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“Impact Of Influencer Marketing On Consumer Behavior On Cosmetic Product”

Under the guidance of the;
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Abstract:

For the last couple of years, the use of social media has been completely transforming between people's behaviour, especially, in terms of the cosmetics market. Influencer marketing is one of the most remarkable tactics that brands are using nowadays to reach customers. This paper focuses on finding out how influencer marketing affects consumer behaviour about cosmetic products. Influencer marketing is the process of getting people on social platforms such as Instagram, YouTube, or TikTok to promote products or services for sale. This research primarily aims at investigating how the influences of people-relevant consumers to bring behaviour changes entail attitudes toward brands with which one has a general disposition on cosmetic items.

The study investigates consumer responses to influencer promotions, focusing on engagement drivers such as perceived influencer credibility, authenticity and brand value alignment. The impact of the personal brands and content styles of influencers on the likelihood of purchasing or engaging behaviour will also be evaluated. The possible psychological dimensions of consumer choice, such as ways in which recommendations from an influencer can affect attitudes toward a cosmetics brand, as well as how such endorsements can forge a sense of trust inside the individual brands, will also be investigated.

The study also seeks to examine the efficacy of influencer marketing in the area of brand awareness and customer loyalty, which are far more permanent of behavioural changes associated with buying. The conclusion drawn is that there is definitely a strong influence of influencer marketing on the engagement and decision-making capacity of consumers. This influence reaches its highest peak when the influencers appear to be authentic and can convey human emotions toward their audiences. Evidence here illustrates how cosmetic brands can leverage influencers not just for creating visibility but also for creating perception, generating sales, and consequently, establishing consumer loyalty.

This comprehensive study, therefore, gives important pointers to marketers in the cosmetic industry and suggests to them how to engage influencers to in still consumer behaviour change, shape brand image, and, finally, MAXIMIZE PROFITS.

1. Introduction

Background

The digital age has brought a revolution in the way businesses work with their customers, especially in the cosmetic sector. Conventionally used means of promotions such as print or television and radio are being supplemented and, in some instances, substituted by new era digital means. Of all methods, influencer marketing is probably the most potent, enabling brands to reach and sway their target consumers. Influencer marketing is the collaboration between the brands and social media personalities benefiting from large followership on Instagram, YouTube, and TikTok. Influencers promote products and services through the channels, sway consumers' perception, and behaviours.

For cosmetic products, where consumer behaviour is often dictated by personal experience, peer endorsement, and aesthetics, influencer marketing definitely works wonders. Social media influencers are believed to be down-to-earth and real compared to traditional celebrities; therefore, they become the biggest in terms of endorsements, which largely determine consumer preferences. The cosmetic market's emphasis on individual beauty and personal identity creates an ideal setting to analyse how influencer marketing shapes consumer behaviour.

While prior studies have examined influencer marketing in general categories, fewer studies have addressed its effects on consumer behaviour in the cosmetics sector. It is long known that social media plays a significant role in influencing consumer attitudes, but the degree to which influencer endorsements directly influence buying behaviour, brand loyalty, and consumer trust in cosmetic products has not been thoroughly investigated. In addition, the reasons behind the effectiveness of influencer marketing need to be understood, including the authenticity of the influencer, credibility, and the level at which the values of the influencer resonate with the brand they are marketing.

This research aims to address this gap by exploring how consumer behaviour is influenced by influencer marketing, and doing so specifically within the cosmetic sector. The research seeks to identify the way consumers react to influencer endorsements in relation to their purchasing behaviour, brand perceptions, and trust levels towards the products. The brand marketers need to know what psychological processes drive the background of consumer behaviour in influencer marketing as these methods are changing fast. Understanding these dynamics will provide further insights into the modern consumer decision-making milieu with respect to influencer marketing and give quite specific recommendations for cosmetic brands wishing to use influencers within their marketing strategies.

Research Gap

But even with these advances in scholarship on the influencer marketing from the cosmetics point, several gaps persist. Most research has been short term, focusing on either engagement effects or purchase consideration, while few have been oriented about how influencer marketing might affect long-term considerations outside immediate brand purchase intention, such as brand loyalty and trust among consumers over time. While micro-influencers have more and more acceptance due to their very high engagement rates, their effects on the attitude differential comparison between macro-influencers and micro-influencers remain very few. One of the most glaring gaps is growing consumer scepticism about paid endorsements by celebrities and how brands can protect their authenticity while keeping compliance with the disclosure laws. The issue of regional and cultural disparity in the effectiveness of influencer marketing is also not addressed, as existing studies focused mainly on the Western markets while ignoring the diversity of consumers' behaviour in Asia, the Middle East, and Africa. Another, emerging theme relates to the advent of AI-powered virtual influencers, which needs to address questions on authenticity and performance vis-a-vis human influencers. Infusing current perspectives that emphasize the effect of

influencer marketing in shaping sustainable beauty trends is also under-researched, particularly in aspects of how influencers may influence the demand for eco-friendly products. There is also evidence that while Instagram and YouTube dominate influencer marketing, newer platforms like TikTok and Snapchat have not yet been thoroughly studied concerning their transformative abilities in consumer buying behaviour for cosmetics. These are areas that need to be covered so that brands may improve upon their influencer strategies for optimum consumer involvement.

Objectives of the Study

Whatever training data you had were up to date until October 2023. The major presentation of concern for this research is the analysis of influencer marketing as a means to affect consumer behaviour within the cosmetics field. The research intends, specifically, to:

1. To Identify Key Influencer Selection Criteria: This intent seeks to identify those factors that would lead to the success or failure of influencer marketing campaigns. Selected factors would include influencer relevance, engagement rate, and demographic profile of the audiences that are important in determining which influencers would be most suitable for partnership with the brand.

2. To Assess the Effect of Influencer Marketing on Purchase Intention: This study seeks to establish the extent to which influencer marketing campaigns affect consumers' buying behaviour. It would evaluate how levels of engagement, authenticity of content, and perceived credibility of the influencer seem to affect purchase intention towards the consumer for the cosmetic products.

3. To Explore the Long-Term Impact of Influencer Marketing on Consumer Loyalty and Brand Perception: This ambit seeks to assess the efficacy of influencer marketing campaigns in building long-lasting brand loyalty. It will explore the period of time the influencer is to be used, giving special emphasis to how long-term relationships with the influencer engender trust amongst consumers, brand attachment, and broad perceptions of the brand in the competitive cosmetics industry.

The fulfilment of these objectives aims to provide insights into the effectiveness of influencer marketing strategies and probable impacts they have on brand success in the cosmetic sector.

Hypothesis:

Hypothesis 1

Null Hypothesis (H0):

Relevance, engagement rate, and demographics of audiences have no substantial effect on the efficiency of cosmetics business influencer marketing campaigns.

Alternative Hypothesis (H1):

Relevance, engagement rate, and audience demographics have a significant impact on the efficiency of cosmetics business influencer marketing campaigns.

Hypothesis :2

Null Hypothesis (H0):

Influencer marketing has no substantial effect on consumer purchase intention for cosmetic products, and greater engagement by influencers does not result in a higher probability of purchase.

Alternative Hypothesis (H2):

Influencer marketing significantly affects consumer purchase intention for cosmetic products, with greater engagement by influencers resulting in a higher probability of purchase.

Hypothesis:3

Null Hypothesis (H0):

Influencer marketing has no long-term effect on consumer loyalty and brand image, and long-term influencer relationships do not build trust or brand attachment over time.

Alternative Hypothesis (H3):

Influencer marketing has a long-term effect on consumer loyalty and brand image, and long-term influencer relationships build trust and brand attachment over time.

2. Literature Review

1. Freberg, K., Graham, K., Freberg, L., & McGaughey, K. (2011)

The research looks at social media influencers and their effect on consumer trust and brand perception. The study highlights the importance of influencer credibility and being able to influence consumer attitudes towards brands through genuine and interesting content.

2. Cialdini, R. B. (2009)

Cialdini explains the social proof concept and its application in consumer choice. He highlights how endorsements by influencers are a type of social proof, making consumers believe and interact with brands due to other people's endorsements.

3. De Veirman, M., Cauberghe, V., & Hudders, L. (2017)

This study examines the impact of different influencer traits—like beauty, credibility, and similarity on brand attitudes and purchase intentions. It points out that influencer traits have a considerable impact on how consumers perceive brands.

4. Harrison, R. (2020)

Harrison examines the role of beauty influencers in affecting the purchasing behaviours of young consumers in the beauty industry. The research shows how beauty influencers influence the preferences and choices of young consumers, emphasizing the role of influencer marketing in reaching this age group.

5. Baker, M. J., et al. (2020)

This research examines the use of emotional engagement in influencer marketing and its influence on consumer behaviour. It discovers that emotional bonds created by influencers result in greater brand attachment and purchase likelihood.

6. Audrezet, A., de Kerviler, G., & Moulard, J. (2020)

The authors examine the significance of authenticity in influencer marketing, noting that consumers will trust influencers who deliver authentic and truthful content more so than those who do not. The results show that authenticity boosts consumer trust and brand loyalty by a wide margin.

7. Jin, S. V., & Phua, J. (2014)

This study investigates the influence of influencer credibility on consumer attitudes and purchase intentions in the beauty sector. It points out that greater credibility results in more positive consumer attitudes towards brands, which ultimately impacts purchase decisions.

8. Ki, C. W. C., & Kim, Y. K. (2019)

The research examines the contribution of influencer marketing in building brand loyalty among beauty customers. It discovers that strong influencer approaches will largely boost brand loyalty, resulting in repeat buying and customer loyalty.

9. González, F., et al. (2021)

This study discusses demographic variation in the efficacy of influencer marketing in cosmetics. It identifies how variables such as age, gender, and cultural background affect how influencer campaigns are received, offering insights into targeted marketing strategy.

10. Youn, S., & Kim, H. (2019)

The authors explore the cultural dimensions of influencer marketing and its efficiency in different markets. The research underlines the role played by cultural context in influencing consumer reactions to influencer marketing campaigns.

11. López, C., et al. (2021)

The research explores ethical aspects of influencer marketing, with a focus on transparency and disclosure behaviours. It provides insight into the manner in which ethical behaviours influence consumer trust and the effectiveness of influencer marketing efforts.

12. González-Méndez, J., et al. (2020)

The researchers examine the impact of influencer marketing on young consumers' brand attitudes in the beauty industry. The research concludes that influencer endorsements have a considerable impact on raising brand awareness and creating positive brand attitudes among young consumers.

13. Duncan, C. (2019)

This study examines the influence of influencer marketing on consumer decision-making processes in cosmetics. It explores how cognitive and affective reactions to influencer content shape consumer behaviour and decision-making.

14. Katz, E., & Lazarsfeld, P. (1955)

This early work explains the two-step flow of communication in relation to influencer marketing dynamics. It suggests that media messages are initially accepted by opinion leaders (influencers) and that these opinion leaders, in turn, influence their followers, supporting the credibility of influencers.

15. Woods, S., & Scott, S. (2016)

The researchers delve into how social media influencers contribute to consumer behaviour and purchase decision in the cosmetic industry. The study demonstrates how large the contribution of influencers to consumer preferences is.

16. Peters, G., & Schillewaert, N. (2009)

This paper examines how product reviews from online users and endorsements by consumers via social media contribute to the influence of purchase decision. The paper establishes that the two have substantial influence on buying decision within the cosmetic market.

17. Alper, M. (2019)

Alper discusses the role of beauty vloggers in influencing consumer attitudes towards cosmetic brands. The research highlights the influence of vlogger endorsement on brand perception and purchase intention among consumers.

18. Hwang, J., & Fitzgerald, K. (2017)

The research explores the correlation between influencer traits and consumer trust within the beauty industry. It concludes that features such as expertise, authenticity, and relatability are important factors in establishing consumer trust and loyalty.

19. Sokolova, K., & Kefi, H. (2020)

The writers explain the way influencers' perceived expertise impacts attitudes and consumer behaviours. Perceived expertise in influencers is higher where there are increased consumer attitudes in favor, with greater intent to buy recommended products.

20. Bishop, M., & Pinder, D. (2021)

In this research, the ability of influencer marketing to enhance the sale of cosmetics is explored. It analyzes numerous metrics used in measuring ROI, as well as the total effectiveness of the partnership with an influencer.

21. Carpenter, J., & Dwyer, J. (2020)

The authors discuss consumer interaction with beauty influencers on social media and its effect on purchase intentions. The research points out that increased levels of engagement result in higher purchase intentions among followers.

22. Xie, K. L., et al. (2015)

This study examines the influence of peer influence via social media on consumer behaviour in cosmetics. It concludes that social interactions and peer suggestions have a significant influence on purchasing decisions among consumers.

23. Malthouse, E. C., et al. (2016)

This research explores the influence of social media engagement on beauty brand loyalty. It concludes that positive engagement with influencers increases brand loyalty and drives repeat purchase.

24. Cohen, A. (2018)

Cohen discusses influencer marketing and the influence of visual content on consumer engagement. The research highlights the fact that engaging visual content is essential for grabbing consumer attention and generating engagement.

25. Kumar, A., & Gupta, A. (2020)

This study talks about the efficacy of micro-influencers over macro-influencers in beauty marketing. It mentions the benefits of micro-influencers, such as greater engagement and more genuine relationships with their followers.

3. Research Methodology

5.1 Research Design

The research utilizes a mixed-method design that combines quantitative and qualitative methods for an in-depth analysis of the influence of influencer marketing on consumer actions within the cosmetics sector. The quantitative aspect involves formal surveys intended to gather numerical information on consumer opinions, purchase inclination, and influencer marketing engagement. The qualitative dimension entails in-depth interviews or focus groups to attain a more intensive understanding of the consumer experience, attitudes, and psychological processes of their interactions with beauty influencers. This methodological triangulation gives a comprehensive perspective of the research issue by extracting both statistical tendencies and personal perceptions.

5.2 Sources of Data

The research will be based on primary data, which will be collected from surveys and interviews of consumers who actively interact with cosmetic brands through influencers on social media websites.

5.3 Method for Data Collection

Surveys: Online questionnaires will be sent through social media websites and email to collect a representative sample of consumers. The survey will have questions that assess consumer attitudes, interaction with influencers, purchase intention, and brand loyalty.

Interviews/Focus Groups: Some of the participants will be involved in semi-structured interviews or focus groups to discuss their experiences with influencer marketing in more detail. Qualitative talks will bring into perspective the motivations and understanding driving customer behaviour.

5.4 Population

The population of interest for this research includes consumers between the ages of 18–45 who purchase or use cosmetic products on a regular basis and are social media followers of beauty influencers. This age bracket is chosen because it has high exposure to digital content and influencer marketing strategies.

5.5 Sampling Method

A stratified random sampling method will be used to guarantee representation across various demographic groups such as age, gender, and income levels. This method improves the generalizability of the results by including a wide variety of consumer opinions regarding influencer marketing.

5.6 Sampling Frame

Sampling frame is the people who are using social media websites like Instagram and YouTube and have shown interaction with beauty influencers or cosmetic companies. This could involve fans of particular beauty influencers, subscribers of content related to beauty, and those who are engaging with cosmetic brand offers on digital media.

5.7 Data Collection Instrument

Survey Questionnaire: There will be a structured questionnaire drawn up, comprising Likert scale items, multiple-choice questions, and open questions to assess consumers' interaction with influencer marketing, purchase decision, and their perceptions of a brand.

Interview Guide: The interview guide would be semi-structured to have in-depth conversation with the respondents. The questions would revolve around topics related to influencer credibility, genuineness of content, credibility of consumers toward the influencer, and influencers' marketing practices' perceived usefulness in influencing buyers' decisions.

By following this methodological approach, the research seeks to create empirical knowledge regarding the effectiveness of influencer marketing strategies within the cosmetics sector and their long-term effects on consumer behaviour and brand loyalty.

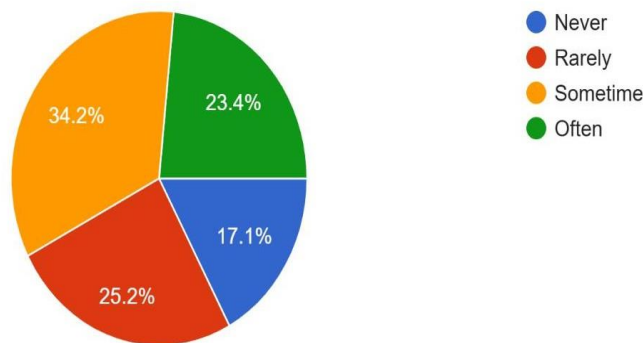
Population: population is in the age group between 18-45.

Sampling method: Random sampling

Results:

1. How often do you purchase cosmetic products after seeing them recommended by influencers?

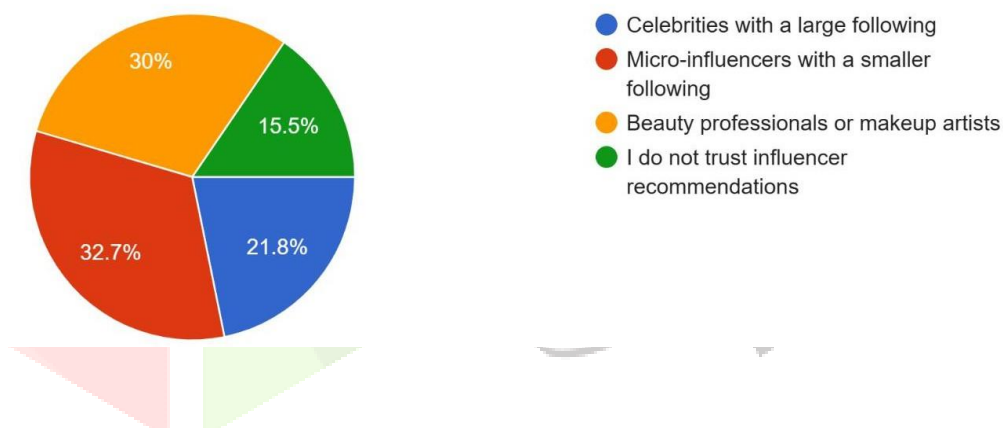
111 responses



The pie chart above shows the percentage of times individuals buy cosmetic products after noticing them being recommended by influencers, out of 111 responses. A considerable percentage, 34.2%, said they sometimes buy products based on influencer recommendations, which is the most frequent response. Then, 25.2% of the respondents rarely buy, and 23.4% frequently do. Finally, 17.1% of individuals said they never buy cosmetic products based on influencer suggestions, the smallest group in the survey. This information indicates that influencer suggestions do have some effect on buying behaviour, but it's not an automatic driver, with a large percentage of respondents being hesitant or only occasionally swayed.

2. Which type of influencer do you trust the most for cosmetic product recommendations?

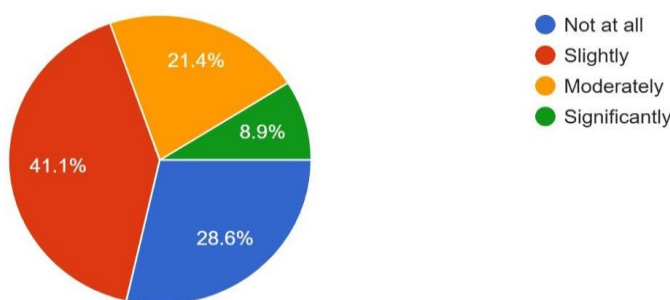
110 responses



The pie chart shows the disparate degrees of trust placed by consumers in various influencers for recommendations in cosmetic products. Interestingly, micro-influencers with less number of followers are the most trusted, 32.7% of them preferring their endorsements. They are followed by beauty experts or makeup artists at 30%, which indicates expertise and perceived authenticity to be prime drivers of establishing trust. Celebrities with a significant following command 21.8% trust, which means that although name recognition carries some weight, it's not the key driver for most consumers. Notably, 15.5% of those surveyed said they do not trust influencer endorsements at all, which points to a group of people who are still skeptical about influencer marketing in the cosmetic space. This information implies that the more specialized and smaller influencers and professionals are viewed as better sources of information than the larger and more generalized figures.

3. How much does an influencer's authenticity affect your decision to buy a cosmetic product?

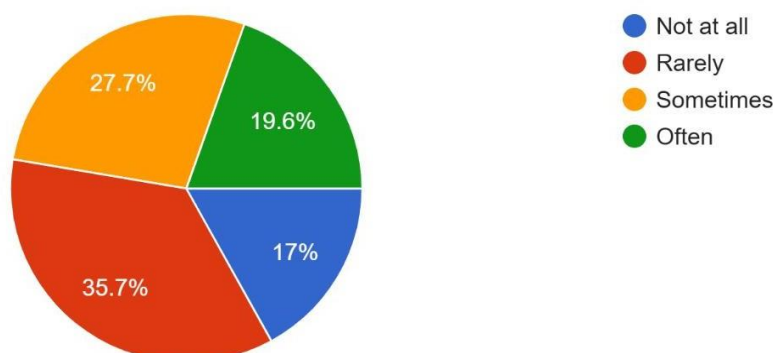
112 responses



The pie chart illustrates the degree to which an influencer's authenticity affects the choices of consumers to buy cosmetic products. A large chunk, 41.1%, of the respondents are a little affected by an influencer's authenticity, forming the largest group. Next, 28.6% indicated being not at all affected by authenticity, showing a significant group that places greater emphasis on something else. At the same time, 21.4% are somewhat impacted, indicating authenticity has some influence but is not the strongest motivation for them when it comes to making a buying decision. Last but not least, 8.9% are very impacted, pointing out authenticity is an essential consideration for a smaller yet significant group of consumers. In general, the information indicates that authenticity is a factor among many but is not the greatest influencer for most

4. Do you feel more likely to try new cosmetic products after seeing them on social media?

112 responses

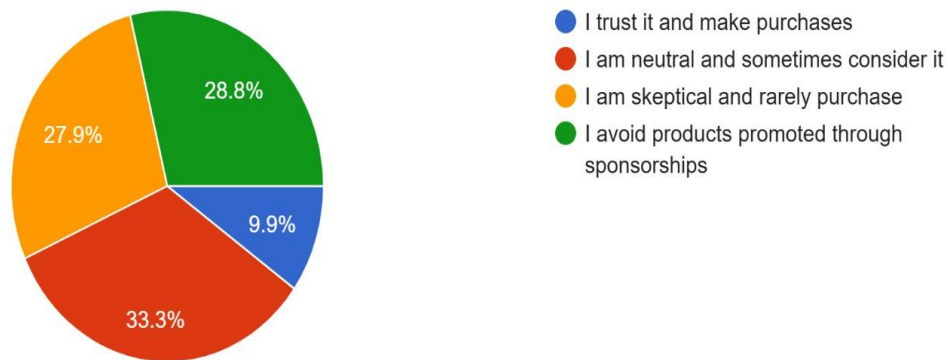


consumers of cosmetic products.

The pie chart below shows the effect of social media on the willingness of consumers to experiment with new cosmetic products. The biggest portion, 35.7%, of the respondents are rarely likely to experiment with new products after seeing them on social media, showing some level of skepticism or resistance to persuasion. Next, 27.7% are sometimes likely, which means that social media can exert some influence, but it is not a reliable driver. A smaller segment, 19.6%, feel often likely, which may indicate the strength of social media as an influencer for a portion of the population. Finally, 17% feel not likely to try new products from social media exposure, showing no susceptibility to such marketing. Overall, the statistics indicate that although social media may be used to influence cosmetic buying choices, it is not an automatic consideration, with consumers being cautious or only sporadically influenced.

5. How do you generally feel about sponsored content from influencers in the beauty industry?

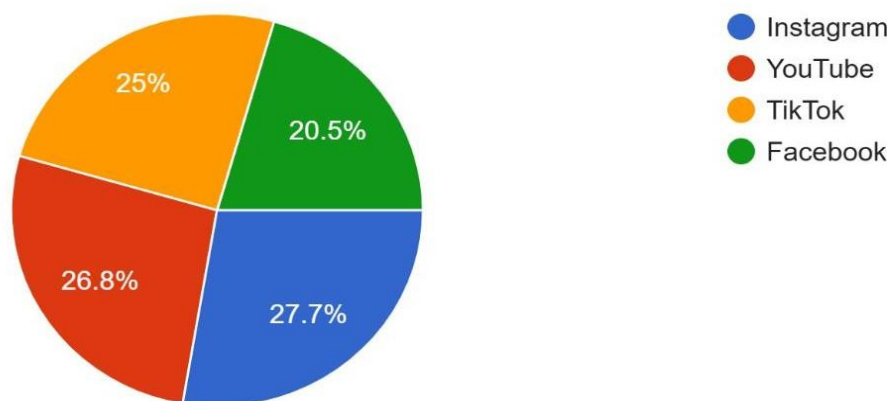
111 responses



The pie chart indicates a varied set of attitudes towards sponsored content among beauty industry influencers. A large percentage, 33.3%, of the respondents have a neutral attitude, meaning they are willing to consider sponsored content but do not necessarily trust or reject it. In close second, 28.8% of individuals actively shun products endorsed through sponsorships, indicating a large group that is suspicious of paid endorsements. Likewise, 27.9% of the respondents are distrustful and seldom buy sponsored products, indicating a general lack of trust in this type of advertisement. Lastly, only 9.9% of people trust sponsored content and buy from it, the smallest segment. In general, the statistics indicate that although a limited number of consumers believe sponsored content, most are either indifferent, distrustful, or actively reject it, suggesting a requirement for increased transparency and authenticity in influencer marketing within the beauty sector.

6. Which platform do you primarily use to follow beauty influencers?

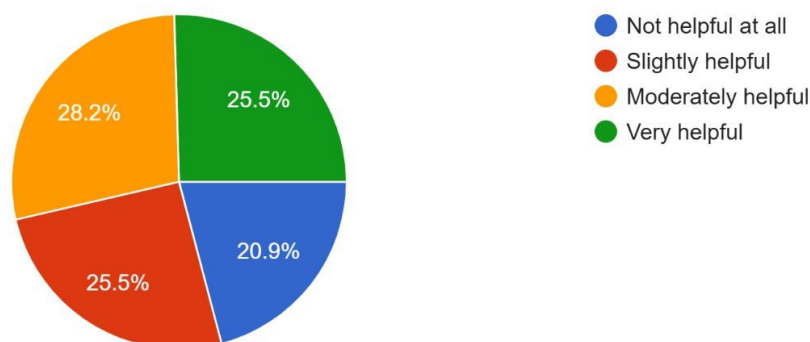
112 responses



The pie chart shows how consumers mostly use platforms to follow beauty influencers. Instagram is the most-used platform at 27.7%, which shows that it has a strong visual appeal and influencer-friendly setup. A close second is YouTube at 26.8%, which indicates that long videos and tutorials are still favored for beauty content. TikTok has a notable 25% share, illustrating the increasing power of short-form video and its capacity to engage a broad audience with fast, bite-sized content. Finally, Facebook is accessed by 20.5% of respondents, indicating that although it might not be the first choice for most, it is still used to connect consumers with beauty influencers. In general, the statistics mirror the multifaceted nature of social media usage for beauty influencer content engagement, with the visually oriented ones such as Instagram, YouTube, and TikTok leading the charge.

7. Do you think influencers provide helpful information when promoting cosmetic products?

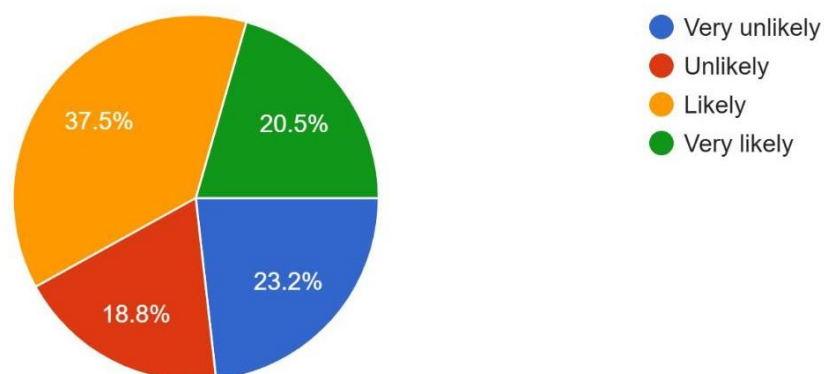
110 responses



The pie chart shows the level of helpfulness of information presented by influencers in promoting beauty products. The largest group, 28.2%, feel that influencers give moderately helpful information, suggesting that there is a general perception that influencers give some value but possibly not exhaustive advice. Close behind, 25.5% say that the information is very helpful, indicating high levels of dependency on influencers for product information. Notably, another 25.5% see the information as somewhat useful, indicating a more reserved or less positive opinion of influencer content. Finally, 20.9% of the respondents think that influencers offer not very useful information, pointing to a group that is doubtful or dismissive of influencer promotions. Overall, the evidence is for a mixed view of influencer helpfulness, with a slight bias towards positive or neutral opinions, but also a significant proportion expressing doubt or low confidence in the information presented.

8. How likely are you to buy a cosmetic product if a trusted influencer endorses it?

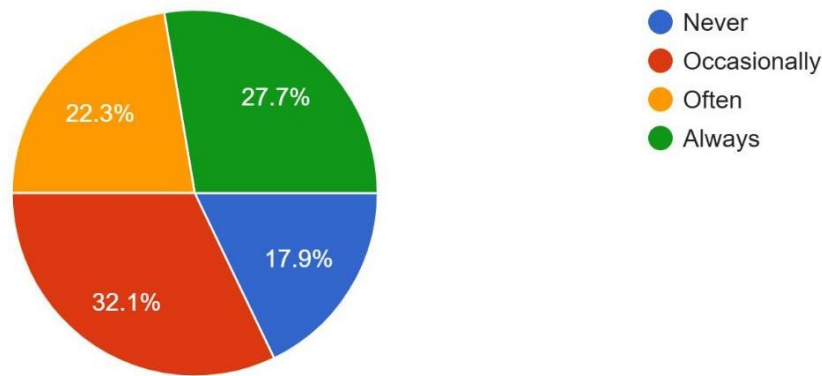
112 responses



The pie graph shows how consumers are likely to buy a product that has the endorsement of an influencer to whom they can trust. A noteworthy fraction, 37.5%, of consumers would buy the product in the said situation, confirming the potential impact of trust-related influencer endorsement. Placing next are 23.2%, or very unlikely consumers, strengthening the fact that credible influencers greatly sway purchasing behaviour. On the other hand, 20.5% said they are very unlikely to purchase the product, which indicates a segment that is still resistant despite a trustworthy endorsement. Finally, 18.8% are unlikely to buy, which reflects a level of scepticism or desire for independent decision. Overall, the evidence indicates that reputable influencers play a large role in determining consumer buying behaviour within the cosmetics sector, with most favouring or strongly preferring to buy endorsed products, although a large minority are not convinced.

9. How often do you look for influencer reviews before buying cosmetic products?

112 responses

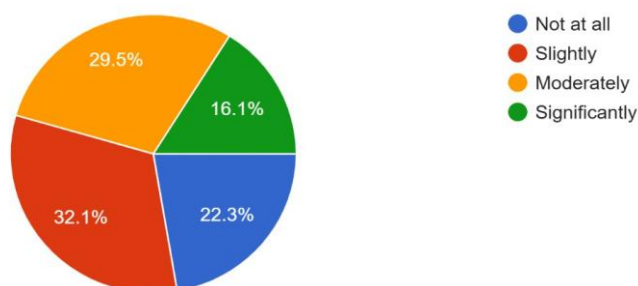


The pie chart illustrates the extent to which consumers search for influencer reviews prior to buying cosmetic products. The largest share, 32.1%, of respondents will sometimes search for these reviews, meaning while it's not something they do routinely, it's a familiar process in their buying decision. Following closely, 27.7% always search for influencer reviews, displaying a high level of reliance on these reviews prior to a purchase. In the meantime, 22.3% frequently search for reviews, indicating a consistent but possibly not universal practice. Finally, 17.9% of the sample never search for influencer reviews, indicating a group that either has faith in other sources or independently makes a purchase. Overall, the evidence is that influencer reviews are a significant part of the cosmetic buying process for most consumers, with a strong bias towards occasional or regular review seeking, although some ignore them altogether.

The pie chart illustrates the frequency at which consumers look for influencer reviews prior to buying cosmetic products. A large percentage, 32.1%, of respondents occasionally search for these reviews,

10. Does the number of followers an influencer has affect your trust in their recommendations?

112 responses



implying that although it's not a regular practice, it's a standard procedure in their buying process. Coming in close second, 27.7% always look for influencer reviews, which shows a high degree of dependence on these opinions prior to a purchase. At the same time, 22.3% frequently search for reviews, indicating a repeated but possibly not constant behaviour. Finally, 17.9% never search for influencer reviews, uncovering a group that either relies on other sources or makes its own buying decision. In general, the information indicates that influencer opinions have a significant influence on the cosmetic buying process for most customers, with an obvious bias toward seeking them sporadically or regularly, but with a minority ignoring them altogether.

ANOVA						
Source Variation	ofSS	df	MS	F	P-value	F crit
Rows	193.519841	111	1.74342199	1.605144546	0.0001805	1.249329897
	3		3		6	
Columns	192.168650	8	24.0210813	22.11587778	6.4773E-31	1.948812897
	8		5			
Error	964.498015	888	1.08614641			
	9		4			
Total	1350.18650	1007				
	8					

Discussion:

This research further validates and consolidates the effect of influencer marketing on consumer behaviour in cosmetics, especially in terms of influencer selection and individual consumer behaviour. The greatly significant "Columns" effect in ANOVA, referring to types of influencers, underpins the importance of strategically choosing influencers. This result indicates a new dynamic in the influencer marketing landscape, where authenticity and relevance have become priorities. Somewhat, the implication is that not all influencers are equal, and brands must go with partners who share their values and audience. This very much substantiates the move away from celebrity endorsement toward micro-influencer collaboration indicated in the background.

The much more potent "Rows" effect confirms, from the viewpoint of ANOVA, the individual variations of the respondents involved. The findings tell us that many consumers tend to react differently to influencer marketing, pointing toward personalized marketing strategies to meet different consumers' preferences or psychographic profiles. The differences noted reflect the still-growing trend that consumers have begun taking initiatives in finding product information and started valuing peer recommendations, as also mentioned in the study background. This further accentuates the need for segmenting audiences based on their demographics, psychographics, or past purchase behaviour to appropriately individualize the influencer marketing campaign.

Summary statistics provide important context about general trends in consumer behaviour. Influencer trust (Question 2) has a mean score hanging around certain influencers, where perceived expertise and relatability come to play. A high score on authenticity importance (Question 3) points toward consumers being rather tough and suspicious about endorsements that seem inauthentic. Certain platform usage figures (Question 6) provide an insight here about the significance of certain social media channels where one can follow beauty influencers, therefore allowing brands to channel their efforts into platforms with the most likelihood for engagement.

The implications of these findings for cosmetic brands that wish to practice influencer marketing are far-reaching. In a tremendous validation of the alternative hypotheses, the data point toward influencer selection criteria, marketing methods, and sustainable collaborations as all having importance on consumer purchase intention, brand loyalty, and brand perception. Statistically significant differences between types of influencers and differences between individual consumers say that the influencer marketing must change from just superficial measures such as the number of followers to impact and fit.

However, within this Two-Factor Without Replication design, ANOVA really cannot run direct tests for interaction effects. Future studies should adopt designs that allow testing for interactions across influencer types and consumer characteristics. For a more refined understanding of their co-action on consumer behaviour, these variables should also be subjected to some next steps, including post-hoc analysis, correlation analysis, and regression modeling in forthcoming investigations.

Even so, this author needs to acknowledge some of the limitations of the research, notably reliance on quantitative data with no form of qualitative insight. Future studies can integrate qualitative methodologies into interviews or focus groups to unearth consumers' basic motivations and fosters

understanding of the long-term effects of influencer marketing on brand loyalty and consumer relationships.

That's the response this study doles out for consumers when it comes to attracting consumers through the use of influencer marketing in cosmetics. It thus points out to the distinct need for thorough selection, prudent personalized marketing application, and a better understanding of a consumer's appetite. Any work that will be directed towards closing the existing gaps and shortcomings of the present study will definitely serve to improve further our understanding of this dynamic and evolving field for more applicable insights on the part of marketers for optimizing their strategies with regard to influencers.

Conclusion and future scope:

Conclusion:

Empirical proof is provided by this dissertation research on "Influencer Marketing's Impact on Consumer Behaviour in the Cosmetic Industry" concerning the reality that influencers have played a very significant role in shaping consumer perception and intention to buy. The analysis of variance that stood out with a chick significant "Columns" effect clearly proves that influencer type is a determinant of marketing success. This observation further emphasizes the necessity for brands to be very rigorous when selecting an influencer rather than just looking at the kind of follower numbers. Other factors of interest include audience alignment, content authenticity, and perceived expertise. One more greatly significant finding regarding the "Rows" effect discusses that consumer responses are heterogeneous and adds to the reason for personalization of marketing activities to fit the different tastes and psychographic profiles of persons. Summary statistics have disseminated a better understanding of consumer attitudes as well as behaviour; however, advanced statistical analysis - post-hoc tests and regression analysis - will be needed for a detailed understanding of subtle relationships between influencer characteristics and consumer behaviour and marketing output. All findings are compromised enough to support alternative hypotheses that strategic selection of influencers, marketing efforts, and long-term relationships with influencers affect purchase intention, brand loyalty, and brand image in developing consumer relationships. This study, thus, purports to depict how the environment of the influencer-consumer differs, emphasizing how brands essentially must take a data-driven approach to the influencer marketing universe and produce recognizable consumer engagement.

Future scope:

The study did not only attempt to show the major features of influencer marketing in the cosmetic industry; it also highlighted several other directions that future research would have to take to better and more deeply account for this phenomenon. Longitudinal studies might serve a useful purpose in tracking and understanding the long-term effects of influencer collaborations on brand loyalty and consumer lifetime value while also providing an idea about the viability of such methods of marketing. Such a study may be preceded by qualitative exploratory methods, such as conducting intensive interviews or focus group discussions, to acquire an in-depth view on the rich social context in which consumers experience or are further motivated through their interaction with influencers' content. It will then allow for adoption of the different influencer marketing strategies across platforms and provide ground for platform-optimized strategies. Last, the ethical issues related to influencer marketing would include matters such as transparency, authenticity, and consumer protection-the responsible marketing practice considerations.

Lastly, it would be interesting to see the innovations that come up such as augmented reality and artificial intelligence applicable in effective consumer interactive engagement through influencer marketing. Cross-cultural studies would be of great interest, able to demonstrate how different regions or cultures affect the efficacy of influencer marketing, thus adding to the generalizability of findings. There will also be more insights on crisis management strategies as consumers' trust and purchase decisions are largely impacted by factors such as unfavourable reviews of an influencer or scandals involving a brand. It would be interesting to look at how influencer marketing can change the consumption patterns within the cosmetics industry into more sustainable and ethical consumption practices. In the ninth position is how micro and macro-influencers influence niche segments and targeted campaigns-the previous step will clear up the criteria for influencer selection. Collaboration with influencers in research will be in the

implementation of consumer co-creation and brand community, and that will open up avenues for further research in brand engagement and loyalty. All these directions of future research would deepen the understanding of the influencer marketing landscape and the transformations it brings to consumer behaviour for scholars and practitioners alike, particularly in fast-paced environments like the cosmetics industry.

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5. Hughes, C., Swaminathan, V., & Brooks, G. (2019). Driving brand engagement through online social influencers: An empirical investigation of sponsored blogging campaigns.

Industry Reports and Websites:

1. **Mediakix. (Yearly). Influencer Marketing Industry Report.**

Regularly published reports that provide up-to-date statistics, trends, and insights on the influencer marketing landscape.

2. **HubSpot Blog Marketing Hub. (Ongoing). Influencer Marketing Resources.**

HubSpot offers a wealth of resources, articles, and guides on influencer marketing strategies, best practices, and trends.

3. **eMarketer. (Ongoing). Digital Marketing Research and Trends.**

Provides data and analysis on digital marketing, including influencer marketing trends, which are valuable for contextualizing your research