and personal interview from the respondents.

2. SECONDARY DATA

Secondary data on the other hand are those which have already been collected by someone else and which have already been passed through the statistical process. In this study secondary data are collected from the online articles, journals, text books, etc.

TOOLS USED FOR DATA ANALYSIS

Data is collected through structured questionnaire by way of circulating the questionnaire to the respondents. The collected data is tabulated and coded, using simple percentage method and statistical methods the data were analyzed and interpretation was given. Appropriate charts were used to present the data pictorially.

The following tools were used to draw inference of the study.

➤ Percentage Analysis

This is a Univariate analysis where the percentage of a particular factor with different categories is calculated, in order to help one get fair idea regarding the sample and thereby



that of the population. The number of responses of each category is summarized to percentage format for the convenience to use other statistical tools namely pie chart and bar diagrams.

$$\text{Percentage} = ((\text{a portion}) / (\text{the whole})) * 100.$$

Statistical Techniques

Using SPSS statistical analysis software, the following tests were conducted to test the hypothesis.

➤ **Chi-Square Test**

Chi-Square test can be used to determine if categorical data shows dependency or the two classifications are independent.

$$\chi^2 = \sum \{(O_i - E_i)^2 / E_i\}$$

Applying Yates correction:

$$\chi^2 = \sum \{(|O_i - E_i| - 0.5)^2 / E_i\}$$

➤ **Correlation test**

Correlation research is a type of non-experimental research method in which a researcher measures two variables and understands and assesses the statistical relationship between them with no influence from any extraneous variable. In statistical analysis, distinguishing between categorical data and numerical data is essential, as categorical data involves distinct categories or labels, while numerical data consists of measurable quantities.

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	39.657	12	.000
Likelihood Ratio	39.733	12	.000
N of Valid Cases	157		

Calculated χ^2 Value: 39.657

Degree of freedom: 12

Signification level: .000

Interpretation

The Chi-Square test indicates a significant relationship between the two categorical variables, with a Pearson Chi-Square value of 39.657, degrees of freedom (df) = 12, and a p-value of .000. Since the p-value is less than 0.05, the result is considered highly statistically significant. Therefore, we reject the null hypothesis, which assumes no association between the variables. The Likelihood Ratio value of 39.733 further

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	62.777	20	.001
Likelihood Ratio	75.194	20	.001
N of Valid Cases	157		

Calculated χ^2 Value: 62.777

Degree of freedom: 20

Signification level: .001

Interpretation

The Chi-Square test shows a significant association between consumers' occupation and their product choices influenced by social media influencers. With a Pearson Chi-Square value of 62.777, 20 degrees of freedom, and a p-value of .001, the result is statistically significant. The Likelihood Ratio of 75.194 (p = .001) supports this finding. Based on 157 valid cases, we reject

1. Positive correlation: A positive relationship between two variables is when an increase in one variable leads to a rise in the other variable. A decrease in one variable will see a reduction in the other variable. For example, the amount of money a person has might positively correlate with the number of cars the person owns.

2. Negative correlation: A negative correlation is quite literally the opposite of a positive relationship. If there is an increase in one variable, the second variable will show a decrease, and vice versa.

3. No correlation: There is no correlation between the two variables in this third type. A change in one variable may not necessarily see a difference in the other variable. For example, being a millionaire and happiness are not correlated. An increase in money doesn't lead to happiness.

DATA ANALYSIS AND INTERPRETATION

Chi-Square Test-1

H0: There is no significant difference between age groups and the frequency of engaging with beauty-related content shared by social media influencers.

H1: There is a significant difference between age groups and the frequency of engaging with beauty-related content shared by social media influencers.

supports this conclusion. A total of 157 valid cases were analyzed. These findings suggest that the observed differences are unlikely to be due to chance.

Chi-Square Test-2

H0: There is no significant difference between consumers' occupation and their product choices influenced by social media influencers.

H1: There is a significant difference between consumers' occupation and their product choices influenced by social media influencers.

the null hypothesis and accept the alternative hypothesis, indicating that occupation influences consumer behavior shaped by social media.

Chi-Square Test-3

H0: There is no significant difference between consumer location and their engagement with beauty trends shared by social media influencers.

H1: There is a significant difference between consumer location and their engagement with beauty trends shared by social media influencers.



	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	41.689	20	.003
Likelihood Ratio	50.175	20	.000
N of Valid Cases	157		

Calculated χ^2 Value: 62.777
 Degree of freedom: 20
 Signification level: .001

Interpretation

The Chi-Square test indicates a statistically significant association between consumer location and their engagement with beauty content shared by social media influencers. The Pearson Chi-Square value is 41.689 with 20 degrees of freedom and a p-value of .003. Since this p-value is less than the standard significance level of 0.05, the result is considered statistically significant. The Likelihood Ratio value of 50.175 with a p-value of .000 further supports this finding. With 157 valid cases analyzed, these results provide strong evidence to reject the null hypothesis and accept the alternative hypothesis, confirming that consumer location significantly influences engagement with beauty content promoted by influencers.

FINDINGS

Young People's Interaction with Social Media Influencers

According to the data, people between the ages of 18 and 24 interact with beauty influencers on social media the most. This age group, which is mostly made up of students, is tech-savvy and heavily depends on digital platforms like Instagram for product recommendations and beauty-related content. They are particularly vulnerable to influencer-driven marketing because they use social media on a daily basis and are drawn to tutorials and trending content.

Moderate Impact on Purchasing Choices

Purchases of beauty products are somewhat impacted by influencer marketing. Authenticity and truthful reviews are essential to building credibility, even though many respondents occasionally base their purchases on influencer content. Recurring purchases based on recommendations from influencers point to a steady, albeit non-dominant, influence on consumer behavior.

Instagram as the Most Popular Platform

Instagram is by far the best platform for sharing trends and beauty influencer content. For accessing tutorials, finding new products, and keeping up with beauty trends, it is favored over YouTube and other platforms. This highlights Instagram's pivotal role in digital beauty marketing and makes it an essential platform for influencer-brand partnerships.

SUGGESTIONS

1. When it comes to selecting beauty products, young adults between the ages of 18 and 24 are the most active with social media influencers. To get the most impact, beauty brands should target this group with their influencer marketing campaigns.
2. The majority of responders are students, suggesting that they are an important target market for beauty

influencer marketing. To appeal to the lifestyles of students, content should highlight affordability, trends, and usefulness.

3. Trust is increased when followers and influencers interact more. Encourage greater engagement with polls, Q&A sessions, comment responses, and story features.
4. YouTube and Instagram are thought to be the best platforms for disseminating beauty trends. This platform preference should be reflected in campaign strategies.

CONCLUSION

The results unequivocally show that social media influencers have a significant impact on how consumers behave in the beauty sector. Their influence is especially strong among students, young adults, women, and people from semi-rural areas, indicating a broad and varied reach. Through content like tutorials, reviews, and promotional offers, influencers help establish trust and direct purchase decisions in addition to introducing new products and trends. Particularly powerful platforms include Instagram, which serves as a pivotal area for the development of beauty trends and the shaping of consumer preferences. Although there is generally a moderate level of trust in influencer content, credibility is greatly increased by genuineness, candid reviews, and interactive engagement. Even though not every suggestion results in a purchase right away, influencers help build a steady brand presence and gradually affect repeat business. The idea that location and occupation have an impact on how customers interact with influencer content is further supported by the statistical analysis. All things considered, the strength of social media influencers resides in their capacity to combine creating trends with fostering trust, which makes them essential participants in the consumer process of choosing beauty products.

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